When you ask for
HURFF Pork and Beans...

YOU GET BEANS WITH JERSEY TOMATO SAUCE... the grandest sauce you ever tasted!

HURFF PORK and BEANS
Seasoned, cooked and packed at Swedesboro by HURFF.. The Jersey Tomato People

EVEN if you like Hurff Pork and Beans only a little better, it's well worth your while to ask for them—for the little things in life make a big difference.

But—we'd be willing to bet a basket of our rich, ripe, pedigreed Jersey tomatoes that you're going to like them a lot better and eat a lot more of them than any beans you ever tasted.

Boastful? We don't aim to be!

But being farm folk, we do know our beans and some of us have been working with finer full-flavored Jersey tomatoes for more years than we like to own up to.

Of course, the kind of tomatoes that make the sauce for Hurff Pork and Beans fit for a king (or a queen) don't just "grow on trees" as the saying is. Each summer seed tomatoes are examined and approved by inspectors of the New Jersey State Department of Agriculture. The seeds from these tomatoes are removed, cleaned, certified and sealed in bags under the direct supervision of these state officials. Hurff sells these seeds to the growers and buys back the tomatoes they produce, thereby maintaining uniformity of quality and flavor.

Do we hear you say—"And so what?"

So—ask your grocer for Hurff Pork and Beans with that grand Jersey tomato sauce and see what you've been missing!
When You Want to picture the swift, exciting action of a game like this, you need a film you can depend on . . . every time. There's seldom a chance for a remake.

The picture shown here was made on Agfa Plena-chrome Film . . . the film you can rely on to give you better results under ordinary conditions, surprisingly good results under difficult conditions.

Agfa Plenachrome is noted for high speed, wide latitude, high color sensitivity and remarkably accurate response to light values. It gives your pictures the lights and shadows, the subtle tones, the depth and roundness that will make you proud of your work with the camera.

Try Agfa Plenachrome for your next pictures. We're confident the result will prove Agfa's greater factor of safety . . . the "extra margin of quality" that enables us to offer you every roll with the guarantee of "Pictures that satisfy or a new roll free." Made by Agfa Ansco Corporation in Binghamton, New York.
Before I knew it I had a case of dandruff that simply defied relief. I had tried everything but my hair got duller and drier. Jim, my husband, had a severe case also. I was wondering what to do next when into the room popped Florence Casey. Florence is one of those up-to-theminute-on-everything girls. She's gone back to her old job of nursing, so her opinion counts on medical matters.

"Dandruff," she chortled, "it's about time you stopped fussing with those old-fashioned remedies you are using. They aren't even antiseptic. Don't you know that doctors have found that a germ causes dandruff, and that Listerine is a simply marvelous treatment, because it kills the germ so quickly. You needn't worry about it bleaching your hair, either."

Without another word she strode into the bathroom and emerged with my Listerine. "Here goes for your first treatment," she laughed, and parted my hair—applying several droppers full of Listerine. Then she began a vigorous massage that lasted perhaps five minutes. "Exactly this same treatment got results for 100% of the dandruff patients in a New Jersey clinic," she said.

When scientists discovered that the stubborn germ Pityrosporum ovale causes dandruff, the entire method of medication changed. For the first time dandruff was treated for what it really is—a germ disease.

The results obtained by Listerine Antiseptic in laboratories and clinics are nothing short of phenomenal. No other remedy that we know of can show such results backed by clinical proof. Rabbits with dandruff were treated on one side only, with Listerine Antiseptic, once a week. At the end of fourteen days the average of the ears that showed no sign of dandruff was 76%. On the untreated sides dandruff was still in evidence. In a mid-western skin clinic a substantial number of dandruff patients who massaged their scalps once a day with Listerine obtained marked relief in an average of two weeks. In many other cases scalps were found to be absolutely clean and free from dandruff in periods ranging from three to eight weeks.

In a New Jersey clinic, 76% of the patients who used Listerine twice a day showed either a complete disappearance of, or marked improvement in symptoms of dandruff at the end of three weeks.

If you have any evidence of dandruff, start now with Listerine Antiseptic and massage at least once a day.

LAMBERT PHARMACAL Co., St. Louis, Mo.

Listerine is published weekly by TIME INC., 300 East 42nd Street, Chicago, Ill. Entered as second-class matter November 15, 1936 at the postoffice at Chicago, Ill., under the act of March 3d, 1879. Subscriptions $4.50 a year in U. S. A.

Volume 3 Number 10
When Doctors "Feel Rotten"
—This Is What They Do!

HOW can many of New York's busiest physicians stand up under their grueling schedules? Why are their nerves so steady, their minds so clear after nights of broken sleep and days of fatiguing work?

The answer is simple. They follow the rules for health described by Artie McGovern in his new book. Many not only go to McGovern's famous gymnasium in New York, but asked him to become Physical Director of the New York Physicians' Club.

These doctors are too wise to fall for work-outs that leave the "patient" gasping, dizzy, exhausted, the kind of exercise that does more harm than good. And not only doctors have been benefited by McGovern's safe, sane methods. Among the nationally known people who have used them are: Grover Whalen, Walter Lippmann, Vincent Richards, Babe Ruth, Gene Sarazen, Rube Goldberg, Frank Sullivan, Paul Whitean, Isaac Marconson.

America's Greatest Trainer at Last
Reveals His Secret of Keeping Fit!

In his new book Artie McGovern gives you "debunked" truth about exercise. He explodes popular fallacies. He shows you how to increase vigor, feel better, relieve constipation, and either lose weight or put on solid pounds—how to get more enjoyment out of life. Your past slimness (or fatness depending upon the type of person you are) is treated as such.

Here is a book of unvarnished truth about your body, your health, your living habits. It shows a safe way to control weight (the way doctors and athletes do); how to eliminate nervousness, sleeplessness; how to correct constipation without laxatives; how to tone up your entire system, and build reserve vitality to resist sickness. And all with simple, easy exercises you can do at home—without apparatus!

Are You Overweight—Run-Down—Costipated?

Do you feel run-down? Are your muscles flabby? Are you overweight or underweight? Do you take laxatives? Do you sleep poorly? Do you wake up tired? If your answer to one or more of these is "yes," then you owe it to yourself and family to try the McGovern method.

Spend No Money
Try the McGovern Method on This
30-Day Double Guarantee

The McGovern Method has worked for thousands and can therefore be sold on these terms:

1. Send no money with the convenient coupon below. When postman hands you copy of Artie McGovern's new book, THE SECRET OF KEEPING FIT, deposit with him the Special Offer price of only $1.98, plus a few cents postage. If, after five days reading, you are not convinced that the McGovern Method is just what you need and want—you may return it and your money will be refunded at once.

2. If, after applying for 30 days the principles clearly given in Mr. McGovern's book, you don't feel like a new person, vibrant with glowing health and new-found "paw"—if you aren't thoroughly convinced by actual RESULTS that it is working wonders for YOU—you may even then return the book for a full refund.

Clip and mail this coupon—without money NOW! SIMON AND SCHUSTER, Inc., Dept. 629, 386 Fourth Avenue, New York City.

SIMON and SCHUSTER, Inc., Dept. 629
386 Fourth Ave., New York City

Send me a copy of Artie McGovern's new illustrated book, "The Secret of Keeping Fit," which tells in complete detail the methods Artie McGovern uses in keeping doctors and famous men and women in all walks of life up to par. When postman delivers it, I will pay $1.98, plus few cents postage charges. (Outside U. S. $2.25. Cash With Order.)

It is distinctly understood that, if I care to, I may return the book within 5 days. It is also understood that, if putting Mr. McGovern's Method into practice does not, within one month, produce the actual results I want, I am to have the privilege of returning the book. In either case my $1.98 is to be refunded at once.

Name:________________________
Address:_____________________
City:________________________
State:________________________

Check here if you are enclosing $1.98 herewith, thus saving postage charges. Some refund privilege apply, of course.
Who wouldn't take romance, when it's spelled G-R-A-C-E-M-O-O-R-E! Here's by all odds her finest and funniest picture.

Between contracts and kidnappers, Grace has troubles plenty. But she comes up smiling—more gorgeous, more glamorous than ever before.

Why did his wife have to hide Jerry Warriner in the bedroom when her best friend visited her? This and other novel romantic questions are answered uproariously in this brilliant version of a Broadway hit.

“Theodora” goes wilder than ever untangling new angles in this tantalizing love triangle. . . . See how a society bride’s sensational drawing-room dance shocked Park Avenue—and stopped a divorce!

Hollywood’s all excited about this gayest picture of the new season! Advance reviews call it “a sweetheart of a picture”—“swell entertainment.” See why!

And now at last at popular prices—Frank Capra’s production starring Ronald Colman—“Lost Horizon.”

Ask your theatre for dates of these attractions.
LETTERS TO THE EDITORS

Satisfied Scientist

I wish to express my genuine appreciation of the careful and
discriminating manner in which you handled the pictorial notice
of our recent volume on Feeding Behavior in Infants (LIFE, July 26).
I am pleased to find that the infant, when treated with
editorial skill, seems to hold its own
even though surrounded by such
worthy themes as fascism and
communism, by brachypterylla
ma-\na, tautara, and Mr. Rockefeller,
so as nothing of the irresponsible
Charlie McCarthy. By giving the
infant a real status in mass competi-
tions you have made an educa-
tional contribution of far reaching
value. The selection and
arrangement of the pictures were

Without attempting further
expression of your skill let me express
again my satisfaction in the
effective way with which you
handled our material.

ARNOLD GESSELL, M.D.,
The School of Medicine,
Yale University
New Haven, Conn.

Photographer at Rabaul

Sirs:
The following little side-light on the
Rabaul eruption photos
(LIFE, July 12) may interest you and P. A. Stonehouse;

One of the passangers arriving
from Australia aboard the S. S.
Monterey at San Pedro on July 12
was a Mr. Karl Iske. Learning
from my niece (also a passanger)
that Mr. Iske had spent the past six years in New Guinea, I thought
he would be interested in the pictures
appearing in the then current issue of LIFE. On showing
them to him, he exclaim-
antly remarked that he had
seen a number of them.

Iske, a German flier during the
World War, has been
employed by New Guinea Airways since
1931. In obtaining his photos of the
Rabaul eruption and subse-
quent damage, Iske made
his flight with the New Guinea Ad-
ministrator; and, spending several
days in the cameron of two news
agents who had to make the
trip by plane from Australia.

Incidently, I think LIFE en-
gages in estimating the cost
of life at 400. The Administrator
was officiously concerned for hav-
ing evacuated the entire native
population to Kokopo, 15 miles
distant, at the first sign of danger.
But one white man was killed, a
photographer who climbed the
Vulcan Island volcano several
days after the eruption and
reached the crater’s rim, only to
have the crescent pipe under
his feet.

PAUL PEREZ
West Hollywood, Calif.

"Poor Fool"

Sirs:

Your description of an English
electric-game (LIFE, Aug 2) is
so stupid and calculated to misled
people deliberately that I am
left to remark, Poor Fool!

Canadians know that most
English games are played in a
sportsmanlike manner and that
the looimannism and insults that
accompany the American games
are entirely lacking.

Your periodical is too blatantly
American even for a Canuck, who

The KLEENEX* HABIT

soothes noses during hay fever!

- For welcome relief from an inflamed
  sore nose, put aside your handkerchiefs
  and adopt the habit of using Kleenex
  Disposable Tissues during hay fever and
  colds. See how much more "human"
  you feel when you use a fresh dry tissue
  each time, so soft and soothing that it
  is practically impossible.

KLEENEX* DISPOSABLE TISSUES

(*Trademark Reg. U. S. Patent Office)
TOSS ME A KOOL

It's soothing to my throat. The mild menthol adds a refreshing flavor, yet none of the full tobacco goodness is lost. Toss me a KODL... it's a skillful blend of excellent Turkish and Domestic tobaccos. And a coupon comes too—valuable coupons, good in the U. S. A. for handsome, useful premiums. Extra coupons come in every carton. Toss me a KODL... it's quite a catch!

Brown & Williamson Tobacco Corp., P. O. Box 599, Louisville, Ky.

LETTERS TO THE EDITORS
(continued)

can we through your loyal American nationalists.

HAL LEE
Saskatoon, Sask.

Style Piracy

Sir:

It is a fair assumption that LIFE which is achieving the position of an American institution would not consciously convey a highly erroneous impression. The impression directly conveyed by your article on style piracy (LIFE, Aug. 6) are: (1) That all effects to curb style plagiarism have been futile; (2) That the reproduction of imports at different price points constitutes piracy and could be prevented by an efficient style-protection machinery.

It is true as stated in your article, that the patenting of apparel designs has not proved effective but you omitted mention of the fact that tangible progress has been made, through voluntary co-operative action, in abating the piracy abuse.

During the past five years, more than 200,000 original styles have been filed with the Copyright Office of the U.S. Patent Office. The Guild comprises 180 manufacturers of ready-to-wear. Forty thousand retail stores collaborate with the Guild by declining to purchase copies of Guild members' original designs. The effectiveness of the Guild's program is attested by the fact that the "market life" of an origination in a retail store has been decreased from two weeks to eight.

With regard to the reproducing of imports, it is doubtful if even the most comprehensive patent protection would include this. Those models are purchased by manufacturers in all price classes—and every purchaser has, obviously, equal rights to the use. The appearance of a reproduced import at different price points can, therefore, be accepted as conclusive evidence of piracy. Very few French imports are reproduced in this country. They provide ideas for American designers but the models created by the French couturiers cannot, except in rare instances as in the case of Mrs. Wallis Warfield's wedding gown, be successfully made and marketed here.

ALBERT M. POST
Executive Director, Fashion Originators' Guild of America, Inc.
New York, N. Y.

Camp Prices

Sir:

For 15 years, I have annually advised thousands of parents about camps for their children. So I appreciate the splendid publicity you gave camps in your Aug. 16 issue.

The choice of the Aloha Camps was a happy one, but Mrs. Gallic is not the only one who should be considered as camp director instead of camp mother. Camp manager is used to designate the person in charge of matters at a boys' camp. Your statement that $300-$375 is the average fee at "a fashionable woodland retreat" is hardly correct. $300-$450 would be correct figures.

RICHARD DESHON
New York, N. Y.

How a dozen men in the club got ATHLETE'S FOOT

Smith was a CARRIER*

Smith didn't realize he was a victim of Athlete's Foot—spreading infection wherever he tread barefoot—until the skin between his toes got painfully raw.

Don't wait for serious trouble to develop before applying Absorbine Jr. If your feet have been exposed to damp surfaces—in the shower or locker room at the club, or the beach or swimming pool—examine the skin between your toes at once.

Red skin calls for Absorbine Jr.

Is the skin red, irritated? Does it itch? Prompt application of Absorbine Jr. cools and soothes, and may ward off painful soreness. For the infection progresses, while skin may appear, peeling in patches, with skin cracks, rawness and pain; use Absorbine Jr. to soothe the soreness and help the tissues heal.

If your case gets really serious, consult a doctor in addition to using Absorbine Jr., morning and night. Buy a bottle today and insist on the genuine. It has been proved and proved for its ability to kill the fungus when reached, a fungus so stubborn that infected soaks must be boiled 20 minutes to destroy it. Absorbine Jr. is economical because it takes so little to bring relief. At your druggist's, 84 25 a bottle. For free sample, write W. F. Young, Inc., 362 Lyman St., Springfield, Mass.

* "CARRIER" is the medical term for a person who carries infection. People infected with Athlete's Foot are "carriers." And at least one half of all athletes suffer from it (Athlete's Foot) at some time, according to the U. S. Public Health Service. They spread disease wherever they tread barefoot.

ABSORBINE JR.
Balesises sore muscles, muscular aches, bruises, sprains and Sunburn

FREE 8-oz. trial bottle at any drug store

Take Absorbine Jr. at the first sign of irritation

Copyrighted material.
**DOES YOUR FOUNTAIN PEN OBJECT TO TRAVELING IN YOUR PURSE?**

1. **Watch out, lady!**—If that's an ordinary fountain pen you're reaching for—be careful when you unstop it! Remember—you've been swinging that handbag of yours around—and the ink is likely to have jounced from the pen barrel into the cap. If you had an Eversharp with the Safety Ink Shut-Off that couldn't happen.

2. **Good-by, Jane, I'll write!**—And even after a spontaneous gesture like this—when you go to use that Eversharp pen in your handbag—the ink will still be in the barrel of the pen—where it belongs—not in the cap. That's what the Safety Ink Shut-Off does for you!

3. **Opens and shuts like a faucet**—Eversharp's Safety Ink Shut-Off is open while you're writing. The ink flows from barrel to point as in the "open" picture. But when you screw the cap on tightly, the Safety Ink Shut-Off closes the ink channel "A"—sealing the ink in so it can't leak into the cap.

4. **And here's a thought**—Why not one for your husband? His pen gets bounced around too. If he occasionally sprints to catch a train, or does a lot of traveling—by plane, motor, or bus—an Eversharp is the safest pen he can carry. And—he'd like an Eversharp pencil with it.

5. **The safest pen to give**—As a gift, give an Eversharp pen with the adjustable point (slight additional cost). The person who receives it can adjust the point to suit his or her own stroke, pressure, and writing style. All Eversharp pens come in one-stroke vacuum or lever fillers, and they show when to refill! You'll find, too, that Eversharp's pens have greater ink capacity.

---

**EVERSHARP**

**THE ONLY PEN WITH THE SAFETY INK SHUT-OFF**

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*Gold Seal Eversharp, $7.50 and up—unconditionally guaranteed during the life of the owner except against loss, theft or willful damage, and subject only to a 5¢ servicing charge to cover handling cost, postage and insurance. Other models, $8.75 and up. Pencils to match, $1.25 to $8. Prices slightly higher in Canada. The Wahl Company, Chicago, U. S. A.*
"How can explosion touch me?"

He had never had an explosion in his home and he didn't expect one. But, he reckoned without his neighbors. An explosion nearly a block away dropped heavy chunks of masonry through his roof. Explosion Insurance would have covered his loss, for it applies to damage whether the explosion originates on or off the premises.

You wouldn't gamble that your home will never be damaged by fire. Considering the low cost of fire insurance, taking that chance is unthinkable. By the same token, why gamble that fire may be the only cause of financial loss? Explosion is a constant threat. No community is ever immune from windstorm. And, property-owners are often sued for injuries suffered on their premises. Since a loss is a loss, no matter what the cause, it pays to have all-around insurance, the cost of which is surprisingly small. Just what policies should you have? Ask a North America Agent, or your broker, to advise you. Consult him as you would your doctor or lawyer.

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

North America Protection includes practically every form of insurance except life. Here are some of the coverages available for protecting the home:

**RESIDENCE CONTENTS** covers damage to household furnishings by fire or other specified hazard.

**SUPPLEMENTAL CONTRACT** covers damage by explosion, windstorm, hail, riot and civil commotion, falling aircraft and "wild" motor vehicles.

**RENTAL VALUE** pays rental value of home while being made habitable following damage by fire or other specified cause.

**BURGLARY** covers loss and damage to property by burglary or attempted burglary.

**OWNERS, LANDLORDS & TENANTS LIABILITY** covers claims for injuries to the public sustained on the premises.
The bathroom comes to Life

4 steps transform a faded, shabby bathroom into one that sparkles with life and color...

1. Reach for your phone and call your Master Plumber. Tell him you want to dress up your bathroom with a new Church Toilet Seat in white or color.

2. Select the color that pleasing to your best from a great variety of brilliant Church Seat colors in plain or pearl finish. Match it to fixtures or to walls.

3. Colorful accessories keyed to Church Seat colors are found in all stores. Select towels, bathmats, curtains to harmonize with the Church Seat color you've selected.

4. Complete! A colorful new Church Sani-Seat makes Bathroom Magic easy... makes all the fixtures look like new... brings life and sparkle to the entire room.

