

FIFTEEN CENTS

March 23, 1931

# TIME

*The Weekly Newsmagazine*



Volume XVII

**JOHN FRANCIS CURRY**

*There was a young lady from Niger ...*  
(See NATIONAL AFFAIRS)

Number 12

From PIER 57 you step into the unique hospitality of

# FRANCE



IN the six great ships of the French Line plying from New York to Plymouth and Havre down "the longest gangplank in the world," there are, all told, some 2500 comfortable cabins.

They range in size from the incredible grande suite de luxe of the famous express liner *Île de France* to the cozy quarters of the thrifty *Rochambeau*.

But large or small, their passengers have one advantage in common: *luxury*. The luxury of magical food prepared by chefs trained in the greatest restaurants in Europe. The luxury of wisely chosen vintages. The luxury of brilliant decoration, combined with deep-cushioned comfort—of gayety and relaxation. The luxury of interesting fellow-passengers, of entertainment "seasoned to your taste." The luxury of feeling like a *true* guest—for that you are on any French Liner.

Aft on the vast, clean sun-deck of the mail-liner *Lafayette*—you may blaze away at clay pigeons to your heart's content—or perhaps your idea of sport is dressing in a steamer chair till aperitif hour arrives. (They are equally pleasant French Line diversions—and only two among many.)









French Line

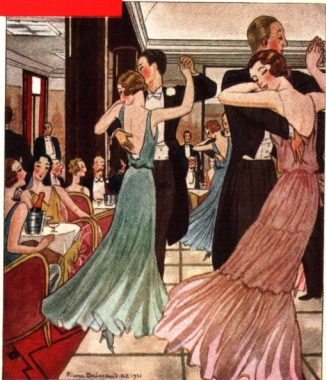
When the shades of night fall fast, the music in the Salon Mixte of the smart French Liner *Paris* helps you put your best dancing foot forward. Soft lights shine up through the perfect glass floor to make the light fantastic lighter. It's a setting for glass-slipper romance.

THE *ÎLE DE FRANCE* CARRIED MORE FIRST-CLASS PASSENGERS PER TRIP TO EUROPE LAST YEAR THAN ANY OTHER SHIP

THEY know this French Line luxury; they've made the *Île de France* the smart rendezvous for transatlantic society; they're raving about the shower-or-bath-in-every-cabin-room of the *Lafayette*; they call the *France* the "ship everyone loves." But the Line itself they call an "ingenious genius" for making people enjoy life.

Call your nearest French Line agent or write to French Line, 19 State Street, New York.

	ÎLE DE FRANCE	March 27, April 25
	PARIS	April 10, April 30
	FRANCE	May 8, May 29
	LAFAYETTE	March 24, April 21
	DE GRASSE	April 7, May 7
	ROCHAMBEAU	May 2, May 30





MAKING NEW FRIENDS  
AND KEEPING THE OLD



## THE WAY TO MAKE A FRIEND IS TO BE ONE

We of Oakland-Pontiac are building into our cars and service the extra qualities that we should like if we were the customers. . . . For instance, you will find both the new Oakland Eight and new Pontiac Six very comfortable cars. Long wheelbases, long springs, balanced design, and four Lovejoy shock absorbers make riding easy. There is comfort in the special form-fitting seat cushions in the new Fisher Bodies, and there is

plenty of room. . . . Upholstery in closed cars is mohair or whipcord—in the convertible coupes, fine leather. Body insulation protects you against cold and heat. . . . Road shocks and noises are reduced by a new type of rubber cushioning at more than forty chassis points. . . . In their new power, speed, lower prices, and dependability, these two fine cars prove how sincere we are in our desire to make new friends and keep the old.

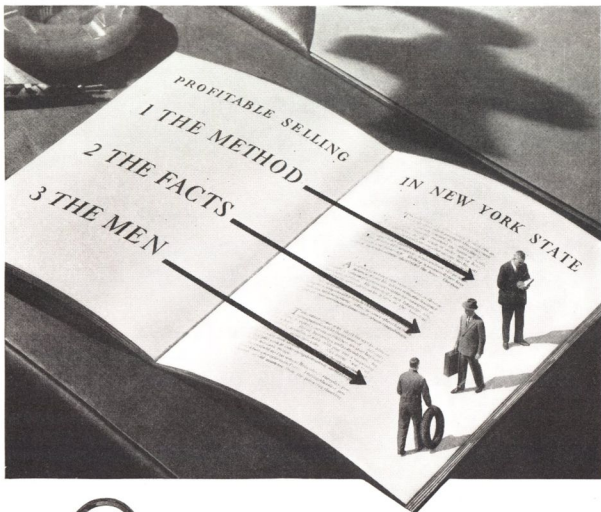
OAKLAND 8  
PRODUCTS OF



PONTIAC 6  
GENERAL MOTORS  
BODIES BY FISHER

*The three keys to the*

# WORLD'S



## THREE ESSENTIAL KEYS

**A METHOD** by which sales effort can be economically concentrated and effectively controlled.

**THE FACTS** almost down to the last detail . . . the statistics and indices on which intelligent sales-planning can be based.

**THE MEN.** The names, addresses, and facilities of wholesale distributors. Also the roster of the directors and officers of the Marine Midland Banks . . . together with a cross-index to the 935 businesses with which they are connected.



# GREATEST MARKET

## *An important new service to executives*

**B**ECAUSE *profitable* selling is the chief problem of American business, the Banks of the Marine Midland Group have prepared and published a marketing manual covering New York State.

