

LIFE

A black and white photograph of Paulette Goddard sitting on a grassy field. She is wearing a light-colored short-sleeved shirt under a dark vest. She is looking towards the camera with a slight smile. A large, shaggy dog is sitting in front of her, partially obscuring her legs. The dog is looking to the left. The background is a soft-focus grassy field.

PAULETTE GODDARD

APRIL 18, 1938

10 CENTS

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DIRECT FROM ITS
\$2.00 TWO-A-DAY
TRIUMPHS!

THE GREAT AMERICAN MOTION PICTURE!

The year's spectacular hit now comes to you! Old Chicago reborn in all its turbulent glory! The heart-warming, human drama of the magnificent O'Learys...loving tempestuously, hating fiercely... fighting valiantly! A family turned against itself by one kiss stolen from the lips of alluring Belle Fawcett! But when disaster overtakes the flaming city...once again it is "the O'Learys against the world!"



Twentieth Century-Fox presents
DARRYL F. ZANUCK'S
 supreme achievement as a
 producer of distinguished
 entertainment.

IN OLD CHICAGO

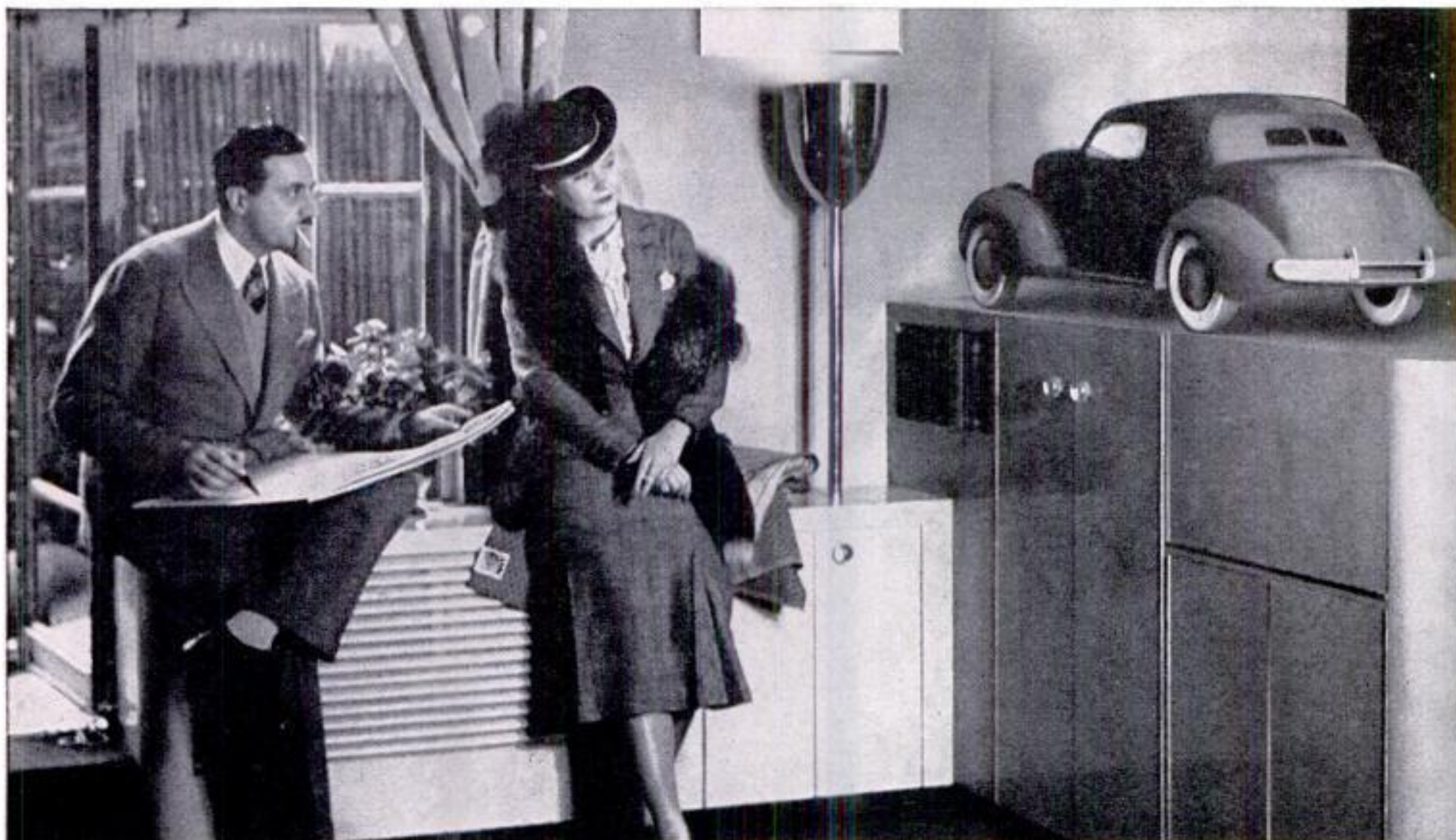
TYRONE ^{with} ALICE DON
POWER • FAYE • AMECHE
 ALICE ANDY BRIAN
BRADY • DEVINE • DONLEVY
 Phyllis BROOKS • Tom BROWN • Sidney BLACKMER
 Berton CHURCHILL • June STOREY • Paul HURST

Directed by **HENRY KING**

Associate Producer Kenneth Macgowan • Screen play by
 Lamar Trotti and Sonya Levien • Based on a story by Niven
 Busch • Music & Lyrics by Gordon & Revel, Pollack & Mitchell

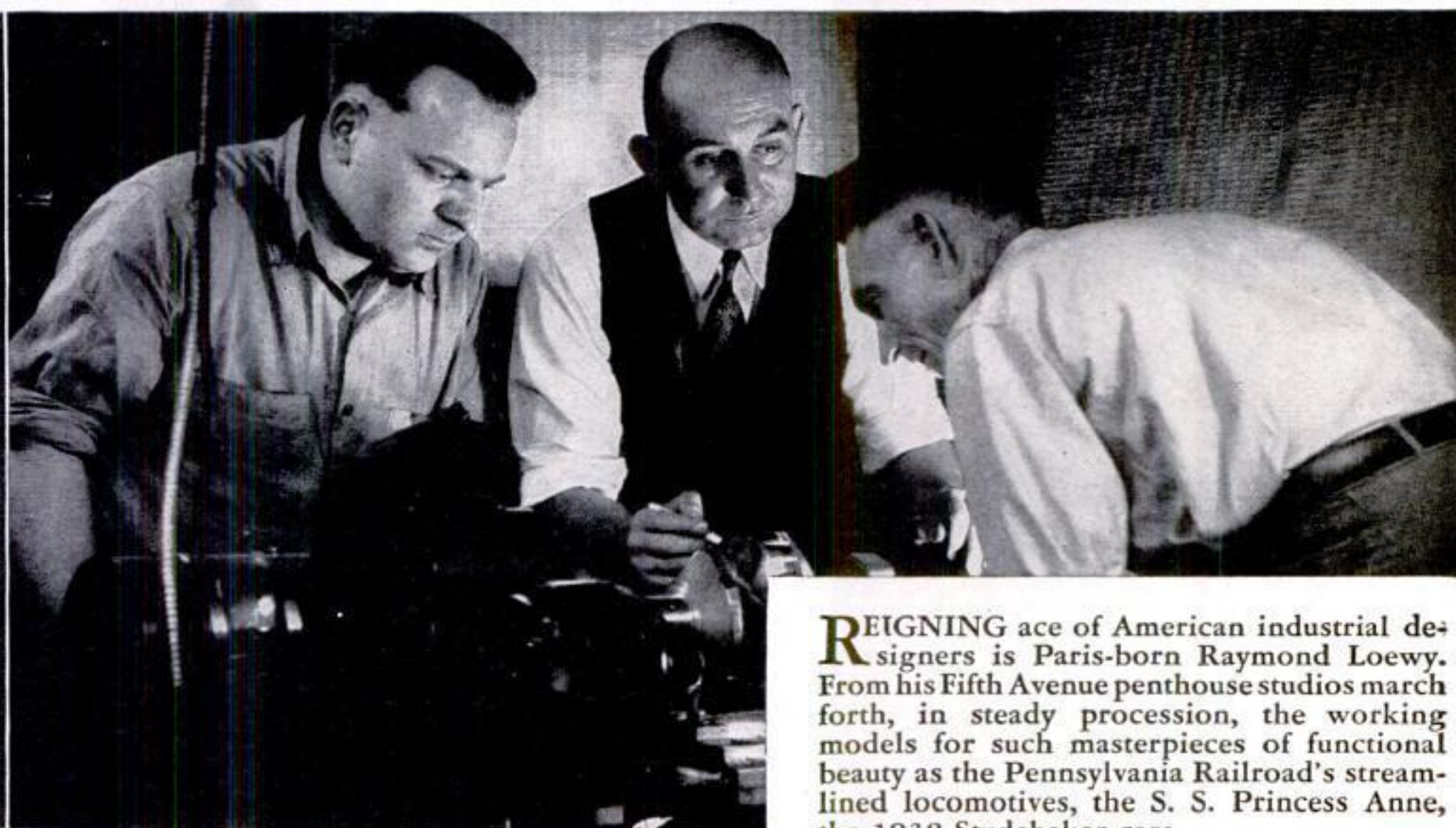
Watch for it soon at
 your favorite motion
 picture theatre.





*Styled on
Fifth Avenue*
BY
Raymond Loewy

**BUILT IN
SOUTH BEND
BY
7,300 MASTER
CRAFTSMEN**



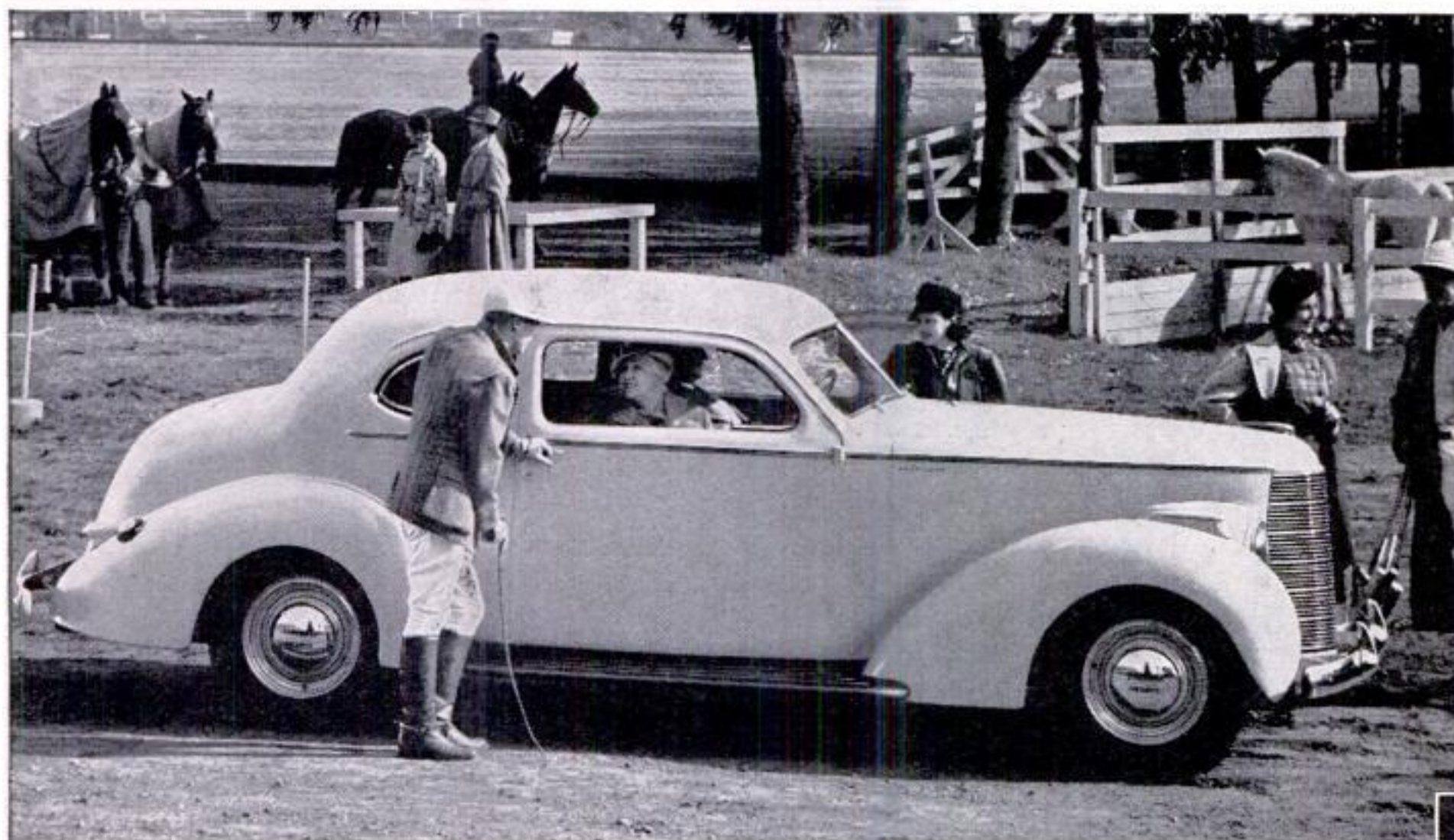
REIGNING ace of American industrial designers is Paris-born Raymond Loewy. From his Fifth Avenue penthouse studios march forth, in steady procession, the working models for such masterpieces of functional beauty as the Pennsylvania Railroad's streamlined locomotives, the S. S. Princess Anne, the 1938 Studebaker cars.

Instructed to stop at nothing to make Studebaker's new Presidents and Commanders the most appealing new cars ever built, Loewy succeeded so remarkably the authoritative Magazine of Art names Studebaker best designed car of the year.

All important in all Loewy creations is soundness of structure. And here the great craftsmanship of Studebaker's famed 7,300 long-time artisans has scored tellingly in making this year's Studebakers not only the best looking cars but the best buys.

Studebaker's force of unhurried, conscientious, friendly fellow townsmen has given these great cars matchless stamina, incredible smoothness, unequalled balance, ride and handling ease as a 10-mile drive will prove.

More than 86 years of Studebaker experience are back of the standout engineering and research, vast modernly equipped plants and 800-acre million-dollar proving ground which combine to assure so much value to you.



Looks like a million but costs very little! That, in a nutshell, is the 1938 Studebaker story. Shown is the inimitably beautiful President Club Sedan for six with gracefully contoured trunk. Standard, no-extra-cost equipment in all 1938 Studebakers, even the lowest priced Commander, are such advancements as planar independent suspension, automatic hill holder, non-slam rotary door latches, steel bodies reinforced by steel box girders, oversize, weather-tight trunk, variable ratio steering, Fram oil economizer, horizontal transmission, hypoid gear rear axle, finest shock absorbers—to mention but a few. Buy on low cost C. I. T. budget plan. The Studebaker Corporation, South Bend, Indiana.

STUDEBAKER

★ **DRIVE IT AND YOU'LL BUY IT!**

This One



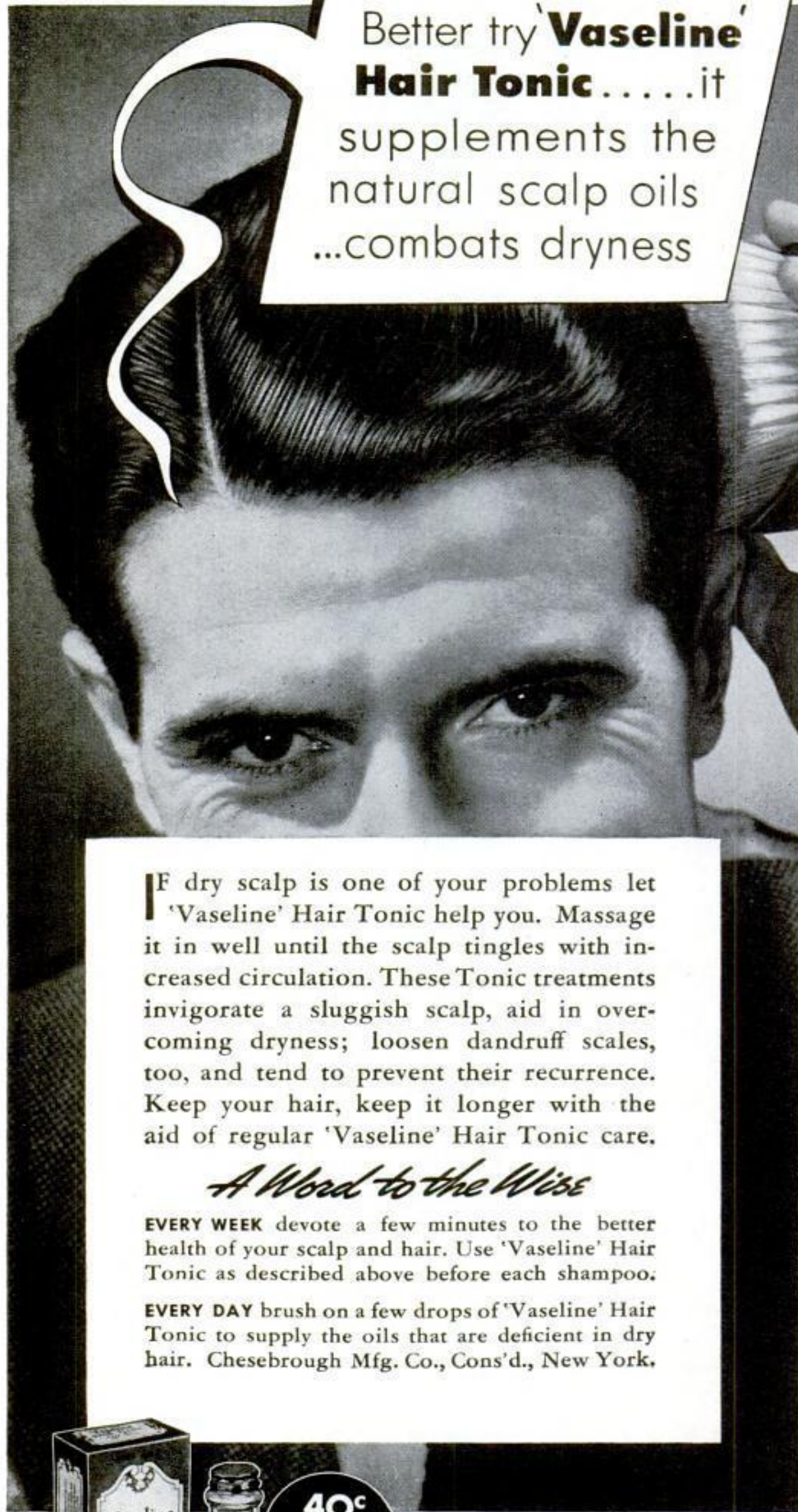
8W4A-HPZ-B24G

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My scalp's so **dry**
even an **Indian**
wouldn't want it!



Better try **'Vaseline'**
Hair Tonic.....it
supplements the
natural scalp oils
...combats dryness



If dry scalp is one of your problems let 'Vaseline' Hair Tonic help you. Massage it in well until the scalp tingles with increased circulation. These Tonic treatments invigorate a sluggish scalp, aid in overcoming dryness; loosen dandruff scales, too, and tend to prevent their recurrence. Keep your hair, keep it longer with the aid of regular 'Vaseline' Hair Tonic care.

A Word to the Wise

EVERY WEEK devote a few minutes to the better health of your scalp and hair. Use 'Vaseline' Hair Tonic as described above before each shampoo.

EVERY DAY brush on a few drops of 'Vaseline' Hair Tonic to supply the oils that are deficient in dry hair. Chesebrough Mfg. Co., Cons'd., New York.



40¢
and
70¢

Vaseline
REG. U. S. PAT. OFF.
HAIR TONIC

Copyright 1938, Chesebrough Mfg. Co., Cons'd.

LETTERS TO THE EDITORS

Hitler in Austria

Sirs:

Your March 28 issue, depicting the events leading up to and including the latest history-making episodes in Germany and Austria, was extremely interesting and instructive and, as far as I know, accurate. In fact, I believe that LIFE itself has made some sort of an historical mark here.

LARRY WITTLIG

Marietta, Ohio

Sirs:

Your issue of March 28 is a revolting chunk of Nazi propaganda.

ABEN KANDEL

Hollywood, Calif.

Sirs:

Three cheers for the picture-biography of Hitler and his government! It was unbiased, a thing quite rare nowadays.

PAUL KOPSCH

Washington, D.C.

Sirs:

Why must LIFE write a "book" on Hitler and his escapades? The magazine was taken up with triumphs of a lunatic.

ELEANOR NICHOLS
FRED PATTISON

Camden, N.J.

Sirs:

As an Austrian living since a few months in the U.S. and being very familiar with all political events in Central Europe, I want to express my deep admiration for your extremely vivid picture of Austrian history, past and present.

E. W. LENK

New York, N.Y.

Sirs:

Your issue is too pro-German. I am too much a real American citizen to have it on my office table.

DR. A. W. MARKER

Corvallis, Ore.

Sirs:

Pictures like yours show how vital democracy is and what it means to be living in a free country. We cannot realize how fortunate and valuable freedom really is until we recognize the struggles of dictatorial countries.

GARVEN HUDGINS

Chattanooga, Tenn.

Hitler the Scholar

Sirs:

Your March 28 issue gave interesting facts concerning the life of Hitler. What I looked for most but couldn't find was regarding his education. Just what are his scholastic attainments? Please elucidate.

TRUMAN M. MAYFIELD
Superintendent

Concord High School
Portageville, Mo.

● Hitler's scholastic attainments are few. Rudolf Olden, an unsympathetic biographer, says that in school the boy Hitler learned easily but liked to think of anything but his work. His father tried vainly to make him study for a career as a civil servant but Adolf wanted to paint. At 15 or 16 he left school. Later he tried to get into art school, failed, tried to get into architectural school, failed again.—ED.

Numerology

Sirs:

In the issue of March 28, we note that the license plate on the car pictured as the death car of Franz Ferdinand and

still preserved in Vienna bears the figures A111 and 18.

What an opportunity some prophet missed to calculate the armistice. Letting A stand for the figure 1, we have 1111 or November 11 and the year 18.

Without superstition,

REV. D. R. HUTCHINSON
The First Presbyterian Church
Huntington, Ind.

Death at Sarajevo

Sirs:

Wrong are the editors of LIFE when they state on page 15 of the March 28 issue that a Serbian bomb blew Archduke Franz Ferdinand and his morganatic wife to "kingdom come." Proof of the error lies not only in history books but in the picture appearing to the right of the Archduke's bloodstained tunic. Had a bomb done the work, little would be left of the death car which appears to be in such an excellent state of preservation.

An attempt was made to bomb the Austrian heir earlier the same day but it failed. Actually Gavrilo Princip fired one shot each into the Archduke and his wife, mortally wounding both of them.

Despite the historical *faux pas*, LIFE's pictorial background of the Austro-German "union" is marvelous.

GORDON PATES, '39
University of Washington
Seattle, Wash.

● Reader Pates has his history straight. The bomb which was thrown at the Archduke on the fatal morning bounced off the hood of the car and exploded in the street. The shooting occurred an hour later.—ED.

Unscared Rumanians

Sirs:

Your issue of March 28 states that the Romanians are scared sick of the Hungarians. Romania has absolutely no reason to fear Hungary inasmuch as she excels Hungary in area, population, resources army and armaments; while the Hungarian peasant of Romania, unlike that of Hungary, owns his own land and is an active participant in Romanian politics.

GEORGE F. A. BOIAN
Foreign Correspondent
of the *Porunca Vremii* of
Bucharest, Romania

New York, N.Y.

● LIFE respectfully doubts if all Rumanians share Mr. Boian's feeling of confidence. Fearless though Rumania may possibly be of Hungary alone, she cannot ignore the fact that Hungary and Germany are now friendly neighbors. Hungarians claim a huge crescent of Rumanian territory and, with Germany's backing, they might well enforce the claim.—ED.

Living Medici

Sirs:

In your issue of LIFE, March 21, we were quite interested in the article about the Medici family of Florence, Italy. Though we found the article true in almost every respect, there is one point in which we think you have been somewhat misguided.

The article states that the Medici family passed out of existence in 1743, some 400 years after the founding of the illustrious family. We can say with some pride that we are descendants of the Medici family (if not close, at least distant).

V. MEDICI

Boston, Mass.

● The "princely house" of Medici passed out of history in 1743 but LIFE

(continued on p. 4)

SAVE ALL 4 WAYS..or you may not save at all!

*Slashes Current Cost
AGAIN!*



New SILENT METER-MISER

Simplest Refrigerating Mechanism Ever Built!

Uses so little current—saves up to 25% MORE on electricity than even the current-saving Meter-Miser of 1937! So amazingly simple you can't doubt its ability to give long, economical, trouble-free service. Completely sealed! Automatically oiled and cooled! Comes with 5-Year Protection Plan backed by General Motors. Meet the Meter-Miser at your Frigidaire Dealer's today! See PROOF of its money-saving power!

FRIGIDAIRE

WITH NEW SILENT METER-MISER

*brings Greatest Savings ever Known on..
Current..Food..Ice..Upkeep!*

- ① **SAVE MORE ON CURRENT.** New Silent Meter-Miser saves up to 25% MORE on current cost than ever before! You see lower operating cost *proved* before you buy!
- ② **SAVE MORE ON FOOD.** Keep larger quantities *safer, fresher, longer!* Food-Safety Indicator on the door *proves* this before you buy!
- ③ **SAVE MORE ON ICE.** Actually make ice *cheaper* than you can buy it... freeze desserts at lower cost than ever! You see *proof* before you buy!
- ④ **SAVE MORE ON UPKEEP.** New Thermo-Sealed Cabinet... New Silent Meter-Miser... 5-Year Protection Plan on sealed-in mechanism, backed by GENERAL MOTORS... all give positive assurance of longer, trouble-free life!

● This year, refrigerator buyers are not satisfied with the mere claim of saving in one or two or three ways. They're demanding PROOF of Greater Savings in All 4 Ways... on current, food, ice and upkeep... For smart buyers know that some refrigerators may keep food safe, but only at excessive operating cost... that others may fail to keep safe temperatures, freeze enough ice cheaply or run without service troubles, especially in hot weather.

That's why thousands more thrifty families are replacing wasteful food-storing methods with this money-saving New Frigidaire. It has no "hidden extravagance" that may wipe out savings made in other ways. With its exclusive NEW SILENT METER-MISER, it gives you PROOF of ALL 4 SAVINGS—before your eyes, before you buy!

See Your Frigidaire Dealer's 4-Way Saving Demonstration

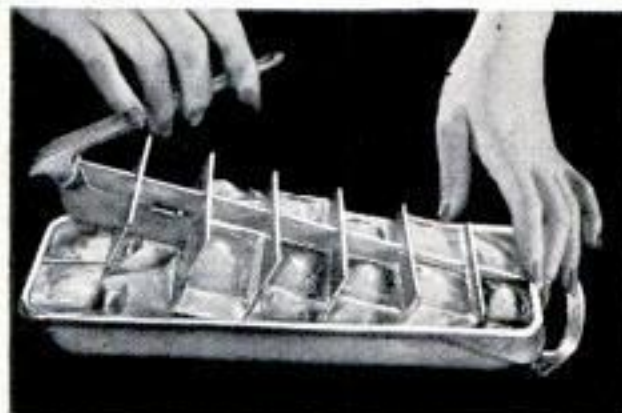
Buy the safe way! See this proof today, at your Frigidaire Dealer's 4-Way Saving Demonstration. You'll see, too, the NEWLY-STYLED 9-Way Adjustable Interior that magically stores every size and shape of food or container... NEW Moisture-Seal Hydrators... NEW Close-Bar Sliding Shelves and dozens of other NEW, EXCLUSIVE work-saving advantages.

To get more—save more—choose Frigidaire—1938's outstanding refrigerator buy! FRIGIDAIRE DIVISION, General Motors Sales Corporation, Dayton, Ohio... Toronto, Canada.

The same high standards of quality and performance that distinguish Frigidaire Refrigerators are found in the new Frigidaire Electric Ranges and Water Heaters.



Try the New "DOUBLE-EASY" QUICKUBE TRAYS

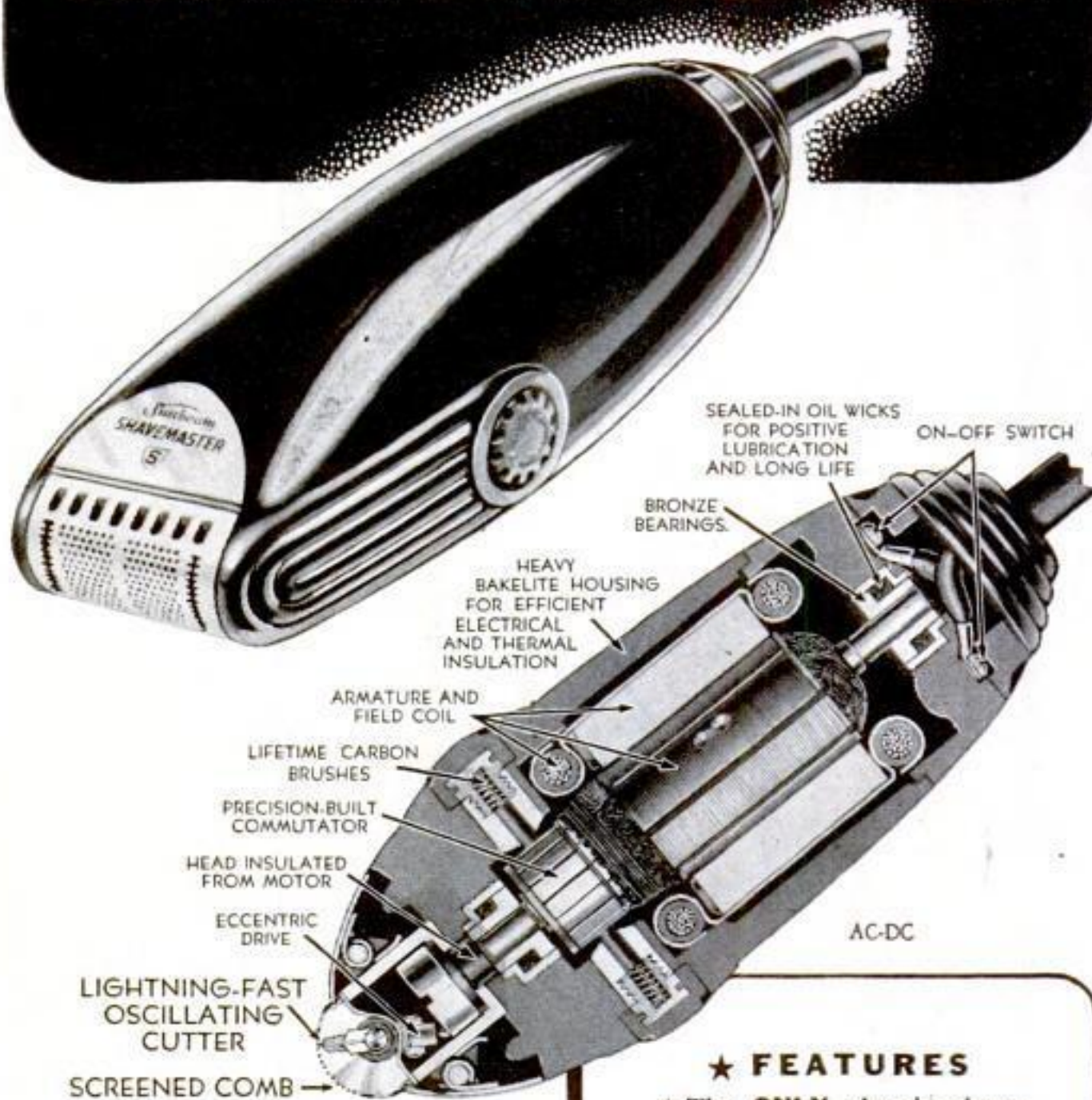


1. RELEASE CUBES INSTANTLY—SAVE 20% MORE ICE! Only one lever to lift, and cubes are released—2 or a trayful! All-metal for faster, cheaper freezing. Ends melting waste under faucet.
2. TRAYS COME FREE AT FINGER-TOUCH!... with exclusive Frigidaire Automatic Tray Release. No tugging, hacking, prying! Every tray, in every model, is a NEW "Double-Easy" Quickube Tray. No other like it! Only Frigidaire has them!

See Frigidaire First... and Save!



THE "INSIDE STORY" OF *Sunbeam* SHAVEMASTER



DESIGNED, POWERED AND PRECISION-BUILT FOR QUICK, CLOSE, COMFORT-SHAVES

To know *why* Shavemaster is so completely outstanding in the electric shaver field—consider its engineering!

From the patented shaving head of finest Swedish steel, screened to pick up the beard the way it grows, to the convenient On-and-off switch for the powerful, brush-type motor, Shavemaster is recognized everywhere as an outstanding engineering achievement. It is a result of many years of development work and tests in the laboratories of a manufacturer qualified and fitted by nearly half a century of experience and success making hair clipping devices.

Shavemaster has new patented principles that are all its own—exclusive features different from all other electric shavers. It has greater, steady power that doesn't swoon when a *man-size* beard comes along. It gives the kind of quick, close, comfort-shaves men have been looking for in an electric shaver—and does it RIGHT NOW—not next week or the week after. No skill required. It's *right*.

So if you want the electric shaver that gets down to business and does a job—the one that has an "inside story" that any man can fully appreciate—Sunbeam Shavemaster is made for you. \$15. See your dealer today. You have a treat in store.

Made and guaranteed by
CHICAGO FLEXIBLE
SHAFT COMPANY,
5688 W. Roosevelt Rd.,
Chicago

Sunbeam
THE BEST ELECTRIC APPLIANCES MADE

48 Years Making
Quality Products

Famous for THE MIXMASTER, IRONMASTER, COFFEEMASTER,
SILENT AUTOMATIC TOASTER, CLIPMASTER, ETC.

LETTERS TO THE EDITORS (continued)

does not doubt the existence of collateral descendants, even in sedate Boston.—ED.

Boy Highlander

Sirs:

A photograph appeared in your issue of March 14, showing a boy 15 years of age, a member of the Seaforth Highlanders, and stating that the British Army had accepted this boy owing to trouble in obtaining sufficient recruits.

This statement is absolutely erroneous, and I am enclosing herewith a copy of the same picture which was published in the *Glasgow Bulletin* (a Scottish newspaper) on which it states that the boy is a member of the band, which is correct.

The British Army enlists boys of the age of 15 who learn drumming, and they are on the strength of the Regiment as boys until they attain the age of 19 years when they are taken on the strength as men. Until they reach this age, they are not allowed to go with the Regiment on active service.

J. R. STEWART LOUGH

Lieut. Col. Commanding

The Seaforth Highlanders of Canada
Vancouver, B. C.

● LIFE regrets that it failed to suspect its information, which was furnished by a newpicture service. May the Seaforth Highlanders never lack recruits! —ED.

Eton Addendum

Sirs:

May I take the liberty of complimenting LIFE on the fine job that it did on Eton College (April 4 issue). I was pleasantly surprised by the fact that not a single serious error occurred in it, in view of the peculiar customs and jargon for which Eton is famous.

There are one or two little points that may be of interest to you. Improbably enough, the roll call to find out if everyone is present is called "absence" at Eton. Not all Etonians play cricket. About 50% of them row on the Thames, and are called "wetbobs," whereas those favoring cricket are known as "drybobs."