To Readers of Fortune and 15 other magazines: Curnac tells a story of Bathroom Beauty for business and industry—highlights the hard rubber Sani-Black Seat. Unbreakable, impervious to acids, time or abuse, it never needs replacing... outlasts the building in which it is installed!

ASK ANY MASTER PLUMBER FOR CHURCH Sani SEATS
"THE BEST SEAT IN THE HOUSE"

FREE BOOKLET
"Bathroom Magic" shows 24 new color schemes based on brilliant Church Seat colors. There's a color book for your bathroom in it. Mail the coupon to Dept. LM-9 for your copy today.

C. F. Church Mfg. Co., Dept. LM-9
Div. of American Radiator & Standard Sanitary Corp.
Holyoke, Mass.

Send me your free booklet "Bathroom Magic with Color."

Name ________________________________
Address ________________________________
City __________________ State __________
SPEAKING OF PICTURES . . .

"On Broadway we took this picture of big-town sharpshooters. The rifles are chained to racks. Four thousand customers a day visit this Broadway Sports Palace near 31st St."

"On Fifth Ave. you expect to find America's most fashionable women. But sometimes what you see is this. The brownstone house at upper left is the Cornelius Vanderbilt home."

"At night clubs, out-of-towners entertain out-of-towners. Most chorus girls at the Paradise on Broadway come from farms or small towns."

"A big night at the Paradise found guests at the next table bored. One of them fell asleep. All these people are out-of-towners. So are many New York cops, taxi drivers, hotel clerks, milkmen and waiters."

"MORE PEOPLE PASS 42ND ST. AND BROADWAY THAN ANY OTHER CORNER IN THE WORLD. AND THIS IS WHAT SOME OF THEIR FEET LOOK LIKE"
... MUNCIE LOOKS AT MANHATTAN

Last spring LIFE sent Margaret Bourke-White to Muncie, Ind., to photograph America's most typical small town, the "Middletown" made famous by Sociologists Robert and Helen Lynd. Her pictures of Muncie at home and at work (see LIFE, May 10) were acclaimed an important American document.

In August, John Lewellen and his wife Wilma, of Muncie, came to New York. Knowing Mr. Lewellen to be an ace camera-reporter on the Muncie Evening Press, LIFE assigned him to photograph New York as it looks to a Midwesterner on his first visit.

So for a week John and Wilma Lewellen of Muncie aimed their Contax at Manhattan street corners, skyscrapers, parks and inmates. Incidentally, they made their own shrewd observations about New York and New Yorkers. Their own words provide captions for the pictures on these pages.

Times Square to the Lewellens was a sort of perpetual carnival—"the sort of thing Muncie can stand only one week a year." Mrs. Lewellen didn't think much of New York women's clothes. To both of them much that they saw was ridiculous. And here is their crowning insult to a "big hick town": "Muncie kids will have to come to New York to see what a horse looks like."

"Wall Street is around the corner from where this picture was taken on a busy day in the U.S. banking centre."

"Public petting is considered hick in Muncie. There such things are done in private. But in New York you see it everywhere, and nobody seems to mind. These three pictures record what seems to be an everyday occurrence in New York's Central Park. The scene took place within full view of one of the principal footpaths. The pictures were taken without the couple's knowledge until after the middle picture. Then the girl heard the shutter click and hid her face. Not that she seemed embarrassed. In fact, she began to laugh. Her escort, didn't even bother to stop."
A hit with the headliners...this
FRIENDLY STIMULATION

"THERE'S FLAVOR FOR YOU!" SAY ALAN MARSHAL, of Selznick International Pictures, and LOLA LANE, featured in "Marked Woman"... and millions of other discriminating coffee-drinkers agree. Maxwell House is a blend of the finest coffees grown—that's why it's so delightfully mellow and rich.

"PERKS ME UP!" SAYS ANN LEAF, well-known CBS organist. "When I'm tired, need a lift... there's nothing like the Friendly Stimulation of a cup of Maxwell House! And besides—it's one coffee that's always fresh!" (That's because Maxwell House is packed in the Vita-Fresh can, Miss Leaf!)

"AND A BIG HIT, TOO!" SAYS BADMINTON CHAMPION J. F. DEVLIN, winner All-England championships 1925-29, author "Badminton for All.

FULL VALUE FOR YOUR MONEY. Are you sure you are getting in the coffee you buy, all the flavor you pay for? Are you sure you are getting full value for your money?

Science knows only one way to bring you coffee without loss of flavor...to bring you coffee as fresh and delicious as the hour it was roasted. And that is to pack it in the super-vacuum, Vita-Fresh can you open with a key.

Maxwell House is the only coffee that comes to you in just this way. You always get full value in flavor, freshness and rich, coffee goodness. A product of General Foods.

TUNE IN! Maxwell House Show Boat, with Charles Winninger, every Thursday night, over the NBC Red Network.

MAXWELL HOUSE COFFEE
I told you she'd notice! Thats lazy soap our lady uses doesn't wash clean. I wish she'd change to Fels-Naptha soap and get rid of tattle-tale gray.

Don't look now, Pete—but that Mrs. Royce is eyeing the tablecloth again!

Birds alive, how people's eyebrows do go up—if there's the faintest hint of tattle-tale gray in your linens and things.

But why risk it? Why put up with half-clean clothes—when Fels-Naptha soap makes it so easy to hurry out all the dirt.

That's because Fels-Naptha brings you two puppy cleaners instead of one. Its richer golden soap and lots of naptha loosen the grimmest, deep-down dirt. When the wash is over, your clothes are so sweet and white it's a thrill to iron them.

You'll love the gentle way Fels-Naptha treats your hands, too. There's soothing glycerine in every golden bar.

Ask your grocer for Fels-Naptha today and try it! You'll have easier washes! Lovelier washes! And none of that pesky tattle-tale gray!

Banish "Tattle-tale Gray" with Fels-Naptha Soap!

Visitors from Muncie, John and Wilma Lewellen, spend an evening setting off flashbulbs to photograph the strange antics of New Yorkers at the Paradise night club.
HERE you see one of the most modern freight locomotives used by American railroads.

It develops 6,500 horsepower. It can haul freight 70 miles an hour. It can highball a string of loaded box cars more than a mile long.

That the railroads are using such mighty engines is a good thing for everyone.

Take shippers, for instance. Costs, and therefore rates, are directly affected by the number of cars which modern locomotives can pull. If trains were as short as they were thirty-six years ago it would add more than three quarters of a billion dollars to the annual freight cost, based on 1936 traffic.

Or take wages. The railroads' ability to meet present-day pay rolls depends on low cost operation—and the length of the modern freight trains largely determines such costs.

Or take safety. Longer trains reduce the chance of grade crossing accidents and collisions, because the more trains you have on a track, the more chance of accidents. As a federal court recently said, "The frequency of train and train-service accidents is directly related to the number of train units operated."

Everyone knows the great safety record of the railroads today. And during the period from 1923 to 1936, when the length and speed of trains showed a striking increase, the frequency of train accidents of all sorts decreased 58.5 per cent, and head-on and rear-end collisions decreased 64 per cent.

Here in plain terms is the great story of how the railroads keep abreast of the times.

American railroad rates are the lowest in the world; American railroad wages the highest.

For that, give a good part of the credit to the "big fellow" and the long modern trains he pulls.

Since 1923, the railroads have spent more than eight billion dollars in improvements, much of it to provide more powerful locomotives, larger and stronger cars, strengthened track and bridge structures, and reduced grades and curves that make possible modern methods of railroad operation including the running of longer, heavier and faster trains.

"Here's a book that tells a story of interest to agriculture, industry, commerce and the average American. For your copy, write Association of American Railroads, Transportation Building, Washington, D. C.

Pictured here is a famous engine of seventy years ago. When freight depended on such motive power, rates were three times as high and wages were only a fraction of what they are today."
ALL

SAFETY FIRST-
friendliness too!

DO YOU KNOW

— the freight trains now operate on practically the schedules of passenger trains and at a few years ago an average speed between terminals as high as 63 miles an hour, including time occupied in crossing terminals and stations?

— that during the past fifteen years the average revenue received by the railroads for handling a ton of freight a mile has steadily declined until it is now less than one cent—a decrease of 23c? (that since 1922 the payments by the railroads made necessary by loss or injury to freight have been reduced in less than half as much per ton of freight moved?)

— that railroads now make over six deliveries of freight between most large cities even 400 or 500 miles apart, at rates charged up to the cost of transportation facilities and the costs of maintaining lines, millions of dollars every

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON, D.C.
THE HALLMARK OF HIGHER QUALITY

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Summertime Sun and Swimming can "Water-Wreck" Your Hair!

The surf and sun are fine for your body—relaxing to your mind—a grand way to spend a summer day. Yet they are—as your reason will confirm—a definitely bad influence on the health of your hair.

For the water helps to strip your hair of the oils that Nature gave you—the blazing sun beats down on your unprotected hair—baking it dry and brittle. Naturally your hair can't stand this gruelling punishment—it becomes dull and lifeless.

That's why your hair needs the help of Vitalis and the "60-Second Workout" to combat the deadening effects of sun and water. It's easy to enjoy the stimulating "60-Second Workout." Apply Vitalis briskly to your scalp. Feel the exhilarating tingle as circulation is roused. Your scalp feels awake—alive. And Vitalis' pure vegetable oils come to the rescue of your oil-depleted hair. 50 seconds to rub—10 seconds to comb and brush—and your hair has a healthy, handsome look.

With Vitalis every hair is firmly in place—just the way you want it—without a trace of that very objectionable "patent-leather" look.

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VITALIS AND THE "60-SECOND WORKOUT" HELPS KEEP HAIR HEALTHY AND HANDSOME
THE NEW DEAL DISPENSES A NEW BRAND OF JUSTICE TO LABOR AND INDUSTRY

This is a picture of a courtroom scene, taken at New Cumberland, W. Va., Aug. 40, in the next little ivy-covered Hancock County Courthouse (left). Except for the overcrowded jury box, and the staring C.I.O. sweaters worn by two of its back-row occupants, the spectacle could be duplicated at trials in ten thousand country courthouses throughout the land. But this is not a trial. The people in the jury box are not jurors. The white-haired gentleman sitting on the bench beneath the State seal and the picture of George Washington is not a judge.

What you see taking place here is a new and tremendously important phenomenon in American life. It is a National Labor Relations Board hearing. There is no jury; the occupants of the box are simply spectators. The man on the bench is a "trial examiner" appointed by NLRB. The brand of justice being dealt out has nothing to do with old-fashioned common law.

The case which the trial examiner is hearing is one as tough and as significant as any NLRB has tackled in its two years of existence. It involves charges by C.I.O. that Weirton Steel Co. of Weirton, W. Va., supports a company union, uses threats, beatings and firings to hinder the growth of a C.I.O. union, and otherwise violates the National Labor Relations (Wagner) Act. What makes the hearing so important is that Weirton Steel is run by Ernest Tener Weir, who happens to be among the most ruggedly individualistic employers in the country.

Mr. Weir does not propose to let the Government or John L. Lewis or anyone else tell him how to operate the business he has built up from the ground. When the New Deal last tried to make him do it, under NRA in 1934, Steelmaster Weir went to court and won a great victory.

In the National Labor Relations Board, however, tough Mr. Weir is up against a much tougher opponent than NRA's old National Labor Board. NLRB, to begin with, has much more authority and that authority has now been backed by the Supreme Court.

The way NLRB uses its authority has raised a passionate outcry among employers and their friends throughout the land. Often and bitterly the Board has been charged with being not only pro-Labor, but even pro-C.I.O. What most infuriates its critics is the way NLRB conducts its hearings. In effect, the employer is actually on trial. But in hearing evidence against him, most ordinary court rules are off. Any man with a grievance may take the witness chair and, under leading questions by NLRB attorneys, pour out his suspicions, his opinions, his fund of gossip and hearsay. For more of what an NLRB hearing looks like, turn the page.
WEIRTON STEELWORKERS HEAR THE CASE OF C.I.O. VS. THEIR BIG BOSS

THE NEW CUMBERLAND COURTHOUSE FLOOR AND BALCONY WERE PACKED WITH WEIRTON WORKERS. THE OUTCOME WILL DEEPLY AFFECT THEIR LIVES.

WEIRTON’S COUNSEL CLYDE ARMSTRONG COMMENTS

THEBBS ATTORNEYS (L. to R.) JOHN PORTER, ALLAN REALD, 33

C.I.O. WORKERS, SOME IN SOFTBALL SWEATERS, AND THEIR WOMENFOLK READ THE READING BETTER BY PRE-EMPTING THE JURY BOX.
Most alarming sight at the Weirton hearing were blue sweaters with C.I.O. in big red letters on the front (bottom right), some with J. L. Lewis on the back (left). They suggested the jerseys once worn by Sir Oswald Mosley and his British fascists, but they turned out to be only the uniform of a Weirton C.I.O. softball league.

At first such sweaters, or shirts with C.I.O. buttons, predominated at the hearing, while some 3,000 members and friends of Weirton's company union and Security League contended themselves with a rousing protest parade against C.I.O. and NLRB. Soon however, many a company badge (see top left) appeared in the audience.

The faces you see here are typical steel-town faces. Weirton town (pop. 16,000) is polyglot, with Greek and Slavic blood uppermost. What you do not see is Weirton's unique status as the largest unincorporated town in the world. Steelmaster Weir is not only Weir of Weirton; he virtually is Weirton. In the town which he began building on 230 acres of farmland 57 years ago, his company provides the water, gas, electricity, sewage disposal, streets and fire department. Law is upheld in the town by the county sheriff. Mr. Weir has donated a stadium to Weirton High School, built a community swimming pool ($5 admission), a golf course ($100 initiation, $4 dues).
THE CASE OF C.I.O. VS. WEIRTON

(continued)

In the first two days of the Weirton hearing, outraged company attorneys entered 103 objections to bits of opinion, suspicion and hearsay offered as evidence by C.I.O. witnesses. The trial examiner, Edward Grandison Smith (right), overruled 94 of the objections, declaring: "This is not a common-law trial. The 'rules of evidence' are not rigidly adhered to."

Utterly baffling and maddening to lawyers, the free-hand style in which an NLRB hearing is conducted puts grave responsibility on the trial examiner. His fairness and judgment alone replace the rules of evidence evolved in centuries of court experience.

When every man has had his say, the examiner decides what the material facts are, prepares an opinion on which the National Labor Relations Board (opposite page) in Washington makes its decision. The Board will not guilty employer. It issues cease and desist orders, requires rehiring of unfairly discharged employees with back pay. If the employer rejects its decision, the Board passes its order on to a U. S. Circuit Court for enforcement. Thus far the Courts have sustained the Board 10 times, overruled it only twice.

The trial examiner at Weirton is Edward Grandison Smith, 69, a Clarksburg, W. Va., lawyer, and president since 1947 of West Virginia University's Board of Governors. A champion of the common man, Lawyer Smith would take no corporation cases as a young man, could get none later.

Theodore Schroyer is sworn in by Examiner Smith. Witness Schroyer said the head of Weirton Security League had offered him $10 a day plus expenses to join the "hatchet gang" which beat up C.I.O. organizers, that he had been beaten up himself after he refused.

Kenneth Koch, chief C.I.O. organizer in the Weirton district, tells how he was fired by Weirton Steel last year after eleven years of work, has been repeatedly followed and threatened. Knocked out with a blackjack last Oct. 16, he came to to find a gang kicking and pounding him.

Caullda Barron, sister of a C.I.O. organizer, said she was beaten with Koch last October. First physical evidence to link any of the beatings with a Weirton employee was a pocketbook which Caullda Barron swore she saw drop from the pocket of one of the hatchet gang.

Patrick Todoran, president of the local Workers Alliance (radical relievers), tells how an intermediary from Weirton Steel's president offered him a job, a new car and $10 a day if he would stop organizing for C.I.O. Examiner Smith refused to make Todoran name the intermediary.
NATIONAL LABOR RELATIONS BOARD IS LABOR'S FRIEND

But U. S. Circuit Courts have reversed it only twice in 18 appeals

Do the three members of the National Labor Relations Board, who appear at top and right, sympathize with Labor's side of the argument? The answer is an emphatic yes. Their job is to administer the Wagner Act, and the purpose of that Act is to help workers achieve independent unions and win genuine collective-bargaining agreements.

Board Chairman Joseph Warren Madden, 47, is a law teacher by profession but has done much public service as a mediator in labor disputes. Donald Wakefield Smith, 38, grew up around steel mills, became a Philadelphia lawyer specializing in labor cases. Edwin Seymour Smith, 43 and no kin to Donald, was formerly Massachusetts' Commissioner of Labor & Industries, then a member of the now defunct NRA Labor Relations Board.

Do employers get a square deal from NLRB? In 96.9% of the cases which have reached it for decision, the Board has found for Labor.

That startling fact cannot, however, be assayed without a knowledge of NLRB procedure. Under the Board are 21 regional directors scattered throughout the land. Theirs is the power to investigate every Labor case and decide whether it merits action. Of 3,402 cases, including complaints, disposed of by July 1, regional directors have dismissed 260 as baseless and 741 have been withdrawn.

Once a director accepts a complaint, he first tries to settle the matter by agreement. Thus settled have been 1,791 cases. The Board has reversed or settled 829 strikes. Only in stubborn cases, numbering one in ten, do matters reach the stage of a public hearing such as now proceeds in New Cumberland. And though the conduct of such hearings may seem haphazard and unequal to most lawyers, the entire record of the hearing will be reviewed by a U. S. Circuit Court if the employer desires. As previously noted, the Courts have reversed the Board only twice in 18 appeals.

In its conduct of employee elections to determine which faction shall have the right to speak for all in collective bargaining, no one has ever questioned the Board's absolute honesty and impartiality. Though it is pioneering new ground, often uncertainly, NLRB is indisputably the oldest agency yet created to settle U. S. labor disputes by law and reason instead of by clubs and tear gas.
**LIFE ON THE AMERICAN NEWSFRONT: ASA LONG DEFENDS NATIONAL CHECKERS CHAMPIONSHIP**

The National Checkers Tournament began on Aug. 23 in the little town of Martins Perry, Ohio. Forty players sat at tables in the Eagles' Home, played in deadly seriousness. Many expected to lose as much as 10¢ in the tournament.

A slow game is this one between Dr. W. E. Thomas (on shirt sleeves) and John Bradford, both of Chicago. Some games took four hours to play.

World Champion, Asa Long, of Toledo, defends the U.S. title which he has held, off and on, ever since he won it, as "the checker prodigy," at the age of 17.

**MASSACHUSETTS REFUSES A PLAQUE IN MEMORY OF SACCO AND VANZETTI**

A sore issue in Massachusetts was stirred up on Aug. 22 when the State was offered a bronze plaque commemorating Nicola Sacco and Bartolomeo Vanzetti, the radicals executed for murder in 1927. Sculptured by Guitaun Borg-ham, the plaque bears images of Vanzetti (left) and Sacco, with Vanzetti's words before he went to the electric chair. Gov. Charles F. Hurley, Democrat, called the offer "absurd," joined Republican predecessors in denying that Sacco, the shoemaker, and Vanzetti, the fish peddler, were "martyrs," unjustly executed.

**AUTOMOBILE UNION VOTES $400,000 TO 'GIVE HENRY FORD A LICKING'**

Jubilant auto workers, 1,100 strong, convened and paraded in Milwaukee to celebrate the growth of United Automobile Workers from 30,000 to 400,000 in a year. Delegates blew whistles, took sides in a factional fight among officials, listened to John L. Lewis. On Aug. 27, they voted an assessment of $1 per member for a "war chest" to organize the Ford Motor Co. President Homer Martin was carried on his followers' shoulders. "Henry Ford deserves a licking," Martin told the convention, "and we're going to give it to him."
Pennsylvania's biggest manhunt came to an end on Aug. 22 when detectives arrested Joseph J. Bruno, one-time Republican boss of Kelayres, Pa., on a New York street corner. Bruno was undisputed ruler of the little mining town until 1933, when his followers began deserting to the Democrats. On Nov. 5, election eve, the Democrats held a parade. As it reached "Bruno's Corner," a burst of machine-gun fire sprayed the marchers. Five were killed.