This book has involved literally thousands of hours of expert work. The methods suggested, and the statistics tabulated are based on the experience of successful industries in many different lines.

In addition to these methods and statistics, 16 Marine Midland Banks, located in 16 New York State communities, offer an unusual *localized* knowledge of the areas served by each. Much of this knowledge is available in this manual.

## *How to get this book*

All this information, plus a tested method of measuring sales opportunity makes this 106-page manual, "Profitable Selling in America's Greatest Market," of definite value to companies interested in New York State. If, as an executive of such a company, you wish to receive this book, address the Marine Midland Group, Inc., 702 Marine Trust Building, Buffalo, N. Y.

---

### *The 16 Banks in New York State that compose the Marine Midland Group are:*

NEW YORK CITY.....	Marine Midland Trust Company	BUFFALO.....	Marine Trust Company
TROY.....	The Manufacturers National Bank of Troy	EAST AURORA.....	Bank of East Aurora
BINGHAMTON.....	Peoples Trust Company	JAMESTOWN.....	Union Trust Company
JOHNSON CITY.....	Workers Trust Company	LACKAWANNA.....	Lackawanna National Bank
CORTLAND.....	Cortland Trust Company	SNYDER.....	Bank of Snyder
ROCHESTER.....	Union Trust Company	TONAWANDA.....	First Trust Company
ALBION.....	Orleans County Trust Company	NORTH TONAWANDA.....	State Trust Company
LOCKPORT.....	Niagara County National Bank & Trust Company	NIAGARA FALLS.....	Power City Trust Company

## *Banks of the* MARINE MIDLAND *Group*

# At Last!

## an invention that gives you the PERFECT STEEL SHAFT

AFTER you see and try the Kroydon Matched Clubs with the new Hy-Power Steel Shafts, no others will satisfy you.

### The Hy-Power Steel Shaft

Kroydon's marvelous machine draws seamless steel tubing into shafts with any diameter desired at any point selected, and with any wall thickness wanted at any spot predetermined. Whip and stiffness being under definite control, perfect individual shafts are produced in overlasting steel for every different iron in a Kroydon Matched Set. Finished in rust-proof, non-reflecting, chromium plate, and guaranteed even against breakage.

### Shock-Absorbing Joint

The Hy-Power Shaft is fused into the club-head with "Kroydon Metal"—soft, shock-absorbing and everlasting. There is no steel-to-steel contact. The head will never work loose.

### New "Muscle-Back" Blades

Kroydon Irons for 1931 are all new models, especially designed for the new ball. The weight is centered at the back of the short, deep-faced blades. You'll get distance you never even hoped for with other irons.

### The Only Matched Irons That Stay Matched Forever

Kroydon Irons have hardened steel soles which cannot nick and which require no grinding with consequent loss of weight. They are rustproof and they stay matched forever.

### New Wood Models

Built to give distance with the new ball. Leading professionals now using these new Kroydon deep-faced woods consider them the finest ever manufactured.

**Sold by Pros and at Leading Stores**  
Matched Irons—Sets of 5, 6, 8, 9 or 10—\$41.75 to \$100. Individual Irons, \$5 to \$10. Matched Woods, \$30 to \$75. Individual Woods, \$5 to \$25.

A Cross section of bore of the new "Muscle-Back" Kroydon Irons.

B Soft metal insulation fusing steel shaft and club-head. Prevents hand shock.

C Hy-Power Steel Shaft. An exclusive Kroydon Patent.

Write to The Kroydon Co., Dept. T, Maplewood, N.J., for "Billy Kroydon's" interesting Booklet on Golf.

# Kroydon

Clubs for Better Golf

## L E T T E R S

### "The March of Time"

Sirs:

Congratulations on the best radio program I have heard over the air in—well, as a matter of fact, the best I have ever heard. We stayed up to hear it, and we almost wept over the *World-Telegram* dramatization. Whatever advertising agency is doing it for you deserves a great hurrah!

JOHN FARRAR

New York City

"The March of Time" is prepared by staff members of TIME, Inc., directed by Arthur Pryor Jr. of Batten, Barton, Durstine & Osborne.—Ed.

Sirs:

CONSIDER YOUR BROADCAST LAST NIGHT VERY FINE AND ENJOYABLE

DAN R. WINTER

Chicago, Ill.

Sirs:

I listened to your radio show last night with much interest. I was unable to pick it up on KOIL and then I finally located it on station WBBM, Chicago *Daily Times*. It had been going about five minutes so I missed the introductory part. I thought you leaned over backwards to avoid direct advertising and could really do more of it effectively. I thought the program was well staged and I enjoyed it all myself.

JOHN COWLES

Associate Publisher

Register & Tribune  
Des Moines, Iowa

Sirs:

Congratulations. . . I enjoyed the performance tremendously. I thought it very well presented. It sparkled and sizzled with dramatic interest—particularly that section of your broadcast devoted to the story of the sale of the New York *World*.

When this story was first announced I was a bit dubious that any radio presentation could portray the news of the day in a fashion as interesting, alive and fascinating as you handled these matters in the columns of TIME. But I see that once again you have succeeded in tackling a difficult task and making it register with a *clunk*.

Once again—congratulations!

R. H. RIEMENSCHNEIDER  
Advertising Manager

Walgreen Drug Stores  
Chicago, Ill.

Sirs:

I am indebted to you for calling my attention to the first performance of "The March of Time." It was a very unusual broadcast, perfectly "staged," and intensely interesting.

T. F. DRISCOLL

Armour and Co.  
Chicago, Ill.

