

LIFE



PARACHUTE TEST WITH DUMMY

MARCH 22, 1937 **10** CENTS



Down here we eat, sleep and drink Tomatoes

The first fellow to ever eat a tomato was probably pretty much thrilled by the experience. The first time Hurff Ready-to-Serve Tomato Soup appears on your table you're going to get a thrill just about equal to his. And you'll save money too for it's richer and has more body than most ready-to-serve soups, and is more economical to use than most condensed soups. You can dilute it to suit your taste.

There's as much difference in tomatoes as there is in people. Maybe you don't know this . . . and certainly you couldn't be supposed to. We wouldn't know it either if we hadn't spent thirty-one years "eating, sleeping and drinking tomatoes" right in the tomato center of the state that's famous in *all* states for the finest tomatoes that ever carried a vitamin.

Tomatoes can be just average tomatoes with nothing much to say for or against them. Or they can be the kind that everybody talks about—and that's the kind we want and want you to have. We get them by a method of crop control we worked out years ago. Each summer seed tomatoes are examined 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. We sell these seeds to the growers and buy back the tomatoes they produce.

It's taken a lot of words to tell you all this—but if you try Hurff Tomato Soup tomorrow you'll feel well rewarded for reading what we've had to say.

EDGAR F. HURFF COMPANY
SWEDESBORO NEW JERSEY

Tomato Juice
Tomato Juice Cocktail
Tomato Catsup
Tomato Soup
Tomato Purée
Tomato Aspic
Pork and Beans
Vegetable Soup
Spaghetti
Asparagus
Squash
Bean Soup
Pea Soup
Pumpkin
Hominy

Ask for HURFF



HURFF TOMATO JUICE

with a vine-fresh sparkle and flavor and a full-bodied health-giving richness that earned the American Medical Association seal of approval.

HURFF TOMATO SOUP

Ready to serve! Greater body and richness than most ready-to-serve tomato soups . . . and more economical as it can be diluted to suit the taste.

HURFF TOMATO JUICE COCKTAIL

Just taste it—and describe it in your own words. For those who prefer tomato juice with seasoning. It's a product you'll take pride in serving on your table.

HURFF TOMATO PUREE

for making tomato soups, tomato sauce or adding delicious tomato flavor to various dishes. Its consistency approximates that of apple butter—its fame is nation-wide.

HURFF TOMATO CATSUP

with a full-bodied richness that only first quality tomatoes can give. Entirely different from watery catsup made from green tomatoes as so many are.

HURFF TOMATO ASPIC

—all ready to mix and mold. Better and more convenient than synthetic powdered form. Try it and appreciate the difference. You'll always want to keep a can on hand.

TOMATO SOUP

(READY TO SERVE)



*Seasoned, cooked
and packed at
Swedesboro
by*

HURFF...
The Jersey Tomato People

IT'S ONE OF THE **FINER** THINGS OF LIFE

SAYS FAMOUS AIRPLANE DESIGNER DONALD DOUGLAS

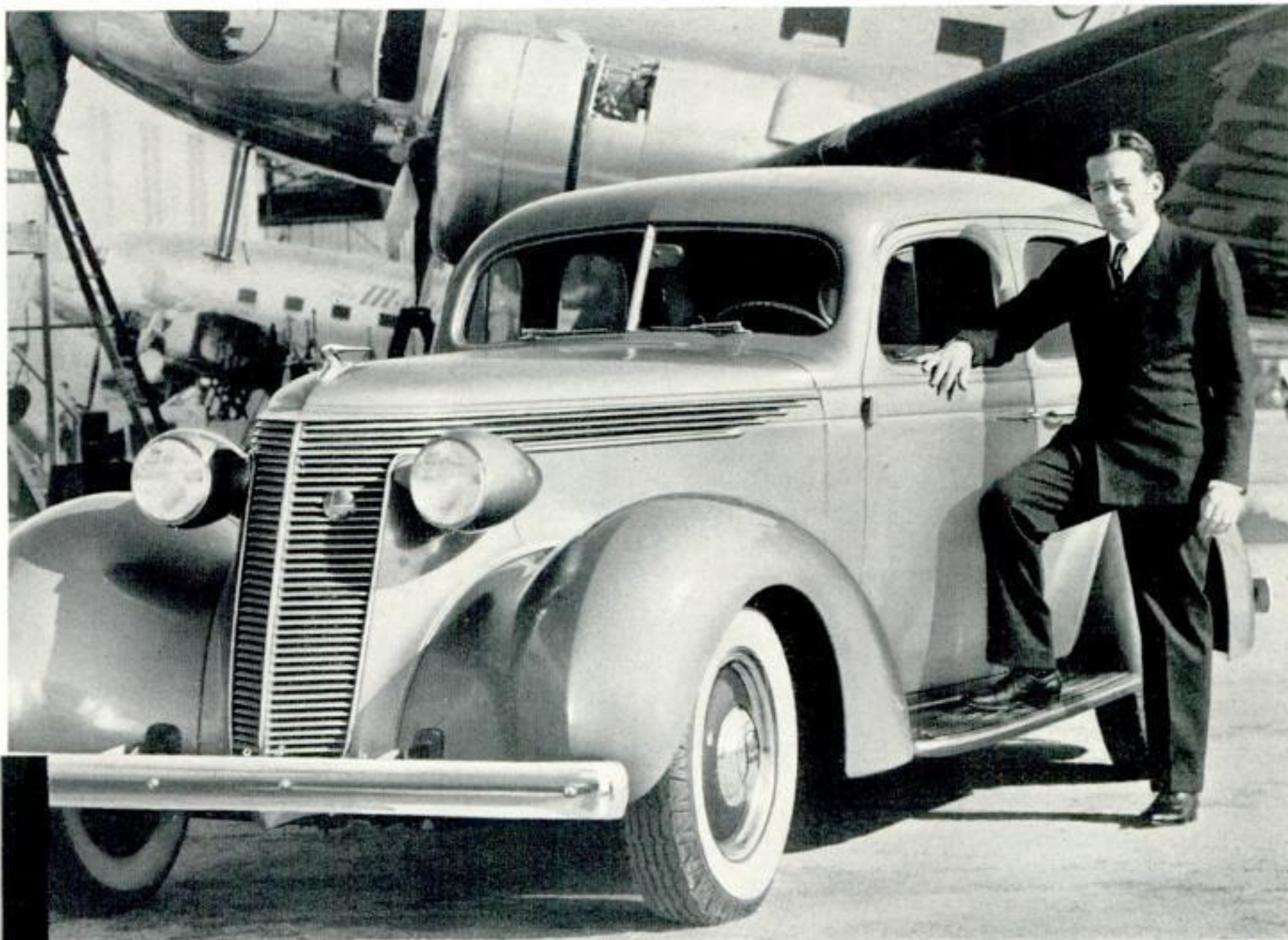
THE car Mr. Douglas is talking about, of course, is the car he drives, pictured at the right, an exciting new 1937 Studebaker.

"I can't see how anyone could want any more in a car than Studebaker gives," this world renowned builder of transport planes adds.

Right you are Mr. Douglas . . . and tens of thousands of motorists who never before enjoyed Studebaker ownership heartily agree with you.

The world's first car to offer motorists the double safety of the automatic hill holder and feather-touch hydraulic brakes . . . the world's first car with the dual economy of the sensational new Fram oil cleaner and automatic overdrive . . . the world's only car with doors that close lightly, tightly and silently on revolutionary new rattle-proof rotary latches.

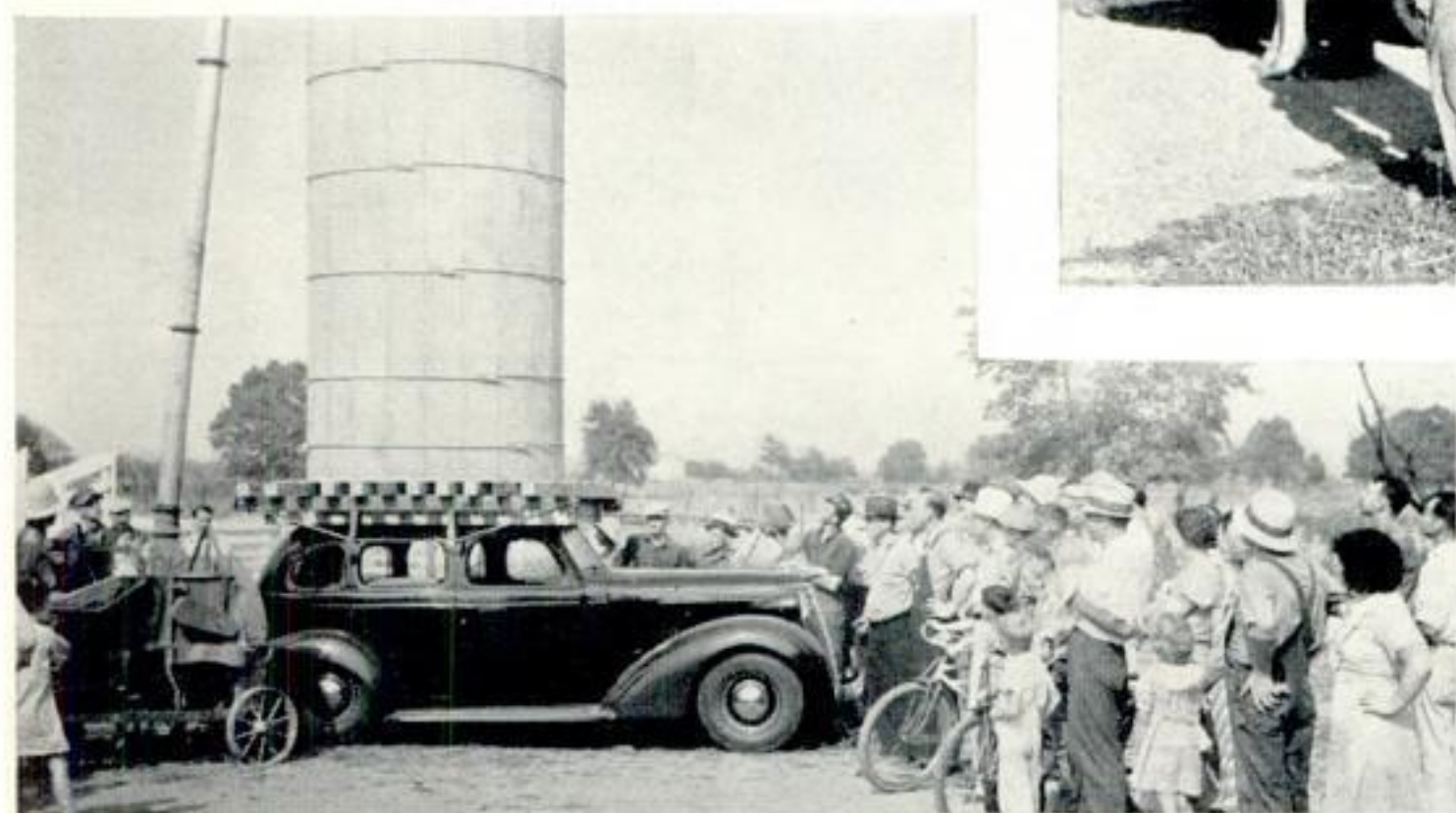
Spotlight car of 1937, the big smartly styled new Studebaker sells at prices just above the lowest . . . and the Studebaker C.I.T. budget plan assures low cost time payments. The Studebaker Corporation, South Bend, Indiana.



"Come on, Daddy!" Says stocky little Sonny Heath to his 350 pound father, caretaker of the 800-acre Studebaker proving ground. And Andy goes along although for the moment he knows not where.



Goodbye, records! Average drivers, of course, don't expect the 27.46 miles per gallon that the observers pictured above saw a stock Studebaker Dictator do under A.A.A. supervision in the scorching heat at Bonneville Salt Flats, Utah. But what a satisfaction it is to know that such possibilities of economy—in oil as well as gas—are built into every 1937 Studebaker!



What a body! That's a 10,000 pound specially built cement silo resting on the top of a 1937 Studebaker sedan. The safety steel-reinforced-by-steel Studebaker body with its world's largest one-piece steel top stood up unharmed. Even the doors opened and closed easily despite the crushing weight. Studebaker bodies glisten in a paint finish 12 coats deep.

"Easy does it!" And what have we at the right above? You're right . . . it's gargantuan Andy Heath—and Sonny too—both comfortably ensconced inside the luggage compartment of a new 1937 Studebaker. No wonder observant motorists say the new Studebakers have the most spacious trunks in the world.

STUDEBAKER



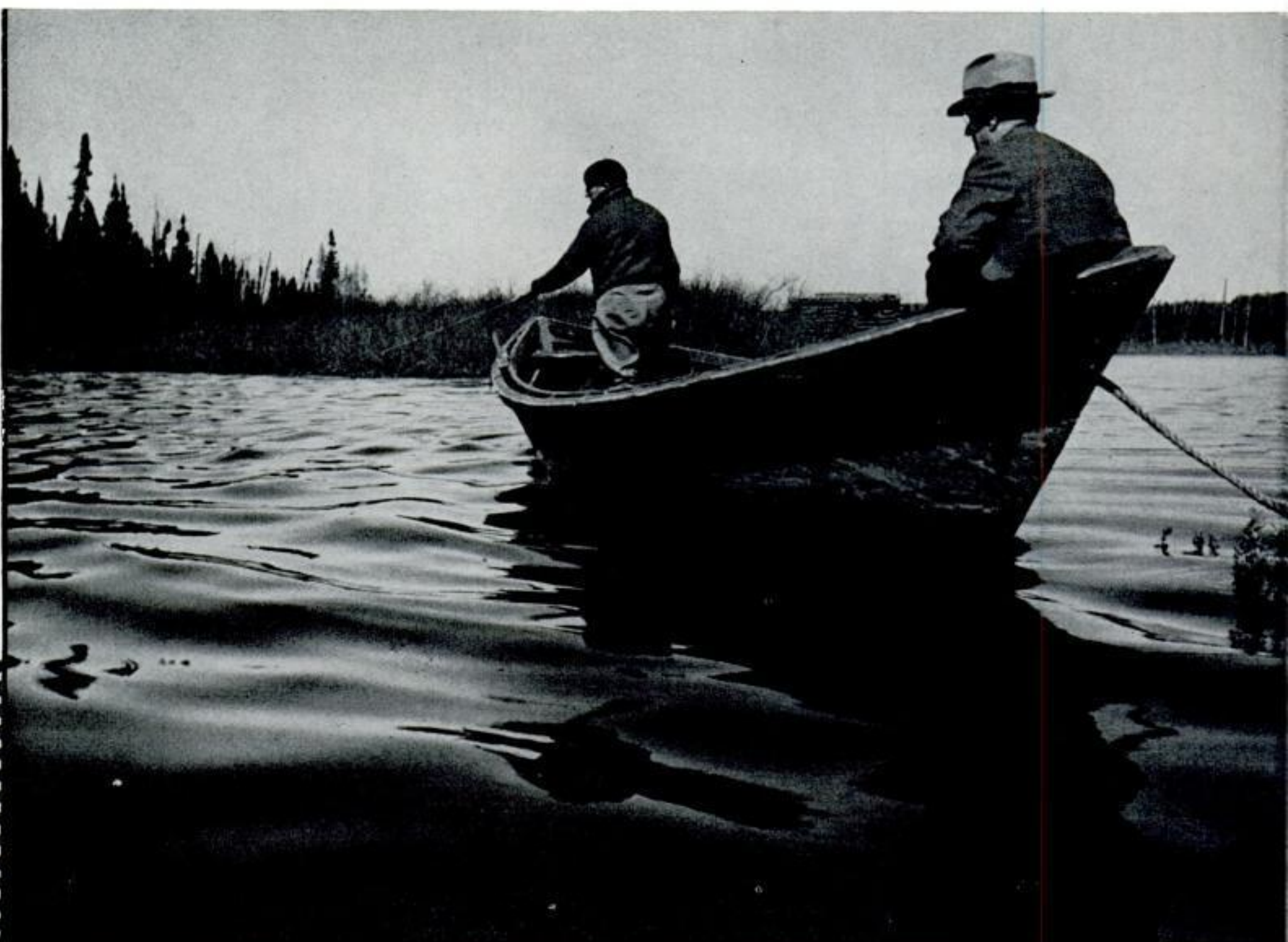
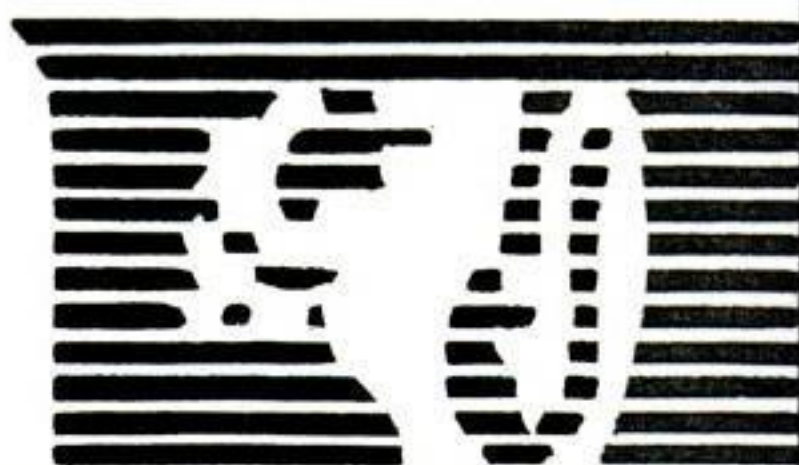
NOT LOWEST PRICED . . . BUT ALMOST

This One



IN THE LAND OF THE *Voyageur*

Make it the vacation of a life-time
by spending your summer holidays
in *La vieille Province de Québec* . . .
a land as new and vital as LIFE itself
. . . though old enough to be the
birthplace of a continent's history . . .
Write now for suggestions to
Office du Tourisme, Québec, Canada



*These photographs by Ivan Dmitri are reproduced through
the courtesy of the Abbé Albert Tessier des Trois Rivières,
capital city of the far-famed St. Maurice Valley*

La **PROVINCE de QUÉBEC**

PROVINCE OF QUEBEC TOURIST BUREAU, QUEBEC, CANADA

Will You Accept **Free**

this lavishly illustrated
DE LUXE EDITION of

GREAT WORKS OF ART AND WHAT MAKES THEM GREAT

The Story of Art Through the Ages

This Gift to You From the DeLuxe Editions Club is an Example of the Great Books, Formerly Priced at \$5 to \$25, which Members Receive for ONLY \$1.50 Each. Free Charter Membership Will Bring Bargains Like These to You.

MAY we send you this beautiful book entirely free—as a gift from The De Luxe Editions Club? We would very much like to have you see for yourself the exceptional books which Membership in this Club will bring to you—for the one standard price of only \$1.50 each! And it costs you *nothing* to join now, while Charter Membership is still open.

Why should you join the De Luxe Editions Club? What can it do for you—how much can it save you?

Well, *first*, this Club is unique in that it does not select new novels or works of unestablished permanence. Instead (and to the distinct advantage of your lifetime library) it selects books whose intense interest and lifelong importance make them

essential to a well-planned collection. *Secondly*, it publishes these books in striking new *De Luxe Editions*, beautifully designed, luxuriously bound.

Then, *thirdly*—instead of charging extra for these lovely editions of great works, which formerly cost from \$5.00 to \$25.00 each, the Club presents them (to its own Members exclusively) at less than the cost of an ordinary novel—one a month for only \$1.50 each! And you never pay more!

SOME TYPICAL EXAMPLES

Such values are possible only because America's leading publishers have co-operated with us. They are allowing the Club to use the *original*, first-edition plates in printing these new De Luxe Editions. And contemporary authors have agreed to smaller royalties. Also, by grouping the purchases of many Members at a time, this Club plan assures editions sufficiently large to avoid unnecessary costs.

Typical of the many remarkable values are such recent De Luxe Editions as "Stories of the Great Operas," formerly in 3 volumes at \$10.50; Chaucer's "Canterbury Tales," in modern English, and with 25 full-page drawings in color by Rockwell Kent, formerly \$25.00; "The Book of Old Ships," illustrated by the famous marine artist, Gordon Grant, formerly \$20.00.

Similar values will be offered in forthcoming selections, all at the low price to members only, of \$1.50 each.

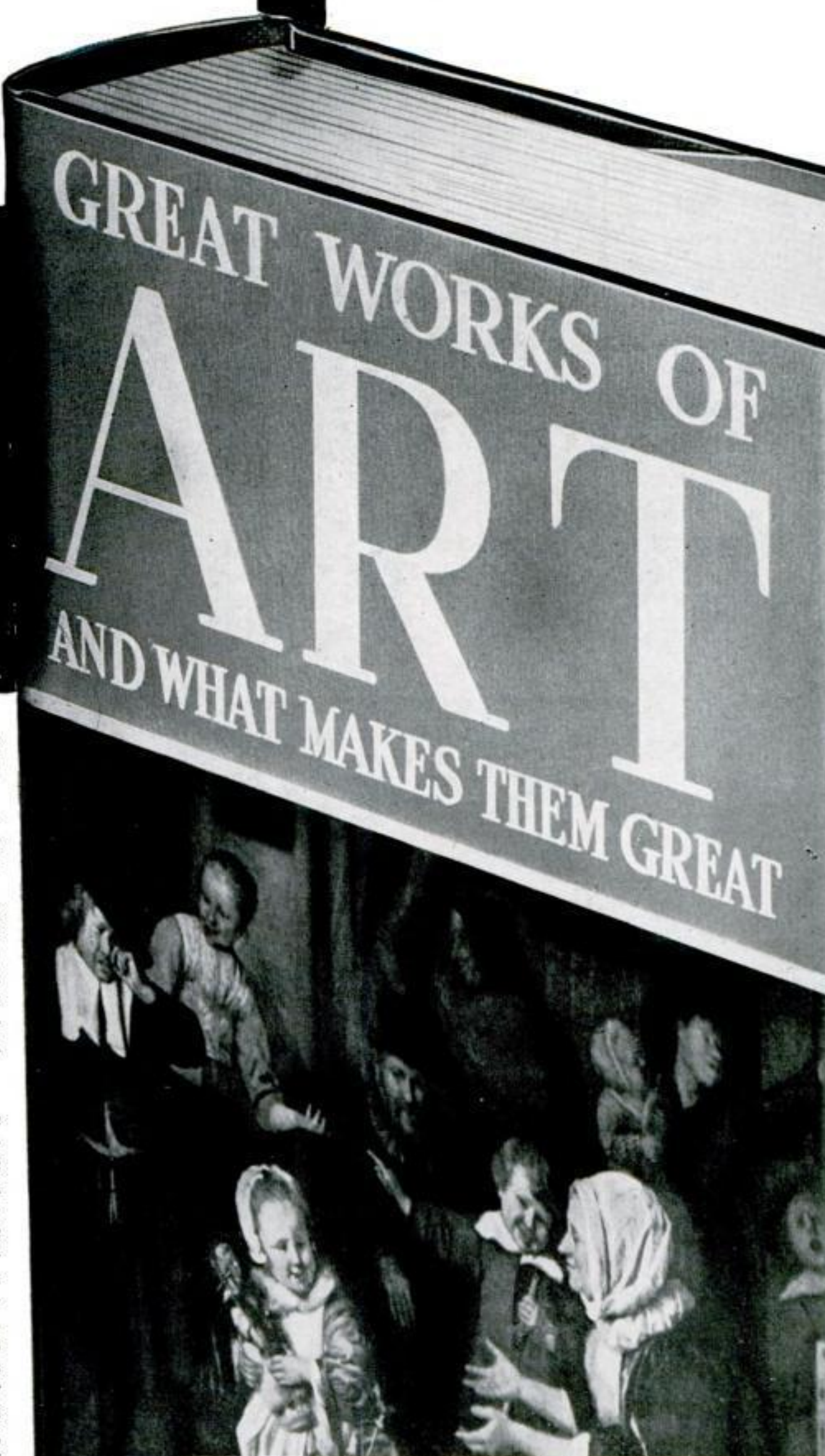
SEND NO MONEY

If you are interested in saving money on books that will broaden your mental horizon and bring you greater reading satisfaction—enrich the beauty of your library, now and always—be worthwhile to your family in years to come—then accept *free* a Charter Membership in the DeLuxe Editions Club!

Send no money with the coupon here. Your *free* copy of "Great Works of Art" will be sent to you at once. With it will come the current month's bargain selection and the current issue of the Club's "Folio"—a monthly magazine of interest to all book lovers. The "Folio" is free, to Members exclusively. Each month it tells unusual facts about the current Book Selection. And it reviews the coming month's selection as well.

Thus Members always know *in advance* what the next month's book will be. Your subscription to the "Folio" will begin at once, without cost. Mail the coupon, without money, now!

THE DE LUXE EDITIONS CLUB, Dept. 3L., Garden City, New York



A Liberal Education in Art Appreciation and Understanding 552 Pages—175 Illustrations— Formerly \$5.00

Here, in one beautiful book, is the story of Art through the ages, in both Painting and Sculpture—a great work which should be in every well-selected home library.

How did the world's finest artists work? What message was each trying to give us? How well did he do it? How can we recognize, appreciate and truly understand the finest achievements of each painter or sculptor?

In this one large volume you will read the fascinating stories of such great artists as Titian, Holbein, Michael Angelo, Matisse, Rubens, Picasso, Franz Hals, Giotto, Sargent, Gauguin, Velasquez, Rodin, Degas, Del Sarto, Tintoretto, Raphael, Leonardo, Cezanne, Giorgione, Van Gogh, Van Dyke.

In addition, the illustrations bring into your home a gallery of 175 photographic reproductions of such famous creations as CHARITY—by Del Sarto, DESCENT FROM THE CROSS—by Rubens, MAN WITH A BROKEN NOSE—by Rodin, THE LAST JUDGMENT—by Michael Angelo.

OLYMPIA—by Manet, NUDE WOMAN STANDING—by Matisse, SURRENDER OF BREDA—by Velasquez, THE LAST SUPPER—by Raphael, THE LAST SUPPER—by Leonardo, VENUS DE MILO.

PHILIP IV—by Velasquez, THE BATHERS—by Cezanne, SISTINE MADONNA—by Raphael.

De Luxe Editions Club books are already famous for their luxurious bindings, fine printing, rich contents. The average volume is 6" by 9 1/4". Many are even larger. Most contain 500 to 600 pages—some even over 1000 pages. Many are gorgeously illustrated in color with paintings by the greatest masters; others with fine drawings and photographs. Every volume is complete.

SPECIAL GIFT-BOOK COUPON

**THE DE LUXE EDITIONS CLUB
Dept. 3L., Garden City, N. Y.**

Please enroll me free as a Charter Member and send me each month the members' exclusive publication, THE FOLIO, which reviews the current and forthcoming selections. My membership will bring to me each month for an entire year the Club De Luxe Selection—a book that formerly sold for \$5.00, \$10.00, or even more—but which I am to have for only \$1.50 plus the few cents postage.

In consideration of my enrollment as a Charter Member at this time, you are to send me at once, *absolutely free*, my gift copy of "GREAT WORKS OF ART—And What Makes Them Great."

Name.....

Address.....

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

SPEAKING OF PICTURES . . .



RICHARD SIMON'S FAVORITE CAMERA SUBJECT IS PRETTY MRS. ANDREA SIMON, SHOWN ABOVE, HAVING A FINE TIME AT PALM BEACH

... MR. SIMON SNAPS FAMILY & FRIENDS



Two years ago, Richard L. Simon (left) of the publishing company of Simon & Schuster, bought a Leica camera and set out to master it. He is now an extremely proficient amateur photographer. Some of his pictures have appeared in photographic exhibitions and annuals. The one of the feet just below appeared in a Simon & Schuster picture book called *Eyes on the World*. But though Mr. Simon differs from most nonprofessional photographers in being technically very proficient, he acts just like every other amateur in choosing his subjects. He takes

pictures of his wife, of his baby, and of his friends. The person who appears most in the Simon collection of Simon pictures is pretty Mrs. Simon. Meanwhile the five-month-old Simon daughter is rapidly filling an album of her own. Like most amateur's pictures, Mr. Simon's indicate that he has a great deal of fun with his camera. Unlike most amateur's pictures, Mr. Simon's have a charm and interest that make them worth looking at even though you don't know the people in them. Last month, Mr. Simon took his camera down to Palm Beach and snapped fellow members of the Artists and Writers Golf Association at their winter tournament (see page 7). All Simon pictures are developed and enlarged by Mr. Simon himself, who is now writing a handbook of practical advice for miniature camera users. It will be written "as one lousy amateur to another" and published next fall by the firm of Simon & Schuster.



AN EARLY PICTURE OF MRS. SIMON (LEFT) BY MR. SIMON (RIGHT) TAKEN ON THEIR HONEYMOON



MRS. SIMON AND HER WIREHAIR, PETEY, GO FOR A WALK AT MARTHA'S VINEYARD



AGAIN, MRS. SIMON AT PALM BEACH



Look at LaSalle!

FINER THAN EVER— AT THE LOWEST PRICE!

It is doubtful whether the motoring public has ever had a greater surprise than when it first heard the price of the new La Salle V-8.

Here is the finest La Salle ever built—powered by a 125-horsepower V-8 Cadillac engine—increased in wheelbase, size, comfort and beauty . . . yet priced at only \$1095*.

And that is the *delivered* price, at Detroit—including all standard accessories!

The result is precisely what might have been expected. There has been such a swing to the new La Salle as the fine-car field has not witnessed in years. Within six weeks after its introduction, almost ten thousand people placed their orders for this extraordinary car!

If you are contemplating the purchase of a motor car anywhere above the very lowest in price—we ask that you, too, *look at La Salle!*

Its low price—its low operating costs—and its unmistakable Cadillac quality—make it an extremely logical choice.

*Delivered price at Detroit, Mich., \$1095 and up, subject to change without notice. This price includes all standard accessories. Transportation, State and Local Sales Taxes, Optional Accessories and Equipment—Extra. Car shown has white sidewall tires at slight extra cost.

V-8

**BUILT BY CADILLAC FOR THE
FAMILY OF MODEST INCOME**

\$1095*

AND UP

Copyrighted material

SPEAKING OF PICTURES (continued)



Mr. Simon's friends taken by Mr. Simon. Left to right, are Cartoonist Rube Goldberg, Theatrical Producer John Golden, Illustrator Arthur William Brown.



Mr. Simon had fun catching Illustrator Floyd Davis dozing at Palm Beach. This picture, like that at top, was taken at Artists and Writers golf get-together.



Simon & Schuster author is J. P. McEvoy (above) listening to a broadcast. Mr. Simon takes pictures of his authors for publicity purposes, never used this.



FEW WEEKS LATER



COPR. 1937 FELS & CO.

BANISH "TATTLE-TALE GRAY"
WITH FELS-NAPTHA SOAP!

Don't saddle
yourself for life
with high fuel costs

IRON FIREMAN

Automatic Coal Heating gives
luxurious warmth
at low cost!



Here Iron Fireman
cut fuel bills in half

Walter M. Jones, West Orange,
N. J., saved 57% on his fuel bill
—but this is only one of the many
thousands of cases of Iron Fireman's
amazing economy.



Walter M. Jones

Walter M. Jones installed an Iron Fireman in the above house in 1934. "For the first time," he says, "this house was satisfactorily heated."

His Iron Fireman fuel cost averaged \$123.37 a year. The average before installing Iron Fireman, when the furnace was hand-fired, was \$287.50—a yearly fuel saving of \$164.13 with Iron Fireman, plus the advantages of steady, even, automatic heat. In 5 years these savings amount to more than \$800—in 10 years to more than \$1,600.

CLEAN...QUIET...CONVENIENT

"But these economies are of minor importance," says Mr. Jones, "compared with the convenience, dependability and sense of security with Iron Fireman heating."

YOU should have—you *must* have modern, automatic, self-regulating heat. Don't go through life another year without it. But in getting automatic heat—in freeing yourself from the burden of furnace tending—don't saddle yourself with high fuel costs for life. Install an Iron Fireman automatic coal burner which gives you the finest automatic heating money can buy. Iron Fireman fuel costs considerably less than hand-fired coal, and *so much less* than gas or oil that the saving is amazing. Get a cost comparison for your own particular job. Any Iron Fireman dealer can show you how. Iron Fireman savings for one year are considerable. Over a 5, 10 or 20 year period they amount to a sum no one can afford to waste.



The Iron Fireman Coal Flow feeds direct from bin to fire. Both the Coal Flow and the regular hopper models are controlled and regulated by Teeple automatic control instruments which are available on no other kind of heating equipment.

IRON FIREMAN

Portland, Oregon; Cleveland, Ohio; Toronto, Canada. Dealers everywhere

This famous trade mark is the symbol of Iron Fireman, the world's leading automatic coal burner, the machine that made coal an automatic fuel.



IRON FIREMAN MANUFACTURING CO.
3155 W. 106th Street, Cleveland, Ohio.

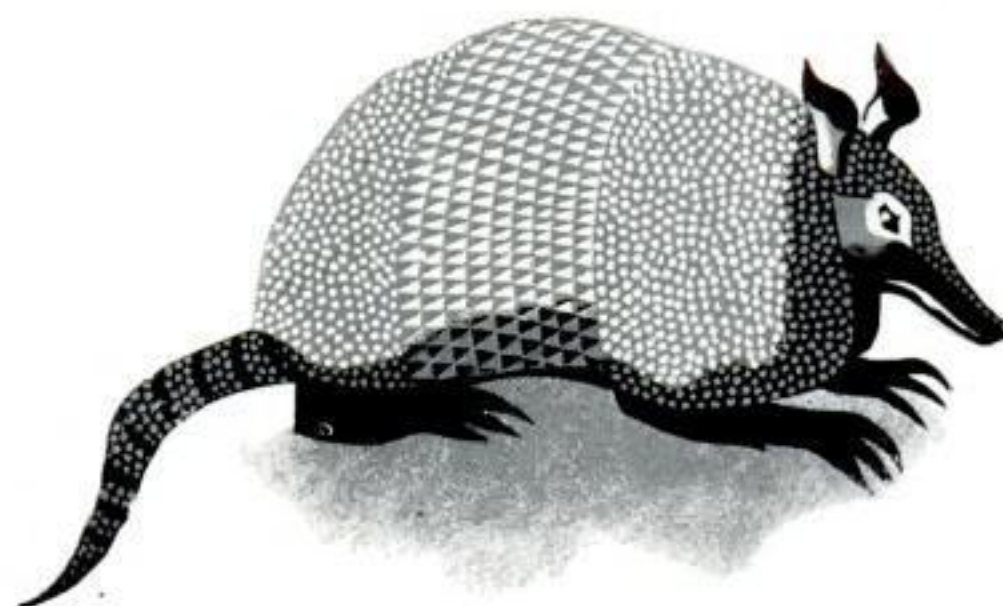
☐ Send literature Type of plant: ☐ Commercial heating
☐ Make firing survey ☐ Power ☐ Residential

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

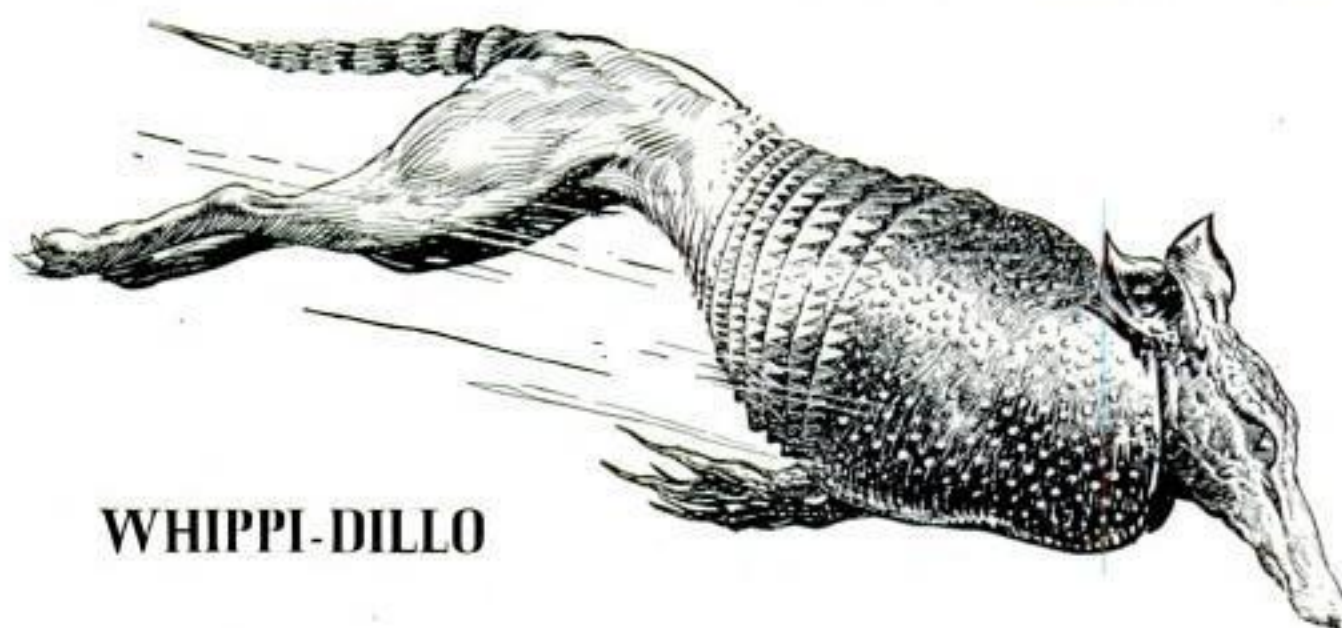
The Whippet is a
streamlined chap,
Which makes him very **Fast**,
And though he owns
no running pants,
He seldom comes in last!