Bruno was arrested, sentenced to life imprisonment and lodged in the county jail. From there, on Dec. 18, 1936, he disappeared under highly suspicious circumstances. The warden had allowed him to visit a dentist and a guard assigned to watch him had left him while he parked his car. State police conducted the search which resulted in his capture.

Bruno's Corner was the scene of the election-eve murders and, four days later, the victims' funeral (above). Joseph Bruno's house stands on the corner (top center). The houses on the other corners belong to Bruno's relatives, while the fourth corner is occupied by a church. Gunfire sprayed the marchers from all three of the Bruno houses.
On Aug. 26, with all canvas set on her three masts, William S. Gubelmann's square-rigged ship Seven Seas sailed out of Newport on a 660-mile race to Bermuda. Her opponent in this first contest between privately-owned square-riggers in modern times was G. Huntington Hartford's Joseph Conrad (LIFE Feb. 1, 1937). Awaiting the winner was a cup put up in behalf of the New York Yacht Club. Also awaiting all hands on both ships was a dinner, complete with drinks, at Bermuda—the check to be paid by the owner of the losing boat.

Built in Stockholm in 1914 by the Swedish Government as a cadet training ship, Seven Seas was originally called Abraham Rydberg. In 1929 she was converted into a private yacht and in 1936 she was sold to Mr. Gubelmann (National Cash Register) who spent five months fitting her out. She is 168 ft. long, 325 tons, has a crew of 26, can make 18 knots. Her hull is of steel and she has an auxiliary engine. (The stack visible above really serves for ventilation as well as exhaust.) Mr. Gubelmann was not aboard during the race but his son Walter was.
James ("Rip") Collins is the crack first baseman of the Chicago Cubs. On Aug. 10, while sliding for home plate in a game against the Pittsburgh Pirates, he broke his ankle. The pictures on this page show Baseballer Collins' accident and recuperation. He may or may not be back in the line-up before the season's end.

"Rip" Collins' injury was important in 1937 baseball because when it occurred the Cubs had been leading the National League by six games. Two weeks later the Cubs' lead had dropped to two games. Pressing closely behind them were the New York Giants, the St. Louis Cardinals and the Pittsburgh Pirates.

Whichever team wins the National League pennant will almost certainly face the New York Yankees in the World Series. Since May the Yankees have steadily increased their lead in the American League until on Aug. 20, it stood at 10½ games. Most experts consider them the best club either league has produced in the last few years and all agree that the Yankees' centre fielder, Joe DiMaggio, has been the season's outstanding player. DiMaggio's record of 37 home runs in 109 games is one better than Babe Ruth's record over the same stretch in his best season (1927). Ruth's all-season record of 60 homers is likely to stand, however, because a tonsil operation kept DiMaggio out of the early games, shortened his season.

Day before his accident Rip Collins visited Cook County jail in Chicago, jokingly sat in the electric chair. Some baseball players, notoriously superstitious, blamed his accident on this gag.

In the hospital the next day, with his leg in a cast, Collins gets Dr. Rose Kwaklich to autograph his bandages. His other doctor, P. S. Marcus, looks on.

Eleven days later on Aug. 21, Rip is feeling well enough to pitch horseshoes at a resort.

His crutch serves to paddle a canoe in Lake Canandaigua, upstate New York. His leg is still in a cast.
LILY PONS SINGS BEFORE RECORD-BREAKING CROWD OF 175,000 IN CHICAGO

When Lily Pons on July 31 sang in Chicago's Grant Park, an audience of 175,000 people formed the spectacle shown in the remarkable picture above. Because the park seats only 20,000, over 150,000 stood three hours while Miss Pons, a tiny figure beneath the stars, entranced the largest musical audience ever assembled in Chicago.

The Pons career began on Jan. 3, 1931 when singing at Manhattan's Metropolitan Opera House for the first time, in Lucia di Lammermoor, Miss Pons received 16 curtain calls. Prior to that she had studied piano in Paris and, at 19, married a wealthy middle-aged Dutchman named August Messritz. Mr. Messritz, who had an ear, liked the way his wife sang while playing the piano. At his instigation she studied voice, to discover that she had absolute pitch and the most extraordinary vocal cords known to throat specialists since Caruso. Her Manhattan debut put her in top-flight operatic circles. Since then she has earned a fortune from her singing.

In 1933 she divorced her husband and for over a year now she has been reported engaged and rumored wed to Andre Kostelanetz, radio conductor who led the Chicago Civic Opera orchestra during her Chicago concert. Miss Pons was born 33 years ago in Cannes. Her accent is still French. She made her movie debut in I Dream Too Much in 1935. She has an apartment in New York and houses, complete with swimming pools, in Hollywood and Connecticut. Five feet two and weighing 165 lb., she hates bread, fills up on potatoes. She once owned a pet jaguar. Her favorite number is 13 and her car license is LP 13.

The Pons coloratura voice was trained by Señor Alberto di Gerostina, later rewarded by 5% of her earnings.

Lilypons, Maryland was named after its lily ponds and after Lily Pons, here shown with Postmaster Thomas.

On Lilypons' lily pond Lily Pons, paddled by a local resident, picks some of the water lilys which constitute the town's main business. Note the admiring crowd lining the shore.
In Le Coq d'Or Miss Pons, contrary to custom, did the acting as well as the singing of the Princess's part last winter. Olga Downes said that her costume looked like a Folies skirt.

No real swimmer is Lily Pons, here shown shivering on the edge of her Hollywood pool.

At her Connecticut home in Silver Mine, Lily Pons sleeps in this bed. She collects French Provincial furniture, plays at gardening, and rides horseback with enthusiasm and chic.

A dro Kostelanetz flew 136,000 mi. in 1936, mostly in romantic pursuit of Miss Pons.
WINNERS IN OLD GOLD CARTOON CONTEST COLLECT $200,000

The grand prize of $100,000 in the Old Gold contest was awarded on Aug. 25 to William Randolph Staggs, 33, a naval air cadet aboard the U.S.S. Ranger, stationed at San Diego, Calif. Staggs is a native of Valparaiso, Ind. After getting a B.S. in mechanical engineering from the University of Illinois, he entered as a cadet at the Naval Air Station at Pensacola, Fla., and was transferred to the Ranger last November. He cannot leave the Navy for at least two more years. "Anyway," said he, "I wouldn't leave the Navy for an armful of $100,000 checks." He will, however, buy an automobile and marry his sweetheart, Miss Grace Glasser of Los Angeles. Federal taxes will consume about $35,000 of his prize money.

FIRST PRIZE: CADET WILLIAM R. STAGGS

SECOND PRIZE: MISS FLORENCE ZIMMERMAN

The grand prize of $100,000 in the Old Gold contest was awarded on Aug. 25 to William Randolph Staggs, 33, a naval air cadet aboard the U.S.S. Ranger, stationed at San Diego, Calif. Staggs is a native of Valparaiso, Ind. After getting a B.S. in mechanical engineering from the University of Illinois, he entered as a cadet at the Naval Air Station at Pensacola, Fla., and was transferred to the Ranger last November. He cannot leave the Navy for at least two more years. "Anyway," said he, "I wouldn't leave the Navy for an armful of $100,000 checks." He will, however, buy an automobile and marry his sweetheart, Miss Grace Glasser of Los Angeles. Federal taxes will consume about $35,000 of his prize money.

The second prize of $50,000 in the Old Gold contest went to Miss Florence Zimmerman, 35, of Peoria, Ill. Puzzle-solving has been a hobby of Miss Zimmerman's ever since she graduated from the University of Wisconsin, became a registered pharmacist and went to work as manager of her father's drugstore. Since the Old Gold winners were finally picked on a basis of their essays, Miss Zimmerman keys her success to her peculiarly favorable position for observing the "increased popularity of Old Golds." She plans to travel. "But my first ambition," said she, as she accepted a huge bouquet of red roses from the girls of the Peoria Altrusa Club, "is to get this $50,000 check in the bank."

The Puzzle Artists, Martin Nadle (left) and Jesse Jacobs, put Mr. Hartswick's ideas on paper. Each puzzle is a cartoon, accompanied by a list of names. The puzzler must pick out the name which is represented by the objects, action or dialog in the cartoon.
When P. Lorillard & Co., manufacturers of Old Gold cigarettes, announced a puzzle contest last winter, they could scarcely have known what a national phenomenon they were launching. Before the contest closed, the astonishing number of 2,000,000 people had sent in 90 answers apiece. The man who made the puzzles, F. Gregory Hartwick, estimates that the average entrant spent about 80 hours on the 90 puzzles. That makes a total of 160,000,000 man-hours. In return for all this effort Old Gold offered a grand prize of $100,000, and 999 other prizes totaling another $100,000.

As it turned out, the original 90 puzzles were little more than a qualifying round. Of the 2,000,000 entrants, 34,000 solved all the puzzles correctly. Each of these received a set of 90 tie-breaking cartoons which had to be solved in one week. This narrowed the field to 9,000. A second set of tie-breakers, however, merely reduced it to 3,000. At this point Old Gold gave up trying to stump the survivors and required each to write an essay on "The Increased Popularity of Old Gold in My Community as a Result of the Old Gold Contest." The winners, who were announced on Aug. 23, could thank their literary ability as much as their puzzling sense.

The contest cost Old Gold $25,000,000, mostly for running cartoons in newspapers. It was well worth it, for Old Gold sales jumped 70% over last year.

When the entries were in, the girls checked them for correctness.
French fashion artist at work

The red-haired gentleman seen through the arm of his model is Christian Bérard, perhaps the strangest of all the strange people recording Paris fashions for U.S. publications. A neo-romantist who affects dirty fingernails and sloppy clothes, he does colored sketches of fragile ladies for Harper's wistful people, and ruins for himself.
REPORTING PARIS STYLES IS A BUSINESS

Vogue and Harper's Bazaar cover Openings

Four times a year the dress-makers of Paris hold costly style "Openings." The most important of these, during the first week in August, attracts buyers, stylists and fashion reporters from the entire occidental world. Admission is closely guarded. In top establishments, buyers attending must make purchases or else pay a 2,000-franc forfeit.

Competition among buyers is keen. But their rivalry is child's play compared with that which exists between the world's two leading fashion magazines, Vogue and Harper's Bazaar. To them, the Paris Openings are the year's supreme battle. Vogue's Paris staff, supplemented by top editors from New York, works in a mad frenzy to furnish New York with material for the Sept. 1 and 15 issues. The Bazaar's small Paris staff is swamped by remitts from New York.

Vogue has three editions: French, English and American; total circulation: 513,000. Harper's Bazaar prints an American and an English edition; total circulation: 205,000. Their combined circulations are negligible; yet their influence is inestimable. Key people in every branch of the $5,000,000,000 women's apparel industry read them religiously; their names are familiar to millions of women who never buy a copy.

For years Vogue stood alone in the class field of fashion reporting. Its editor, Edna Woolman Chase, became the most important influence on American taste during the post-War period. In 1912, William Randolph Hearst bought Harper's Bazaar, decided to contest Vogue's monopoly. Not until 1932 did Vogue have a Hearst organization executive, induced his sister, Vogue trained Carmel White Snow, to join the Bazaar, did it offer Vogue serious competition.

Since the day when Carmel Snow, recovering in the hospital from her third appendectomy, told her friend and editor, Edna Woolman Chase, that she was deserting her Vogue post, rivalry between the two has been acute.

Edna Woolman Chase, keen editor in chief of all three Vouges, the most influential figure in the fashion-reporting world, Chevalier of the French Legion of Honor, stayed in New York during the Paris Opening. So did Vogue's Art Director Mohamed Felmy Agba, a brilliant, satirical, Russian-born Turk who once sold sausages, painted signs in Paris.

CONTINUED ON NEXT PAGE
Vogue's editors, without waiting for proofs to dry, inspect photographs of models in clothes chosen the preceding day. Countess "Babe" Williams (left) divides her time between New York and Paris. The Duchess d'Ayen is fashion editor of the Paris office. The ultimate decision on which prints go to New York rests with Paris Editor Michel de Brunhoff (pipe in mouth).

Photographer Horst, a young German, poses model in Molyneux's slinky black velvet dress, "Sex Appeal," for Sept. issue of Vogue. Dress was shown Aug. 8, photographed that night. Prints were mailed on Queen Mary, Aug. 4, arrived in New York office, Aug. 9. Rushed through art and engraving departments, they reached printer, Aug. 15, were on Editor Chase's desk, Aug. 18.

Right after the showing, Vogue Artist Count Bonet-Williams sketches Schiaparelli's two-piece dark blue suit, with hobnail collar and pockets. Williams studied architecture, spent his spare time at the races sketching horses. His present wife saw the sketches, showed them to Michel de Brunhoff, who gave him a job. Both he and the Countess are expert trapshooters.

Carl Erickson, born in Joliet, Ill., of Swedish parents, is Vogue's ablest illustrator of elegant women in Paris. He is small, unpolished and ill at ease in salons. Yet his drawings are generally regarded as the quintessence of chic. Instinctively he chooses the perfect backgrounds for his accurate sketches. His special devotion is to his young daughter and his poodle Fex.
Baron Huynh-Hue, temperamental star photographer of Harper's Bazaar, works all night during the rush of Openings. Discovered by Vogue, he was lured away by Harper's Bazaar with a fat contract. Once, when bored, this Russian-born Frenchman disappeared from New York, turned up in Africa. His closest friend is Vogue's Photographer Horst (see opposite).


Carmel White Snow, editor of Harper's Bazaar stands guard outside Huene's studio (see left). Quick-tempered herself, she pampers her high-strung employees. She first worked in her mother's dressmaking shop. In 1922, Mrs. Chase of Vogue gave her a job. She stayed ten years, had three children, learned fashion editing thoroughly, then quit to edit the rival Harper's Bazaar.

Jean Morot, one of the first photographers to take outdoor candid shots of mannequins wearing model gowns, is here snapped in a candid shot of himself, taking a candid shot for Harper's Bazaar. The model, Elizabeth Gibbons, wearing a Patou dress, is descending the steps of the Pont Alexandre III entrance to the Paris Exposition. Mrs. Ryan Jr. (at left) directs the scene.

CONTINUED ON NEXT PAGE
Model in blue tights prepares for a midnight sketch by Berard in Vogue's Paris office. Over lights and boxes will go Lanvin's sensational transparent blue evening gown.

Preparation for photographs includes checking dress tag to see if the model has on the right frock. Model at left is "Chou Chou" Healy of New York who went to Paris to pose.

Prentice Vogue editor, Mrs. Raymond Ives, worked until 4 a.m., was called from her bath at 8 to talk to New York office via transatlantic telephone (rate: 84¢ for 3 min.).

Man Ray, Philadelphian who gave up painting for photography, retouches a Harper's Bazaar picture of Alfa's black evening dress with sequins at hem and contrasting cape.

Gang up on Lisa, Harper's Bazaar's chic model, are Editor Swope, Baron Horne (in shirt) and assistant. Lisa has the quality of giving distinction to anything she wears.

Mrs. Raymond Ives, worked until 4 a.m., was called from her bath at 8 to talk to New York office via transatlantic telephone (rate: 84¢ for 3 min.).

A permanent wave is as important to a smart fashion editor as food. Here in Paris, Carmel Swope gets one from Guilaine, while she dictates a radio speech to her secretary.

Reynaldo Luza, who has served longest on Harper's Bazaar's art staff, sketches a model dressed in Patou's halter-neck, glistening satin evening gown. Luza is a Peruvian.

A model changes her shoes to ones more appropriate for the Lelong suit which she is wearing. Mrs. Allan Ryan Jr. of Harper's Bazaar helps. Scene is the Paris Exposition.

Just before the train leaves Paris for the Queen Mary, Ulysses Armand, Harper's Bazaar office boy, mails a batch of material for New York. Behind is Vogue's boy with mail.
A new "Sex-Appeal" dress

As a favor to Mrs. Snow, Elizabeth Jeans (above), ex-model for Harper's Bazaar, is posing outside the Ritz Hotel in Paris in one of the new "Sex-Appeal" dresses with corseted, shirred bodice and tightly-swathed hips. Last year, Model Jeans was married to Harry Crocker, of the West Coast Hearst organization in Mr. Hearst's castle in Wales.

CONTINUED ON NEXT PAGE
Vogue, appearing bimonthly, could, by rushing furiously, publish each year a complete report of the August Paris Openings in its Sept. 1 issue. 

Harper's Bazaar, a monthly, usually gives little or no news of the Openings to its readers until October 1. 

This year, for the first time, Harper's Bazaar announced it would publish a special issue on Sept. 15 to cover the Openings. Vogue's editors gasped. Editor Chase rallied her team. In her best patrician manner, she calmly told her staff they must better their own best record, get more complete coverage in the Sept. 1 issue.

Mrs. Ives brought the message to Paris. Pages of sketches and text were radiophotographed and cabled from Paris. Damp prints of photographs were rushed to be reproducible In the Sept. 1 issue of Vogue, readers found 81 pages of news on the Openings. In the Sept. 15 issue will be complete coverage of the entire collection.

In the preceding six pages you have seen the frenzy which goes into producing a fashion magazine.

At left is a sample from the Sept. 1 issue of Vogue.

Around Mrs. Chase (centre) gather Vogue's New York staff to pass on Paris sketches. Art Director Agha stands while Art Editor Arthur Weyser sits on couch. To Mrs. Chase's left (pointing to page) is Mrs. Ives, just back from Paris.

On the art-room beard are miniature photostats of all Vogue editorial pages. Editor Chase inspects Sept. 15 issue.

Marcel McLean edits copy and captions before Vogue is finally put to press. She worked two years as fashion reporter on French Vogue, is small, quiet, pleasant but forceful.

Lydia Sherwood, three years out of St. Timothy's School, spends most of her hours at Vogue at a typewriter, composing captions. She is niece of Robert Sherwood, playwright.
keeps Vogue's staff busy in New York, London and Paris

In London, Vogue's resident staff is busy on English edition. Mrs. Pidoux (left) stands next to Elizabeth Penrose (seated). Mrs. Garland (in plaid) is the fashion editor.

With his head upside down, Cecil Beaton, Vogue's London society photographer, gets a right-side-up view of his model. He specializes in bizarre lighting, imaginative backgrounds.

Harper's Bazaar publishes a mid-month issue on Paris Openings

Since Harper's Bazaar keeps only a small staff in Paris, there is a general exodus of editors from New York to cover the August style shows. Chief of the Paris office is Mrs. Carl Erickson, wife of Vogue's artist "Eric." Harper's Bazaar rarely attempts to report the Openings before October 1. This year, in a scramble comparable to Vogue's reported on opposite page, it rushed eight pages of Openings' news into its Sept. issue. The full story of the August shows will appear in its first mid-month issue, out Sept. 15. To the left is Alexey Brodovitch, art director, working on this issue. Below are two of the finished pages, as they will appear in the magazine.

The Shopping Bazaar column is edited by Peggy Le Bontinck (standing). Mrs. T. R. Vreeland is a fashion editor.
SPORT

A WIMBLEDON WINNER, DONALD BUDGE HEADS FOR FOREST HILLS CHAMPIONSHIP

The tall, handsome young man looking you in the eye (below) had much the same friendly expression at Wimbledon in the summer of 1933 when Queen Mary entered the royal box. As the spectators rose in silence, as his opponent Baron von Cramm bowed grave and low, Donald Budge informally waved his racket at the smiling Queen. The gesture though still typical was not repeated in 1936 or 1937, for three years in the best tennis circles have taught Budge much.