Sirs:

I tuned in just at the moment William H. (Big Bill) Thompson, Chicago's mayor and Republican re-nominee, was talking long-distance

to and receiving congratulations from Gov.-Sen. Doc. Hues (P., Pierce, Pearce, Parham or Polycarpe) Long. There followed long-distance back-slapping with "Jimmy" and "William Randolph" and by this time I surmised that all charges on these calls had been reversed—as the telephone operator would say.

There followed orchestra music and through this background the announcer said something about the "March of Time." This gave me a suspicion and hope that it was a TIME program, although I did not know that TIME was on the air. With the presentation of the dramatic episodes in court and city-room at the sale of the New York *World* I became more and more convinced that here was a program which would do credit to TIME even if it were not TIME's own repertorial effort.

My copy of TIME had arrived in the mail that very afternoon and at the moment was lying on the end-table adjacent to the radio. To prove to myself, before the announcer told me, whether or not it was or was not TIME's program, I took it up and turned rapidly to The Press (p. 23). There, sure enough, was TIME's story of "World's End." By this time Carol of Rumania was delivering his princely ultimatum to his Bucharest police chief. On p. 19 under Foreign News I quickly found this item. Sure now that it was "TIME on the air" I settled back to enjoy every moment of the remaining period of broadcast.

At its conclusion my first impulse was to read "World's End" for myself, immediately. But ten o'clock is Amos n' Andy time for me—15 minutes later I was reading your obituary of the late great *World*. Never have I been so interested in a TIME story before. Having been at one time a news reporter myself and still being closely connected with that fraternity it was perhaps a doubly dramatic story to me as it must have been to many newspaper men. It was easy to see that TIME's editors placed it in the category of being almost top news of the week because of the space given to and journalistic reverence with which the series of events was handled.

And so, from now on I am going to enjoy the "March of Time" just as much as TIME itself. Other "cover-to-cover" readers had best listen in too.

LUTHER WILLIAMS  
Editor

The Diamond  
Tulsa, Okla.

### Ingalls' Pipe

Sirs:

We have been brought up to think of men of the sea having bull-dog visages. But tell us, are sailor-fivers alligator jawed?

Do equestriennes put the correct stamp of approval on long, heavy straight stemmed tail-bolts as necessary impediments for an enjoyable gallop? Does the Hon. Assistant Secretary of the Navy light-up before he lights-out to follow the "hounds"?

Honest now, does he?

G. W. STERBONS

Williamson, N. Y.

As pictured on TIME's cover, a horse and pipe-smoking, Assistant Secretary of the Navy for Aeronautics Ingalls was not about to follow hounds. He was just posing for his picture.—Ed.

## "CURT, CLEAR, COMPLETE"

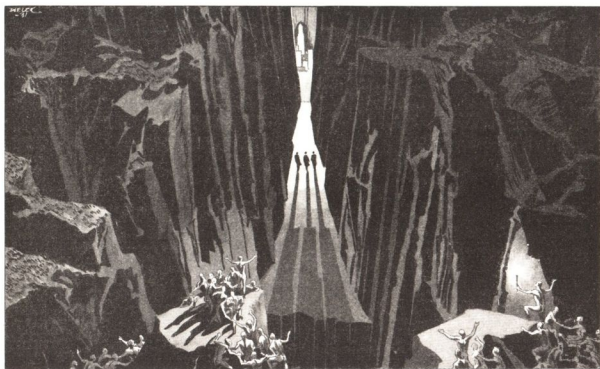
—and the Subscription price is \$5 yearly

ROY E. LARSEN, CIRCULATION MGR., TIME, INC.  
350 East 22nd Street, CHICAGO, ILL.

Please enter my subscription for TIME, for one year, and send me a bill (\$5.00).

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



## ADVANCE GUARD UP THE CORRIDORS OF TIME

**H**ow slowly the world moved before the Chemist began to lead the way! So many generations were denied comforts that the Chemist has now dreamed into being. Because he showed the way, we have conquered distance, added a new dimension to our lives, beaten Time itself.

But in between the laboratory achievement of the Chemist and the product for the people there has always been a lag. Sometimes many years pass before a way is found to apply his discov-

eries to industry. Sometimes an essential ingredient is wholly lacking, sometimes so rare as to make the cost prohibitive.

It is our job to step into this breach with research and production facilities, to throw every resource we command into the task of producing the essential raw materials of industrial development.

Perhaps there is a barrier holding back your industry that we can break down. We cannot promise a solution, but the things already accomplished by Swann Research for America's leading industries give us the confidence to try.

The many industries that use Abrasives are getting more work per pound of wheel because Swann Research pioneered Cubical Shape Grain and Accurate Sizing.



THE **SWANN**  
CORPORATION  
BIRMINGHAM  
NEW YORK

### *Divisions of THE SWANN CORPORATION*

SWANN RESEARCH, INC., Birmingham  
FEDERAL ABRASIVES CO., Birmingham

SWANN CHEMICAL COMPANY, Birmingham and New York  
PROVIDENT CHEMICAL WORKS, Saint Louis

THE ILLIFF-BRUFF CHEMICAL CO., Hoopston, Ill.  
WILCKES, MARTIN, WILCKES COMPANY, New York

MADE FROM  
ACTUAL  
PHOTOGRAPHS  
OF  
KELLY  
SAFETYGRAPHS

**BRAND  
NEW**  
Note the sharp-edge  
contact that gives  
safety.

**1/4  
WORN**  
Still clear and sharp—  
safety perfectly  
evident.

**1/2  
WORN**  
Single corner safety  
still well de-  
fined.

**3/4  
WORN**  
Tire worn—but you  
can still see  
safety.

*and Good for  
thousands more  
Safe Miles.*

© K. S. T. CO., 1931

## READ THESE CARBON COPIES OF SAFE MILES

**SKIDDING.** Sliding forward with all brakes set. That's how accidents happen. Tires that give you Safe Miles must keep the sharp-edge contact of their tread. And Kellys *do*. The proof? You can see it in these Kelly Safetygraphs.