The Armadillo's hard and **Tough**,
He sports a turret top,
But when he tries to get up speed,
He's somewhat of a flop!



Now mix them both up and mix them up well,
And there, sir, you have the **New Golden Shell**.



WHIPPI-DILLO

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



Grand Flavor in the bag—

and a grand price, too



GOOD VALUE SELLS SALESMAN—"I pride myself on a keen sense of value. And when my wife began buying *Dated Coffee*, I was 'sold' on it. It's got the richest flavor—and is a real money saver in the inexpensive bag."
Herbert C. McClees, New York City

DATED COFFEE in the bag pleases everybody, because it's high in quality, yet low in price. The world's choice coffees are blended to make it richer, fuller flavored. Yet it's inexpensive because we pack it in a simple paper bag.

We can do this because Chase & Sanborn *Dated Coffee* is *guaranteed* fresh by our Dating Plan. It's rushed fresh to your grocer. Every bag is marked with the date he gets it . . . your protection against stale, rancid taste.

Buy an economical bag of delicious Chase & Sanborn *Dated Coffee* tomorrow!



THE RIGHT START FOR GOOD COFFEE—"Mother taught me a lesson in coffee making. *Start* with a fine-quality coffee. She recommends *Dated Coffee*—and is it delicious! Not high priced either—but really economical in the bag."
Mrs. R. D. Carter, Laredo, Texas



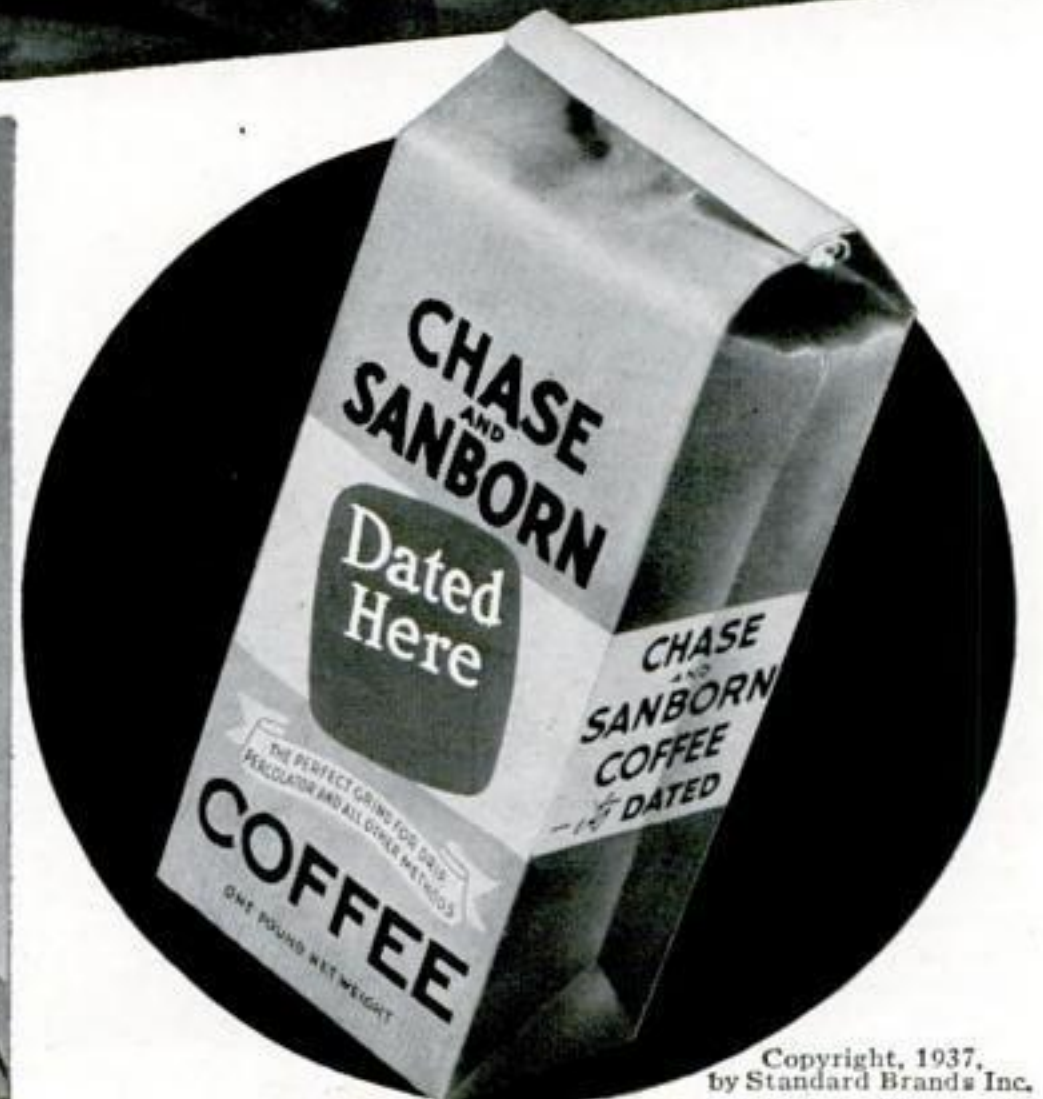
SATISFIES FUSSY HOUSEWIFE—"I'm awfully fussy about the quality of our foodstuffs. Yet I have to watch prices, too. Well, as regards coffee, I've found just the *right* brand! *Dated Coffee* in the bag has wonderful quality and flavor—yet it saves us money!"
Mrs. Robert M. Brannon, Charlotte, N. C.



A GODSEND TO THEIR BUDGET—"We have to watch our budget carefully—but neither of us could bear the thought of economizing on our coffee. Imagine our joy on discovering the fine quality and money-saving price of *Dated Coffee* in the bag!"
Mr. & Mrs. A. W. Gubb, Erie, Penna.



LOOKS FORWARD TO IT—"I work for one of the big transport companies. Live near its eastern terminal. When I leave the airport for home, I look forward to the good bracing coffee that's waiting for me. It's Chase & Sanborn *Dated Coffee*. Its flavor is extra rich. The price in the bag just suits us, too."
G. Earl Laird, Elizabeth, N. J.



Copyright, 1937, by Standard Brands Inc.

★ Ladies, if your stockings sag
Husbands you may never bag

IT'S LOGICAL IT'S LUXURIOUS IT'S NEW ★ ★ ★



Measure yourself for
stockings that give
you personal fit

Logical that stockings of standard width at ankle, calf and top won't fit one out of a dozen women who wear them. It's logical that Realsilk Personal Fit Hosiery, personally selected according to your own individual measurements, *will fit*—better than any stockings you've ever worn.

Luxurious to wear these perfect-fitting stockings. Not a wrinkle. An even diaphanous film because they fit like the skin itself. Seam as straight as a die! A trim sleek heel.

New! You give us five measurements . . . ankle, calf and top, length and footsize. That's our guide in choosing the shape of hosiery, perfect for you out of hundreds of different proportions constantly in process. Realsilk alone offers you this amazing new style service.

REALSILK HOSIERY MILLS, INC.
Indianapolis, Indiana

Instruct Your Maid that you will see the Realsilk representative when he or she calls . . . or phone the Realsilk office in your city and arrange an appointment at your convenience.



GOWN BY NANCY

← Cut out this tape and measure your ankle

THEY LIKE IT IN THE SOUTH

FAVORITE in southern latitudes, Martini & Rossi is equally popular in Norway, Iceland, Finland. World's *second* best appetizer (acknowledging exercise as first) it is international, inter-climatic. It is the vermouth the sun never sets on.



South: Nassau. Visiting American and his partner (unfortunately not shown) enjoy Martini & Rossi in Manhattans as palms blow and troubadours watch enviously.



Further South: Bombay. Bartender's boy at sidewalk inn fills glasses of Hindu, Indian Christian and Mohammedan (l. to r.) with the good Martini & Rossi. Often in India they drink it with seltzer—a long, cool drink.



Way Down South: Argentine. On an *estancia* near Buenos Aires, a gaucho and his mozo relish a spot of Martini & Rossi as a start for a hard day on the plains. Martini & Rossi starts things—particularly meals—to perfection.



Alco. by vol. 15.95% Alco. by vol. 18%

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

FIRST CAME STEEL... *then* COP-R-LOY

WATER

... Nature's Greatest Paradox. It is everywhere... the first essential to all life and living; yet the greatest destructive force man has to combat and control. Water decrees that there shall be life. It also decrees that there shall be no such thing as everlasting life. Pipe is paramountly important to the control of water—making it an obedient servant for the comfort of the home, for the health of communities, for the efficiency of industry, for the safety of transportation, and for irrigation that turns arid lands into fertile fields. First came steel pipe to make water economically available everywhere... then came the greater endurance of COP-R-LOY to checkmate its destructive corrosion, to cut cost of upkeep; to guard longer and more safely the nation's systems of supply and sanitation. Nine years ago COP-R-LOY definitely established this new standard in pipe service and, today, it is carried in all tubular forms by leading distributors. It's Wheeling Steel. Wheeling Steel Corporation, Wheeling, West Va.



COP-R-LOY IT'S WHEELING STEEL

Reg. U.S. Pat. Off.

Copyrighted material

Child-like in his Dental Knowledge

—thousands of grown-ups never take care of their gums



Don't ignore "Pink Tooth Brush"... Guard against becoming a "Dental Cripple"... Change to IPANA and Massage Today

IT IS A sad fact but true that thousands of intelligent adults are still in the *cradle age* about the advances made in dental hygiene—inno-cent of the fact that modern dental authority emphasizes *the care of the gums* as well as the teeth.

The facts are simple—stressed by modern dentists, taught in many modern schools,

practiced in many modern American homes.

• Modern gums, because of modern menus, need special and regular care. The soft foods on which we moderns live do not give our gums enough work, enough stimulation, to keep them healthy. Gums grow lazy. They grow flabby and tender. Frequently a tinge of "pink" appears on your tooth brush—a protest and a warning of unhealthy gums.

If you ever see that tinge of "pink" on your own tooth brush, do the sensible thing—see your dentist. You may be in for serious trouble. Usually, however, his verdict will be "gums that are the victims of modern

soft foods"—"gums robbed of natural exercise and work"—and, as many dentists advise—gums that need the healthful stimulation of Ipana and massage.

For Ipana plus massage is your dentist's able assistant in the home care of the mouth—a dentifrice designed to help the gums as well as clean the teeth. Massage a little extra Ipana on your gums every time you brush your teeth. Gums grow stronger! New circulation brings them a new firmness.

Change to Ipana and massage today. Before you see that tinge of "pink"—adopt this sensible and practical way to help safeguard the health of your teeth and gums.



IPANA

Tooth Paste



ACROSS AUSTRIA, A MOUNTAIN WALL BETWEEN GERMANY AND ITALY, ZIGZAGS GROSSGLOCKNER HIGHWAY (ABOVE). BEYOND LIES ITALY

BETWEEN A HABSBURG KING AND NAZI RULE PRETTY LITTLE AUSTRIA MUST CHOOSE



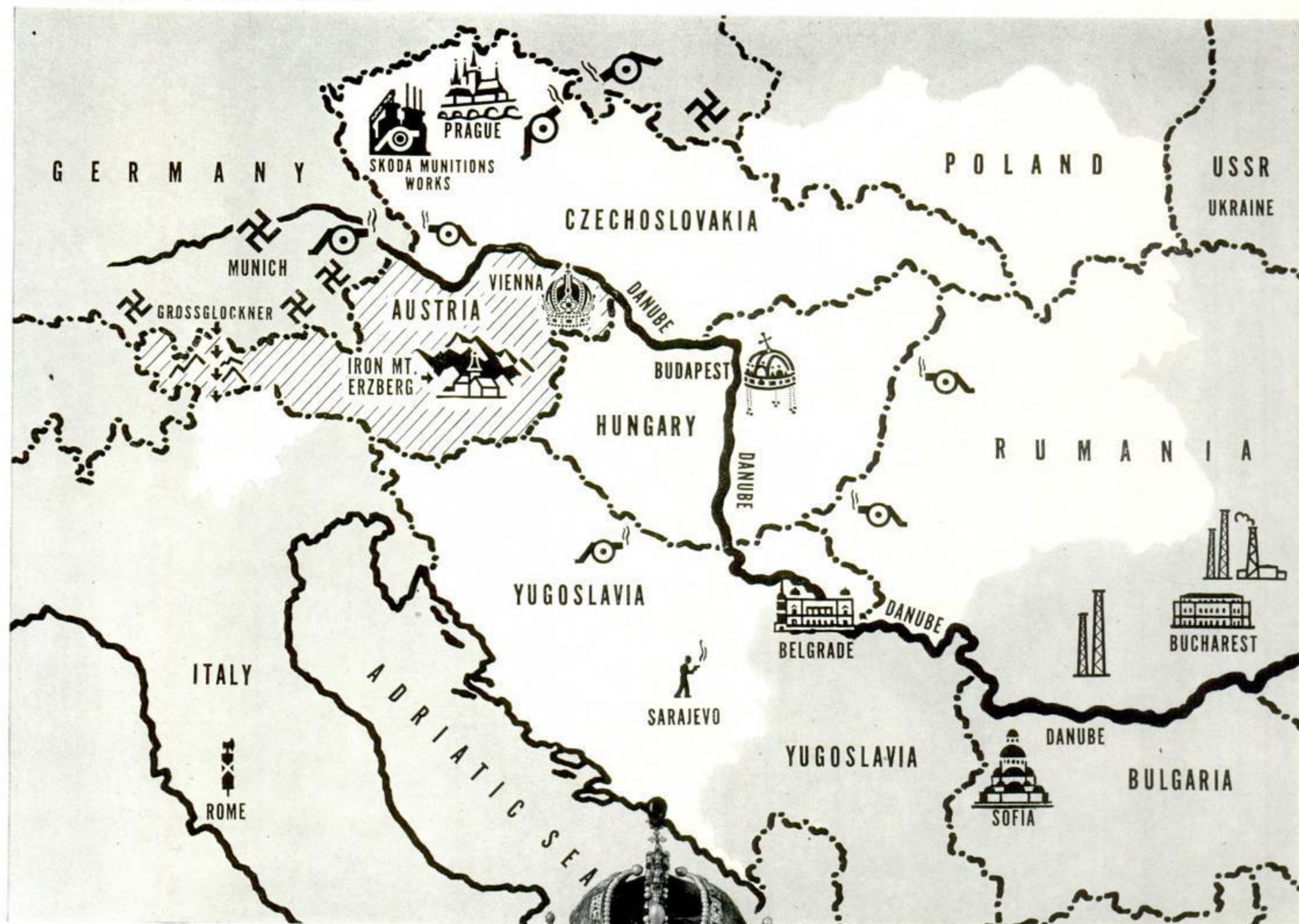
CENTAURESS & SPARROW AT SCHÖNBRUNN

Little Austria, a beautiful piece of scenery, populated by 6,700,000 of Europe's best gossips, practical jokers and sharpshooters, is an arena for some of today's most desperate undercover politics in Europe. Nazi Germany wants it badly because the Austrians are Germans and because it is the military and political highway eastward to "Germany's future." Furthermore Germany, with plenty of coal, lacks iron and Austria has the Iron Mountain, 800,000,000 tons of high-grade ore. But Italy lacks iron too, also wants the Iron Mountain. Today Germany has stock control of Iron Mountain but Italy through Austrian Chancellor Schuschnigg, has political control. Finally, Italy wants an impotent Austria, not a mighty Germany, on its northern threshold. For these excellent reasons Italo-German friendship always founders in Austria. Sooner or later Nazi Germany will take the Austrian trick,

unless the ace in the hole is played: the restoration of the Habsburgs to the throne of Austria. And the Habsburgs, in this case, means that handsome young exile, Otto von Habsburg.

Nobody asks what the Austrians want. They are mostly democrats and socialists. But they are ruled by the Catholic minority of "Front Führer" Schuschnigg. They hate and fear the Nazis. Hence they are all but resigned to the return of Otto as the least of all evils. Chancellor Schuschnigg and his Italian friend, Benito Mussolini, are not yet quite so resigned. On Feb. 14 Schuschnigg announced that the return of Otto was open for discussion. His official newspaper explained that Otto would be a constitutional monarch, that there would be no return to the "good old days" of autocratic Habsburgism. Italian newspapers agreed that Otto was a good idea sometime but not just yet.

HABSBURGS' AUSTRIA *(continued)*



The ghost of the old Austro-Hungarian Empire, shown in white on the map above, hangs over the seven nations carved out of it in 1919. The carving left Austria a heart without a body. Yet Austria alone of the loser States wants nothing back.

A sentimental memory is the Empire's last great Emperor Franz Joseph (right, posing for his portrait when too old to sit a real horse) and his lovely Empress Elizabeth (left). Their tragic lives were symptoms of their Empire's slow breakup. When Franz Joseph ascended the throne in 1848, Austria-Hungary was the greatest power in central Europe. His wife persuaded him to give the unruly Hungarians semi-autonomy. Elizabeth was assassinated in 1898. Their only son Rudolf had committed suicide at Mayerling in 1888. When Franz Joseph's nephew and heir, Franz Ferdinand, was assassinated at Sarajevo in 1914, the pompous old Austrian started the War, died in the midst of it in 1916. Franz Ferdinand's nephew Karl then ascended the throne, was chased out of Austria by Revolution in 1918. Karl's son Otto is the present pretender to the 135-year-old Crown of Austria (above) and the 936-year-old St. Stephen's Crown of Hungary, indicated in the map at Budapest.



EMPERESS ELIZABETH



EMPEROR FRANZ JOSEPH



Inside this coat on June 28, 1914 was the heir to the Austro-Hungarian thrones, Archduke Franz Ferdinand, when a terrorist's bullet killed him, precipitated the War.



Next in line when Franz Joseph died was Karl, shown in Hungary's Crown of St. Stephen with Zita and Son Otto. This is the nearest Otto has yet got to the throne.



Child Otto, despite the curls, spent a happy adolescence in exile in Belgium with a big family, was trained by ambitious Mother Zita to take his royal self seriously.



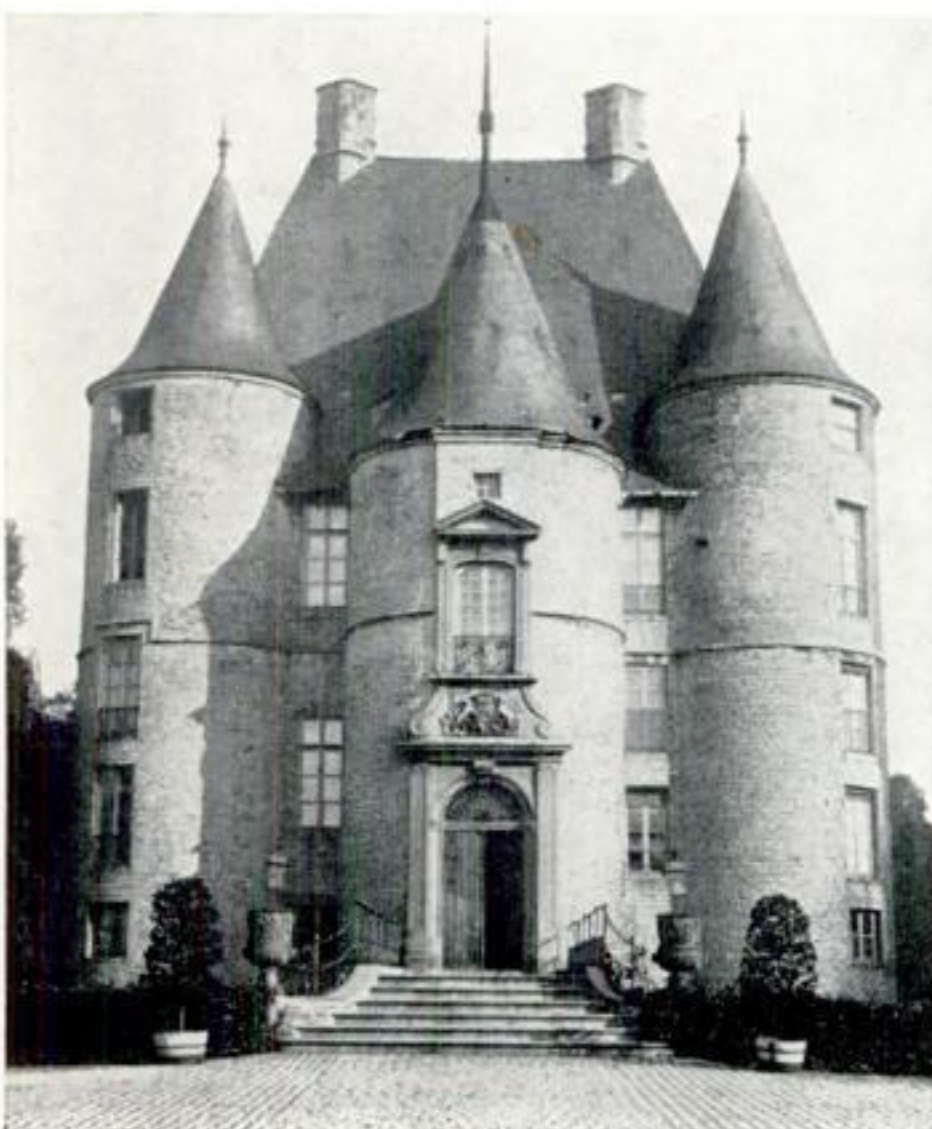
Sets of uniforms hang in Otto's closet. This is an Austrian Brigadier-General's, Order of Golden Fleece around neck, Orders of St. Leopold and Crown on chest.



Commander of Tyrol Militia (*Standeschützen*) is the rank indicated by the three stars of this outfit. Otto is no longer legally barred from wearing it in Austria.

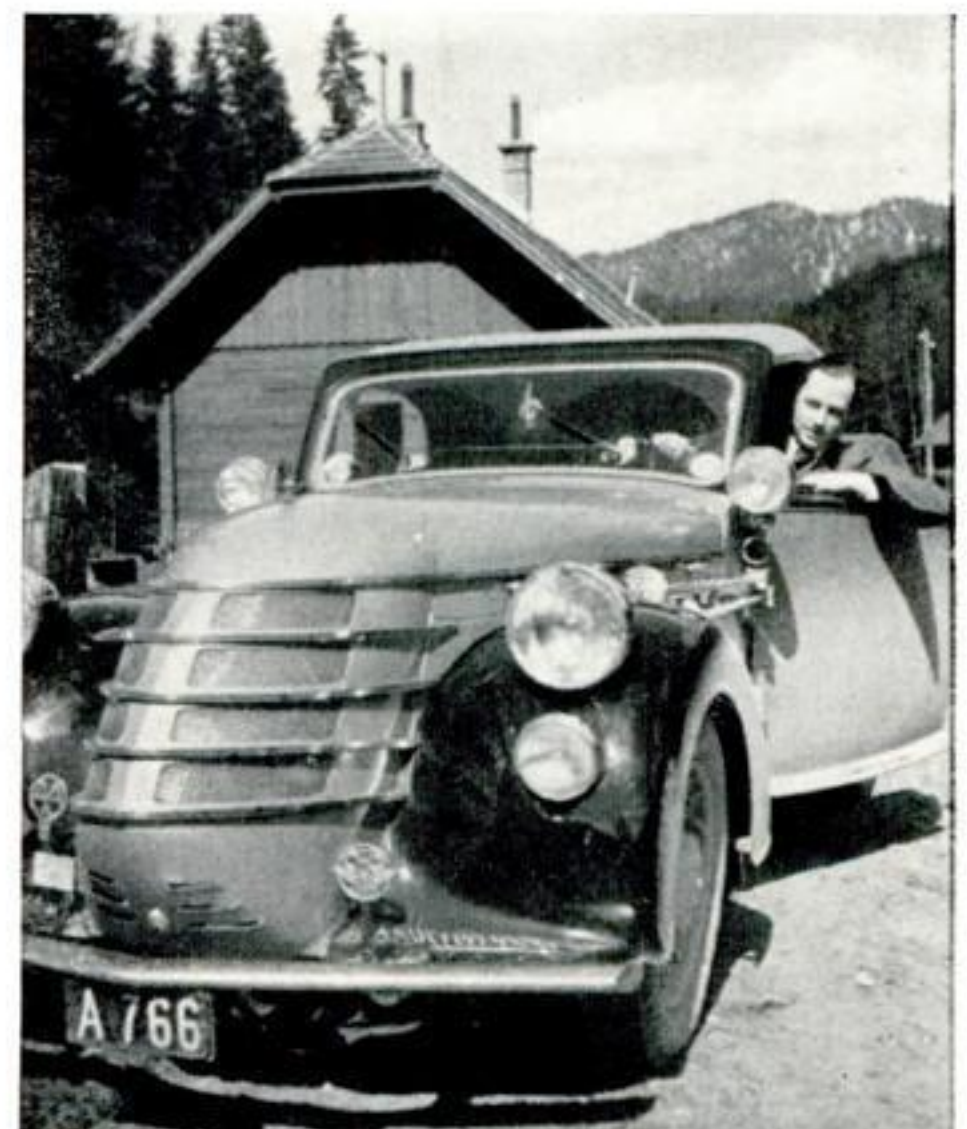


Playing no favorites, Otto also has his picture taken, for distribution in Hungary, in the uniform of a Hungarian Hereditary Magnate, the equivalent of court dress.



Far from Austria, Otto, his mother Zita and his six brothers and sisters, live placidly in Castle Steenockerzeel (*above*) outside Brussels. The arms are not the Habsburg arms.

The handsome young man shown on this page, Franz Joseph Otto Ruprecht Maria Anton Karl Maximilian Heinrich Sixtus Xavier Felix Renatus Ludwig Gaetan Pius Ignaz von Habsburg—Otto for short—has slightly less than an even chance of becoming King of Austria, King of Hungary or both, within the year. He is now 24 years old, has earned a doctorate at the University of Louvain, is a modest authority on the agricultural problems of his ancestors' empire. Some 1,450 loyal communities in Austria have made him an "honorary citizen." Habsburg properties worth \$9,000,000 have been legally returned to him. Only Austrian Nazis, a minority, are violently opposed to his return as King. But the present rulers of Austria are afraid that the instant they let Otto take the throne of Austria, the all-important loans they get from France will probably stop, as might well also those from Italy. And Austria is broke. The question is whether the Allies, who hate to think of the return of one of the Kaisers they deposed, will decide they hate the idea of a Nazi Austria even more.



Ready to scud across the border, Otto drives a Steyr (an Austrian make) around Belgium. Lately he has visited London's British Museum (*incognito*) and Liechtenstein.



"Buy Otto!" cry peddlers in the streets of Vienna, busily selling the Habsburg Pretender's portrait for \$2.

HOMING HABSBURGS *(continued)*

For the coronation of "King Otto," two popular "advance men" are now at work, one in Austria, the other in Hungary. The venerable giant with the beard, (*below and on opposite page*), is Austria's 83-year-old Archduke Eugen, a distant cousin of Otto's and the most popular Habsburg of them all. The pre-1935 Austrian law that no Habsburg might enter Austria without renouncing his rights to the throne, Eugen simply ignored. He is nice to everybody. To remind Austria's Jews and Socialists of Habsburg tolerance of minorities, he makes a point of visiting synagogues as well as churches.

Hungary's advance Habsburg is the Archduke Joseph, shown in the upper right corner of opposite page. A famed eccentric, he simply ignores the Hungarian regulations about automobile license numbers, slaps the Habsburg crown on his plates. Otto will have a somewhat harder time getting to the Hungarian throne because Hungary's Regent Nicholas Horthy has arbitrarily "shelved" the restoration question and because Czechoslovakia, Rumania and Yugoslavia threaten war if a Habsburg comes to Hungary.



Monarchists decorate war memorials in Austria with Otto von Habsburg's portrait, which police do not touch.



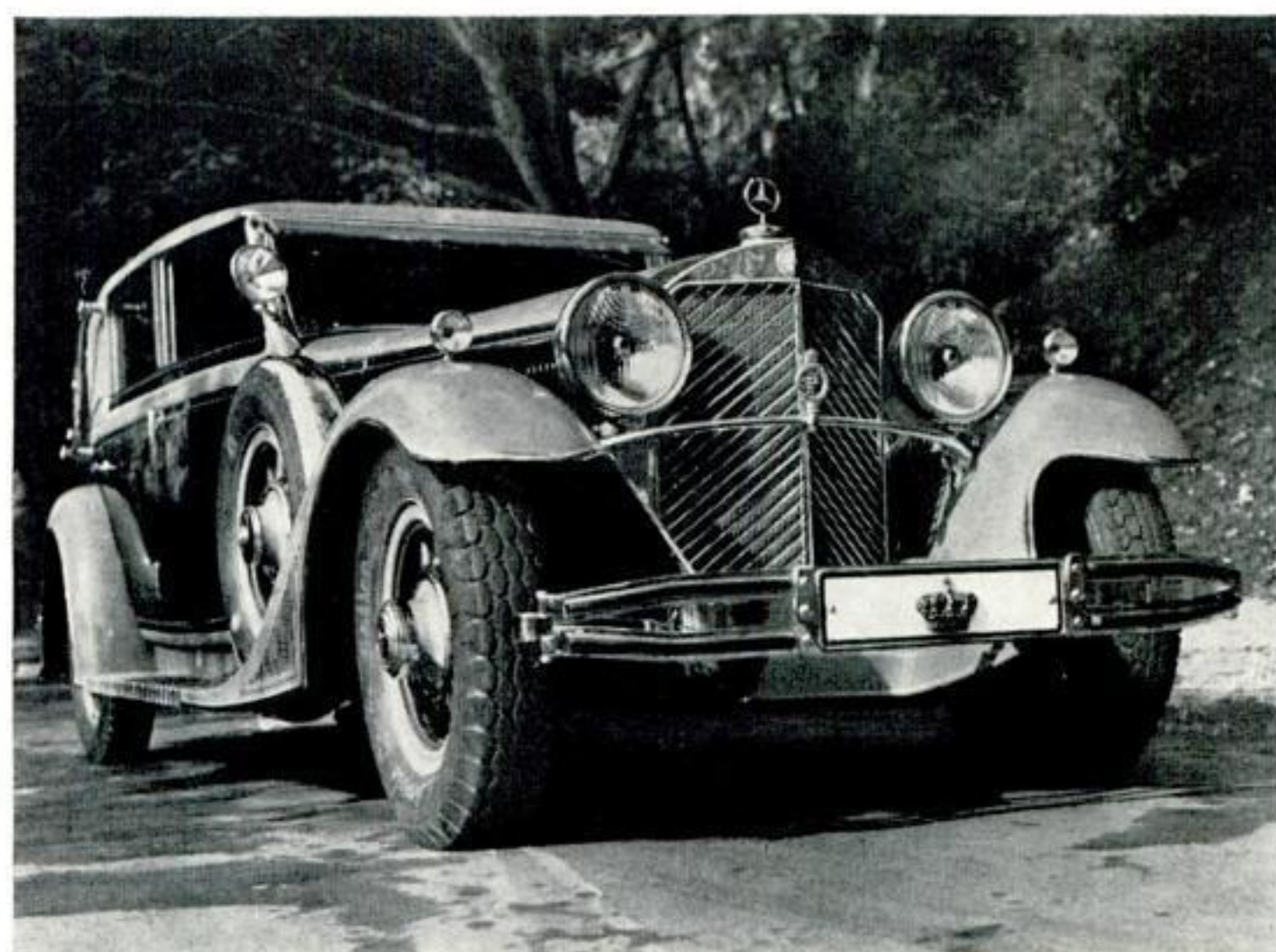
THE STRAPPING HABSBURG "ADVANCE MAN," ARCHDUKE EUGEN, REVIEWS VIENNA'S DEUTSCHMEISTERS INFANTRY REGIMENT



Archduke Eugen as former Grand Master of the Teutonic Order, wears the Maltese Cross on his cape and lives at the Order's monastery at Gumpoldskirchen, outside Vienna.



Archduke Joseph maintains an almost regal style in Hungary. The arms on the balcony are those of the Austro-Hungarian Empire. The antlers are those of Hungarian stags.



This **Mercedes-Benz** of Archduke Joseph sports the Habsburg crown instead of license plates. This is all right because Hungary is technically a Habsburg monarchy.

If the old Austro-Hungarian Empire had not existed, preWar statesmen used to say, it would have been necessary to invent it. In 1919 it was dismembered by President Wilson and the vengeful Allies on the basis of "self-determination of races." The half-dozen unruly Balkan races once lumped under the Empire were given a kind of self-determination. The Serbs were put in charge of the Croats and some of the Slavs, making Yugoslavia. The Czechs and some of the Slavs made Czechoslovakia. The Macedonians were left divided among Yugoslavia, Bulgaria and Greece. The Magyars were given Hungary. All these nations since 1919 have set an extraordinary record of assassinations, *coups d'état*, intrigue and small tyrannies. Instead of the one Bosnian terrorist society that killed Franz Ferdinand in 1914, there are now five active terrorist societies operating in southeastern Europe, largely composed of ex-officers of the old Imperial Army. For pictures of these assassins and the men they are out to kill this year, see next week's **LIFE**.



EUGEN (RIGHT), **PRESIDENT MIKLAS**, **CHANCELLOR SCHUSCHNIGG**, ARE ALL DEVOUT CATHOLICS

LIFE ON THE AMERICAN NEWSFRONT: YALE OFFERS A CROWN TO "KING FRANKLIN I"



A Roosevelt-for-King Club was founded at Yale on March 8 by the four young men above: Donald F. Keefe, Peter H. Behr, chairman, Richard W. Baker Jr., E. Farrar Bateson. They offered the two crowns to "King Franklin I" and "his beloved Queen Eleanor."