Because Budge is still an engaging youngster, and because this July at Wimbledon he accomplished the feat unique in tennis of winning the singles, the doubles, and the mixed doubles, he will, win or lose, steal the show at the national tennis tournament at Forest Hills, Sept. 2-11.

The day Budge waved at Queen Mary, he lost a semifinal to Germany's von Cramm. Next year at Wimbledon, just turned 21, he reached the finals only to be put out by Fred Perry. His 1937 Wimbledon triumph over von Cramm followed by his team play which won the U. S. the Davis Cup for the first time in ten years, put the lanky redhead Californian at the top of the heap. Wielding the heaviest racket in the game (13½ oz.), Budge is now at the peak of his game.
The grip Budge uses today is the "eastern" grip (shown above). Budge learned this grip when he started to play but abandoned it to try others. His experiments weakened his forehand drive which became a sound stroke only after Budge in 1935 returned to the eastern grip.

Unless all tennis signs fail, the stadium courts at Forest Hills, shown in color photographs at the right, will be the setting for a victorious climax to Donald Budge's greatest tennis year. What 1937 has so far proved is that no amateur player today can beat Budge. The Californian swept through the Wimbledon singles, losing only one set and pushing Baron Gottfried von Cramm, the world's second-best player, rudely off the court in the final in straight sets. Von Cramm, by playing better tennis than he ever before displayed, was able to force Budge to five sets in a crucial Davis Cup match but again Budge was victor. It is very possible that Ellsworth Vines and Fred Perry, greatest professionals in the game, could beat Budge. But it is by no means certain.

Budge's tennis is good because it is well-rounded. The redhead has no one specialty on which he relies to win. He also has no weak points. There is no backhand in the world that can match Budge's, but there are serves that are as good and forehands that are better. Budge is not especially fast in getting around a tennis court but he does not have to be because he is a good strategist and is seldom caught out of position. His volleying, while sound and pointed, is not always spectacular because he prepares his openings well before moving up to net. Until this year, Budge did have a grave weakness: his forehand. Years of wise experimenting with grips retarded this stroke's development and not until this year's Wimbledon were critics ready to admit that the Budge forehand was worthy of his other strokes. Budge's game is built around power, closely controlled, thoughtfully directed and varied. Donald Budge is an exceedingly smart tennis player. His open, freckled face and bright thicket disguise one of the finest and subtlest tennis minds in play.
THE RUDGE BACKHAND, HIS MOST EFFECTIVE STROKE, IS TODAY THE
BEST BACKHAND IN THE WORLD. HERE OON RENDS FOR A LOW ONE
THE BALL HIT, RUDGE CONTINUES HIS STROKE IN THE FOLLOW-THROUGH,
SHIFTING HIS WEIGHT HEAVILY NOW TO HIS RIGHT OR FORWARD FOOT
THE END OF THE FOLLOW-THROUGH LEAVES RUDGE PIVOTING AND BALANCING AS GRACEFULLY AS ANY BALLET DANCER
DONALD BUDGE: A BIOGRAPHY OF A TENNIS CHAMPION (continued)

1 On June 13, 1913, J. Donald Budge was born in this little house in Oakland, Calif. He was the youngest of three children.

2 His father, John Budge, here shown with Mrs. Budge, is proud of having driven a laundry truck over the same route 39 years.

3 At 5, Donald wore these dandified pumps. At school he was none too bright, managed to get through by the skin of his teeth.

4 At 7, Donald, with a cap over his red hair, was already admiring the tennis played by 15-year-old Brother Lloyd.

5 Brother Lloyd began to teach Donald how to play decent tennis when he was 8, with a sawed-off racket.

6 At 13, and again at 16, Donald won the California State Tournament held for boys under 18. At 17, he made real tennis news by winning the National Junior title. But Brother Lloyd could still beat him.

7 Donald Budge's mother kisses him with pride and affection. She: "He may not be handsome, but he's a wonderful boy."

8 In 1935 in the Wimbledon semifinals Budge lost to Gottfried von Cramm of Germany, 4-6, 6-3, 6-2.

9 Budge dances with Jeanne Edgar while Tennis Gene Mako starts the record. Crazy about swing music, Budge always carries a portable phonograph around with him.

10 Fond of food, Budge eats hot dogs, ice cream and orange juice, even before tournament play.

11 In a white tie and tails at formal tennis banquets Donald Budge is modest, self-possessed, well-liked socially.

12 Modest in triumph, Budge brings the 85,000 silver cup home for the first time since 1927.

13 On July 27, 1937, Budge beat England's Austin and Frankie Parker beat England's Hare, thus winning the Davis Cup. Here Princess Helena Victoria presents the Cup to U.S. Capt. E. to r.: Budge, Mako, Parker, Grant.

14 Alice Marble looks on with the man with whom she won the 1937 Wimbledon mixed doubles. For more of the No. 1 woman player and other ladies in tennis, turn page.
BEAUTY MEETS BRAWN IN NATIONALS

Poland's "Miss Yah-Yah" is new girl tennis star

On these pages you see some of the best women tennis players in the world, all of whom will compete for the national championship at Forest Hills this month. They are American, English, and Polish. Miss Jadwiga Jedrzejowska (below) of Warsaw came here last July for the first time and since then has made sensational tennis news. A player of great brawn, she beat (8-6, 6-4) Alice Marble (left), U.S. champion, at Wimbledon earlier this year and again in the Westchester (N.Y.) tournament. (Miss Marble beat her at Sunbright, N.J.) According to the best tennis " dope" she may well win the Nationals.

Since the English players (see opposite page) were roundly defeated by the U.S. team in the Wightman Cup matches held Aug. 20-21, they are given little chance to win in the Nationals at Forest Hills.

Alice Marble, 44, won her national championship last year by beating Helen Jacobs. Her father was a California cattle rancher. Her tennis teacher is Eleanor Tennant, Hollywood's famed coach. She goes to bed early, sleeps lots, hopes to become a singer one of these days.

Jadwiga Jedrzejowska was born in Czestochowa 24 years ago. Without private means, she now works as a typist in Warsaw, walks miles to her job. She has been Poland's No. 1 female tennis player since 1929. She weighs 164 lb. and hits the ball almost as powerfully as a man. "Miss Yah-Yah" is what Poland's Jadwiga Jedrzejowska is affectionately called in tennis because her name is so hard to pronounce. Her left hand is as terrible as her forehand but sometimes goes wild. She likes beefsteak for breakfast, speaks good English, is bright and cheery.
Mrs. Sarah Palfrey Fabyan, 25, of Boston, Mass., is one of the few U. S. girl players who does not wear shirts. Demurely pretty, she is rated No. 3 in this country. Her husband is a banker in Boston. She beat Margot Lumh (right) in the Wightman Cup matches.

Margot Lumh, another skirt-wearer, was born in Surrey, England 25 years ago. Her eyes are blue, her hair fair, her voice low and deliberate. She is the women squash rackets champion of England, is not yet fully-rounded at tennis which she took up only two years ago.

Kay Stammers, 23, is the world's prettiest crack tennis. This English girl enjoys munching lump sugar during her matches. During the Wightman Cup matches she spent much of her leisure time at the Atlantic Beach Club with Sir William Wiseman of Kuhn, Loeb & Co.

Evelyn Dearman of the English Wightman Cup team will be 29 next week. This summer she won the Canadian championship and with Joan Ingram reached the doubles semifinals at Wimbledon. She is tall, well-built, reserved.
Only a close-up of meteor with train is this picture of a fireball which fell in New Mexico, March 1958. Atmospheric friction heated it to incandescence, made it visible.

Addie Delp Nininger accompanies her husband on most meteorite-gathering field expeditions. She cooks, tends their trailer home, is also an expert meteorite-finder in her own name.

Harvey Harlow Nininger passes all his time hunting meteorites and lecturing on these rare witnesses from outer space. In 14 years he has located specimens of 77 showers.

A meteorite is recognized by a Nininger disciple. Farmers often mistake meteorites for stones, throw them aside.

Meteorites are very heavy. Dr. Nininger pays $1 a pound, thus giving farmers a nice profit for their discoveries.

Comets, which have disintegrated in space, cause most meteorites. When these hit the Earth they are called meteorites.

**SCIENCE & INDUSTRY**

**CHASING METEORITES IS A CAREER**

Millions of meteors enter the Earth's atmosphere yearly. All but an infinitesimal proportion burn themselves out by atmospheric friction before reaching ground. But whenever a meteorite does strike the Earth, the chances are that the world's most persistent star-dust chaser, Dr. Harvey Nininger of Denver, will discover it, buy it and sell it to a museum.

In a trailer, Dr. Nininger (wearing white hat), head of American Meteorite Laboratory, tours the country. Here he is describing meteorites to farmers, asking them to send him their finds.

Copyrighted material
look for the familiar red cooler

Got the weather situation well in hand — for this is the time that refreshes... and cools.

It's awfully awfully hot, just pick up a frosty bottle of ice-cold Coca-Cola and you've

"The north wind doth blow and we shall have snow"—next winter. Meanwhile, when

So cool... so cooling
The gas kitchen in our architect's home is completely automatic. The gas oven preheats in 10 minutes. Oven heat control assures exact temperature—clock control turns the heat on and off. New smokeless speed broiler cuts broiling time in half. Range top burners light automatically. THE AUTOMATIC GAS REFRIGERATOR has no moving parts to give trouble, is really silent, and operates at lowest cost.

GAS IS YOUR QUICK, CLEAN, ECONOMICAL SERVANT
No precious metal has ever been found in sufficient quantities in meteorites to give them commercial value. But because they tell a fragmentary story of the universe outside the stratosphere, they are of immense value to scientists. Only man who can satisfy the demand for meteorites is Dr. Nininger. At his American Meteorite Laboratory in Denver, he gathers the heavenly stones, cuts them into slabs, judiciously distributes them among museums and collectors. As a result of his work, scientists estimate that the age of meteorites ranges from 100,000,000 to 3,900,000,000 years. (The solar system is about 6,000,000,000 years old.)

Cutting a slab from a hard, stony meteorite. Onto the slow-moving toothless steel band trickles a stream of water carrying a film of carborundum powder. This very powerful abrasive is used by Dr. Nininger to do the actual cutting.

An iron prod is used by Dr. Nininger to delve for meteorite fragments which are buried too deep for a plow to reach.

Polishing a meteorite on a buff in the American Meteorite Laboratory. Meteoricists study structural composition on smooth surface.

Hundreds of letters from persons who believe they have found meteorites come to Frank Clay Cross who works with Dr. Nininger. Most writers are mistaken. Nevertheless, a few do discover valuable meteorite fragments.

Creators of the moon are said to have been formed by the collisions of giant meteorites with the planet in bygone ages.
**A girl who spent all her finances**
To cultivate masculine glances
Found it was wiser
To wear hose by Kayser —
The shades are real aids to romances!

**FREE HOSIERY!** Write your own limericks about Kayser gloves, hosiery or underwear. It’s easy — it’s fun! And you’ll win 6 pairs of Mir-O-Kleen® Hosiery for each limerick we accept. Mail to Kayser, Dept. L, 500 Fifth Avenue, New York City.

**Meteorites never killed anyone (continued)**

Meteorites have devastated vast areas, killed thousands of animals, destroyed vegetation. Yet history records no man ever having been killed by a fireball. Dr. Nininger, however, predicts a human death from this cause will occur within a hundred years.

**Fastest-falling meteorite** is the one which, thousands of years ago, crashed into Arizona, formed Meteor Crater. It dug a hole 4,000 ft. in diameter, 600 ft. deep.

**Largest fall in modern times** hit Siberia in 1908, mowed flat 700 square miles of forest, killed a herd of 1,600 reindeer. Its concussion was felt as far off as England.

**Largest fragment** of a meteorite on exhibit is this boulder at the American Museum of Natural History, New York City. It was found in Greenland, weighs over 37 tons.
MODERN MOTHERS FIND NEW NUCOA WHOLESOME...ECONOMICAL

New-type margarine is a delicious “thrift spread” for bread and ideal for all cooking. Nourishing! Always sweet and fresh!

Nucoa is high in food-energy. Every pound of Nucoa supplies 3400 food-energy calories... as many as the most expensive spread for bread. With milk, eggs, fruits and vegetables, Nucoa fits ideally into the balanced diet every child requires.

Nucoa tastes so good on bread! It is a pure vegetable margarine churned to delicious creaminess. Approved by Good Housekeeping Bureau and accepted by The American Medical Association, Council on Foods.

It's money in your pocketbook—a big saving on every pound of Nucoa! This adds up, in a few weeks, to a real sum. "Nucoa is such a blessing!" mothers say. "It helps balance the family's diet and our budget, too!"

The same creamy goodness you taste in Nucoa on bread makes it delightful for all your cooking, too. Nucoa seasons vegetables luxuriously... gives you light, tender, rich-flavored cakes and delicious sauces and confections.

Churned by The Best Foods, Inc., makers of Hellmann's and Best Foods Real Mayonnaise.
THE STRANGE CASE OF WINIFRED SACKVILLE STONER JR.

The child prodigy grew up to look like this when she was 26 and had been married twice. Today, Winifred Sackville Stoner Jr. is being sought to share an estate in Kent, England.

Baby Winifred sat up alone at three months and was able to hold her first doll, Martha.

Stills given her by celebrated Esperantists decorate Winifred's dress in this picture.

A normal little girl, Winifred loved to dress in such costumes as Madame Butterfly.

Under Public Notices in the New York Times of Aug. 17 appeared this unobtrusive ad:


Retentive readers remembered the name. Soon after the turn of the century, Winifred Sackville Stoner Jr. was often in the headlines. Doctors examined her, educators marveled at her, parents followed her amazing career.

Winifred Stoner was then a baby. She was born in 1902 with teeth, an early hint of precocity. At one, she could talk in polysyllables, scan the first ten lines of Virgil's *Aeneid*, recite Tennyson's *Crossing the Bar*. At three she was an expert typist, read English and French. It was about this time that Winifred's mother started her campaign for realism in child education.

Winifred Stoner was an expert typist, read English and French. It was about this time that Winifred's mother started her campaign for realism in child education.

One day, after hearing Mother Goose rhymes, Winifred called her mother a "prevaricatrist" because she had learned from careful observation that a cow couldn't jump over the moon and a dog couldn't laugh. So, with the aid of (continued on page 54)
Let down a little in your personal appearance and it's just human nature for others to surmise that things aren't so good with you!

"5 O'clock Shadow"—that unsightly beard growth which appears prematurely at about 5 P.M., looks bad. There's no denying that! It's caused directly by using inefficient shaving instruments which merely "top" the beard. Note this well: A Gem Blade in a Gem Razor guarantees shadowless shaves which last to the end of the longest day!

For the Gem Micromatic Razor is scientifically right. Its built-in, face-fitting bevel hugs every facial contour; compels the long, smooth, gliding stroke of the master barber; shaves at the one correct angle, clean and close at the dermal line. All one piece, Gem is the world's easiest razor to use. Twist, it opens; twist, it closes.

The Gem Micromatic Blade is made of 50% thicker surgical steel and so can be given a deeper beveled edge. This edge is stropped 4840 separate times to incredible keenness. A keenness that lasts. You get cleaner shaves and far more of them to each blade.

Stay clean with Gem! One dollar buys a Gem Razor with 5 blades, handsomely cased, at all dealers. Or send coupon below and 25¢ for convincing "proof" offer.

SPECIAL "PROOF" OFFER
Gem Division, American Safety Razor Corp.
Deps. L.E.56, Brooklyn, N.Y.
Please send me special "Proof" set containing 1 single- and 1 double-edge Gem Blade AND THE REGULATION CHROME-PLATED GEM RAZOR. Here's my quarter (stamps or coin).

PRINT NAME ______________________________
STREET ______________________________
CITY ______________________________ STATE ______________________________

COPYRIGHT 1959, By American Safety Razor Corp.
The Dingo, by Jingo, is FAST as the wind!
When he gets going, he's got 'em all skinned!

The Gorilla's quite a fella,
And wonderfully TOUGH.
He chins himself with one hand—
I guess that's tough enough!

Now mix them both up, and mix them up well,
And there is the secret of New Golden Shell.

DINGORILLA

Like two oils in one, it's Tough and it's Fast.
It Cuts Starting Wear, and how it does last!
Starting causes More Engine Wear than all the running... New Golden Shell Motor Oil is Fast-Flowing to reduce this wear... Tough so it stands the heat of steady driving.

Golden Shell
The New Motor Oil

The strange case of Winifred Stoner Jr.

her daughter, Mother Stoner composed her own nursery rhymes. Sample:
Dirty face, dirty face, you are a fright,
Dirty face, dirty face, get out of my sight;
Pretty face, pretty face, clean as can be.
Pretty face, pretty face, stay always with me.

At 3, Winifred was making Chautauqua speeches and touring Europe in behalf of Esperanto, "universal language of peace." (continued on page 56)

As a teacher, Winifred instructed the children of Mrs. Walter Hardesty, New Philadelphia, Ohio, to play chess, talk Esperanto and study nature from pet animals.

The typewriter was Winifred's companion from the age of two. Her mother believed that children should be expert at it even before they could write with a pencil.

Her pet bird, also taught by natural education, could jump rope, wink its eyes. She was taught aerythmies, could swim "almost as well as Annette Kellerman."
NEW MAKEUP KIT CONVINCES CAST OF "VIRGINIA"

Advertisement

BEHIND THE SCENES ... the girls of the ballet express delight with softly flattering Eye-Matched Makeup. Try-out kits ... keyed to blue, brown, gray, hazel eyes ... 55¢.

LEON LEONIDOFF, who is staging the production of "Virginia," takes time out during a strenuous rehearsal to admire Patricia Bowman, prima ballerina, wearing Marvelous Eye-Matched Makeup. "It's sound color harmony," comments famed Leonidoff, "to key all your makeup to the one central theme ... your personality color, the color of your eyes!"

LONDON WAS LUCKY to be first to hear lovely blue-eyed Anne Booth, of the silver voice, leading lady of "Virginia." "And America is lucky," says Miss Booth, "in this simply priceless Marvelous Makeup. I've found nothing like so well in England."

HOLLYWOOD loaned glamorous Mona Barrie to the New York stage for a lead part in "Virginia." "And Hollywood is mad about the new Eye-Matched Makeup," Miss Barrie reports, "I'm thrilled to find it in these little makeup kits.

9 OUT OF 10 of the girls in Radio City's gay new musical romance, "Virginia," praise Marvelous Eye-Matched Makeup. They like it, they explain, because ...

IT'S MAKEUP THAT MATCHES ... harmonizing rouge, lipstick, powder, and eye makeup too.

AND IT MATCHES YOU ... for Marvelous Makeup is keyed to your personality color, the color that never changes, the color of your eyes!

READ about the special "convince-yourself" acquaintance kit ... only 55¢! (Canada 65¢).

"LOOKING MIGHTY NICE TODAY," says Ronald Graham, "Virginia's" leading man, to Anne Booth, fascinating prima donna. "It might be my makeup, sir, she said," rejoins Miss Booth, pleased with her Marvelous Makeup Kit keyed to blue eyes.

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STAR TONIGHT—Oh, you are leading man! Wear Marvelous Eye-Matched Makeup. Your drug or department store offers this complete kit ... harmonizing rouge, lipstick, face powder, eye shadow, and mascara ... for only 55¢! Ask for "Khaki" type, if your eyes are blue. Patience type, if they're gray. Patience type, if they're brown; or "Confidential" type for hazel eyes. Or send kit with the color of your eyes, direct to Richard Hudnut, Fifth Avenue, New York.
At 7, she published her first book of Jingles. Sample:

Two active bikers, a timer for life,
Folks with good lives always smile;
Let's work our lives—make life worth-while.
Smiling and smiling a big smile.