Members of "Pop" are also allowed to have their overcoat collars turned down, and to "tan" almost anyone they see fit, with a ribbed cane. Other "tanning" is confined to members of "house libraries" which comprise, usually, six or seven boys in each house. Members of "house libraries" are only permitted to "tan" members of their own house, and those with a flat cane. "Tanning" is not to be confused with "swishing" or "birching." The latter is performed only by the headmaster, who must do it with a straight arm. One is "tanned" with one's pants up, and "birched" with one's pants down. Although I have no personal experience of the latter, I am informed that it far surpasses "tanning" in discomfort.

The fire department must be new since my day, and I may be in error, but I do not recall the existence of a Boy Scout troop. The Wall Game is not the only kind of football played at Eton. The more popular variety is the Field Game, which possesses many of the qualities and much of the violence of a fine mixture of soccer, rugby and American football. Other sports include squash and hard rackets, fives, beagling, boxing, wrestling swimming, fencing, gymnasium and smoking behind hedges in the meadows near the Thames. The last named is not on the approved list.

G. W. WYNNE

New York, N. Y.

● To Reader Wynne, Eton '20, LIFE's thanks for a lively addendum.—ED.



Leica Photo by
Laurance A. Peters

Caught
in
the
Act
By
LEICA!

Indoors in dim illumination or outdoors in bright light, the Leica will get the picture for you, either in black and white or full natural color, and with little preparation. Focusing is automatic; shutter speeds from one full second to 1/1000 second, and a scientific construction that assures exacting results. Ask your dealer about the Leica Time-Payment Plan or write for full information and sample copy of Leica Photography.

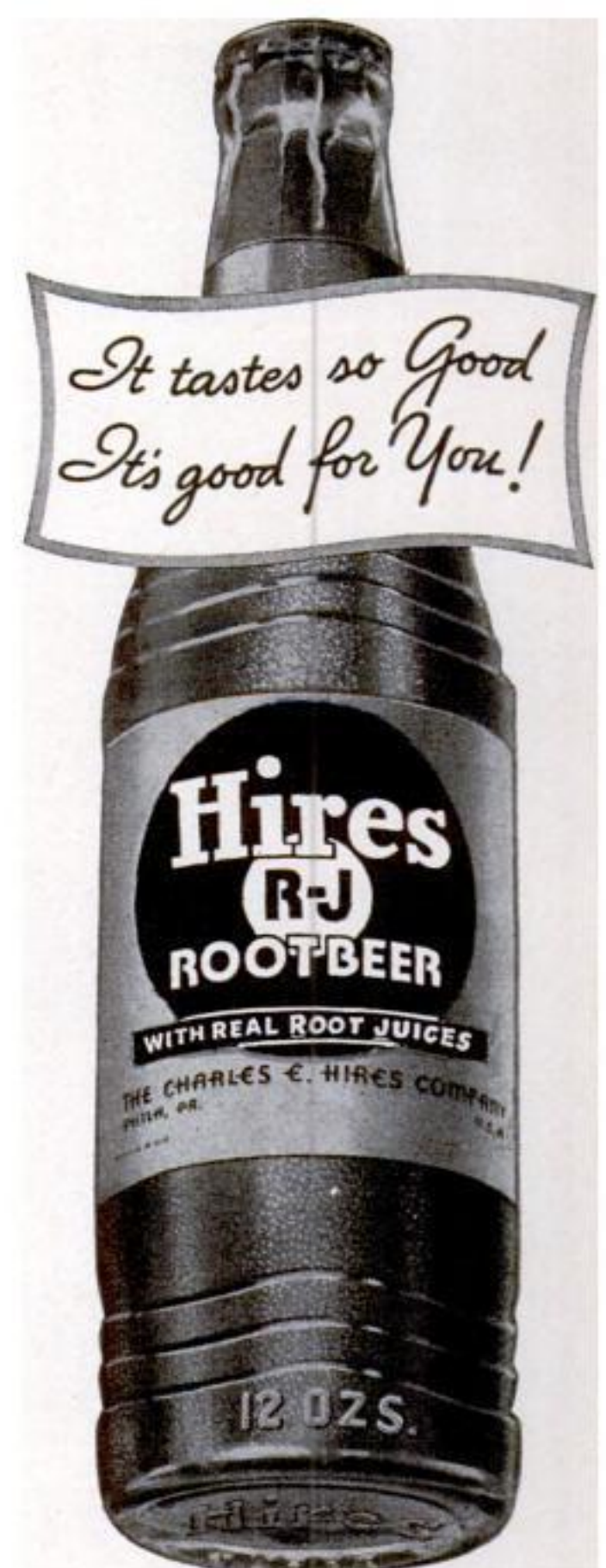
THE ORIGINAL MINIATURE CANDID CAMERA



Model G with Leitz Xenon f1.5
Speed Lens and Rapid Winder

DEPT. 57

E. LEITZ, INC.
730 FIFTH AVE. NEW YORK



◆ ◆ THE CASE OF THE BAD-TEMPERED BRIDE ◆ ◆

Why didn't Sergeant McGaffney feel more alarmed for Lois's safety?

A
DETECTIVE
STORY BY
SIMMONS



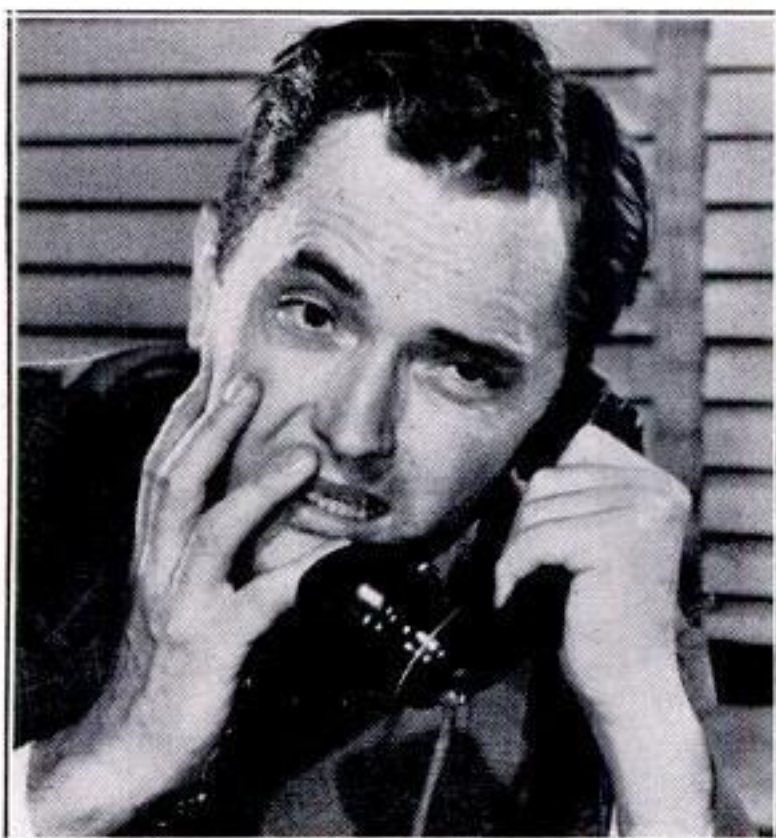
1 Four months ago Lois Fuller had made a lovely bride. There was apparently no question about its being a love match. She had seemed completely happy.



2 But some shadow had fallen on Lois's life. On the testimony of Norah, the cook, "Mrs. Fuller was always either brooding or flying off the handle." As proof of which, that very day, she said, her mistress had thrown the morning paper in her husband's face.



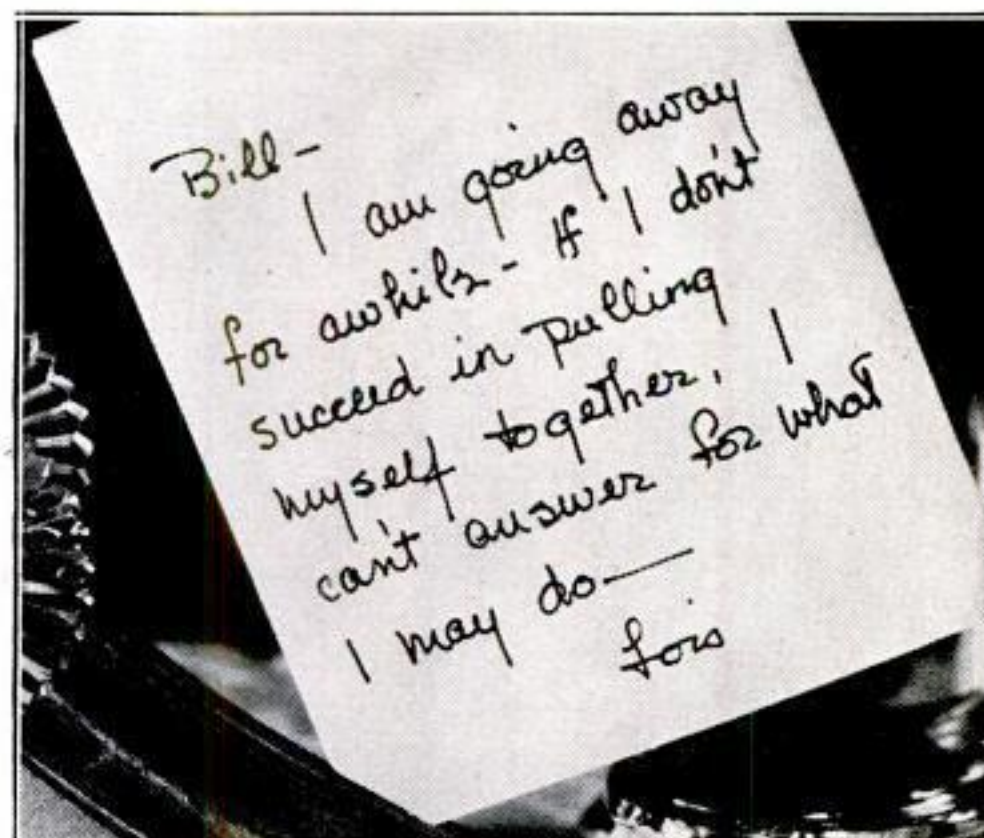
3 On the noon of that same day, her husband, at lunch with a business friend in a well-known restaurant, was astonished to see his young wife at another table with a strange man. Lois had not told him of her luncheon engagement.



4 At the office, torn with worry, her husband tried all afternoon, without success, to get in touch with Lois. With an increasing premonition of trouble, he left for home early.



5 Arriving home, he met the cook, Norah, leaving the house with her bag. She told him, tearfully, that she had been fired. She had no idea what for, but was not the kind to stay where she wasn't wanted.



6 Not stopping to argue, but telling her to wait, he rushed immediately to his wife's room—only to find it in mad confusion and his wife missing. A letter lying on the dressing table confirmed his worst fears.



7 In great alarm for his wife's safety, he rushed to Sergeant McGaffney at the nearest precinct. What had happened to his pretty young wife? All clues needed for the solution are in the pictures above.

SOLUTION: After a few questions about Lois's bedroom and her apparent state of mind, Sergeant McGaffney felt it was hardly necessary to send

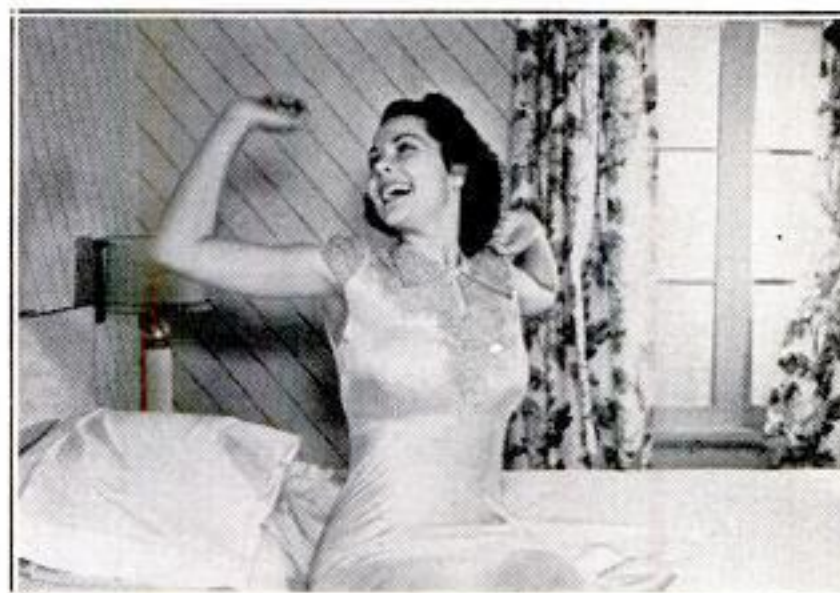
anyone to look over the premises. He recommended a Beautyrest Mattress and suggested that Lois might be found at her mother's. She was.

A mattress that won't let you sleep deeply upsets your nerves, can make you irritable and unhappy

MANY people like Lois Fuller behave very strangely and foolishly simply because their nervous systems are upset by loss of sleep.

Don't let it happen in your house—insist on a Simmons Beautyrest. Simmons Beautyrest is scientifically constructed to *let you sleep*. Its 837 separate coils instantly adjust themselves to your body. See how it feels to sleep deeply, calmly, and wake up with nerves and muscles fully rested. Let Beautyrest do this for you. The cost is only 2½¢ a day!

Any leading store will show you the Beautyrest at \$39.50; Beautyrest Box Spring to match, \$39.50; Beautyrest Hair Mattress, \$59.50; Ace Coil Spring, only \$19.75. Simmons Company, Merchandise Mart, Chicago, Ill.



SIMMONS *Beautyrest*

World's Largest Makers of Beds • Springs
Mattresses • Studio Couches • Metal Furniture



"An elflike quality and vivaciousness," says Bachrach, "give beauty to Margaret Hepburn, the actress' sister."



"Wholesome reliability and lovely eyes characterize the beauty of Margaret McAdam of Hastings-on-Hudson."



"Sweetness of expression in a classic cameo type puts Ann Brown, Boston heiress, in a class by herself."



Founder of Bachrach was David, father of Louis Fabian, among whose pictures is one of Lincoln at Gettysburg.

"Beauty and brains show clearly in the photograph of Doris Roberts of Tewksbury, Mass., a schoolteacher."



SPEAKING OF PICTURES . . .

. . . THESE ARE BACHRACH'S BEAUTIES

Photos © Bachrach

When LIFE, in its issue of Feb. 14, went to a party at the Bachelor Club in St. Louis, it was reminded of the existence of the most historic U. S. beauty belt. This region, LIFE said, "starts at Baltimore, runs west along the old Chesapeake & Ohio canal, passes through Louisville and ends at St. Louis." Response to this statement was lively and sometimes bitter but the rebuttals were not specific enough to be persuasive. Finally, however, there has come a disputant with convincing examples.

The examples are the lovelies on these pages, submitted by Louis Fabian Bachrach (*inset above*), head of the 70-year-old firm of Bachrach. Bachrach, whose headquarters are in Newton, Mass., in what once was the plant of the Stanley Steamer, takes



thousands of portrait photographs of young American women every year as they make debuts, announce betrothals, get married or serve on committees. The firm's work is familiar to all society pages. Mr. Bachrach feels that LIFE neglected an important beauty belt—one which also starts at Baltimore but instead of going west, goes north to Boston.

As evidence he submits these Atlantic seaboard beauties. The reasons for considering them beautiful, given in the picture captions, are his own. Mr. Bachrach is no dogmatist. "Beauty," he admits, "is a matter of opinion." He says old American stock breeds the best beauties; that Philadelphia is the real centre of U. S. pulchritude; and that Detroit and Cleveland have fewest beauties per capita.

"All-round American girl and good sport, with informal features," says Bachrach, "is Bette Ryder, Washington, D.C."

"Madeleine Carroll type is Carol Svensson, of Boston." Bachrach thinks Miss Carroll the most beautiful actress.



"Pixie eyebrows, wide forehead and beautiful hair give attractiveness to Billee Heath of Bradford, Mass."



"Wide eyebrows lend an intellectual quality to the lovely face of Jane Fuller, Bryn Mawr, Pa., socialite "



"Budding youthfulness gives promise of greater beauty to come to Susan Dixon Pearson of Conshohocken, Pa."



"Piquant profile and deep, lucid eyes are main charms of Harriet Bontecou, a Millbrook, N. Y., socialite."



"Generations of breeding shine through the face of Mrs. Franklin D. Roosevelt Jr., formerly Ethel du Pont."



"Ingenuous friendliness shows in the pretty, pleasant face of Betty Downing of Pittsburgh, college student."



"Character and intelligence," says Bachrach, "are reflected in the face of Ruth Ward, Washington, D. C."



"Grave simplicity, sweetness and grace endow the face of Nancy Elms of Wilmington, Del., with great charm."



"A typical Philadelphia beauty" is Jane Boothby of Chestnut Hill, who makes her debut next October.



NEW TIRE SENSATION

REDUCES DANGER OF SKIDDING AS NEVER BEFORE. *Here's the evidence,*



Amazing Life-Saver Tread Gives You Quickest, Safest Stops on Wet, Slippery Roads

PEDESTRIANS darting in front of you! Cars coming from every angle! Hairpin curves looming ahead! When you're driving on slippery, rain-drenched roads think what you'd give to turn the wet road under your car into a "dry" track. That's exactly what this new Silvertown Life-Saver Tread does . . . because every inch of this new wider, flatter tread is specially designed to DRY the road . . . give you the quickest non-skid stops you've ever seen!

In exhaustive road tests by the impartial Pittsburgh Testing Laboratory, largest independent testing laboratory in the country, against regular and premium-priced tires

of America's six largest tire manufacturers, *no tire tested*, regardless of price, came up to the new Goodrich Safety Silvertown in non-skid action!

Go to your Goodrich dealer or Goodrich Silvertown Store for a free demonstration that will give you one of the greatest motoring thrills you've ever had.

And remember, this new skid-protected Goodrich Silvertown also has the famous Golden Ply blow-out protection. Thus you get *two* great life-saving features—AT NO EXTRA COST!—to say nothing of 19.1% greater non-skid tire mileage—which is the same as saying you'll get EVERY 6TH MILE FREE!

"BOTH regular, and also the premium-priced tires of America's six largest tire manufacturers were submitted to a series of exhaustive road tests made over a three months' period by us to determine their resistance to skidding and wear, with the following results:

"NON-SKID—The new Goodrich Silvertown with the Life-Saver Tread gave greater skid resistance than any other tire tested including those tires listed from 40% to 70% higher in price.

"MILEAGE—The Goodrich Silvertown gave more non-skid mileage than any of the other tires tested in its own price range—averaged 19.1% more miles before the tires wore smooth.

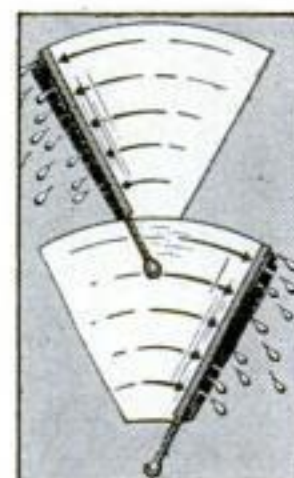
"BLOW-OUT PROTECTION—Despite the severe nature of these tests, no Silvertown blew out, or failed from any cause, while two tires of other makes failed."

A. R. ELLIS, Pres.
PITTSBURGH TESTING LABORATORY



2 LIFE-SAVING FEATURES . . . AT NO EXTRA COST!

ACTS LIKE A BATTERY OF WINDSHIELD WIPERS



The never-ending spiral bars of the Life-Saver Tread, found only on the new Goodrich Safety Silvertown, act like a battery of windshield wipers, sweep the water right and left—force it out through the deep drainage grooves—make a dry track for the rubber to grip.

GIVES YOU GOLDEN PLY BLOW-OUT PROTECTION

Every new Goodrich Safety Silvertown is constructed with the now famous Golden Ply, a layer of special rubber and full-floating cords, scientifically treated to resist internal tire heat. By resisting this heat, the Golden Ply gives you and your family real protection against dangerous high-speed blow-outs.



The new Goodrich SAFETY Silvertown

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SPEAKING OF PICTURES

(continued)



A professional beauty is Virginia Judd who was chosen the most beautiful model in America at the 17th Annual Art Directors' Club Exhibition in New York on April 1. Miss Judd, blonde, blue-eyed and 21, has been a model for three years.



Rival beauties to Miss Judd at the Art Directors' exhibit were Jane Davis and Libby Harben shown here on either side of Miss Judd. Miss Davis was chosen "most popular model." For pictures of Miss Harben at work, see top page 42 of this issue.



MATILDA: There! That's why the bride's having plenty of grief, Susan—look what's in her box of groceries!

SUSAN: Never mind, Matilda, pick up your skirt and run! I don't think that dog likes old ladies.



MATILDA: But, Susan, you know it's that weak-kneed soap the bride buys that leaves dirt sticking in her clothes. She'll never get rid of tattle-tale gray—if we don't show her the right kind of soap to use.



SUSAN: But the dog!...

MATILDA: Don't be a 'fraidy-cat—I'll take care of the dog. You take that lazy soap out of the bride's groceries and put in our bar of Fels-Naptha Soap.



SUSAN: Nice doggie! We're only trying to be helpful. We're only trying to show the bride how to get whiter washes.

MATILDA: Yes, doggie. Fels-Naptha's richer golden soap and lots of naptha get clothes so clean, tattle-tale gray simply has to scamper.



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**BANISH "TATTLE-TALE GRAY"
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Chips, too!



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your doctor or lawyer. He'll analyze your requirements and tell you just which policies you should have.

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LIFE'S PICTURES

Gustave Doré, whose Bible drawings appear on pages 48 & 49, was born in Strasbourg and began his career as a caricaturist on Parisian journals at the age of 16. Although he never took a lesson in his life, he became during 35 years of prodigious labor the ablest book illustrator of all time. His stirring pictures illuminate the pages of Cervantes, Dante, Rabelais, Balzac, Milton, the Bible. When he died at the age of 51 he had earned the acclaim of all literate people and the sum of \$1,500,000.

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

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LIFE'S COVER: Paulette Goddard, who is generally supposed to be Mrs. Charlie Chaplin, has been Palm Beach's girl-of-the-winter. A constant string of admirers has been dazzled both by her pixyish charm and by her long fingernails, which extend nearly an inch beyond her fingertips. When one of them broke recently, she carried it in a sling. Once the favored candidate for the role of Scarlett O'Hara in *Gone With the Wind*, she is now apparently out of the running. Back in Hollywood, she has just accepted a role in another picture.

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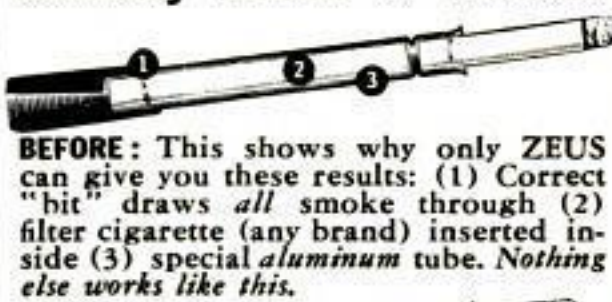
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At fir-r-st, I didna like the idea of their-r-r takin' somethin' oot



1. It was at MacFarland's I fir-r-st tasted it. MacFarland's Annie brought it on, all steamin' and fillin' the room with a heaven-like fragrance. "Hae a cup of this Sanka Coffee, laddie," says MacFarland. "Taste it—then I'll tell you a secret about it."



2. I knew I shouldna take it. Coffee at night keeps me eyes wide. But I've no more strength than a hare when it comes to resistin' the precious brew. And mon, was that Sanka Coffee good! It touched the spot like porridge on a misty morn.



3. "All right," says MacFarland, "here's the secret I promised you. The caffein is taken oot of that Sanka Coffee." My face fell when I hear-r-d that. "I dinna like it," says I. "Why should they take somethin' oot of the coffee I pay for? 'Tis a sly trick."



4. Says MacFarland, "And I suppose when you buy roses you insist on thorns to prick your fingers. Mon, they're doin' you a favor. It's caffein keeps some folks awake. After this night, you'll be tickled they take the caffein oot of Sanka Coffee."



5. Next mor-rnin' when I woke up, I understood. Two br-rimmin' cups o' coffee I had the night before—yet I slept like a bairn. That's because they had taken oot the caffein. Ah, a gr-r-and idea—a ver-r-y gr-r-and idea.

TUNE IN ON "WE, THE PEOPLE!" Radio's most unique show! Real people—not actors—telling their own thrilling, pathetic, laughable experiences! Every Thursday night, Columbia Broadcasting System. See your newspaper for time and station.

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SANKA COFFEE is now available in drip grind as well as "regular" grind.

Whichever grind you use, you'll find Sanka Coffee as delicious, fragrant, and satisfying as coffee can be. Yet Sanka Coffee will *never, never* disturb your sleep ... because 97% of its caffein is removed.

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SANKA COFFEE

REAL COFFEE...97% CAFFEIN-FREE..
DRINK IT AND SLEEP



"HOUSE OF REPRESENTATIVES BY DEMOCRATIC VOTES REPUDIATES THE PRESIDENT"

Here is history, great history, in the making. The scene would be unthinkable in one of Europe's dictatorships where dummy legislators in uniform sit tense in massed array. These carelessly-dressed men, lounging in a near-empty chamber, are the Representatives of the People of the United States in Congress assembled. The day is April 7. One of the critical hours in the history of the House is drawing near. Debate on the President's Reorganization Bill is almost over. In the well of the House, Democrat Sam Pettengill of Indiana harangues his colleagues against it.

Next day, debate was finished. The President's leaders had made the issue plain. "We ought not to send out to Americans," pleaded Majority Leader Sam Rayburn of Texas, "the message that tonight Democrats voting with Republicans have voted and said in effect that our President is no longer the leader of his country."

"If you recommit the bill," cried Speaker Bankhead, "you will say: 'The House of Representatives by Democratic votes repudiates the President of the United States.'"

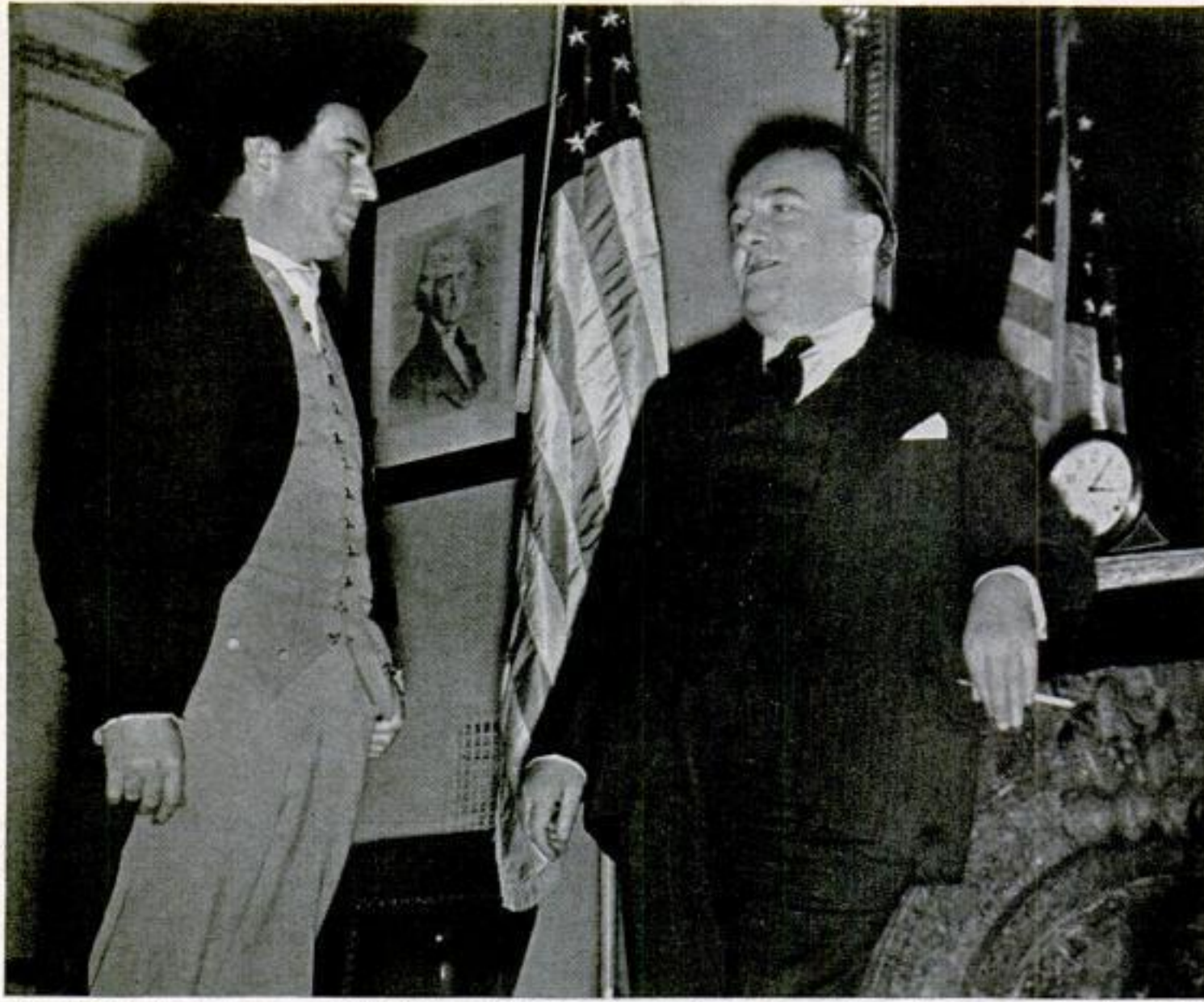
The roll was called. For five minutes Representatives sat breathless while tellers cast up their totals. Then Speaker Bankhead announced the result. The bill was killed, 204-to-196. One hundred and eight Democrats had joined Republicans to vote "no confidence" in the leader of their Party.

Why?

The bill itself was a simple measure aimed to let the Chief Executive of the U. S. introduce a little businesslike order into his cluttered administrative setup. When President Roosevelt first asked for these powers, on a far greater scale, in January 1937, the nation turned not a hair. But when an emasculated bill reached the Senate last month, the President's critics set up a cry that he was trying to make himself a dictator. Father Coughlin roared by radio. Publisher Hearst screamed in headlines. Dorothy Thompson and Hugh Johnson beat a martial charge in their newspaper columns.

The result was a frenzy of fear, expressed in such astonishing excesses as the sending of 333,000 telegrams to Congressmen urging votes against the bill. President Roosevelt felt impelled to issue an extraordinary statement protesting that he did not want to be a dictator, in fact lacked the qualifications to be a successful one. In reply, Representative Robison of Kentucky rose in the House and solemnly warned: "History records that Julius Caesar thrice refused a crown. . . ."

The Dictatorship issue seemed a patent sham which Roosevelt foes, out to beat him on every front, were using to play on the people's fears. BUT—the fact remains that they could not have been successful if the people had not had real fears to play on. Those fears were what beat the bill and President.



John O'Connor of New York City (right), leader of the fight against the Reorganization Bill, talks with a "Paul Revere" who "rode" against it on April 6. Congressman O'Connor bears a grudge because President Roosevelt kept him from the House Speakership two years ago.

FACES OF CONGRESSIONAL REVOLT

32 of the 108 Democrats who voted No

These are the faces of 32 Democratic Congressmen, chosen at random from the 108 who refused to give the President the reorganization powers he asked.

Right or wrong, it took courage to do that. Though Mr. Roosevelt's prestige is shaken, he is still President—master of patronage and projects. He is still Party leader—master of the machine whose help every one of these men will need for re-election next November. And he is not a forgiving man.

One motive of the Congressional revolt against the President, which began with the Court Plan fight last year, is long-accumulated resentment at personal and collective slights and snubs and high-handed treatment from the White House. Another is the plain fact that conservative Southern Democrats never have liked the New Deal. But the prime source of Congressmen's courage would seem to be their constituents' fears.

Some of it is genuine if misguided fear of dictatorship. But most of it is fear for jobs and savings in the 1938 Depression. Businessmen blame the new Depression on their fear of the President. Judging by their Representatives' votes, plain people are beginning to share that fear, and a Congress friendly to business has found courage to reassert its legislative supremacy.



JOHN S. MCGROARTY
Tujunga, Calif.



ALFRED N. PHILLIPS JR.
Stamford, Conn.



NAT PATTON
Crockett, Tex.



JOHN M. COSTELLO
Hollywood, Calif.



C. JASPER BELL
Blue Springs, Mo.



ROBERT G. ALLEN
Greensburg, Pa.



JOSEPH A. DIXON
Cincinnati, Ohio



ANDREW J. MAY
Prestonburg, Ky.



E. E. COX
Camilla, Ga.



CHARLES I. FADDIS
Waynesburg, Pa.



WESLEY E. DISNEY
Tulsa, Okla.



LOUIS LUDLOW
Indianapolis, Ind.



FINLY H. GRAY
Connersville, Ind.



RICHARD M. KLEBERG
Corpus Christi, Tex.



J. MARK WILCOX
West Palm Beach, Fla.



WILLIAM J. DRIVER
Osceola, Ark.



HOWARD W. SMITH
Alexandria, Va.



FRED CUMMINGS
Fort Collins, Colo.



CHRISTOPHER D. SULLIVAN
New York, N. Y.



THOMAS O'MALLEY
Milwaukee, Wis.



HUGH PETERSON
Ailey, Ga.



CHESTER THOMPSON
Rock Island, Ill.



CLARENCE R. LEA
Santa Rosa, Calif.



ELMER J. RYAN
South St. Paul, Minn.



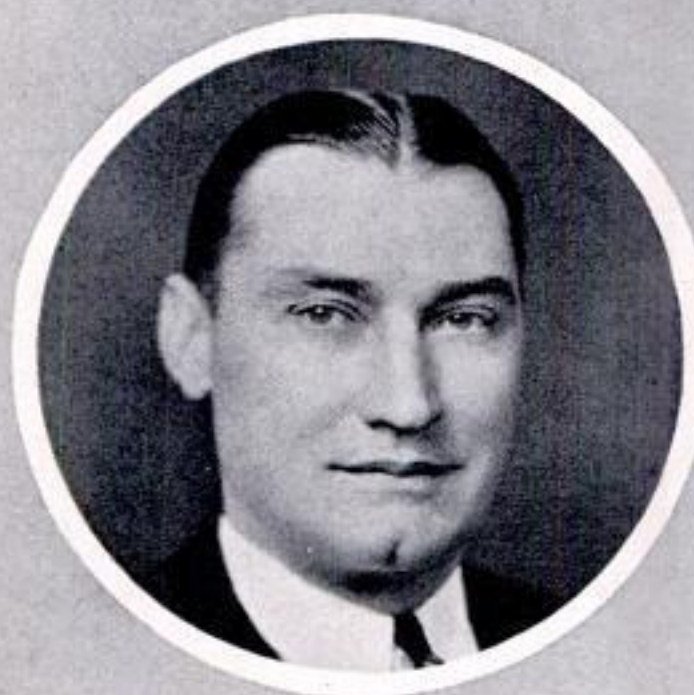
D. WORTH CLARK
Pocatello, Idaho



LAWRENCE E. IMHOFF
St. Clairsville, Ohio



DAVE E. SATTERFIELD JR.
Richmond, Va.



ANDREW EDMISTON
Weston, W. Va.



PHIL FERGUSON
Woodward, Okla.



AMBROSE J. KENNEDY
Baltimore, Md.



Joseph Jefferson Mansfield of Columbus, Tex., 77, has been in the House for 21 years. He has spent 17 of them in a wheel chair.