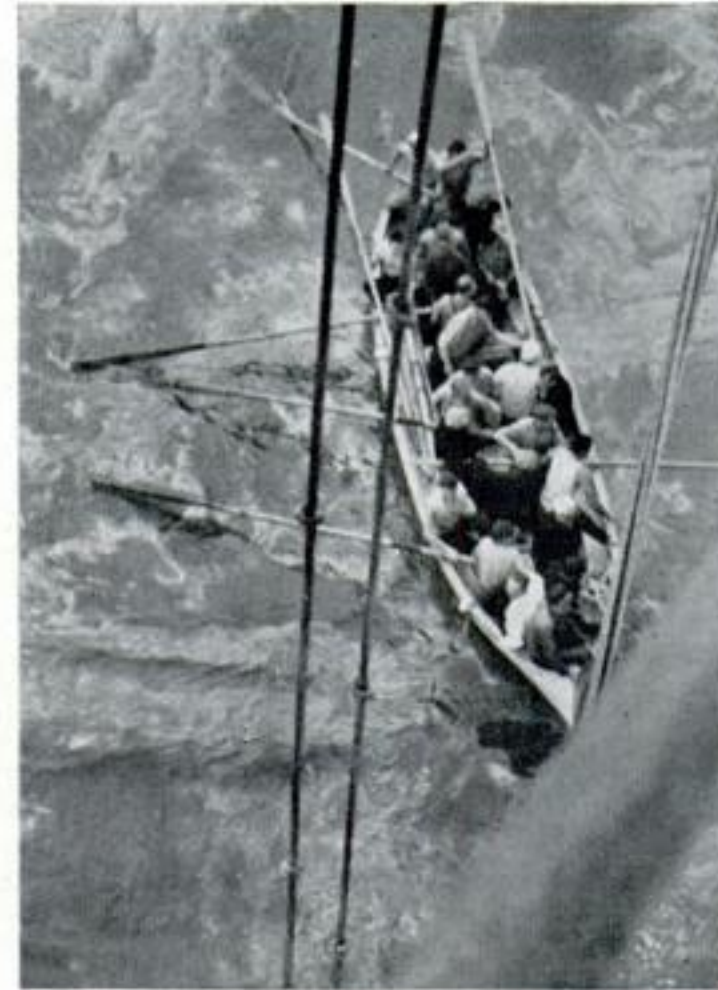


In a fireside chat (his eighth) on March 9 President Roosevelt told the nation: "We must save the Constitution from the [Supreme] Court and the Court from itself. . . . You who know me can have no fear." For columnists' comments on his proposals, see p. 62.

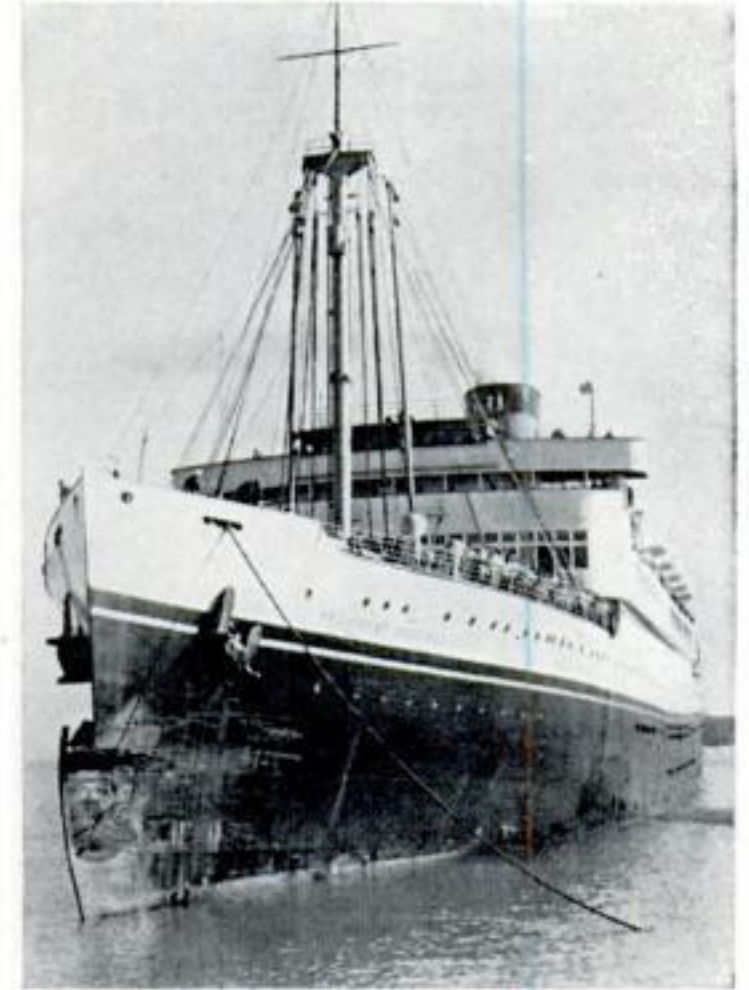
THE PRESIDENT COOLIDGE RAMS AN OIL TANKER



The biggest "pay list" of passengers ever to sail from San Francisco was aboard the liner *President Coolidge* as she steamed through the Golden Gate March 6 in a heavy fog. In the perilous channel she rammed the oil tanker *Frank H. Buck* (above).

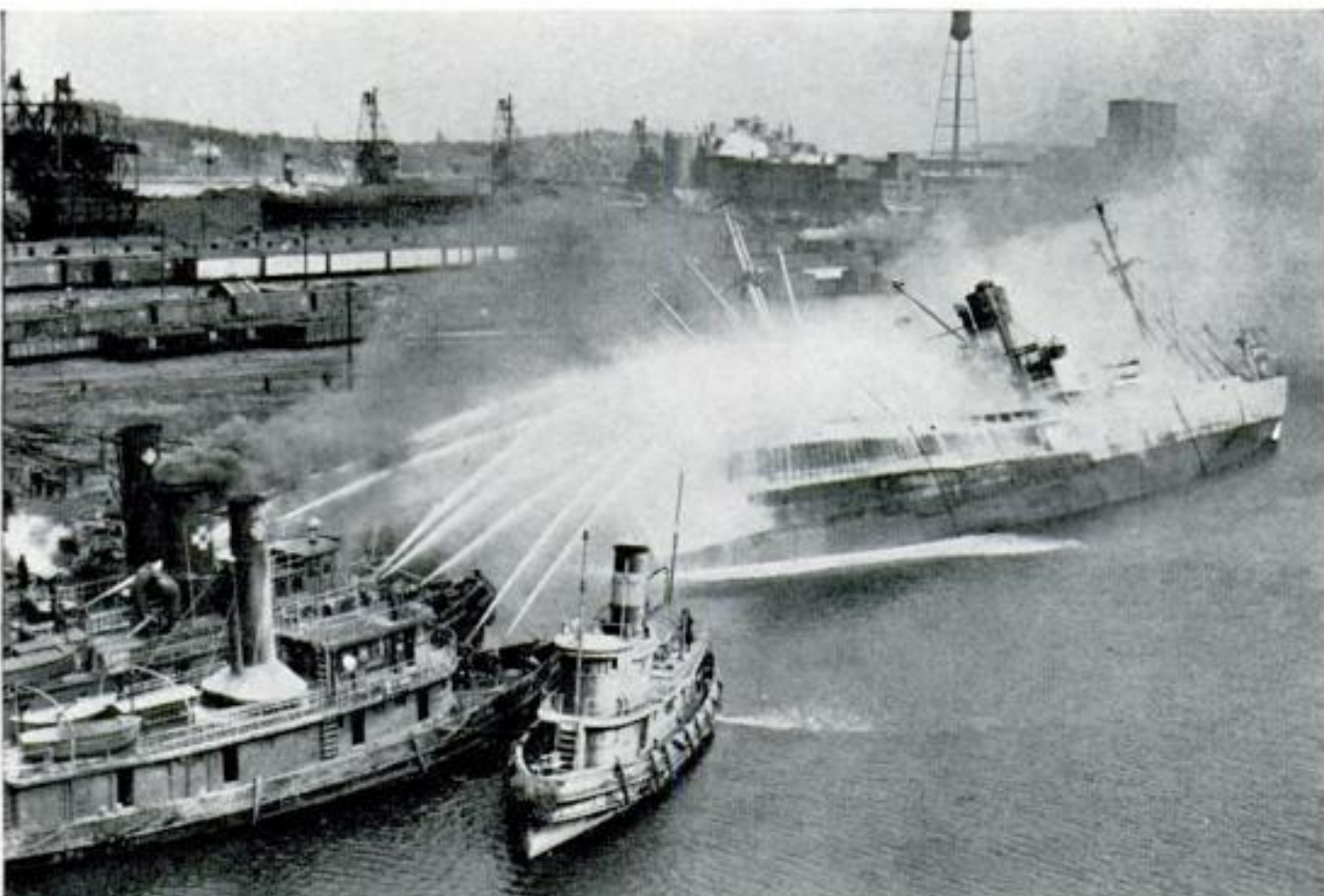


The tanker crew was taken aboard the *President Coolidge* in 20 minutes. Meanwhile the tanker floated off, half under water.

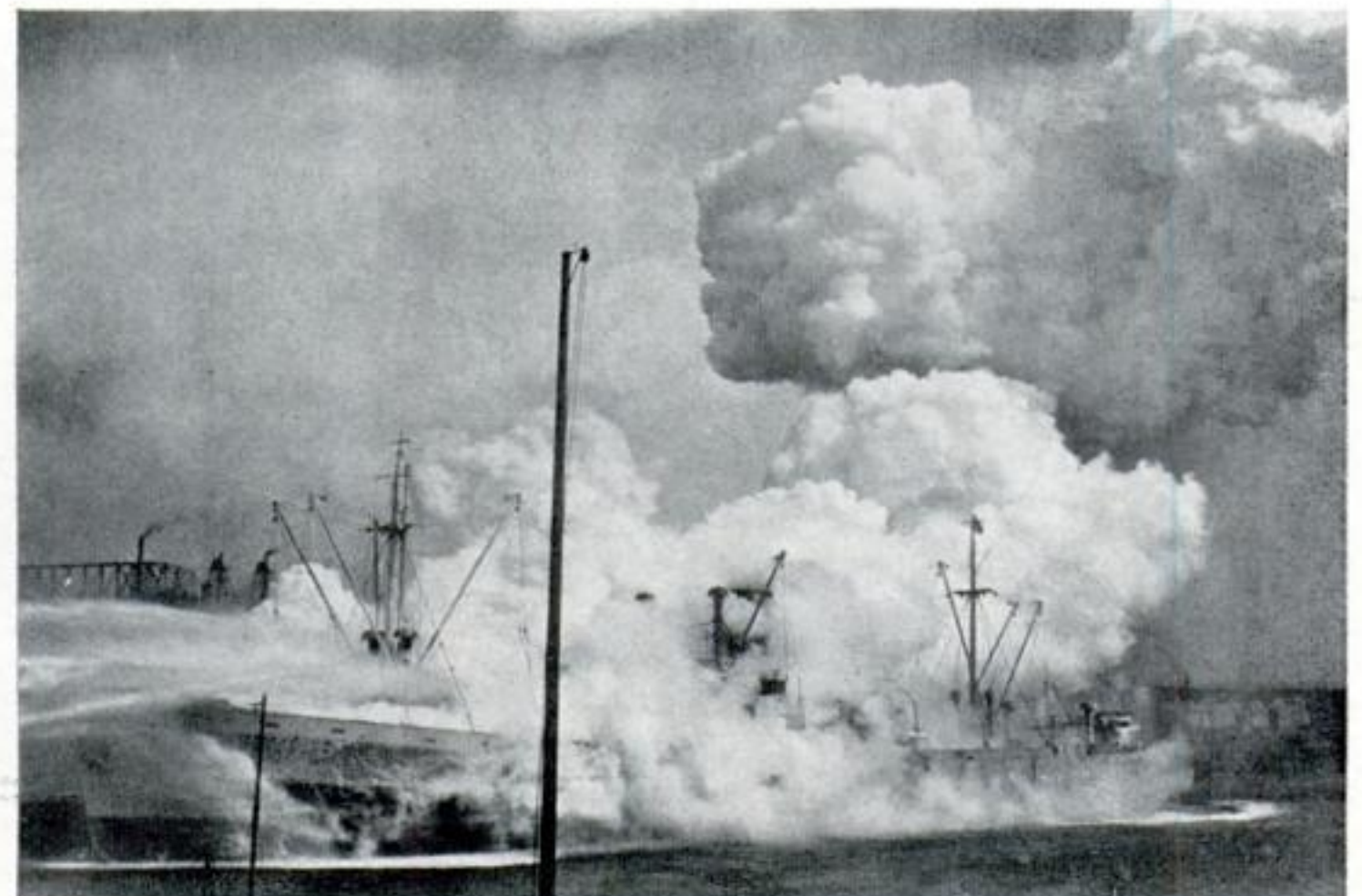


Back to port limped the *President Coolidge*, with its bow badly stove in. The passengers went home to wait for another boat.

A NITRATE BOAT BURNS IN BOSTON



A mysterious fire broke out on March 10 in the Danish freighter *Laila* at its dock in Boston, spread rapidly through a cargo of nitrate. Tugs pulled the *Laila* away from the dock and fireboats poured streams of water into the blazing hull for five hours.

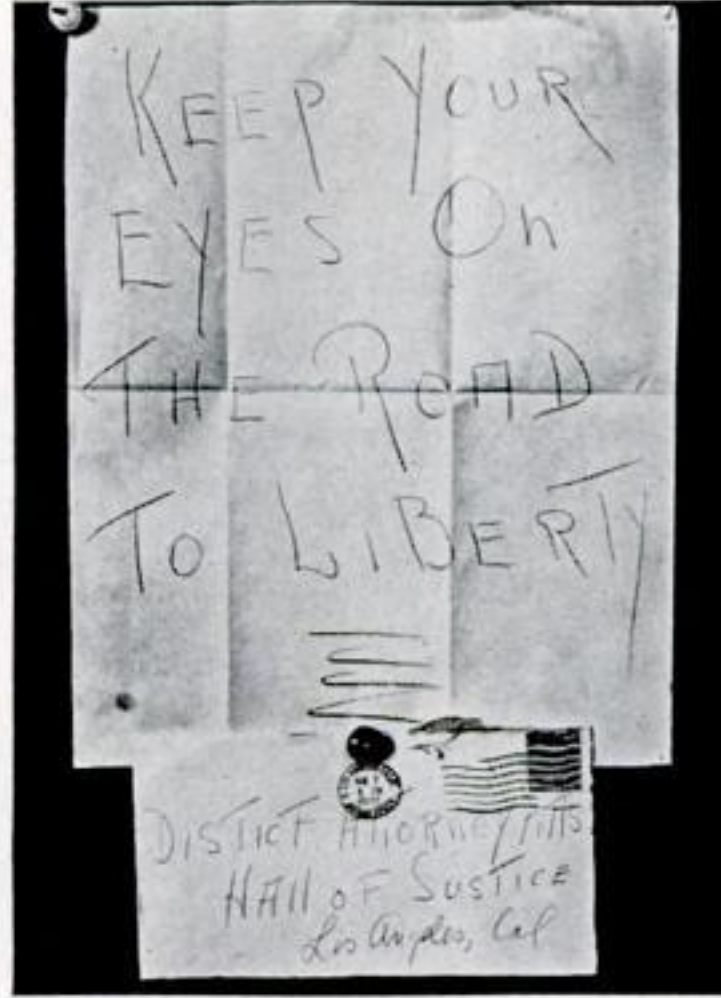


Explosions of the nitrate shook the *Laila* every few minutes, sending up clouds of smoke and starting the fire anew. Each explosion showered the fireboats with beans, which were part of a cargo taken on in Chile. The *Laila* burned to the water line.

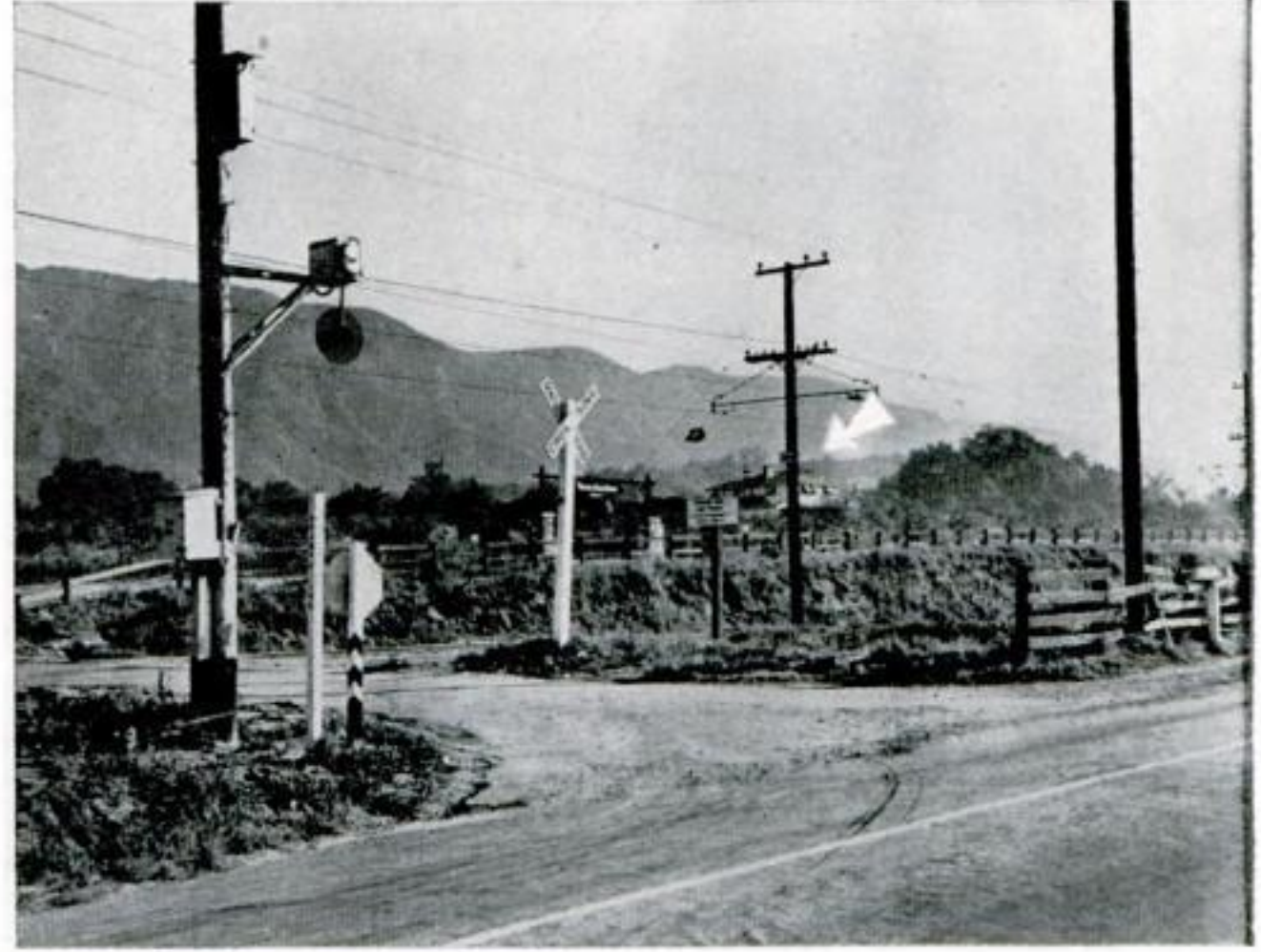
LIFE ON THE AMERICAN NEWSFRONT: GUNMEN WOUND THE LOS ANGELES PROSECUTOR



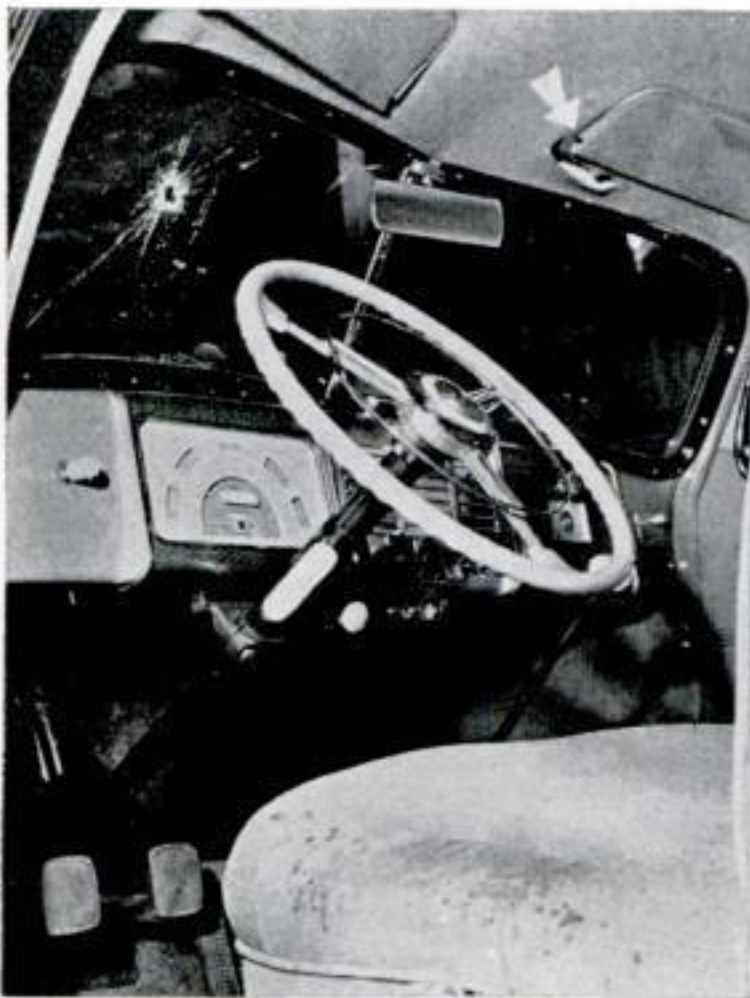
Buron Fitts (left), District Attorney of Los Angeles, is the man who on Feb. 25 ousted 300 sit-down strikers from the Douglas Aircraft factory. He is shown with Donald Douglas, the company president.



This message was mailed to Mr. Fitts at 6 p.m. on March 7. As a result of his action in the Douglas strike he had already received more than 100 other abusive letters.



Two hours later on March 7, Mr. Fitts left a dinner party at his home in suburban Monrovia for a short drive to the home of his parents. His usual bodyguard was not with him. As he rounded the corner above a black sedan blocked his way. Two shots were fired, one slicing through his left arm. He managed to drive on.



The bullet which hit Mr. Fitts entered through the windshield and ricocheted into the roof (see arrow). The other bullet missed. Notice the bloodstains on the seat.



Suffering great pain, the District Attorney was taken to a hospital. Although his injury was said to have immobilized his left arm, he was still able to hold a cigarette in that hand.



With Mrs. Fitts at his bedside, he dozed, later roused himself to direct the search for his own assailants. Mr. Fitts has been in the center of many a famous case, sent his predecessor to prison and was tried and acquitted of perjury. Having many enemies besides labor unionists, he did not know whom to suspect.

GINGER ROGERS AND ALFRED GWYNNE VANDERBILT GIVE A ROLLER SKATING PARTY



In Hollywood a roller skating party was given by Ginger Rogers (left) and Alfred Gwynne Vanderbilt (centre). One guest was Joan Crawford (right).



On a trailer Hostess Rogers pulls Host Vanderbilt, her current favorite, around the floor. Practically the entire movie colony was present. Extraordinary among Hollywood parties, this one was so much fun that few guests got drunk.



Jack Oakie had never been on skates before. Under Ginger's guiding arm, he became expert before the evening was over.

LIFE ON THE AMERICAN NEWSFRONT: EVERYBODY'S DOING IT



From Palm Beach, Governor Frank Murphy hurried back to Michigan to investigate sit-downs at the Chrysler and Hudson plants. Above, he is about to buy his ticket.



In Memphis, women strikers used a weapon calculated to embarrass both their enemies and police. When non-union workers at the Tri-State Dress Manufacturing Co. tried

to go through a picket line established by International Ladies Garment Union, the strikers tore their clothes off. The woman above has been practically denuded.



In Joliet, Ill., when his car stuck on a muddy street, Frank Peterlin sat down on it, threatened to stay until the City Council promised to fix the road. Said he: "I've been stuck on this road 32 times and every time it's cost me \$2 to be pulled out."



In New Castle, Pa., four girl strikers at the National Pants Co. plant slept snugly in this wooden buggy, used to carry pants around the factory. Having retired at 9 p.m., according to a strikers' regulation, they will be awakened at 6 a.m.



In Chicago, Henry Pocilujko, a butcher in the Swift & Co. beef cooler, got his pay raised without going on strike. The Big Four packers upped their wage scale 13%.

The technique of the sit-down strike was 13 months old in the United States at the middle of March. During that time it has been proved the most powerful weapon wielded by Labor in many a decade. Sit-down strikes or the threat of them have been almost solely responsible for the victories in the automobile, steel and other industries and the sudden rise of John L. Lewis' Committee for Industrial Organization to a position of at least equality with the old American Federation of Labor. Best evidence of the success of the sit-down technique could be found in the number of users it had in the first half of March. No one knew how many strikes, sit-down or otherwise, were in progress over the nation, but those here shown were fair samples. They ranged from such major industrial tie-ups as the Chrysler and Hudson strikes in Detroit to the motorist's personal strike shown at the bottom of the opposite page.



In Chicago a sit-down strike paralyzed the 62 miles of freight tunnels under the Loop business district. Above is a motorman asleep at the switch of his tunnel car.



In Perth Amboy, N. J., union barbers sat down in all the non-union barber chairs in town, proclaimed themselves the most comfortable sit-down strikers in the

nation. They kept their hats on to prevent any attempts at barbering them. So successful was the strike that, after a few hours of it, all the non-union shops signed up.



In Chicago, a taxi strike called by the new, small Midwest Taxicab Drivers Union made it practically impossible to get a cab. The 30-odd men lined up against

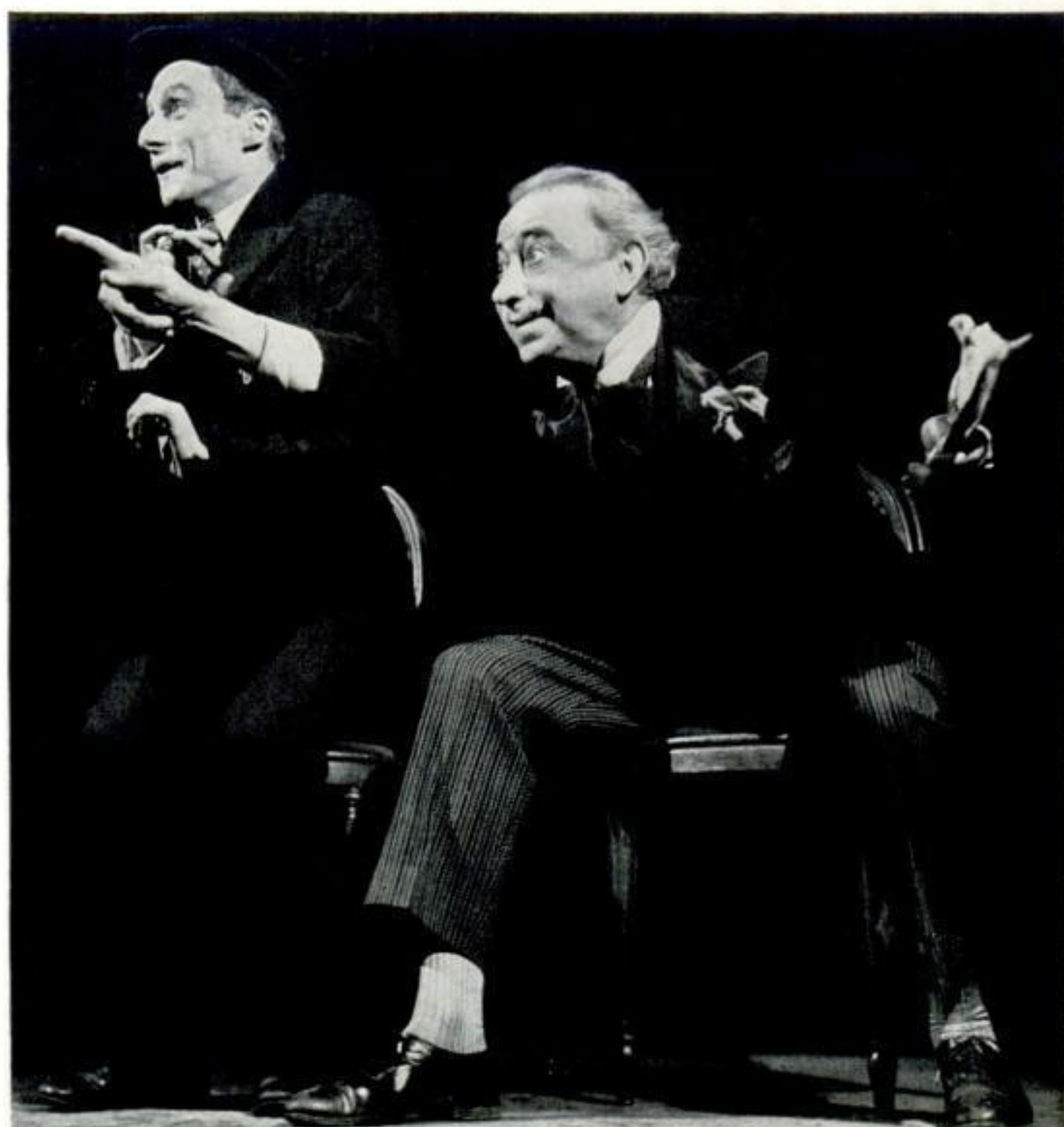
the wall above are pickets who tried to enter a Yellow Cab Co. garage on March 9. A plain-clothes man (left) holds them under his gun while waiting for a patrol wagon.



In Washington, the kitchen and dining room staffs of the Willard Hotel struck for union recognition. Loafing above are some of the cooks who used to make griddle

cakes and sausages for Calvin Coolidge. Bellboys lolled in the lounge and waiters sipped milk shakes in the bar. After 26 hours the hotel recognized the union.

LIFE ON THE AMERICAN NEWSFRONT (continued)



"Insull's Empire" is here being enacted. This scene shows Samuel J. Insull (acted by H. H. McCollum, right) promising riches and luxury to the ecstatic Consumer (acted by Norman Lloyd) at the trifling cost of a few Middle West Holding Company stocks.

Below is a double exposure of the scene in which *Power* explains what a holding company is. In it Utility Tycoon Carmichael (played by Bernard Pate) carries on a dialogue with himself, sells himself worthless stock in subsidiary companies at a big profit.



POWER

IS WPA PUBLIC OWNERSHIP PROPAGANDA

Liveliest and most aggressive of the WPA's 150 Federal Theatre companies is the one in New York called The Living Newspaper. A year ago it staged potent New Deal farm propaganda in *Triple-A Ploughed Under*. Last summer it traced labor's fight against strike injunctions in *Injunction Granted*. Currently successful on Broadway is its fast and furious polemic for public ownership of utilities, called *Power*. In 33 flash scenes that whirl about the stage in eddies of spotlight, *Power* uses movies, stereopticon slides, 88 actors and a microphone "Voice of the Living Newspaper" to slay the private ownership villains. Above you see one of the opening flashes, in which Thomas Edison (*centre*) invents the electric light, is promptly besieged by business men of 1878 who wish to commercialize it. As propaganda *Power* is one-sided but effective. As theatre it is exciting and unique. Hence it is sold out almost every night, will probably, like *Triple-A Ploughed Under*, be produced this summer by WPA theatres in Midwest and Far West cities.



The farmer's wife tells the Tennessee Valley farmer who can't get power at his farm to go to the company and "raise holy blazes" till they string wires down his road.



The directors of the bad public utility company hold a board meeting as soon as they hear about TVA. They rise in alarm when the chairman (*left*) suggests a "good

stiff cut in rates" as the best way to meet Government competition. "We can't do that!" is their immediate answer, but before the final black-out they all vote "Aye."



Papa explains to his little girl that the Government can't make electricity because it isn't efficient. "Why does the Government run the post office?" asks the girl, who concludes that the people are "awfully dumb."

These nine old masks are The Living Newspaper's portrayal of the Supreme Court. Lawyers before them plead the TVA injunction until *Power's* 81 other actors parade in, shout in unison: "What will the Supreme Court do?"



Senator Norris (played by Burton Mallory) is the hero of *Power*. He makes repeated benign appearances in favor of public ownership, against the bad utility companies.



Mayor LaGuardia looks solemn in photographs only on rare occasions—as above, at funeral of Ambassador Jesse Straus or, as at top, when posing for a formal portrait.



PHOTOGENIC MAYOR NOMINATES HITLER FOR CHAMBER OF HORRORS

On March 3, Fiorello Henry LaGuardia, the liberal, impulsive photogenic Mayor of New York City, told a group of 1,000 Jewish women that he would like to see, in New York's 1939 World's Fair, a "chamber of horrors" in which the central figure would be a statue of "that brown-shirted fanatic who is now menacing the peace of the world." At this attack on Realmleader Adolf Hitler, the German press broke into a geyser of hysterical vituperation against LaGuardia and the U. S. It called him a "Jewish lout" (LaGuardia's parents were Italian but his mother had some Jewish blood), a "procurer," "gangster," "ape," "well-poisoner" who, "in an orgy of rage," had called in "1,000 Jewish women from the streets" for an audience. The German Embassy promptly protested to the State Department. The latter issued a brief

and formal apology, then turned and made strong protest to the German government against the wild and obscene insults the Nazi press was heaping on almost everything American. LaGuardia's political enemies accused him of making a bid to catch the huge Jewish vote when he comes up for re-election this fall. People who knew LaGuardia felt the remark had been prompted only by his characteristic, loose-tongued habit of blurting out exactly what he felt. LaGuardia was elected as a reform Mayor in 1933. If New York should turn him out of office next November, it would lose not only the most honest and efficient mayor it has had in 20 years but it would also lose a public official whose agile frame, flexible face and unerring theatrical instinct make him, as these pictures show, the best candid camera subject in high U. S. public life today.



The Mayor is suspicious at a board meeting. His expressive face is a remarkably clear mirror of his feelings.



The Mayor asks a question. Finance has been a major problem for him after a wasteful, grafting Tammany regime.



The Mayor is doubtful of the answer. No conscious actor could better this sequence of facial expressions.



The Mayor tries a gun while inspecting contraband arms. The most routine job can interest him intensely.



The Mayor enjoys himself at an air show. Wartime major in the U. S. air force, he served on the Italian front.



The Mayor climbs a ladder. The occasion was a train wreck on the elevated railroad which he went up to in-

spect. He delights in rushing around at all hours in screaming police cars to answer police and fire alarms.

LAGUARDIA IN ACTION

(continued)



The Mayor burns one over to open a baseball season. Not content with tamely throwing the ball out from the grandstand, he got out in the pitcher's box, threw the first ball squarely over the plate.



The Mayor is dwarfed by tall Aviatrix Beryl Markham (*above, left*) and Eleanor Roosevelt (*above, right*). He is only 5 ft., 4 in. tall, weighs 175 lb. His age is 54.



The Mayor ponders whether the new bus seat he is testing is as comfortable as it should be (*above, left*), whether (*above, right*) the umpire hasn't pulled a raw one.



The Mayor shares a secret at an artists' ball. The Nazi press recently belabored art-loving Mayor LaGuardia for sponsoring "idiotic" surrealist art (LIFE, Dec. 14).



The Mayor converses. At left, his words and gestures amuse Albert Einstein. At right, he and another great American camera subject meet in a Manhattan railroad station.



The Mayor can turn the dullest of picture possibilities into amusing ones. Above, he and Harry Hershfield, humorist, light their long cigars from Alfred E. Smith's.



The Mayor is a monkey when it comes to action and agility. At left, he jumps to a raft during an inspection of the site of San Francisco's World's Fair which, in 1939, will compete with New York's.



The Mayor climbs a fence to inspect a new children's playground. He knows his photogenic antics will make a good picture to draw attention to his playground program.