A test car, equipped with stock Kelly-Springfield Tires, drove continuously for thousands of miles. At regular intervals of hard road wear they drove over strips of carbon paper. Like huge rubber stamps the tires printed the proof of Safe Miles—the clear, well-defined, sharp-edge contact of the Kelly tread. Even after thousands of miles, safety is perfectly evident.

Kelly Tires cost no more to buy than other tires. They are sold exclusively through independent merchants.

● Kelly-Springfield Tire Co., General Motors Building, New York.

When the Cop says, "STOP!" and wet pavements say, "SKID!", Kellys HOLD!

# KELLY TIRES

### Taft & Rosenwald

Sirs:  
Names make news.  
Last month at a lecture in Evanston LORADO TAFT remarked in the course of the lecture upon the fact that he had been expecting the use of the old Field Museum, in Jackson Park, here, left from the old World's Fair, for his "dream museum"—plaster casts of great sculpture arranged chronologically, well lighted.  
JULIUS ROSENWALD is going to establish his industrial museum there, however.  
In closing, Mr. Taft said in a reverent tone, "The Lord giveth, the Lord taketh away; blessed be the name of Julius Rosenwald."

Has TIME heard of this incident?  
W. TUCKER DEAN JR.

Chicago, Ill.  
TIME had not heard. To Reader Dean Jr. all thanks and praise for a TIME-worthy report.—Ed.

### The Chandor Hoover

Sirs:  
... Douglas Chandor's HOOVER is full of the character and force of the chief executive (TIME, March 2). TIME is to be commended; the artist, lauded; the President, glorified.

C. J. LOOS  
Minneapolis, Minn.

Sirs:  
I wish to thank TIME for the fine colored picture of President Hoover. I have it up where everyone that comes to my home can tell *who* I stand for.

MRS. L. A. MOORE  
St. Paul, Minn.

Sirs:  
President Hoover's portrait in colors in TIME for March 2 is no doubt a fine likeness, well done, though I might be better able to judge the matter if I had ever met my "Chief." I do not claim or desire any distinction because some people believe that they see a resemblance to the President in his bulky form and ample face. But now that TIME has published this fine portrait, offers to sell additional thereof for ten cents ("to cover cost of mailing"), I may pardonably be keenly interested. There occurs to me, and perchance to numerous other regular readers of TIME, a serious question regarding this portrait. On this assumption you will be able to settle a great question if you will publish in TIME whether or not the portrait for framing is printed exactly as is the one presented in the magazine. By this I mean particularly if the back of the President's picture will bear in silver, blue, black, and gold, a full-page legend to the effect that "Goodyear" is the leading make of tire.

OTTO FAUST  
Antler, N. Dak.

The copies for sale are backed by no printed matter.—Ed.

### Jesus' Sibs

Sirs:  
... Mrs. Sanger remarked that "Jesus Christ, was said to be an only child." (TIME, Feb. 23.) By referring to a footnote in which a scriptural quotation is given from Saint Mark, the editor implies that the above statement is erroneous. The quotation is: "Is not this the carpenter, the Son of Mary, the Brother of James, and Joseph and of Juda and Simon . . . ?"

To any person familiar with Jewish customs at that time, it would be known that it was common to call any relation, especially cousins, as "brother." That James and Joseph (John) were not the brothers of Jesus is clear from other passages in scripture, where they are explicitly called the sons of Alphaeus, also called Cleophas, and Mary; not the Virgin Mary, who was the mother of Jesus, but a sister or a cousin to the Virgin Mary. Hence it is that James and Joseph were only the cousins of Jesus and if this meaning is held for two of the parties, the same must be construed for Juda and Simon. Thus with a knowledge of the meaning of the quotation, it can scarcely be used to support your contention that the remark was "UN-LEARNED." . . .

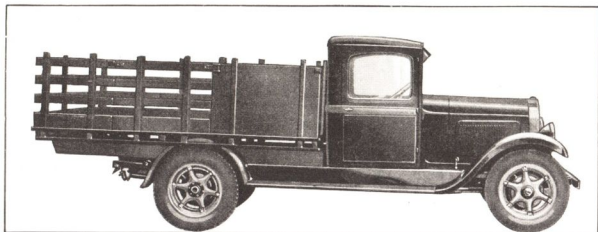
This letter is not written to support Mrs.

# NEW

# WILLYS SIX

## TRUCKS • 1½ ton

## • ½ ton



*Chassis, Cab and Stake Body, complete as shown, \$700. Inside body measurement, 103 inches long, 79 inches wide; stakes 32 inches and 42 inches high.*

### For improved service and lower costs

1½ ton chassis (131" wheelbase)

**\$595**

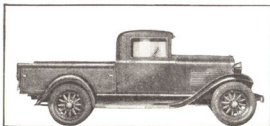
½ ton chassis (113" wheelbase)

**\$395**

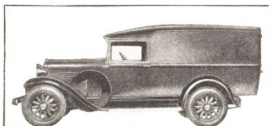
f. o. b. Toledo, Ohio

New Willys Six Trucks combine brute power, endurance, efficient service, long life, economical operation . . . Bodies are mounted with chassis as complete units, giving permanency and rigidity . . . Willys Six Trucks have 65-horse-power motors, full force-feed lubrication, floating oil type suction, large duo-servo 4-wheel brakes . . . The 1½-ton unit has 4-speed transmission and full floating rear axle.