SPEAKING OF DICTATORS



ROOSEVELT

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HITLER



MUSSOLINI



STALIN



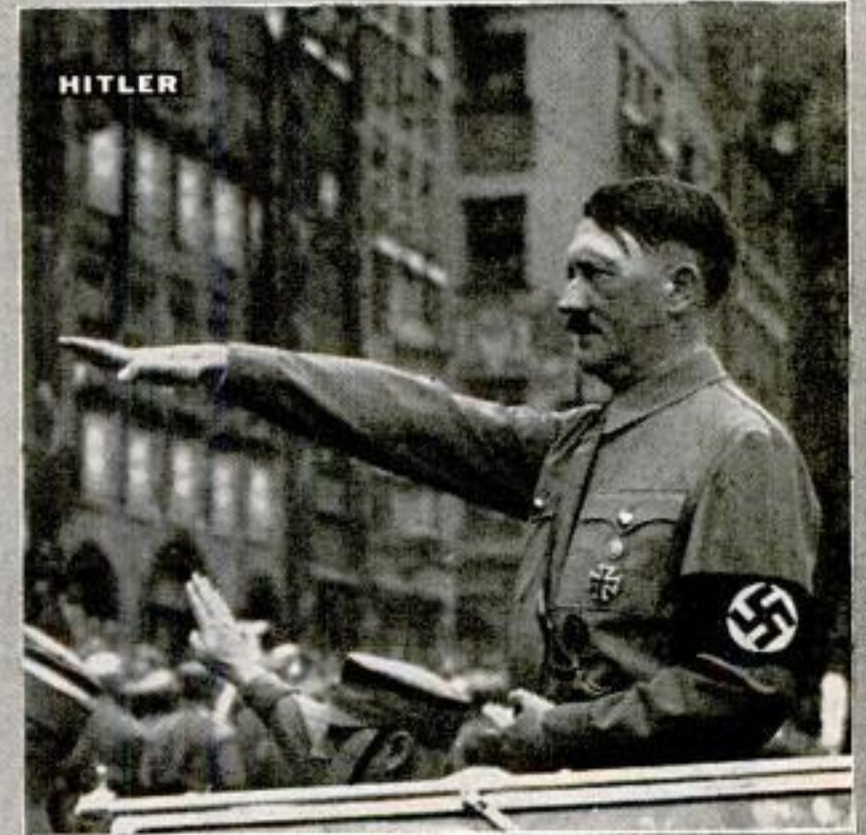
..... here are some comical resemblances

Dictators charm the opposite sex and shake their fingers at audiences. So does President Roosevelt. Dictators scratch their heads, encourage youth, go swimming. So does President Roosevelt. Dictators make dramatic gestures, shake hands with their admirers, pat animals. So does President Roosevelt.

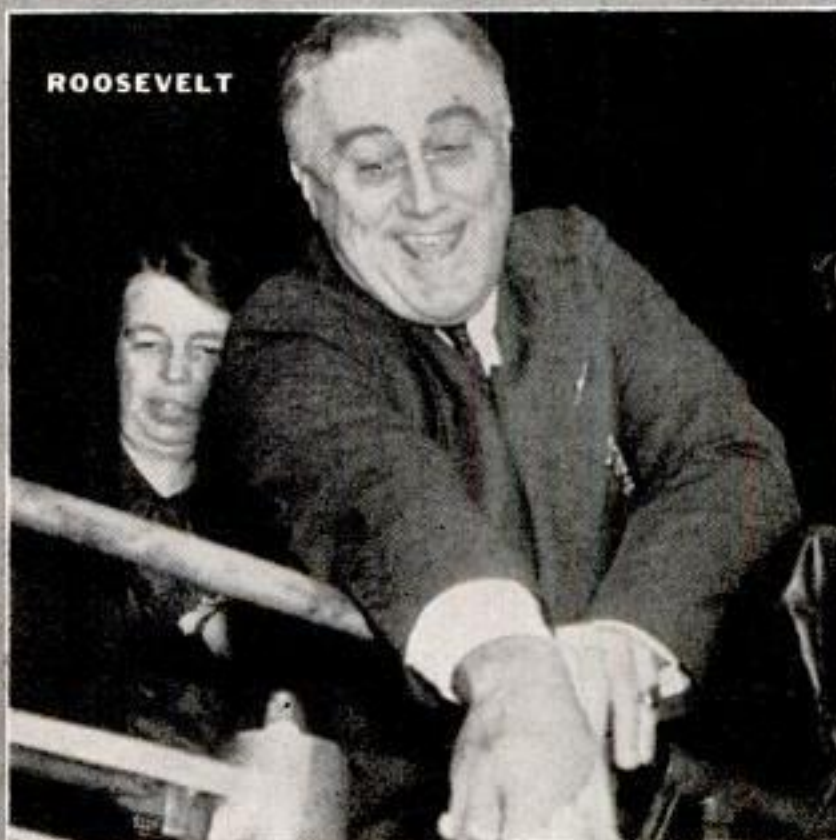
Which goes to show that Europe's modern despots, as compared with their aloof predecessors, have remarkably democratic manners. But to argue from the funny resemblances in these pictures that President Roosevelt wants to become Dictator of the United States would be as silly as some of the yawps in the Reorganization rumpus.

The qualifications which make a successful dictator are simply those which make a successful mass leader. The essential difference between a dictatorship and a democracy is not in the leader, but in those led. Dictatorship rises not in the ambitions of a man, but in the despair of a people. If America gets a dictatorship it will not be because Franklin Roosevelt or any other man schemes it. It will be because the American people lose confidence in the ability of their political and business leaders to make life in a machine age bearable for men.

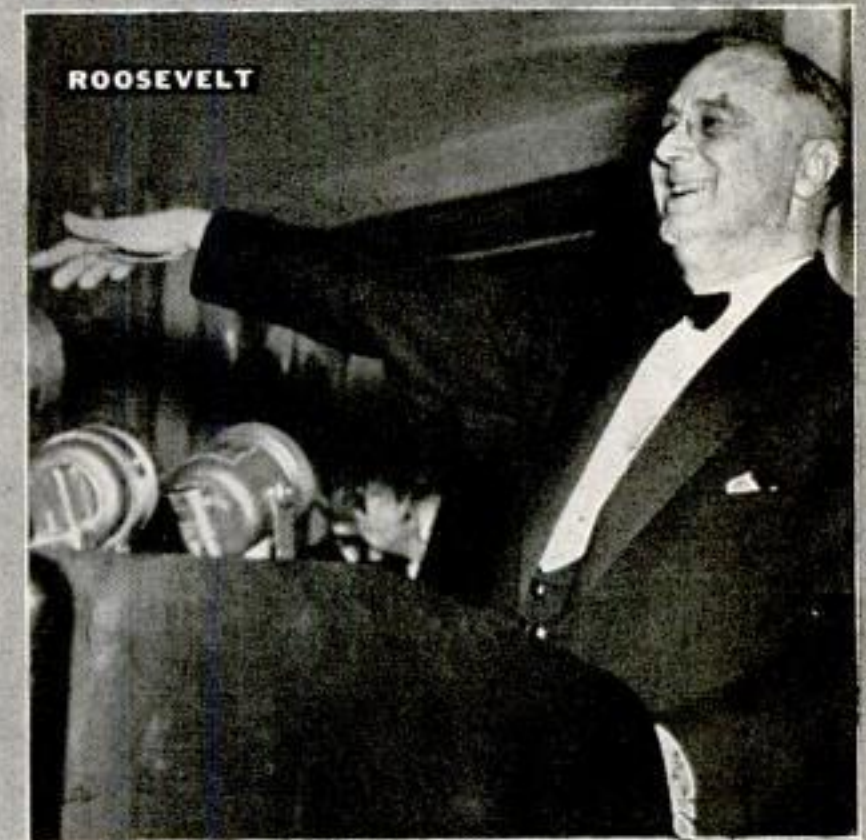
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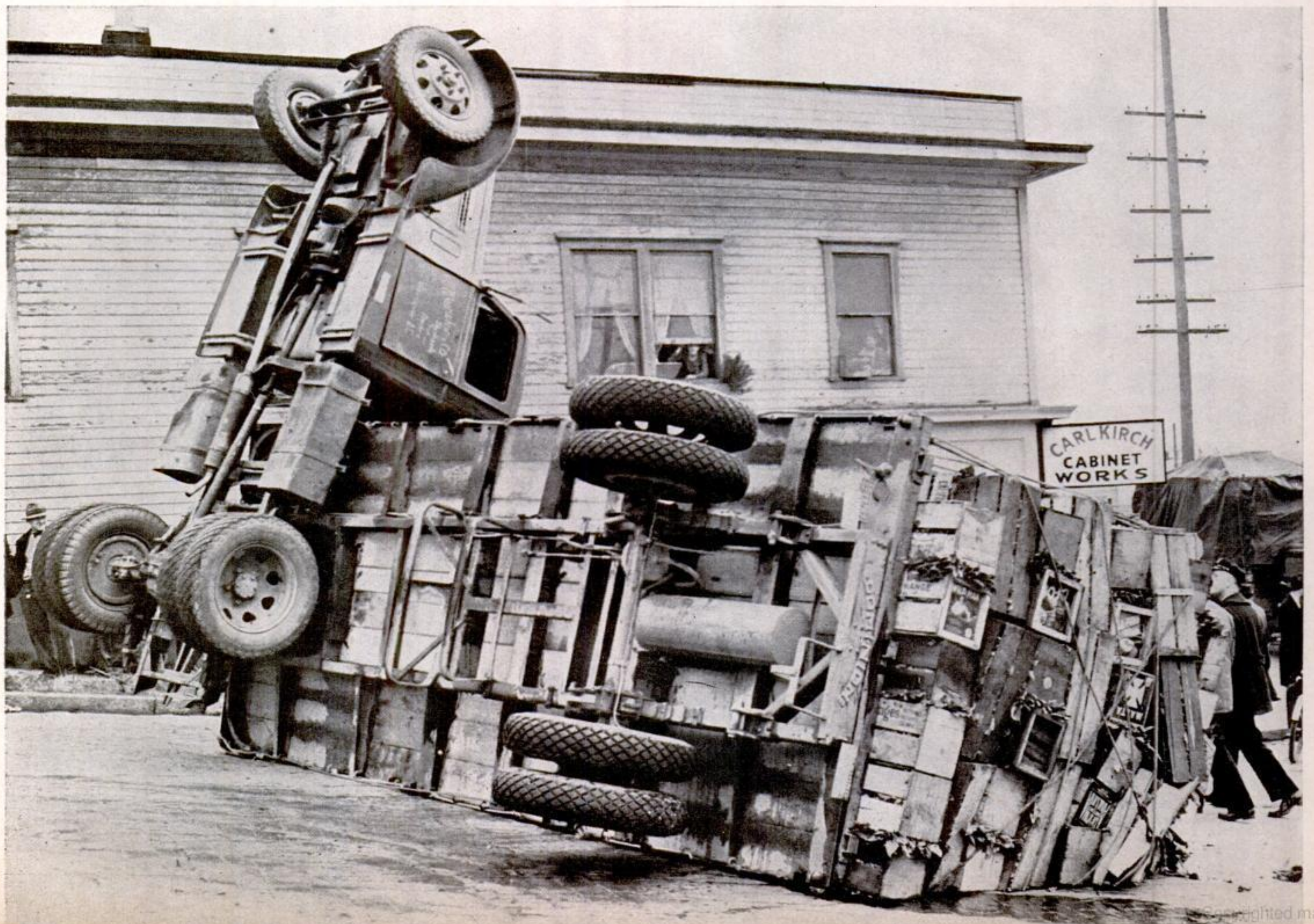


STEEL BUSINESS

In Hoboken, N. J., on April 4, Myron C. Taylor, 64, chairman of U. S. Steel since 1932, bade farewell to 300 stockholders, yielded his post to smart young Edward R. Stettinius Jr., 37. In his report big Myron Taylor announced Big Steel had done a business of \$6,950,000,000 from 1928-1937. Unannounced went the sad fact that the nation's steel production is now idling along at only 35% of capacity.

SPINACH BUSINESS

The spinach business took an upset in Seattle on March 31 when this 10-ton trailer-truck loaded with green roughage for Canadian children failed to climb a hill, turned turtle, waved all ten tires in the air. No longer uncontested as vitamin king of the vegetable world, spinach nevertheless anticipates a receptive 1938 market. The U. S. leads all nations in spinach production. Texas leads all States.





CAR BUSINESS

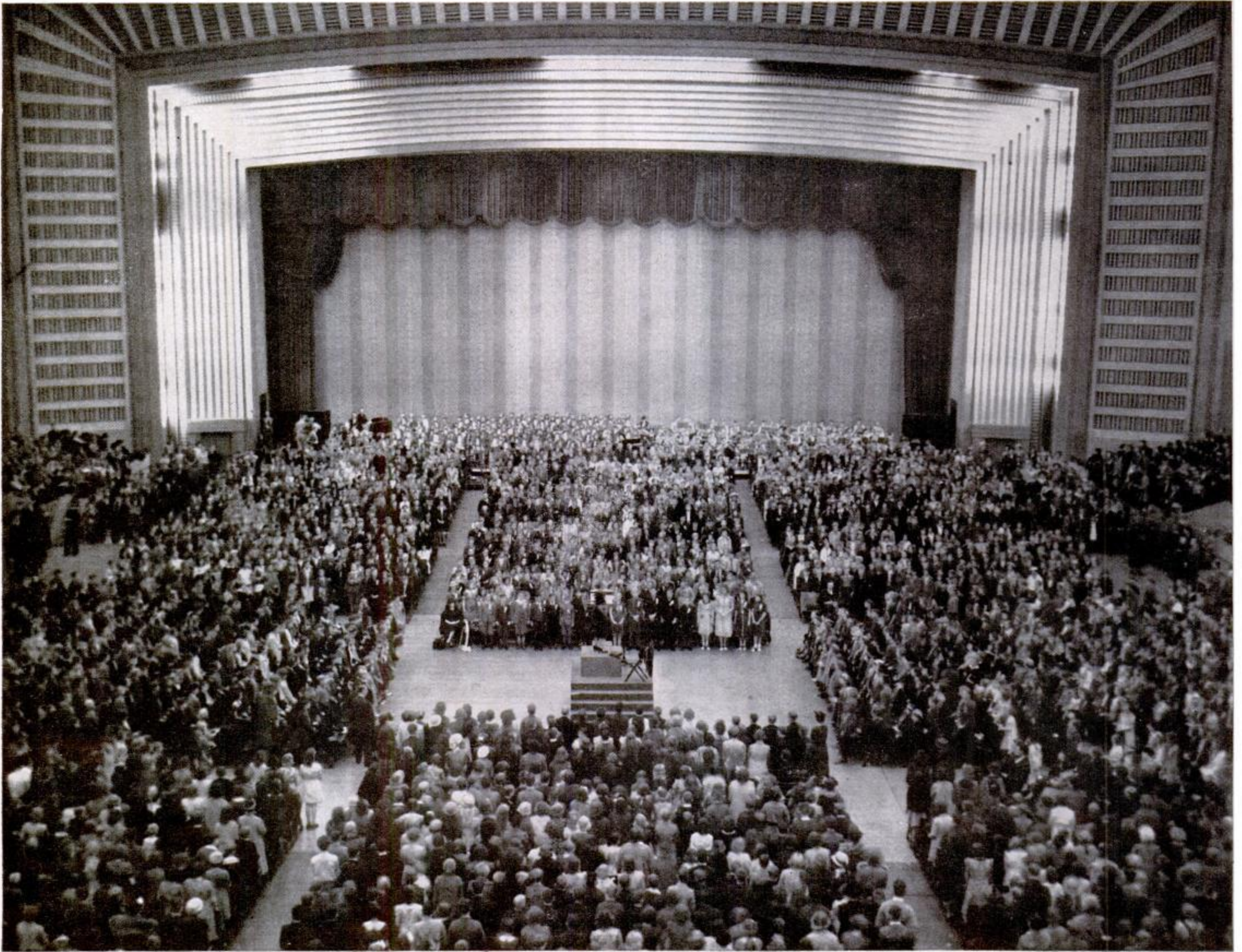
Automobile production is 55% of its 1937 spring index. Two cities hardest hit are Detroit and Cleveland. From Detroit to Cleveland on April 1 sailed the freighter *South Park* whose Captain Clyde M. Tobin once again was opening the Great Lakes shipping season. First to cross Lake Erie in 1938, Captain Tobin brought with him 228 new Chryslers and Plymouths, predictions for a good year on the lakes.

FARM BUSINESS

In Lake Dick, Ark., 35 men and 70 mules broke ground April 8 for spring planting on a Government farm project. On other projects, on farms, on plantations from coast to coast, 10,500,000 U. S. farmers were getting ready in various ways to welcome another spring. Depression has not yet pinched the agricultural States. Farmers wondered if its effects would be offset by good crops in 1938, good prices.



IN ST. LOUIS 6,000 MUSIC TEACHERS HEAR 9,000 CHILD MUSICIANS



THE 3,600 SCHOOLCHILDREN IN THIS GREAT CHOIR CAME FROM 90 MISSOURI COUNTIES TO SING AT THE TEACHERS' CONVENTION

Educators seek ways to train future Beethovens and Bachs

To the classic three R's of the American school-house has been added a fourth. It is Rhythm. Over half the nation's 30,000,000 schoolchildren now get free musical instruction. Over 80,000 U. S. schools now have bands or orchestras. Though most of these tyro fiddlers and flutists are between 8 and 16 years old, some are only 3 or 4. Annual State and national tournaments spur them on competitively. Though sometimes they play popular music by Gershwin or Friml, they prefer the classics, with Beethoven and Haydn in the lead. In some cities like Pittsburgh, they are even taught to compose.

On March 28, 6,000 of their teachers met in the St. Louis Municipal Auditorium for the Music Educators National Conference. For five days the educators discussed the best way to teach and encourage young Americans who may someday rank with Bach and Brahms. Meanwhile, 9,000 musicians from schools in 15 States played symphonies, sang cantatas, re-enacted the history of folk music.



George Handel (1685-1759), German composer famed for his *Messiah*, was played at the convention by a harmonica band.



George Gershwin (1898-1937), American composer famed for *Rhapsody in Blue*, was played in the folk-music pageant.



FROM THE HEART OF THE MISSOURI OZARKS CAME THIS SCHOOL ORCHESTRA OF 100 CHILDREN TO FIDDLE AWAY IN ST. LOUIS



This determined young harpist is a member of the National High School Orchestra which performed at the convention.



This sturdy young flutist was picked in national scholastic competition to play with the All-American school band.



This anxious young clarinetist and his placid companion hold high ratings among America's aspiring school musicians.

FRENCH LABOR GETS A CHARTER

Workers strike while employers balk at law

A great peace between Capital and Labor is being fought out in France while Cabinets fall. On March 1 some 7,000 labor contracts came up for renewal, for the first time since the 40-hour week became law in June, 1936. They were allowed to hang fire while the Popular Front Government jammed through a compromise Modern Labor Charter. This provides for collective bargaining, for pay raises with cost-of-living rises, for State arbitration of hiring and firing.

But the Charter has no enforcing teeth. Employers insisted that Depression required pay cuts; workers insisted that rising costs compelled pay raises. Thus on March 24, repudiating their own negotiators, 15,000 workers in the Paris Citroën ("Ford of France") works went on sit-down strike (*see below*), were soon followed by 29 other plants.

Notably lacking, however, was the revolutionary enthusiasm of the June 1936 strikes. Workers even booed their No. 1 leader, Leon Jouhaux (*left*), secretary of the General Confederation of Labor, for not persuading the French Government to rescue Loyalist Spain. Through all this, Popular Front Premier Léon Blum headed for a fall by trying to get emergency powers from the reactionary Senate, fell April 8.



Leon Jouhaux (pronounced Yoo-ho), French labor boss of 5,000,000 workers, told 12,000 Paris Leftists March 18 that they must help Loyalist Spain re-arm and that the workers could prevent war.



Communist Leader Marcel Cachin (*above*) snapped the fidgety rostrum-sitters at the Trocadero Theatre out of their apathy but Austrian Leftist von Heuberscher (*below*) plunged them back into it.



Strikers, 15,000 strong, sitting down in Paris' Citroën automobile factory March 24, were entertained in the plant by this Spanish Communist guitar player.



Amateur theatricals at the Citroën works kept strikers coming to the factory for over two weeks. Most went home for meals while pickets policed the plant.



Perennial strikers of Paris are the clerks of the great Magasins du Printemps on the Boulevard Haussmann whose 16-day strike in June 1936 broke Paris employers' resistance.



A strike meeting crowds the same scene as at upper left with embattled Printemps store employees, listening to speakers. They struck again last December for another pay raise.

THE CONVOLUTIONS OF THE PRINTEMPS STORE ARCHITECTURE ARE PART OF THE "NEW WING" BUILT IN 1913



FIRST ALL-AMERICAN HORSE WINS THE GRAND NATIONAL AT AINTREE

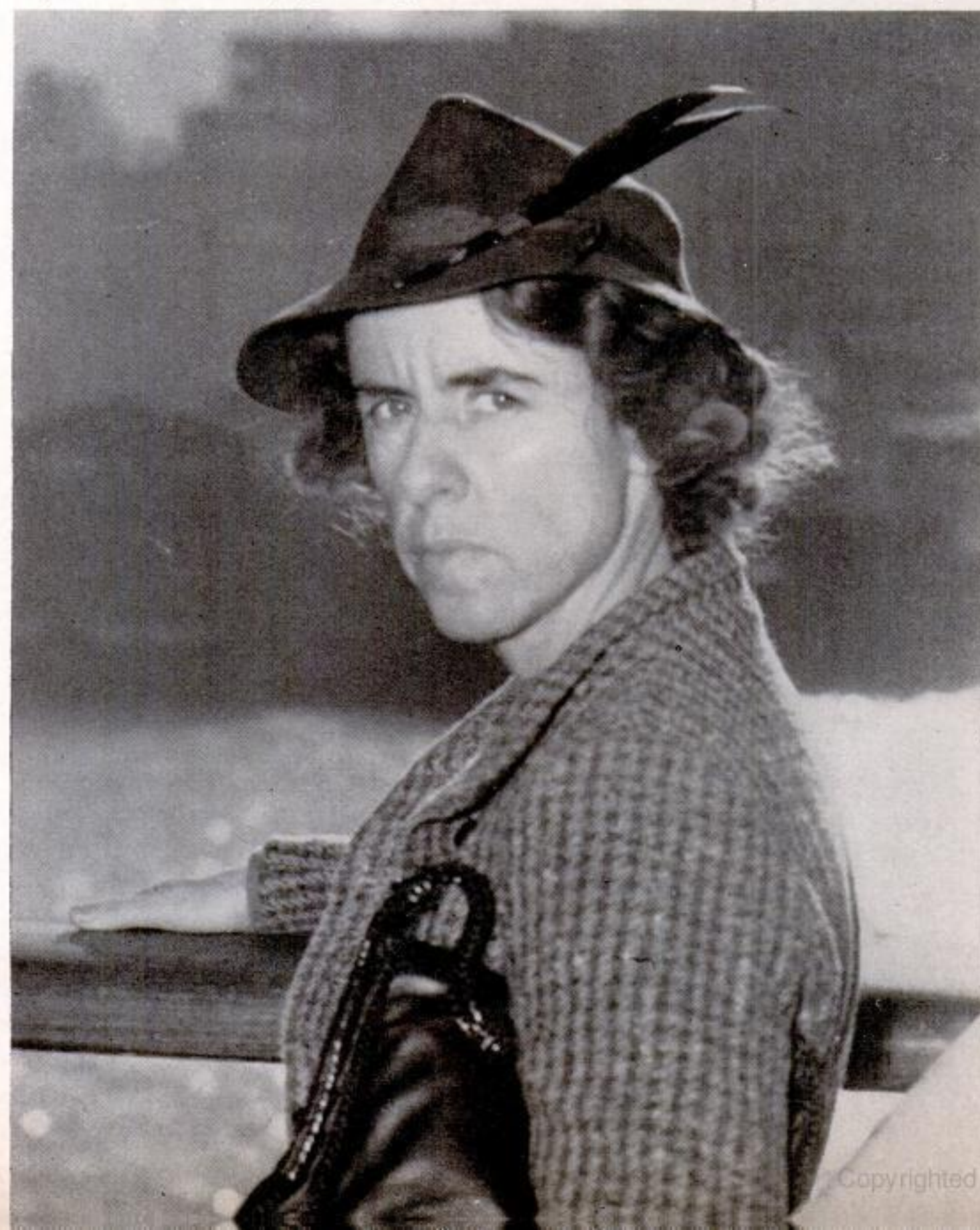
Page 24



OVER RAIL, DITCH, FURZE FENCE AND BECHER'S BROOK, THE FIELD FOLLOWS AN AMERICAN. NEAREST, ROCKQUILLA, PROMPTLY FELL (SEE LOWER RIGHT)

The winner, Battleship, little son of Man o' War, is first horse bred, owned and ridden by Americans to win the 100-year-old Grand National on Liverpool's famed Aintree course.

The owner, Mrs. Marian du Pont Scott, a du Pont heiress, is the wife of Movie Actor Randolph Scott who used to play cowboy parts. She is here shown arriving in New York April 4.





AT BECHER'S BROOK: AMERICA'S BATTLESHIP (RIGHT), IRELAND'S ROYAL DANIELI AND AMERICA'S DELACHANCE WHO FINISHED ONE, TWO, FIVE

The toughest horse race in the world is supposed to be Britain's Grand National, $4\frac{1}{2}$ miles, twice around the Aintree track whose three stiffest jumps are Becher's Brook (shown on this page), the Canal Turn and Valentine's Brook. Of these the toughest is Becher's, named for a gentleman rider who was the first to "taste the water" of Becher's when his horse threw him 92 years ago.

This year 36 horses started. Thirteen finished with their riders, dodging another riderless half dozen. One died of a broken back. The Becher's Brook jump mowed them down like a machine gun. All three pictures on these pages were

taken within a few seconds, on the second time around the course. Notice that the man in the picture above has moved but a few steps in the picture below.

The leading horse above is Battleship, one of the two littlest horses ever to win and the first all-American horse. Battleship held his position over the Canal Turn and Valentine's, then fell behind on the easier jumps. At the last fence he had caught up again. A riderless horse cut across the two finishers, each in turn. Battleship and Royal Danieli, running on opposite sides of the track, finished almost neck and neck. But the judges decided Battleship had won by a head.

CARNAGE AT BECHER'S BROOK: UNDERBID (NO. 24) FINISHED NINTH; NO. 25, ROCKQUILLA AND DUNHILL CASTLE THREW THEIR JOCKEYS



THE AUSTRIANS LEARN TO DO THE NAZI SALUTE



Austrian peasant woman bends her creaking joints into the Nazi salute. She and 90% of Austria are Catholic. The Germans are Protestant and Hitler is a non-confessing Catholic.



Hitler's old schoolteacher, Professor Huemmer of Linz, amiably indulges his old pupil with a left-handed Nazi salute. For this picture he put on his coat, collar and tie.

The mountain men of Austria are unimpressed by Göring

The mountain people of the Austrian Tyrol always disagree with the last man who has spoken. For that reason most of them opposed the dictatorship of Schuschnigg, mildly supported the Nazis. But for the same reason they now view the 100% Nazification of Austria with a cold, glum eye. Today Western Austria shows little Nazi enthusiasm, "except among children." "Of course we wanted *Anschluss*," said one to a New York Times correspondent, "but of our own free will—not with Nazis and not like this."

Even Tyrolese Nazis admitted they had never expected to be completely swallowed up by Germany. For Austrians cannot look up to Hitler, who is himself an Austrian. His taking over Austria is something like the union of Scotland and England after a Scot, James I, became King of England.

On March 26 the No. 2 German Nazi, Field Marshal Hermann Göring, roared into Vienna, reviewed a detachment of German police (*opposite page*), heard shouts of "Hermann! Hermann!" and made a speech for the plebiscite on *Anschluss* April 10. In Tyrolese cafés the mountaineers clapped a little when he mentioned employment, otherwise looked at the radio with dour antagonism. Some observers expected that Austria may become the centre of an underground anti-Nazi movement infecting all of Greater Germany.



Mountaineers in the Tyrol, the toughest individualists in all Greater Germany get their hands up in progressive

stages of the salute as two booted Prussians pass. Notice the oldsters' characteristic mountain hats and jackets.





Sigrid Gurie: Flatbush to Xanadu

This is Sigrid Gurie in full regalia as the Princess Kukachin, lovely daughter of the mighty Mongol emperor, Kublai

Khan. Miss Gurie progressed from Flatbush, N. Y., to Norway and now to a Hollywood version of fabulous Xanadu.

"THE FLOWER OF FLATBUSH" MAKES GOOD

Sigrid Gurie loves Gary Cooper in "Marco Polo"

Sigrid Gurie is the young lady who, a few weeks back, was being hailed by Samuel Goldwyn as "the siren of the fjords." Mr. Goldwyn's picture of a new Norwegian Garbo was badly jolted in March when Miss Gurie filed suit for divorce from a hitherto unsuspected husband. It speedily became known that not only was she married to an American luggage-maker, but that her birthplace, far from romantic Norway, was the Flatbush section of Brooklyn, N. Y. The stunned Mr. Goldwyn recovered in time to snatch victory from defeat by proclaiming "the greatest hoax in movie history."

Miss Gurie, "the Flower of Flatbush," makes her debut as Gary Cooper's leading lady in *The Adventures of Marco Polo*, a \$2,000,000 concoction of melodramatic Hollywood hokum. She is Princess Kukachin, daughter of Kublai Khan.



Sigrid Gurie was born in this modest house in Flatbush on May 18, 1914.



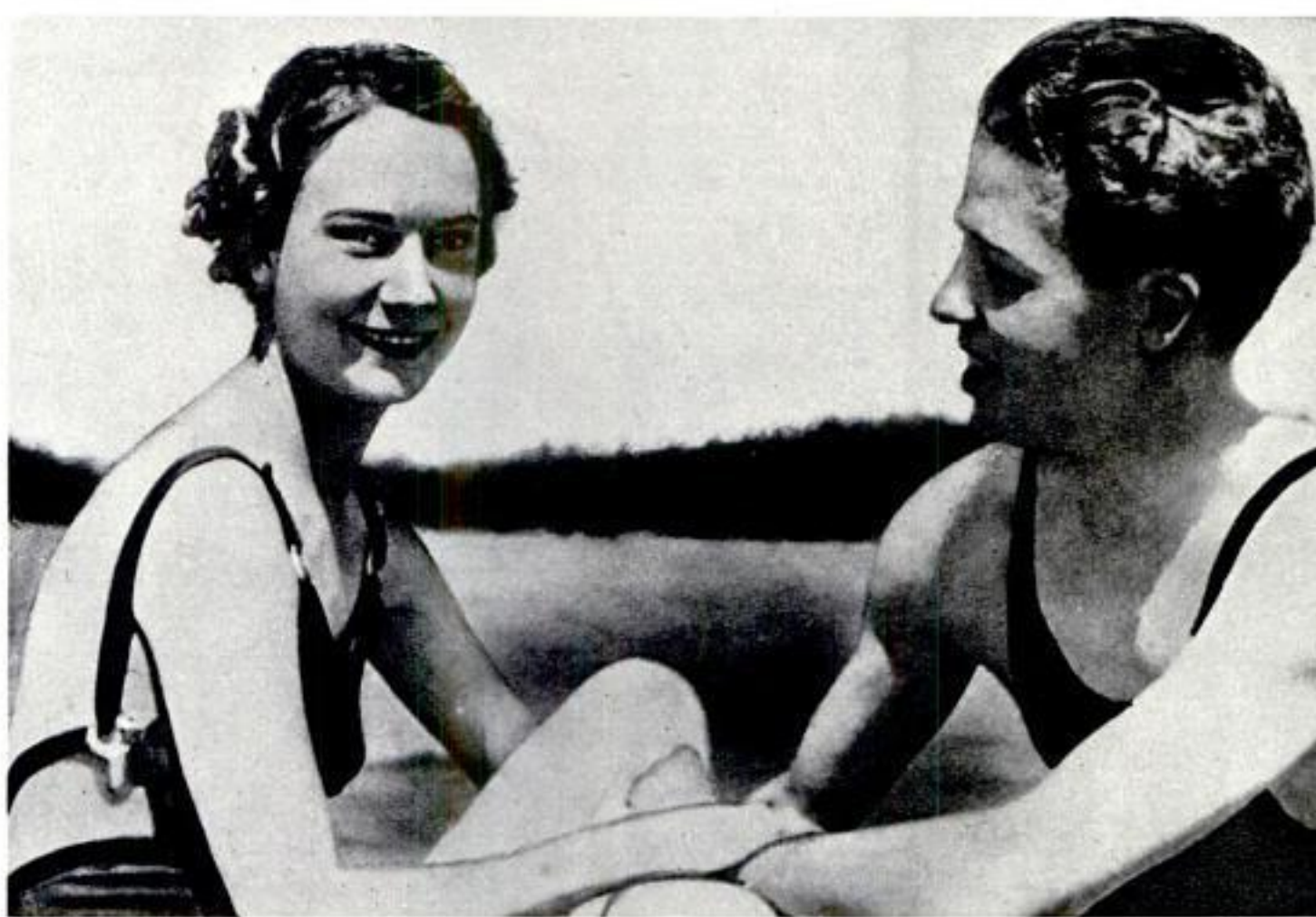
She grew up in Norway, however, with her twin brother Knut. She was 6 when this snap was taken.



SIGRID GURIE AS GLAMORIZED BY THE GOLDWYN STUDIO



"The siren of the fjords" sits on the rocky edge of the Oslo fjord. Though born in Flatbush, Miss Gurie was taken to Norway at the age of 3, stayed there until she was 20.



She was married in 1935, shortly after her arrival in the U. S., to Thomas Stewart, a California luggage-maker. This picture was made on their honeymoon at Lake Arrowhead.



On the *Marco Polo* set, Miss Gurie drinks a Coca-Cola with Gary Cooper. Throughout the production of the picture, she was kept in seclusion, forbidden to visit nightspots.



Miss Gurie's director was Archie Mayo, who is here seen with the newest thing in Hollywood yes-men. Mr. Mayo has an assistant whose duty is to scratch the director's plump back.