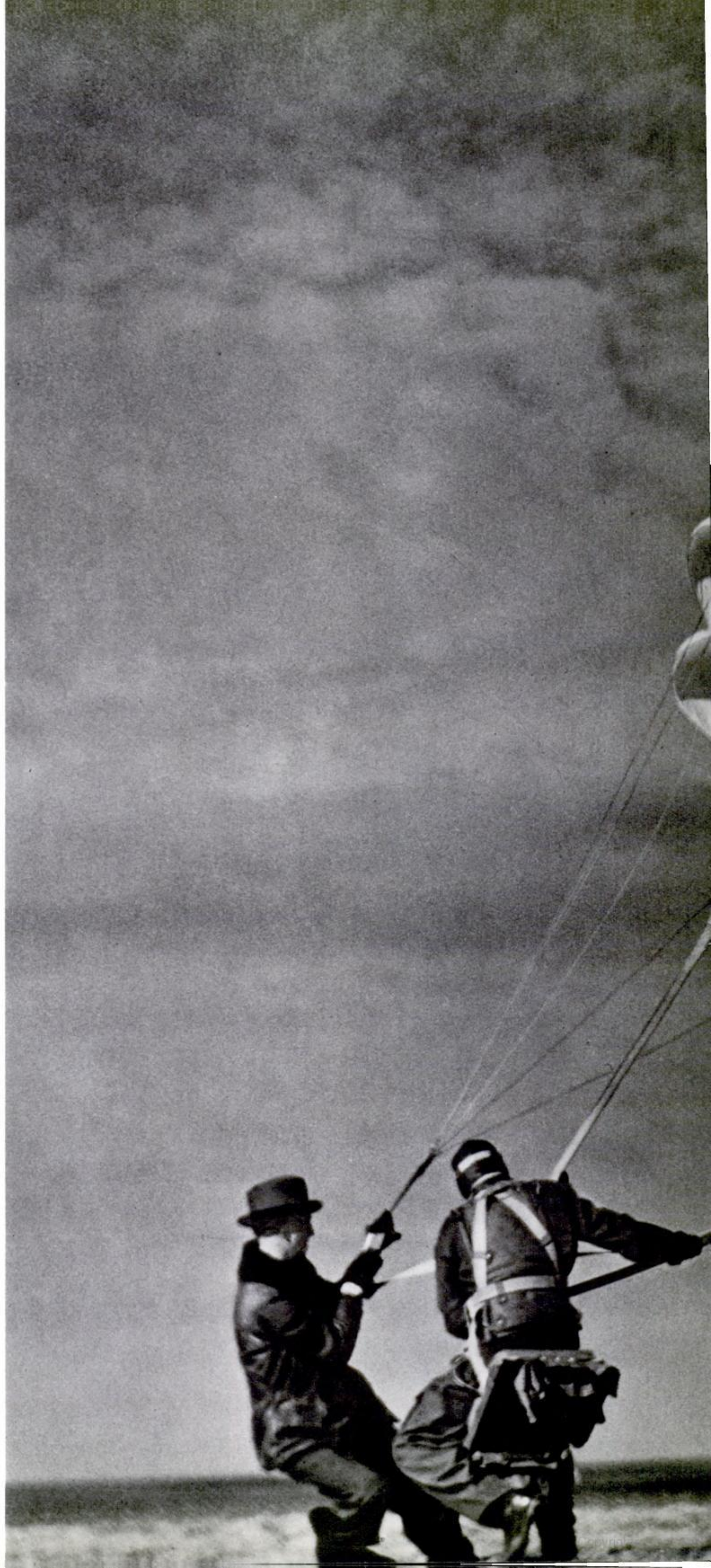


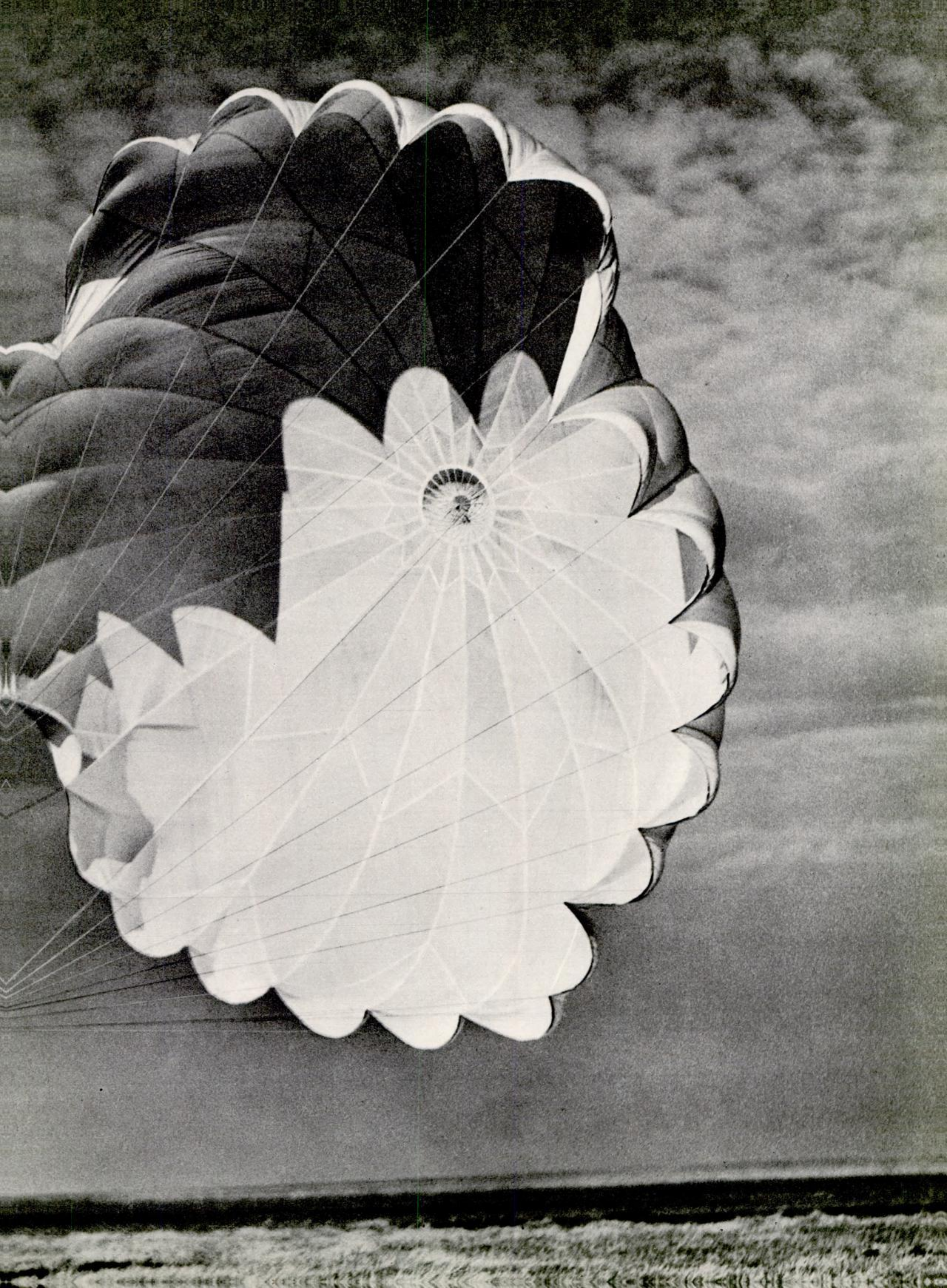
IRVING AIR CHUTE'S GEORGE WAITE

AVIATORS OF 38 NATIONS DO THEIR JUMPING IN U.S. PARACHUTES

Oldest and largest parachute manufacturer in the world is the prosperous Irving Air Chute Co. of Buffalo, N. Y. Named in honor of onetime Stunt Jumper Leslie L. Irvin (now vice president in charge of British production) the "g" was added through a stenographer's error, was never corrected. Head man in the U. S. office is President George Waite (*above*) who usually works in his shirt sleeves. A former silk merchant, he aided Founder Irvin in the design of a silk chute which was lighter and better than the old-fashioned cotton type, saw a profitable future in parachutes. Encouraged by a fat government contract for their product, Irvin went to England to invade the foreign field, soon interested all the other European countries. Today, Irving Air Chutes are standard equipment for not only the U. S. Army, Navy and Marine Air Corps but also for the British Air Ministry, Russia, Spain, Japan, Chile, Brazil and 30 other countries. Irving parachutes are also used in commercial, air mail and air line systems all over the world. The foreign business is protected by Lundholm patents (purchased in 1934) which cover the harness and pack in nearly every country so that, in time of war, there will be no lack of supply. Little bothered by competitors, Irving Air Chute controls about 90% of the world parachute market.

At the right, two of the Irving employees are struggling to pull down one of their chutes after a test jump in Buffalo. Ordinarily, parachutes are tested with weighted dummies but on special occasions dare-devil jumpers will risk their necks testing new equipment. Like all the other executives of the company, with the exception of Founder Irvin, President Waite has never parachuted to earth, claims a chute should be used only as an emergency, points with pride to the fact that no Irving chute has ever failed to open.



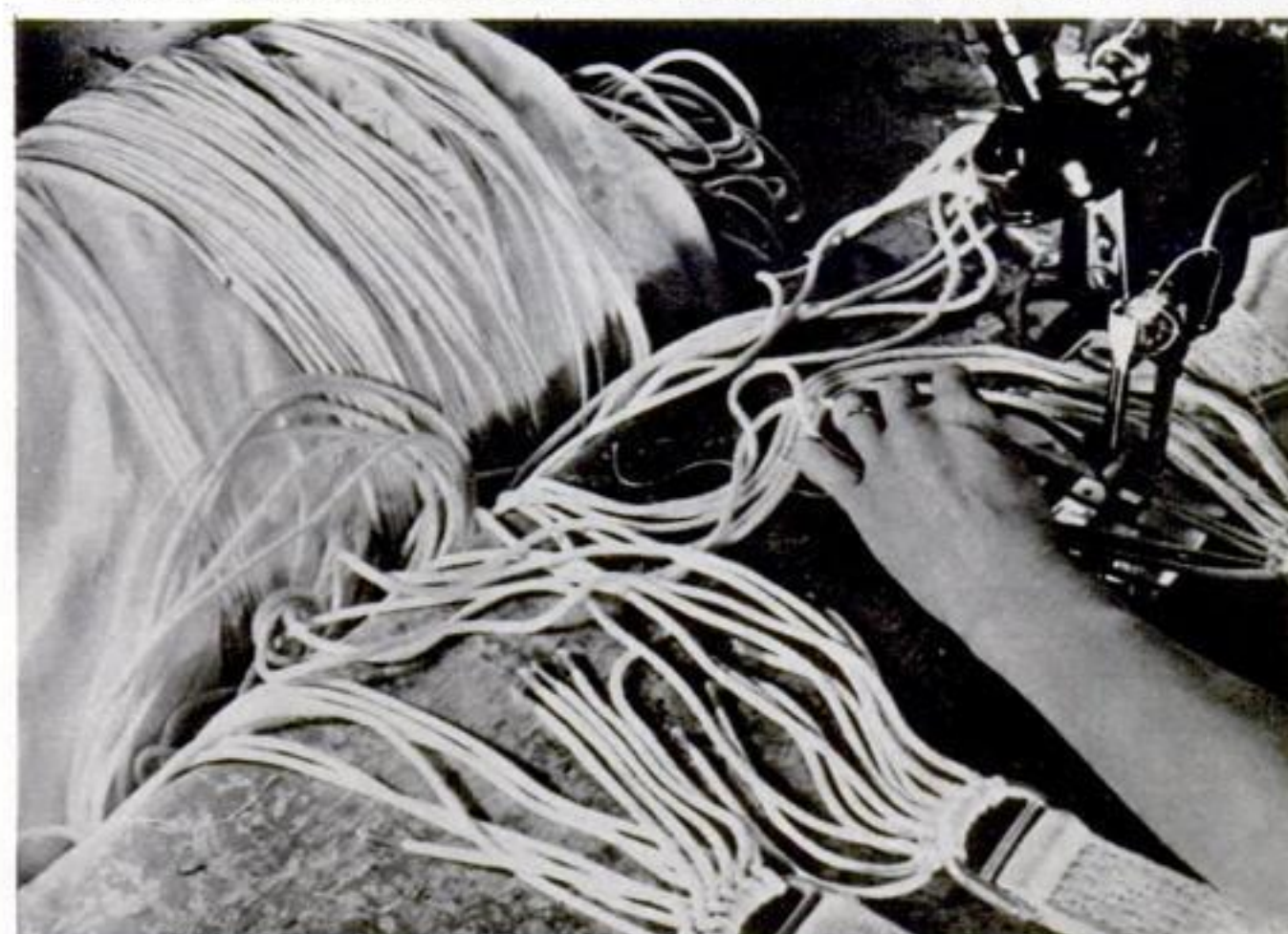


IRVING AIR CHUTES BRING \$1,345,418 A YEAR: HOW THEY ARE MADE AND TESTED

Irving Air Chute's chief asset is its patented folding technique which insures the parachute's opening. Its bias construction gives it more strength than other types and is its distinguishing feature. A 24-ft. Irving chute is made of 24 panels, each manufactured in four sections cut on a bias. Thus if a rip starts it must go across all the threads and will quickly dead-end against a seam. All seams consist of four thicknesses of material sewn together with a very strong thread (tensile strength: $8\frac{1}{2}$ lb.). When all the seams are joined together, two rows of one-inch silk tape (tensile strength: 300 lb.) are put around the top (or vent) of the chute, one row around its skirt. Shroud or ratlines are brought down through each seam but before they are inserted, they must be pulled to a uniform tension. This is done by laying them on a table and pulling them around rollers to a tension of 625 lb., thus assuring an equal pull all over. When completed, each chute is tested twice before packing and numbering. Then it is tested once by dropping it from a plane attached to a weighted dummy that is shaped like the torso of a man. Although no Irving chute has ever failed a man, they sometimes misfire with the dummy due to some mistake in adjusting the release mechanism. For U. S. Government work Irving must use, whenever obtainable, domestic materials. Ordinarily Japanese silk is preferred. Last year Irving used 125,500 yards of silk and a ton of silk thread in filling its orders. Its peak production was 124 parachutes a week, each one worth about \$350. Net sales for 1936 totaled \$1,345,418. Below are shown chutes hung up to prevent molding or sweating. Even after being packed, they must be so aired every two months to avoid decay.



FIRST STEP IN CONSTRUCTING A PARACHUTE: CUTTING ON BIAS



SHROUD LINES SEWED TO HARNESS RINGS BY POWER MACHINES



NEATLY FOLDED (ABOVE), CHUTE IS STUFFED IN HOLDER (BELOW)

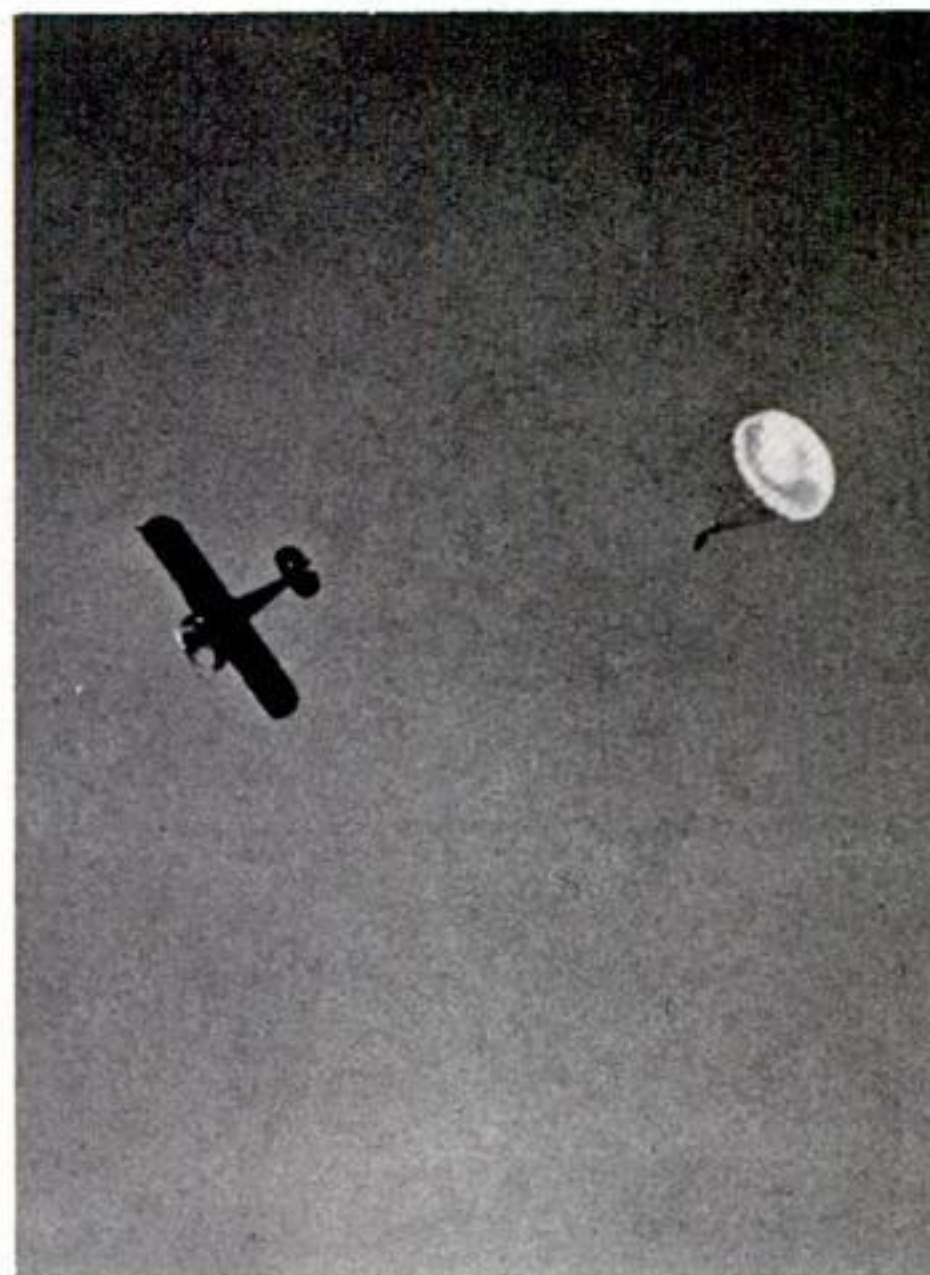




Dummies weighing 175 lb. each, with parachutes strapped to their backs, are trucked to a testing plane.

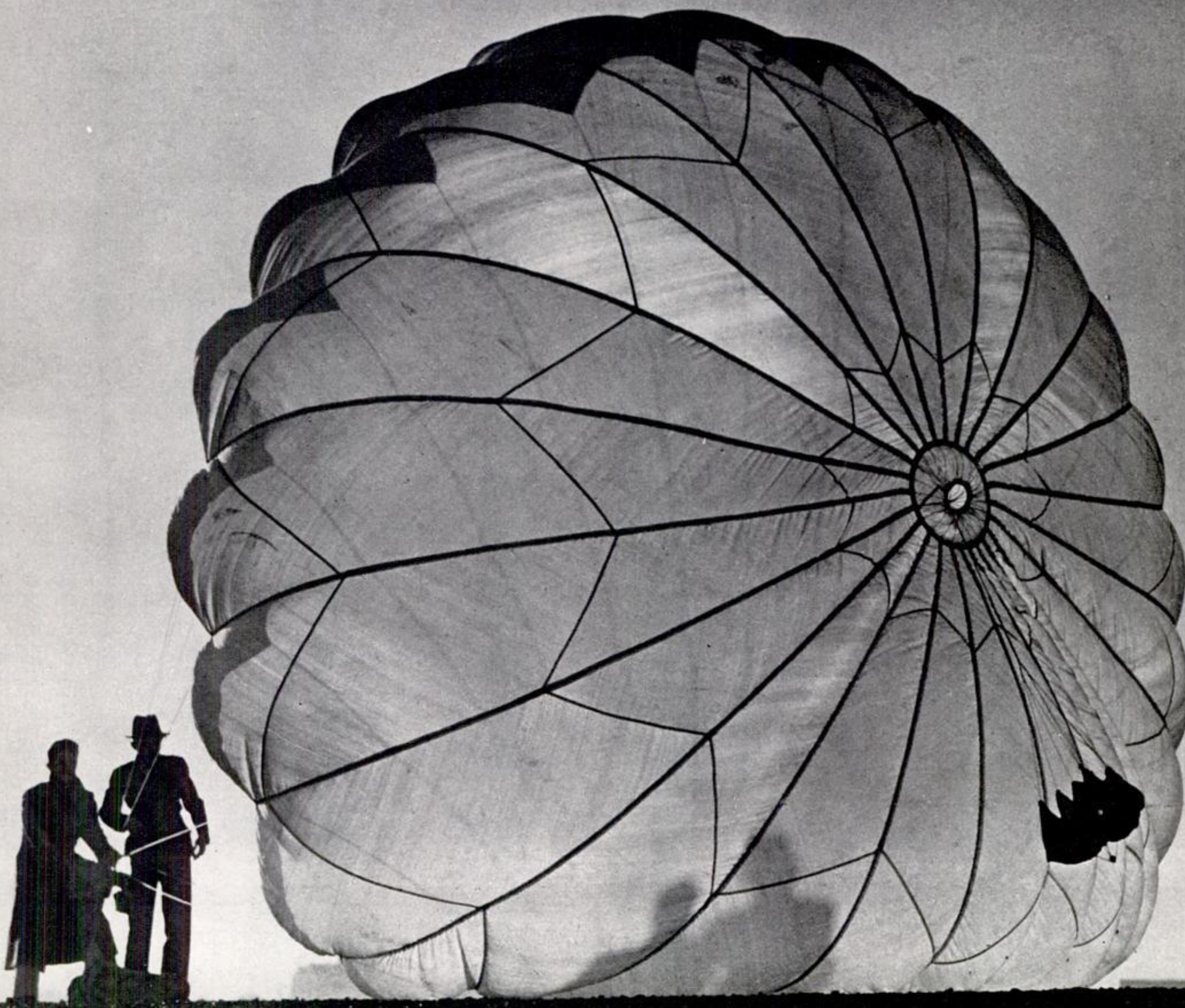


Dummies are hung from the plane roof by a chain, swung out in mid-air and dropped. Chutes open automatically.



A successful jump. The dummy, representing a man, will be brought safely to earth thanks to an Irving chute.

THE PATTERN OF AN IRVING CHUTE. THE SMALL BLACK OBJECT IN THE LOWER RIGHT IS THE "PILOT" CHUTE WHICH SNAPS THE MAIN CHUTE TO A SPEEDY OPENING





A parachutist prepares to bail out. His right hand clasps the rip cord ring encased in the harness just over his heart.



He jumps by simply stepping off into space. He does not hold his breath. To make sure of clearing plane he counts ten while falling.

Then he pulls the rip cord and the chute flutters open. On the left is Putzlappen, a German jumper's dog, watching his master leap.



To _____

Date _____ Time _____

WHILE YOU WERE OUT

M _____

of _____

Phone _____

Area Code Number Extension

TELEPHONED		PLEASE CALL	
CALLED TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		RUSH	
		RETURNED YOUR CALL	

Message _____

FORM 586

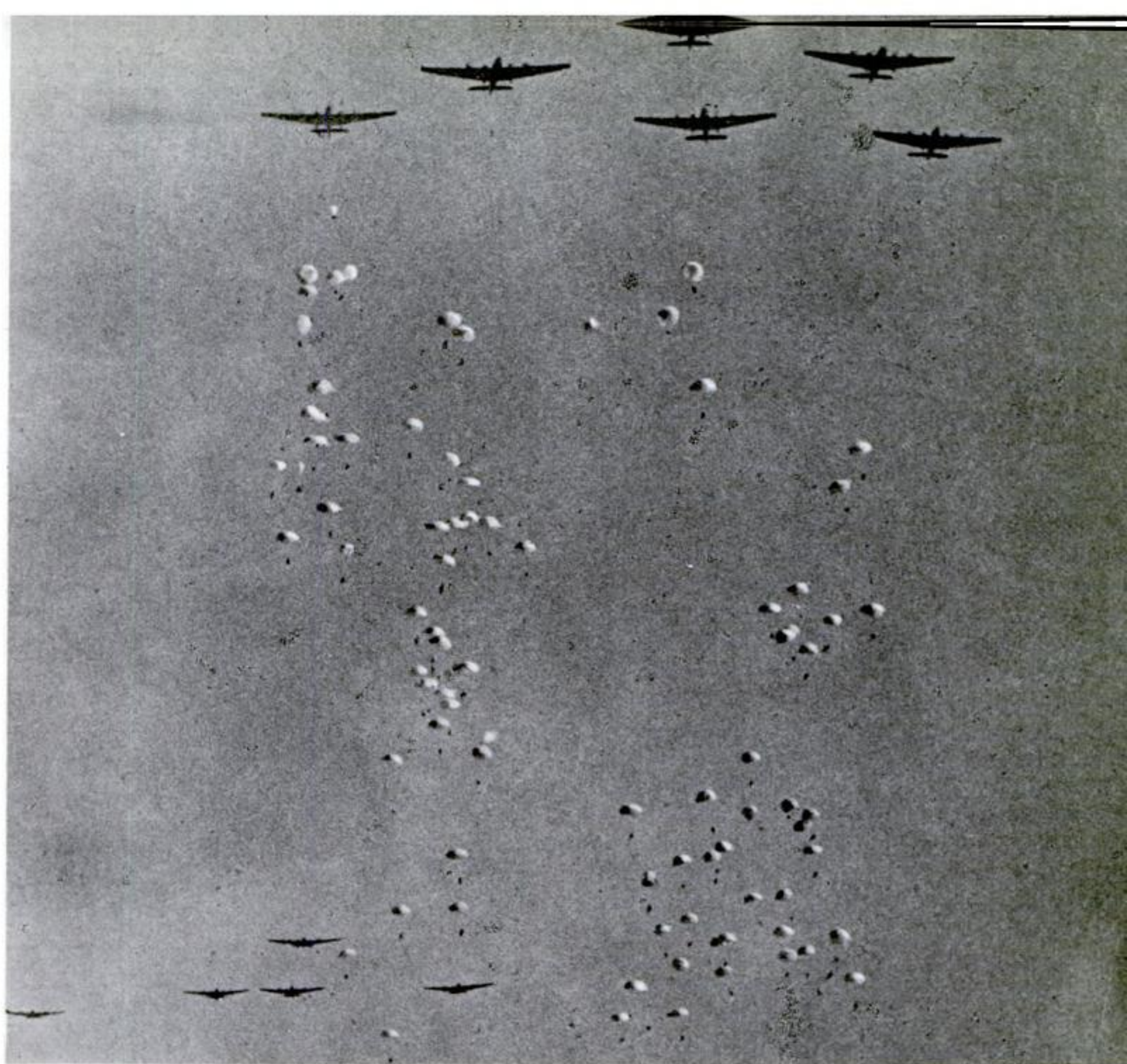
Operator _____

PARACHUTE JUMPING NOW BECOMES A WAR THREAT

Parachute jumping takes a steady hand, a cool head and lots of determination. The first few seconds must be spent in straight falling. The rip cord must not be pulled until the jumper is safely clear of the plane—usually after he has counted ten. The rip cord itself is a ring attached to a light cable which jerks out two cotter pins freeing the flaps of the canvas chute pack. It does not take much of a pull to open. Once pulled, and the chute open, the jumper's descent is abruptly halted and he has the sensation of being pulled up short by the scruff of his neck.

The most dangerous part of jumping is the landing. The experienced jumper always tries to land on his toes with his knees slightly bent. Should he keep his legs stiff or straight, they are liable to be broken by the force of the fall. Once on the ground, his job is to deflate the chute canopy lest it drag him along. To accomplish this he either falls to the ground and worms himself up to the chute or else runs around to get the chute between himself and the wind.

Pictured on the right are two photographs taken at a recent exhibition of mass jumping by members of the Soviet Army. Long recognized as leaders in this sport, Russia now offers a new twist to parachute jumping: employing it as a military maneuver. A squadron of planes (*top*) flies over a theoretical enemy line and drops men and machine guns in parachutes. Landing (*below*), the 1,200 men quickly pick up their 150 guns, advance upon the enemy's rear. Still untested in actual warfare, the stratagem has definite offensive possibilities.





CHUTE LANDINGS: GOOD AND BAD

(continued)

Jumper Harold Parkhurst nonchalantly takes time to light a cigarette before pulling the rip cord of his parachute.

Wrong way to land from a parachute is demonstrated at the New Orleans air show by Miss Shirley Rauner of Cincinnati.



This young French parachutist is showing the correct way to land. Unlike Miss Rauner (*above*), he did not get his feet tangled in the shroud lines. He landed feet

first, his knees slightly bent to absorb the shock. Immediately upon touching the ground he allowed himself to fall, thus preventing the parachute from dragging


him across the field. Facing the open chute he is now crawling towards the canopy which he must deflate before attempting to unfasten his parachute harness.

How hard they play...
THOSE ACTIVE LITTLE ONES OF YOURS!



FOR THEM WE MAKE *New Nucoa* ...
THE WHOLESOME "THRIFT SPREAD" FOR BREAD


1



"YES, IT WAS A PROBLEM!"
says Mrs. L. C. Richards
of Richmond, Va.


"HOW could I balance the children's diet—and balance my budget too? 'Maybe you've hesitated over margarine,' said a dietician-friend. 'But just try the new Nucoa!'

2




"NUCOA is so different," she went on. 'It's a *new-type* vegetable margarine, churned in fresh pasteurized milk. Good Housekeeping approves it, you know—and the American Medical Association's Council on Foods accepts it. Try it!'

3



"SO I BOUGHT Nucoa—and how it did open my eyes! 3400 food-energy calories in every pound—as many as in the most expensive spread for bread! And always so fresh and sweet—from cake to vegetables, all my cooking tastes better!

4



"THE WHOLE FAMILY loves Nucoa! But best of all to me is *knowing* I'm giving the children such a wholesome source of food-energy three times a day! And every pound I buy not only helps balance their diet, but helps balance my budget, too!"



**NEW NUCOA ... THE WHOLESOME
 "THRIFT SPREAD" FOR BREAD
 SAVES YOU UP TO 14¢ A POUND**

Churned by the makers of Hellmann's & Best Foods Real Mayonnaise

You'll want all three—
for **FORMAL—BUSINESS—SPORTS** wear



BUSINESS...Of course you'll need a snap-brim hat. Blossom out this Spring in "Corsair Blue"...Stetson's latest color-hit. "Swing" is the name of this new wider-brim Stetson.



FORMAL...For Spring-in-town you'll want a Homburg... particularly Stetson's "Whitlock." Take note of that tapering crown, that contrasting band and binding, and the way the brim curls up and over at the sides. Such fashion points make this Stetson a first choice for formal wear.



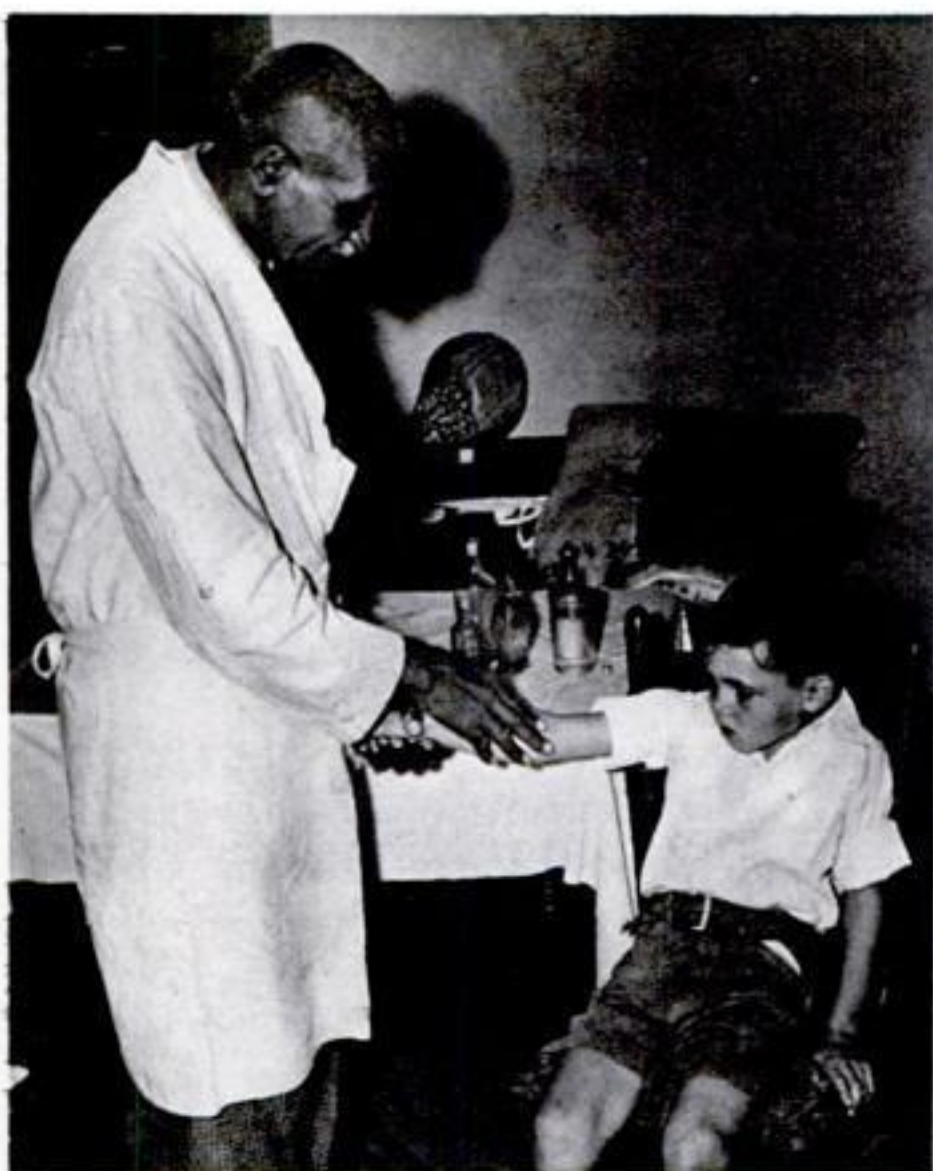
SPORTS...Then off to the country or down to the sea...and the sport hat you'll want will have a tapering crown, pinched in front, and a welt-edge brim. It's Stetson's "Brice."

To be as well-hatted as you are well-dressed, you'll want at least three hats, chosen with an eye to the occasion and to the clothes you wear. And choose Stetsons. For not only are Stetsons the last word in style; they will keep their style till the last day you wear them. John B. Stetson Company, Philadelphia, New York, London, Paris. Stetsons are also made in Canada.