Willys-Overland, Inc., Toledo, Ohio — Willys-Overland, Ltd., Toronto, Canada



*Chassis and Cab, \$495. With Pick-Up or Open Express Body, \$522. Inside body measurements, 66 inches long, 45 inches wide, 11½ inch sides.*



*Chassis and De-Luxe Sedan Panel Delivery, \$615. Smart appearance. Inside body measurements, 72 inches long, 46¾ inches wide at floor, 52 inches wide at belt.*

**A B O D Y T Y P E F O R E V E R Y B U S I N E S S N E E D**



*Distinction always carries its mark of recognition.*



**CRANE'S BOND**  
FOR BUSINESS STATIONERY

CRANE & CO., INC.  
DALTON, MASS.

Sanger's theory on Birth Control: as a true Christian [I] could never sanction it. . .

EDWARD P. LILLY  
Holy Cross College (Jesuit)  
Worcester, Mass.

TIME acknowledges its theological ineptness in an ancient controversy, apologies to Mrs. Sanger. Scriptural evidence concerning the Holy Family is scant. Roman Catholics believe that Jesus was a unique child, that *Luke's* report "She brought forth her first-born son" "does not prove at all that Mary had other children." Other exegetes reason that Joseph had several children, although Mary but one. Most Bible readers take the Book literally, see no derogation to Jesus in his having brothers and sisters as well as other sibs (blood relations).—Ed.

### Hollandish Opening

Sirs:

For the benefit of those of your chess-addict readers who are tyros and not tycoons will you please give the moves of the "curious plan called the 'Hollandish' opening," used by Capa (TIME, Feb. 23) and the best answers to the opening?

DONALD E. V. HENDERSON

Marshall, Tex.

The "Hollandish" or "Bird's Opening" is distinguished by moving king's bishop's pawn two spaces on the first move, followed by fianchettoing queen's bishop, the development of king's knight, king's pawn at king three and king's bishop at king two and king side-castling. The usual defensive formation of queen's pawn at queen four is very similar to that of black in all of queen's pawn openings: pawn at king four and pawn at king three, knight king bishop three, bishop king two or king three, king side-castling, queen knight at queen two, pawn at queen bishop four, queen bishop two.—Ed.

### Spine-Crawling Hate

Sirs:

Whenever I run across a copy of TIME I am filled with a spine-crawling hate because of the smart-alec way in which you try to present things. The March 2 number found its way into the house and my irritation reached a climax when I came upon the drawing of Guy Maier and Lee Pattison. Your artist has wrongly labelled the men—and it is obviously not a misprint. Maier, whom you describe as the showman, swaying over the keyboard, has been drawn in just such a position only he has been given the face and figure of Pattison—while Mr. Pattison, quieter and "focused on his piano," has the contour of Mr. Maier. Maybe the whole picture is a misprint!

ELIZABETH WOOD

Baltimore, Md.

**TIME**

The Weekly Newsmagazine  
(Vol. 11, No. 100)

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# 6 WAYS TO COMPARE TIRE VALUES

 PATENTED  
DOUBLE  
CORD  
BREAKER


4.50-21 TIRE	OUR TIRE	★ Special Brand Mail Order Tire
More Rubber Volume . . .	165 cu. in.	150 cu. in.
More Weight . . . . .	16.80 lbs.	15.68 lbs.
More Width . . . . .	4.75 in.	4.72 in.
More Thickness of Tire . .	.598 in.	.558 in.
More Plies at Tread . . . .	6 plies	5 plies
Same Price . . . . .	\$5.69	\$5.69

 PATENTED  
DOUBLE  
CORD  
BREAKER


DRIVE your automobile into one of our dealers' "department stores" of standardized service, where you can buy everything your car requires—Tires, Tubes, Batteries, Brake Lining and Accessories, Gas, Oil and Lubrication—all under one roof; don't waste time and money driving around to a number of specialty shops.

The One Stop Service Store is the development of Harvey S. Firestone, pioneer in rubber and rubber tires. Let the Firestone dealer in your community show you cross sections cut from Firestone Tires—and cross sections cut from competitive tires. See for yourself the extra quality—the extra plies under the tread—the extra value. We ask just one thing—call on our dealers; COMPARE!

## COMPARE PRICES AND SERVICE

Firestone				Firestone				Firestone			
OLDFIELD TYPE				COURIER TYPE				ANCHOR TYPE			
Our ★Special Brand				Our ★Special Brand				SUPER HEAVY DUTY			
Size	Dealers' Cash Price Each	Mail Order Tire Price Each	Our Dealers' Cash Price Per Pair	Size	Dealers' Cash Price Each	Mail Order Tire Price Each	Our Dealers' Cash Price Per Pair	Size	Dealers' Cash Price Each	Mail Order Tire Price Each	Our Dealers' Cash Price Per Pair
4.40-21 . . .	\$ 4.98	\$ 4.98	\$ 9.60	30 x 3 1/2 . . . . .	\$3.97	\$3.97	\$ 7.74	4.50-20 . . .	\$ 8.55	\$ 8.60	\$16.70
4.50-21 . . .	5.69	5.69	11.10	31 x 4 . . . . .	6.98	6.98	13.58	4.50-21 . . .	8.75	8.75	16.66
4.75-19 . . .	6.65	6.65	12.90	4.40-21 . . . . .	4.55	4.55	8.80	4.75-19 . . .	9.70	9.75	18.90
5.00-20 . . .	7.10	7.10	13.80	4.50-21 . . . . .	5.15	5.15	9.96	4.75-20 . . .	10.25	10.25	19.90
5.25-18 . . .	7.90	7.90	15.30	5.25-21 . . . . .	7.75	7.75	15.00	5.00-20 . . .	11.25	11.30	21.90
5.25-21 . . .	8.57	8.57	16.70					5.25-21 . . .	12.95	13.05	25.30
6.00-20 H.D. 11.50	11.50	11.50	22.30					5.50-20 . . .	13.70	13.75	26.70
H. D. TRUCK TIRES				Firestone							
30 x 5 . . .	\$17.95	\$17.95	\$34.90	BATTERIES							
32 x 6 . . .	29.75	29.75	57.90	Firestone dealers sell and service the complete line of Firestone Batteries. They will make you an allowance for your old battery. Drive in and see the EXTRA VALUE.							
All Other Sizes Priced Proportionately Low											