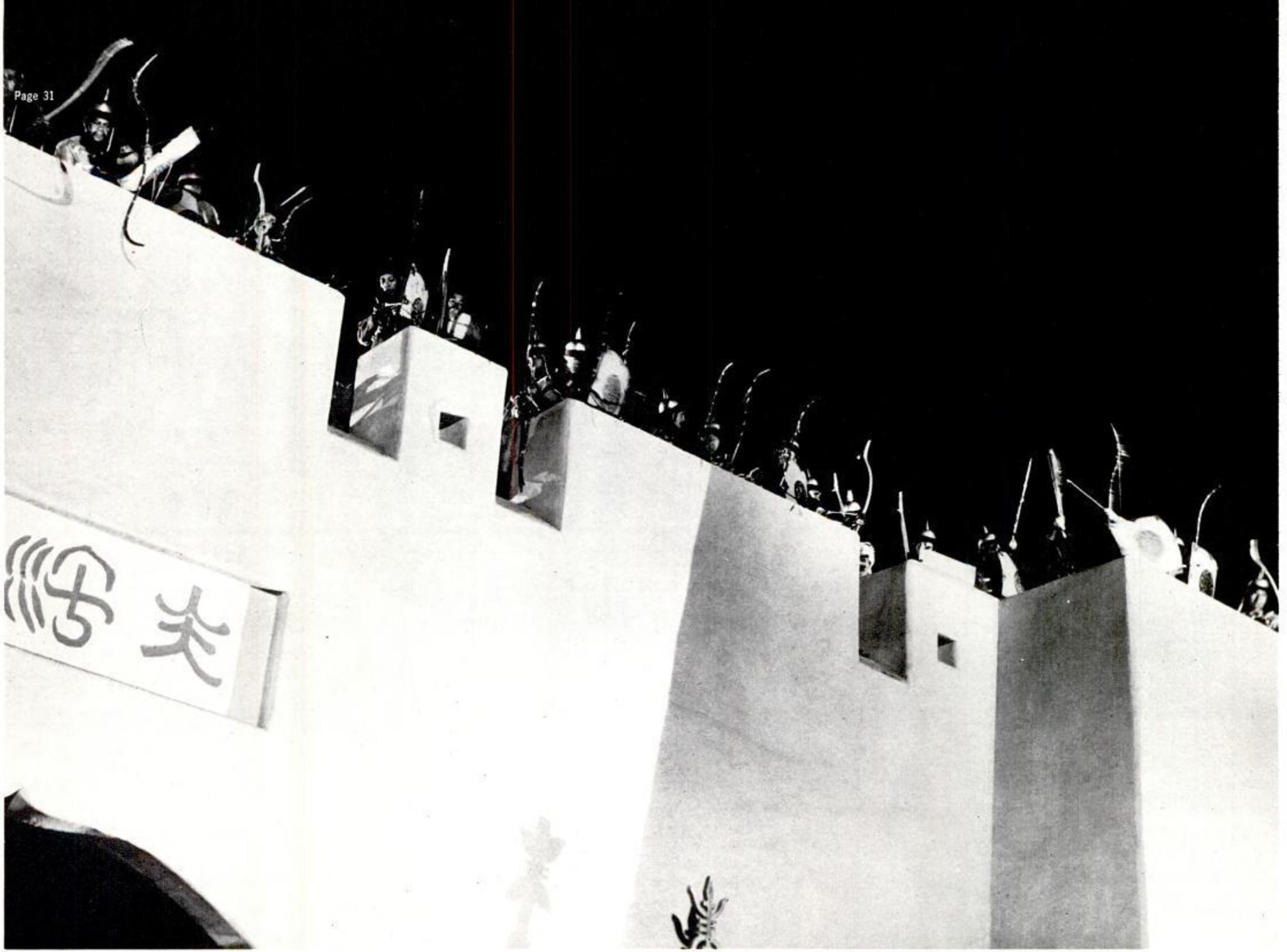
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At the court of Kublai Khan, Marco Polo finds the great Emperor reigning amid Hollywood magnificence. The movie is only slightly based on the travels of the real Marco Polo, a 13th Century merchant of Venice who journeyed to the Orient, wrote of his adventures.

Marco Polo makes love to the Khan's daughter, Princess Kukachin (Sigrid Gurie) and later teaches her the Western art of kissing, as shown in LIFE, Feb. 7. Meanwhile the Khan's jealous Prime Minister (Basil Rathbone) is preparing unspeakable tortures for Marco.





The walls of Peking, Kublai Khan's capital (*above*), are stormed by the troops of a vassal prince (*below*). *Marco Polo* is as full of climax and anticlimax as an old-style Western melodrama. The mighty Khan, whom Marco Polo has crossed two continents to behold,

turns out to be George Barbier, well-known portrayer of bumbling American businessmen. After a dozen hairbreadth escapes, Marco leads a Mongol army against Peking, pushes the villainous Prime Minister into a pit of his own lions and marries the beautiful princess.



THE JAPANESE SLEEP AT THE FEET OF CHINA'S GODS



Rest for Nanking's conquerors

The old gods of old China here look down upon four little Japanese soldiers, one with a flag, dozing at their feet. These are the same soldiers who through last Christmas and New Year's treated Nanking, China's captured capital, to the most appalling mass

atrocities since Genghis Khan. They raped Chinese women by thousands, bayoneted and burned unarmed Chinese men alive in equal numbers, suffered the inevitable loss of morale. Since then the Japanese have been stopped and defeated by the Chinese.

WHILE AN INDIAN PRINCELING TAKES UP THE KORAN



"O Lord, in thy presence I begin."

Prince Walashan Colonel Mukaram Jah Bahadur, the little boy on the throne dais of Hyderabad, is the only grandson of the Nizam of Hyderabad (left, mustache and spectacles), "richest man in the world," and son of the Nizam's heir (left, black turban). The

Moslem service is *Bismillah* in which the child begins to read the Koran. Kneeling beside the throne is his mother, Princess of Berar, beautiful eldest daughter of Turkey's ex-Sultan and Caliph Abdul Medjid II. Her son may someday be a Caliph himself.

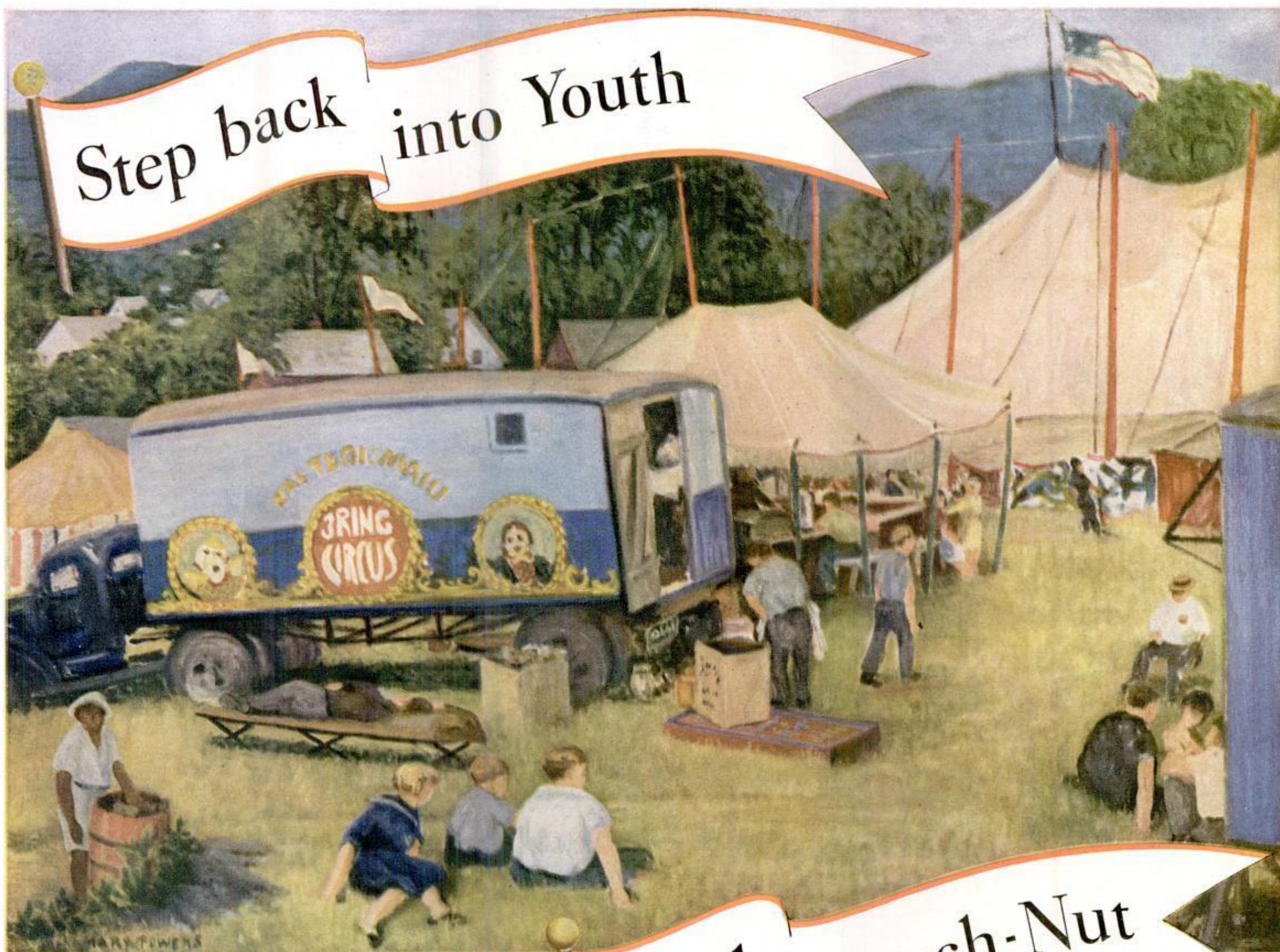


FANNIE BRICE, BILLY ROSE'S MONA LISA, CONTEMPLATES A DIVORCE

This Neapolitan lady is not the Mona Lisa in the Paris Louvre. She is Fannie Brice, greatest of U. S. comediennes, painted in the Leonardo da Vinci pose by Artist John Decker. What makes the picture more than just an effective burlesque is the fact that it adorns the New York office of her husband, Billy Rose.

The second catch in the picture is that Billy Rose won't be her husband long. On her New York arrival from Hollywood, April 5, to defend herself in a \$34,000

suit brought by an agent, Miss Brice announced that she would return to California to divorce the diminutive showman who is ten years her junior and wants to marry Eleanor Holm, swimming beauty. From Fannie Brice came four crisp comments: 1) "To me, now he's just nothing;" 2) "I don't know Miss Holm;" 3) "That wouldn't be the Rose I know, to come across with that kind of [settlement] money;" 4) "So now my third marriage ends and believe me, dearie, it's my last."



Painting by Mary Powers

Manchester, Vermont
September 29, 1937

Mr. Bartlett Arkell, President
Beech-Nut Packing Company
Canajoharie, New York

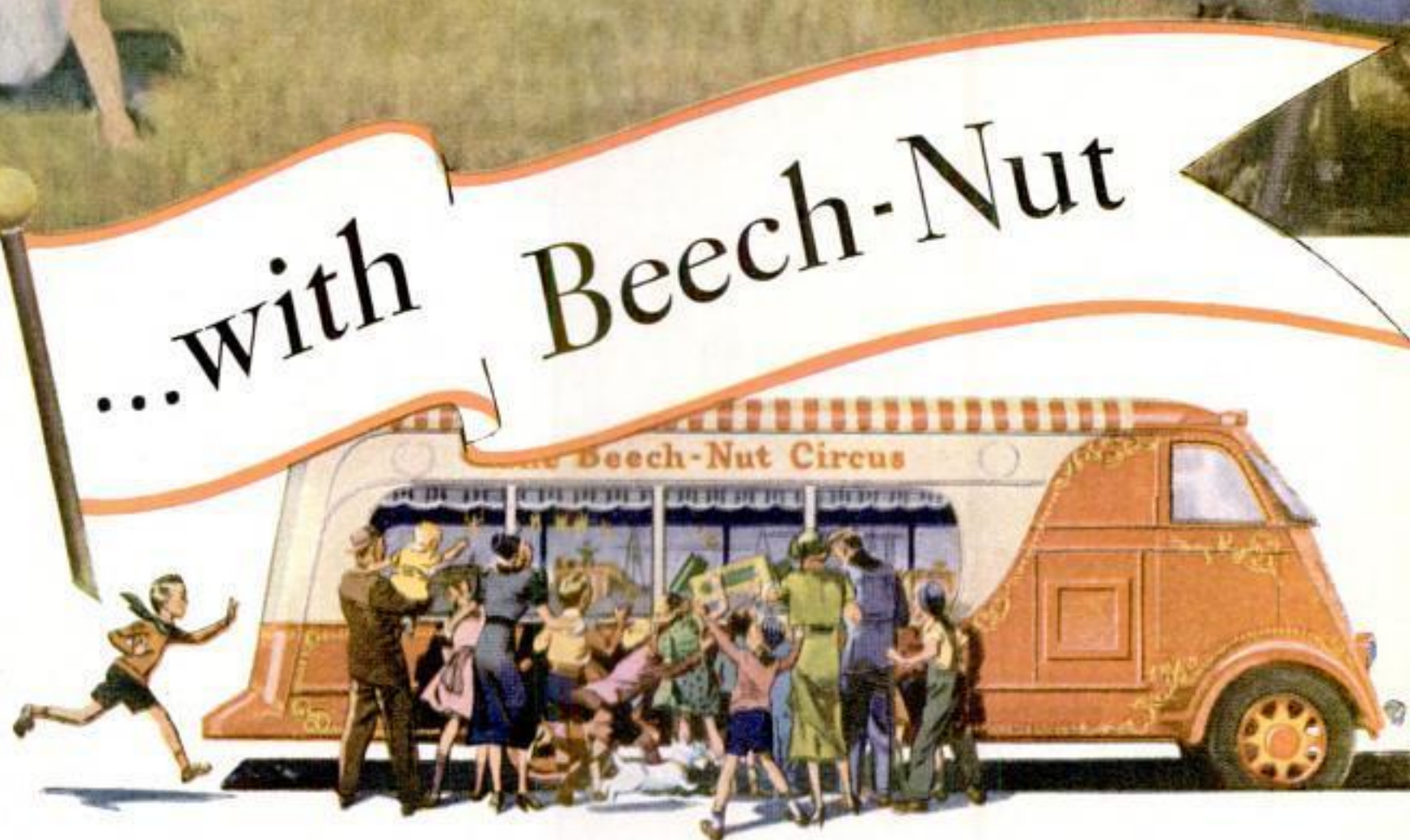
My dear Mr. Arkell

For ever so long ... in fact ever since your little Beech-Nut Circus was in Manchester, and that IS quite some time ago, I have been wanting to write you. And this morning as I sat at my desk, I suddenly thought again of the little circus. So I feel that I must stop what I am doing and tell you how much happiness you gave at least one little boy this summer.

I happened to glimpse the car as I passed the Equinox on my way from the library. And I flew home to send Clifford up with Bruce. But he had already gone with him. I can't even begin to tell you how much Bruce loved it. Oh, ever so much more than the real circus that I had taken him to see in June. For this was in miniature ... and children love things in miniature. Perhaps you have realized that. And even now, very often at bedtime I am entertained with an account of the beloved little circus.

Every child's face was a study in rapt attention! I wish that our schools could offer a subject so interesting! I know that surely you know that you are fortunate. You seem to grasp with both hands the opportunity to give. You are so wise. For long after worldly things about you are forgotten, your little circus will live in the hearts of these many little children who have loved it.

Bruce B. Graham
Mrs. Clifford Graham



HERE is a happy letter. It tells how we have delivered joy to the heart of a child in Vermont. Many thousand other children, too, have thrilled to the miniature marvels of the Beech-Nut Circus... the biggest little show on earth.

To grown-ups we promise to give you back an hour of your precious youth. And don't, please don't let your children miss it! We are sending out 12 of these rollicking, rolling circuses this year. This advertisement in store windows will tell you when there's one in your town.

Happiness in packages, too

Fine flavor doesn't just happen, it's a matter of intention, the result of someone's plan. Try Beech-Nut Peppermint Gum and you'll see how true this is.



Snapshot

Machinist Edgar T. Clewell, of Allentown, Pa., won the highest amateur award of 1937 when he carried off \$1,500 in cash prizes with this picture of a neighbor's child, Joanne Flemming. The picture won out over thousands of snapshots submitted from all parts of the country by its sheer spontaneity and naturalness. *Made on Eastman Film.*



Commercial

This illustration appeared in a recent advertisement of Steinway Piano. It is one of a series for Steinway by Anton Bruehl, who for many years has been one of America's outstanding illustrative photographers. All of the photographs in this series are notable for their excellent photographic quality and their subtle spiritual beauty. *Made on Eastman Film.*



News

This greatest news photograph of 1937 was made by International News cameraman Samuel Shere in the dusky twilight of May 6th, when the German Zeppelin *Hindenburg*, carrying 36 passengers, 61 officers and men, and a ton of mail and baggage, burst into flames while attempting to land at Lakehurst, N. J., and in 5 minutes was completely destroyed. The photograph, showing clearly the men on the mooring mast silhouetted against a cloud of fire, has that rare, stupendous quality which only a great catastrophe can create. *Made on Eastman Film.*



Pictorial

"The Giant and the Princess." Edward Steichen, famous illustrative photographer, made this photograph of a fighter receiving a bouquet from a little girl, shortly after a heavy-weight-championship bout. In the simplicity and dramatic quality of its composition, and its deeply human expressiveness and charm, this photograph (copyright by the Condé Nast Publications) is regarded as one of the masterpieces of its time. *Made on Eastman Film.*



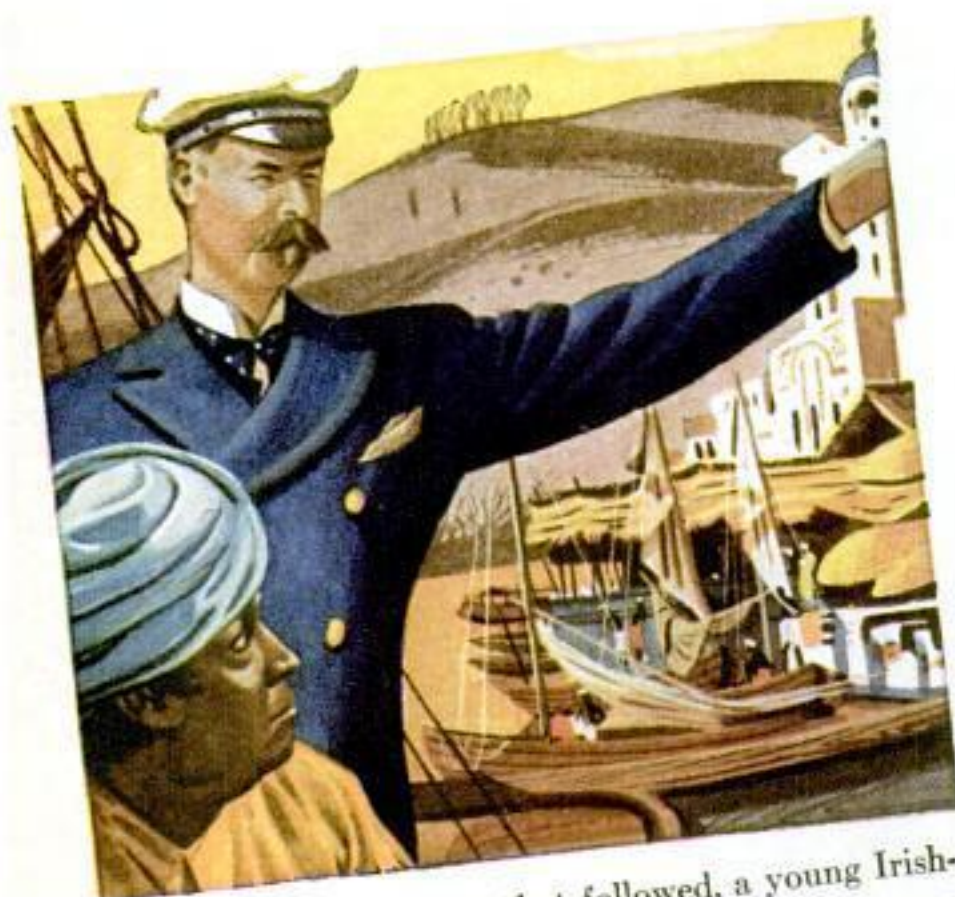
The great pictures are made on EASTMAN FILM

There is an Eastman Film for every picture-taking need. Use Eastman Film always. It pays . . . Roll-Film Users: Accept nothing but the film in the familiar yellow box—Kodak Film—which only Eastman makes . . . Eastman Kodak Company, Rochester, N. Y.

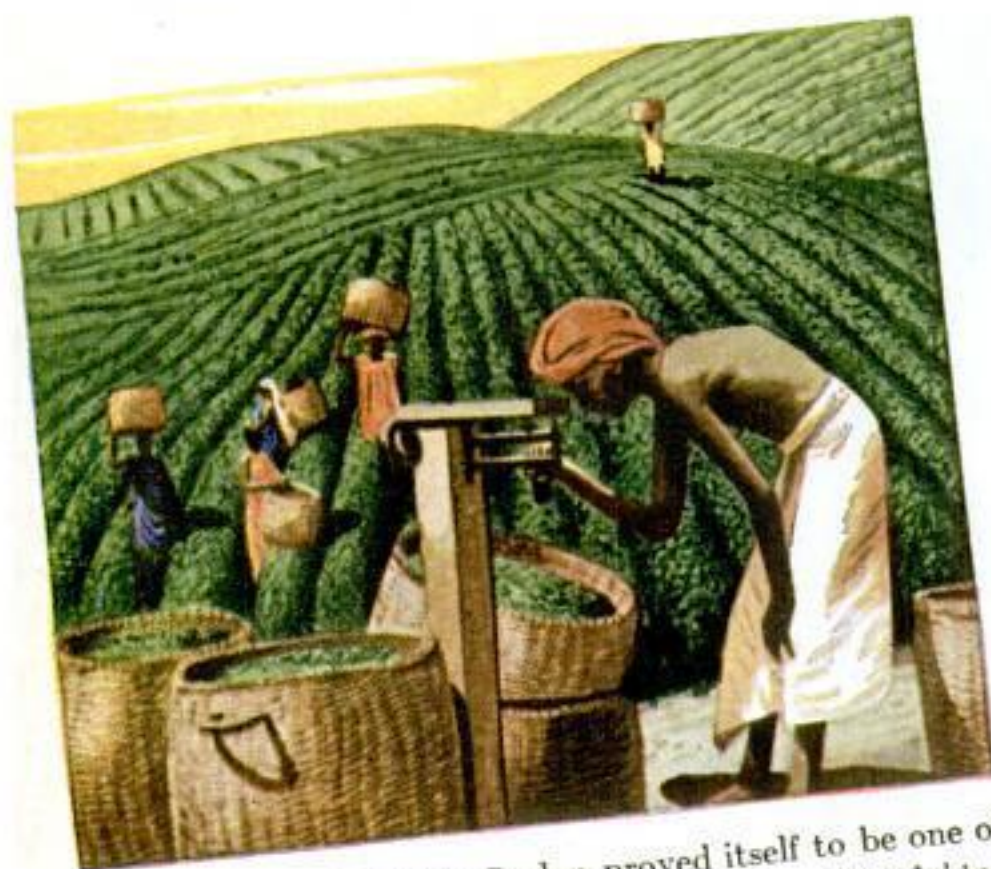
How a disaster led to the world's greatest tea!

*T*HERE'S A STORY in your cup of Lipton's Tea . . . a story that begins with a tragedy and ends with happiness for the people of seven great nations!

In 1870, Ceylon (then a great coffee-growing country) was hit by a blight that snuffed out the life of every last coffee plant on the island!



1. In the gloomy days that followed, a young Irishman named Thomas Lipton was a leader in a group that had a happy thought. Why not grow tea in this rich Ceylon soil and exceptionally gentle climate? Tea plants were imported and cultivated.



2. And lo and behold, Ceylon proved itself to be one of the world's greatest tea-growing spots! More flavorful tea had never sprung from Mother Earth! And appropriately enough, the finest of Ceylon's tea gardens are LIPTON'S.

3. With his own superb tea as a basis, Thomas Lipton mixed a blend so fine that it carried off top honors at five World's Fairs! And at the Great Tea Exposition of Ceylon and India, Lipton's own tea was awarded the Gold Medal. Sir Thomas became official "Tea Merchant By Appointment" to three Royal Families!



5. Yet, despite its superiority, Lipton's can be enjoyed in any home. That is because tea—even a tea as fine as Lipton's—costs less than any other beverage except water! Get a package of this superb LIPTON'S TEA from your grocer today!

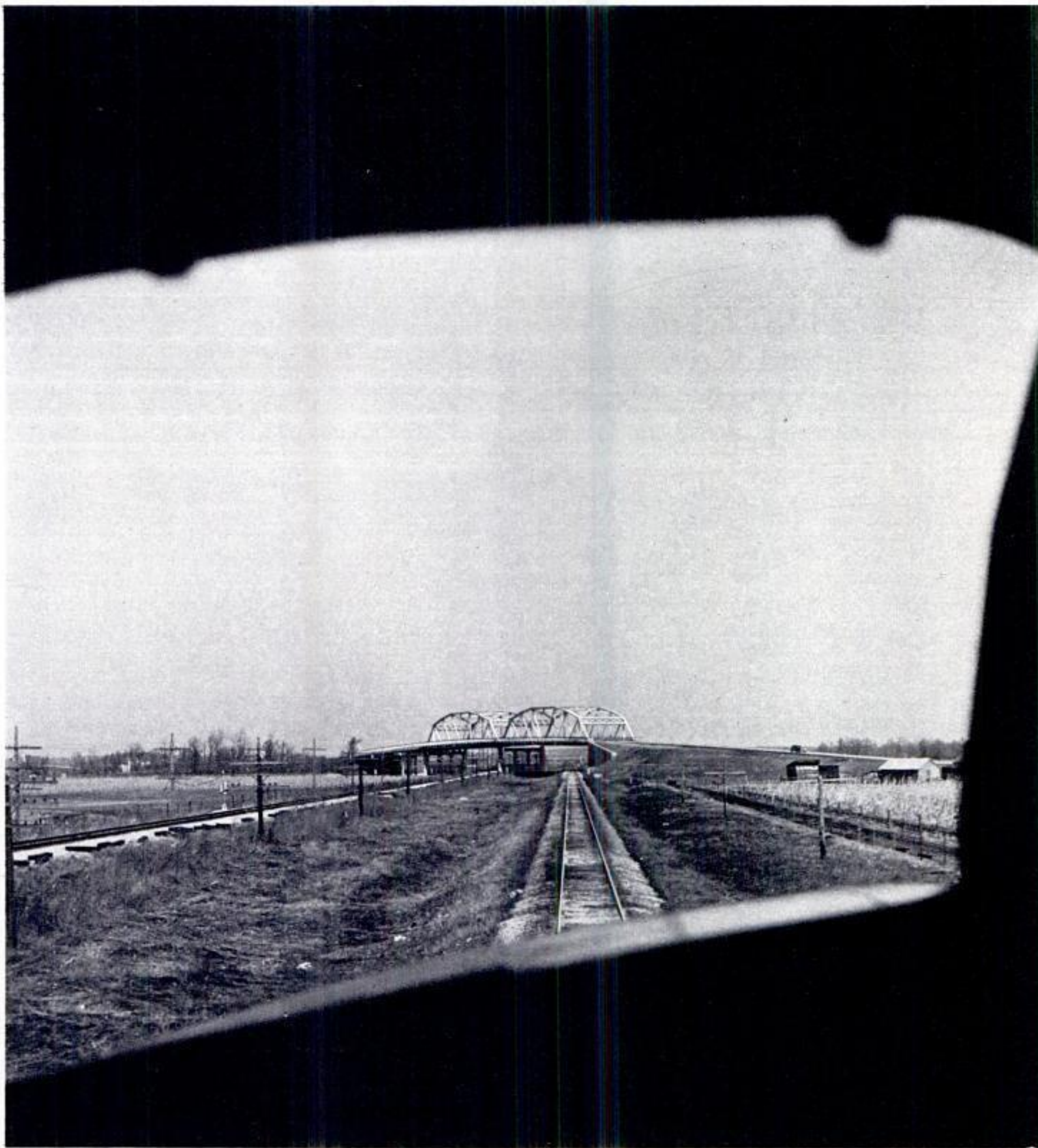


LIPTON'S TEA

4. To understand how any one tea could win all these honors, you need only brew yourself a cup of Lipton's. Look at its rich promising color . . . inhale its clean, flowery aroma . . . raise the cup to your lips and get acquainted with that magnificent flavor. As a pleasant glow warms your innards, you will know that here is the most satisfying and stimulating tea you have ever met. No wonder the men and women of America—and of six other great tea-loving countries—drink more Lipton's than any other tea!



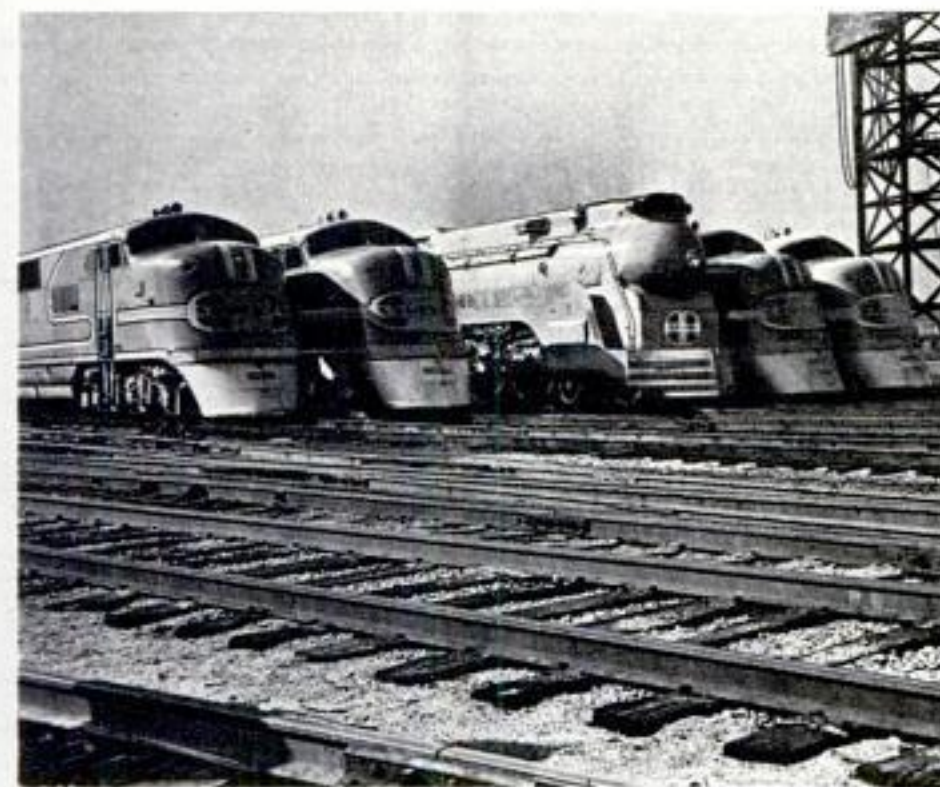
SANTA FE SUPER CHIEF: FASTEST THING ON WHEELS FROM CHICAGO TO LOS ANGELES



80 MILES AN HOUR FROM SUPER CHIEF CAB

Railroads today are facing the worst financial problems in their history. Close to one-third of all railroad mileage of Class I lines is in the hands of the courts. Causes and consequences of the situation are that the lines' physical assets are generally obsolete. Compared to other methods of transportation, the railroads have made relatively few improvements in the past decades.

A leader in the movement to modernize rail travel is the Atchison, Topeka & Santa Fe Railway which in the last two months has put into service a fleet of twelve elegant, lightweight, streamlined trains. Three of these cover the Chicago-Los Angeles route in less than 40 hours. Swankest and most expensive on this run is the *Super Chief II*, shown on these pages. A joint product of General Motors, Pullman, and Edward G. Budd Manufacturing companies, its nine stainless-steel cars combine the furnishings and luxury of a hotel, drugstore, barbershop and restaurant at a minimum cost of about \$100 per trip. Train is pulled by two 1,800-h.p. Diesel-electric units geared to travel 117 m.p.h., accommodates only 120 passengers.



SANTA FE FLEET



Super Chief engineer rests in an upholstered adjustable seat. He keeps his foot continually on the "dead man control" pedal which automatically stops the train if his foot leaves it. The two wide windshields are equipped with sun visors, hot-air defrosters and wipers.

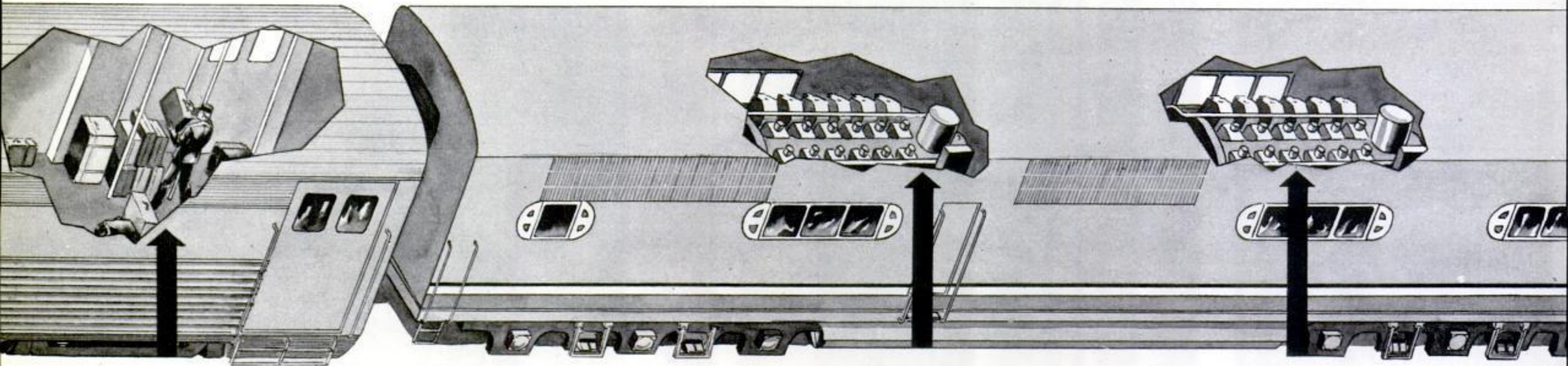


Pianist Moriz Rosenthal keeps his fingers limber by playing a portable silent practice piano installed across the seat in his compartment during one of the *Super Chief*'s first trips last month. Mr. Rosenthal was on his way to Los Angeles where he was to give a concert.

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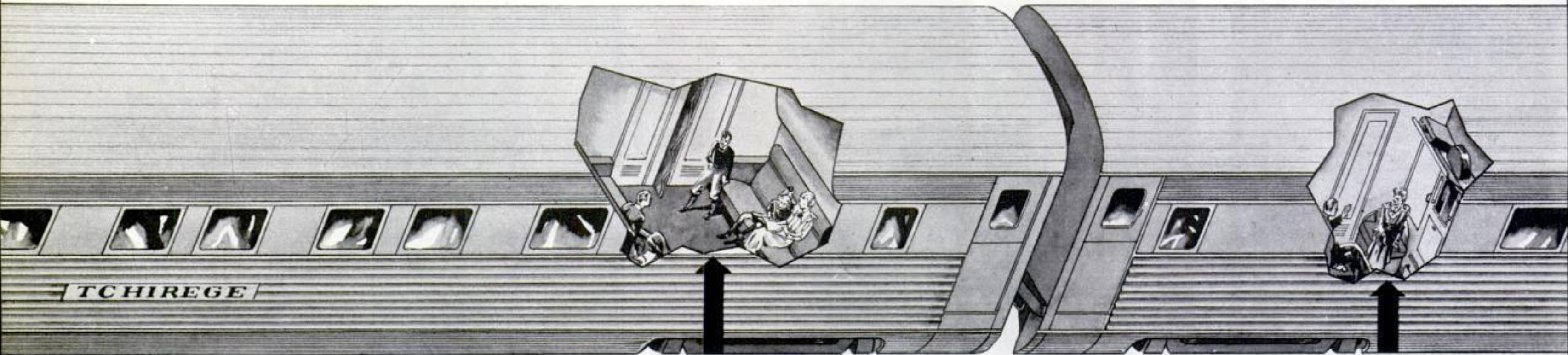
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IN THE SUPER CHIEF'S NINE CARS TRANSCONTINENTAL



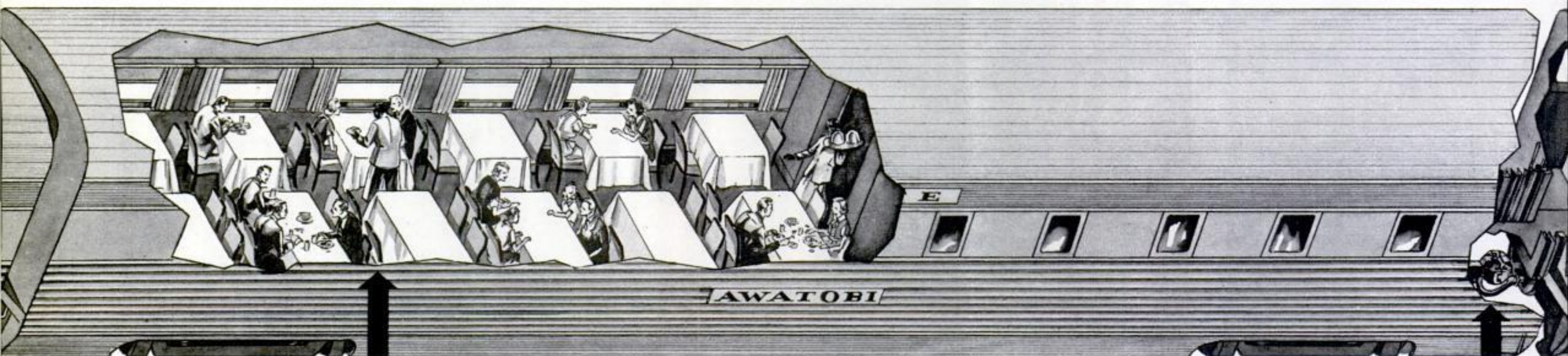
Baggage and linen are stored in the front part of the first car. Just aft of the baggage compartment are quarters for twelve members of the crew of 30. During the 39½-hour trip they sleep and work by shifts.