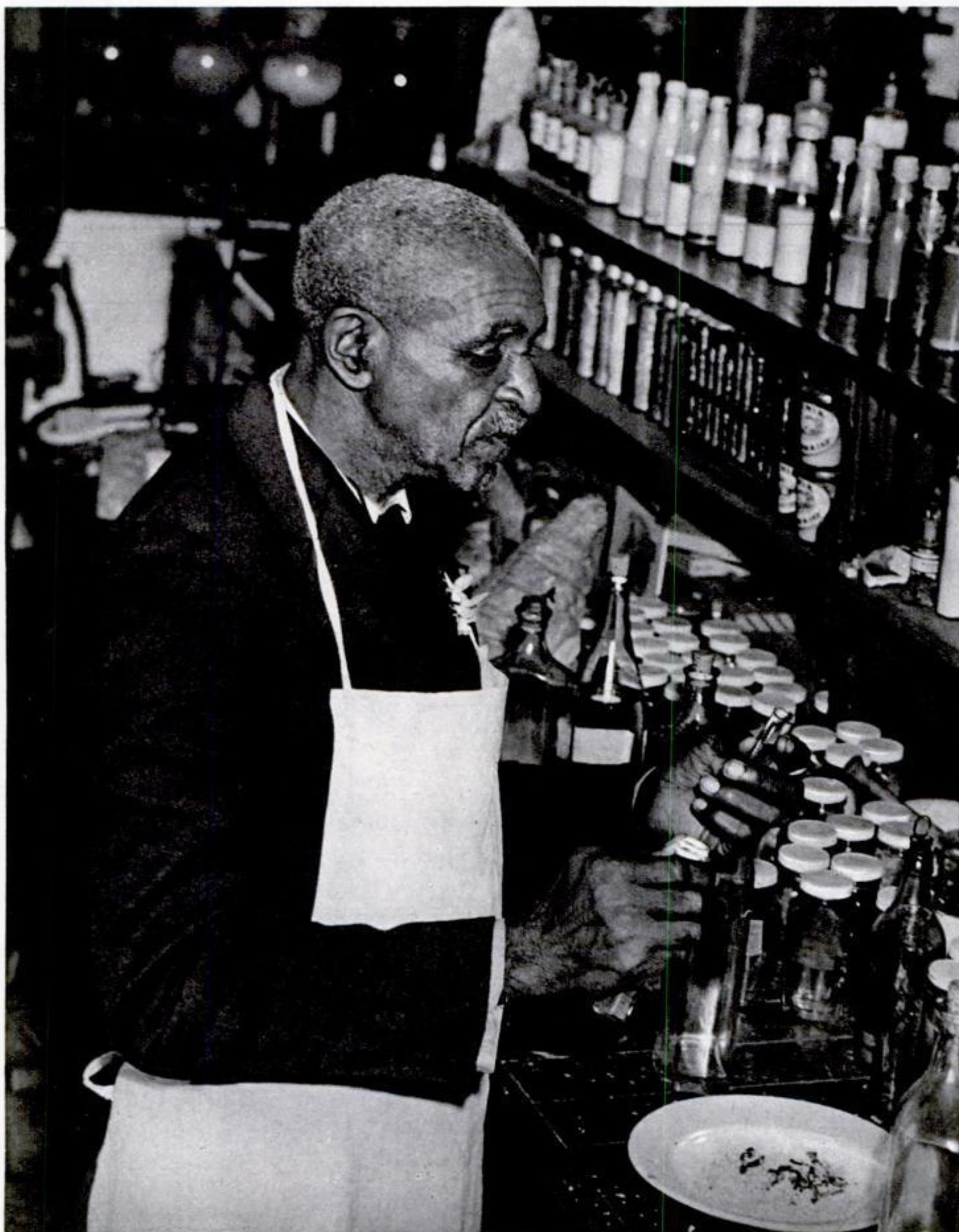
STETSON HATS

Stetsons, from \$7.50 (unlined, \$7) to \$40. Air-Light Stetsons, from \$5

SLAVE-BORN NEGRO SCIENTIST IS HONORED IN ALABAMA



Look in *Who's Who* under "C" and you will find this strange item: "Carver, George Washington; born of slave parents about 1864; in infancy lost father, was stolen with mother, who was never heard of again. Was bought from captors for a race horse valued at \$300." Today this stolen slave child is honored as one of the great scientists of the U. S. Farmers look to his experiments with plants to release them from the tyranny of the South's one-crop cotton system. Already Negro Scientist Carver has made from sweet potatoes 118 salable products, ranging from vinegar to shoeblack. From peanuts he has made 285, among them an oil with which he massages the young infantile paralysis victim (*left*). A bust will be unveiled to Dr. Carver at Tuskegee, Alabama's famed Negro college, as soon as admirers can raise an additional \$1,000 to pay Sculptor Steffen Thomas.



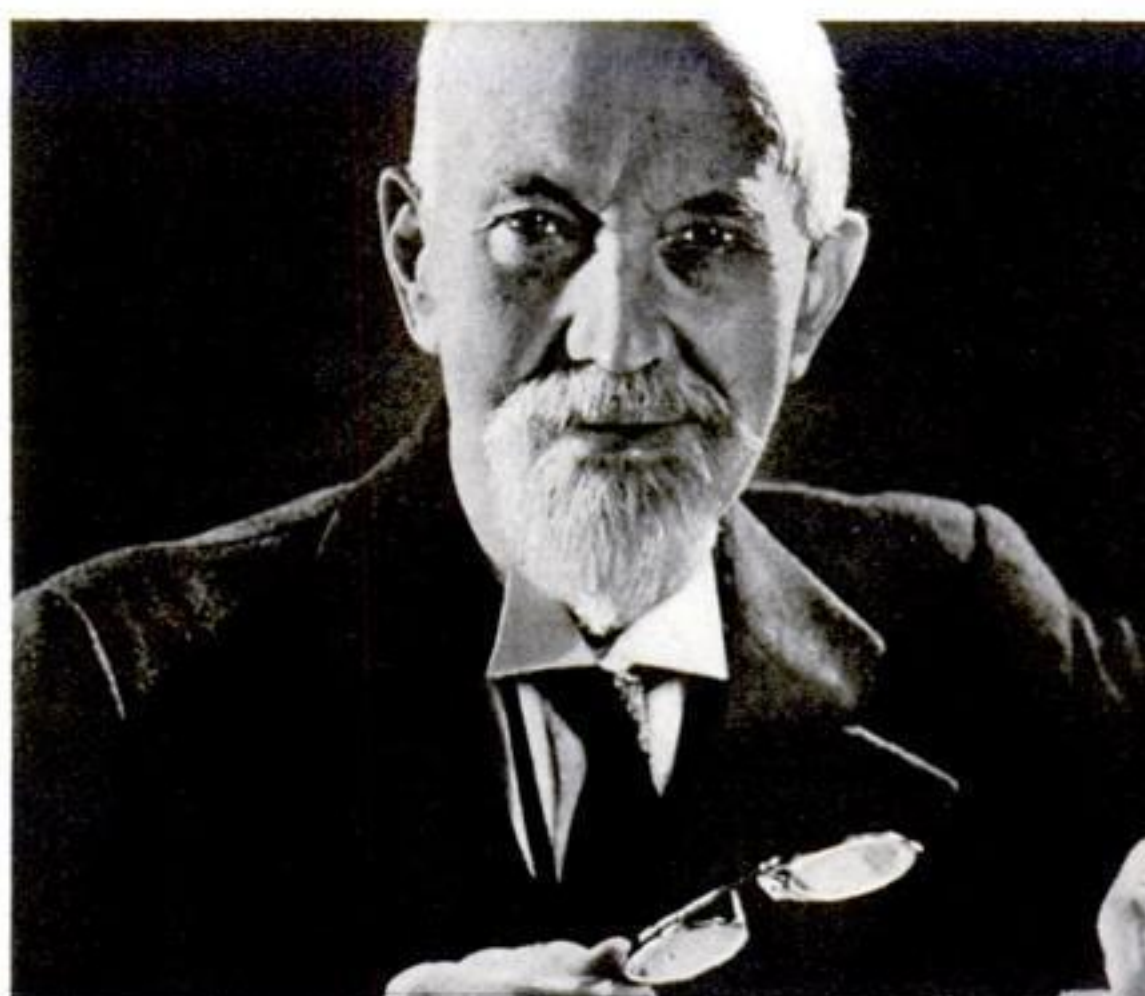
With his old specimen case, George Washington Carver goes for a jaunt into Alabama woods to get new plants for his experiments. Back in his laboratory, he will convert them into carpets, rubber or synthetic marble. Since coming to Tuskegee in 1896, he has labored to bring profitable diversified farming to the one-crop South.

In his laboratory at Tuskegee, Dr. Carver begins a new experiment with the peanuts on the plate to add another to the 285 products he has already extracted from the plant. Among them are milk, candy, pickles, dyes, face powder, shaving cream and linoleum. His hobby is painting pictures with his own peanut-oil paints.

NEGRO SCIENTIST (continued)



LETTERS FROM INFANTILE PARALYSIS VICTIMS FLOOD GEORGE WASHINGTON CARVER'S WORKSHOP ASKING ABOUT HIS PEANUT-OIL TREATMENT



How would
your laxative rate
with the doctor?

YOUR DOCTOR is your friend. He wants to help you guard your health. And he is just as careful about *little* matters affecting your welfare as he is about the more important ones.

The choice of a laxative, for instance, may not worry *you*. But it's a definite consideration with the doctor. Before he will give a laxative his approval, he insists that it measure up to his own strict specifications.

The doctor says that a laxative should be: Dependable · Mild · Thorough · Time-tested.

The doctor says that a laxative should *not*: Over-act · Form a habit · Cause stomach pains · Nauseate, or upset the digestion.

And Ex-Lax checks on *every* point! No wonder so many doctors use Ex-Lax themselves and give it to their own families. For more than 30 years, mothers have given Ex-Lax to their children with perfect trust. Today more people use Ex-Lax than any other laxative in the whole wide world.

Next time you are constipated try Ex-Lax. You'll discover that Ex-Lax is mild, is gentle, is thorough. You'll find that no discomfort attends its use. You'll observe that it does *not* over-act or upset you. On the contrary, the complete, gentle cleansing that you get from Ex-Lax will leave you

with renewed freshness—a sense of well-being.

If you have been taking nasty, druggy-tasting purgatives, you'll be delighted to find how pleasant Ex-Lax is. It tastes just like delicious chocolate. Children actually *enjoy* taking Ex-Lax. And it's just as good for them as it is for the grown-ups. At all drug stores in 10c and 25c sizes.

When Nature forgets—
remember

EX-LAX
THE ORIGINAL CHOCOLATED LAXATIVE

FREE!

If you prefer to try Ex-Lax at our expense, write for free sample to Ex-Lax, Dept. NL37, Box 170, Times Plaza Sta., Brooklyn, N. Y.



YOU have fire insurance on your home and its furnishings. You maintain this protection as a matter of course, for the simple purpose of preventing possible financial loss due to a common hazard.

But, a loss is a loss, no matter what the cause. Therefore, your protection leaves you vulnerable to the extent that it ignores other hazards that can damage or destroy your

property. Windstorm, explosion, burglary, accident are a few of the hazards that annually cost homeowners millions of dollars.

If you take the trouble to look into it, you will be surprised how little more it will cost to enjoy all-around protection. There is a North America policy for practically every hazard that threatens your home. And, there is a North America

Agent in your vicinity who, without obligation, will gladly advise you regarding the most effective and economical set-up for your needs. Consult him, or your broker, 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 & civil commotion, falling aircraft and "wild" motor vehicles.

RENTAL VALUE pays the 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.

North America Agents

A Nation-wide Group representing INSURANCE COMPANY OF NORTH AMERICA, Philadelphia • Founded 1792

MOVIE OF THE WEEK:

The Soldier and the Lady



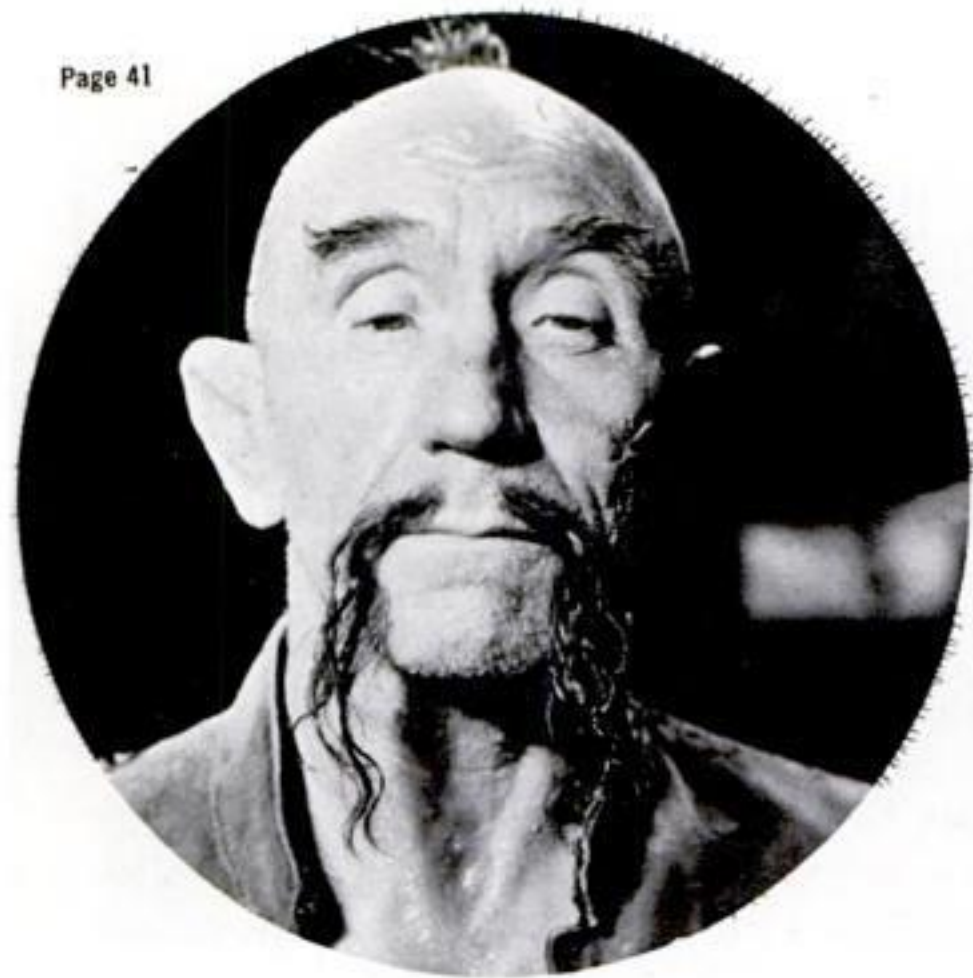
Before his Tsar, Alexander II of Russia, stands Captain Michael Strogoff as the picture opens. "This letter and this plan of action must be delivered to my brother Vladimir, the Grand Duke," says the Tsar. "Now go, Michael Strogoff for God, for Russia and for the Tsar." Responds Strogoff: "For God, for Russia and for the Tsar."

The *Soldier and the Lady* is RKO's name for the famous adventure story, *Michael Strogoff*, which was written as a novel and later as a play by Jules Verne. As a play, it was the most extravagant sort of melodrama, immensely popular at the end of the 19th Century. Its great success was on the road, where audiences gasped at its fierce battles, conflagrations and Oriental orgies. Now transcribed to the screen by RKO the story of Michael Strogoff is still an extravagant melodrama, still rattling good entertainment. For the role of Michael, RKO imported an Austrian actor named Anton Walbrook who plays the part with the necessary gusto. RKO also bought a French version of the film and took over most of the spectacle scenes intact, thus saving itself a lot of money and incidentally acquiring the services of the Bulgarian Army, which impersonates the Russian Army.

The picture opens in 1870, with the Tartar tribes of Siberia supposedly in revolt against the Russian Empire. Led by a renegade Russian officer named Ogareff, they have isolated a Russian army under the Grand Duke Vladimir. Michael Strogoff, a young Army captain, is chosen by the Tsar to take a message to the Grand Duke. He performs such prodigies of valor that it seems a shame there is no longer any people whose patriotism it will stir.



A MOTHER AND CHILD COWER IN THE STREET AS TARTAR HORSEMEN BENT ON DESTRUCTION SWEEP INTO A SIBERIAN TOWN



FOUR TARTAR CHIEFTAINS



TARTARS AT WORK: THEY PLOT THEIR RAIDS ON THE TSAR'S TROOPS

The Tartar camp above and the Tartar frolic below are based almost entirely on imagination. The movie producers felt free to use their fancies because Jules Verne, in writing the story, relied almost entirely on his. Though tricked out with plausible dates and names, *The Soldier and the Lady* has only the flimsiest historical basis. By 1870, when the story takes place, the Tartars had settled down in Siberia as peaceable farmers. They took their names from one of the fierce Mongolian tribes which swarmed over Europe from the 13th to the 18th Centuries, under the great Jenghiz Khan and his successors. But their blood was more Turkish than

Mongolian. What minor uprisings took place among them in the 19th Century were not such as to disturb the Tsar's peace of mind.

Since authentic Tartars are rare around movie studios, RKO made Tartar chieftains out of the four actors whose faces appear at left. The top face belongs to one Constantine Romanoff, a German who used to be a wrestler under the name of "Ali Hassan, the Terrible Turk." The third face is that of St. George Blagoy, a onetime sailor in the Imperial Russian Navy, whose success as a minor character actor springs from the fact that he lost all his hair during a gas attack in the war.



TARTARS AT PLAY: THEY CELEBRATE A VICTORY WITH GIRLS AND MUSIC

THE SOLDIER AND THE LADY (continued)



The chief torturer of the Tartars is bribed with a string of pearls to spare Strogoff's eyesight. The lovely briber (Margot Grahame) is a spy whose life Strogoff saved.



After the torture Strogoff lies supposedly blinded at the feet of Ogareff (right). Actually the bribed torturer has laid his white-hot sword across Strogoff's forehead, not his eyes.





The Russian Army is impersonated in *The Soldier and the Lady* by the Bulgarian Army. Part of it appears above and at the bottom of the opposite page, where it is being routed by Tartar cannon.



A river of flame menaces the palace at Irkutsk, as the result of a Tartar stratagem. The Tartars opened oil tanks into the river above the city, set the oil afire, let it float down the river.



On the palace floor at Irkutsk, Michael Strogoff (on top) and Ogareff wrestle to the death.

Mortally wounded, Ogareff, the renegade Russian who has led the Tartars, staggers from the palace where he and Strogoff have fought.



Strogoff's great moment comes as he proudly proclaims to the Grand Duke; "That is Ogareff. I am Michael Strogoff, the courier of His Imperial Majesty, the Tsar."

Amid imperial splendor, Michael Strogoff gets a hero's welcome (right) in the Winter Palace at St. Petersburg.

Michael Strogoff's journey takes him 4,500 miles, from St. Petersburg to Irkutsk, in remote south central Siberia. Savage Tartars beset his every step, attacking him on foot, on horseback and most spectacularly in war canoes. The Tartar chieftain, Ogareff, also sends a beautiful Russian spy to steal the Tsar's message from him. Strogoff saves the spy from a bear and,

when he is captured by Ogareff, the grateful spy bribes the torturer to spare his eyesight (see opposite page). At length, as the Tartars are besieging Irkutsk, Strogoff comes face to face with Ogareff in the most improbable place, the Grand Duke's palace (see left). He kills the Tartar chieftain, delivers his message, and returns as a hero to the Imperial Court (below).



"A DAY IN THE LIFE OF A COED": SUCH COLLEGE HUMOR SHOCKS DRAKE UNIVERSITY



Fascinated by her studies Heloise Martin, a Drake junior, jots down copious notes on the professor's lecture.



Here is Heloise taking her brisk morning shower. As a coed at Iowa's Drake University, she majors in psychology.



A good-night kiss is what Heloise gets from her admirer and college mate, "Bus" Bergmann, Drake footballer.



A black eye is what Dan Anderson got from Bergmann for his fresh caption on Heloise's picture in Drake's paper.

On this page you get a brief glimpse of a typical college day of Junior Heloise Martin at coeducational Drake University in Des Moines, Iowa. When the April issue of *College Humor* appeared with the three pictures above, plus several others, Drake went into a dither of excitement. Shocked at such publicity, the University authorities at first thought of expelling Miss Martin but later changed their minds on learning that a member of the University's publicity bureau had co-operated with the photographer in an effort to show "a day in the life of a coed." Junior Martin, who is a member of the Student Council, chairman of the School Social Committee, a sister in Delta Gamma, a close friend of Drake Dean of Women Carrie Cubbage, and a popular figure on the campus, prepped for college as a specialty dancer in the chorus of Manhattan's Hollywood Restaurant, was persuaded to enter Drake by Rudy Vallée. She complains that in the shower-bath picture a close-fitting acrobatic suit she wore was eliminated by retouching.



Seagram-Distillers Corp. - Executive Offices: New York

A Fine Imported Whisky as Enjoyed in the Home of **MR. MORGAN BELMONT**

Has Nash Started a new Vogue in Motoring?



AT PALM BEACH! And at smart places everywhere, you'll see the people that other people copy stepping out in Nash cars this year!



From Actual Photograph of Nash Ambassador Six 4-Door Sedan with trunk

The swing to Nash grows stronger . . . thousands realize it's no longer smart to be too thrifty . . . when you can get such big cars for so little more than small cars cost!

● A few years ago it was the "style" to scrimp and save on the family automobile. But not this year. Thousands are getting out of the "small car" class. They are changing to Nash . . . stepping out in style again!

And never before have such big cars cost so little. The Nash LaFayette-"400" is a great big 117-

inch wheelbase car . . . much bigger than any of "all three" small cars. But compare prices on the 4-door sedan models. *You'll be astonished!* This big Nash costs just a few dollars more.

The Nash Ambassador Sixes and Eights are the last word in luxurious motoring. They're powered with "Twin Ignition" engines.

And all Nash cars give you oversized hydraulic brakes, strong steel bodies, wide seats, extra headroom and legroom—*plus* those vital engineering features that make Nash cars run smoother and "sweeter" for years.

Go to your Nash dealer. See how much more Nash gives you for your money. Then you'll know why thousands are changing to Nash.

ON THE AIR! Floyd Gibbons as Master of Ceremonies with Vincent Lopez and Orchestra. Famous guest stars! C. B. S. stations coast to coast every Saturday, 9 P. M. EST. Tune in!

NASH

DELIVERED PRICES! Get Nash delivered prices. Compare with others. See how Nash saves you money. Delivered prices throw a new light on the remarkable value Nash is offering this year. Easy budget plans. Terms low as \$28 monthly. Automatic Cruising Gear available on all models at slight extra cost

1937 X-RAY SYSTEM NOW READY!

The first complete summary available to the public of all the facts about all the new cars. Reveals some astonishing differences in cars of the same price. See it at any Nash showroom. Buy with your eyes open this year!

ASK ABOUT THE CONVENIENT TERMS AND LOW RATES AVAILABLE THROUGH THE NASH-C. I. T. BUDGET PLAN

NASH LAFAYETTE-"400"
117-inch wheelbase

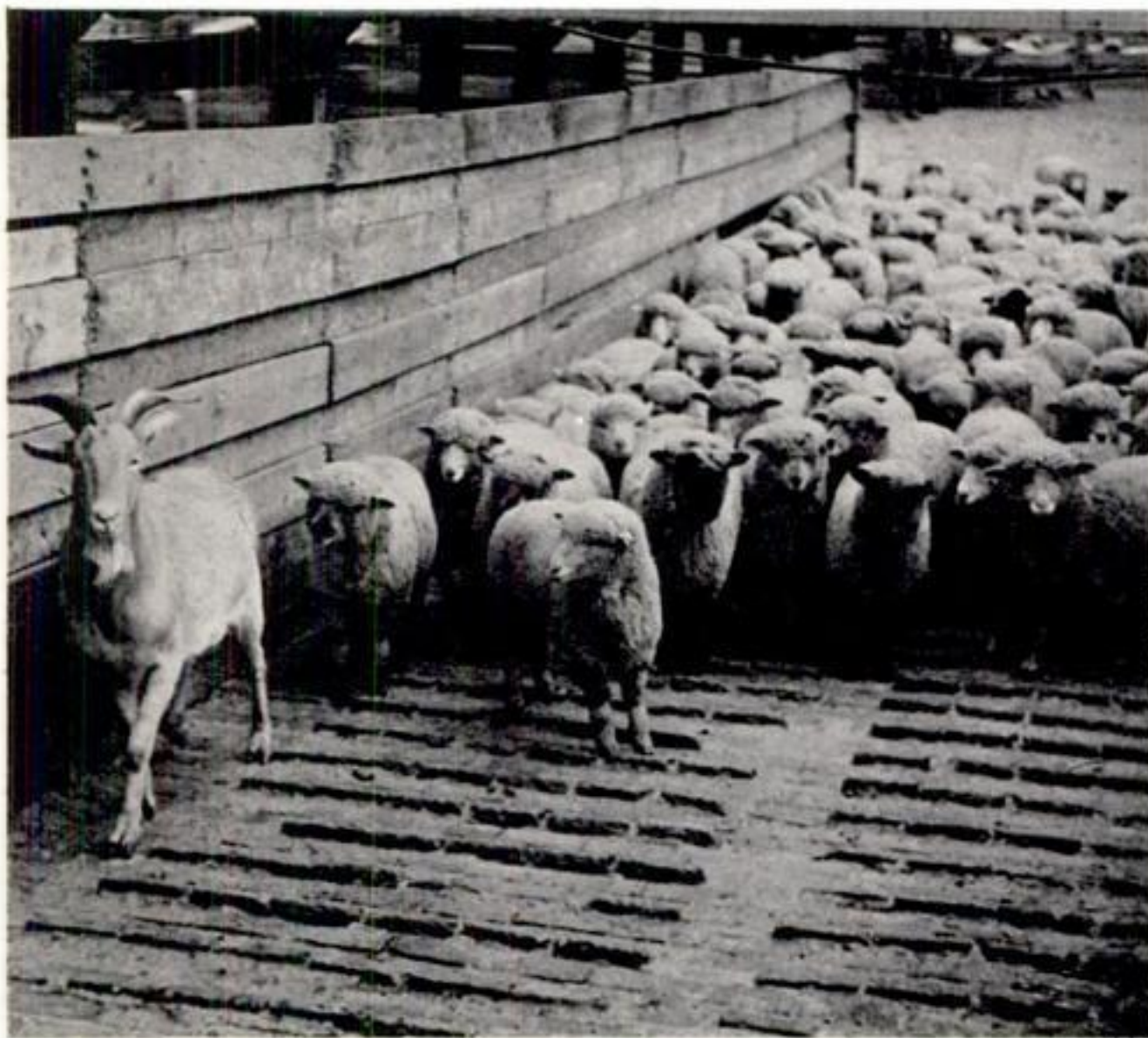
NASH AMBASSADOR SIX
121-inch wheelbase

NASH AMBASSADOR EIGHT
125-inch wheelbase



JUDAS GOAT LEADS SHEEP TO SLAUGHTER

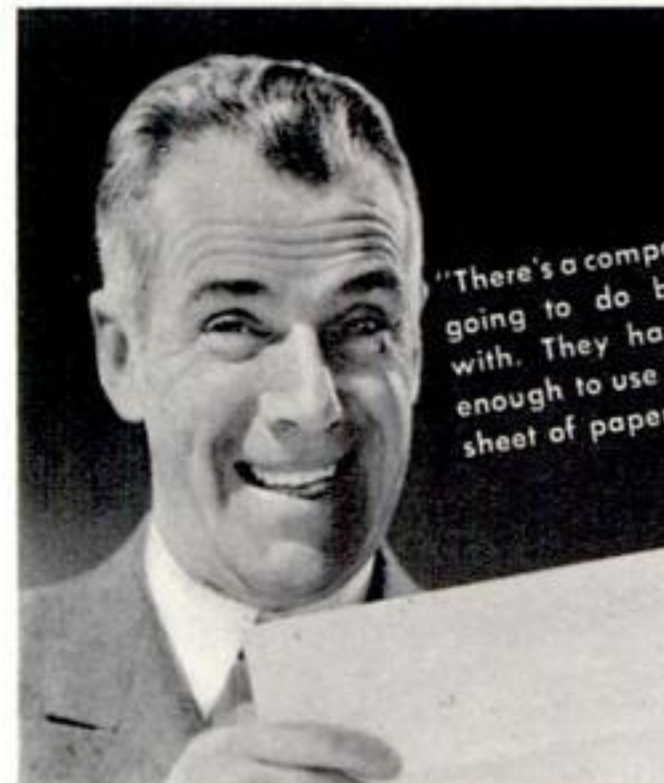
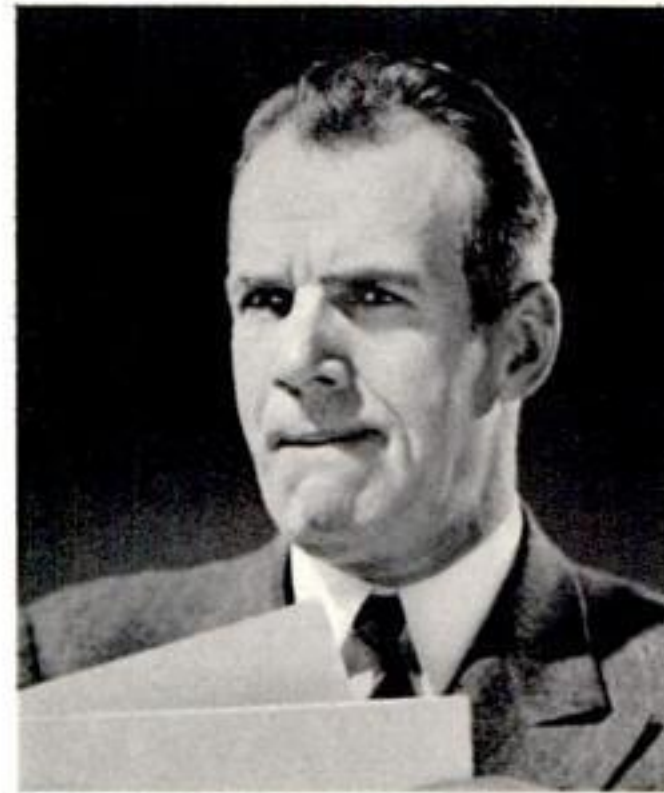
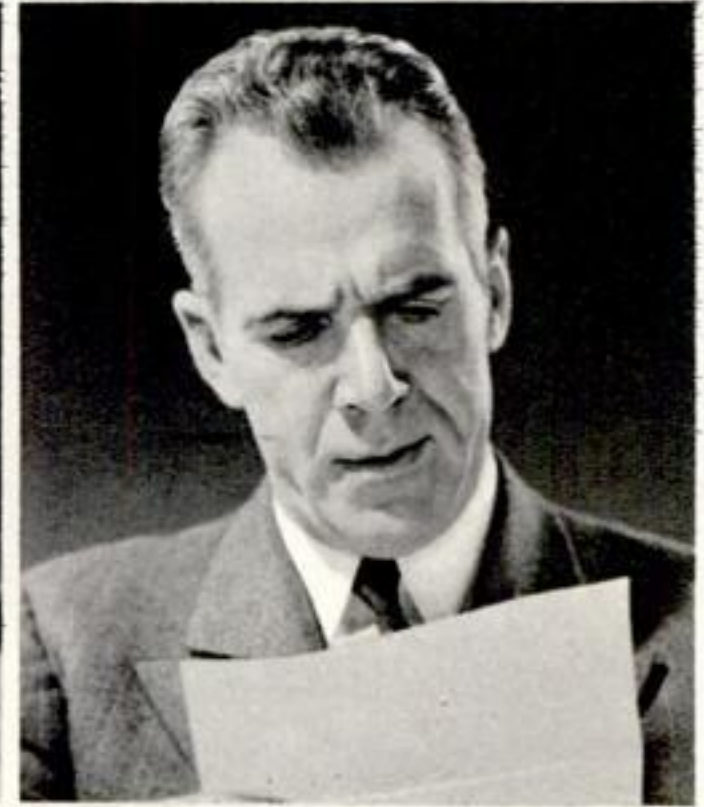
Pictured above is Red, famed Chicago stockyard Judas goat, whose job is to lead sheep to slaughter. Long aware that sheep will follow goats—or another sheep—stockyard operators train Judas goats to lure a herd from the storage pens to the abattoir. Once the herd is inside the slaughter house, the Judas steps aside, returns to the open air for a fresh flock. Like Red, all Judas goats must be tall, white (sheep will not follow a black goat), fast-stepping and even-tempered. They are trained for their job with halters, take only a few days to acquire their routine. In a day they may lead up to twelve herds to their doom. They keep their jobs until they get hoof trouble or become too fat to step nimbly, are then pitilessly retired.



Red at work. Proudly he leads a pack of 250 sheep up the stockyard ramp to the abattoir. Assuming that this Judas goat makes ten such trips a day and lasts ten years, he will have led well over 5,000,000 victims to their end.

Picture of your prospect going through his morning mail

*Interest . . . doubt . . . rejection
. . . approval—what reaction
does your letter create?*



*"There's a company I'm
going to do business
with. They had sense
enough to use a decent
sheet of paper!"*



Don't let your outgoing paper lose you business. Be sure you are properly represented by your letterheads, quotations, invoices, statements—anything that reaches the eye and hand of your customer. Specify Hammermill Bond. Judge for yourself with the Working Kit of Hammermill Bond—it's free, and it carries much useful information about office printing.

HAMMERMILL BOND



HAMMERMILL PAPER COMPANY, Erie, Pa.

L-3-22

Gentlemen: Please send me, without charge or obligation, your Working Kit of letterheads, printed forms and envelopes, including actual designs and proved methods of putting paper to work. (Students and outside U. S., 50¢)

Name _____ Position _____

(Please attach coupon to your business letterhead)

LOOK FOR THE WATERMARK



IT IS OUR WORD OF HONOR TO THE PUBLIC

PORTRAIT OF A CHAIN GANG

Georgia convicts face camera for first time

So unsavory has been the reputation of Southern chain gangs in novel, narrative and movies, that wardens have scrupulously kept photographers outside their stockades. Last month Bibb County, Ga. put its 125 convicts on a 44-hour week. Proud of this humane change, Bibb County officials permitted an Associated Press photographer to take these pictures of its chain gang. His leg irons preventing a runaway escape, the prisoner below is eating a meal of corn pone, beans and fatback. Turn page to see how unruly convicts are punished.



A long drink from the camp water bucket tastes good to this Bibb County chain ganger who has acquired a mighty thirst by eight hours' hard work with pick and shovel under a hot Georgia sun.



ARMED WITH PICK AND SHOVEL, THE CHAIN GANG HIKES DOWN THE RAILROAD TRACK EARLY IN THE MORNING FOR EIGHT HOURS OF ROAD WORK

"LET'S TAX THE SMITHS AND THE JONES, THE KELLYS AND THE COHENS"



KILL THIS TAX! Selfish interests want Congress and state legislatures to pass laws to put an additional tax of five to twenty cents on every pound of margarine.

The old lobby is still at work.

Selfish interests are putting on the pressure in Washington and State Capitals to place an additional tax of from five to twenty cents a pound on margarine.

You'll be interested in that Mrs. Smith. So will you Mrs. Jones, Mrs. Kelly and Mrs. Cohen.

Make no mistake about it. These proposed taxes are aimed squarely at your pocketbooks!

Why do certain interests want margarine taxed so heavily?

That's easy enough to answer.

Margarine sells in the price range of those who cannot afford the price of butter.

The theory is that by taxing margarine, they will force you to consume more butter.

Now we believe wholesome margarine has just as much right to its existence as butter.

Its food-energy value is exactly the same as butter: 3400 calories to the pound. It is a wholesome, nutritious, and palatable food.

No one needs to apologize to anybody for using wholesome margarine. It is a nutritious

and delicious spread for bread, an excellent and an economical fat for cooking.

It is used daily in millions of homes, through preference, or necessity, for its economy and its excellence as a food.

Please do not misunderstand us, Mrs. Smith, Mrs. Jones, Mrs. Kelly and Mrs.

Cohen; we haven't a thing to say against butter. The average American doesn't get enough fat in his diet.

But we do hold that it is un-American and unfair to tax one good food product merely as a subterfuge to increase the sale and price of another good food product.

Margarine, through federal and state license fees and taxes is already heavily over-burdened with taxation.

To increase the existing taxes on this commodity would only result in an increased cost of living for millions of families who can least afford to pay more for their daily food.

Finally, a tax of this character would result in depriving many persons in the low income class of a wholesome and palatable spread for their bread.

Let your senators and representatives in Washington and state legislators know that you are against such discriminatory taxes on this wholesome spread for the people's bread.



NUCOA, THE WHOLESOME "THRIFT-SPREAD" FOR BREAD! Nucoa is a wholesome margarine, one hundred per cent the product of American farms. It contains nutritious domestic vegetable fats, extracted from southern farm crops, churned in fresh, pasteurized skim milk produced on the rolling pastures of the north. It is accepted by the American Medical Association Council on Foods and has the endorsement of Good Housekeeping Bureau.