ON THE FARMS . . .  
ALONG MAIN STREET . . IN  
THE BIG CITIES . . .



NOTE:

*The present line of 1931 Buick Straight Eights will not be replaced by new models this summer. These great Eights have met with such spontaneous approval that the Buick Motor Company will continue manufacturing them through the summer and coming fall. — BUICK MOTOR COMPANY*

We hear much in America today of "merchandising" and "high-pressure selling"; but *honest quality* is still the all-important thought in the minds of the builders of Buick motor cars.

Men and women still seek out the worthy man and the worthy product—still bestow their favor gladly and voluntarily when convinced it is deserved.

They are giving unexampled friendship to Buick. For, in the field of automobiles priced between \$1000 and \$2000, *more than fifty out of every one hundred buyers of eights purchase Buicks*. This despite the fact that they have fifteen different eights from which to choose.

Buick always has endeavored to build true to America's highest desires. And America long ago made the Buick car a national institution, on the farms, along Main Street, in the big cities.

*When Better Automobiles Are Built, Buick Will Build Them*

BUICK MOTOR COMPANY • FLINT, MICHIGAN

# TIME

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## NATIONAL AFFAIRS

### THE PRESIDENCY

#### Caribbean Cruise

President Hoover made up his mind one night last week to take an immediate ten-day vacation to U. S. possessions in the Caribbean. Going by train to Old Point Comfort, Va., he would board the *U. S. S. Arizona* for her scheduled "shake-down" run after reconditioning. The cruise would be to Porto Rico and the Virgin Islands. Secretary of War Hurley, possibly Secretary of the Interior Wilbur, would accompany him. Mrs. Hoover would stay behind.

The White House announcement of this journey stressed the word "rest" and added: "This will be the first vacation of the President since assuming office, with the exception of a seven-day fishing trip to Florida something more than a year ago."

What drew President Hoover to Porto Rico was the chronic economic distress of that square little island as a result of the 1928 hurricane. The big Hoover heart had been touched by Governor Theodore Roosevelt's description of the subnormal condition of Porto Rico's children. The second Chief Executive to visit the territory (the elder Roosevelt was there in 1906), President Hoover wanted to see things for himself, study rehabilitation.

The Virgin Islands (St. Thomas, St. Croix, St. John), bought from Denmark in 1917 for \$25,000,000, presented a similar economic problem. Their 95% Negro population had been squeezed off the farming land. Their rum trade had been blighted by Prohibition. Their sugar plantations and factories were close to collapse. Last month following a six-month investigation by Chief Herbert Brown of the Bureau of Efficiency, President Hoover transferred the Islands' administration from the Navy to the Interior Department. To set up a new civil government and pull the Virgin Islanders out of their economic hole President Hoover appointed Dr. Paul M. Pearson, onetime elocution professor at Swarthmore College. Last week Governor Pearson and his staff of experts sailed from New York to take up their new job, will barely have time to turn around in office before receiving a visit from the President of the U. S.

Another matter President Hoover settled last week was his Spring speaking schedule which called for eight addresses and excursions into four states. In Washington he would address the American Red Cross (April 13), the Pan-American Union (April 14), the International Chamber of Commerce (May 4), the 50th anniversary of the Red Cross (May 21). He will go to Valley Forge for his Memorial Day ad-

dress. The Indiana Republican Editors Association will hear him at Indianapolis June 15. The next day he will review the Grand Army of the Republic at Columbus, Ohio and, at last, dedicate the Harding memorial at Marion. The day after will find him at Springfield, Ill. dedicating another Lincoln memorial.

President Hoover was described last week by Dr. Abraham S. Wolf Rosenbach, bibliophile, as the greatest book collector in the White House since Thomas Jefferson. Said Dr. Rosenbach: "On all his journeys he gathers volumes that in time will be valuable to the student. In China in 1909 he gathered a most comprehensive collection of books on China and the Chinese people." This he gave to Stanford University. It became the nucleus of the great Chinese library there. Dr. Rosenbach described how he had informed President Coolidge that the first edition (1865) of *Alice in Wonderland* was not to Lewis Carroll's liking and was therefore suppressed. President Coolidge had remarked: "Suppressed? I didn't know there was anything off-color in *Alice*."

Still under fire for his veto of the Wagner bill, President Hoover last week appointed John R. Alpine of New York, an A. F. of L. man, as special assistant to Secretary of Labor Doak to expand the existing Federal Employment service with an extra \$500,000 allowed by Congress. Meanwhile Secretary Doak, reporting an increase in February employment over January, declared: "It looks to me like the first sign of a general pick-up in industry."