Second motive unit of the *Super Chief's* power plant is composed of two 900-h.p. Diesel-electric twelve-cylinder engines. The two motors in each unit are controlled simultaneously by the engineer in the cab.



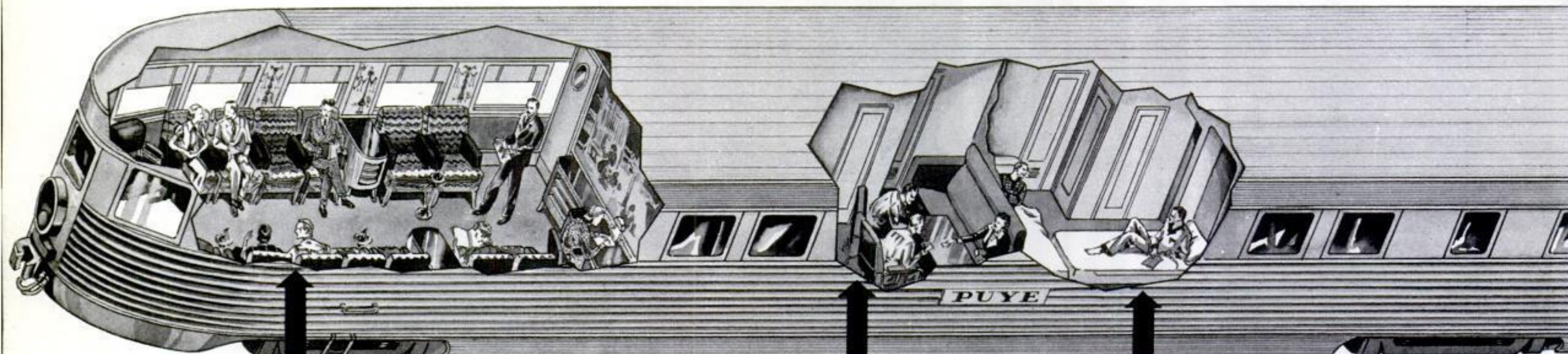
Double bedrooms for families are made possible by sliding partitions. When the partition is removed, the two adjacent compartments form a large sitting room by day and can accommodate four sleepers at night.

Seventeen tiny roomettes, which give the privacy of individual rooms, are in the *Chimayo*. During the day the bed, washstand and wardrobe vanish into the walls, leaving space for the occupant and two guests.



The dining car seats 36 passengers, gives à la carte service (including caviar) only. Cost of three meals a day averages around \$4. Passengers can eat in their compartments at an extra cost of 25¢ per meal.

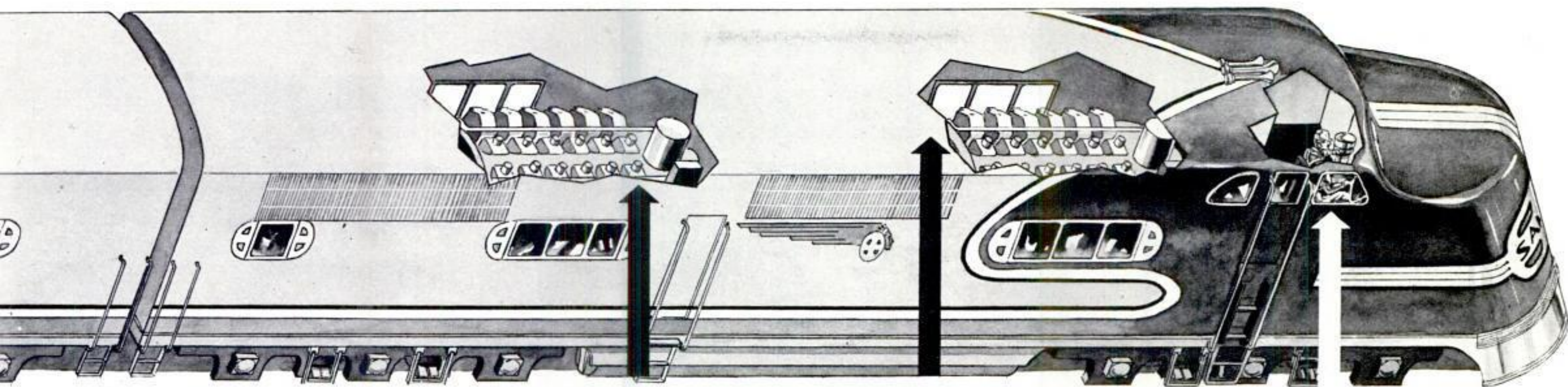
Improved couplers permit no slack, reduce shock when the train starts or stops. All the passenger cars are air-conditioned and all car bodies are insulated against noise from the trucks and against heat or cold.



Rounded observation car accommodates about 18 people. It is decorated in Navajo Indian style with a turquoise-blue ceiling, coral frieze panels and sand paintings. Passengers use it mostly for reading and writing.

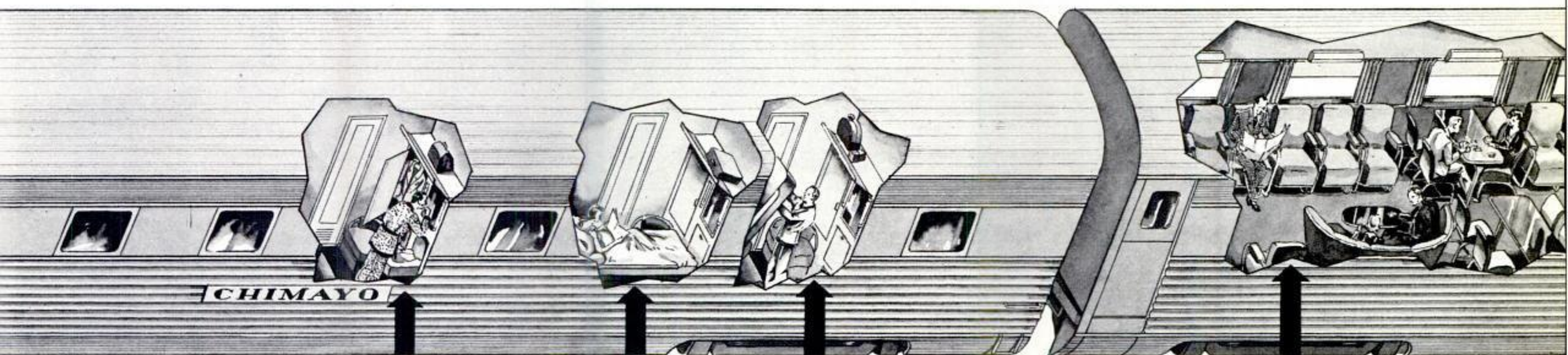
Drawing rooms have two beds at right angles and on same level. When made up for day use they resemble small sitting rooms (left). They cost \$56.15 and are the most expensive accommodations on the *Super Chief*.

TRAVELERS FIND EVERY FORM OF HOTEL COMFORT



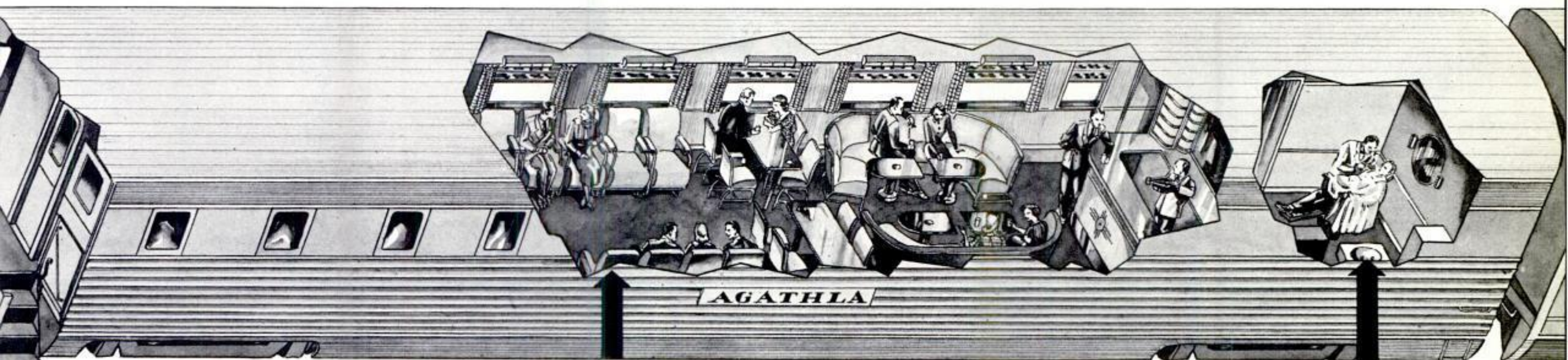
The locomotive is also powered by twin 900-h.p. Diesels. They operate generators which make electricity which runs motors geared direct to the axles of the six-wheel trucks, producing a high traction power.

Engineer is perched high at the front of the spick-and-span cab. It is insulated against both outside and inside noises, thereby making it easier for the engineer and assistant to exchange signal observations.



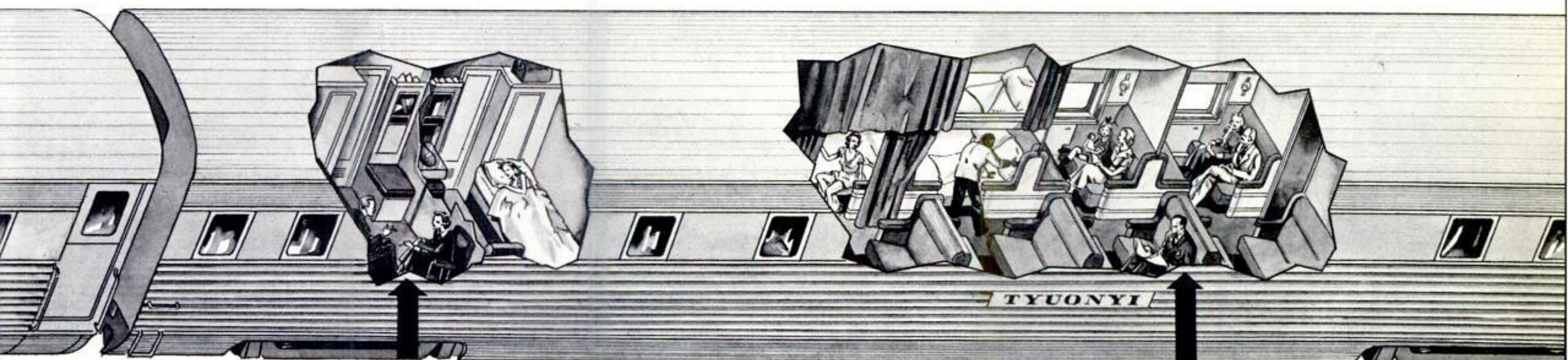
Three positions of roomette furniture are shown above. When dressing, occupant pulls out washstand, opens wardrobe. At night the bed occupies most of compartment. Morning, passenger raises bed against wall.

A passenger lounge is at rear end of the baggage-lounge car. Passengers sit and chat in heavily upholstered chairs and settees. The color scheme ranges from dark red on walls to light gray-blue on the ceiling.



Cocktail lounge has modern furniture made of square metal tubing with molded rubber seat cushions, covered with woven fabric. Two tables are arranged for card players. Barman serves drinks at any hour of trip.

Barbershop is a useful asset to any transcontinental train as most passengers don't like to shave while moving at 80 m.p.h. Next to the barbershop is a shower room. The train crew sleeps at other end of car.



Compartments on the *Super Chief* are larger than the roomettes and more expensive. Roomettes cost \$22.05; compartments sell for \$39.50. All the windows on the new streamliner are shaded by Venetian blinds.

Section sleeper comprises eight sections. Cheapest fare includes the cost of an upper berth at \$12.60; lower berths cost \$15.20. If you want to buy an entire section for yourself you must pay an additional \$10.

SHEDDING OF FUR COATS EXPOSES THE PROBLEM OF

Hips



In winter this young lady has nothing to worry about because her bulky fur coat completely conceals her figure.



In spring when the same young lady goes forth in this short-jacket Lord & Taylor suit, she has a minor hip problem.

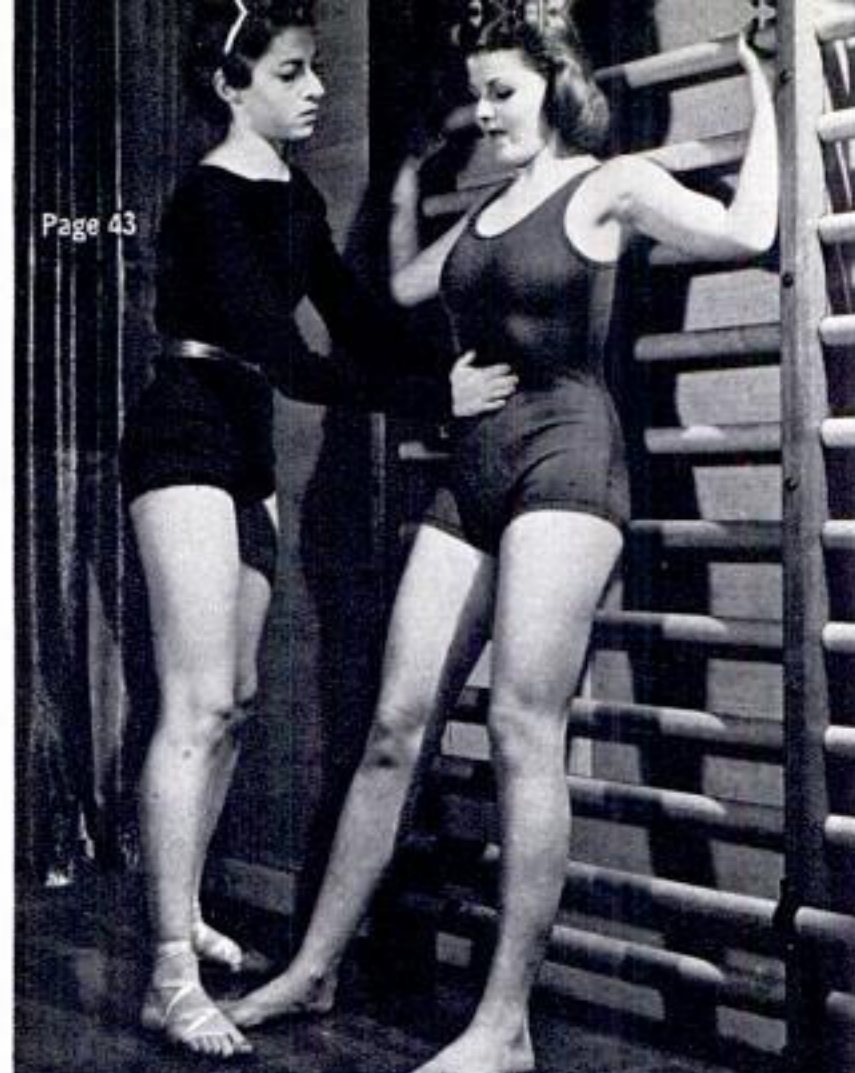
Hips like these in summer slacks prompted Ogden Nash and O. Soglow to compose the inspired bit of lunacy, at right.



**"Pajamas, Huh?
or, Dresses Were So Nice"**

*Sure, deck your limbs in floppy pants;
Yours are the limbs, my sweeting.
You look divine as you advance—
Have you seen yourself retreating?*

From "Free Wheeling" by Ogden Nash published by Simon & Schuster, © 1931



OLGA INSTRUCTS CLIENT TO SUCK IN TUMMY, PUSH AGAINST BARS, KEEPING SPINE STRAIGHT



WITH ARMS UP, FEET FLAT ON GROUND, BEND KNEES, ROLL BACK AND BUTTOCKS DOWN BARS



WHEN ARMS' LIMIT IS REACHED, SWING FORWARD, OUTWARD AND UP AND REPEAT ROUTINE



WINGS OVER THE SNOWBOUND "HUMP" OF THE SIERRA NEVADAS





Snow 18 ft. deep dwarfs the trees and rounds out these jagged peaks of the Sierra Nevada Mountains, 150 miles east of San Francisco on the air route to Reno. Mt. Rose (10,800 ft.) is over the wing of the plane (*top left*) and the craggy walls of Truckee River Canyon reach up through the centre of the picture. The mountains look beautiful, serene and harmless. But transcontinental pilots, who call this range the "hump," climb as high as 16,000 ft., a mile above the highest peak, relax only when it is left well behind. A few weeks ago an airliner hurtled against a mountainside somewhere south of this spot, presumably buried its passengers in the bed of snow. Other transports have met the same fate during the past few years in the California mountains.

This is the first airview of this region of the Sierras taken by a commercial photographer during winter. Because the temperature was -16°F. , Clyde Sunderland spent most of his time defrosting the window with hot water, drying it and snapping the picture before the glass was covered with ice again.



Passover Feast: Blessing over the wine

THE JEWS

AGAIN THE WANDERING CHILDREN OF ISRAEL ARE ON THE MOVE IN HOSTILE EUROPE

Now at Passover they celebrate their Exodus from Egypt



The Torah, which rests inside this lovely silver Torah case, consists of the first five books of the Bible. In them are the Laws of Israel which are the heart of the Jewish religion.

The ten plagues which Jehovah visited on the Egyptians are remembered at the Seder by dipping the finger ten times into the wine (*below*) and naming a plague at each dipping.

On the broad stream of history, Franklin D. Roosevelt has just tossed a straw. The ripples it made spread into the foreign ministries of two hemispheres, most of which rippled back earnest approval. Then all ripples died away.

What the President had done was remind the world that it was beset with an acute refugee problem. In all lands, he said, were unwanted minorities—millions of people for whom haven should be found. The President specified refugees in Russia, Italy, Spain. But the world well understood that he really meant the greatest of all refugees, the Jews who are the world's eternal wanderers and who once again must take up their unrelenting march from countries which once welcomed them and no longer will tolerate them. They are besieged in Germany and Austria, persecuted in Poland, oppressed in Rumania.

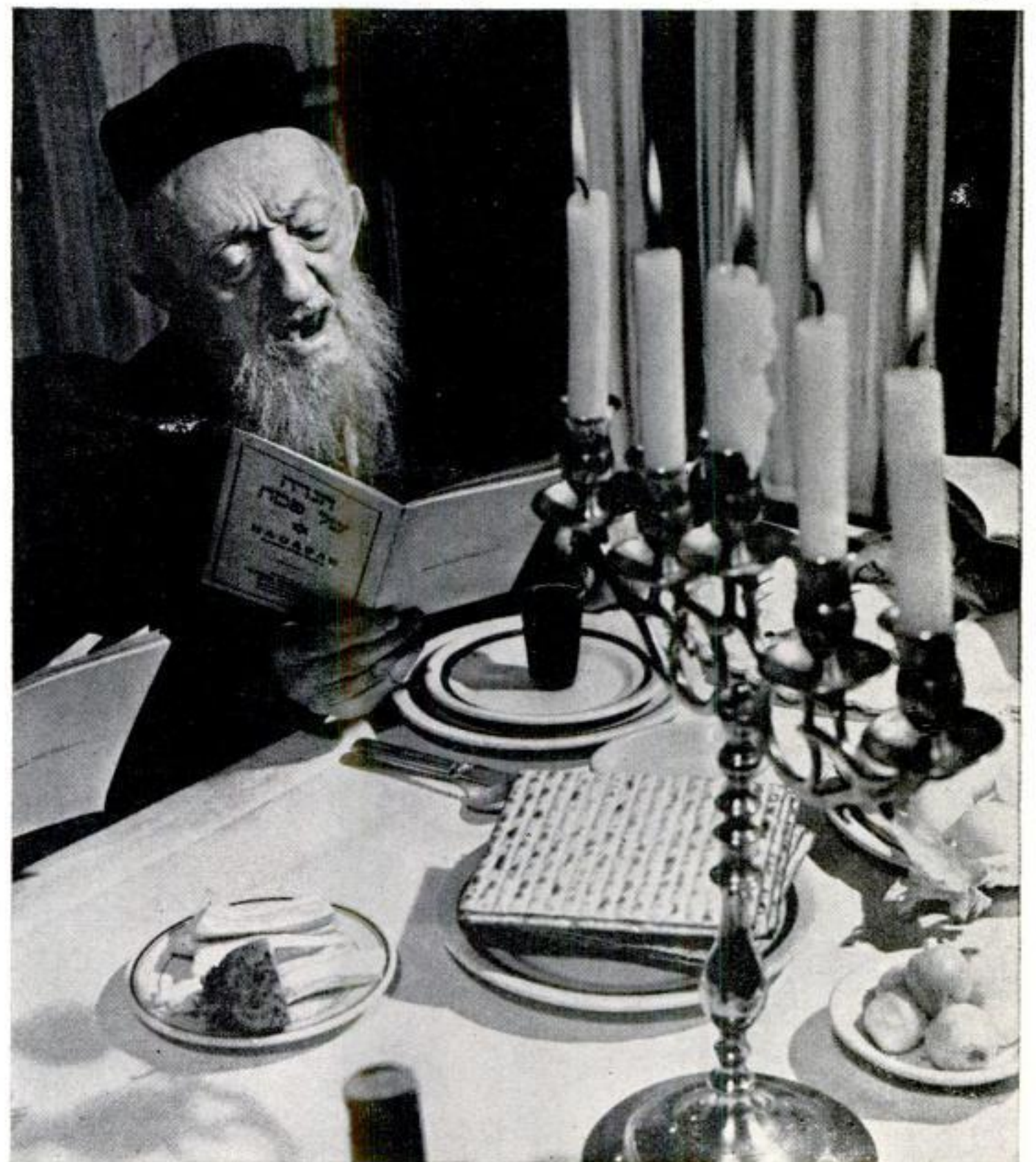
At this time, on the first night of Passover, which falls on April 15, the Jew throughout the world gathers his family about his table for the Seder ceremony to tell of the greatest of all his wanderings—the Exodus from Egypt. At the Seder, the head of the family says: "This year we are here, next year we shall be in the land of Israel."

This hope, echoing down the generations of Jewry, has an especial irony now when the Jew, instead of returning to a homeland, must disperse over the world in the search of safety and the simple grace of peace. But the Seder, symbolizing his deliverance from bondage in Egypt, is a happy occasion. These photographs are of an orthodox Seder at the Home of the Sons and Daughters of Israel in New York.



The Megillah tells of the deliverance of Jews from evil Haman, an event celebrated on Purim. This Megillah and Torah case are in New York's Jewish Theological Seminary.

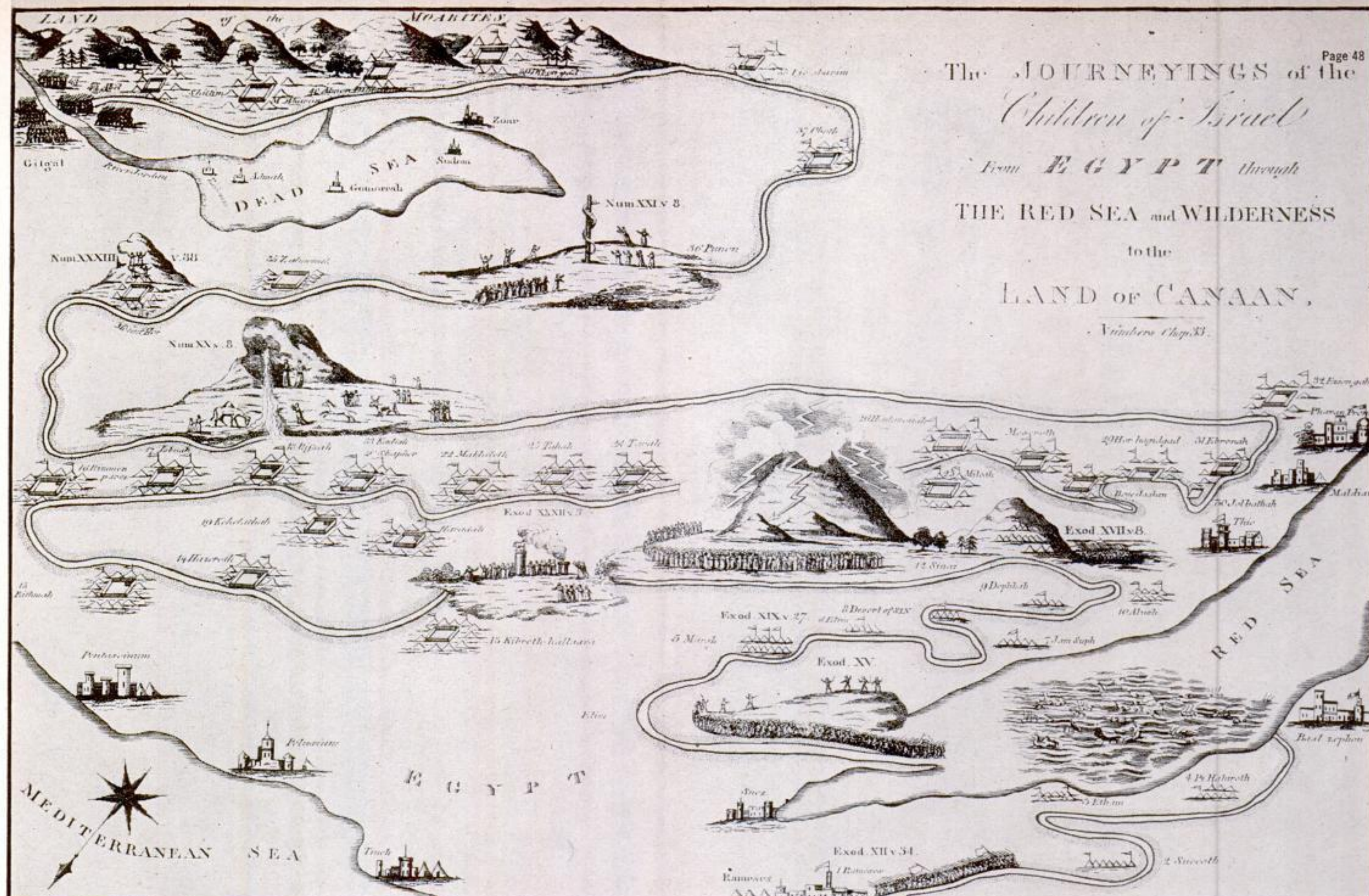
Four questions concerning the ceremony are asked by the youngest at each Seder (*below*). The head of the family, in his reply, recounts the story of the Exodus from Egypt.



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The JOURNEYINGS of the
Children of Israel
From **EGYPT** through
THE RED SEA and WILDERNESS
to the
LAND OF CANAAN.

Numbers Chap. 33.



The Exodus of the Jews and their 40-year wandering is traced on this old map. The route starts at Rameses, near the Nile, crosses the Red Sea, winds through the wilderness

and finally reaches the Promised Land of Canaan. On the way are shown the crossing of the Red Sea, the giving of the Law and worship of the golden calf at Mt. Sinai, the

cleft rock gushing water, the brass serpent. The Doré drawing (below) shows the waters of the Red Sea, which had parted for the Jews, closing in on the pursuing Egyptians.



THE JEWS FIRST FLED FROM EGYPT

Doré illustrates wandering to Promised Land



hen the Angel of the Lord, sent to visit the tenth plague on the Egyptians, came down to kill the firstborn in all the land, he passed over the houses of the Jews. From this, the festival of Passover gets its name. In the Bible's story, illustrated here by the famous drawings of Gustave Doré, great 19th Century French artist (see p. 11), the Lord had ordered Pharaoh to free His children from bondage. But not until He had afflicted Egypt with ten plagues did the obdurate Pharaoh yield.

Led by Moses, the Israelites marched toward the Red Sea where a great wind parted the waters so that the Jews crossed on dry land. When the pursuing Egyptians followed, the waters came together and the Egyptians were drowned. This Exodus is the most celebrated of all the wanderings of the Jews. It took them back to the land of Canaan. The Lord, in the Biblical story, had promised Abraham that his seed should possess Canaan. His great-grandchildren were driven to Egypt by famine. Their descendants, made slaves in Egypt, fled with Moses and wandered 40 years before they reached their Promised Land.

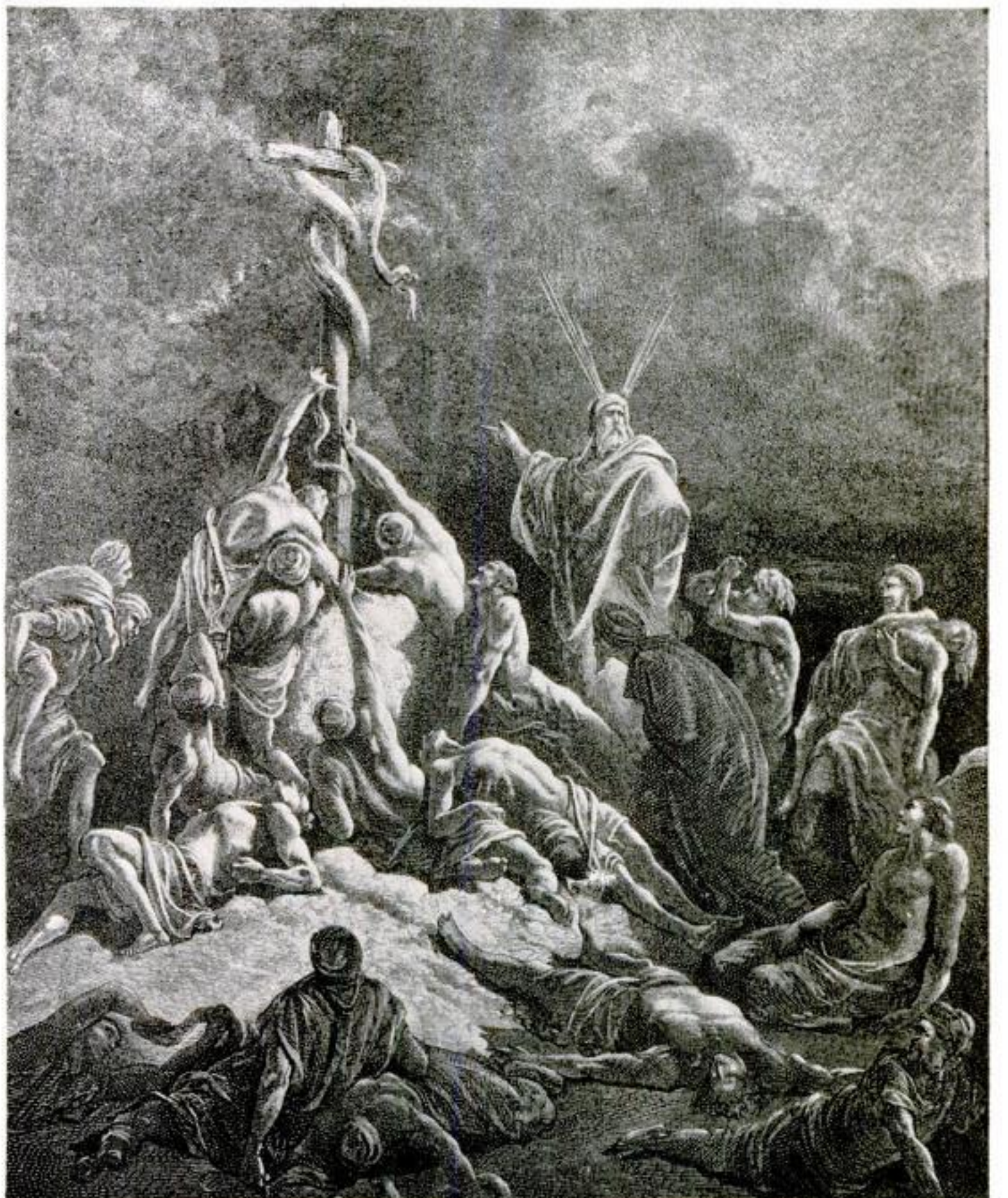
In actual history, Canaan was the goal of two great Jewish migrations. About 2000 B.C., a pastoral tribe of Hebrews, led by Abraham, left Chaldea, which is near the Persian Gulf. They followed a caravan route to Canaan, the strip of land along the Mediterranean between the two great Biblical terminals, Dan and Beersheba. There the Hebrews settled and flourished. Generations later some went down into Egypt and settled in the fertile land of Goshen, which lies east of the Nile Delta. About 1200 B.C. they rebelled against the Egyptians and set out again for Canaan. The direct route was northeast but the Canaanites there were strong enough to repel an Israelite invasion. The Jews turned southeast across the Red Sea and after long wandering and warfare, finally broke into Canaan north of the Dead Sea.



"At midnight the Lord smote all the firstborn in the land of Egypt, from the firstborn of Pharaoh unto the firstborn of the captive in the dungeon. And Pharaoh rose up and called for Moses and said: 'Get you forth from among my people, both ye and the children of Israel'."



"On the third day in the morning, the Lord came down upon Mount Sinai and Moses went up. And God spoke: 'I am the Lord thy God, which have brought thee out of the land of Egypt....' " So saying, He gave Moses the Ten Commandments graven on two stone tablets.



"And the Lord sent fiery serpents, and they bit the people. Therefore the people came to Moses, and said, 'We have sinned.' And Moses made a serpent of brass, and put it upon a pole and if a serpent had bitten any man, when he beheld the serpent of brass, he lived."

CONTINUED ON NEXT PAGE



In China, Jews found peace and were assimilated

IN 1,900 YEARS THE JEW HAS ROAMED THE WORLD

70 A.D. TO 1000 A.D.

The modern migrations of the Jew trace a crazy criss-cross around the Mediterranean and through Europe. They began in 70 A.D. The Jews of Palestine had rebelled against Rome and that year were defeated. Their Temple was destroyed and their exile from Palestine soon began.

But in the wide Roman world, they found many havens. In all trading centres were colonies of Jews where the dispersed sons of Israel could carry on their heritage. A great centre of Jewish authority became Babylon to whose learned rabbis the Jews of all the world looked for guidance. Then, around 1000 A.D., famine and depression came to Babylon and, like famine and depression long before and ever since, forced the Jew from his adopted land.

1000 A.D. TO 1500 A.D.

In Spain, after 1000 A.D., Jewish culture, under tolerant Mohammedan rule, reached its golden age. Its art, science and philosophy flourished and its rabbis were great. But the Christian kings, who drove the Saracens back, did not like Jews. In 1391, they massacred 50,000 of them. In 1492, the Jews were banished from Spain by Ferdinand and Isabella. The Spanish, or Sephardic, Jews scattered over Europe and the Near East, eventually came in fair number to the Americas.