MARGARINE'S STAR WITNESS



Margarine's only crime is its great economy

This advertisement paid for by The Best Foods, Inc., 88 Lexington Ave., New York City, makers of Nucoa, and Hellmann's and Best Foods Real Mayonnaise

GEORGIA CHAIN GANG

(continued)



These hounds are part of a pack kept in the Bibb County chain gang camp to track down convicts who escape. It is this prisoner's ironical task to feed them.



Stocks are prescribed as punishment for prisoners who break camp rules. But Georgia permits this painful kind of discipline for only an hour at a time.



Solitary confinement at the Bibb County camp looks like this. Prisoners are put in it 24 hours or more for "sassy talk," laziness or trying to run away.

MARTELL
*The Cognac of
 the Connoisseur
 since 1715*

The man who
 knows Cognac
 demands one
 that is DRY
 —not sweet.
 He insists on
MARTELL

84 PROOF

MARTELL
*The COGNAC Brandy
 for every occasion*

Imported Exclusively by
PARK & TILFORD Import Corp. New York, N.Y.

PLENTY OF ROOM FOR YOU



IF you want to see why Buick is leader of the flock —just take seat behind this willing wheel and give the standout performer of 1937 its head.

You'll drive from dawn to evening—and want to keep on going, so fresh and eager and unwearied do you feel—for the truth is you merely guide rather than drive this beautifully balanced car.

Carrying you onward is the ablest straight-eight engine in the world—the quiet, whineless Buick

oil-cushioned valve-in-head straight eight. Easy-chair comfort rests back and shoulders all the way —stout frame and ample bulk give firm safety to your ride, steadiness to every mile.

So you set the pace—keep up front without fatigue or effort—because you're driving the bellwether car of the year.

There's room for you this year at the head of the procession. This standout car is yours for a mere three or four dollars a week more than those in the very lowest price field.

So come on, get up front, where you belong. If you see the nearest dealer now, you'll have a Buick in your garage by the time warm weather arrives!

LOWEST PRICE EVER ON A BUICK 4-DOOR SEDAN!

The beautifully big, buoyantly able Buick Special 4-door sedan today delivers at a price almost as low as the average for six-cylinder four-door sedans outside the lowest price field. See your nearest Buick dealer and discover how very little more buys Buick's straight-right smoothness, valve-

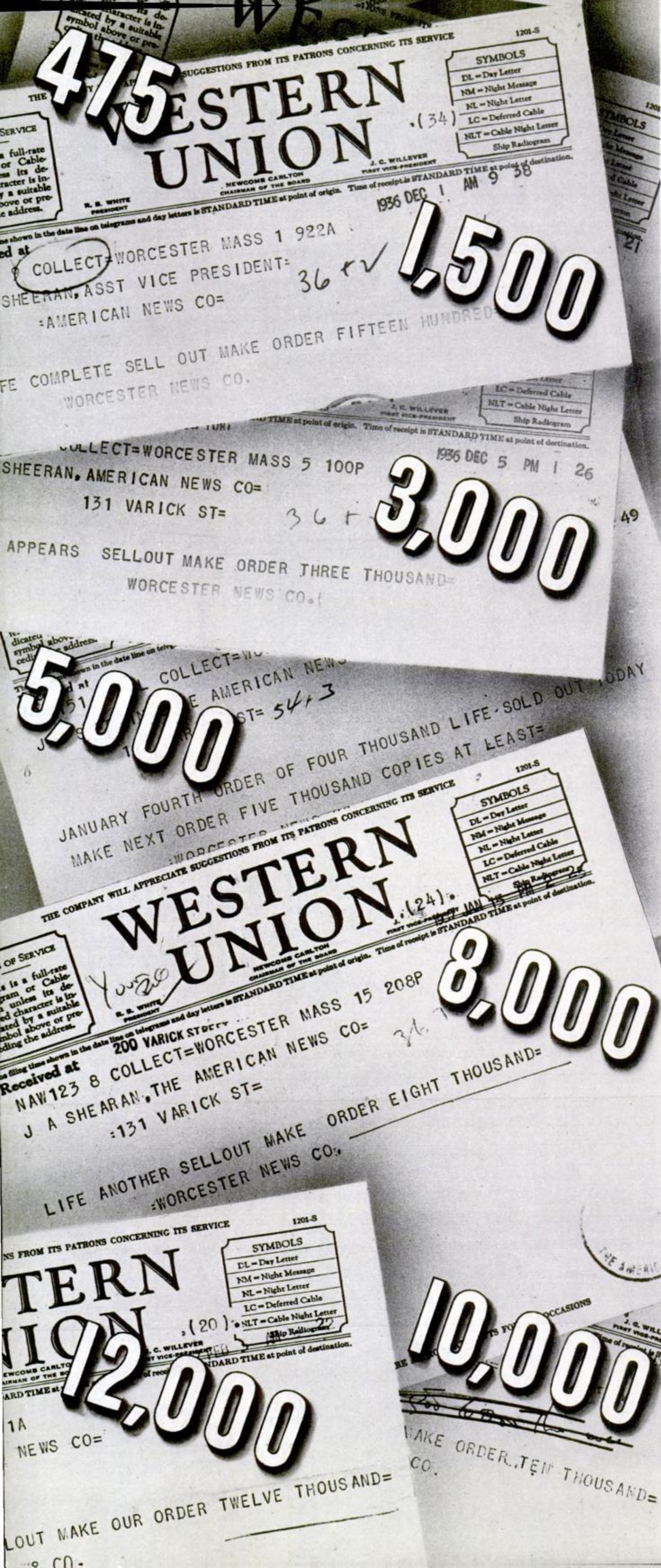
in-head thrift, 100-horsepower mobility and immeasurably greater performance, comfort and style!

★ ★ ★ ★
GENERAL MOTORS TERMS
TO SUIT YOUR LIKING

WHEN
BETTER AUTOMOBILES
ARE BUILT BUICK
WILL BUILD THEM

"It's Buick again!"

YOUR MONEY GOES FARTHER
IN A GENERAL MOTORS CAR



ALICE IN WORCESTERLAND

Just how great is the demand for LIFE? How many people would buy this issue of LIFE if we could print an unlimited number of copies?

An experiment made in Worcester, Mass., points to an answer in figures that mount to incredible millions.

On November 19, 1936, some 200,000 copies of LIFE were placed on the newsstands of America. Of these, Worcester, Mass., received 475. That was in almost exact proportion to its population. Worcester's 475 sold out in a few hours—as did the 200,000 all over the country. The Worcester news-company manager immediately demanded more copies of the next issue. The news-company managers of every other city in America did likewise.

We decided to test one city by giving it all the copies it wanted. Object: to find out how many copies we would have to print to satisfy the demand on a national scale. We chose Worcester—for no particular reason except that it was neither too big nor too little.

Of the December 4th issue, 2,000 copies went to Worcester. They were all sold within a few hours. Next week we sent 3,000 copies. Sold. And the week after that 4,000. Sold.

Already the experiment had reached phenomenal proportions. The 4,000 Worcester copies projected over the whole U. S. would mean a magazine of nearly 2,000,000 weekly sale on the newsstands. (To date, the largest

newsstand sale ever reached by an American magazine is about 1,000,000 weekly—a 5c magazine.)

But this gratifying demand for LIFE was yet to become a fantastic statistic. More and more copies were sent to Worcester every week until, with the March 8th issue, Worcester was getting 9,000 copies. The Worcester news-company manager telegraphed: "Complete sell-out (stop) Send 12,000 copies next issue".

Even a minor mathematician can quickly work this 12,000 into *a national total weekly sale of between 5 and 6,000,000 copies*. Absurd though this figure is—according to all rules, histories and precedents of publishing — its most amazing aspect is the fact that nothing appears to be wrong either with the experiment or with the calculation.

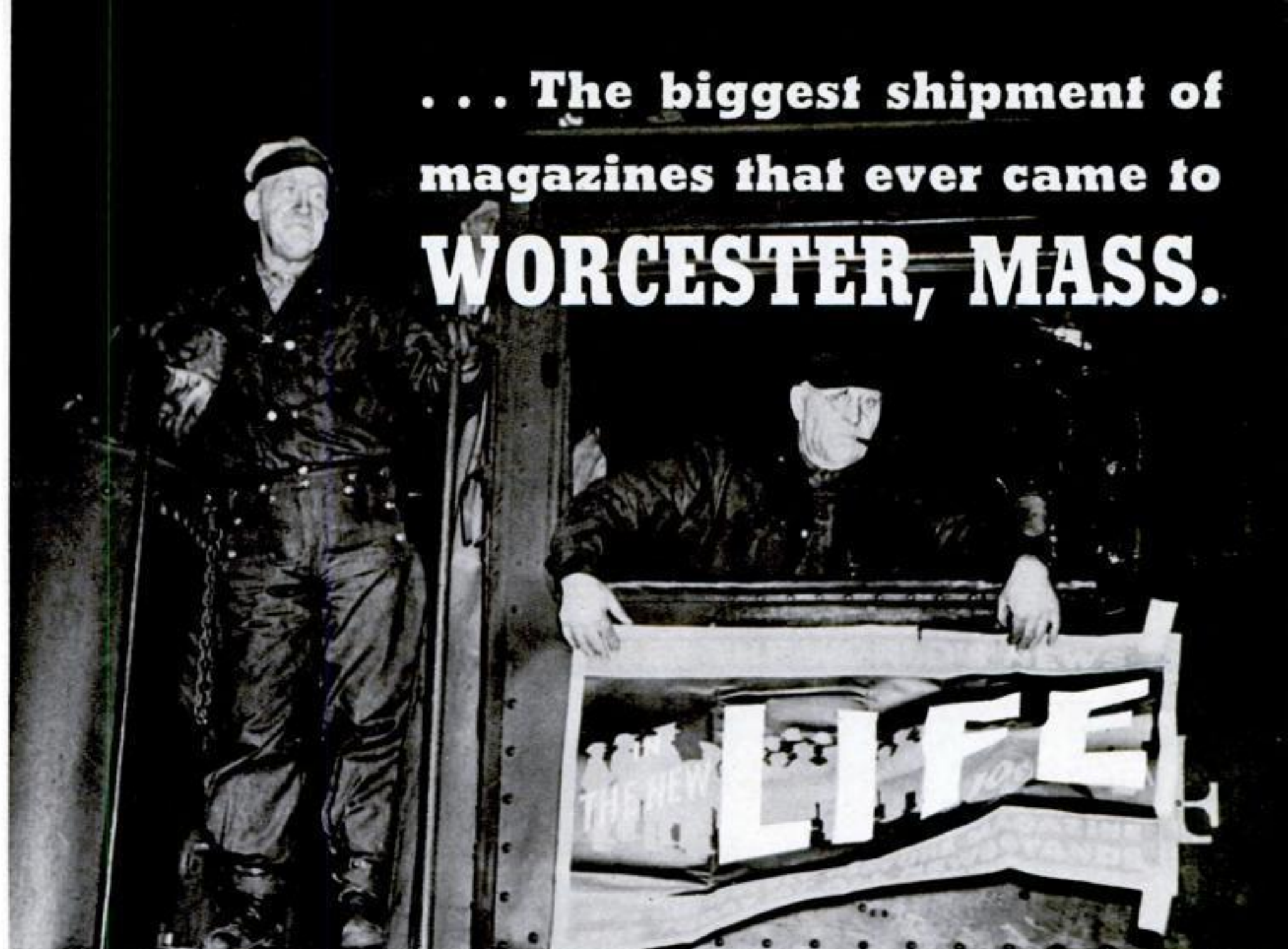
Were copies bootlegged out of Worcester to other cities? No—LIFE checked up on that one the third or fourth week. Is there anything freakish about Worcester? LIFE could find nothing. Nor had LIFE done anything to promote its sale in that city. Finally, the Worcester indications have recently been confirmed by similar partial tests in other smaller cities.

The Publishers are, therefore, convinced that the Worcester experiment gives a true picture of LIFE's demand in 1937. But they are quite aware that it proves nothing beyond the present demand. There is always curiosity interest in the first issue of any magazine. Since LIFE is a new kind of magazine, it is very possible that the initial curiosity interest may extend over a considerable span of issues.

Be that as it may, there are many reasons why the Publishers of LIFE cannot feed endless freight trains of smooth stock paper into the maws of innumerable presses. The demand for 5 or 6,000,000 copies a week is the kind of demand we can *not* follow.

So we can only settle down to producing our 1,000,000 a week now and gradually raise production to 1,500,000 by the end of the year. Meanwhile our principal efforts will be devoted to making LIFE a magazine of continuing pleasure and profit to the millions of people who will read each issue this year.

... The biggest shipment of magazines that ever came to **WORCESTER, MASS.**



At 5:20 a. m. Friday, engineer John Taylor and fireman John Beckwith (above) obligingly pose for a picture in honor of the largest shipment of a single magazine ever brought into Worcester. The express pauses for five minutes while expressmen load the record shipment into waiting trucks (below), first step in the experiment to find out how many copies of LIFE the U. S. will buy.



In the Worcester office of the American News Company the LIFE copies are sorted with postoffice precision into the quotas of the newsdealers. If the entire U. S. received as many copies proportionately as Worcester, LIFE's circulation would mount to incredible millions.



Buying a Bonnet or a Bottle of Whiskey, Be Sure It Goes Well



IF YOU'RE OUT for a hat or the makings for a high-ball, head-work can save you a lot of footwork. Know what you want . . . and, by all means, want what you know. If you don't already know G & W, it's time to get acquainted. Because G & W is *Good Whiskey* . . . good to begin with because it begins with good ingredients . . . good all the way through because it's controlled at every step. *Get Wise . . . get G & W tonight . . . it always Goes Well!*

Win a \$50 Curvex Gruen Watch*



FREE! Ten \$50 Gruen Watches for the 10 best lists of 10 famous "G & W" names or expressions (like *Grass Widow*, *Get Whiz*) plus your comments on G & W whiskies or gins. Full details on entry blanks at dealers. Contest closes March 31, 1937. Duplicate prizes awarded in case of ties.



Get Wise...get **G & W**...it's Good Whiskey

© 1937 Gooderham & Worts, Ltd., Detroit, Michigan—Est. 1832. G & W 7-Star Blended Whiskey—The straight whiskey in this product is six years old; 35% straight whiskey, 65% neutral spirits distilled from grain, 90 proof. G & W 5-STAR BLENDED WHISKEY—The straight whiskey in this product is six years old; 25% straight whiskey, 75% neutral spirits distilled from grain, 90 proof. G & W BONDED STOCK STRAIGHT BOURBON WHISKEY. Bottled in Bond in Canada, 100 proof. *This contest limited to adults in states where such contests are permitted. Entry blanks are available only in such states.

THE CAMERA OVERSEAS: THE AUSTRALIANS BURN BUTTER AND CHASE RABBITS



The biggest refrigerator warehouses in all Australia were half-destroyed by a fire in the Melbourne "Cool Stores" Jan. 18. Built of hardwood with an insulation

of buzzer shavings, they made such fine fuel that even fire hoses caught fire and a shower of burning debris plopped on the deck of the *S. S. Port Wellington*, shown



at the wharf. It was Melbourne's worst fire in 40 years. Out of the warehouses flowed \$1,000,000 worth of melted butter and cheese, in which the man above is walking.



Rabbits by the millions are the perennial scourge of the Australian back country. An unknown villain imported the first 24 in 1860. What they destroy annual-

ly costs \$500,000,000. Destroying them annually costs Australia \$5,000,000, paid for by annual exports of \$5,000,000 worth of rabbitskins. Above are an Australian

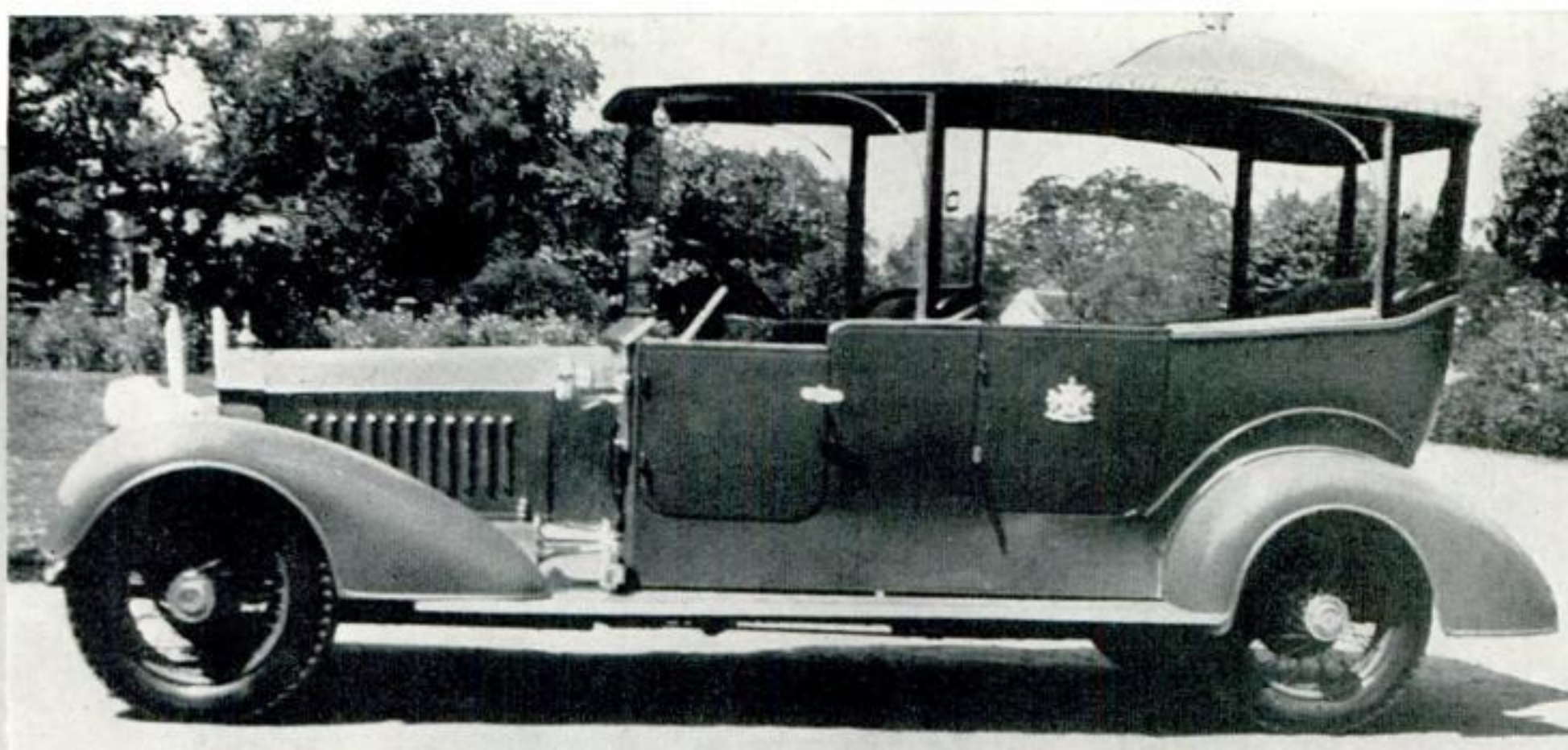


roundup of rabbits and a mass drowning. A recent survey declared that the Australian rabbit can never be entirely exterminated. Australia is too perfect for rabbits.

THE CAMERA OVERSEAS: THE RICHEST MAN IN THE WORLD GIVES A CHEAP PARTY



THE CHEAPEST GIFT THE NIZAM OF HYDERABAD COULD GIVE HIS INDIANS WAS A SPEECH FROM THE THRONE OF THE JUBILEE HALL

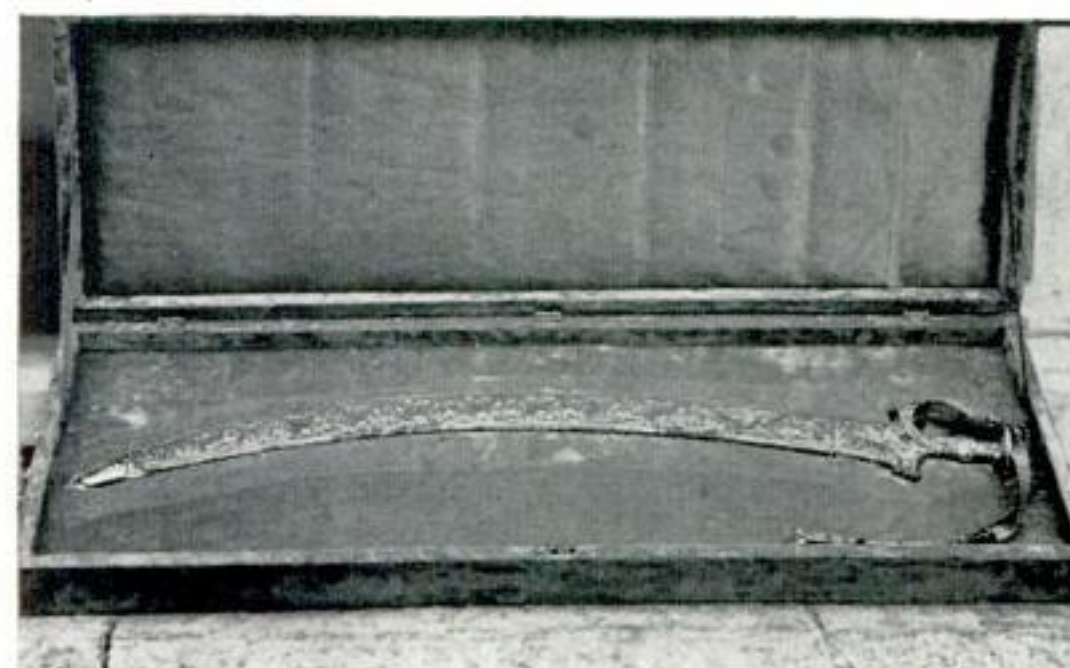


The Nizam of Hyderabad in India has \$150,000,000 in jewels, and a capital of \$1,400,000,000, but for his Silver (25th) Jubilee Feb. 13 he used his 1910 yellow Rolls-Royce with new mudguards.

After an inexpensive march-past of the Hyderabad Army, the Nizam (left, on balcony) in crested yellow turban received the Army's congratulations from his elder son and heir, the Prince of Berar.



Fireworks, and not many of them, provided the chief entertainment for guests on camp chairs at the Silver Jubilee of the "richest man in the world." Next to the Nizam (left centre in turban and white tie) sits British Resident Duncan Mackenzie.



A gold sword, its scabbard encrusted with diamonds, was presented to the Nizam by his heir in the name of the spendthrift armed forces of Hyderabad, which include a corps of African mercenaries.

Fruit was the chief decoration at the Jubilee Dinner of British and Indian bigwigs. The Nizam is stingy but also efficient and progressive, has given Hyderabad a model 25-year rule.



THE CAMERA OVERSEAS: THE FRENCH GO TO THE NEW OPERA



The rulers of France explore the opera. From left to right, Education Minister Zay (*glasses*); President Lebrun

(*sash*); Architect Marrast; President of the Bank of France Jeanneney (*pointed beard*); Presidential Secretary

Magre; Minister of Agriculture Monnet; Paris Police Prefect Langeron (*mustache*) and General Braconnier.



A sigh of happiness breathed through Paris on the rainy night of Feb. 21 when at last the Opera House on the Place de l'Opéra opened for business. Unlike the Nizam of Hyderabad's parsimonious party (*see p. 56*), the Opera opening was splendiferous. Opera began in Paris in 1671. The present Opera House took 14 years and \$10,000,000 to build in the 1860's, is by far the world's biggest theatre. It had been half-renovated last September, a new sprinkler system had almost been installed, when fire broke out behind the mammoth stage, swept upward to the dome and then worked down. A steel curtain was dropped in time to save most of the auditorium but the stage and 60 backdrops in the basement were ruined. Since then the Opera House has been renovated a second time. The stage is now big enough to hold the entire national theatre of France, the Comédie Française. The fire revealed that for 60 years everybody had forgotten to replace the wooden imitation marble of the stage boxes with real marble. The new boxes are real marble. To prevent future fires, a vast sprinkler system was installed tapping a special conduit from the Montmartre reservoir.

On Feb. 21, President Lebrun of France and most of his Government proudly attended the opening, a triple program of *Lohengrin*, Massenet's *Ariane* and Chopin's *Suite de Danses*. The proud Republican Guard lined the Grand Staircase (*right*). Paris socialites were dazzled by the Foyer du Public (*left*) whose damaged ceiling by Baudry, showing Melody and Harmony between Tragedy and Comedy, has been refurbished to look brand-new. At the ends the murals over the chimney pieces show Mount Parnassus and the Poets of Antiquity.



Paris socialites craned at bigwigs from these boxes whose painted wood fronts, scorched by fire, had been replaced by real marble before the reopening of the Paris Opera Feb. 21.



A bronze torchbearer lights the magnificent Grand Staircase of the Paris Opera. Here columns of Pyrenean marble rise to a height of three stories.



The 24 Hours are the theme of the great auditorium ceiling by Lenepveu, above the giant chandelier. At left, socialites during the intermission.

SIX PUNDITS OF THE PRESS VOLLEY AND THUNDER . . .



Dorothy Thompson joined the political columnists shown on these pages twelve months ago when she became a syndicated pundita for the New York *Herald Tribune*. Like them, she has been violently stirred by President Roosevelt's proposal to remake the Supreme Court. Before she married Sinclair Lewis in 1928, she was a crack U. S. correspondent in Central Europe. Now she draws on her experience with dictatorships to warn against the Roosevelt court proposal. Lately she wrote: "As the President said in his acceptance speech in Philadelphia: 'This generation of Americans has a rendezvous with destiny.' But this generation had better not make any blind dates."



David Lawrence began his newspaper career 25 years ago as an Associated Press cub, covered revolutions in Mexico, sensational murder trials, dynamiting cases. Then, only two years out of Princeton, he was sent out to report Woodrow Wilson's campaign for President in 1912. Never since has he left the solemn seas of politics. His daily column of "nonpartisan political interpretation" has appeared for 21 years. Never one to get violent or abusive he says: "The tragedy of what is happening is that Mr. Roosevelt has become too much enveloped in partisan passion. . . . If the Supreme Court goes, all other American institutions begin to crumble one by one."



Frank R. Kent of the Baltimore *Sun* has never believed in sparing the rod and spoiling the President. With biting logic he has tanned the hides of Harding, Coolidge, Hoover, and is now tanning the hide of Franklin Roosevelt. Of the President's Supreme Court argument he writes: "There is so much that is seemingly sound and so much that appears to be noble—the arguments are so persuasively presented and the whole business so carefully cushioned with apparent concern for the public welfare that the misleading nature of the figures and falseness of the implications are blurred—the actualities almost hidden from view. And that was exactly the idea."

... IN PUBLIC OPINION WAR OVER THE SUPREME COURT



Hugh S. Johnson, ex-cavalryman, ex-plough maker, ex-Blue Eagle boss, writes a hot-tempered, hard-riding column for Scripps-Howard. He is one of the few first-rate press pundits on the President's side but his strength is as the strength of ten. Says he: "What the President has proposed that Congress do is of the letter and, as I believe, the spirit of the Constitution. If it is immoral the Constitution is immoral. The crass, brazen nerve of these pontifical pundits who yesterday were jumping up and down yelling that the President was exceeding the Constitution and now are writhing like Holy Rollers because he is applying the Constitution."



Mark Sullivan is the oldest but not necessarily the wisest of the political commentators shown here. His career began with one Roosevelt whom he as a youth idolized and is ending with another Roosevelt who is a thorn in his heart. (In between he wrote *Our Times* and served as a journalistic *alter ego* for his friend Herbert Hoover.) Since March 4, 1933 he has been the New Deal's Jeremiah and his own answer is ready when he asks: "Does Mr. Roosevelt not realize that he is making the government of the United States into a form which not only lends itself to dictatorship, but which only a dictator can run? Or does he see and doesn't he care?"



Walter Lippmann made his reputation as a penetrating pundit at the age of 33 with his *Public Opinion*. He succeeded the late great Frank I. Cobb as editorial voice of the liberal New York *World*. He is now syndicated by the New York *Herald Tribune*. Once he was an able defender of the New Deal. Now the President's Supreme Court proposal has made him Franklin Roosevelt's most unsparing critic. He writes: "If the American people do not rise up and defeat this measure, then they have lost their instinct for liberty and their understanding of constitutional government." Turn the page for more extended comments by these pundits.

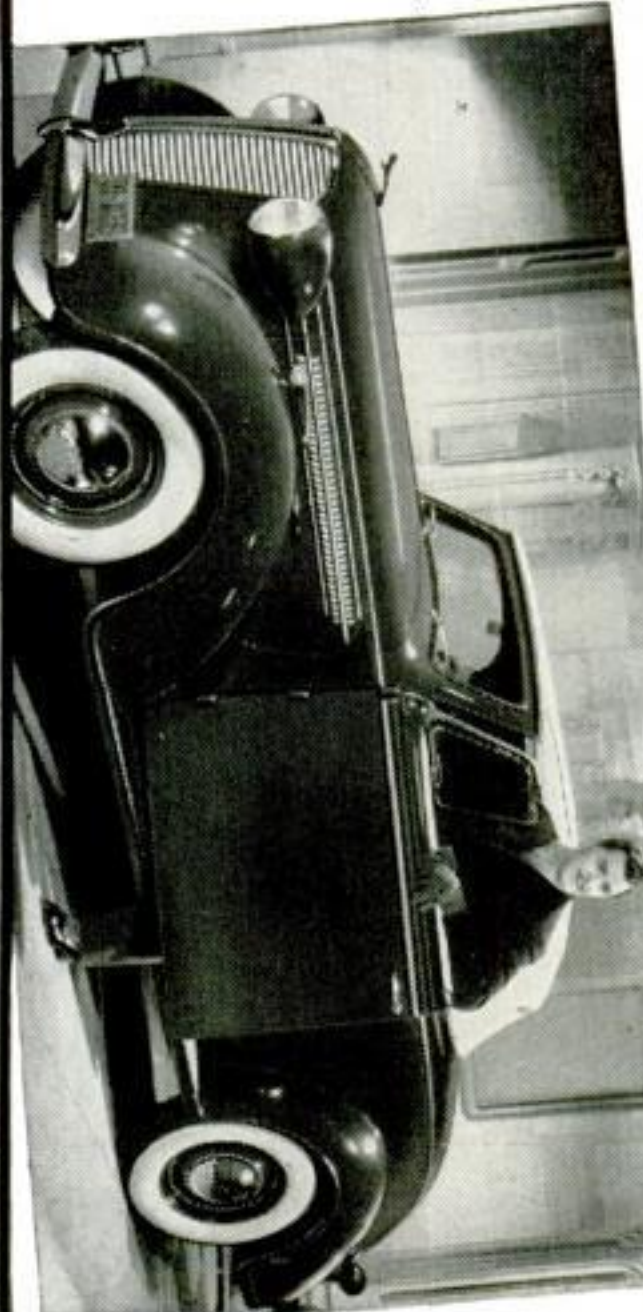
Here's Why
Clark Gable
Switched to
Dodge



CLARK GABLE, famed screen star, now appearing in Metro-Goldwyn-Mayer's "Pamell," says: "I switched to Dodge because it handles so economically...it's astonishingly smooth...and has all the swift smoothness and joy in driving." Thank you, Mr. Gable! You're one of the thousands of motorists the country over—people who, like yourself, can afford the most expensive cars—who are switching to Dodge!

See this new Dodge! Drive it! And remember, Dodge now delivers for just a few dollars more than the lowest-priced cars!

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PUNDITS ON COURT ISSUE (continued)

In proposing to increase the Supreme Court from nine to 15 members to ensure New Deal decisions, President Roosevelt presented the Congress and the country with a large and serious issue. Almost overnight there began a nationwide debate on the very fundamentals of American government. No group joined this vociferous discussion of constitutional theory and practice with more vigor and intelligence than the pundits of the press—those political experts who, in a regular column over their own name, speak their views on vital questions. As a result of their writings on the Supreme Court issue over the past month, the United States may well feel that it is by no means poor in the matter of alert journalistic brains.

On the previous page are lined up six of these newspaper commentators who are particularly distinguished in their profession for the reason that they combine an ability to reason closely and write lucidly with an audience of large and intelligent proportions. Since the Supreme Court issue, as it will be decided in Congress, is largely a battle of public opinion, these six pundits will doubtless play a considerable part in the final outcome. Somewhat more than Senators and Representatives, and somewhat less than the President of the U. S. on the radio, they supply the mass of citizens with the ammunition of ideas with which this constitutional battle is to be fought out.

All six of these pundits have records as liberals and all six claim to be liberals today. Mark Sullivan found his brand of liberalism in the "trust busting" era of T. R. and David Lawrence found his in the "New Freedom" of Woodrow Wilson. Most liberal of all, perhaps, is Dorothy Thompson who spent years covering the rise of dictatorships in Europe and reporting crises, putsches and revolutions and who returned to the U. S. more ardent than ever in her devotion to democracy and the American system. But now she calls herself a mugwump and opposes the President's proposal as highly dangerous to freedom.

Of all six only Hugh Johnson favors it. Though no journalist by training, he does not hesitate to cross swords with the most

expert of his professional adversaries. His argument is simply that the President's proposal is 100% constitutional, because the Constitution leaves to Congress the power to fix the size of the Supreme Court. When Pundit Walter Lippmann called this "the most immoral argument yet," because "it amounts to saying that public men may use the letter of the law to violate its spirit," Pundit Johnson cracked back by denouncing Lippmann as the "Oracle of the Old Order, High Priest to Economic Royalty, Columnar 'Oiled and Curled Assyrian Bull.'"

One common fear makes all five opposing pundits kin. To them the court plan opens the door to dictatorship. Be Franklin Roosevelt's motives ever so pure, if he can make the Supreme Court do his bidding by appointing six new justices, any future demagogue will have good precedent for appointing as many judges as necessary to steal the people's liberties.

Anxious to give the New Deal power to undertake its economic and social programs, Mr. Lippmann reasoned that although civil rights could not be too rigidly protected by the Constitution, the economic powers of the Federal Government should not be inflexibly limited. Therefore he proposed that there should really be different ways of amending different parts of the Constitution: a quick and easy method for the Interstate Commerce Clause, a long and difficult method for the Bill of Rights.

Not all the pundits' arguments however were aimed at the solemn ears of statesmen. Dorothy Thompson came off the pedestal of punditry to argue for the benefit of plain citizens: "There is one certain remedy for a headache... It is cheap, instantaneous and guaranteed. That remedy is decapitation. I refer to the President's way with that bothersome old lady, the Supreme Court. He says the Supreme Court has, and is, a headache. He proposes to cure it, but he is a busy man. It's a long way upstairs to get the aspirin, and the doctors disagree anyhow, as to just what's wrong with Auntie. So he has jumped into the kitchen for a cleaver, and the sure and lasting cure. Nice fellow, the President. Can't bear the sight of long-drawn-out pain."

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Golf Shaft of Champions

True Temper Golf Shafts—used by the winners of every major golf tournament in 1936—used by more than 95% of all tournament golfers—used by all golf club makers on their better clubs—used by more golfers in every nation on the globe than all other makes of golf shafts combined. True Temper is the universal choice of golfers because it perfectly supplements the player's skill—in strength, shape and power.

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● They all wear La Cross Creme Polish — the prestige polish that looks better and lasts longer.

Natural, Rose, Coral, Cardinal, Garnet, Colorless, Peach, Blush, Acorn, Sun Tan, Rust! For sample size of any one color, mention color desired and send 6 cents in stamps to La Cross, Dept. L, Newark, N. J.

Private Lives



JANICE JARRATT

The most famous ex-G-Man in America, Melvin Purvis, and the most famous ex-advertising model, Janice Jarratt, are both busy either denying or refusing to confirm the report that they will marry each other. But their close friends feel pretty sure they will before long. Mr. Purvis, who captured John Dillinger, left the Department of Justice in 1935 to become a San Francisco lawyer and head of Post Toasties' Junior G-Men (now called the Melvin Purvis Law & Order Patrol) which any young American boy or girl who eats Post Toasties can join. Mr. Purvis has also endorsed razors and automobiles. Miss Jarratt was the busiest advertising model in the U. S. for a while last year, having gained wide attention as the Lucky Strike girl. She later became Sweetheart of the Texas Centennial and now works for Universal Pictures. Studio associates thought it significant that, in view of her marriage denials, she was carrying a Junior G-Man badge around in her purse.