#### Joslin For Akerson

President Hoover last week reached into the corps of Washington correspondents

and plucked out a trusted friend as his new No. 1 private secretary to succeed George Akerson. He was Theodore Goldsmith ("Ted") Joslin who for 15 years has covered the capital for the arch-Republican Boston *Evening Transcript*.

No Washington newsman is a sturdier Republican than Correspondent Joslin. Yet his appointment was one of utility, not politics. President Hoover has known him as a hard-working, level-headed writer since the pre-Coolidge days when Joslin used to come periodically to the Department of Commerce to get anonymous "background" on current problems from "The Chief." As a White House contact-man, Secretary Joslin knows how to handle news and people.

Born in Massachusetts 41 years ago, Mr. Joslin has a round, solemn face, a friendly manner, a figure as plump as Mr. Akerson's. His outlook on government is serious, heavy. Married, father of two sons, he gets fun out of tending a small but elaborate flower garden behind his Chevy Chase home. When President Hoover returns from his Caribbean cruise Mr. Joslin will retire from the Colorado Building's so-called "Brain Trust" to begin his White House duties.

### THE CABINET

#### Death of Cotton

Three months ago Undersecretary of State Joseph Potter Cotton, No. 1 man in the Hoover sub-Cabinet, entered Johns Hopkins Hospital in Baltimore for treatment of a nervous ailment. In January surgeons removed a tumor from his spine. Fortnight later a general toxemia developed. His right eye was cut out. A third operation opened his leg to relieve the infection. He failed to improve. One night last week, Secretary of State Stimson was informed that Mr. Cotton could not live much longer. He sped from Washington to Baltimore, spent a midnight half-hour at the bedside of his good friend. It was their last meeting for late the next afternoon Death came quietly to the Undersecretary of State.

Aged 55, "Joe" Cotton, a Harvard man, had won great renown as a corporation lawyer in Manhattan when he specialized in organizations (Radio Corp., International Harvester Co.) and reorganizations (N. Y. Rys. Corp.; Childs Restaurants; Chicago, Milwaukee & St. Paul; Dodge-Chrysler; Goodyear Tire & Rubber). Dur-

\*Four or five correspondents take connecting offices in a Washington building, exchange information, "black sheets" (carbon copies of news stories), work co-operatively. These news combinations are jestingly referred to as "brain trusts."

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## National Affairs—(Continued)

ing the War as head of the meat division of the Food Administration under Herbert Hoover he controlled the "biggest packing trust in the world." In May 1929 the President picked him as one of his "new patriots" who would sacrifice a \$100,000 per year private practice for a \$10,000 per year Federal job, made him Undersecretary of State. He ran the State Department when Statesman Stimson was away at the London Naval Conference, continued thereafter to exert a dominant influence upon its affairs.

Quick-witted, capable, industrious, ironic, "Joe" Cotton preferred informality to diplomatic pomp. He smoked an old corn cob pipe, cocked his feet up on his desk, "cut" dull official ceremonies, eschewed a silk hat. He had a forthright manner of cutting through diplomatic circumlocution, which at first startled and later delighted foreign envoys in Washington. Once asked why he did not play medicine ball with the President, he replied: "Because it wasn't in the contract for my job."

Official Washington sincerely mourned his death. The State Department was closed for a half-day as a mark of respect. President Hoover paid this tribute: "... A great loss to the Government and to our country. He was my friend for over 20 years. He has given much of his life to public service and had never refused a demand of the public interest. His abilities, his character, his devotion to the highest of purposes made him a great citizen."

### FISCAL

#### Millionaires

Last week the Treasury published income tax figures for 1929, the year Prosperity both reached its peak and crashed to Depression. Prime fact revealed was that in the golden year of 1929, no less than 504 citizens had incomes of \$1,000,000 or more and paid 18% of the total Federal income tax. In this millionaire group were 36 super-millionaires whose income exceeded \$5,000,000.

Returns filed by 4,034,702 persons (of whom only 2,465,385 paid taxes) showed their incomes falling into these classes:

Under—	\$5,000	3,065,701
\$5,000—	\$10,000	597,247
\$10,000—	\$25,000	269,700
\$25,000—	\$50,000	63,404
\$50,000—	\$100,000	23,949
\$100,000—	\$500,000	11,608
\$500,000—	\$1,000,000	1,622
\$1,000,000—	\$5,000,000	967

The "Under \$5,000" class had the biggest income (\$8,282,000,000), paid the smallest share of the total tax (1%). Total income reported by all classes: \$24,519,296,977.

According to the Treasury's figures, the Stockmarket's rise and fall in 1929 produced speculative profits of \$2,239,763,714 and losses of \$661,733,366. In the "millionaire" class, stockmarket winners took a net profit of \$92,000,000, losers a net loss of \$48,000,000. Total net winnings and losses were heaviest in the \$25,000-per-year income class.

### STATES & CITIES

#### The Lady & The Tiger

(See front cover)

*There was a young lady from Niger,  
Who smiled as she rode on a tiger.*

*They returned from the ride*

*With the lady inside,*

*And the smile on the face of the tiger.*

Three weeks ago, a racketeering young lady from Manhattan named Benita Franklin Bischoff *alias* Vivian Gordon was taken for a ride in Van Cortlandt Park, was later found in the shrubbery, strangled (TIME, March 9). When it became known that five days prior she had gone to court with frameup charges against a New York City detective, her murder was regarded as a crowning outrage in the long series of revelations about the city's bench and police force. A storm of bitter indignation from New York's citizenry wiped the deprecatory smile from the face of the Tammany Tiger.