Meanwhile in the rest of Europe, the Jews were unhappy. As the Crusaders in 1096 marched across the Rhineland, they slaughtered Jews as they went. In 1290, the Jews were expelled from England; in 1394, from France. When the Black Death swept Europe in 1348, the Jews were massacred for it. So the Jews, taking up their wanderings, fled to Poland which lacked a middle class and welcomed Jews.

1500 TO 1789

For the Jew, the Middle Ages lasted until the French Revolution. In Europe he could not own land or join guilds. Instead of being a farmer or artisan, he became a merchant, a middleman. Because he never knew when he might suddenly have to flee, he kept his wealth in cash or negotiables. He became a money-lender. A few Jews, as the Renaissance wore on, became rich. But most were poor and forced to live in the Ghetto. There, in crowded squalor, the Jew sought to ease his sorrow by turning to his religion. In the ghetto he never could forget or escape his Jewishness. By the end of the 18th Century, restrictions were lifting. The French Revolution gave final impetus to European political emancipation which was granted Jews in the 19th Century.

1938

The Jew has been faced with a growing problem that today provokes him to hot discussion: Should he become assimilated and, instead of remaining a Jew, merge into his adopted homeland?

On the opposite page is an arch-assimilationist, a modern Chinese Jew. His fathers wandered into China centuries ago and found kindness and respect. Unmolested, some of them became more Chinese than Jewish. Entirely Chinese today they have found peace in assimilation. But many have forgotten the law, the religion and the heritage of Israel.

The Jew on this page is unassimilated. He is fleeing Germany for Brazil and here on the boat deck, is saying his morning prayers. His praying shawl is over his shoulders, his phylacteries can be seen on forehead and wrist. He keeps the pious ways of his fathers always with him. This, says the assimilationist, makes him a stranger wherever he goes. And a stranger is ever unwanted, ever a wanderer.



The non-assimilated Jew flees Europe

CONTINUED ON NEXT PAGE

(continued)



Russia, 1919: the last of the great Russian pogroms took place in the Ukraine in 1919-20 when the anti-Bolshevik armies of Petlura and Denikin, incited by their leaders, wantonly killed 30,000 Jews. The victims shown here have been wrapped in praying shawls for burial.



Russia, 1920: these are younger victims of the Petlura pogroms. But this cruel massacrismet a just end. Defeated by Red armies, he escaped to Paris where, in 1926, he was killed by a Jew to avenge the pogrom. A Paris jury acquitted the Jew, fined him one franc.



Poland, 1937: Sienkiewicz Street, in the Jewish section of Brest Litovsk, was emptied of its Jews as anti-Semitic hoodlums began one of their sporadic raids. They were furtively photographed breaking into a Jewish home whose windows had been shuttered against them.



Poland, 1937: In June, in Czesochowa, a seven-day pogrom broke out. Almost every Jewish home and store was damaged. Hundreds of Jews, like this old man, were injured. On the second and third day, a local paper published names of streets not yet pillaged.



Poland, 1937: In May, in Brest Litovsk, a Polish official was killed by a Jew whose property he tried to confiscate. In the anti-Jewish riots which followed, dozens of Jews were badly injured, three were killed. The whole Jewish section of the town was destroyed.



Rumania, 1936: Famine and anti-Semitism drove thousands of Jewish children from their homes. These were taken to Hungary, fed by American Jewish Joint Distribution Committee which helps to relieve and rehabilitate hundreds of thousands of European Jews.

A TERROR TO JEWS, "POGROM" IS RUSSIAN FOR "DEVASTATION"

In 1881 in Russia began a series of massacres which Jews came to know by the terrible word "pogrom," which is Russian for "devastation." That year the Tsarist government organized mass attacks on Jews. These always took the same form: a Jew was engaged in a brawl; a mob, abetted by the military, quickly gathered, beat the Jew, expanded the fight into a murderous raid on all Jews in the town. The pogroms spread, swept all Russia.

Pogroms in Russia broke out every few years until 1920. Thousands of Jews were killed, millions were beggared. Some had their eyes gouged out, nails driven into their skulls. Between 1881 and 1920, more than 1,000,000 Russian Jews fled to the U. S. The U. S. now has 4,000,000 Jews—one of every four on earth—and is the world's biggest Jewish country.

Today in Poland, pogroms are perennial but are conducted on a smaller scale. Usually they are vicious local riots, started by hoodlums or professional anti-Semites. Few Jews are killed, though many are maimed and their houses and shops invariably looted. There are 3,000,000 Jews in Poland, which is the second largest Jewish country in the world.



The gratitude of refugees from Germany who found safety in France was touchingly expressed by Jews who hung out this banner of thanks. Of the 135,000 Jewish refugees who

have left Germany since 1933, 43,000 have gone to Palestine, 30,000 to Western Europe, 20,000 to Eastern Europe, 21,000 to South America, more than 15,000 to North America.



A pogrom was starting in a small Polish town last year when a lucky photographer took this remarkable picture. The news has brought Jews rushing from their houses to

learn if riot and doom will descend upon them. On the faces of these poor, shawled women may be seen the fear which has been for centuries in the hearts of Jews who have never

known when the hatred of anti-Semites would suddenly fall on them to inflict injury or death or shame, to destroy their homes, loot their shops and desecrate their synagogues.

CONTINUED ON NEXT PAGE



Jew, Jew, Jew, Jew, Jew was painted across the windows of this non-Aryan store in Berlin, when Hitler came into

power, to warn loyal or cautious Germans away. Fervid Nazis broke windows, threw tear gas and stink bombs into

Jewish shops. Some of the biggest and best stores in Berlin were once owned by Jews. Aryans control most of them now.



Street-cleaning by Jews is a favorite Nazi device for publicly humiliating "non-Aryans." This German scene was

re-enacted in Vienna a few days after the Nazis took over Austria. Routed from their houses and herded through

the streets by uniformed plug-uglies, Jews were forced to scrub emblems of anti-Nazi parties off walls and sidewalks.



Today the Jews of Austria are fleeing Nazi oppression

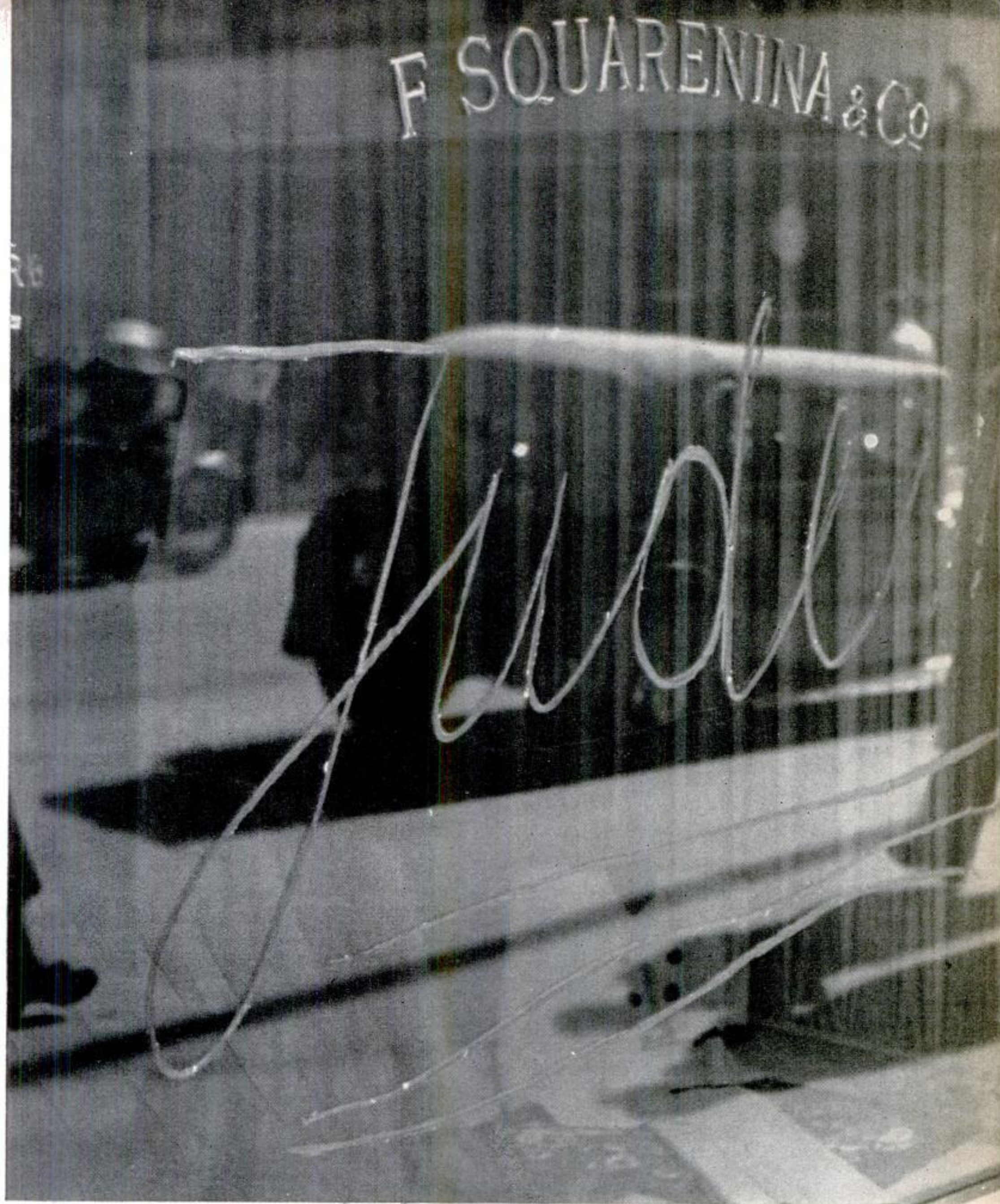
Of all the countries of Europe, the Jew loved Germany best. There he became more German than the German, more loyal to his foster-fatherland than the most patriotic Junker. Jews all over the world reflected this feeling. In the 19th Century, Germany was the cultural centre of world Jewry.

When the Nazis came to power in 1933, terror came to the German Jew. His rights, property and freedom were snatched. He was beaten and humiliated. His shops were boycotted. Swastikas were burned into his scalp. The beards of his reverends were torn out. He was killed. As many Jews as could left Germany. Since 1933, 135,000 have emigrated—almost one-third of them to Palestine, some 15,000 to the U. S. But there are still 365,000 left in Germany to suffer the fiercest forms of anti-Semitism.

In March, the terror came to the 200,000 Jews in Austria when Hitler annexed their country. What happened in Germany was precisely repeated in Austria, more efficiently but no less cruelly. The Jew in Austria prepared to resume his wanderings.

The German Jew was the most assimilated Jew on the Continent. Some, in merging into their environment, kept their religion. Others married Christians, went to Christian churches, felt as Gentile as their neighbors. But under Hitler, they discovered that if either of their grandparents were Jewish, they were Jews, to be shunned and despised by all Aryans.

As he suffered and as he fled the Reich, the Jew had one consolation. He was not the only refugee from Germany. Such great non-Jews as Thomas Mann, the author; George Gros, the artist; Heinrich Brüning, the statesman, and Walter Gropius, the architect, also fled because under the Nazis they could not feel safe in their persons or their consciences.

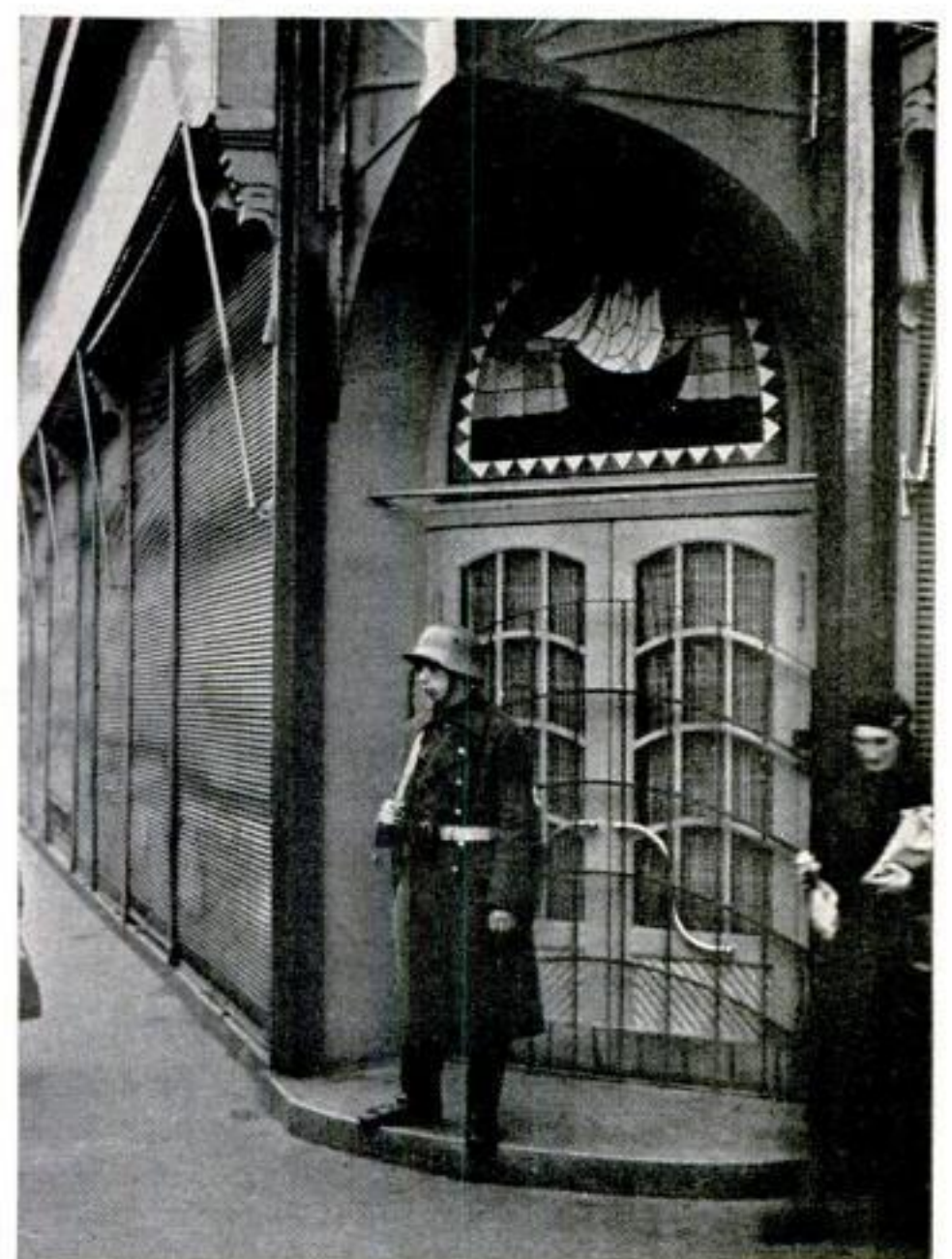


Jew was scrawled in soap across this Vienna window by hasty Nazis who, when Hitler triumphed, could not wait to

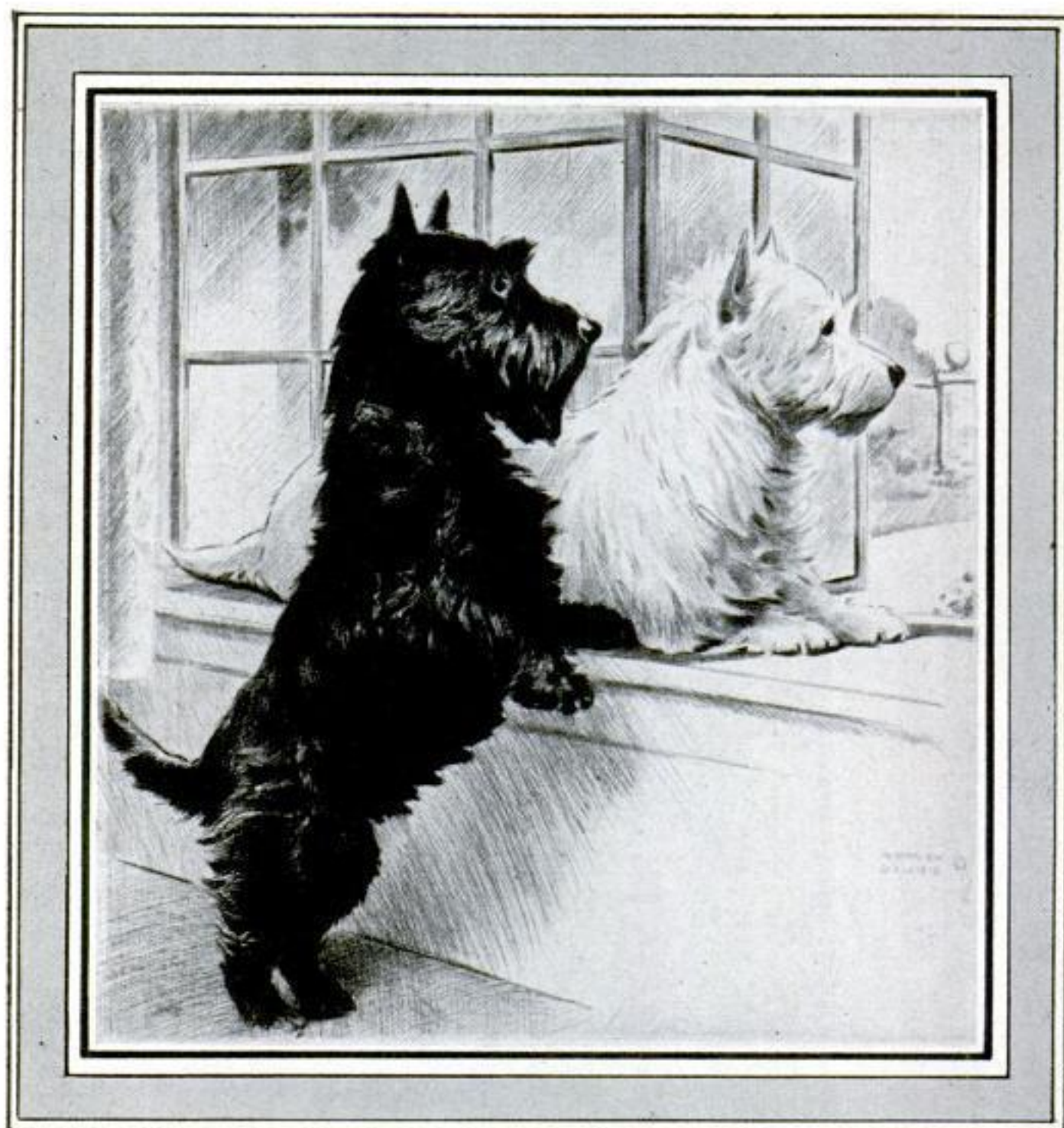
get paint. In short order, however, printed notices were ready and posted on windows to stigmatize Jewish stores.



The flight from Vienna began when the Nazis came. This long line of Jews formed at the Polish Embassy to get visas.



A Jewish store in Vienna, Schiffmann's, was closed, put under guard. There are no big Jewish shops left in Vienna.



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has Character!*

Black & White stands out as prominently as its distinctive personality. And you will always recognize it by a magnificent flavor and a bouquet of rare delicacy. These qualities give Black & White a character that you can always be sure of—for Black & White's famous blend has remained unchanged since it was created generations ago. Ask for Black & White by name—and you'll get Scotch of untiring satisfaction.

EIGHT
YEARS OLD



"BLACK & WHITE"

BLEND SCOTCH WHISKY • 86.8 PROOF

The Scotch with Character

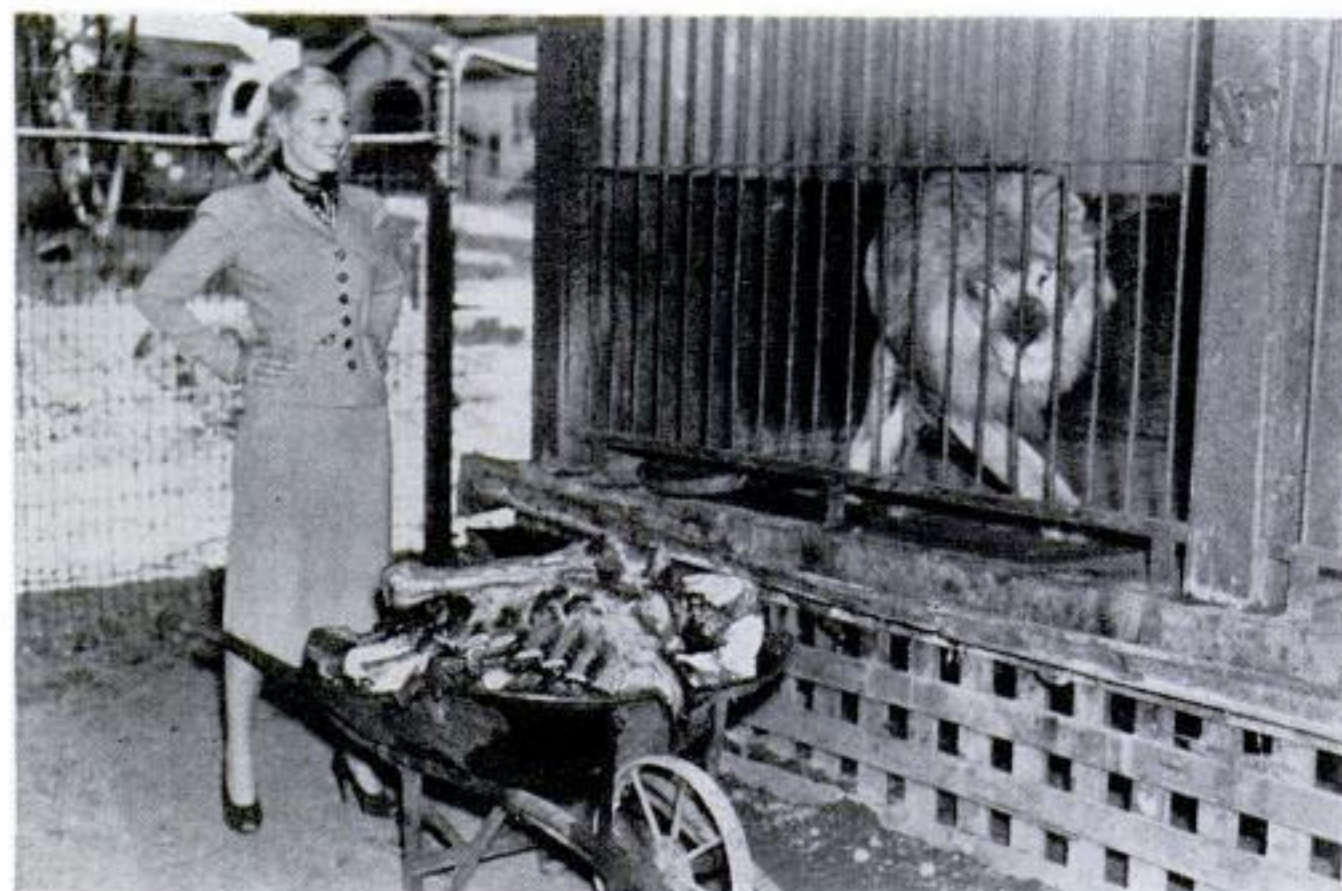
THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK, N. Y., SOLE DISTRIBUTORS
Copyright 1938, The Fleischmann Distilling Corporation

PEOPLE

The Cameras of the Press, throughout the world, now put these people in the news



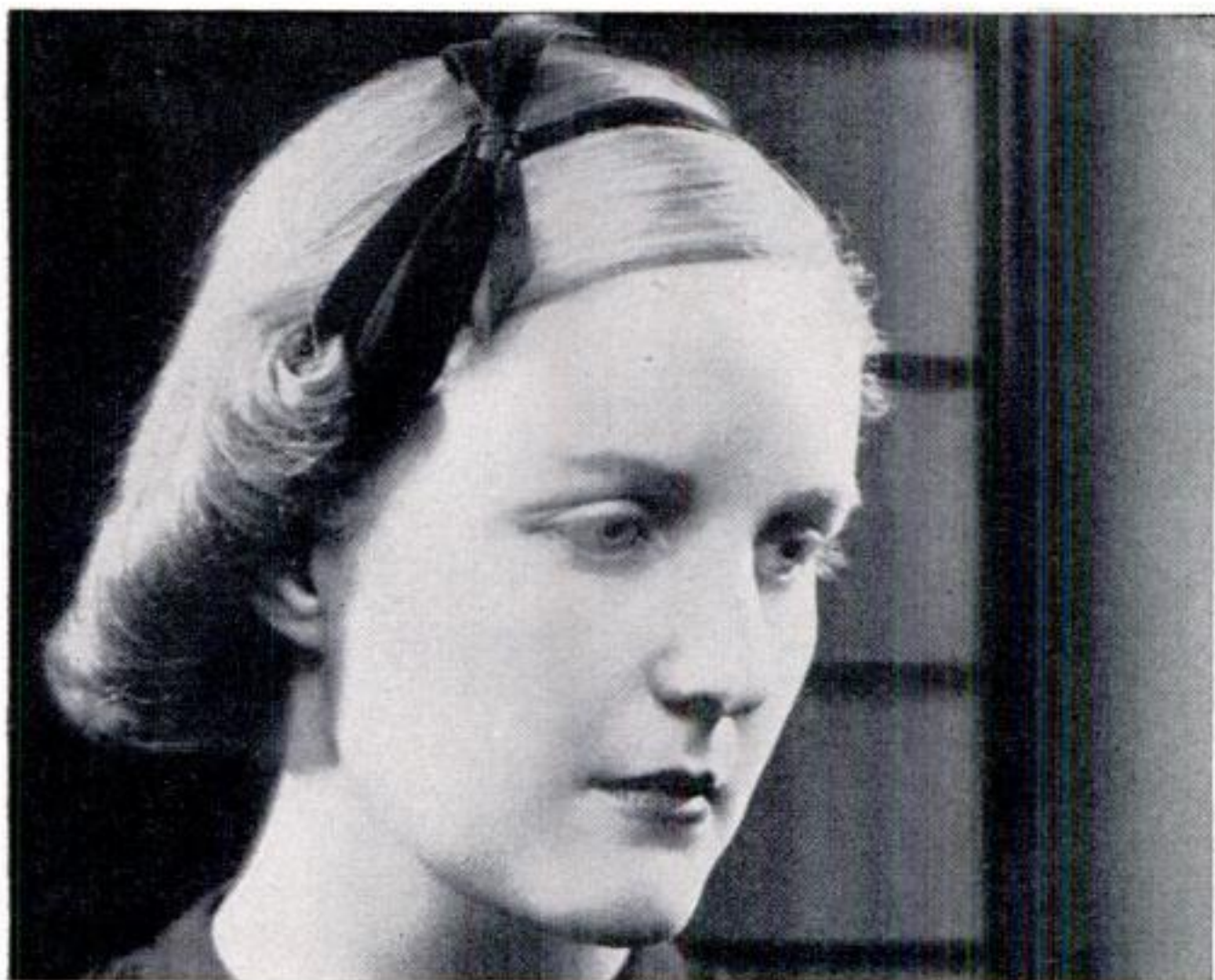
Mr. Billett and George are famous chums at England's modernistic Whipsnade Zoo. George is a chaffinch. Whenever Mr. Billett calls, George flies down, hovers for a moment in front of the zookeeper's face and gently takes a tidbit from his tongue.



Gloria Dickson, Warner Bros. starlet, had a load of raw meat delivered to the lions of the Los Angeles zoo. When Hollywood heard the zoo was going broke, movie people started a fund to feed the animals, which often act with them in pictures.



Eva and Rudi Dollfuss, children of the murdered Chancellor Engelbert Dollfuss of Austria, fled with their mother to Switzerland just before the Germans took over. Eva, aged 7½, and Rudi, 6, are playing in the park of a castle near Fribourg.



The Hon. Unity Mitford, English friend of Hitler, is a favorite with all the Nazis because of her blonde, Nordic good looks. At a recent dinner Gen. Göring rose, banged the table for silence and proclaimed: "I consider Miss Mitford, Lady Guinness (her sister) and Frau Göring the most perfect Aryan women I have ever seen."



Lieutenant Vivian de Valera, eldest son of Ireland's president, marches in the St. Patrick's Day parade in Dublin. Young de Valera is a university instructor. After the parade he heard his solemn father plead for the union of all Ireland.

CONTINUED ON NEXT PAGE

No Stitches

of any kind...
anywhere
...in this
Billfold!

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TUCK IN - LOCK -
CAN'T SLIP OUT

\$3.50
In rich India Goat
others from \$2 to \$15

That's why you get
MORE WEAR
No thread to rot—or to tear the leather—no seams to rip—no cementing to come apart.

MORE ROOM
Ingenious, patented, flexible construction—expands to take an amazing "load," slides back into place for normal use. Never restricted by stitching.

MORE BEAUTY
No stitches to mar the smooth, hand-tooled edges—nothing but fine leather... and fine leather craftsmanship.

Here's how it's made... and what it offers:

It's cut out of a single piece of leather and skillfully folded into place. Sturdy "ears" tuck in and lock. It's simple... practical... Two full-length compartments for bills and checks, etc. Leather stamp and card cases. Transparent pass case. 3 additional pockets for tickets, etc. Flexible construction takes this load without cramping. Buxton Stitchless Billfolds are the most popular, largest selling billfolds ever made!

"ZIP-GUARD" MODELS, TOO...
Offer an open compartment and a zip-sealed, full-length private compartment which keeps papers out of sight. New, patented "Zip-Guard"—indicated by arrow—prevents papers from catching or jamming on slide fastener and getting torn.
\$2.50 in Grained Cowhide Others to \$15.50

WHY DO THIS

1 Why cut leather to sew it together again? No stitching or cementing is as strong as the natural leather.

AND THEN THIS

2 Stitches often tear the leather... seams come apart. Folding, as Buxton (and only Buxton) does it, with interlocking "ears," makes stitches needless.

Here's a unique guarantee!
Because there are "no stitches," Buxton can—and does—guarantee every Stitchless Billfold to last until the leather itself wears out! Write for "Leather for the Layman." Dept. B, Buxton, Inc., Springfield, Mass.

BUXTON

BILLFOLDS—KEY-TAINERS—POCKET CASES

The Birth of a Baby

In its last issue LIFE presented a record of the motion picture, "The Birth of a Baby." As this issue goes to press the first reactions are just coming in. These are a few:

Dr. Thomas Parran Jr., Surgeon General of the U. S. Public Health Service writes: "LIFE is to be congratulated upon its awareness of health as a factor in the nation's life. The presentation of scenes from *The Birth of a Baby* is another contribution to popular intelligence without which health advances for all the people are impossible."

Mrs. Janet Fowler Nelson, secretary of the Committee on Family Relationships of the National Y. W. C. A.: "I am convinced that it is not only 'good for us' to see but literally meets a deeply felt need."

Father F. H. Sill, Headmaster of Kent School, Kent, Conn.: "I see no objection whatsoever to the film *The Birth of a Baby*. Your magazine has a wide circulation in Kent School. I am sure that the fact that boys see these things in pictures will not in any sense alter their opinion that the birth of a baby is a very serious, solemn and joyful affair."

In Boston where LIFE was banned in advance of publication, the *Boston Traveler* had this to say: "The LIFE article appears to us to be thoroughly decent and constructive. We believe the publication not only will make for better health of babies and mothers, but actually will remove much false fear of childbirth. . . . Everyone of us was born. Is it any harm to know how?"

In New Haven a test case was made of a ban by the local police chief. Among those who agreed to testify for LIFE were Mrs. Edith Valet Cook, secretary of the Community Child Welfare Association; Dr. Howard Haggard, professor of Applied Physiology at Yale University, the Rev. Oscar

Maurer, rector of Center Episcopal Church, and Dr. Nelson Ludington, former police commissioner. After examining LIFE's story, Judge Thomas Sullivan removed the ban.

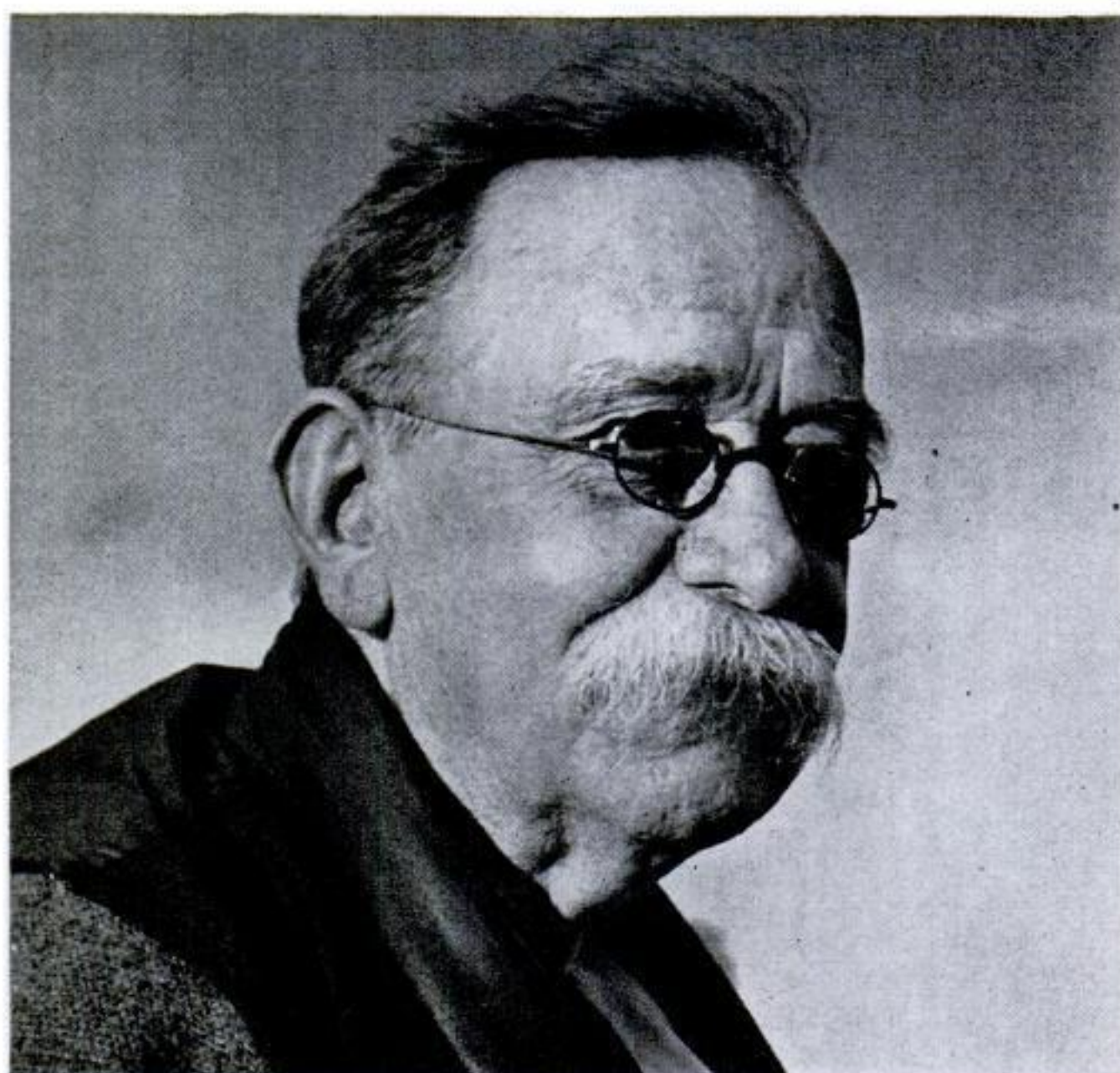
Dr. Frederic Woodward, vice president of the University of Chicago, writes: "Accept hearty congratulations both on the excellence of your presentation and on the service you have rendered public health."