At 12, she could play five instruments, talk eight languages, swim, skate, box, fence, cook, paint, dance and play baseball. Five years ago she slipped from public view. News from England that she is now heir to $350,000 seat reporters in search of her.

The strange case of Winifred Stoner Jr.

At 17, she had a case full of trophies for athletic skill. By this time she had written many books on history, education, woman suffrage and animals.

As the Countess de Brechot, Winifred discovered soon after her first marriage that her husband was a confidence man. She remarried on hearing, mistakenly, that he died.

Her third marriage to Earl Harrison, salesman, in Yuma, Ariz., lasted only a few months. Following a divorce in 1906, Winifred dropped out of the news until Aug., 1917.

I wonder WHAT'S WRONG with me?

So often the trouble can be traced directly to something you least suspect.

HAVEN'T you often felt as this girl does?
Nothing seriously wrong—but you "just don't feel right." Stomach upset. Out of sorts and jumpy. So tired out you can scarcely keep your eyes open.

Frequently, these are the symptoms of constipation . . . of accumulated intestinal wastes pulling down your energy, making you feel "sick all over!" And whenever that condition hits you, it's time to take a good laxative.

For more than 30 years, Ex-Lax has been America's favorite means of keeping "regular." More people use Ex-Lax than any other laxative in the whole wide world. It helps you to feel better and to look better. Ex-Lax is a definite aid in relieving that listless, run-down feeling often caused by constipation.

Ex-Lax works by the "gentle nudge" system—a simple, easy method of giving you an effective cleaning out. Ex-Lax just gives your intestines a gentle nudge at the point where constipation exists. Its action is easy, comfortable—and thorough!

After taking Ex-Lax, you'll feel clean. You'll feel more alert. And you'll be grateful for the absence of the straits and nausea that make the action of a harsh purgative so unpleasant.

Another thing—Ex-Lax tastes just like delicious chocolate. Children actually enjoy it, and it's just as good for them as it is for you.

At all drug stores in 10c and 25c sizes.

FREE! If you prefer to try Ex-Lax at our expense, write for free sample to Ex-Lax, Department 1037, 777, Times Place St., Brooklyn, New York.

When Nature forgets—remember EX-LAX
THE ORIGINAL CHOCOLATED LAXATIVE

Beautiful Winifred, at 17, had a case full of trophies for athletic skill. By this time she had written many books on history, education, woman suffrage and animals.
FREE to the READERS OF LIFE

THIS GUIDE to the SELECTION and CARE of BLANKETS

HERE is a book that will help bring blanket satisfaction and sleeping comfort into your home to stay. Every page is packed with just the information you want, to choose blankets perfectly suited to your needs and then keep them lovely for years to come. For example, it tells and shows you:

- Correct blanket sizes for different types of beds; correct types for health and sleeping comfort; correct colors for your rooms.
- Simple tests of quality you can make in the store—how to tell live new wool; how to test for strength of weave and lasting wear.
- How to wash blankets to keep them always like new; how to put them away for summer; how to guard against moths.

This beautiful book, illustrated in full natural color, has been prepared by the Educational Department of Kenwood Mills, famous for quality wool products. It is free. To get your copy at once, simply send the coupon at right or a letter or postal.
Today the Curtain Rises on the Pen of Highest Pedigree...

**a New and Superlative of the Revolutionary**

**PARKER'S SPEEDLINE MAJOR AND MAXIMA**

New Speedline Shape with Enlarged Ink Capacity,
Self-Governed Flow, 33 1/3% More Gold, and
of course Parker's smartly laminated Pearl and Jet Style,
and Full Television Ink Supply

Today there takes place at all good pen counters the curtain-raising on
the king of all pens—the new Parker Speedline Vacumatic, in three sizes.
A conquering pen is this, because it never starts anything for you that it
cannot finish.

For example, it gives you continuous year-round mileage if you merely
fill it 3 or 4 times from one birthday to the next. Eight or ten fleet seconds
does the trick.

When held to the light its transparent laminations show the ink level at
all times. Hence you can refill at any odd moment, so it won't run dry.

An utterly new and revolutionary self-filling principle, eliminating the
old-time rubber ink sac and lever filler—using the space thus gained for
additional ink—in the Maxima enough to write a 16,000-word novel with
ink to spare. Even the slender Speedline Major holds 102½% more ink than
our famous Duofold.

A truly marvelous and patented invention within this shimmering Pearl
and Jet Permanite barrel—a wholly original and exclusive style, now with
restful Speedline shape, smartly laminated.

Not merely a 1938 style, but also a 1938 mechanism! The flow is auto-
matically governed regardless of your writing speed. And every Parker
Vacumatic is GUARANTEED mechanically perfect, with no coddling
asked or expected.

By all means see this new creation at once. Become the owner of a
Speedline Vacumatic. The curtain rises on this pedigreed Beauty today.
Don't be late. The Parker Pen Company, Janesville, Wisconsin.
Makers of Quink—the amazing new ink, that cleans a pen as it writes, $1.50, 25¢ and up.

**Parker**

**Speedline VACUMATIC**

GUARANTEED MECHANICALLY PERFECT

Junior or Juniorette, $5 — Standard or Slender Standard, $7.50 — Speedline Major, $8.75
Speedline Maxima or Senior Maxima, $10 — Pencils to match, $2.50, $3.50, $3.75 and $5
Model Vacumatic

Full TELEVISION Ink Supply

$8.75 $10.00

New Speedline Shape—most restful ever conceived
New Feed Control—scientifically governs the flow
Full Television Ink Supply—shows ink level at all times
Enlarged Ink Capacity—a new maximum—without increasing size
World’s Smartest Style—slender, laminated Pearl and jet barrel with distinguished Arrow Clip
Platinum and Solid Gold Point—scratch-proof—33 1/3% more gold than formerly
Three Sizes—Speedline Major, $8.75
Speedline Maxima, $10, Senior Maxima, $10
Pencils to Match, $3.75 and $5

New Jewel Case—designed in Plastic for Parker by one of America’s most famous Silversmiths
Included with Pen and Pencil Sets at $12.50 and $15. A regal Gift setting for Parker’s flashing laminated Pearl style. When Pen and Pencil are removed, case serves as a handy container for jewelry or hosiery articles.

ATTEND
Original Showing
SEPTEMBER 3–11
Start Tall Earning or Learning on a New High Plane.
“Thank you,
Mr. Texaco-man

We do business on the confidence of over forty thousand different neighborhoods

We Texaco Dealers have grown big in number by doing little things. Making small sales... frequently... to millions who come back.

We believe in the gasoline we sell.

We know that Texaco Fire-Chief gasoline has been skillfully developed as an emergency-duty gasoline to give our customers quick response. Engine alertness.

We know it is carefully made to compensate for changes of climate and season in different parts of the country. Quick-starting and quick-firing... anywhere.

We believe in it. It is the cornerstone of forty-five thousand small American businesses spread across the country... of which your local Texaco Dealer is one.

It is backed by the judgment, independently made, of every other Texaco Dealer.

We Texaco Dealers believe that each of us helps the other by serving his neighborhood well—and the people who pass through it.

Just try a Texaco Dealer next time.

Published in behalf of more than 5,000 independent Texaco Dealers by The Texas Company... Sponsors of Eddie Cantor in "Texaco Town." (On the air every Sunday Night—Columbia Network)... Makers of Fire-Chief Gasoline, New Texaco Motor Oil, Hexolene and Merfak. Also more than 500 Industrial Lubricants... More motorists use Fire-Chief than any other gasoline.

EVER TALK TO A FIRE-CHIEF ENTHUSIAST?

A survey among motorists was recently made by an independent research organization. It was noticeable that users of Fire-Chief were able to give definite and real reasons for their choice. Below are some of the things that were said about this gasoline to the interviewer:

"Our mileage is much better with Texaco and we have no trouble starting the car at all. On our trip to Troy, New York, we averaged about 18 miles per gallon. We used Texaco on the trip and it really seemed to give the car power. We had no trouble on the hills at all."

"Texaco is my standby. I have been using it for a very long time. It's very good on hills and seems to make the car pull better. The station attendants are pleasant and always seem glad to be of service."

"I always get a grin a mile wide from a Texaco Dealer whether I am buying gasoline, asking the direction, or just going through his station as a short cut. Texaco is dependable in all weather and in all kinds of cars."
Does it mix?

It is a mixing gin, we think, when you neither smell nor taste it in the finished drink.

**Gin must support the lemon or lime in a perfect Tom Collins...**


Mixed drinks are an American idea. To meet the American taste that demands smooth mixed drinks, Fleischmann’s Gin is distilled especially for mixing—from American grain.

Fleischmann’s is the original American gin, established 1870. Our secret formula makes it the real American Mixer. Buy a bottle. And when you order a Tom Collins, say: “Make it with Fleischmann’s.” (Copr., 1937, by The Fleischmann Distilling Corporation, Peekskill, N. Y.)

Also Fleischmann’s Sloe Gin, 65 Proof.
A joker in Budapest, Hungary lately evolved the “smile school” shown on these pages. The idea was to counteract the bad publicity Budapest had gotten from the number of suicides supposedly inspired by the Budapest song, "Gloomy Sunday." The suicide rate in Budapest is actually very high. Patrol boats are stationed day and night along the Danube, near the Budapest bridges, to rescue citizens who try to drown themselves by drowning.

The smile school is a hoax backed by "Prof." Jenő and a hypnotist named Vineze. They claim to charge up to $500 for teaching the Roosevelt smile in six weeks. The Mona Lisa smile is more difficult but cheaper. Jenő now has 45 students. He says better business is enabling pupils to smile naturally.

**THE SMILE CAST IS INSERTED**

**STICKS IN LIPS PRODUCE SMILES**

**THE SMILE CAST IS INSERTED**

**THIS IS A SMILE METER**

**UNNATURAL SMILE BY TEACHER JENŐ BRINGS TWO NATURAL SMILES**

**This Amazing NEW Invention Puts EYES in my BLIND SPOT!**

YOUR car has this same helpless "Blind Spot"! A wall of solid steel that cuts off rear-vision...at the very corner where you need it most! You want to swing-out into faster traffic. You want to back-on to the curb. You want to pull-away from a parking place. EACH TIME, the "Blind Spot" hazard may cost you a smashed fender. A wrecked wheel. Or worse.

Now comes SPOT-MASTER to protect you. This long-needed new invention does a job nothing else ever did. And it is one of the most beautiful safety devices made!

SPOT-MASTER Puts EYES in your BLIND SPOT

SAVES You More Than It Costs!

EVERY driver knows the "Blind Spot" hazard. Every driver wants protection against the trouble it is almost sure to mean sooner or later. Now SPOT-MASTER—showing all the road behind, clear from curb to curb—SAVES you the cost and cost of "Blind Spot" driving. This new kind of rear-vision device—smart, streamlined, stainless steel—is ready for you NOW at your service station or accessory store. For LESS than the cost of just one dented fender! See it. Try it. Your money back after one week's trial if you'd rather go back to "Blind Spot" driving!

THE ANDERSON COMPANY

**ANDERSON VISION CONTROL PRODUCTS**

**AMERICAN AUTOMOTIVE PRODUCTS**

**DAGLASS MODEL-13 with automotive panoramic mirrors**

**$1.85**

**STANDARD MODEL - 2, $1.85**

PRICES ARE SUBSTANTIALLY

The new Chris-Craft 35-ft. Double Stateroom Enclosed Cruiser has two staterooms forward, beautiful deckhouse, is broad of beam and sturdy built. Priced as low as $6090.

Luxurious accommodations plus husky hulls, matchless workmanship and honest value are reasons why more Chris-Craft are sold than any other make of boat.

1938 Utility Boats display all the fine characteristics which have made Chris-Craft the world’s fastest selling motor boats. Priced from $895.

For Florida fishing, cruising and exploring, buy this smart new Chris-Craft 24-ft. Utility Cruiser. It has 2 berths, toilet and storage space forward and is priced from $1790.

The nautically new 26-ft. Enclosed Cruiser for 1938 features a beautiful dining nook, large galley, toilet compartment and everything to make you love to live afloat. Priced from $2600.

The new 19-ft. Sportsman pioneers added comfort and more usable space for owner and guests. Note the practical seating arrangement. Prices as low as $1495.

New Chris-Craft Runabouts (left) are priced as low as $1150 for a 17-ft. model with double cockpit forward. The 21-ft. Utility model (at dock) is the world’s finest Utility Boat. It is priced at only $1395.
Features of the New 1938 Chris-Craft Fleet

Sturdier, stronger hulls . . . More beautiful lines and finish . . . New plans and decorations . . . better visibility . . . more luxurious accommodations . . . new sound engineering . . . more beam and freeboard . . . heavier construction . . . double-planked bottoms . . . increased h.p. . . . and new lower operating costs. Mail the coupon today for illustrated bulletins on all new 1938 models. Buy your Chris-Craft now.

The new 31-ft. Enclosed Chris-Craft meets the popular trend for more luxurious living quarters afloat. Sleeps 4 or 6. 12' 0" beam. Sturdily built, sound proofed, deckhouse, a remarkable buy at $3790. Wide option of power plants.

The Double Cabin Enclosed Bridge 40-ft. Chris-Craft is the largest of its size afloat — bigger, better built and with more usable space. Priced as low as $9190.

Yacht-like interiors such as this one on the new 31-ft. Cruiser (above) are characteristic of all Chris-Craft 1938 cruisers.

The 1938 27-ft. Custom Runabout will respond with an effortless 45 m.p.h. Equally beautiful Custom Runabouts are offered in 22 and 25-ft. lengths. Priced from $1990.

The 1938 Chris-Craft Clipper is the world's lowest priced full-sized Cruiser ($1495). It sleeps 4 and has a speed of 18 m.p.h.

"Chris-Craft prices are substantially reduced below those quoted above for fall delivery of 1938 models. Production is limited. Buy now and save up to $1000. See the nearest dealer or write for special lower fall prices!"
RAYMOND MASSEY

One of England's leading character actors, he collapsed in Hollywood on the set of Samuel Goldwyn's Hurricane and was hospitalized with phlebitis (blood clot) of the leg. After three weeks in bed he began commuting in a wheel chair between hospital and studio. Director John Ford changed actor Massey's scenes so that he could appear seated.

COUNT & COUNTESS HAUGWITZ-REVENTLOW

The former Barbara Hutton, Woolworth 5&10 heiress, and her Danish husband are currently frolicking on the Lido at Venice, waiting for their new London mansion (LIFE, June 26) to be finished. Handsome Count Kurt stands on the deck of their motorboat, the Barbara, while shapely Countess "Babs," in a satin bathing suit, climbs a ladder to the dock.

Mr. Woods is the little boy who wanted to be a circus clown but grew up to be publisher of the Wenatchee (Wash.) Daily World. When the Cole Bros.-Clyde Beatty Circus visited Seattle this year, Publisher Woods, 49, quit his regular work and joined it. For five days he followed it around Washington, putting on an act with Otto Griebling, head clown.

Young Mr. Pearl, who lives in Chicago, figured out the perfect tribute to his favorite movie star. He got his uncle to tattoo Gloria Stuart's face on his chest, hitchhiked to Hollywood where Miss Stuart is a featured player for Twentieth Century-Fox. Miss Stuart gladly stopped work in Life Begins at College to inspect Ray's decoration, say, "Oh, my gracious!"

CONTINUED ON PAGE 56
THINK! OVER 50 MILLION GALLONS IN RESERVE

A VAST SEAGRAM TREASURE OF FINE BLENDBING WHISKIES TO GUARD THAT FINER "CROWN" TASTE

Peacefully sleeping in charred oak casks...aging for years in the Seagram warehouses are millions of gallons of rare old blending whiskies. Rich... mild... smooth... mellow—whiskies of totally different character. Not until they reach peak maturity are they ready for blending in Seagram's Crowns.

But fine whiskies are not enough. It takes the touch of the master blender to combine these different types of whiskey into a blend as distinctive as the famous "Crown" blend. The moment you taste Seagram's 5 or 7 Crown—you'll understand why over 100,000,000 bottles* have been sold in 3 years.

Think before you drink—and say Seagram's—the finest of the finer blends.

7 CROWN • A RICHER WHISKEY
5 CROWN • A Milder WHISKEY

*All States

Seagram's Five Crown Blended Whiskey. The straight whiskies in this product are 5 years or more old, 75% straight whiskey, 25% neutral spirits distilled from American grains. 90 Proof.

Seagram's Seven Crown Blended Whiskey. The straight whiskies in this product are 5 years or more old, 37-38% straight whiskies, 62-63% neutral spirits distilled from American grains. 90 Proof.
Clipshaving
GETS THESE COLLEGE MEN OFF TO A CLEAN, SMOOTH START

IN GLAD I BOUGHT A CLIPSHAVE—BEFORE COMING TO COLLEGE—I GET SMOOTH SHAVES, AND MY SKIN WILL NEVER BE CALLOUSED BY A BLADE.

YES, CLIPSHAVING HAS HELPED MY SKIN RETURN TO ITS NORMAL, HEALTHY CONDITION. NOW I GET GRAND SHAVES IN 2 MINUTES.

CLIPSHAVING IS A GREAT VIBRATION ENGINEERED TO MAKE AN optimum CLIPSHAVE IS BETTER THAN A SHAVES THAN A GOOD DRY SHAVING, BUT EVEN THIS CLIPSHAVE HAS MANY IMPORTANT EXCLUSIVE FEATURES.

SEE THIS FLAT, TWO-WAY CLIPPING HEAD. IT SHAVES ON THE LEADING EDGE, WHICH MEANS YOU CAN SEE WHAT YOU'RE DOING AND GET A CLOSER, NEATER SHAVE.

THEN THESE V-SHAPED NOTCHES, WHICH CUT OFF THE LEADING EDGE, ALLOW YOU TO FUNCTION AS A TRIPLE-IMPULSE ENGINEERING BURST. THEY MAKE THE SHAVE SMOOTH, CALLOUSELESS, AND A WHIZ AT TRIMMING SIDE-BURNS.

WHAT ARE THEY?

WELL, I DON'T KNOW ANYTHING ABOUT MECHANICS, BUT I KNOW WHAT I LIKE, AND I CERTAINLY LIKE CLIPSHAVE.

THAT MAKES IT UNANIMOUS.

A lifetime of shaving comfort awaits every man—young or old—who turns to CLIPSHAVING. Years of research and careful precision manufacturing have made CLIPSHAVE the most efficient dry shaver on the market. It is clog-proof, self-cleaning and economical to use as well as to buy. See your dealer today—he will be glad to demonstrate CLIPSHAVE to you and point out its superiorities. If there is no dealer near you, write to Dept. L, Clipshave, Inc., Port Chester, N.Y. CLIPSHAVE is fully guaranteed.

$10

AC-DC


Listed in the U.S. by Underwriters Laboratories and approved for sale in Canada by the Hydro Electric Commission of Ontario. Made by the Clipshave Corporation, a subsidiary of the M. S. D. Corporation.

THE ELDER FAMILY

Thirteen years ago a young Presbyterian missionary named John Elder took his bride to one of the remotest and least attractive posts in the Orient. At Hamadan, in the barren mountains of northern Iran, the Elders settled down to shepherd a flock of 6,000 Christian natives, raise a family. By this summer, when it came time for Mr. Elder's sabbatical leave, there were six children. Mr. Elder wrote to his church, the West Side Presbyterian of Ridgewood, N. J., asking it to locate "some tumble-down place on the outskirts of town," where the family might spend a year. Then the Elders started on a 6,000-mile journey.