Last summer, when Film Actress Adrienne Ames sued her husband, Film



ADRIENNE AMES CABOT

Actor Bruce Cabot, for divorce, Mr. Cabot chased her all the way to New York by plane, talked her out of getting a final decree. A few weeks ago, Miss Ames again filed suit for divorce and Mr. Cabot chased her down to Palm Springs to dissuade her. But this time Miss Ames would not listen, went ahead with her divorce proceedings. She charged that her husband went on drunken sprees, broke furniture and forced her to flee her home. This will be Miss Ames's third divorce. She divorced her second husband, Stephen Ames, in 1933 to marry Mr. Cabot, who is not a Cabot of Boston. He was born in New Mexico with the name of Jacques de Bujac.

William Wellman, director of such movies as *Wings* and *Call of the Wild*, has had four wives, three of them movie actresses, one a Follies Girl. His fourth and current wife is Dorothy Coonan who gave up movie acting three years ago to become Mrs. Wellman. She has borne Mr. Wellman his only two children, the



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NOW AVAILABLE IN YOUR HOME, BARBER SHOP, BEAUTY SHOP AND LOCAL HAIR-GROWING SALON . . .

Few people, other than scientists, ever had heard of the X-ER-VAC until national publications commented editorially on its startlingly successful results. Now, thousands of men and women take X-ER-VAC treatments to regain normal, healthy hair, in barber and beauty shops. Also, hundreds of persons who prefer self-treatment in their homes have purchased the X-ER-VAC apparatus from their barber or beauty shop or from Crosley radio and refrigerator dealers. The X-ER-VAC is completely self-contained; requires no supplies; little space. It is easily, simply operated. Based on an approved therapeutic principle, the X-ER-VAC has been clinically tried and found effective in the successful treatment of baldness, falling or lifeless hair.

Write The Crosley Radio Corp., Cincinnati, for information on getting or giving X-ER-VAC treatments. State whether you desire (1) to purchase the X-ER-VAC for home use; (2) to make money by giving commercial treatments as a barber or beauty shop operator; (3) to obtain X-ER-VAC treatments—in which case send us the name of your favorite barber or beauty shop.

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THE WEDDING OF KUBLA KHAN (LEFT) TO LI HSIEN

latest of whom, William Augustus Jr., was born in January and has just posed for his first official picture (opposite page) with his sister Patricia.

Released in Florida was a picture of the wedding of **Kubla Khan**, 2½ to **Li Hsien**, 3. Kubla and Li are pedigreed chow dogs belonging to Miss

alcohol in the women's room, made frequent trips there from the jurors' room, came back each time more loquacious than ever. Finally the foreman complained to the judge that Mrs. Plettner was too drunk to deliberate properly. Her false teeth badly awry, Juror Plettner was found guilty of contempt of court, sentenced to five days in jail, fined \$100. The jury, with a sober alternate in Mary Plettner's place, found Mrs. Love guilty of second-degree murder.



MARY PLETTNER

Cleanthe Carr, illustrator. Before she mated them last year, Miss Carr held a mock wedding ceremony, complete with bridal veil and lilies. It was a first marriage for both dogs and has since been blessed with a cream-and-honey colored baby chow.

The murder of Harry Love by his wife, Helen, in Santa Monica last New Year's Eve, produced two remarkable sequels. One occurred when Mrs. Love bent over her husband's coffin and kissed his dead lips (LIFE, Jan. 18). This gave the case the newspaper name of the "Cold Kiss Murder." The other incident took place at the murder trial. A female juror named **Mary Plettner** hid a pint of straight



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Both rail and all-inclusive steamer fares are low this year, so you'll want the colorful literature that will lure you to visit Alaska at her finest—from May first, anytime through September. Cruises range from 9 to 36 days from Seattle.

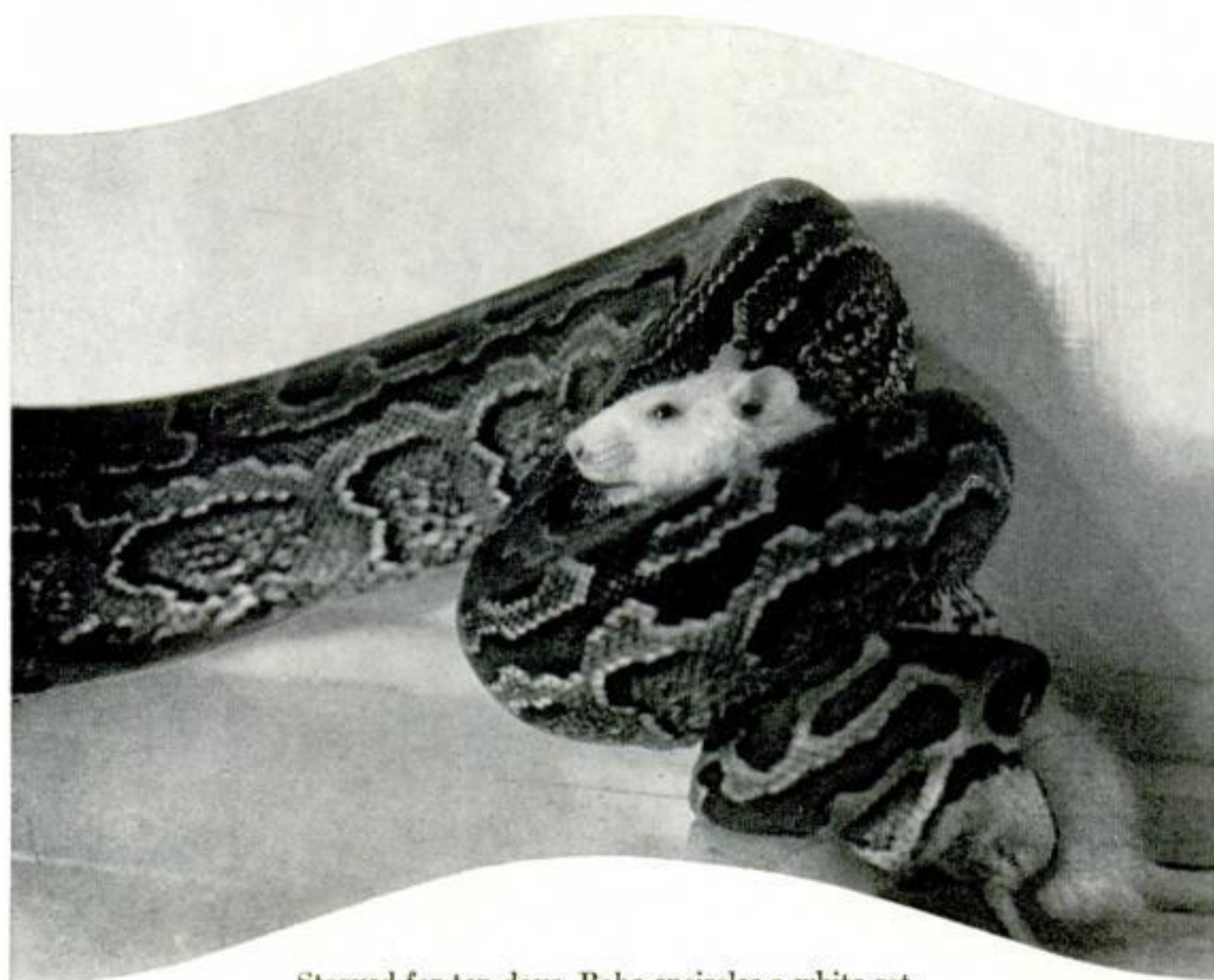


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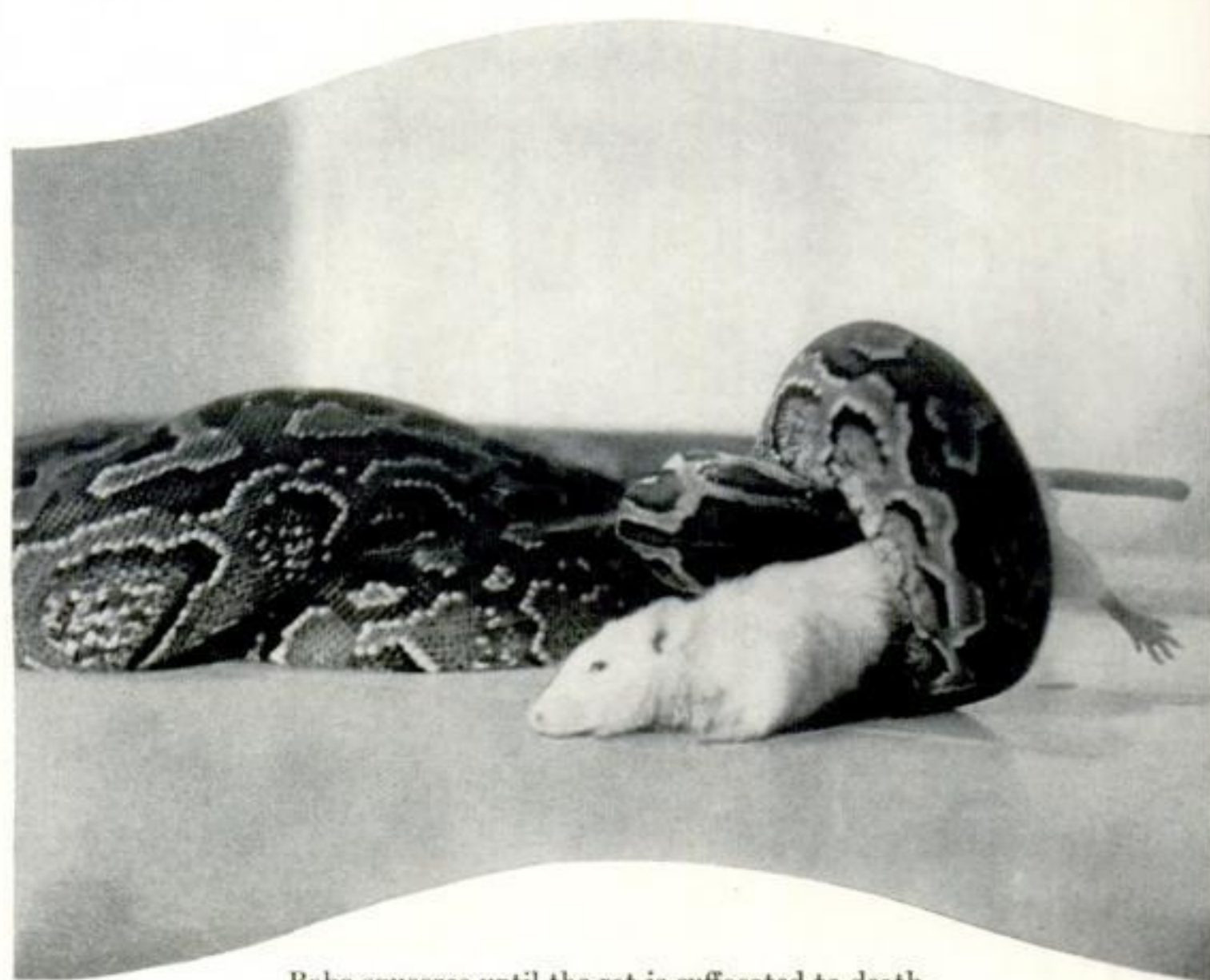


FOR ALASKA LITERATURE, just jot your name and address on the margin below and mail to Alaska Steamship Company, Room 757, Pier Two, Alaskan Way, Seattle—or see any of the companies above.
For The Alaska Line's Good-Natured Map, check here ☐ and enclose 10c.

A LITTLE PYTHON DINES ON A RAT; A BIG PYTHON IS KILLED FOR EATING A PIG



Starved for ten days, Babe encircles a white rat.



Babe squeezes until the rat is suffocated to death.

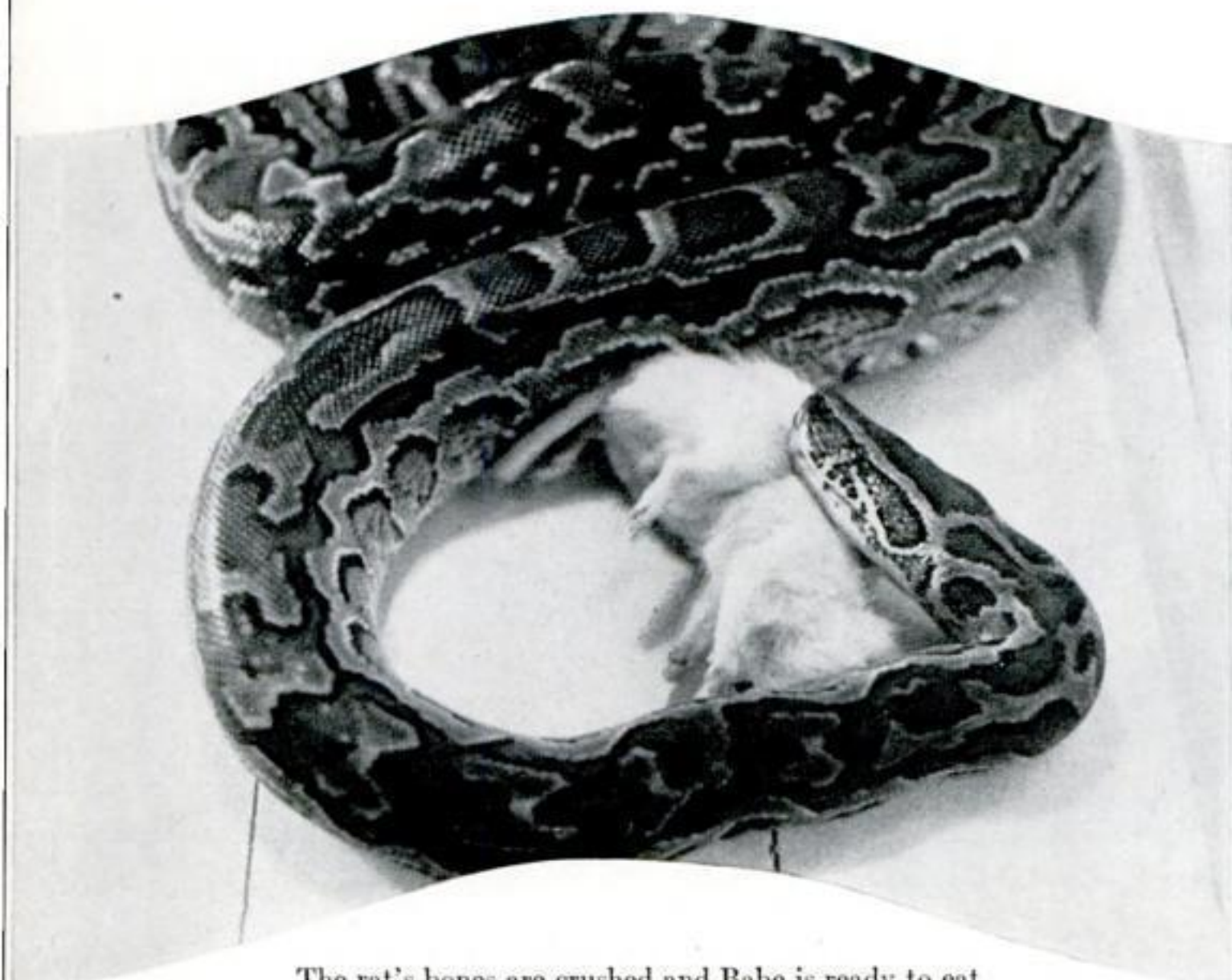


A 20-FT. JAVANESE PYTHON WAS KILLED BY NATIVES BEFORE IT HAD FINISHED DIGESTING THE PIG IT HAD STOLEN FROM A LOCAL PIGPEN

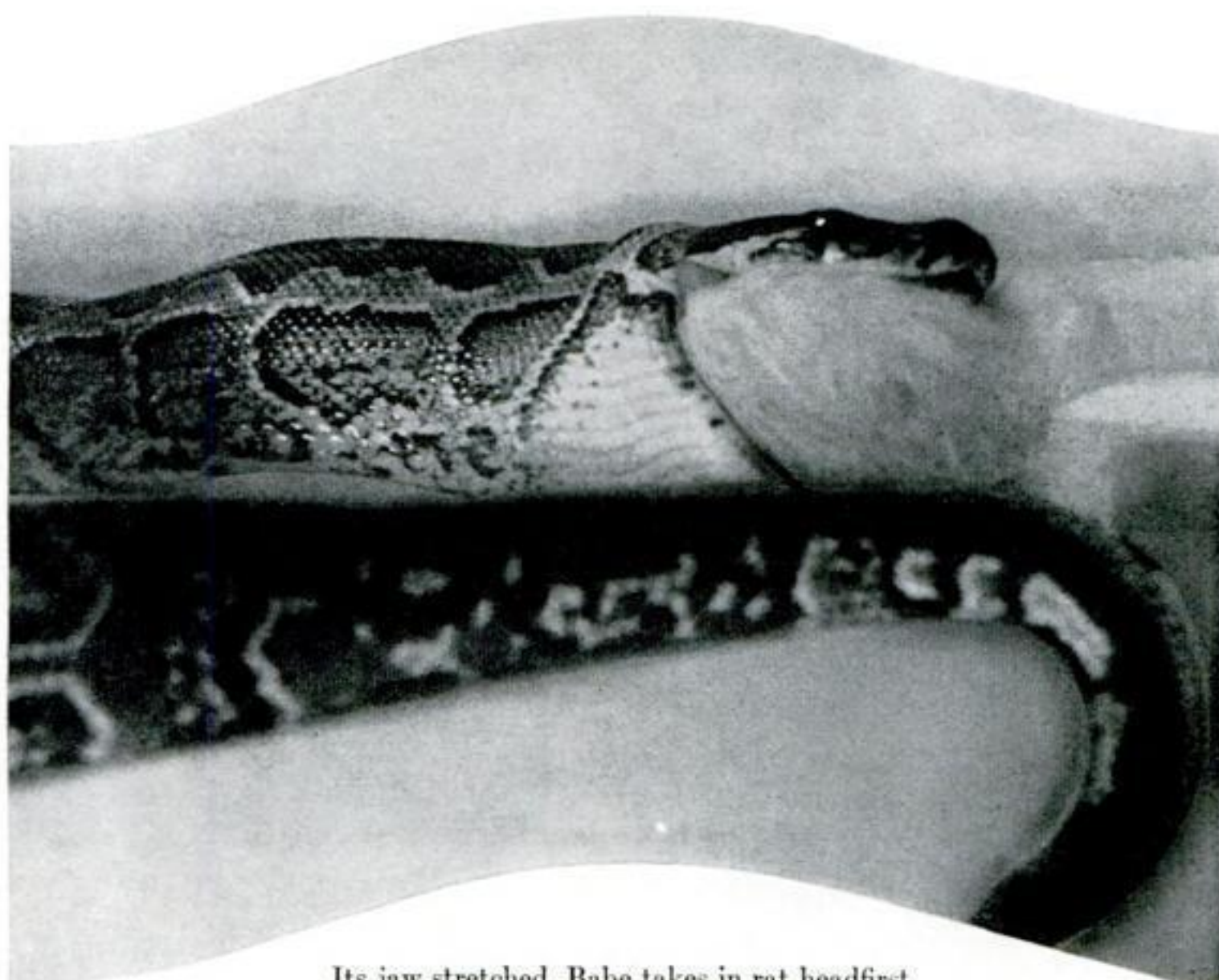
The snake in the upper pictures is Babe, a young python who lives in Germantown, Pa. The python below, until its sudden death after dinner, lived in Java. Pythons are distinguished for their ability to swallow whole an animal whose girth is much greater

than their own. A python wraps itself around its prospective meal, crushes it to death. It then stretches its jaws, which are joined by extremely elastic tendons, until its mouth is sufficiently large, inches its victim down by working it from one side of

its mouth to the other. Once its meal is well inside, the python's flexible body expands enormously. It takes an average python 30 min. to down a pig, eight days to digest it. While the meal is being digested, the python spends its time sleeping or dozing.



The rat's bones are crushed and Babe is ready to eat.



Its jaw stretched, Babe takes in rat headfirst.



THE PYTHON WAS SLIT OPEN, THE DEAD PIG PULLED OUT. ITS BONES WERE CRUSHED BUT ITS BODY WAS BLOATED BACK INTO SHAPE BY GASES

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Tough! Dulux can truly take it. Laughs at hard knocks. Keeps its gleaming beauty through years of service.



Clean! Catsup or soup, grease or dirt vanish from this sleek, smooth surface at the first touch of soap and water.



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ENGLISH COACHING COMPANY REHEARSES FOR CORONATION

On Coronation Day, May 12, after London streets have been closed to motor traffic, many a British peer and peeress will be taken to Westminster Abbey in the coaches of the old English firm of Thomas Tilling, Ltd.

Here you see a Tilling coachman change from ordinary clothes into the picturesque costume which tradition decrees he must wear at the Coronation. Then he goes outside and mounts one of his carriage horses.



1 He takes off his workday boots.



2 He pulls on white riding breeches.



3 He slips into polished boots.



4 He adjusts a white curled wig.



5 He dons his cap with dignity.



6 He approaches his horse firmly . . .



7 . . . is given a helping leg-up by an assistant . . .



8 . . . clammers aboard with some difficulty . . .



9 . . . is finally all set for a Coronation customer.

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LIFE'S PICTURES



James N. Keen, 26-year-old staff photographer at the Atlanta bureau of the Associated Press who took the chain gang pictures (see pages 48 and 50), started the photographic department of the Chattanooga News and did all its work for four years. A member of the A. P. staff since July 1936, his most notable picture is the "Madonna of the Flood" (LIFE, Feb. 8).

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

- 4, 5, 7—RICHARD SIMON
13—P. I.—W. W.
14—CLARENCE P. HORNUNG—P. I. (3)
15—P. I. (2), KEY.—W. W., B. S., KEY.—U. & U., MARGRET NAVAL
16—P. I.
17—EUROPEAN exc. top and cen. rt. P. I.
18—INT., THOS. D. MCAVOY—ACME exc. cen. INT.—P. I.
19—P. I., ACME (2)—ACME, INT. (2)—JOHN MIEHLE-RKO PICTURES
20—P. I., INT.—INT., ACME
21—P. I., ACME—W. W.—ACME
22, 23—GRAY-O'REILLY
24—ACME, N. Y. TIMES STUDIO
25—ARAL-PIX—W. W.—ACME
26—P. I. (3)—ARAL-PIX, INT.—KIP ROSS, W. W., ACME
27—P. I.—W. W.
28, 29, 30, 31—MARGARET BOURKE-WHITE
32, 33—SOVfoto exc. bot. lt. U. & U.
34—© HAROLD PARKHURST FROM W. W., INT.—CAPA-PIX
37, 38—J. EDWARD RICE
40, 41, 42—RKO RADIO PICTURES
43—RKO RADIO PICTURES exc. top rt. BERNARD HOFFMAN
44—COLLEGE HUMOR—ACME
47—WILLIAM VANDIVERT
48, 50—P. I.
55—INT.—B. S.
56, 57—RAJA DEEN DAYAL exc. top rt. P. I.
58—P. I.
59—P. I. exc. top lt. ARAL-PIX
60—MARTIN MUNKÁCSI, THOS. D. MCAVOY (2)
61—THOS. D. MCAVOY (2), ACME
64—W. W., CULVER SERVICE—ACME
65—FRANK TURGEON JR.—P. I.—ACME
66—ARTHUR MUNN—P. I.
67—ARTHUR MUNN—P. I.
68—P. I.
72—P. I.—WM. VANDIVERT
73, 74, 75—WM. VANDIVERT

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTRE; EXC., EXCEPT; LT., LEFT; RT., RIGHT; B. S., BLACK STAR; INT., INTERNATIONAL; KEY., KEYSTONE; P. I., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD.

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make good
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You owe it to yourself to find out which Mennen Cream fits *your* face. Send 10c for the Mennen Skin Tester Kit, containing demonstration sizes of 5 Mennen Products—including both Mennen Lather Shave and Brushless (as well as Skin Bracer, Skin Balm and Talcum for Men). Address Dept. E-3-22, The Mennen Company, Newark, N. J.



Vol. 2, No. 12

LIFE

REG. U. S. PAT. OFF.

March 22, 1937

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THE FRONT COVER IS A PHOTOGRAPH OF A PARACHUTE TEST WITH A DUMMY TAKEN FOR LIFE BY MARGARET BOURKE-WHITE

EDITORS: Henry R. Luce, John Shaw Billings, Daniel Longwell, John S. Martin.
PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Thos. D. McAvoy, Peter Stackpole, William Vandivert

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CIRCULATION OFFICE: 350 East 22nd Street, Chicago, Illinois.

U. S. EDITORIAL AND ADVERTISING OFFICES: 135 East 42nd Street, New York. London Editorial office: Dean House, 4 Dean Street, London. Paris Editorial office: 52 Avenue des Champs Elysees, Paris.

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Smile and sing with Milton Berle and other stars on Gillette's "Original Community Sing" radio program — CBS Network — Coast to Coast — Sunday nights — 10 P. M., E. S. T.



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Precision-made for the Gillette Razor

AND STILL A GOOD RAZOR



Twenty Years Ago resourceful and ingenious Osage Indian hit on idea of grinding down Nicholson File until edge was razor sharp. Found it ideal for giving braves of tribe traditional "hair cut and shave" around the forelock.

Traditional the world over is the high quality of the file steel in Nicholson Files. Winning equal prestige among tool users is the new tooth construction. It gives faster filing—greater economy. At hardware wholesalers'—mill supply dealers'. Nicholson File Company, Providence, R. I., U. S. A.

PATENTS PENDING

A FILE FOR EVERY PURPOSE

DO THIS When You Wake Up with a Headache

A Genuine Bayer Tablet Starts to Disintegrate and Go to Work IN 2 SECONDS BY STOP WATCH

Drop a Bayer Aspirin tablet into a glass of water. By the time it hits the bottom of the glass it is disintegrating.

Genuine BAYER Aspirin tablets start "taking hold" of pain a few minutes after taking.

What happens in these Glasses happens in your Stomach

ENJOY RELIEF Before You've Finished Dressing

If you wake up with a headache, just do this: Try two quick-acting, quick-dissolving BAYER ASPIRIN tablets with a little water. Take them the moment you get up — before you start dressing.

By the time you've finished dressing, nine chances in ten, you'll feel relief coming. You'll meet the day with a clear head instead of suffering for hours.

Genuine Bayer Aspirin provides this quick relief because it is rated among the quickest methods for relief science has yet

discovered. And—because real BAYER ASPIRIN tablets are ready to start working almost the instant you take them. (Note illustration.)

So, next early morning headache you have, try this way. Get real Bayer Aspirin now for only 15¢—two full dozen for a quarter anywhere in the United States. Ask for it by its full name BAYER ASPIRIN: not by the name "aspirin" alone.

15¢ FOR A DOZEN
2 FULL DOZEN . . 25¢

Virtually 1¢ a Tablet



LOOK FOR THE BAYER CROSS



DETROIT'S LARGEST 5-&-10¢ STORE PROVIDES A SIX-DAY CAMPING GROUND FOR THESE STRIKING SALESGIRLS



Sleeping on counters like this is part of the fun on the six-day Woolworth camp outing in Detroit. As in any other well-run camp, curfew is sounded at 11 p. m., after which no union men or reporters may enter. Right, three typical faces.

Life Goes to a Party

In the chief Woolworth store in Detroit
where 110 strikers are on a sit-down picnic

The newest type of camping excursion is attended not by children of the rich but by members of the working classes, takes place not in the great outdoors but in stores and factories where strikers lock themselves in, picnic among sales counters and assembly lines until some sort of settlement is reached. Youngest, prettiest, most prevailingly feminine group of such recent "campers" were the 110 girls in Detroit's main Woolworth store who went on strike Feb. 27, spent six days in the store. Camp broke up when the girls were granted a 5¢ per hr. wage increase.

Camp Song: *Barbara Hutton has the dough, parlez vous.
Where she gets it, sure we know, parlez vous,
We slave at Woolworth's five and dime,
The pay we get sure is a crime,
Hinkey Dinkey parlez vous.*





Sliding down the banisters to the basement is a popular sport with these fun-loving strikers at Camp Wool-

worth. Visited by their families and in touch with their friends by telephone, the girls' spirits are excellent.



Doing their own laundry, girl campers hang their things out on the store fire escape to dry off properly.



Feeding the store's canaries every day is one of the camp chores Woolworth campers cheerfully and efficiently perform. All goods in the store are well cared for.



Sweeping up the debris which accumulates on the store's floors is another daily task which the girls, run by committees of their own choice, take upon themselves.



This contented Woolworth striker is happily licking a spoonful of ice cream between her various camp duties. Note the curlers which she is wearing in her hair.

★ SEE THE CHRYSLER EASTER PARADE! ★

A BRILLIANT display of Spring motor car styles featuring the low-priced Chrysler Royal, the beautiful Chrysler Imperial and the luxurious Chrysler Airflow in fascinating new color combinations and interior appointments. Your Chrysler dealer invites you.



COAST TO COAST . . . STARTING MARCH 18TH



RIDGEWAY

Look, fellows! . . . just the right touch of dash for your next date . . . the next sporting event . . . take the lead with the RIDGEWAY . . . its four smart crown ridges and specially woven band give it that fresh, modern touch you WANT. **\$3.85**

Get the Ridgeway at your men's wear store.
Other Portis styles, \$3.85, \$5 and \$7

"Protek" perspiration-proof sweat band — "Swansback" moisture-proof finish — exclusive Portis features

HAND FASHIONED HATS by PORTIS

PORTIS BROS. HAT CO. • MANUFACTURERS • CHICAGO

Life's Party (continued)



Regular meals, served at the lunch counter in the bargain basement are prepared by the regular Woolworth cooks and enjoyed at regular hours by the hungry campers. Food is sent into the store by sympathizers from the outside.



Embroidery keeps some of the girls busy during the six days of camping. Others catch up on their knitting. Less domestically-inclined campers pass the time singing and dancing, confess to certain amount of boredom towards the end.



No camp is complete without mineral oil and Camp Woolworth was no exception. Here one of the girl campers starts the day off right with a good stiff dose.



A good appearance is maintained by Woolworth girls who comb their hair in the women's rest room and do not allow their camping excursion to interfere with their prinking. Although they kept the store's three telephones busy breaking dates the first day of the strike, they have an eye on the future.

Helpful literature like that displayed below finds few readers among the Woolworth campers. Most of them are sufficiently good-looking to make scholarly study of romantic technique unnecessary. Store counters like those below are kept shipshape throughout the strike.



The lone male at right has dropped in at the Woolworth Store to see his girl friend. Later he goes out and buys her a chocolate fudge sundae. Like many another camper, she wears curlers in her hair.



Camp equipment is this overnight bag holding lingerie and tooth paste.

Exercise IN EVERY SPOONFUL OF Saraka

The modern way to keep
intestinal muscles strong and active!



INTERESTING TEST — drop tea-spoonful of Saraka into glass of water.



20 MINUTES LATER—glass is now half full of soft, slippery bulk.



ONE HOUR LATER—water almost entirely absorbed by the Saraka.



In addition to providing extra bulk, Saraka contains another ingredient of plant origin—a specially prepared cortex frangula, which has a valuable tonic action on the intestines. Gently but firmly it urges the intestinal muscles to keep waste products in motion. So you have BULK PLUS MOTILITY*—a combination not found in ordinary laxatives. A combination that gives such pleasant yet thorough results that most people have no sensation of having taken a laxative! They are reminded of healthy childhood when constipation was a thing never thought of.

Ask your doctor about Saraka. We are confident he will tell you that it is safe and non-habit forming. Then try Saraka. See for yourself how pleasant it is to take—and how pleasant after taking. Get a package today from your druggist. Save money by buying the new "Hospital Size." Or mail the coupon for the free trial-size tin of Saraka.

HAVEN'T you often wished you could stop worrying about yourself? And become so healthy that you'd never think about intestinal health?

Many, many men and women who never expected to feel that way again—people who have suffered for years from habitual CONSTIPATION—are now enjoying that kind of carefree internal health. Saraka* has toned up their intestinal muscles.

Because Saraka has "exercising action." Its principal ingredient is bassorin, the sap of a tropical tree in the form of tiny granules. In the intestines, these granules begin absorbing water. Gradually they

E-X-P-A-N-D

into a material which resembles soft gelatin (see the "water glass test" above). This mixes with food you have eaten—and increases BULK.

You know the importance of bulk. Just as a golfer needs the right clubs to do his best, so your intestinal muscles need the right kind of bulk. It aids them to do their best—gives them something to exercise on—gradually helps to strengthen the intestinal muscles.

SCHERING CORPORATION
Dept. 308, Bloomfield, N. J.

Canadian Address: Schering (Canada) Ltd.,
P. O. Box 358, Montreal, Que.

I should like to try this new way to combat constipation. Please send me the free trial-size tin of Saraka.

NAME.....

ADDRESS.....



*Reg. U. S. Pat. Off.
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GREATEST SOCK IMPROVEMENT IN YEARS!

Pacer
REG. U. S. PAT. OFF.

A regular length sock
with **WASHABLE GARTER**
attached!



55c
and \$1

Patterns inspired
by Esquire; qual-
ity certified by
the Better Fabrics
Testing Bureau

Here's the key to an altogether new sort of satisfaction from the money you put into socks for the Easter parade—and the months ahead. For this sock masterpiece not only gives you the smartest of 1937 style, but the NEW comfort and convenience of a perfect fitting washable garter already attached to each sock. Ends all bother of separate garters. Now at good stores everywhere . . . in the pattern you prefer—or plain.

HOLEPROOF HOSIERY CO., Milwaukee, Wis.

Pacer
by **HOLEPROOF**
The sock with garter attached

LETTERS TO THE EDITORS

Cancer

Sirs:

Please allow me to congratulate you upon the excellent portrayal of the cancer problem in LIFE (March 1). It is indeed gratifying to see some big magazine give the people a square deal by telling them about recognized methods of treatment. . . .

CHAS. L. MARTIN, M.D.

Director

Baylor University Tumor Clinic
Dallas, Tex.

Sirs:

Shocking and repulsive! I tore out the pages and burned them to spare my family the disgusting sights. It is a fact that sensitive persons can be so horrified and strongly impressed by dreadful sights that they develop and manifest the dreaded thing physically. In a small town where I once lived there was a dreadful case of goitre. It was a shocking sight. As numbers of families were supplied with milk from this home, and the children were sent there for it, they saw it every day. No less than four young girls developed similar cases, two of whom carried it as long as I knew of them. . . .

GEORGIA RICHARDS

McROBERTS

South Euclid, Ohio

Sirs:

Just finished careful examination of LIFE. If I gush a bit don't be surprised. The space you have devoted to cancer is certainly the most wonderful thing you have accomplished yet. It certainly is thrilling to think of the 600,000 or 700,000 subscribers and buyers of the magazine and probably two or three times that many readers who will be reached by that marvelously lucid exposition of what cancer actually is and how it can be treated and what the layman should do about it.

You have done with one fell swoop what the insurance companies and public health services have been trying to accomplish these many years. You may feel well rewarded with the assurance that that section in LIFE will save the lives of a good many people and avert untold suffering amongst countless others. The state of ignorance of the populace in general on the subject of cancer is not generally realized and the simplicity and beauty of the illustrative material wherewith you spread the facts on those pages will make it possible for many more of the less literate of your readers to comprehend and be saved. For God's sake keep up your wonderful work.

CARL T. DUBUY

Ann Arbor, Mich.

Sirs:

I burned up my copy. . . . I can't imagine anything more repulsive.