Grace Abbott, professor of public welfare, University of Chicago: "In my opinion the film *The Birth of a Baby* which I have had the privilege of seeing, is a very valuable one. I hope LIFE's series of pictures will induce many people to see the film. Publication by LIFE of these pictures should aid in the fight for preventing the death of mothers and babies."

Dr. Herman N. Bundesen, President of the Chicago Board of Health: "This film and the article, I believe, will do more than any other thing at the moment to save babies and their mothers. My own six youngsters will be among the first to read the article and see the pictures."

Mrs. Ruth O. McCarn, counselor to women, Northwestern University: "At last someone has had the courage to lift the curtain on 'They Lived Happily Ever After' in a thoroughly intelligent and scientific way. It is tremendously important not only from the standpoint of health but, I sincerely believe, from the standpoint of morals."

Abel J. Gregg, member of the National Council of the Y. M. C. A.: "LIFE's photographic preview of the film *The Birth of a Baby* is so well done that I am going to make it the basis of conversation with my son."



James Borrett of London had the surprise of his 76 years when he learned that the Queen was coming to see his flat in a Government housing project. In a fit of shyness he ran away. The Queen gone, he rued: "Fancy me taking on like that!"



Queen Elizabeth, out inspecting housing projects, missed shy Mr. Borrett (top of page) but found the Bennett family. Mrs. Bennett dropped her ironing in delight but the children reproached Her Majesty for not bringing the royal Princesses.



Ralph Smith, farmhand's son of Great Meadows, N. J., blazed with anger when Betty Douma, the boss's daughter, played that she was a great lady and Ralph a serf. He shot her with a rifle. Luckily Betty did not die and Ralph is free to blow his whistle.



Alice Brady, Motion Picture Academy prizewinner for the best supporting role (*In Old Chicago*), did not let a broken ankle prevent her from appearing on a radio program. She broadcast with her foot in a splint, wiggling well-pedicured toes.



SOONER or later, in nearly every married couple's life, one question comes up that husband and wife both dread to answer. The question is—where would they be, if the breadwinner were to lose his job.

Most families have pitifully little set aside. According to reliable authorities, the odds are extreme against any man ever achieving old-age independence. Indeed, the chances are slim that he will possess as much as \$1000 in cash at any time.

And yet, today, it is a relatively simple matter for anyone, even of modest earnings, to be secure for the future. You need set aside only a little odd change a day in a Fidelity Income Plan, in order to have funds when you need them most.

For nearly 27 years, Fidelity has successfully served thrift-minded men and women. It has grown to a mighty organization with assets exceeding 35 million dollars—an organization that has never failed to meet an obligation when due—that keeps on deposit at all times, with state authorities, approved securities equalling the total cash liability to all contract-owners.

Start now to end your worries about the future. Have money enough to see you through the sunset years, to educate your children, to take advantage of business opportunities, to travel, or to meet unforeseen emergencies. Phone the nearest Fidelity office—or send for the interesting, informative Fidelity booklet now. There is no obligation.

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LONG ON DISTANCE

The Hagen 288 will gladden the heart of any golfer. It's a bear for distance! It gives you extra yardage because of its extra fine construction.

To begin with, the cover is of minimum thickness. The highest grade pure para thread winding is applied to the core under high tension. Wound so taut and tight that it is just itching to travel a mile! Every ball is compression-tested to insure top quality.

It truly is a marvel ball! Off the tee you will declare it is the longest long ball you ever drove. On the green you will find it the deadliest in accuracy.

The Hagen 288 is recommended for low handicap and tournament players—75c.

For the golfer who wants toughness primarily, play the famous Hagen Vulcord—75c.

Other Hagen Golf Balls
25c—35c—50c.

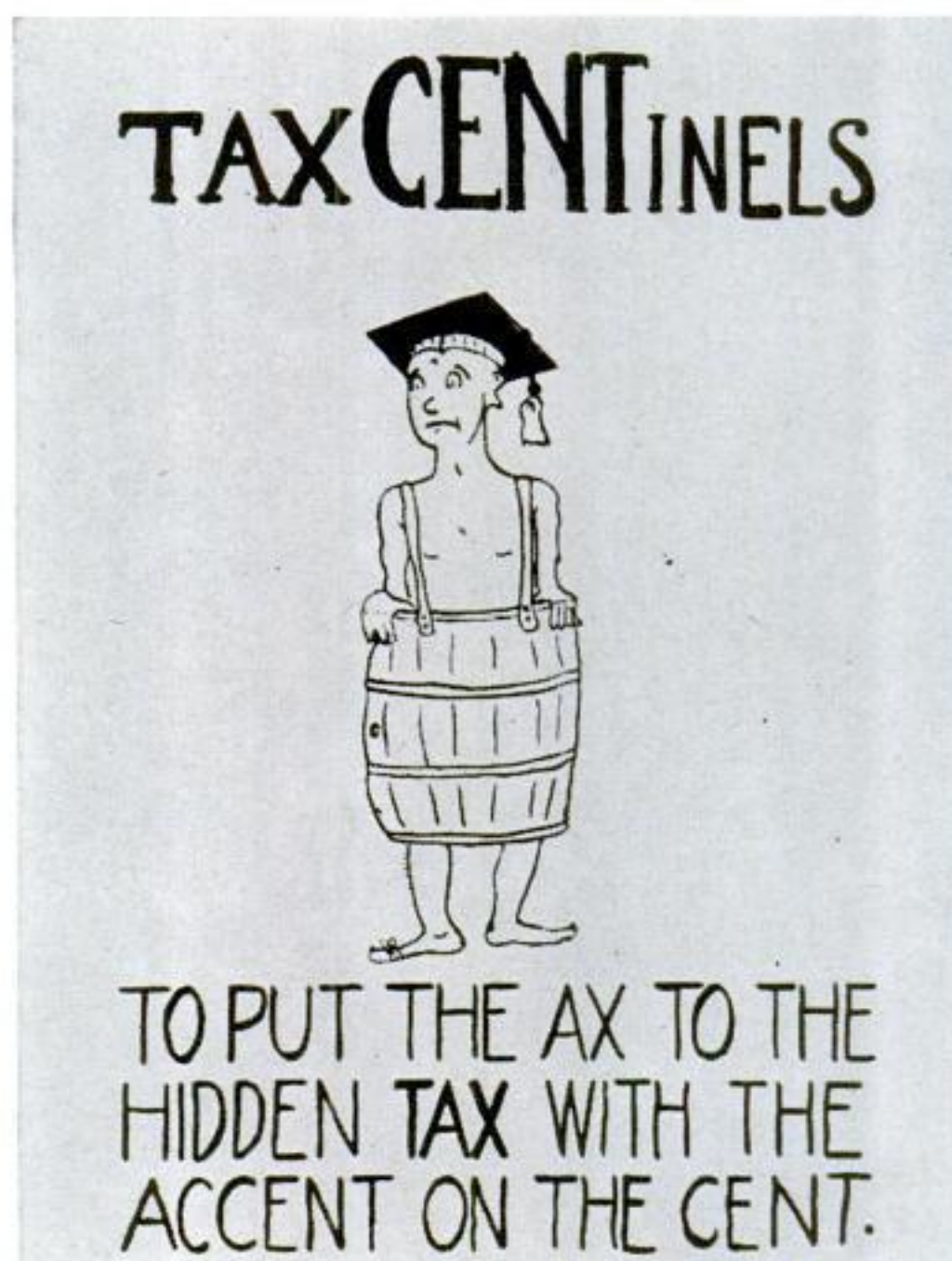
From your Professional or dealer



TROY STUDENTS CORNER PENNIES IN TAX REVOLT

On April 2, scores of students from Rensselaer Polytechnic Institute swooped down on banks and stores in Troy, N. Y., demanded that bills from \$5 to \$100 be changed for pennies. By April 4, tellers and storekeepers became suspicious but it was too late. The students had cornered the penny market, having collected 250,-

000 coppers. Sales had to be made in round sums or not at all. Next day, same students re-invaded Troy, gave merchants 75¢ and 25 pennies for every \$1 purchase, announced they were "TaxCENTinels." Their aim is to make U. S. citizens tax-conscious by showing that hidden taxes amount to 25% of merchandise prices.



Banner of the TaxCENTinels was the impoverished taxpayer clothed in a barrel, to which they added an academic mortarboard.



Penny booth on the R.P.I. campus was thronged by students getting their pennies before going to Troy to make purchases.



Leaders of the college revolt against hidden taxes were Larry Warwick (left) and Robert Bauman. Above, they gloat over

their catch—a ton of pennies worth \$2,500. The sign at right was used to taunt Troy's penniless merchants and bankers.

CONTINUED ON PAGE 62

GENERAL NOW OFFERS THE QUICK-STOPPING, BIG MILEAGE, DUAL 8 . . For your *Ford·Chevrolet·Plymouth*



COSTS LESS THAN A DOLLAR MORE

It's welcome news to owners of popular-priced cars that they can now have the *quick-stopping safety* of the sensational General Dual 8—plus General's famous *big mileage* comfort and style—all in a General tire that *costs less than a dollar more* than an ordinary first-line tire!

The new General Dual 8 will give you safer year-round driving. Its famous squeegee tread is the greatest skid protection ever invented. When you apply the brakes *you stop*—no matter how wet the pavement. There is no dangerous tail-spin or skid-swerve. With this rainy day safety, you get, also, the kind of long wear that has made General known as America's *big mileage* tire.

Of course you want the greater safety and mileage of the Dual 8. At its amazingly low price it is the greatest tire value you can buy!

See the General Tire dealer today! Your new car deserves this Top Quality General Tire. Your safety demands it for your present car.

The new Dual 8 is available with smartly styled white sidewalls at slight additional cost. They add the final touch of distinction to your car.

THE GENERAL TIRE & RUBBER CO., AKRON, O.

YOU GET General's Famous **BIG MILEAGE**
YOU GET General's Sensational **QUICK-STOPPING SAFETY**
YOU GET General's **EXTRA STRENGTH**

• PUT THEM ON YOUR *New Car*

The General Tire dealer will make you a liberal allowance for the equipment tires that come on your new car. For the lowest change-over price in General's history you can now have all of General's quick-stopping safety, big mileage and low pressure comfort right from the start.

THE NEW
GENERAL
Dual 8

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A NEW SHAVE CREAM FOR Daily Shavers

**Forms protection between blade
and skin... especially designed for the
1 man in 7 who shaves EVERY DAY**

MODERN LIFE demands that now 1 man in 7 shave every day. Yet daily shaving may tear and irritate any man's skin unless protected against razor scrape.

To meet the "shave-a-day" man's problem, Williams has built an entirely new-type shave cream. It's called Glider. You spread on Glider quickly and easily with the fingers—never a brush. It's not sticky or greasy, and it won't clog your razor.

Glider forms a thin protective layer on your face. This film between razor and skin allows blade to shave swiftly and easily *without scraping*.

Try Glider today. It never freezes or separates in hot or cold weather. Glider is made by The J. B. Williams Co., makers of fine shaving preparations for nearly 100 years. Large-size tube now only 25¢.

50 Years the Favorite

...STILL THE BEST

Here is matchless flavor, slowly developed by allowing the flavor-elements to age at least six months. It's superbly balanced. Extra dry. Highly carbonated. The ginger ale you'll find in the refrigerators of discerning people.

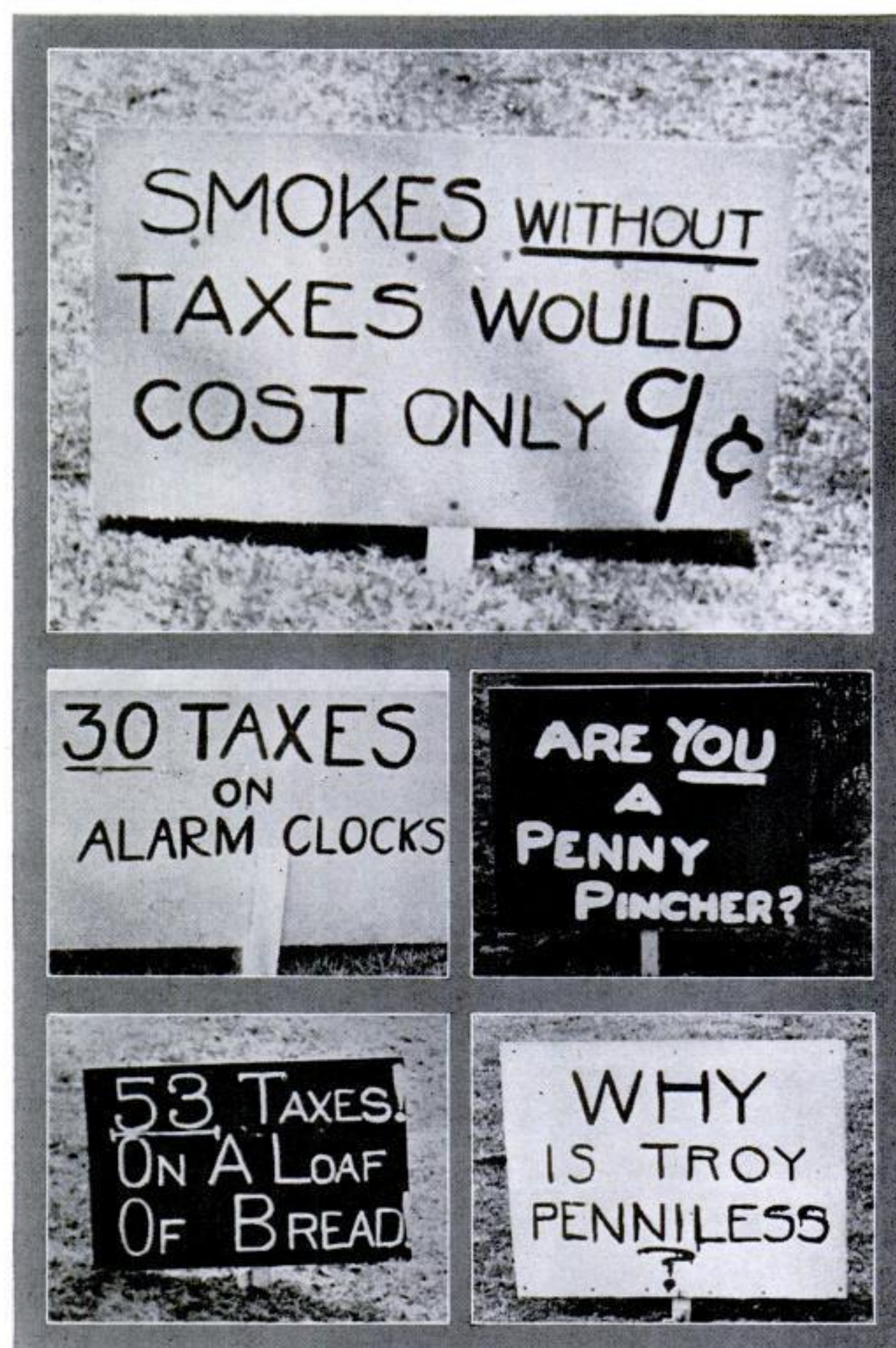


LIKE RARE
OLD WINES,
IT'S EXTRA DRY

CLICQUOT CLUB

TRY CLICQUOT CLUB SODA • YOU CAN TASTE ITS NATURAL PURITY

Tax Revolt (continued)



As soon as all pennies had been garnered, placards (above) attacking hidden levies on necessities of life dotted R.P.I. campus. Student leaders harped on the fact that 70% of all U. S. levies were hidden taxes, were collected by 175,000 separate taxing bodies. Within 48 hours the revolt spread to New York City colleges and promised to become a nationwide movement.



Polytechnic President Dr. William Otis Hotchkiss signed up on the roll, became the No. 1 member of the TaxCENTinels.



TaxCENTinel Founder George Dolber shows Ruth Harrington his sack of pennies. He pays a fourth of purchases in pennies.

A letter that came the night before she graduated

Dear Daughter:

I wonder if every father is surprised to find his daughter grown up? It all seems to happen so fast. Yesterday you were a baby with very pink toes and a smile the neighbors ran in to see.

I'm glad you have kept that smile. I wish I could tell you how your mother and I really feel about you. But that would take a better writer than your dad. The best we could do was to say it with a present.

We thought a long time about this present. It had to be something as far above the ordinary as you are. And we wanted something you could use and enjoy for many years. That's why we chose a Hamilton Watch.

Your mother and I aren't very much on talk. Tomorrow, after the ceremony, we probably won't have a thing to say. But I want you to know now that we'll be as happy and proud as any two people on earth.

Yours, Dad

✓ For a boy, too, there is no finer start in life than an accurate Hamilton. No Hamilton has fewer than seventeen jewels, none is cased in less than precious metal. From \$37.50 to \$5000. See the new models at leading jewelers', or write for illustrated folder, Hamilton Watch Co., 891 Columbia Avenue, Lancaster, Penna.



HAMILTON

the Watch of Railroad Accuracy



CARLISLE. 17 jewels. 14K gold filled, natural yellow. Applied gold numeral dial . . \$52.50

BENTLEY. 19 jewels. 14K natural yellow gold. With applied gold numeral dial . . . \$100

SIDNEY. 17 jewels. 10K gold filled, natural yellow. Black enamel numeral dial . . \$37.50

ELLIOTT. 17 jewels. 14K gold filled, natural yellow. Applied gold numeral dial . . \$52.50

MAXINE. 17 jewels. 10K gold filled, white or natural yellow. Raised numeral dial . . . \$40

MELODIE. 17 jewels. 14K gold filled, white or yellow. With raised numeral dial . . \$47.50

DORIAN. 17 jewels. 14K yellow gold. Case trimmed in white gold. Gold filled fittings. \$60

AUDREY. 17 jewels. 10K gold filled, either white or yellow. Raised numeral dial . . . \$40

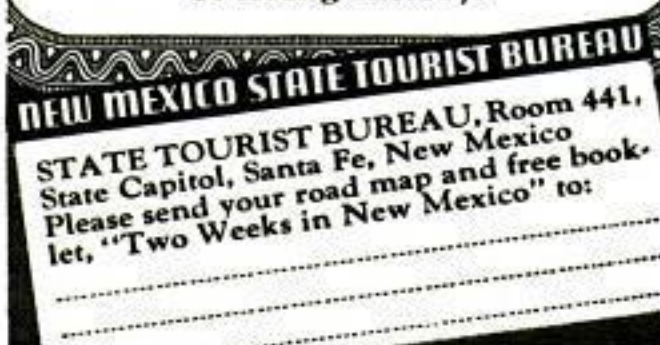
NOLA. 17 jewels. 10% iridium platinum case. 22 diamonds. White gold fittings . . . \$175



history comes to life
in NEW MEXICO

This year—come to the land where history parades before your eyes in a living, colorful pageant. Would you like to follow in Coronado's footsteps to the Indian Pueblos discovered in 1540? Watch painted Indians in the same weird ceremonial dances that amazed the Spanish Conquistadores? Explore remote mountain villages where life flows on much as it did when this land was ruled by the Spanish Crown?

This year—visit New Mexico, land of dramatic contrasts, where it is but a step from modern metropolitan cities to unspoiled mountain playgrounds—where broad highways lead you swiftly from modern scenes into the heart of a changeless empire of living history.



CORNS GONE

PAIN INSTANTLY RELIEVED

Dr. Scholl's Zino-pads instantly relieve pain; stop shoe friction and pressure; prevent corns, sore toes and blisters; ease new or tight shoes. Also safely remove corns, callouses. Cost but a trifle. Sizes for Corns, Callouses, Bunions, Soft Corns between toes.



Dr. Scholl's Zino-pads



The Morning After Taking
Carter's Little Liver Pills

TWO KINDS OF MASKS FOR ENGLAND

War scares and labor troubles hide British faces

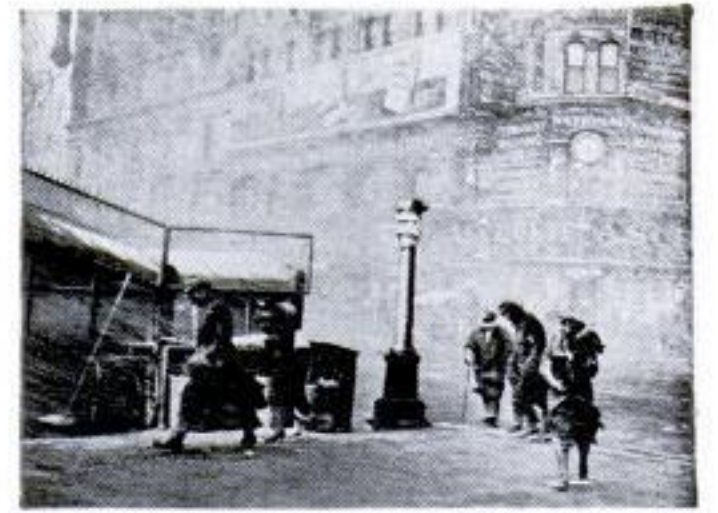
The English have long boasted that they were too proud to hide their faces but the complexities of the modern world have changed all that. Below, a smart press agent for London's Murray's Club on Beak Street cashes in on England's current gas-mask propaganda by putting his chorus girls in masks. At bottom, Eastbourne hotel strikers picket in hoods.



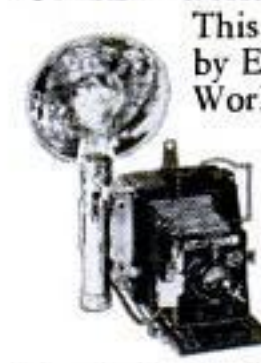
Chorus and band at one of London's West End night clubs "co-operate" handsomely with an official of the Air Raid Precautions Department by truckin' in gas masks.



Strikers at an Eastbourne seaside hotel wear hoods while picketing to avoid prejudicing their jobs. Even hooded, the checked coat seems recognizable anywhere.



SPEED GRAPHIC WINS AGAIN!



This picture of Times Square by Ernest Sisto of Times Wide World was one of the five prize-winning photos in the Third Annual National News Picture Contest—ALL of which were Speed Graphic shots. You, too, can make prize-winning pictures with a 2 1/4 x 3 1/4 Revolving Back Speed Graphic—with coupled range finder and photoflash synchronizer.

National GRAFLEX

The world's finest miniature reflex camera is "just a handful," yet has f3.5 lens, full vision focusing and focal plane shutter with speeds to 1/500 sec. Ten 2 1/4 x 2 1/4 pictures from an 8-exposure film.



FREE! Send for our free catalog of Graflex and Speed Graphic American-made, Prize-Winning Cameras and Accessories. Paste coupon—or write your request—on penny post card if you wish. Folmer Graflex Corporation, Dept. L-31, Rochester, N.Y., U.S.A.

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DEPT. L-31, ROCHESTER, N.Y., U.S.A.
Send me your free catalog of Graflex and Speed Graphic American-made, Prize-Winning Cameras and Accessories.

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GRAFLEX Prize-Winning CAMERAS

ON AN AMERICAN ARCHITECTURE—

THE ARCHITECTURAL FORUM's recent special edition, written and edited by FRANK LLOYD WRIGHT is the first and only record in print of the Modern Movement from its inception to its present-day interpretation—showing its application to small and large houses as well as offices, apartments, factories and many other types of buildings.

More than 100 pages of photographs, plans, and drawings of Mr. Wright's new and unpublished work reveal architecture as thoroughly indigenous to America as the earth and rocks from which it springs.

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Mileage-Metered

MOTOR OILS AND LUBRICANTS

With This Mass Testimonial—

"HYVIS is the finest oil I ever used!"

"The Mileage-Metered System puts me in the know about lubricating my car!"

"I get better service from HYVIS dealers—independents who know their business and own it!"

Join the growing throng of enthusiastic HYVIS users . . . and you'll get a new idea of performance and economy in running your automobile!

You'll get the world's finest motor oil . . . 100% pure Pennsylvania. HYVIS is refined in a special way to give your motor custom-fitted lubrication. This means better gas and oil mileage—plus absolute safety if you go longer between drains.

You'll get intelligent, individual service from HYVIS dealers—independents who have the skill, the equipment, and the special HYVIS lubricants to do the right job for your car.

If you don't know the HYVIS dealer in your locality, write for his name. Do it now—and you'll never regret it! HYVIS OILS, INC., Warren, Pennsylvania.

RETAIL PRICE **35c** A QUART



for 3-figure mileage . . .	[up to . . . 999]	use HYVIS 3
for 4-figure mileage . . .	[from . . . 1000 to . . . 9999]	use HYVIS 4
for 5-figure mileage . . .	[from . . . 10000 to . . . 29999]	use HYVIS 5
over 30,000 miles . . .	[from . . . 30000 to reboring . . .]	use HYVIS 6

(After reboring always count mileage as if car were new at that time.)
REG. U. S. PAT. OFF.



REFINERY
PERMIT No. 4

HYVIS Mileage-Metered Motor Oils can be manufactured only from top grade Pennsylvania Crude and are precision refined by exclusive and protected processes. HYVIS is the only oil that meets the exacting specifications of the Mileage-Metered System.

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WATCH THESE SPEEDOMETER FIGURES . . .



AND SAVE



A SPEEDBOAT TAKES COCOA KING DE MATTOS' GUESTS TO HIS ISLAND PARTY IN RIO DE JANEIRO BAY. AT RIGHT REAR IS SUGAR LOAF MOUNTAIN



Host Darke Bhering de Mattos sets his guests an informal example by eating fried chicken with fingers. The bottle holds Brazilian beer. Note toothpicks, socially acceptable in Brazil.



A night-club dinner in Rio de Janeiro was given by Mr. de Mattos day before the island jaunt. At centre is his American-born wife who worked at Rio's Elizabeth Arden branch.



Honeymoon House is the name of this cottage on the cocoa king's island retreat where he invites newly-married friends to stay as his guests. In the foreground is a century plant.



INTO A SALT-WATER POOL TO ESCAPE BRAZILIAN HEAT DIVE HOST DARKE BHERING DE MATTOS (EXTREME LEFT) AND HIS ISLAND-PARTY GUESTS

Life Goes to a Party

with Darke Bhering de Mattos, a cocoa king of Brazil

Rich from coffee and cattle and cocoa, many a Brazilian millionaire has a town house in Rio de Janeiro, but because of the tropical climate, may also own a place on the breeze-swept islands of vast and beautiful Rio de Janeiro Bay. A typical member of this industrially-potent, pleasure-loving class is 35-year-old Darke Bhering de Mattos who inherited the cocoa firm of Bhering & Co., one of the biggest producers and distributors of cocoa products in Brazil.

On a recent hot Sunday in Rio de Janeiro, where it was midsummer, this hospitable industrialist took 20-odd guests by motorboat and plane several miles out to an island in the bay which his family has owned for several generations. There the party escaped the heat and humidity by splashing about in a salt-water pool fed by the bay, gratefully sipped ice-cold concoctions of cocoa-milk-and-gin and cocoa-milk-and-whisky. Later they dressed informally for an outdoor luncheon which included Brazilian fish with a spice sauce, fried chicken and Brazilian beer. In the afternoon they lolled about, swam some more, and explored the small, hilly island where their affable, energetic host has several guest houses, verandas with aquariums, a staff of servants and a magnificent view of Rio harbor. By nightfall, well-fed, well-exercised and well-rested, they were ready to go back to Rio whose urban pleasures of gambling and dancing contrast sharply with the leisurely week-end fun of upper-class island life.



Fed by the bay but safe from sharks and barracuda is Cocoa King Darke de Mattos' island swimming pool. Visible in the background are the mountains on the mainland.

CONTINUED ON NEXT PAGE



**What-
NO ALKA-
SELTZER
IN THE
HOUSE!**

**Don't
LET THIS
HAPPEN
IN YOUR
HOME**

IT certainly is disappointing to wake up with a headache or an upset stomach, and find there are no Alka-Seltzer Tablets in the house.

This often means having to start the day feeling miserable, when, had Alka-Seltzer Tablets been available, you could just drop one in a glass of water and quickly have a sparkling glass of Alka-Seltzer that would relieve your trouble promptly.

Alka-Seltzer gives relief in TWO ways—its analgesic properties promptly relieve the pain and because it is one of the best alkalizers known, it also corrects the excess acid condition so often associated with common ailments. Sold by all druggists in 30c and 60c packages.

**BE WISE-ALKALIZE WITH
Alka-Seltzer**



**"The Brandy of
Napoleon"**

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All Courvoisier Cognac Bears this Registered Phrase

COURVOISIER COGNAC

*You, too,
will like it*

84 Proof

F.C.G. IMPORTERS, INC. • NEW YORK

**STOP FACIAL
BLEMISHES**

WHILE THEY ARE STILL MINOR LOCAL IRRITATIONS

**CUTICURA SOAP AND
OINTMENT**

Life's Party (continued)



This odd-looking diving stand at Senhor de Mattos' beautiful island swimming pool was specially built to blend with the surrounding palm and eucalyptus trees.



A jackknife dive is here executed by Host de Mattos from his diving stand. An ardent sportsman, he is an expert swimmer, plays a good game of polo and tennis.

**MAIDEN FORM'S
"Chansonette"**

FOR
THE NEW
"POINTED
ROUNDNESS"



Smart moderns are demanding subtle "pointed roundness" of bosom. With customary Maiden Form genius, "Chansonette" attains this lovelier new silhouette, in all possible beauty. This new exquisite brassiere also gives beautiful uplift and definite separation between the breasts. Made in various lovely fabrics—\$1.00 and \$1.50.



"Variation" (left) gives more pointed lines and uses under-breast stitching for extra-firm support—with or without diaphragm bands—\$1.00 to \$3.50. Send for free Style Booklet K: Maiden Form Brassiere Co., Inc., New York, N. Y.

SOLD AT ALL LEADING STORES
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Maiden Form

LOOK FOR THIS TRADE MARK ON
BRASSIERES
GIRDLES • ONE-PIECES

COPYRIGHT 1938 MAIDEN FORM BRASSIERE CO. INC.

"There is a Maiden Form for Every Type of Figure!"

★ ★

THE definite purpose of LIFE is to inform its readers of what is going on in the world today—to bring them the news which can best be told with pictures.



I KEEP PARING
THIS CORN, BUT
IT ALWAYS COMES BACK

CORNS COME BACK BIGGER-UGLIER

PARING is dangerous—only affects the surface. Don't take chances. Play safe with new, double-action Blue-Jay. Blue-Jay stops pain instantly by removing pressure, then in 3 short days the corn lifts out root* and all (exceptionally stubborn cases may require a second application). Blue-Jay is easy to use. 25¢ for 6. Same price in Canada.

FREE OFFER: We will be glad to send one Blue-Jay absolutely free to anyone who has a corn, to prove that it ends pain instantly, removes the corn completely. Just send your name and address to Bauer & Black, Division of The Kendall Company, Dept. J-84, 2500 South Dearborn Street, Chicago, Ill. Act quickly before this trial offer expires.

BLUE-JAY CORN PLASTERS

*A plug of dead cells root-like in form and position. If left may serve as focal point for renewed development.



An outdoor shower is enjoyed by Host de Mattos who has had plumbing rigged up in this tree. At left is Senhora Geraldo Rocha whose husband publishes *A Nota*.



In this seaplane, Senhor de Mattos brought some of his guests from Rio de Janeiro to the island party. An enthusiastic aviator, he has owned several planes and Autogiros.

DON'T WAIT FOR YOUR CAR TO SQUEAK



MOBILGREASE STOPS WEAR BEFORE IT STARTS

GET MOBILGREASE TODAY and be safe! Mobilgrease won't wash out, squeeze out, waste away. It sticks tight...keeps your car quiet and young.

You can't buy better protection. The fact that 2½ million motorists have switched to Mobilgrease in the past year is proof of its quality. For Mobilgrease, stop at your Mobiloil dealer's. Do it today!



"WHAT, MILLIONS USING MOBILGREASE? ..I'M NOT GOING TO MISS OUT ANY LONGER!"

Mobil *SOCONY-VACUUM*
Lubrication
COSTS NO MORE THAN AN ORDINARY GREASE JOB



GENUINE "SECONDS" OF REGULAR \$5.00 WALLY FRANK PIPES

These pipes have slight surface imperfections—guaranteed not to impair their wonderful smoking qualities. Made from the finest Corsican Briar Root—dry-smoke filter—natural finish—no breaking in.

INTRODUCTORY COMBINATION BARGAIN!

To convince you of the mild, mellow, flavorful character of our famous Colonel Adams Tobacco, we want you to smoke it in a really GOOD pipe. That's why we make this bargain offer to you—1 Genuine "Second" of a regular \$5.00 Wally Frank Pipe and 2 full sized regular 15c packs of Extra-Mild Colonel Adams for only \$1.00.

SUPPLY LIMITED—ORDER NOW!

Available in following shapes—SPECIFY BELOW, SHAPE NUMBER DESIRED.

No. 8 No. 2 No. 22 No. 23 MONEY-BACK GUARANTEE

WALLY FRANK, Ltd.

10 East 45th St., New York Stores - 93 Nassau St.

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Enclosed find \$1 ☐ Ship Postpaid ONE

GENUINE "SECOND" of WALLY FRANK

\$5 PIPE, Shape No. and TWO (2)

15c PACKS OF COLONEL ADAMS.

Ship C. O. D. ☐ I will pay on delivery,

plus postage. My money will be re-

turned if I am not completely satisfied.