Not until they reached New York did the Elders discover the effect their letter had had. Six hearing holies met them on the dock, sped them to Ridgewood and ushered them into what the Press termed a "dream house." No tumble-down place, it was a fine house in the center of town. As soon as the letter was received, the Women's Guild had set to work. The ladies had redecorated the house, built a nursery, donated furniture, stocked the kitchen. The delighted Elders posed in the living room, William, 11, and Miriam, 14, standing by a globe, while Louise, 3, sat in her mother's lap and the other three (Joseph, 7, Alice, 9, and David, 3) sat on the floor. "It's a fairyland come true," exclaimed Mrs. Elder.

RAE CERRUTI AND SANDRA BOFFA

Beautiful Robert Taylor, sailing for England on the Bremenia, was pursued abroad ship by more than 1,000 female fans. Two of them hid under the Great Screen Lover's bed, caused a commotion when police dragged them out. After the incident photographers complained that it had happened too fast for them. Mr. Taylor's press agents produced two other girls, Misses Cerruti and Boffa, who willingly posed under a bed. The fact that it was not Taylor's bed made little difference.
Pleasant Memories of Olden Times
Schlitz in "Steinies"

Schlitz poured from modern "Steinie" Brown Bottles brings glorious memories of olden days...of brown-ruftered ions...and the finest old-day beers in old, stone steins. Old-day brewmasters labored hard and long to catch the delicious, old-time flavor that Schlitz brews so uniformly, winter and summer, into every drop...under Precise Enzyme Control.

The uniform goodness of Schlitz is the direct result of years of research and the investment of countless dollars in scientific development of the brewing art. You taste immediately the delicious difference between Schlitz and other beers.

Stock your refrigerator with Schlitz. Enjoy it today, in modern "Steinie" Brown Bottles, the finest beer men and science brew.

Schlitz "Steinie" Brown Bottles are compact—light in weight—easy to carry—take less space in your refrigerator. Contents same as regular bottle. Also available in the familiar Tall Brown Bottle and Cap-Sealed Can.

[You don't have to cultivate a taste for Schlitz...you will like it on first acquaintance...and ever after.]

JOS. SCHLITZ BREWING CO. Milwaukee, Wis.
Once you taste this real tomato flavor you'll never be satisfied with ordinary tomato juice again

Pour out a glass of Stokely's Tomato Juice. Taste it. Smell that right-off-the-vine freshness. You'll say there's no other tomato juice like this.

There isn't. Stokely's is different...richer... fresher tasting. No other tomato juice tastes like it because no other juice is made like it.

First, Stokely's is the pure rich juice of America's prize tomatoes...the pick of the crop from the nation's finest tomato growing states.

Second, the juice of these prize tomatoes is carefully extracted by a patented super-flavor process which insures full body and uniform consistency. Stokely's flavor never varies.

Third, this delicious juice is quickly sealed in spotless flavor retainer cans which preserve the marvelous flavor indefinitely. You can actually smell the garden freshness in the empty Stokely can.

Don't wait any longer to enjoy this different tasting tomato juice. Buy a dozen cans at a time. Keep several in your refrigerator. If your grocer doesn't have Stokely's, he can get it for you.


Keep Several Cans In Your Refrigerator—Everybody loves a chilled glass of Stokely's Tomato Juice any time—day or night. It's a delicious health drink. Tones up the system and keeps you fit.

STOKELY'S FINEST TOMATO JUICE
A product of Stokely Brothers & Company, Inc., growers and canners of Vegetables • Fruipe • Baby Foods • Catsup • Chili Sauce • Grapefruit Juice
"LITTLE ITALY" CLOAKS ITS HEALING SAINT IN DOLLARS

Of the 1,200,000 Italians who give New York City a larger Italian population than Rome, the greatest number live in "Little Italy" on the Lower East Side. On Aug. 16, Little Italy held one of its biggest and most colorful religious festivals—the Feast and Parade of St. Rocco. St. Rocco is the Healing Saint. Often, when a devout Italian falls ill, he prays to St. Rocco, promising to honor the Saint with money or waxen images if the illness is cured. On Feast Day the year's accumulated promises are made good. Worshippers pin currency to the Saint's statue and stout bearers carry it through the streets. Other worshippers follow with wax models of parts of the body which St. Rocco healed.

In past years the bills have been pinned to the statue at random. But last winter one of the parish women promised to "cover the Saint with money" if her sick daughter were cured. The daughter was cured and the mother was as good as her word. This year, St. Rocco started the parade with a neatly pinned cloak of $1 bills. More dollars, collected along the parade route, brought the total to $250, which went to the mutual aid Society of St. Rocco.

St. Rocco's statue is covered with bills by the Italian mother and daughter who was cured. Note several $1 bills.

A cloak of money covers the statue. The woman in the picture at left contributed $100 herself, collected the rest.

Out of the church the statue is borne by devout parishioners. The honor of carrying the statue is eagerly sought.

Streets are thronged for the parade. These paper streamers, hanging over Oak Street, were made by schoolchildren.

The parade passes slowly, taking five hours to make the rounds of little Italy. Many of the marchers carry candles.

Wax models, which thank the Saint for curing diseased members, are stacked in the church cellar. Many of the priests regard such offerings as superstitious but do not forbid them.

Shelves of images are offered for sale. A head of wax gives thanks to the Saint for curing such troubles as headaches. A wax baby thanks him for restoring a child to health.
WHAT A DIFFERENCE the appearance of long, dark lashes does make! Pale, scanty lashes can be instantly transformed into lovely, luxuriant fringe with Maybelline Mascara.

LOVELIER EYES FOR YOU
— Choose either the famous, economical Maybelline Solid Form mascara or the new Maybelline Cream Mascara. Both handsome, tear-proof, non-smudging. 75c at all hotel grade stores. Labeled introductory sizes at all DE stores. Demand Maybelline for eye make-up in good taste. For long own delightful satisfaction insist on Maybelline.

---

“LITTLE ITALY” HONORS ST. ROCCO
(continued)

In her Feast Day best, a matron of Little Italy joins the parade of St. Rocco. She carries an image of wax to express her gratitude to the Saint for curing some illness of the head and a 81 bill which she will attach to the Saint’s statue.

In the church, before the parade, worshipers attend a service to honor the Healing Saint. The woman in the forward pew carries a doll to thank the Saint for making her child well. The woman in the pew behind her has bought a big candle.

A grateful mother prays her son in the parade. The two wax legs in the carriage are intended to thank St. Rocco for relieving the child’s lameness during the past year. They may also influence him to complete the cure in the coming year.
Fac ing a barrage of steel knives takes courage...but the girl knows her danger and consciously takes the "long chance" of serious injury.

Motorists take just as long chances on deadly skids and blow outs unconsciously...every instant they are driving.

The Fisk SAFTI-FLIGHT Tire...to a greater degree than any other tire ever built...gives you protection where you need it most: in the Skid Zone and in the Blow-Out Zone. Its tread is composed of hundreds of individual, flexible and expanding cleats which stop your car faster than you ever dreamed of stopping. Its carcass is built of the famous Fisk "Anti-Friction" Cord, with all the features that give every Fisk tire "PLUS-Protection in the Blow-Out Zone."

Go to the Fisk Dealer today and examine this tire. You'll understand immediately why it is so much safer...why Fisk SAFTI-FLIGHT is replacing factory-equipment tires on so many new cars. Or, write for free booklet M.


Copyright 1937, The Fisk Tire Co., Inc.
NORTH
WEST	EAST
SOUTH...M&R!

NORTH: Denmark (left) King's Guards in their Quarters in Copenhagen enjoy a glass of the delicious Martini & Rossi after drill. M&R is popular all through the northern countries, (and all the rest of the world, for that matter).

EAST: Bali—A young dancer of the Djun-gar dance and his father, the dance master, who buys a bottle of M & R. Straps are red and green and dark red and yellow: matching turbans. Shown in front of main temple, at Den Paar.

SOUTH: Magellan, Chile (left). This is going pretty far south to find M&R; in fact, it's the world's southernmost town. And even here, in the Grand Hotel in Punta Arenas, M&R is a favorite.


Solo Agents for Martini & Rossi in U. S. A.
W. A. TAYLOR & CO., N. Y.

SPORT
PORTERS RACE FOR CHARLIE CHAPLIN'S $100

Under twelve half-bushel baskets is E. Frisby, porter at London's Borough Market at Southwark. He is practicing for the All-England Basket Carrying competition, Sept. 9, for $100 (in clothes and a gold watch) put up every year by Charlie Chaplin, a Southwark boy. Porter Frisby is a past winner. Contestants must be porters at London markets, carry twelve baskets 440 yards. Correct running style is somewhat like Chaplin's duck-footed walk.
A smart artist thought this picture up. When we told him we wanted a back-to-school ad on Arrow, he said:

"I suppose you'll want a long spiel about how Arrow shirts are best, because they have the neatest collars—the neatest patterns—the form-fit Mitoga cut—and because they are Sanforized and never shrink.

"That's dandy, but if I had my way, I'd just show 'em the shirts, and let them and the Arrow label do the talking."

The idea made sense. Here are the shirts. You fellows going back to school will want to load your suitcases with them. And stay-at-homes will want some, too. At your Arrow dealer's, $2.50, $3.50, $5.00.

ARROW SHIRTS

Sanforized Shrunken—new shirt if one ever shrinks.
Gordon’s Gin has Liqueur Quality and High Proof, 94.4. That means richer flavor—velvety smoothness—drinks that never taste thin. Obey your sense of discrimination—always ask for Gordon’s—you’ll be amazed at the finer, richer, smoother taste of your gin drinks.

Gordon’s Gin

100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • 94.4 PROOF
JOE DAY AGAIN SELLS REAL ESTATE
Superauctioneer performs for Westchester banks

On Aug. 31, at New Rochelle, N. Y., some 1,300 persons attended an auction. Few of them wanted to buy any of the 33 parcels of real estate belonging to Westchester County banks which failed in 1933. What the crowd came to see was the auctioneer, Mr. Joseph P. Day (above) who was back on the stand for the first time in several years.

Joseph P. Day is the greatest real-estate salesman of all time. He has sold $1,536,000,000 worth of property, including one-third of all the land in The Bronx, one-third of Queens and huge chunks of the other New York City boroughs. No other auctioneer ever had so compelling a manner. In his prime, Day would stand before the auction block with a carnation in his buttonhole, flailing his arms, roaring, cajoling and joining his audience into a state of hypnosis. On one memorable day he sold 147 lots for over $3,000,000. His assistants had to pad the auction block lest he break his hand in thumping out the sales.

When the real-estate market collapsed in 1929, Day’s heyday ended. He is still a multimillionaire, happy in the thought that he has founded a great American fortune which, because it is tied up in real estate, will keep on growing long after he dies.

Mr. Day performed in the arena at New Rochelle, N. Y., before a shirt-sleeved crowd. Neither the auctioneer nor the bidding was as spirited as in the old days. Receivers for the banks netted only $806,550 on an assessed value of $329,973.

GENERAL ELECTRIC
Self-Starting Clocks

"You're absolutely right, George"
... says Gracie Allen, as she applauds her husband's selection of G-E Clocks
AT LAST!
What Every Serious
Photographer Has Wanted

MINI-PHOTSCOP

A New, Original Electric
EXPOSURE METER
For Movie and Still Cameras
That Performs Under All Conditions

It is
Unbeatable $14.75
Complete
Low Price with case.
The size is approximately that of a
package of cigarettes; no sharp corners,
everything rounded, smooth, streamlined.
Illustrated booklet sent on request.
Mail Orders Filled. Write Dept. L. N.

WILLoughbys
World's Largest Exclusive Camera
210 West 33rd Street, New York

PENDLETON
SHIRTS FOR CASTING CHAMP

Tony Accetta won the world's pre-alternate
boat and fly casting championship at the
Portland, Oregon tournament. Like all good
outdoors men, he's extremely particular about
his equipment, and Tony Accetta's equipment
always includes Pendleton Shirts. Pendletons
are made from finest, virgin wool. They're full cut, pre-shrunk, and have
sturdy Western construction. Nothing
insulates the body—there's nothing better
for outdoor comfort in all weather and climate.
The sturdy Western
wool combines comfort
with unusually high wear.
Exclusive patterns, superior styling.
At fine stores. 1.50-5.00

PENDLETON
Virgin Wool Shirts

Gentlemen:
Please send illustrated mail catalog, swatches
Name
Address
City State L.1

PENDLETON WOOLEN MILLS, Portland, Oregon

SCIENCE & INDUSTRY
ULTRAVIOLET RAYS MAKE MURAL OF BLANK WALL

Walk into the room above at the Franklin Institute, Philadelphia, and you will see blank walls. Turn off the lights and press the button on the box clamped to the railing and out of total darkness will appear the luminescent murals seen below.

Explanation for this occurrence is that the button turns on ultraviolet rays which excite visible colors in Artist Charles Bittenger's hitherto invisible painting. Bittenger used fluorescent paints which all look the same color in ordinary light.

PENDLETON
Virgin Wool Shirts
Salute to Youth

YOUTH IS YOURS IN
"Seamless Sis"

Lacet Foundation styled by HICKORY

“with that artful uplift”

For beautiful...youthful...contour control...
smart modernds are adopting these new...en-
chanting creations for Fall by Hickory...in Sets
of Three...Foundation (for formal), Girdle (for
about-town), and Pantie (for spectator and sports-
wear)...or separately.

Even those sylphlike debutantes who never
wore foundations before...adore these magic
minimums 'neath the season's modes...their
wizardry at firm control blends harmoniously
with their captivating comfort. What wonders
they do for the silhouette...and Fall frocks!

Style illustrated is "Seamless Sis"—firmly con-
trolling knitted Lacet. Seamless. Allover Lace
uplift bra with side control. Low-cut back. $5.00.
Also Girdle and Pantie models at $5.50 and $4.00.

Other lovely favorites by Hickory include: "Rio
Rita," "Scoop," "Rhapsody" and "Princess Chic" Foundations—$5.50 to $7.50. Girdle and Pantie
priced proportionately less.

Please send us the name of your nearest store if she hasn't
the exact Hickory Foundation you want...we'll welcome
the opportunity to be of service to you. Address: Miss
Ruth Stone, 1153 W. 1st Commer. Stree., Chicago.

BEAUTIFUL • YOUTHFUL
CONTOUR CONTROL

HICKORY

A. STEIN & COMPANY • CHICAGO • NEW YORK • TORONTO • BUENOS AIRES
I'd rather be your wife than your widow—please put this blow-out protection on our car

Whether you're married or single—whether or not you've ever had a blow-out, don't blind yourself to these facts:

Thousands of motorists are killed or injured—thousands of dollars are spent for repairs, doctor and hospital bills every year when blow-outs throw cars out of control. Every day somewhere, someone is headed for a costly or fatal blow-out accident.

Many of these blow-outs that you hear and read about are due to the heat generated inside of all tires by today's higher driving speeds. This terrific internal tire heat may cause rubber and fabric to separate. And, if it does, an invisible blister forms. Bigger and BIGGER it grows until, sooner or later, BANG! It's a blow-out! And where your car might land—nobody knows.

To provide you, and everyone who rides with you, with real blow-out protection, every new Goodrich Silvertown Tire is built with the Life-Saver Golden Ply. This Goodrich invention is a layer of special rubber and full-floating cords, scientifically treated to resist internal tire heat. By resisting this heat, the Golden Ply gives you real protection against these high-speed blow-outs.

Remember, no tire gives you Golden Ply blow-out protection unless it is a Goodrich Safety Silvertown. And don't forget this life-saving tire actually costs much less than other super-quality tires.

Thousands of motorists all over America have found that Silvertowns below mean safety above. For your own peace of mind, for the protection of your family and friends stop at any Goodrich Silvertown Store or Goodrich Dealer for a set of these long-mileage, life-saving tires. It's better to be safe than sorry!

Goodrich SAFETY Silvertown
The Only Tire With Golden Ply Blow-Out Protection
One Hundred Men and a Girl is the first starring vehicle of 14-year-old Deanna Durbin. As the daughter of an unemployed trombonist, she sets out to find her father a job. Before she is through she has organized a symphony orchestra (the 100 men), found a sponsor and persuaded Leopold Stokowski (who appears under his own name) to conduct. Thanks to skilful direction, to Stokowski and his Philadelphia Symphony Orchestra and, most of all, to Miss Durbin's voice and charm, it is one of the year's best pictures.

Deanna Durbin is Hollywood's latest wonder-child. Her feats in the movie are actually surpassed by what she has done for her company in real life. When Universal Pictures Corp. was bought last year by a group of New York bankers, the company was on the verge of bankruptcy. It had no prestige, no stars, no apparent future. Then Deanna turned up. For six months she had been under contract to Metro-Goldwyn-Mayer whose expensive battery of producers saw no possibilities in her. Universal put Deanna into a "B" picture called Three Smart Girls. Not only did Three Smart Girls become a top-flight "A" picture but it ran up an impressive box-office record and started Universal Pictures on the road to financial and artistic success.

For screen purposes, Deanna Durbin's clear, mature soprano voice is at least the equal of any in Hollywood. The pictures on this page show how one of her singing scenes is made. First the scene is filmed by a silent camera, Deanna taking care to look her prettiest. Later in private, she sings again with whatever facial contortions her art requires. Her voice is "mixed" with the orchestra's sound track and the whole is dubbed into the silent scene.
She was born in Winnipeg, Canada, christened Edna Mae Durbin. At 13, she was discovered by the radio (Eddie Cantor) and the movies. At 14, though she looks and acts no more than her age, she has fully-matured vocal cords. In addition she has what most singing stars notably lack—a captivating screen personality. These combined assets may well ensure her both an operatic career and top-rank stardom in the movies.
Deanna surveys her schedule for a week when she is supposedly not working. Note appointments for LIFE (Monday) and MARCH OF TIME (Friday). Top, she rides a studio bicycle.

In her producer's pool, Deanna pursues her favorite sport as often and as long as she is allowed. Producer Joseph Pasternak has become a close friend of Deanna and her parents.

A new dress for Deanna is fitted by Lorna Whittingham. The dressmaker's form which represents Deanna must be changed frequently, as she grows 1/4 inches between pictures.

She learns to act by watching Director Henry Koster. "Like this," says Koster at left. Deanna tries it. "That's it," says Koster, who has taught her all the acting she knows.

These two men share honors with Deanna for the success of her two pictures. They are Director Henry Koster (left), a German, and Producer Joseph Pasternak, a Hungarian.
Mt. Stalin is Russia's highest

Russia's Dictator Joseph Stalin has named for himself the highest mountain in the U.S.S.R.—the glacier-hooded peak (above). It is in Tajikistan, one of the five Russian administrative units in the mountain wilderness bordering Afghanistan and China. Russians discovered 24,000-ft. Mt. Stalin in 1951, climbed it for the first time a year later.
A Russian plane from Stalinabad, flying down the valley of Vahsh River, turns into Panji River Valley on the way to Khorog.

**SIX MOUNTAIN PEAKS ON THE WORLD’S ROOF ARE RUSSIAN COMMISSARS**

Where Asiatic Russia bulges against China, India and Afghanistan lies part of the world’s largest, highest and most inaccessible mountain mass, effectively fencing the four nations’ back yards. Deep in the middle of this mass is Tajikistan and the Pamir Mountains, “Roof of the World.”

The people on the world’s roof are the “spindrift” of 3,000 years of marching armies. Subjugated 75 years ago by the Russian Tsar, they now like Communist agents from Moscow little better. But Soviet Russia is doing a great job of industrializing the five mountain republics of Tajikistan, Uzbekistan, Kirghizia, Turkmenistan and Kazakhstan.

Part of the job is to map the mountains shown on these pages and to name them for Moscow’s Soviet bigwigs. But Stalin has left the name of another Russian dictator—Tsar Peter the Great—on an area where there are peaks enough for all.

Tajikistan, which had never seen a wheel until the Communists came, is now getting Soviet airlines, roads, factories, mines and farms. When Moscow tried to collectivize the Tajiks’ herds, the Tajiks drove their herds into Afghanistan or slaughtered them. Herd-collectivization has since been dropped but since the expulsion of Tajikistan’s beloved Premier Khadjibaiev in 1934 for “Bourgeois-Nationalist deviation,” the Tajiks have been making trouble.