W. B. EATON

Burlington, Iowa

Sirs:

Three cheers for your "War on Cancer." It will do a great service to the public. May I suggest for a similar subject—"War on Syphilis?"

PHYLLIS HAMBSCH

Baltimore, Md.

Sirs:

I read the article on cancer with much pleasure. I wish to con-

gratulate LIFE on having on its staff men of ability who could take such a complicated subject and put it in shape that Mr. John Public could understand it. I have already heard very favorable comments on the article.

BURTON T. SIMPSON, M.D.

Director

State Institute for the Study
of Malignant Disease
Buffalo, N.Y.

Sirs:

Why exploit disease by mental suggestion? Why show cancerous eyes? LIFE has doubtless succeeded in scaring a number of readers, caused mental anguish to others, helped no one.

HOWARD C. WILSON

Hartford, Conn.

Sirs:

We tore out the gruesome sheets before anyone else could be shocked as we were. . . .

A. T. GORDON

Seattle, Wash.

Sirs:

The members of our staff have reviewed with tremendous enthusiasm and appreciation your article on cancer.

I personally consider this the most important step in the progress of public education in cancer control that has ever been accomplished. Congratulations on your foresight and initiative.

MARION L. H. FREEMAN

Executive Secretary

The Walter S. and Belle M.
Carpenter Memorial Clinic
for the Treatment of Cancer
and Allied Diseases
Wilmington, Del.

Sirs:

I'm not a chronic kicker, but my conscience would forever bother me if I failed to register my complaint against the post-graduate surrealist photographs of cancers.

To me they are horrible and revolting. Fortunately I was able to clip them before the issue reached my wife, who is particularly sensitive to such gory specimens.

E. H. PARKS

St. Louis, Mo.

Sirs:

I hasten to commend you relative to the article "U. S. Science Wars Against An Unknown Enemy: Cancer." This article, presented so clearly in your splendid journal, will do tremendous good.

H. H. MILTOMORE, M.D.

St. Johnsbury, Vt.

Sirs:

I wish to register my objection to the pictures you published on cancer. There is no need of planting fear in the heart. We know this and other distressing diseases exist and we are grateful to those students who are studying for a cure of the same but there is no benefit to the general public to observe these conditions, when there is so much of beauty which would raise the thoughts of the laity and not depress them.

FRANCES LUDLOW

Chicago, Ill.

Sirs:

We are sure the cancer-minded medical profession joins in extending congratulations and hearty thanks.

DRS. SOILAND, COSTOLOW
AND MELAND

Los Angeles, Calif.

STOMACH'S FULL OF GAS AGAIN. TOOK ME BY SURPRISE **GET THE SYSTEM, BROTHER! ALKA-SELTZER-IZE**

GAS IN THE STOMACH **THAT'S THE SYSTEM, SISTER! ALKA-SELTZER-IZE**

HEADACHES NEVER BOTHER ME, NOW THAT I AM WISE **BUT I TAKE ALKA-SELTZER. EVERY WISE MAN SHOULD**

HEADACHE

HAVEN'T HAD A COLD THIS YEAR? BETTER KNOCK ON WOOD **BUT I TAKE ALKA-SELTZER. EVERY WISE MAN SHOULD**

COLDS

Be Wise—Alkalize! Alka-Seltzer

An Alka-Seltzer Tablet in a glass of water makes a pleasant-tasting, alkalizing solution which contains an analgesic (sodium acetyl salicylate). You drink it and it does two important things. First, because of the analgesic, it brings quick, welcome relief from your discomfort—and then because it is also alkalizing in its nature Alka-Seltzer helps correct the cause of the trouble when associated with an excess acid condition.

AT ALL DRUGGISTS 30¢-60¢ SLIGHTLY HIGHER IN CANADA

ALKA-SELTZER

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Why pay fancy prices for saddlery? Write for free catalog that has saved real money for thousands of horsemen. Contains over 400 bargains in English Saddlery. I ship saddlery on approval. Write today.

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SEA SICKNESS

Quick Relief

Mothersills

SEASICK REMEDY

Vitamin Shortage Can Keep You Below Par

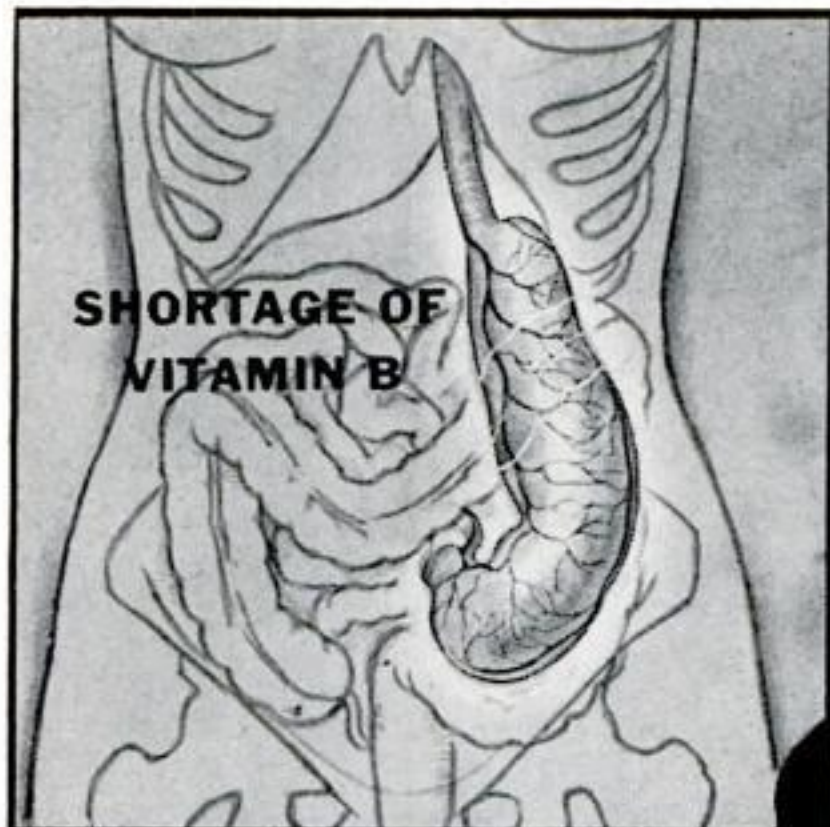
D Not Enough Vitamin D

SOFT, POORLY FORMED TEETH may result from a shortage of Vitamin D—the important BONE VITAMIN. Growing children, especially, need plenty of Vitamin D to help in the formation of strong, attractive teeth. Fleischmann's fresh Yeast provides a rich supply of this BONE VITAMIN. Children from 5 to 12 years can be given 1 to 2 cakes daily.



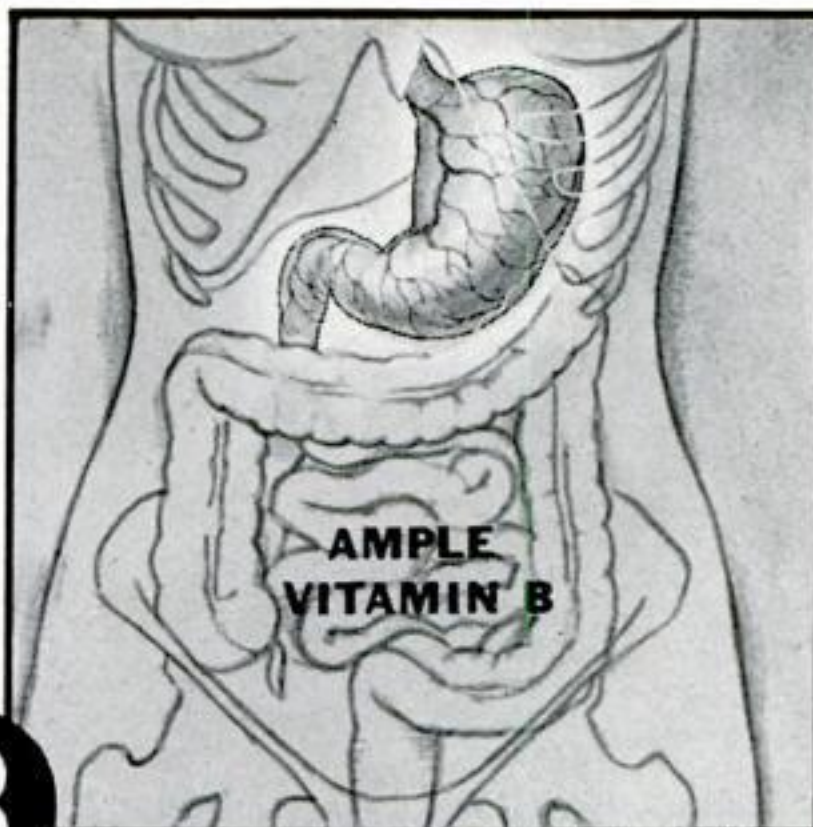
Plaster cast of poorly formed teeth

You Seldom Realize Whether You Are Getting the Vitamins Your Body Needs—Until Injured Health Shows It. By Adding One Food to Your Ordinary Diet, You Can Assure Yourself an Extra Daily Supply of These 4 Vitamins



A SAGGING stomach (see picture above), weakened intestines and bowels can all come from an undersupply of Vitamin B—the NERVE VITAMIN.

B



A STRONG, healthy stomach (see above), active bowels and intestinal tract, and the normal functioning of nerves need a rich supply of this NERVE VITAMIN. By eating Fleischmann's Yeast daily, you can increase your supply of Vitamin B. It is one of the richest known natural food sources of this important vitamin.



GEORGIA COLEMAN'S glowing vitality, strength and perfect nerve control show this famous diving champion gets an ample supply of these 4 necessary vitamins—A, B, D and G.

VITAL PARTS of your body can be partly starved unless you get enough of these 4 important vitamins, A, B, D and G, each day.

Yet—our ordinary meals may be deficient in one or more of these necessary food elements.

By adding *one food* to your daily diet, you can be sure of a *regular* EXTRA supply of each of these 4 health-building vitamins. That one food is FLEISCHMANN'S fresh YEAST. No other one natural food gives you such a rich supply of these 4 vitamins combined.

Just eat 3 cakes every day—a cake about ½ hour before each meal. Eat it plain, or dissolved in a little water. Order two or three days' supply at a time from your grocer. Fleischmann's Yeast keeps perfectly in the icebox. Start eating it today. Let this famous tonic food help to increase your vitamin supply!

G

Too Little Vitamin G means poor growth

WEAK, undernourished children are often inadequately supplied with Vitamin G—the GROWTH VITAMIN. A generous supply of this vitamin is needed to aid in the proper development of body tissues. Fleischmann's Yeast is rich in Vitamin G. Children from 5 to 12 years can be given 1 to 2 cakes daily.



A

Diet Short in Vitamin A

INCREASED SUSCEPTIBILITY to colds and a lowered resistance to infections can occur if your diet does not provide enough Vitamin A. Fleischmann's Yeast eaten daily will help to increase your supply of Vitamin A.



SEIBERLING

TWO TREAD



AIR COOLED TIRES

*Look like this * after 20,000 miles!*



THE SECOND TREAD

Doubles SAFE MILES



★
SEIBERLING

also makes

... a complete line of single tread tires. While they do not have air cooling, they do have other exclusive features. Their average mileage is above that of ordinary tires, yet they cost no more.

★

● By the time most ordinary tires have run 20,000 miles they become smooth, skiddy, and dangerously thin . . . or have worn out completely.

But in Seiberling Two-Tread Tires this sharp-crested, second tread makes its appearance at the point where ordinary tires wear smooth. It gives you anti-skid mileage for an extra 10-20,000 miles.

During the first 15-20,000 miles the original tread (pictured at left below) gives you all the sure-footed traction of a new tire—as well as the added protection of the patented^o air-cooled tread . . . which greatly reduces the hazard of blowouts.

Users say this amazing tire nearly **DOUBLES** previous mileages—increases their safety on the highway—and cuts their tire costs in half.

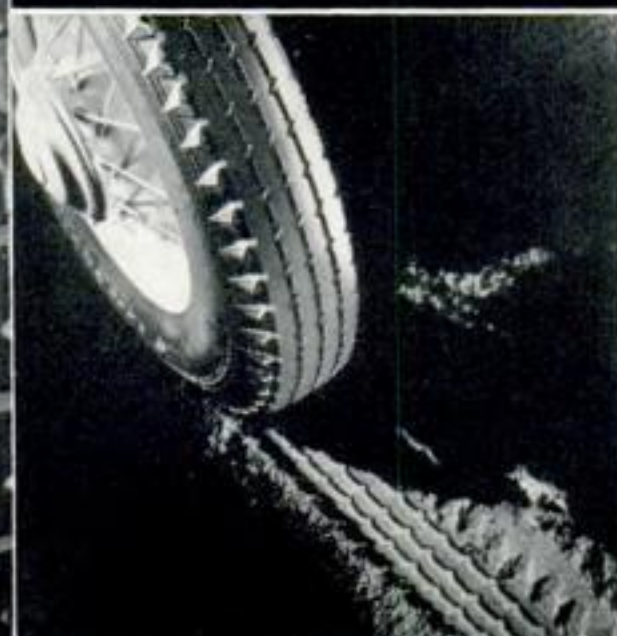
Yet its price is only a fraction more than ordinary tires. See your Seiberling dealer—he is beginning his Spring trade-ins this week.

*The Air-Cooled Tire is covered by 8 U. S. patents.

THE SEIBERLING RUBBER COMPANY • AKRON, OHIO • U.S.A.

Seiberling Rubber Company of Canada, Ltd., Toronto, Canada

NEW TIRE



20,000 MILES

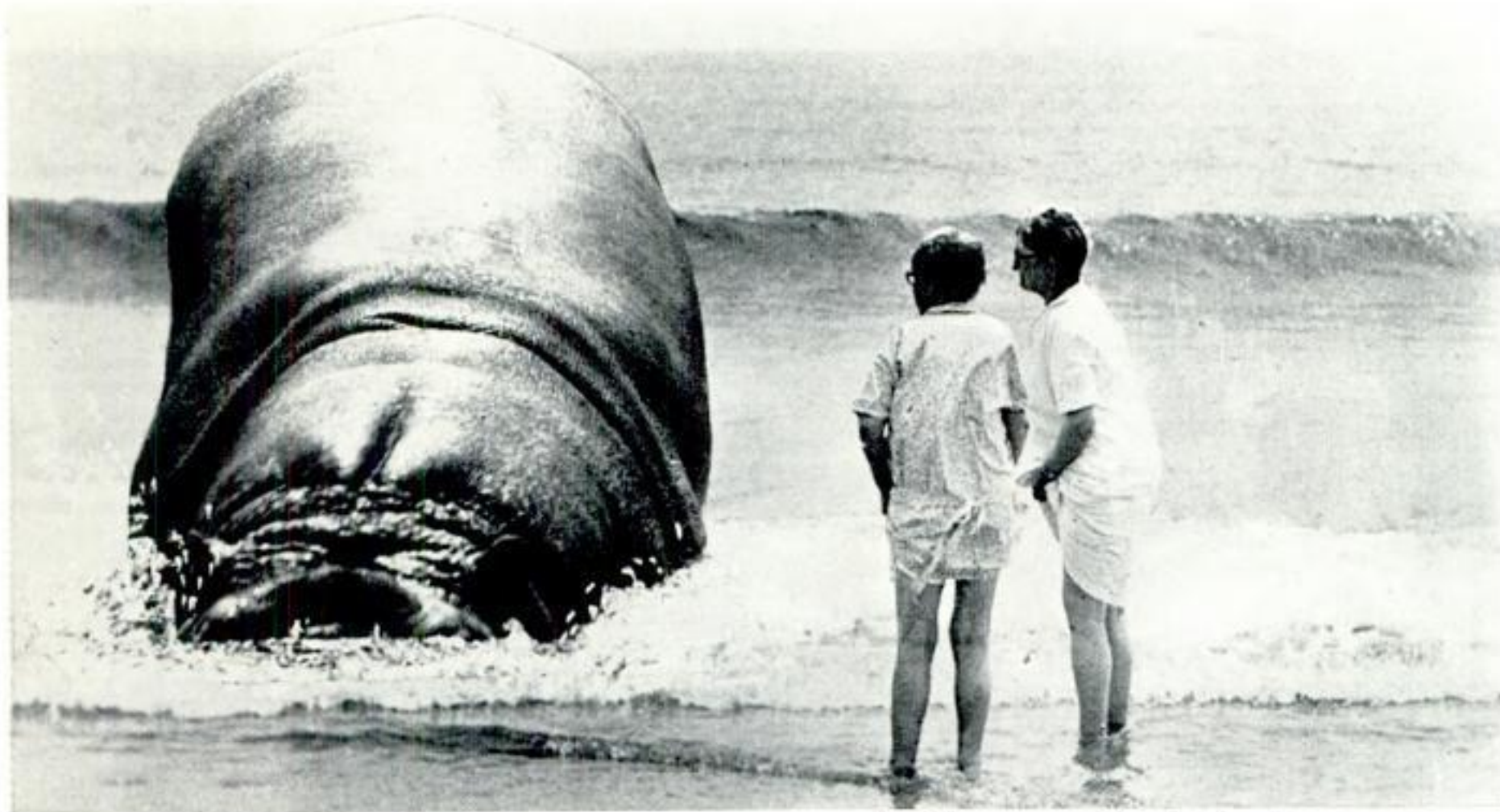


40,000 MILES AND UP



Look for this symbol in your phone book when you want first-quality tires—sold and serviced by Seiberling independent dealers only.

PICTURES TO THE EDITORS



Charleston, R. I.—Dr. Harold Sand's pet oyster-eating hippo escapes from backyard.



The Flume, N. H.—Local boy builds boat, finds it too big, sandpapers it down to fit.

April First

Sirs:

These strange shots are sent you as a warning as to what to expect in photography around April 1st.

A. H. BLACKINGTON

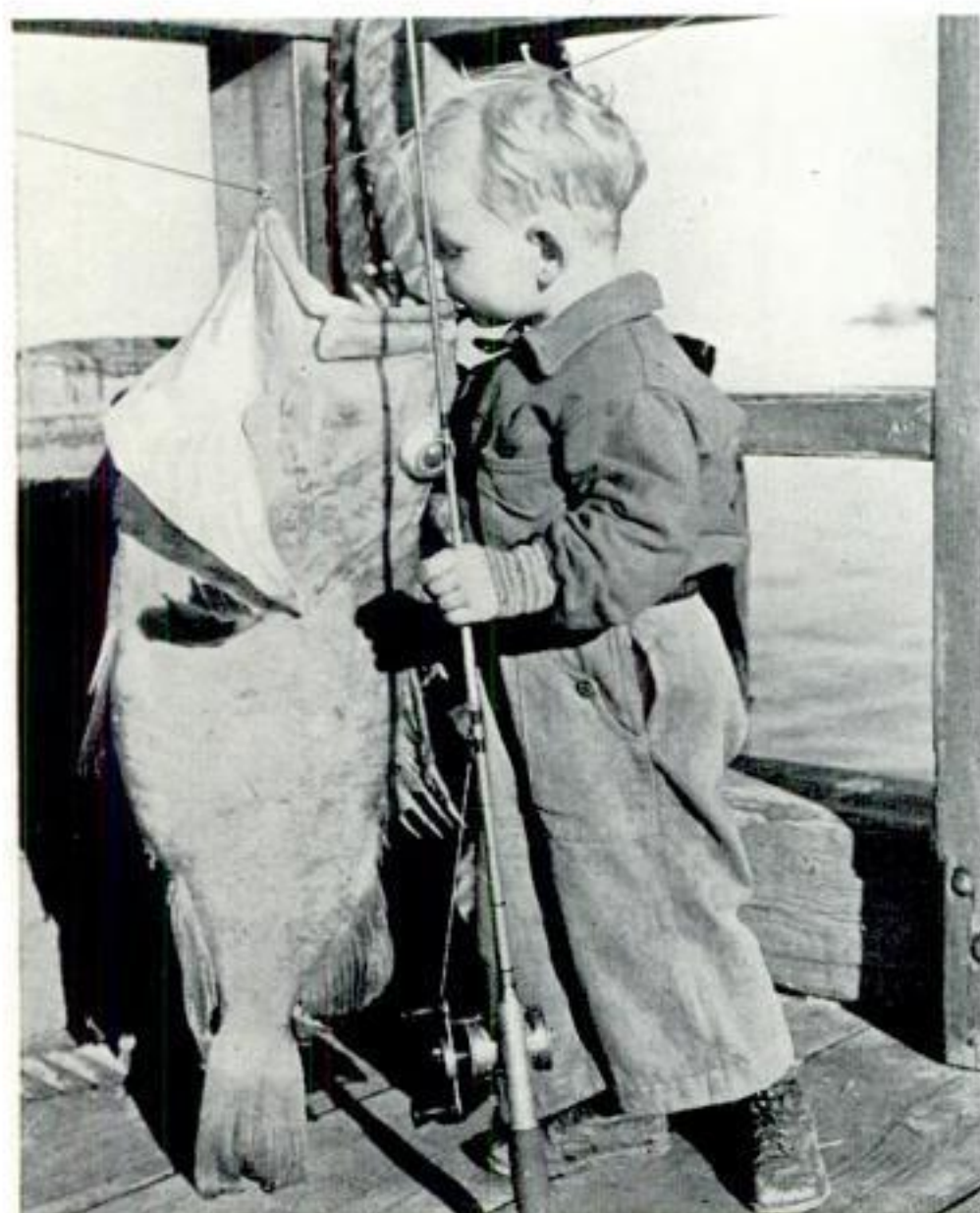
Boston, Mass.



Boston—General George Washington is caught backwards on his charger in the Public Gardens.



Old Rye, N. H.—A freak windstorm spells things in branches of willow trees.



Looking Down

Sirs:

I have often wondered what it looked like down inside a fish's mouth. I'm sure a great many people have been smitten with the same kind of curiosity, but it remained for a little boy in the enclosed picture to look into the situation.

EDWIN HOPKINS

Los Angeles, Calif.

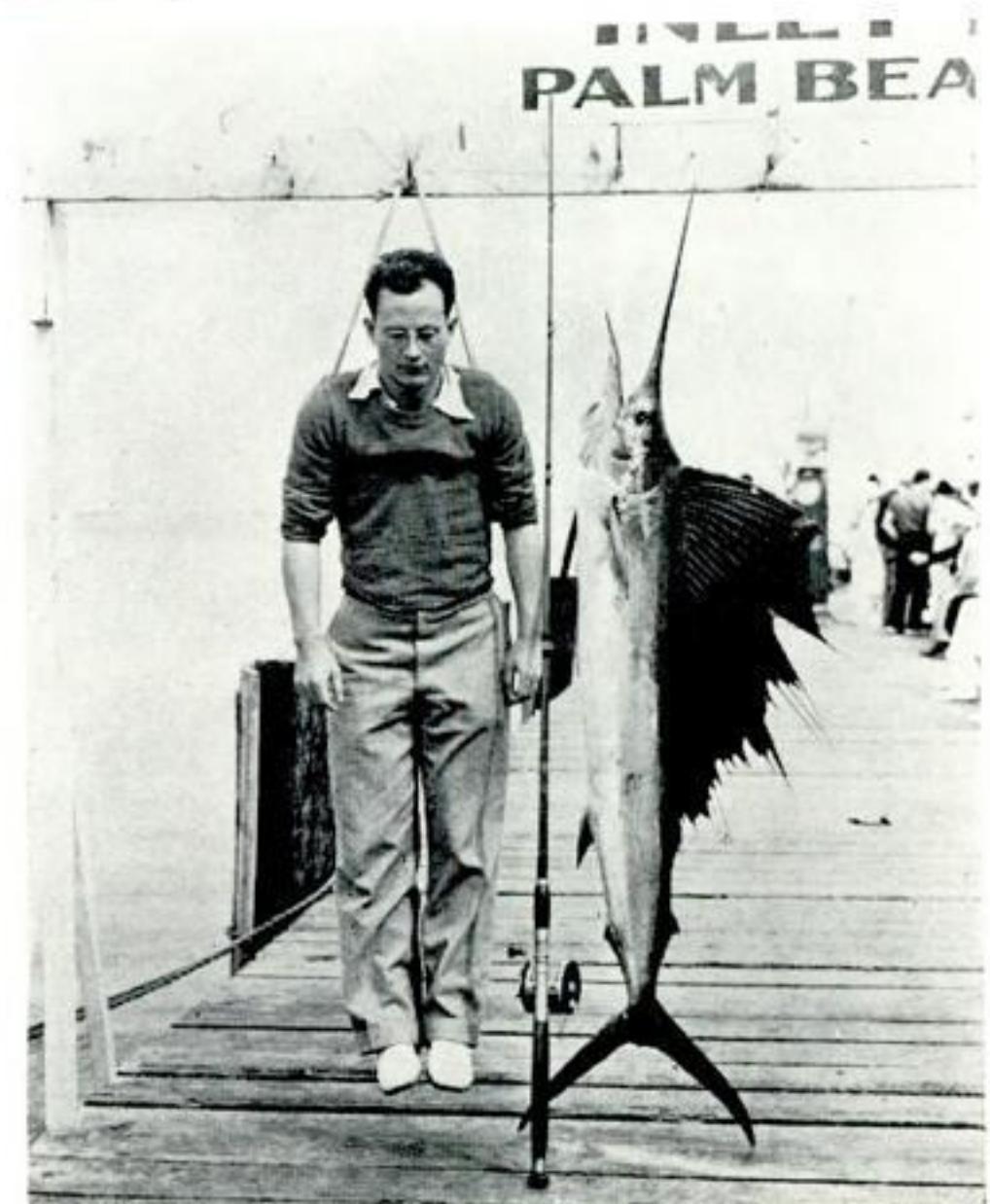
Hanging Up

Sirs:

Here at the *Post-Times* we see hundreds of pictures every season of sailfish catches, and almost invariably they show a sailfish hanging on a rack, with the angler standing proudly alongside holding a rod and reel. Being very much fed up with the same set picture, we arranged the one enclosed, which shows the angler hanging on the rack and the sailfish apparently standing alongside.

DON MORRIS

Palm Beach, Fla.





"Foremost in FRIENDLINESS"

Our friendliness, courtesy and desire to serve . . . as genuine as the smile of a child—unstilted—foremost in friendliness. Chicago's newest hotel—new from lobby to grand ballroom on the roof—swanky yet homelike; sophisticated yet informal. Lobby, lounges, bars, restaurants, elevators, rooms and suites—wherever you are in the La Salle you'll enjoy its modern newness—and feel the spirit of its slogan "Foremost in Friendliness."



NAT HOLMAN
Famous Basketball
Star and Coach
says

I LIKE TO
FINISH UP MY
MORNING
SHAVE WITH
A DASH OF
AQUA VELVA

Closes Skin Pores... Fights Off Pimples, Sore Spots

SENSITIVE skin pores are opened wide by shaving in warm water. Dirt settling in these pores often starts pimples, sore spots.

Use a generous dash of Aqua Velva after shaving. This cool, refreshing astringent closes pores, fights off irritations.



FREE OFFER

Good only in U. S. A.

The J. B. Williams Co., Glastonbury, Conn., U. S. A. Please send me a trial bottle of Aqua Velva, the world's largest selling after-shaving preparation.

Name _____
Street & No. _____
City & State _____ L-6

PICTURES TO THE EDITORS

(continued)

Mirror Writer

Sirs:

Antoinette Sergi, 9-year-old public school pupil of Marion Heights, small anthracite mining community in Pennsylvania, is one of those human rarities, a mirror-writer. On the blackboard she writes from right to left with her left hand. The other picture shows what she has written reflected in reverse in a mirror. Psychiatrists attribute this freak form of writing to a lesion or abnormal structure in the brain, which plays a trick on the victim's vision.

HELEN M. UNGER
Sun-Gazette Company
Williamsport, Pa.



Snake Skipping

Sirs:

Skipping rope at Coral Gables may be a publicity stunt, but nevertheless it is unique in this case, since the rope is a nine-foot gopher snake. The breed is harmless, but grows to quite a length and

lives in the swamplands of Southern Florida. Russell Ellington is holding the snake's head with a handkerchief while Ned Turner flips the tail. Ellen Murphy does the skipping.

R. M. MUNROE

Coral Gables, Fla.

Soap and Water
two of nature's best aids
to clear, smooth skin.



MANY SKIN authorities urge thorough soap and water cleansing, at least once a day, as an essential to real skin beauty. But the soap must be carefully selected to suit various types of skin, and Resinol Soap is preferred in many homes. Free from harsh, drying qualities, it gives a soft lather, pleasing even to tender skin, and leaves the pores deeply cleansed and refreshed.

Before applying Resinol Ointment to relieve the itching and soreness of pimply spots, a local rash or common skin outbreak, bathe the parts with Resinol Soap and warm water. It helps the soothing Resinol medication to act more effectively and promote healing.

All druggists sell Resinol Ointment and Soap. Begin this skin care today. Sample, with literature, sent on request to Resinol, Dept. 7-G, Baltimore, Md.

Resinol
Ointment and Soap

1937 AUTOMOTIVE ALMANAC

Fourth edition ready soon. All facts and figures (1929-1936) on America's greatest industry. Invaluable to everyone interested in any way in motor vehicles. 150 pages, 11x15, spiral-bound. Order today, \$3 postpaid or \$6 with one year's subscription to AUTOMOTIVE DAILY NEWS 1748 NEW CENTER BLDG., DETROIT

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Name _____

Address _____

City _____

"BANG! A BLOW-OUT! A CRASH!...WHILE DRIVING HER DAUGHTER TO SCHOOL"

Read GRAHAM McNAMEE'S Story of The Contest Between Grim Fate and A Mother With Her Eight-Year-Old Child



GRAHAM McNAMEE
Famous radio announcer

BANG! A single ear splitting blast! Like the crack of a pistol. And it changed this peaceful school-day journey into a terrifying experience. It must have been a pitiful thing to watch as Mrs. Gerstner sat vainly clutching the steering wheel frantically trying to stop the car. But the car was definitely out of control.

Like a maddened bull it lurched from side to side, then charged across the road, and finally came to a screeching, scorching stop. By chance, there was no on-coming traffic at that exact moment, or there might have been another bitter tragedy in the making.

This is the actual account of a crazy prank which fate played upon Mrs. Camille Gerstner of Queens Village, Long Island. Always a cautious driver,

Mrs. Gerstner felt perfectly safe while taking little Camille to school. But she had overlooked one very important detail... her tires. Well, as I have just told you, one of them blew out and left her no time to remedy the situation. It might have left her a lifetime of regret. I am happy to report, however, that little Camille, while badly shaken up, was able to return to school in a few days.

Warning To Motorists

To me it seems as if an experience like this should act as a warning to every motorist in the land. Try to think of those four tires on your car and the speed with which they are spinning around. Then think of the terrific heat that is being generated *inside* the tire by this speed. What happens? The

merciless beating these tires take may cause a little blister to form between the rubber and the fabric. As you travel further, this blister gets bigger and BIGGER until finally, BANG! You know the rest.

As you know, year after year, the manufacturers of motor cars are doing everything in their power to increase the safety of driving. But when it comes to building a tire that really saves motorists' lives by providing them with protection against high speed blow-outs, my hand goes to Goodrich engineers.

Goodrich Protects You

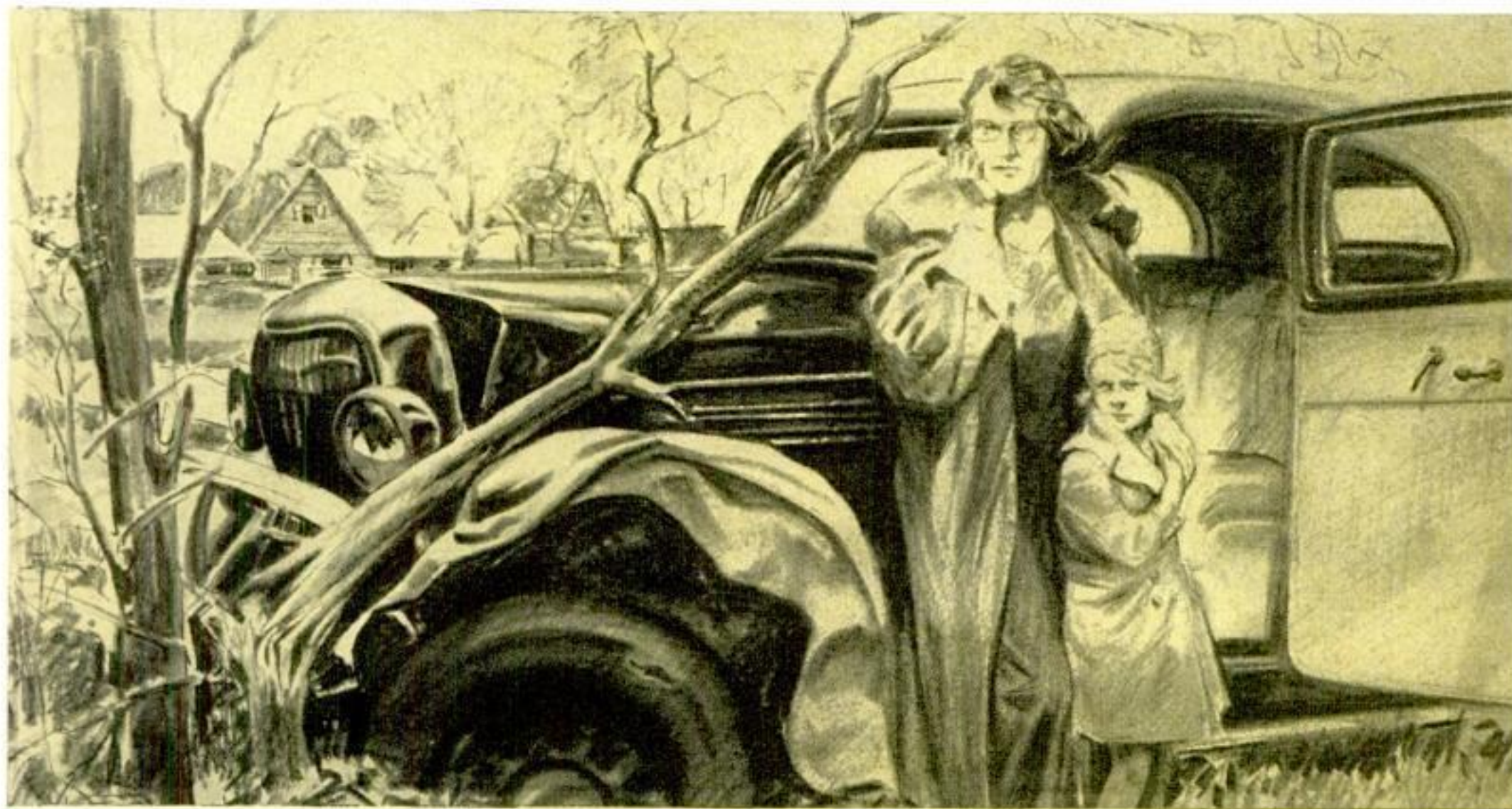
They invented the Golden Ply and put it into every Goodrich Silvertown Tire. This Golden Ply is a layer of special rubber and full-floating cords, scien-

tifically treated to resist *internal tire heat*. By resisting this heat, the Golden Ply keeps rubber and fabric from separating... keeps those fatal blisters from getting a start. And so protects you from high speed blow-outs. And even though Goodrich spent thousands of dollars developing this life-saving long-wearing tire, Silvertowns actually cost less than other super-quality tires.

It Pays To Play Safe

Mrs. Gerstner learned her lesson by experience. How much easier for the rest of us to profit by this experience without having to hear that nerve shattering BANG! Let's all be careful about tires as well as driving! Remember, you can buy these life-saving Silvertowns at Goodrich Silvertown Stores and Goodrich dealers everywhere.

Graham McNamee



Goodrich SAFETY Silvertown
With Life-Saver Golden Ply Blow-Out Protection

*My compliments on your
very good taste, sir*



*Leslie
Threshel*

*for the good things
smoking can give you*

Chesterfield
Wins