Name

Address

City State

PICTURES TO THE EDITORS

ECONOMICS LECTURE

Sirs:

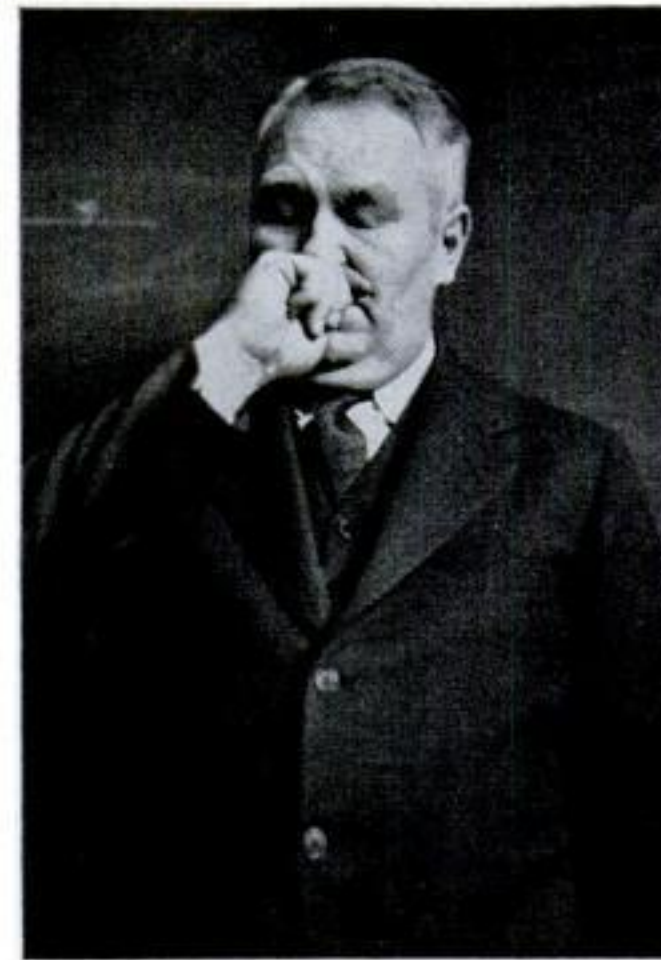
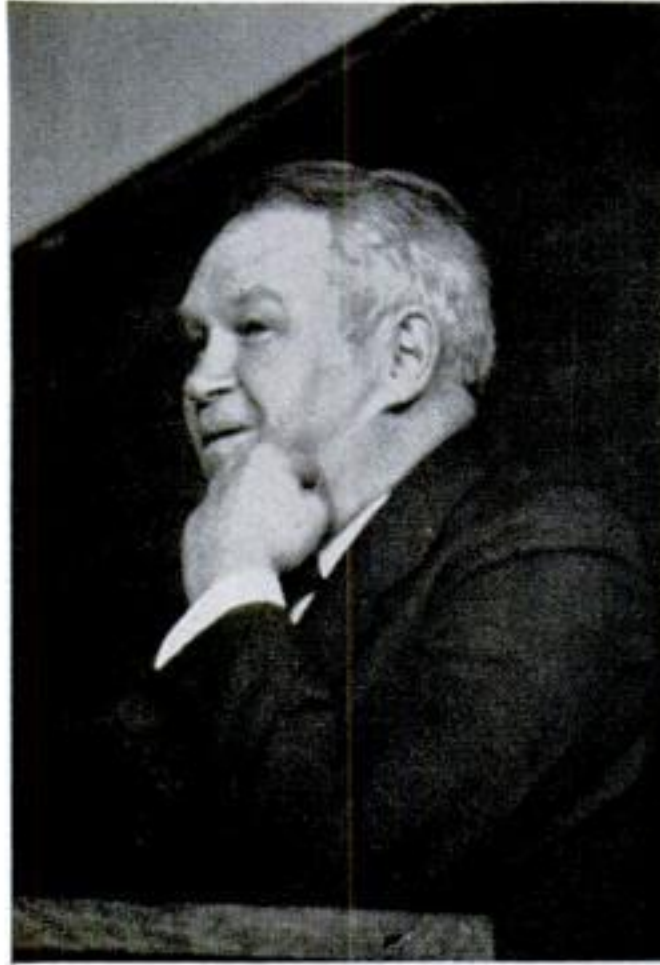
These are some shots of my economics instructor, J. B. Bearson, Associate Professor of Economics at the University of Utah. These pictures were made during two hours of class period. Professors must

get as bored lecturing as the students get listening to their lectures.

Exposures ranged from $\frac{1}{2}$ sec. at F.2 to $\frac{1}{20}$ sec. at 3.2. Class begins at 8 and the light increased as the sun rose.

JEANO ORLANDO

Salt Lake City, Utah



COOK'S
Imperial
AMERICAN
Champagne

Made by AMERICAN WINE CO. ST. LOUIS since 1859

See
WOODSTOCK
TYPEWRITERS

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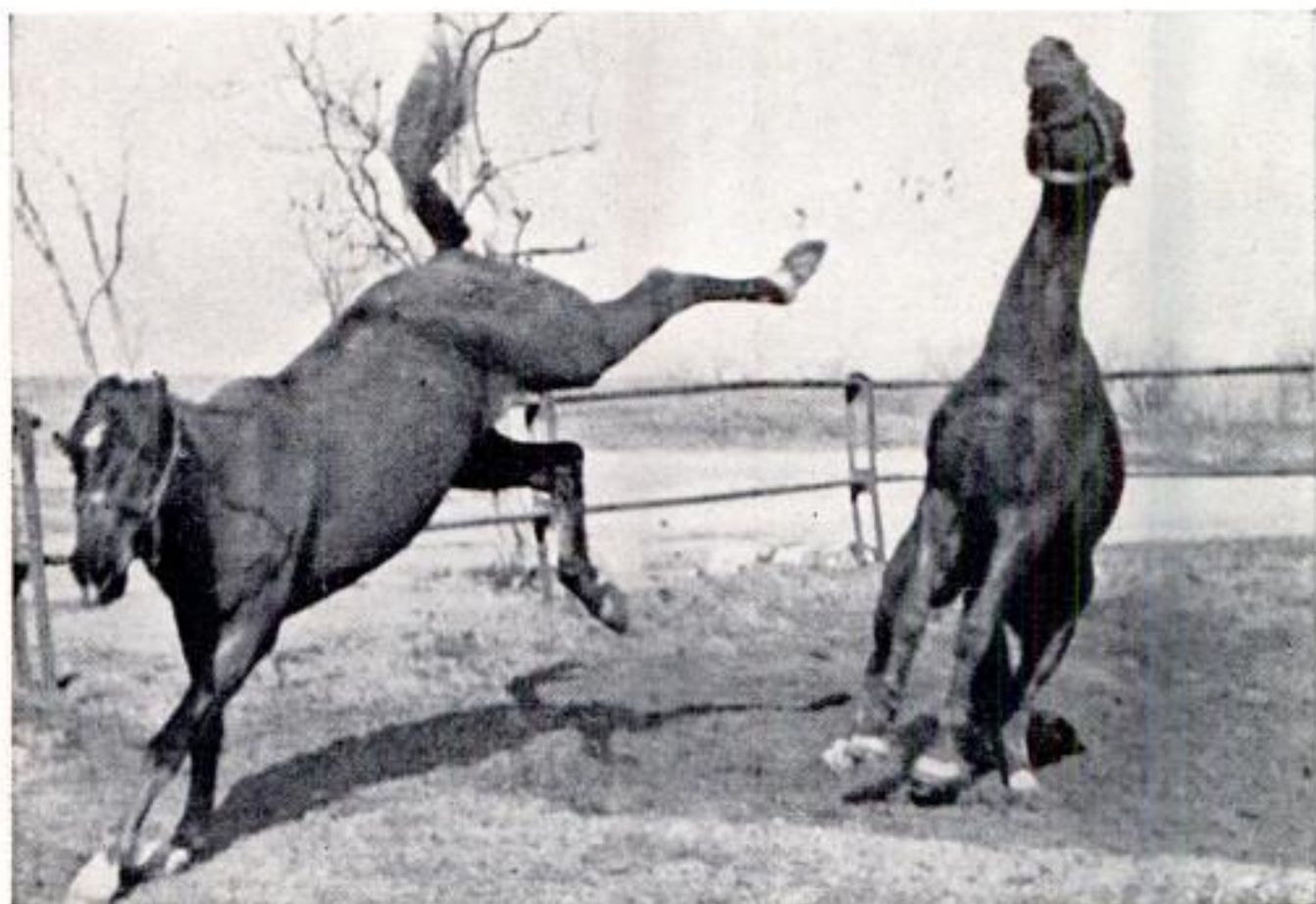
KANSAS KICKER

Sirs:

Speaking of pictures, life, and action, these surely are incorporated in the enclosed picture of a kicking horse (below). The horses in question are army cavalry horses, here at Fort Riley. In case there

is any doubt in your mind, the horse who was kicked at so viciously was successfully able to dodge the "haymaker," although he did get some dirt in his eyes.

E. W. YOUNG, Major U. S. Army
Fort Riley, Kan.



ENTERPRISE EDITOR

Sirs:

One of the things which most impressed me in your recent pictures of Editor William Allen White was the surprising similarity of his desk to that of the Cokato Enterprise's Editor Clifford L. Hedberg (below). The picture of Editor White was obviously posed. The only posing for this picture was the fact that

Editor Hedberg put on his vest to cover his suspenders. (He didn't quite succeed.) Note the movie camera atop the envelope boxes and the cornet mute at the left. There are dog biscuits in the bag in the left-hand corner of the desk.

FLORENCE LIND
Enterprise Reporter

Cokato, Minn.



MISSOURI RIVER BETWEEN

Sirs:

Remember about this time last year LIFE published the Benton murals and used a picture of the Missouri Statehouse on "the edge of a hayfield?" And the flock of letters LIFE received stating that the Missouri Capitol is separated from the field by the Missouri River?

Anyway, what I wanted to point out to you now is that we're putting this field into potatoes this year with the aid of a flop-eared Callaway County mule.

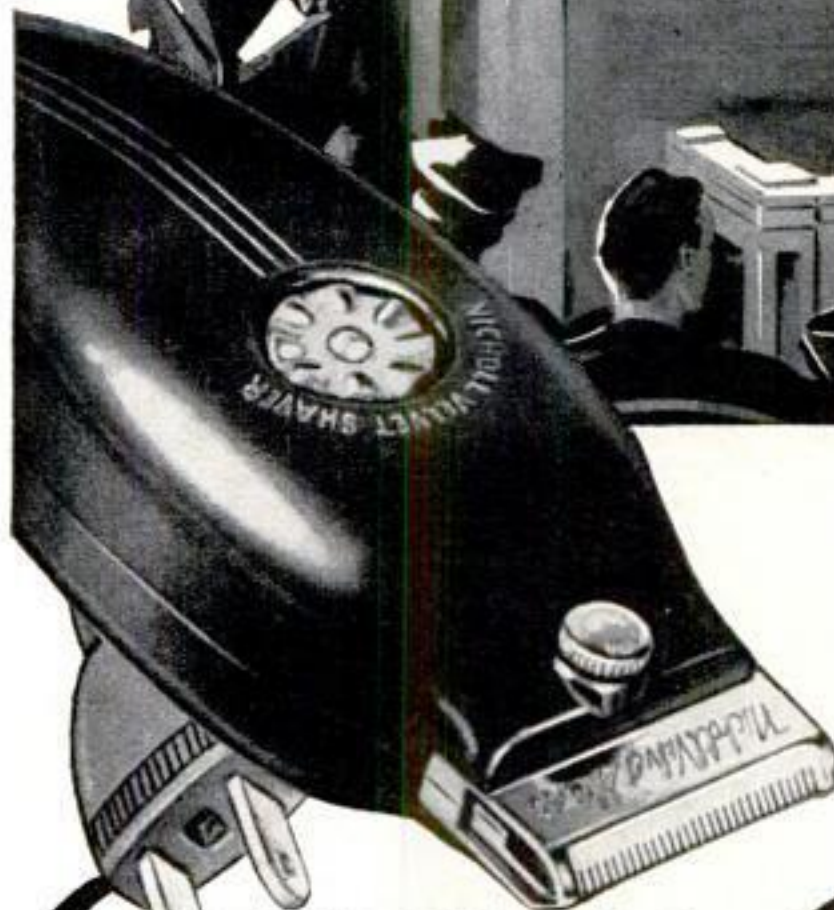
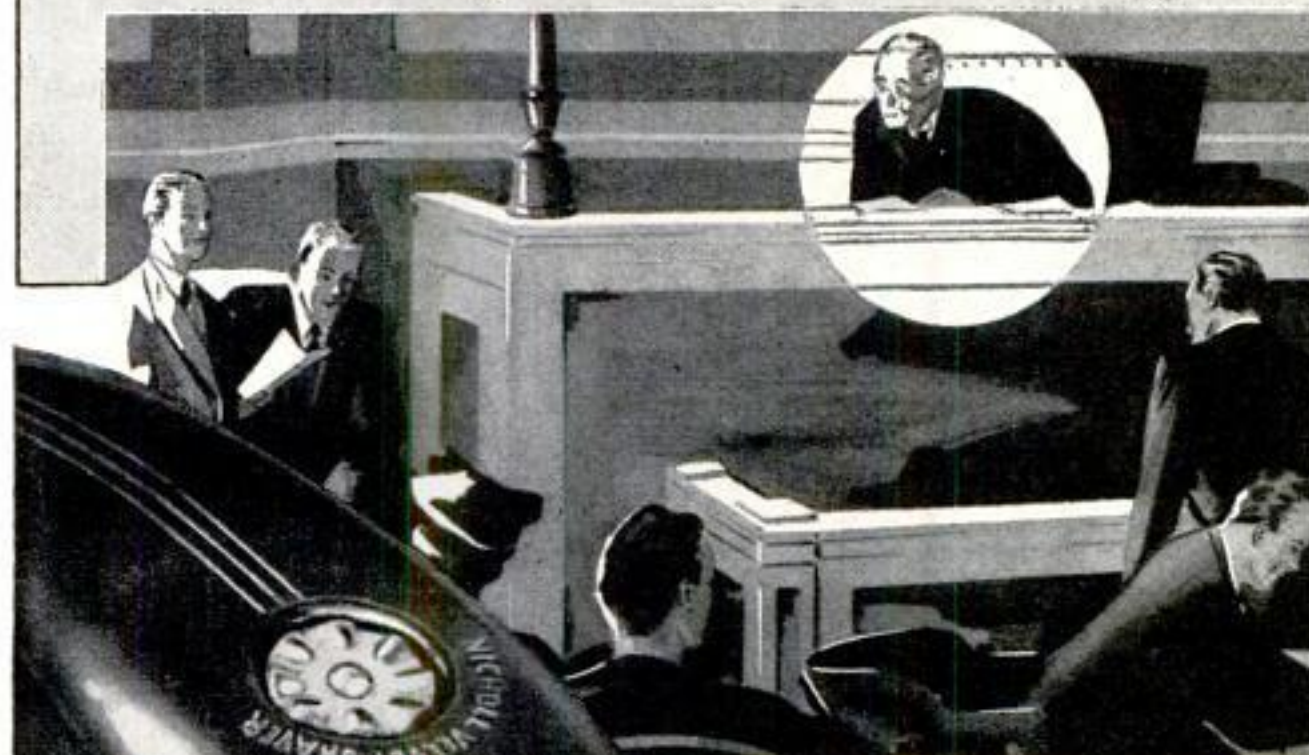
TOWNSEND GODSEY

State of Missouri
Conservation Commission
Jefferson City, Mo.



THOUSANDS DEPEND UPON HIS

keen judgment...



his choice

NICHOLL Velvet Shaver *Must* BE America's Finest

On the world's high tribunals are men in whose *keen judgment*, thousands of people place the responsibility for their preservation...their inalienable rights! Today, from every walk of life, thousands of leaders with *keen judgment* are turning to the sure shaving-comfort of Nicholl VELVET SHAVER.

HERE'S WHY: Nicholl VELVET SHAVER's patented V-shape head meets all shaving needs smoother-cleaner! Beards vary, skins differ, but every man gets complete shaving satisfaction with *two* scientifically designed sides to choose. Tough beards fade before keen shearing edges driven by an extra powerful motor. The tip of VELVET SHAVER's V-shape head—by smoothing the skin *ahead* of the cutter—eliminates skin irritation!...Whiskers can't escape *guides* which lead them into shaving slots for clean, close shaving!...VELVET SHAVER's of the finest materials; its cutting edges—ground from Swedish surgical steel—re-sharpen in operation, will last indefinitely. Its powerful motor with pre-oiled bearings—needs no care. Here's "extra-value-years" of economical shaving-comfort!

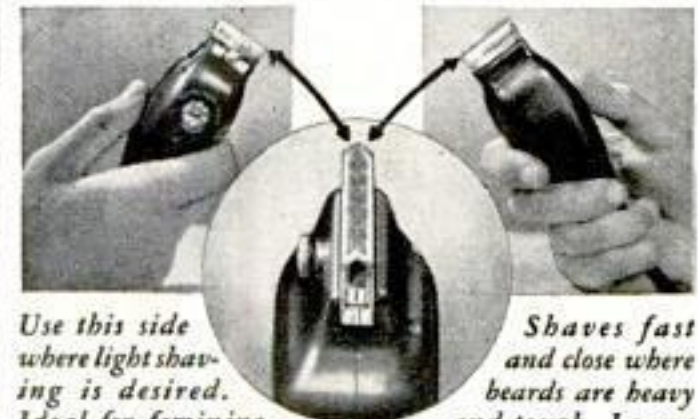
**MOTHER...DAD...SISTER...BROTHER—
ALL SHOULD HAVE A VELVET SHAVER!**

With everyone rushing to work or school, and in the evening, to some social doing, one home doesn't have enough bathrooms to carry the burden. Use your VELVET SHAVER in any room...makes **\$17.50** grooming easier, faster! See your dealer today! Slightly higher in Canada

CARRIES WRITTEN GUARANTEE

TWO SCIENTIFICALLY DESIGNED SIDES

This side **LIGHT** for Tender Skins This side **CLOSE** for Tough Beards



Use this side where light shaving is desired. Ideal for feminine use and trimming children's necks. Shaves clean and smooth without skin irritation.

Shaves fast and close where beards are heavy and tough. Leaves the face velvet smooth—no pull or scrape. Veteran shavers find this side perfect.

Manufactured by
NICHOLL, INC., Los Angeles, California
In Canada—
The Goldsmiths Co. of Canada, Ltd., Toronto



Exclusive VTYPE HEAD PAT. NO. 2,105,223 **ANSWERS EVERY SHAVING NEED**

★ ★ ★
HENNESSY
 COGNAC BRANDY



BRANDY SOUR

A jigger of Three-Star Hennessy
 Juice of ½ lemon
 ½ tablespoon of sugar
 Shake well and strain into
 medium size glass
 One squirt of soda water
 Add one slice of orange and a
 cherry

THE Brandy Sour is a perennial favorite among the discriminating...especially when made with Three-Star Hennessy. For Hennessy deftly blends the sweetness of the sugar, the tartness of the lemon juice and the effervescence of the soda and adds its own exquisite flavour. A Hennessy Brandy Sour is a tasty testimonial to the quality, bouquet and "clean" taste that make Three-Star Hennessy the preferred after-dinner liqueur.

Insist on HENNESSY in a Brandy-and-soda • Brandy Cocktail
 Brandy Fizz • Brandy Daisy • Stinger Cocktail • Side Car
 Brandy Flip • Mint Julep • Pousse Cafe • Old-Fashioned

Distilled and bottled at Cognac, France. J.A. HENNESSY & C^o Established 1765

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

84
 PROOF



1

PICTURES TO THE EDITORS

(continued)

MOUSE ACT

Sirs:

Here is a set of five pictures about a mouse, a piece of cheese and a trap which explains itself. The five stages of the

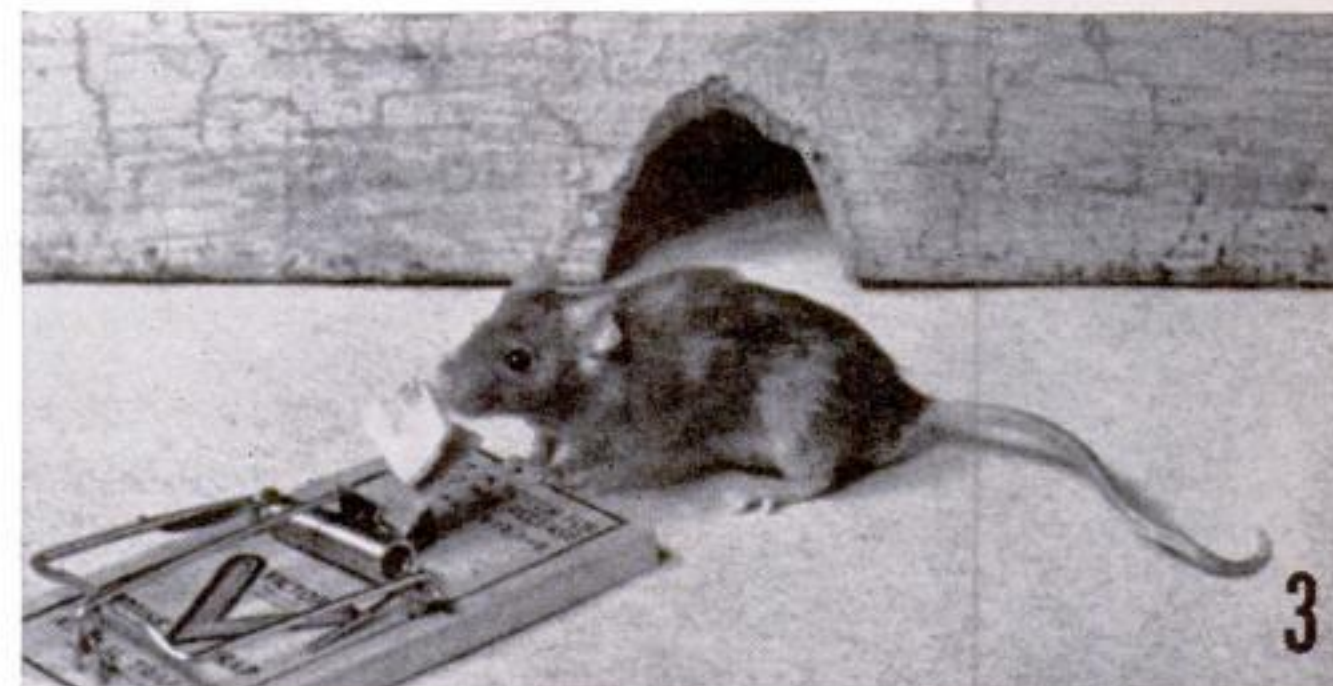
story might be captioned: 1) Curiosity; 2) Surprise; 3) Anticipation; 4) Realization; 5) Thanks.

A. A. GROSSMAN

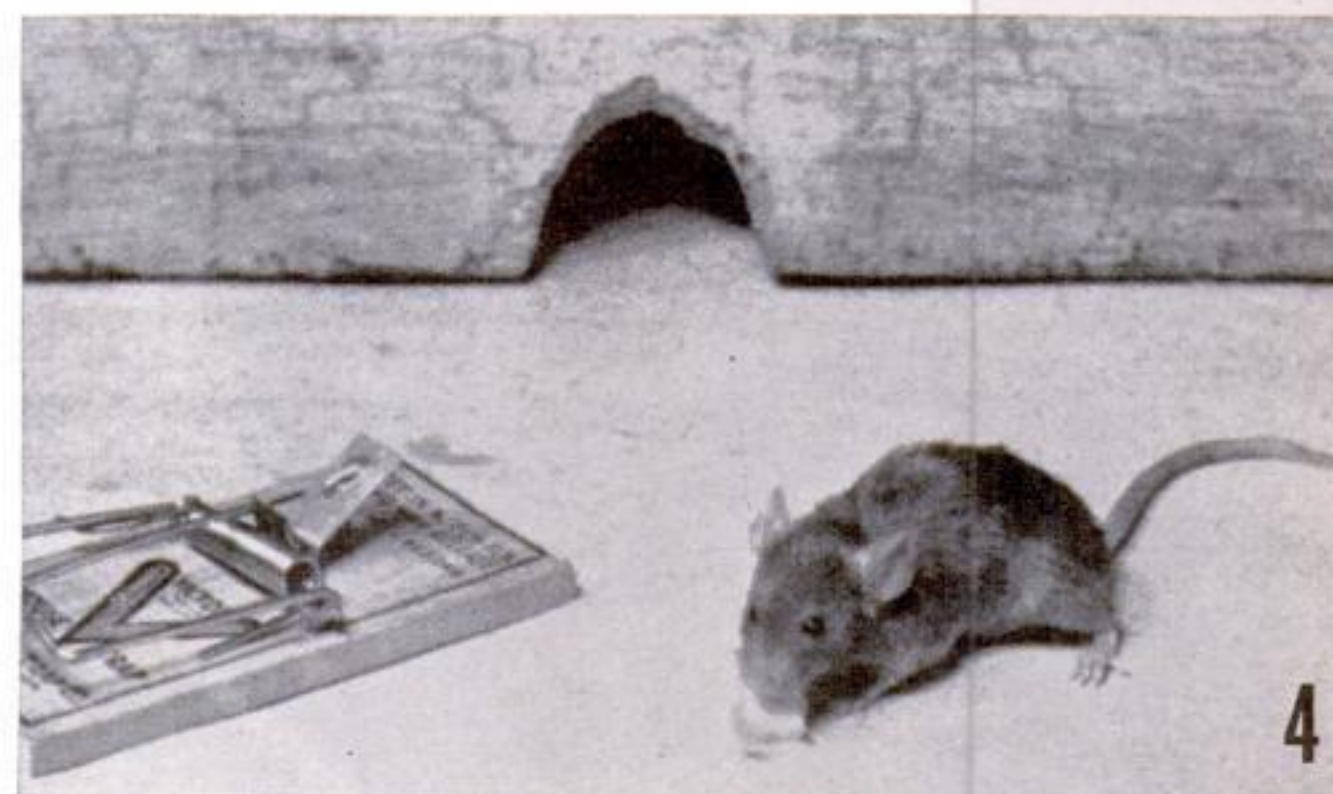
Portland, Ore.



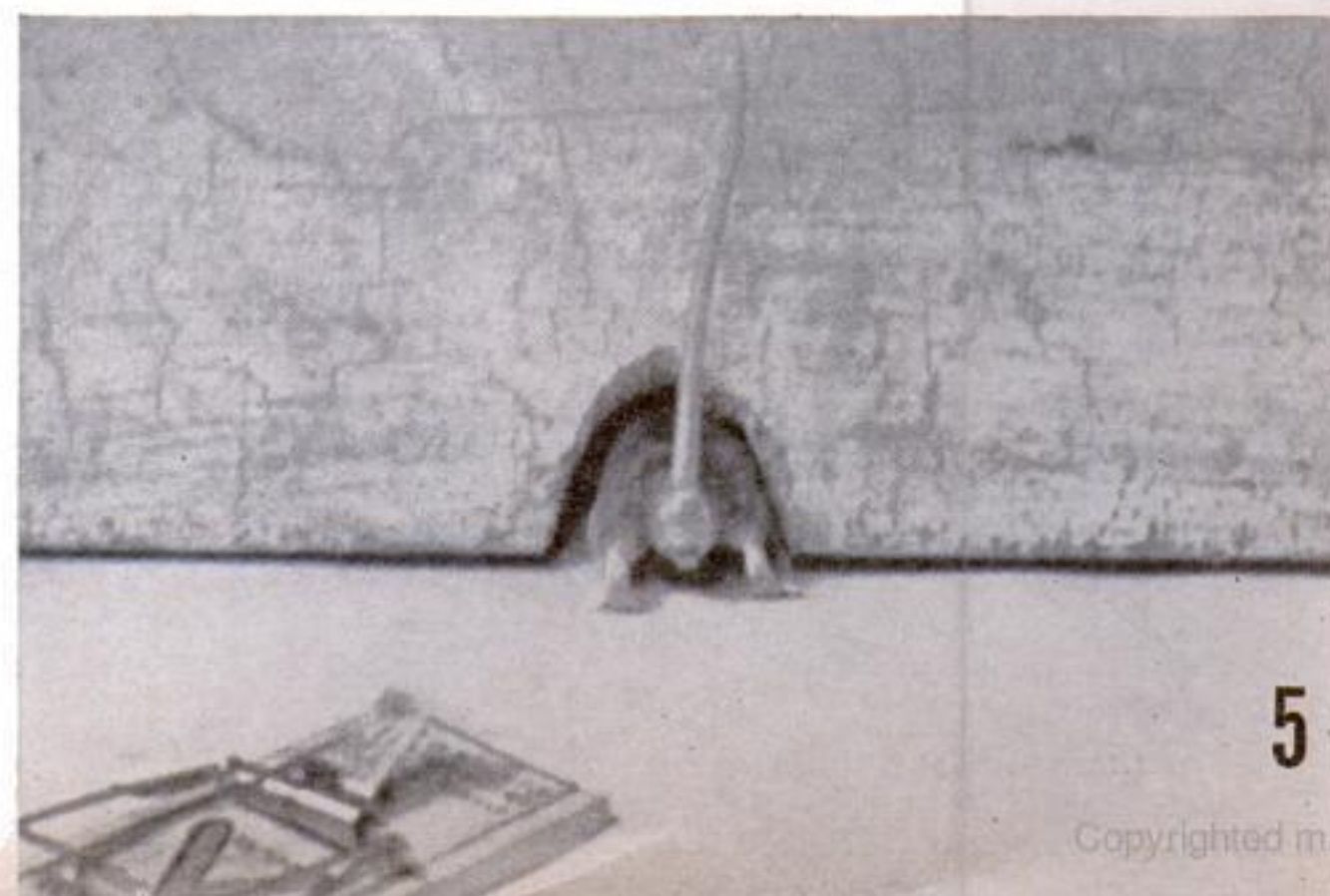
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3



4



5

WHAT'S NEW in Air Conditioning



FOR HOMES...SHOPS...OFFICES?

2 GREAT ADVANCES PERFECTED BY CHRYSLER'S AIRTEMP

NO REASON to let this summer go by without air conditioning! Airtemp's completely modern cooling systems offer just what you've been waiting for...at a price you can really afford to pay!

Installation is no longer a remodeling problem. Chrysler's Airtemp Engineers have greatly simplified mechanical make-up...eliminated the need of costly home or office alterations. These units are compact in size...will fit almost anywhere. And operation is automatic.

Think what this improved air conditioning would mean to you...to your family...in your business! At home...health, comfort, relief from sleepless nights. At the office...energy to work, more business, bigger profits. All because of clean, cool, Airtemp-conditioned air!

You'll find it worth your while to check over the sensational advantages of Chrysler's Airtemp shown in the details on this page. For further information, see your nearest Airtemp Dealer...or mail the coupon below.

BUDGET PAYMENT PLAN

Telephone, write or call on your Airtemp Dealer. Convenient terms will put Chrysler's Airtemp perfected Air Conditioning in your home or office at once.

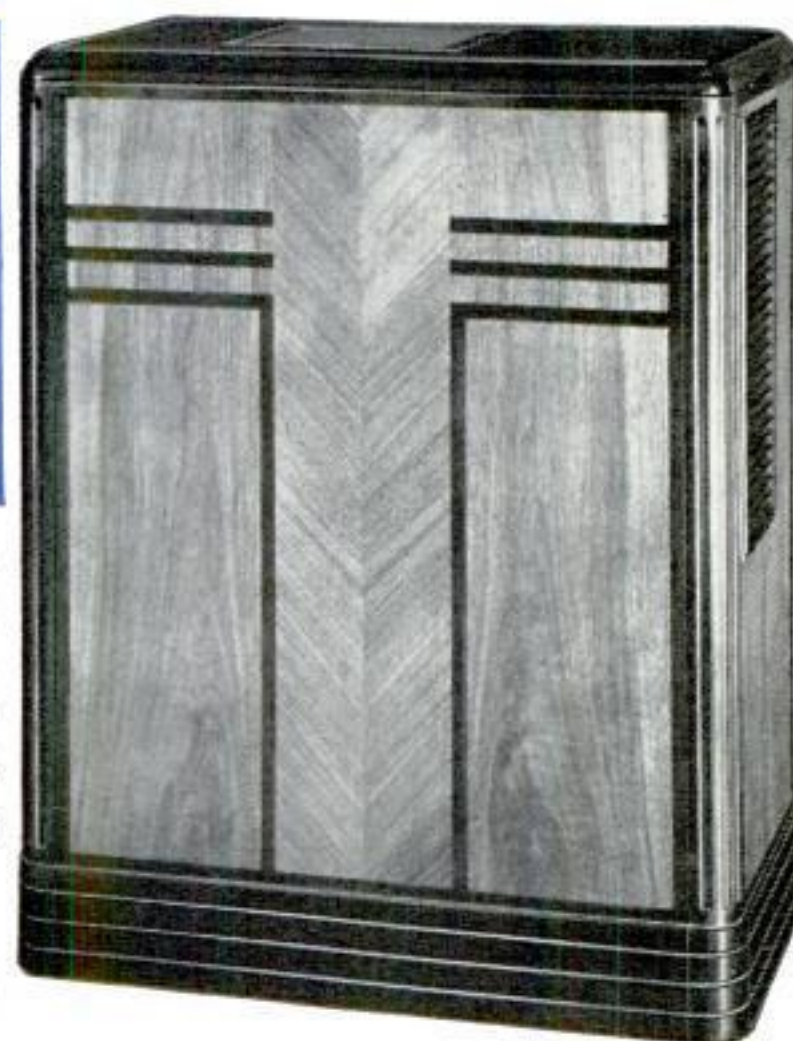
1 CHRYSLER'S AIRTEMP ROOM AIR CONDITIONER

NOW it costs you less to keep cool...in your home...in your office! This compact, self-contained unit cools, filters, dehumidifies and circulates the air in the room...brings quick relief from heat.

A small down payment installs it! And in no time you have cool comfort.

NO COSTLY ALTERATIONS—AUTOMATIC OPERATION

Expensive house or office alterations are unnecessary with this handsome, radio-size unit. All the mechanism is self-contained *inside* the console-type cabinet. Airtemp's exclusive Radial Compressor...quiet, efficient...keeps upkeep down. All models beautifully finished in walnut wood cabinets.



LOOK WHAT YOUR MONEY BUYS YOU

QUIET—All parts completely enclosed in genuine inlaid wood (not metal) cabinet.

DEHUMIDIFIES—COOLS—FILTERS—Removes humidity from air—keeps room at proper temperature.

SAVES POWER—Automatically regulates itself for utmost economy.

EXTRA CAPACITY—Your assurance of comfort when outdoor temperatures are high—when you want it most.

RADIAL COMPRESSOR—Airtemp's exclusive development—greater cooling capacity for its size—assures dependable, low-cost operation.

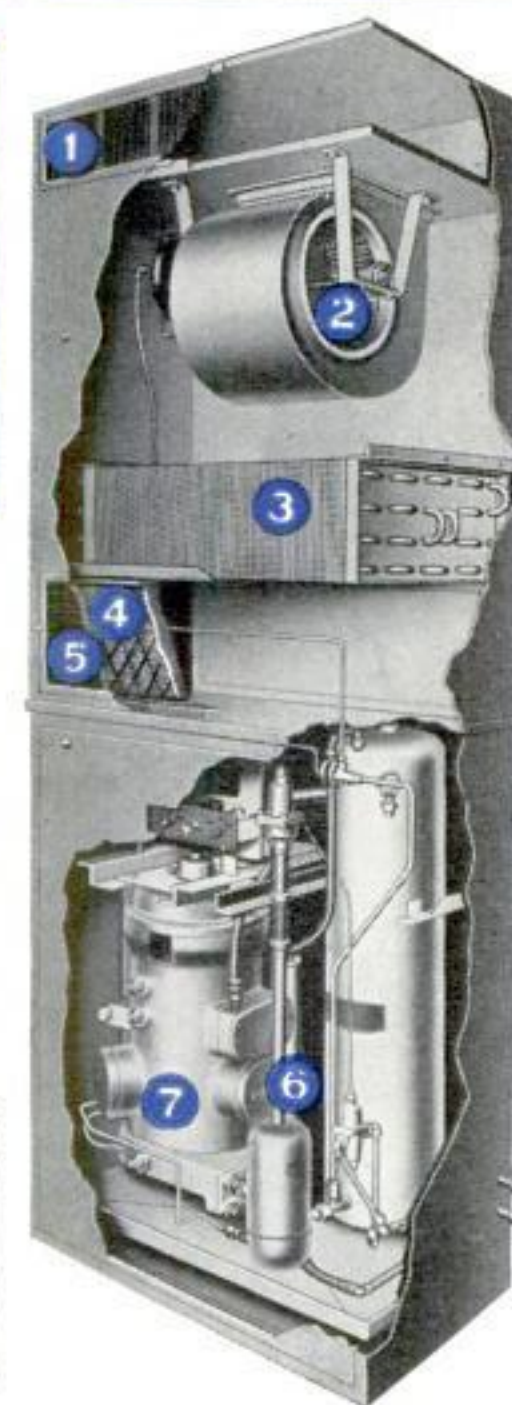
\$416⁵⁰
F. O. B.
DAYTON

For standard single-phase, 60-cycle current, water-cooled model. Installation additional. Prices subject to change without notice.

2 CHRYSLER'S AIRTEMP ALL-IN-ONE AIR CONDITIONER

FOR SHOPS, suites, offices! Over 2000 installations prove this unit a practical business investment.

Uses only 20" x 33" of floor space. Movable...like store fixtures. Cools, filters, dehumidifies, circulates air...automatically. Ready to operate *within a few days* from the time you place your order.



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