CONTINUED ON NEXT PAGE
Mt. Molotov... was named in 1936 for Soviet Russia's chairman of the Council of Commissars (actually Premier), Vyacheslav Mikhailovich Molotov who, despite his imposing title, is merely a puppet of Dictator Stalin. He is noted for his phlegding, stammering three-hour speeches, but his mountain peak is one of the highest (22,000 ft.) of the whole Tajikistan range. A veteran of pre-Revolutionary days and Tsarist jails, loyal Molotov has always been a follower of Stalin and once, in 1941, held the key job of secretary of the Communist Party's Central Committee. That job Stalin later got and developed to dominate the party and the nation.

Mt. Voroshilov... was named in 1932 for Soviet Russia's Commissar for Defense, Marshal Klimenty E. ("Khrushchev") Voroshilov, handsome commander in chief of the Red Army (see right). Last June his second-in-command, Marshal Tukhachevsky, was executed for treason.

Mt. Red Army... celebrates the world's biggest standing army. It now has an estimated 1,300,000 men in active service, 2,400,000 more in the trained reserve, 3,000 planes, 1,500 tanks and armored cars. In eastern Siberia is a unit of 200,000 men. The Army is by far the most pampered class in Russia. Its officers are said to rival the Tsar's officers in arrogant foppishness.
Mt. Kaganovich was named for Russia’s Commissar for Transportation Lazr Moiseyevich Kaganovich, able Jewish trouble shooter and Stalin’s No. 1 stooge, his longtime assistant on the Central Executive Committee. He is now rated as War Commissar Voroshilov’s chief rival to take over Russia on Joseph Stalin’s death.

This wall of snow was named for the late Commissar for Heavy Industry Grigoriy K. (“Serge”) Ordzhonikidze who worked himself to death. He had been responsible for two Five Year Plans. Since then grateful Russia has named a city, a territory, a railway and several factories for him.

Mt. Ordzhonikidze
THE CAMERA OVERSEAS: FIRST PICTURES OF THE BOMBING OF SHANGHAI ARRIVE IN . . .

AIMING AT THE JAPANESE CRUISER IDUMO (LEFT FOREGROUND) IN THE WHANGPOO, CHINESE BOMBERS ON AUG. 14 HIT THE K. V. K. LINE WHARF INSTEAD

SHANGHAI GUTTERS RAIN WITH BLOOD WHEN A BOMB HIT REFUGEES MASSED IN GREAT WORLD AMUSEMENT PARK. SOME 500 WERE KILLED OUTRIGHT
These first pictures of what happened when 1,000-1b. air bombs hit Shanghai, the world's sixth-busiest city, reached the U. S. by Pan American's Hawaiian Clipper. Shanghai photographers were notably on the job, Aug. 14, when the first Chinese planes to go into action against Japan appeared over the city. The picture at left was taken that morning when three planes divebombed the Japanese flagship, Irmava, and dropped three poorly aimed bombs. To the left of the Irmava are the Japanese and U. S. Consulates. The planes have zoomed out of the picture. The area being bombed, technically in Shanghai's International Settlement, is the Japanese eastern half. The Associated Press photographer took his picture from across the river in Chinese Pootung.

Later that day three Chinese planes bumbled over Shanghai. Shortly before, LIFE's photographer, Harrison Forman, had taken this picture (right) of the side entrance of the swank Cathay Hotel at the intersection of the riverside Bund and Nanking Road. At 4:05 p.m., a bomb, supposedly shaken loose by antiaircraft fire, dropped from one of the Chinese planes and made the scene outside the Cathay Hotel look like that shown below. Barely a minute later an Associated Press photographer was on the spot. At 4:10 p.m., the same day, another bomb dropped from another Chinese plane, landed full on the Chinese refugees jamming the Great World Amusement Park on the edge of the International Settlement. Here U. S. Missionary Rawlinson was killed by still another bomb (LIFE, Aug. 30). Two minutes later, another Associate Press photographer was on the spot, took the picture at bottom of opposite page, showing some of the 900 Chinese corpses, still warm.

The Cathay Hotel is one of the most expensive in Shanghai. It is owned by the oldest businessman of the great English house of Sassoon, Ellice Victor, who transferred his great wealth to Shanghai in 1927 after England increased income tax rates. He added a dozen towers to the already magnificent skyline of international Shanghai. His pet enterprise was the Cathay Hotel in whose night-club danced Theres Rudolph, the Chicago cabaret girl shown in LIFE, Aug. 50. A few days before Aug. 14, LIFE's photographer took the above picture of the Nanking Road entrance to the Cathay, as a guest got out of his car and a florist's delivery cart pulled up. The building opposite is occupied by a popular Shanghai pharmacy whose sign may be seen at the far corner (shown below, inset). In the far background are the narrow spires of the Suntruncated Wing On Stores, bombed Aug. 23. At 4:07 p.m., Aug. 14, a bomb turned this spot into the scene shown below, where the charred body of a dead Chinese is being lifted out of the debris.
War planes also drop Death on North China

Death sprayed from the air on the Chinese not only in Shanghai, as shown at left and on preceding pages, but in North China, as shown above and on the opposite page. In Shanghai the damage was done deliberately by light Japanese shellfire, which is relatively ineffective, and accidentally by Chinese air bombs which are immensely destructive. In North China, Japan used modern war's latest tactic—strafing ground troops by airplane machine guns, which is relatively cheap and highly effective.

The Chinese troops were units of the irregular 39th Army. On July 28, they fell back to Nanyuan, due south of Peiping. Japanese planes caught them on the road and machine-gunned them as they dived under their trucks and into the rain-filled ditches. The Japanese captured Nanyuan on July 29. Next day the pictures on the opposite page were taken for LIFE by German Photographer Walter Bosshard, driving along the death road from Nanyuan to Peiping, picking up wounded as he went.
Chinese soldiers tried to get under their truck when the Japanese strafing planes dive-bombed them on the road to Nanyuan. Most of them were mowed down in their tracks by machine-gunning.

Chinese peasants held their noses as they passed horses, two days dead, on the road to Nanyuan. The emaciated peasants refused to help their own wounded sprawled along this road.

*After Japanese planes had passed over, Chinese dead were left floating in the quiet water of this peaceful roadside ditch.*
THE CAMERA OVERSEAS: CHINESE LIE DOWN AND PEIPING SURRENDERS TO JAPANESE

The feeblest Chinese defense against invasion was at Peiping, China's ancient capital near which the war started. General Sung Cholyman's troops (below), no match for the Japanese, were decimated outside the city.

On July 28, Japanese pamphlets were dropped by planes, saying "Beloved friends, we will annihilate you unless you surrender." On July 29, General Sung vanished southward. A pro-Japanese administration was promptly set up by the Japanese. Theoretically this was what Japan wanted when the shooting started and the war should have stopped there. But, reinforced by regular Chinese Army troops, the 39th Army returned to battle. Not until Aug. 8 did the Japanese Army decide to take formal possession of Peiping.

Chinese defenders of Peiping mopped in exhaustion July 30 after repelling an all-night assault at the Kwang-an Gate by 300 Japanese. Fighting started after one of these soldiers dropped a grenade into a Japanese Embassy truckload of guards entering Kwang-an Gate.

A German car, flying the Nazi swastika, picked up this wounded Chinese soldier on the Nanyuan Road south of Peiping and brought him back to the Peiping Legation Quarter for hospitalization. There are three more wounded in the trunk box in the rear of the car.

Japan formally took over Peiping Aug. 8, marching in 3,000 troops, in full war equipment, accompanied by ten heavy and light tanks, 30 armored cars. Crowds, led by the Japanese and Korean population, waved little Japanese flags. Tanks wore cornstalk camouflage.

Japanese conquerors, carrying the Japanese Rising Sun flag, climbed the stone stairway of the Yang Ting Gate to Peiping Aug. 8, ten days after the ancient city had been effectually surrendered to the Japanese by its Chinese leaders who simply vanished southward.

Staff officers of the Japanese conquerors entering Peiping Aug. 8 were photographed for LIFE by Walter Bosshard from the floor of the Italian Embassy whither he had fled from wrathful Japanese soldiers. Notice the cornstalk camouflage, a part of war Japanese love.
YOU may not get another chance when a blowout shoots your car careening off the road—what happens then is just pure luck. So why take chances—when Goodyear's amazing LifeGuard Tube enables you to ride through the worst blowout with your car under perfect control!

**Makes blowouts harmless**

This amazing tube does not prevent blowouts—but it does make them harmless at a slow leak. Your tire may burst from bead to bead, yet the Life-Guard Tube's patented "inner tire" (see diagram) retains enough air to hold up your casing. You hear the warning "bang!"—but there is no sudden swerve, no unexpected lurch toward the ditch or cross traffic. Even a slip of a girl can hold the heaviest car on the road and slow it down to a safe, easy, straight-ahead stop.

And when you stop you'll still find air in the LifeGuard Tube—enough to keep the casing on the wheel and support the car until you can change tires in a safe convenient spot.

**Has saved hundreds**

LifeGuard-equipped tires have been blown open with dynamite caps, ripped with railroad spikes in thousands of tests. Yet even these extreme blowouts have never thrown a car out of control. In everyday use LifeGuards have saved the lives of hundreds; prevented untold accidents that might have been fatal.

Remember—there is no such thing as a blowout-proof tire. Your only sure protection against this constant peril is the LifeGuard Tube. See it today at your Goodyear dealer's or Goodyear Service Store—tomorrow may be too late. You can't buy better protection to save your life!

"I Wouldn't Drive Another Mile Without LifeGuards"

"LifeGuard is a trade-mark of The Goodyear Tire & Rubber Company, Inc., and is protected by patents applied for."
PARIS presents this Smart Fall foursome for your BACK to SCHOOL wardrobe

1—Comfortable, colorful Paris Garters; 2—style-crafted Paris "Free-Swing" Suspenders—"Can't Skid Off Your Shoulders"; 3—fine Paris hand-braided leather belts; all famous "holder-uppers."

And 4—you'll look better and feel better, too, in Paris Gards. Holds abdomen in properly, firmly, comfortably. Streamlines your waistline. Extra snap-on pouch for frequent changes. Removable boning at front and back prevents rolling.

If your dealer cannot supply you, please use Mail-O-GRAM below.

PARIS GARTERS • BELTS • GARDS • SUSPENDERS

PARIS MAIL-O-GRAM

If your dealer cannot supply you
A. STEIN & COMPANY
1140 West Congress Street, Chicago, Illinois

Enclosed is $__________ (Do not send currency)

Please send me:__________ Paris Garters:

...00... $... ......Color

"Free-Swing" Suspenders:

...00... $... ......Color

Paris Belts:

...00... $... ......Color

Paris Gards:

...00... $... ......Waist size

Please send this picture to:

Address

Dealer's name, place

THE CAMERA OVERSEAS (continued)

Foreigners take refuge in Peiping's Legations

Seedbag barricades early appeared at important street intersections in the Chinese city of Peiping, manned by irregular soldiers of the Chinese 39th Army. Patrons foreginers in Peiping were slow to take the Japanese "war" seriously.

A ricksha rescue of Cornell University's Professor Paul Homan (center) and his wife (rear) was staged by the U.S. Embassy's first secretary, George Merrill (in straw hat), who moved them on July 28 from north Peiping to the Legation Quarter.

The Homans' rescue, one of many such, brought them to the barricade in Hsai Anen Street near the Legation Quarter. Climbing it are Mrs. Homan, Professor Homan, Secretary Merrill. Homan now carries the same suitcase shown in centre picture.
Knit is so adaptable that it has been imposed upon, like a good-natured friend.

Realsilk has a new philosophy. It believes that hosiery which fits you will look better on you and wear better on you.

That’s why Realsilk now features a five-way fit—ankle, calf, top and length as well as footsize.

If you want a new lift in the look of your hose, a dash more elegance and three dashes more wear you’ll try this new hosiery idea.

Only by having a central source from which orders are filled can this enormous variety of leg contour sizes be manufactured. That’s why Realsilk alone furnishes this remarkable new service.

Realsilk Personal Fit Hosiery comes to you. A representative rings your doorbell one morning and takes the order which goes to this great center. It is filled from an unbelievable variety of leg sizes constantly going through our mills. If you are impatient, call Realsilk in your city and have them send a representative.

It’s the pleasantest possible way to shop. Realsilk Hosiery Mills, Inc., Indianapolis, Indiana. Branches in 200 cities.

Try this for size—a permanent record of hosiery measurements. Your Realsilk Representative furnishes a convenient measuring gadget (shown above). You take your measurements at ankle, calf, top and for length. These measurements, as well as footsize are marked on the Hosiery Security Card, which becomes your permanent, handy record.
DON'T CHANGE OIL TWICE A DAY!

It isn't necessary to change oil twice a day this Fall if you use Pennzoil. Yet that is just what you should do if you buy plain oil... light grades for quick lubrication on chilly mornings and nights... heavier grades to stand up during warm afternoons.

The easy, safe way to use less oil this Fall is to get Pennzoil, the oil with the extra margin of safety. It lubricates your cold motor instantly, yet protects it at high operating temperatures. Pennzoil saves gasoline, too. It resists sludge, keeps valves and piston rings working freely to make your motor more efficient.

This is because the pure Pennsylvania crude oil selected for Pennzoil is first double refined for toughness, then solvent-treated to remove sludge-forming elements.

Get Pennzoil from your nearest bonded Pennzoil dealer now!

Copyright 1957 The Pennzoil Co.
A Shirt is only as smart as its COLLAR

The collar of the collar-attached shirt, hitherto a question-mark, now becomes a style-mark... the style-mark of collar-smartness famous the world over—VAN HEUSEN. At last, gentlemen, a collar-attached shirt with a collar that looks as smart on you as it looks on display at your dealer's... and keeps on looking smart. Look for the name Van Heusen on a collar-attached shirt. It means that the collar is made of patented Van Heusen fabric—an insurance of wear and style possessed by no other shirt. Available in a myriad of colors, patterns, white broadcloth, and end-on-end madras—at better men's wear shops.

VAN HEUSEN
COLLAR-ATTACHED
SHIRTS

PHILLIPS-JONES, NEW YORK
NIGHT LIFE ALOFT

* United's 1937 version of deluxe night travel comfort is the new Mainliner Sleeper Service. Sleep your way across the U.S.A. overnight—awake refreshed.

CATCH UP ON YOUR SLEEP on mattresses of real down, in berths 6½ feet long, wide as a twin bed. You'll enjoy the privacy of the cool, silent spacious cabins and the niceties of United's famous service.

FOR LATE RETIERS and "ONE-MORE-CIGARETTERS"... THE SKY-ROOM. Only United offers a lounge compartment always available for those who retire late or rise early. Another convenience—two separate dressing rooms for men and women.

Comment United Passengers:

* "My friends asked: 'Did you really sleep?' My answer was 'Yes, and how!'"
* "Berths already made up, no standing in aisles."
* "Breakfast in bed topped off a flawless trip."
* "UNITED'S MAINLINERS far a cool restful sleep."

FROM ALL THESE CITIES—OVERNIGHT SERVICE EAST OR WEST

Main Line Service: 3 stops coast-to-coast 15½ hours

UNITED AIR LINES

Mr. and Mrs. Leslie Howard are shown (above) arriving in New York from Hollywood with their children Donald, 18, and Leslie Ruth, 13, and their golden spaniel Jimmie. Two days later they sailed for England where Mr. Howard will do a film about Lawrence of Arabia. Admitting his Hamlet was a mistake, Mr. Howard seemed more worried over English quarantine laws which will confine Jimmie up in Southampton for six months. Cunard police showed 300 autograph hounds from the Howard cabin.

Mrs. Drew Pearson has a 5-year-old son (right) by her first husband, Newspaperman George Abell. When she divorced him in 1935 to marry Newspaperman Drew Pearson, it was agreed Abell could have his child six months a year but not take him out of the U.S. When Abell whisked his son off to an English Channel island, the Pearsons quickly followed. "Mummy, where have you been?" he cried as the Pearsons, via boat and plane, reached the island. "I'll follow them to the ends of the earth and get back my child," raged Father George Abell.
JUST PRESS A BUTTON AND THE NEW G-E RADIO TUNES ITSELF

IT'S here at last—a radio that actually tunes itself to your favorite programs at the mere touch of your finger. Beneath the dial of your new G-E, you'll find a separate button for each of your favorite stations. Each button is plainly marked with station letters. Just touch the one you select—and enjoy a new thrill! Swiftly—silently and automatically—the indicator speeds across the dial to the one point where your program is tuned to hairline precision. Now, automatic tuning becomes truly automatic.

Thrillingly finer tone
In the new G-E Radio, General Electric presents another revolutionary development—the G-E Tone Monitor—a newly perfected radio circuit that corrects distortion. When you listen to the new G-E you'll hear amazingly faithful reproduction of every orchestral instrument. Nor is this remarkable improvement confined to the higher priced G-E Radios alone. Many of the moderately priced G-E sets offer this new feature.

$10 down buys any G-E Touch Tuning Radio
The new G-E Radios are on display now at your nearest G-E dealer's. Stop in soon. See them. Hear them. You'll enjoy the greatest radio treat of your life.

18 Super Value G-E Models
Beautiful new console models, personal radios, armchair radios, from $19.95 to $295. Prices slightly higher South and West. Subject to change without notice.

Your G-E Radio Dealer will arrange liberal terms.
*Through General Electric Consumer Corp.

The New GGENERAL ELECTRIC RADIO FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

LISTEN TO THE G-E HOUR OF CHARM, MONDAY EVENINGS, 9:30 E.D.S.T. NBC RED NETWORK.
LIFE'S PICTURES

The plump jovial Frenchman (above) snipping beer in the Cafe de la Paix, took the pictures of Paris Openings (see pp. 35-36). His name is Roger Schall and he was born in the town of Nancy in northeastern France. His favorite place is the Montmartre where he lives and works with his brother. He has become one of his country's best news photographers and dresses in broad-striped suits, brightly-colored shirts with bow ties, gets very excited when working. In 1933, he came to New York on the Normandie as official photographer of his maiden voyage. During the four-day stopover, he took a fancy to a frozen custard, Harlem and Coca Cola quizzed with rum.

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

### CARE CHASERS

Catalina's cool breezes and Webster's cool smoke—they never gave away a chance. At hundreds of other resorts to which folks go for rest and recreation, Newport, Saratoga, White Sulphur, the Yeomen, the Yellowstone, and in leading hotels of the world, you'll see Websters on sale and chosen particularly by men accustomed to high-grade imported Cuban cigars. Popular shapes and reasonable prices.

**Webster**

... THE KING OF SMOKES

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**ST. CATHERINE HOTEL, AVAJO, SANTA CATARINA ISLAND**

**PATCHY BALDNESS**

Patchy Baldness is a temporary nature is often helped by persistent use of Glovers' Bald Medicine with massage. Avoid the growth of new hair in these cases is one of the reasons why Glovers is the famous. Try it at your local drug store. Use it to your advantage.

**GLOVERS**

Dept. T, 642 Fourth Ave., New York City

**UGLY SKIN**

Don't cover covered, reddened skin with cosmetics. Give it the gentle, effective treatment it needs with helpful medicaments.

**CUTIEURA SOAP & OINTMENT**

FREE BOOKLET on GLOVERS' SYSTEM, Write...
IT SURE SAVES TIME
Why continue to put up with the inconvenience of the old-fashioned way—now that you can have the ease, speed of the modern TALON trouser fastener.

NO "TIP OFF" NEEDED
You never have to rely on a friend to "tip you off" when your trousers are closed with the dependable TALON slide fastener! It even locks at the top.

"I'm the guy who couldn't Picture it on Pants!"

MILLIONS OF MEN NOW AGREE—THE QUICK, NEAT TALON SLIDE FASTENER "MAKES BETTER SENSE"

IT'S WHEN YOU talk to conservative men who have "tried" the Talon trouser fastener that you realize fully what an improvement it is.

"Wear it one day," they say, "and you'll see that it's actually more conservative than the old fastenings. It can't form offensive gaps. It never breaks off. And, once you've enjoyed its ease and speed, you'll find the old-fashioned fastenings annoying!"

Introduced in expensive clothes, the Talon Trouser Fastener now comes on better suits of all prices.

TALON Slide Fastener
HOOKLESS FASTENER COMPANY, MEADVILLE, PA.

DRAMATIC DIFFERENCE.
Unsightly gaps, often caused by the old fastenings (above), are eliminated by the TALON slide fastener (below), made expressly for trousers.

OUT THE WINDOW
... for needle, thread, thimble and scissors as far as the TALON fastener is concerned. It can't break off!

WEARS LONGER THAN SUIT
The TALON slide fastener, perfected expressly for trousers, is small, flexible...flexible as your trousers...yet it is not damaged by pressing and dry cleaning!

TRY THE TALON FASTENER ON YOUR NEXT SUIT—AND YOU'LL NEVER GO BACK TO THE OLD WAY
Life Goes to a Party
with four playwrights, a producer & Harpo Marx
for a quiet week end in the country

George S. Kaufman has collaborated on more successful plays than any other active dramatist today. (Samples: *Of Thee I Sing*, *Let Em' Eat Cake*, *Merrily We Roll Along*, *Stage Door*.) Like many another theatrical celebrity Playwright Kaufman spends much of his time in the wooded country of Pennsylvania's Bucks County. There he and Mrs. Kaufman have a roomy stone house (left) on a 50-acre estate. To it the other week end, the Kaufmans took Playwright Moss Hart with whom Kaufman collaborated on the Pulitzer Prize winner (*You Can't Take It With You*), Playwright Lillian Hellman (*The Children's Hour*), Playwright Howard Dietz (*Three's A Crowd*, *Flying Colors*), and Harpo Marx, actor and wisecracker. Mrs. Dietz and Mrs. Marx accompanied their husbands.

Conversation ran to epigrams and theatrical shoptalk. Nothing spectacular happened. Hosts and guests played bridge and croquet, swam in the pool. Harpo Marx twined leaves in his hair, struck clownish poses (see front cover). Sunday afternoon Max Gordon, producer of the coming Hart-Kaufman *I'd Rather Be Right*, turned up, went swimming with his glasses on.

Epigram-of-the-week end was uttered by George Kaufman to Howard Dietz: "Say, Howard, I hear you're writing a play full of single-syllables."

Horseplay is as natural to Harpo Marx off stage as on. Here he stands on his head on Moss Hart's stomach by the Kaufman swimming pool. Harpo's nickname for Hart is "Mouse."
A practicing left-handed player is Moss Hart, who took lessons from Elsworth Vines. Having just bought a house nearby, Hart worries all week end whether his new show will pay for it.

"Where do I go now, darling?" Mrs. Howard Dietz, a novice at croquet, keeps asking her husband. But because talking out loud is taboo during Kaufman croquet, she whispers it.

"The Sunday papers occupy George Kaufman for a while in a hammock. Because they carry scant theatrical news in summer, he has to content himself with the Chinese-Japanese war."
**Life's Party (continued)**

“I'm telling you,” Max Gordon tells the Dilettante about “I'd Rather Be Right,” “the stuff sounds like Politeze material to me.” At right, Mr. and Mrs. Harpo Marx.

Producer Gordon, as he paddles in the pool, complains that all the many plays sent to him try to fix the world over rather than provide an evening's entertainment.

**Beware of Athlete's Foot (Foot Itch)**

Says De Scholl, the Famous Foot Authority

If you have itching feet or now Athlete's Foot, Ringworm, Foot itch, don't tolerate it any longer. Get immediate relief with De Scholl's SOLVEX. Instantly Relieves Itching. It instantly relieves intense itching and kills the fungi that cause it. It can be used safely on the skin, on fingers, on the hands or on the nails. De Scholl's SOLVEX sold at all Drug, Shoe and Department stores. 5c. 60c. 1.00.
Dear Sirs,

This company has been in business for considerably over one hundred years and during that period has always been under the management of my family.

In the essentials of good whisky, age and quality, both our Red Label and our Black Label are today even older and finer than they have ever before been in the past history of our firm, and our enormous stocks of matured whisky, which we are constantly replenishing, ensure that this improvement will be maintained for the future.

Further we pride ourselves on the fact that Johnnie Walker Red Label and Johnnie Walker Black Label are both uniform in age and quality in the United States, the British Isles and the rest of the world.

Yours faithfully,

JOHN WALKER & SONS LIMITED.

Sir Alexander Walker, K.B.E.
Chairman of the Board.
MONTICELLO
A visit to Virginia without going to Monticello is like a trip to Washington without seeing Mt. Vernon. For beautiful Monticello was the home of Thomas Jefferson who, besides composing the Declaration of Independence, was eminent as architect and agriculturist. In this chair Jefferson spent many hours.

Life's Party (continued)
An alfresco lunch of cold chicken and potato salad is enjoyed on Saturday by the Harpo Marxes. Mrs. Marx is a movie actress who married Harpo on Sept. 26, 1936.

Mrs. Harpo Marx at Sunday breakfast dines at her magazine for fruit & coffee.

Moss Hart at Sunday breakfast has eggs and sausage. Guests are in odd corners.

Socks for Moss Hart are being knitted by Mrs. Kaufman, Sunday morning.

A satlish little sweater is here begun by Miss Hellman right after breakfast.

HAY FEVER EYES
You hate to face the world with bleary, tear-soaked, itching eyes.
You get grateful, quick relief with...
McKesson's Bath. It reduces irritation.
Cools and soothes. Relaxes weary eye muscles. All at once, the itching is relieved—your eyes look cleaner.
Bath is more than a cleanser. It is a specialist's own prescription, developed by McKesson & Robbins, who have supplied physicians and hospitals since 1915. You can safely use Bath as often as you like in Hay Fever.
Your druggist sells a tall bottle of Bath for 50 cents. An eye-cup comes with every bottle.

McKesson & Robbins

ibath
UNDERWOOD

PRESENTS THE NEW

PORTABLES

UNDERWOOD engineers have given them outstanding typing performance. Underwood designers have given them smartness and style. And now Underwood dealers are ready to present them to you as the world's major developments in personal writing machines. The new Typemasters are here!

So easy to operate even novices make good typing headway from the start. So fast that World's Champion typists have equalled their best performance on them. So dependable they'll take all the typing punishment untrained fingers can hand out and go on doing it for years without quitting on the job.

Select one of the new Typemasters as your personal writing machine. After all why be satisfied with less when an Underwood costs no more. Ask about easy terms at the nearest Underwood Dealer or mail the coupon today!

Check these Underwood features point by point

You'll look for most of them in vain on any other portable in the world.

1. New Sealed Action Frame providing quieter operation and maximum protection against dust and injury.
2. The Champion Keyboard...kinder to typing fingertips...saves broken fingernails.
3. "Tuned to the Fingertips"...two adjustment features assure supreme ease of touch.
4. 100 per cent Typing Visibility.
5. Complete accessibility to type-bars and ribbon spools.
6. Keyboard Controlled Ribbon Shifting Device.
7. Back spacer on left hand side—normal typing position.

From every angle your choice of portables should be one of the new Underwood Typemasters. Not even in the back of the new machine the action is sealed, giving greater protection against dust and injury, greater appeal to the eye that appreciates true harmony of line.

Portable Typewriter Dealers
UNDERWOOD ELLIOTT FISHER COMPANY

Accounting Machines, Adding Machines
Cash on Paper, Billing and other Supplies
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Sales and Service Everywhere

Underwood Elliott Fisher Spreads the World's Best

WORLD'S LARGEST MANUFACTURER OF TYPEWRITERS
PA (FOR YOUR WIFE) • ER'VAC TREATMENTS TO REVITALIZE AND RESTORE FALLING, LIFELESS HAIR

Summer sun robs hair of the vitality that scientific ERVAC treatments can restore. Through alternating vacuum and pressure, the ERVAC tends to produce a normal circulation in the deep network of capillaries that nourish the hair cells, and to stimulate normal and vital hair growth. Your barber or beauty shop can supply treatments. If you wish to purchase an ERVAC for home use, see your local Crosley radio and refrigerator dealer—or write direct to THE CROSLEY RADIO CORPORATION, OTRW, Cincinnati, O. Copyright 1937, The C.R.C.

AFTER SUMMER'S "HAIR HAVOC"

X-ER-VAC TREATMENTS (ALTERATE VACUUM AND PRESSURE) TO REVITALIZE AND RESTORE FALLING, LIFELESS HAIR

Your hair has a new lease on life; it will have the strength and body to be admired and envied by everyone. A few treatments under the ERVAC will make the difference.

SEND NO MONEY—FOR FULL INFORMATION ON WRAP AROUND METHOD OF TREATMENT AND ESTABLISHMENT ORDER FROM KILLIAM BROTHERS ART STUDIO, 112 More Avenue, San Francisco, Calif. (Please send your name and address with your order. We are unable to supply information on the treatment without the proper request.)

PICTURES TO THE EDITORS

TRICYCLE TRAILER

Sirs:
America may have its luxurious automobile trailers, its Douglas transports and streamlined trains, but I nominate as exclusively Australian the transport system shown in this picture. The tricycle trailer I believe is limited to Melbourne, where it is popular among a certain section of the younger set.

ARTHUR PEARCE
Melbourne, Victoria, Australia

ABOVE, L. TO R.: NANCY MAE COON, NORMA HAHN, CAY ANN MORLOCK, JOAN JEAN LEONARD, URSULA MARY KEREKES.

"QUIN-TWIN"

Sirs:
On a lunch from this office The Toledo News-Bee, a Scripps-Howard newspaper, ran a "Quin-Twin" contest in which the newspaper attempted to find the Toledo sister of Quintuplet Yvonne. Cecile, Marie, Emilie, and Annette. More than 150 baby girls were entered and the winners (see above) were dined and "wined" (on milk) at the Commodore Perry Hotel. After looking at some of the recent Quintuplet pictures, you will note that these three-year-olds reveal identical mannerisms when photographed by Clarence Bailey of the News-Bee.

MAX B. COOK
Scripps-Howard Newspapers
New York, N.Y.
with the touch of a finger she controls the world's most willing servitor, ELECTRICITY—yielding light, releasing harnessed power, and providing a magic force that brings to her ear words whispered at the other end of the earth. Behind and beyond the seeming simplicity of this modern miracle is the labyrinth of light and power transmission lines encased in rigid conduit made of COP-R-LOY... the path of steel for the child of fire... guarding vital wires against the touch of corrosion that brings failure to the system. This famous copper alloyed steel protects the distribution of light and power for many of America's greatest projects. It is selected by engineers for its plus of endurance as demonstrated under conditions where salt air moisture and other corrosive elements are unusually severe. Triangle Rigid Conduit, fabricated either from COP-R-LOY or from Wheeling Steel, hot galvanized and lacquered finished, is produced by the Triangle Conduit and Cable Company of Brooklyn, New York and Wheeling, West Virginia. It's Wheeling Steel.
Announcing the
SAN FRANCISCO
CHALLENGER!

Another new economy train to California
for coach and tourist passengers exclusively

SAN FRANCISCO
CHALLENGER

- COMPLETELY AIR-CONDITIONED
- STEWARDESS-NURSE
- PORTER SERVICE
- 25c-30c-35c MEALS
- MODERN CHAIR CARS
  with soft reclining seats like your
  easy chair at home
- COMFORTABLE TOURIST SLEEPING CARS
- RESTFUL LOUNGE CAR
  for tourist passengers
- SPECIAL CHAIR CAR
  for women and children exclusively

In January, Southern Pacific and Rock Island inaugurated the Califor- nian between Chicago and Los Angeles. A smart, completely air conditioned train for coach and tourist passengers exclusively, the Californian was an instant success.

Now comes the San Francisco Challenger between Chicago and San Francisco, daily starting September 15. Operated by Southern Pacific, Union Pacific and North Western, it will offer transcontinental travelers the same services and economies as the Californian.

LOW FARES
Between CHICAGO and CALIFORNIA:

$34.50
ONE WAY

$57.35
ROUND TRIP

For literature describing the San Francisco Challenger and the Californian and examples of low coach and tourist fares from your city, write O. P. Bartlett, Dept. LE-9, 310 So. Michigan Ave., Chicago.
In a Cup Race it's SEAMANSHIP

There's a master trained crew in every N.H.M. HOTEL, too!

- Consummate knowledge of the job, then endless training until boat and crew are welded into one living thing, instantly responsive to its skipper's will. That's what wins Cup Races—and that's what wins such outstanding favor for N.H.M. HOTELS.

As experts in the running of fine hotels, we could tell you of our training courses, our systems, of the thousand and one services for your ease and comfort—but far more interesting to you is the smooth, friendly flow of life in any N.H.M. HOTEL.

LOOK FOR THIS CREST

IN NEW YORK • Hotel New Yorker...George V. Riley, Manager. Private tunnel to Pennsylvania Station. 2500 rooms with tub and shower bath, radio, servider. Rates from $3.50.

IN NEW YORK • Belmont Plaza...Richard E. Daley, Manager. Lexington Avenue at 49th Street. 800 rooms with both tub and shower bath and radio, from $3.00. Dancing in the Casino-in-the-Air.

IN CINCINNATI • Netherland Plaza...Max Schulman, Manager. 800 rooms with tub and shower bath, from $3 a day. Enjoy the Restaurant Continentale and Pavilion Caprice.

IN DETROIT • Book-Cadillac...W. O. Seibels, Manager. 1,200 quiet, beautifully furnished rooms with bath. Rates from $3 a day. Visit the cool and colorful new Esquire Room and Book Casino.

IN CHICAGO • Congress Hotel...John Burke, Manager. On Michigan Boulevard, overlooking Lake Michigan. Big, comfort-planned rooms, from $3.00 a day. All restaurants air-cooled, including the famed Congress Casino.

IN DAYTON • Hotel Van Cleve...R. M. Dauch, Manager. Finest hotel in Dayton, with 300 modern, homelike rooms, with bath. From $2.50 a day. You'll enjoy the new Mayfair Room.

IN DALLAS • Hotel Adolphus...Otto Schubert, Resident Manager. 825 rooms with bath. Rates from $2.50 a day. Home of the glamorous new Century Room. 300 rooms fully air-conditioned.

IN MINNEAPOLIS • Hotel Nicollet...Neil R. Messick, Manager. Minnesota's most beautiful hotel. 600 large, modern rooms. From $2. New Minnesota Terrace and Jolly Miller Cafe.

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NATION-WIDE RAIL-AIR SERVICE

PICTURES TO THE EDITORS

MRS. BOK BLOCKS TRUCKS

Sirs:

Last week, oil company trucks moving discarded oil tanks from Ogunquit, Maine, encountered an obstacle when they found an archway in Rangeley too low to allow their trucks to pass. A driver way around the arch, on property belonging to Mrs. Anne Bok, was utilized by the truck drivers. Mrs. Bok saw them pass her window, pronounced violently. Only two of the three trucks got by. When the third came, Anne Bok procured a pillow and blanket, staged a sit-down strike in the middle of her driveway. Truck drivers called in County Road Commissioners were told not to lay a hand on Anne Bok. State lawyers shook their heads. Officials finally gave up in disgust, tore the arch down. LE ROY NILE

Michigan at Bar

Sirs

When Michigan legalized liquor three years ago, one of the stipulations was that the drinks must be sipped sitting—no standing at the bars as in the saloon days.

Recently, the State's Liquor Control Act was amended to permit drinkers to stand. The change found Michigan's feet, softened by three years of sitting, totally unprepared to cope with the brass rail. The photos below will give you some idea of the footwork visible in a Detroit bar as people began to accustom themselves again to perpendicular drinking. Sadder and sadder, the railers' ankles, a serious affliction, soon makes its appearance. But the lady and gent are game despite their sizable ankles.

ROY BASH

Detroit Times
Detroit, Mich.
MEANS MORE

Safety

ON ANY ROAD!

On any road in any weather, you'll be safer if you ride on Miller Deluxe Geared-to-the-Road Tires.

When pavements are wet, or slippery with mud, slush or snow—and even where there is no pavement at all—the Miller Geared-to-the-Road tread gives you positive traction, safe braking and full protection against slipping and skidding.

This fine safety tread is built on to an equally safe tire body—made of extra strong cords, each insulated completely in rubber. And the whole tire is strongly reinforced at all vital spots—in give you greater protection against road shocks and dangerous blowouts.

Wherever you see the Miller dealer's sign, you may be sure of getting—at ordinary tire prices—both extra safety and long mileage.

Factories: Akron, Ohio and Los Angeles, California

GEARED • TO • THE • ROAD

MILLER TIRES

"1937 is Miller's 45th year in Rubber"
LOOK's popularity is not accidental. Four years' testing and pre-proving what people wanted to read, see and learn resulted in LOOK... the irresistible picture magazine. And America's sensational response to LOOK's editorial technique is 1,700,000 newsstand buyers, and more to come, every two weeks! LOOK, at 10c, already has passed all 5c weeklies in newsstand sales per issue.

From every corner of the earth, LOOK's editors seek out the interesting, the vital, the curious, caught by the eye of the camera right when it happens! And more than this, LOOK's editors have originated a new editorial technique by which feature stories are told entirely by pictures, headlines and brief captions.

Whether it be in the field of medicine, sociology, sport, invention, self-improvement, religion, beauty, crime, fashion, stage or screen... if it is vivid and dramatic, it has a place in LOOK.

Beginning with the November 9th issue LOOK will carry the messages of America's advertisers to this vast and growing audience. Important to advertisers is this fact... LOOK's advertising rates make this spectacular new picture-story magazine advertising's most spectacular buy.

PICTURES TO THE EDITORS

(continued)

TORTOISE TURNS TURTLE

Here:

Not every tortoise can turn on to his tummy after he's been placed on his back. But the tortoise below did a jujitsu stunt with his neck to regain his equilibrium. The photos start with him on his back. He sticks out his neck, and presses hard on the ground. Up goes his body until it just balances. A leg topples it over and then, down it comes and Mr. Tortoise gathers himself together and walks off.

STEVEN HENTY
Melbourne, Australia.
AMERICAN FOR Flavor IRISH FOR Bouquet

WILLIAM JAMESON

IRISH AMERICAN WHISKEY

Contains 45% Pot Still Irish Whiskey and 75% Specially Distilled American Straight Whiskey

"The Best of Two Worlds"

WILLIAM JAMESON & CO., Inc.
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86 Proof
"Yassuh... it's Genu-wine Hires"

It's the real Root Juices that make Hires taste better than imitation root beers

NOW lower prices for bigger bottles of delicious Hires! Always refreshing and healthful... all the time... everywhere... at home or office, while shopping or driving... for sale at groceries, restaurants, refreshment stands. Always insist on genuine Hires. You'll enjoy its natural, wholesome flavor.

It tastes so good - It's good for you

You appreciate "Perfect Performance" on the screen—you now have a right to expect it in the car you drive. Auto-Lite Spark Plugs give you perfect performance because they are built as a balanced unit of the ignition system—delivering a spark of the right characteristics, in the right place, at the right time. The result—greater motor efficiency plus maximum economy.

Renew the "New Car Performance" of your car by installing a set of Auto-Lite Spark Plugs. The improvement is instantly noticeable when you step on the starter. The economy is proven as you drive. Tell your dealer you want Auto-Lite Spark Plugs.
Chesterfields will give you more pleasure

They Satisfy