Up to last week the Police Department, smothered with a plethora of "leads," was unable to produce a single clue to the woman's death. Meantime, enterprising newspapers were able to print "true stories" of the whole case with only a few names omitted for libel's sake. When the wheels of justice seemed incapable of budging in the Bischoff case, conscientious citizens began to think that the legal machinery of their town had been allowed to

garded as a feat of window-dressing by Tammany Hall. Chief qualifications of Mr. Crain for his job were that he had a reputation for austerity on the bench, was a Tammany sachem, had been a job-holder for 33 of his 70 years and was a prominent Episcopalian. It is Tammany precedent to nominate a Protestant district attorney lest the ticket be too topheavy with Roman Catholics.

Assuming office Jan. 1, 1930, Sachem Crain proceeded to set an impressive record for ineffectuality. He has not yet made known who shot Gambler Arnold Rothstein (TIME, Dec. 24, 1928) or Racketeer Jack ("Legs") Diamond (TIME, Oct. 20). He was lax in prosecuting unscrupulous bondsmen, dock racketeers and ambulance chasing lawyers. He failed to obtain an indictment in the case of retired Magistrate Ewald, suspected of buying his judgeship for \$10,000, which was later thrice tried unsuccessfully (TIME, Feb. 21). Of 623 grand jury indictments for grand larceny sent to his office, only 32 were tried and convicted. From this record it appeared that instead of diligently executing his trust, Sachem Crain had merely been a placid front-row spectator at the Scandals of New York (1929-31).

Acting on the City Club's charges, Governor Roosevelt took advantage of the public office law. To hear Sachem Crain's defense at a private trial he appointed Samuel Seabury, the referee of judiciary and police inquiry, which last week sent its first policeman to jail for perjury. When Mr. Crain learned whom his judge was to be protested, pointing out that Referee Seabury was not only a well-known Tammany foe, but a member of the City Club; and that he had already publicly criticized the District Attorney's office.

**Hue & Cry.** The scent of corruption growing stronger, the hounds of public conscience began to break loose with an increasing halloo. Church, Press and Business set up a tremendous hue & cry directed against the entire city administration, but particularly against its dapper little Mayor James John ("Jimmy") Walker. Public feeling, which had smiled tolerantly at his wisecracks and philandering, which had overlooked his do-nothing policy on the unified transit problem and Unemployment conference, now flared up at what appeared to be culpable laxity. The Society for the Prevention of Crime urged Governor Roosevelt to invoke a little-known section of the city charter which empowers the Governor of New York to remove the Mayor of New York City. Many another prominent body joined in demanding a thoroughgoing municipal cleanup: The Citizens Union under Henry Morgenthau, onetime Ambassador to Turkey; the Public Affairs Committee under Socialist Norman Thomas; the City Affairs Committee under Rev. John Haynes Holmes and Rabbi Stephen S. Wise. The Greater New York Federation of Churches then threw its weight into the movement, and then the New York Board of Trade. The latter appointed a Vigilantes Committee of 20, announced that it had been



International

DISTRICT ATTORNEY CRAIN

623 indictments; 32 convictions.

grow rusty with disuse, that it was high time that an investigation be made higher up. Fortnight ago, the City Club, a potent civic organization, petitioned Governor Roosevelt to remove Thomas C. T. Crain, New York County's aged little District Attorney, because of "inefficiency, incompetency, failure to enforce the criminal law and malfeasance in office."

**Crain.** The nomination and election of Mr. Crain in 1929 were commonly re-



## National Affairs—(Continued)

spying on City Hall for the past year. The Roman Catholic Church remained silent. In the absence of Patrick Cardinal Hayes, a spokesman said: "The business of the Catholic Church is saving souls and not meddling in politics. . . . It would appear that the current allegations are solely political."

Meantime the metropolitan newspapers went for the city administration hammer-&-tongs. Mindful of the crusading tradition inherited with its recent purchase of the *World*, the *World-Telegram* editorialized, in language less elegant, less thunderous but no less clear than Joseph Pulitzer's writers used to use: "Soon the idea may get across to Tammany. Soon Tammany may wake up and realize that even a political machine can get gummed up with too much politics." *World-Telegram* Columnist Heywood Brown began organizing a mass meeting "in answer to the average citizen's question: 'What can I do?'" The *Daily News* thought that the municipality's only salvation lay in drafting Alfred Emanuel Smith for Mayor.

**Laughter Walker.** Meantime, Mayor Walker had left town. Having previously announced that he would take a vacation on Samuel Untermyer's estate at Palm Springs, Calif., the Mayor slipped out of his office, crossed to Jersey City to avoid prying eyes and newshawks, boarded a Baltimore & Ohio R. R. official car with A. C. Blumenthal, Fox film executive, and Mr. Blumenthal's wife. A hat pulled down over his pinched face, he allowed a vigilant newspaper photographer one picture, said he "wanted to get away from all these investigations" (*Time*, March 16).

As soon as he had put his city behind him, however, Mayor Walker brightened. At Chicago he was asked about the proposed investigation into his office. "My only answer to that," said he, "is the smile on my face." By the time he reached Kansas City, he had evolved a neat retort to any suggestion that he was fleeing New York. Said he: "They can find me in the desert if they want to investigate me. . . . It's funny, isn't it, that the first investigation of me should come when I'm out of town. I wonder why they didn't investigate me while I was in New York?" And at Dallas, Texas he was laughing out loud. "I'm a laugher," he told reporters. "We need more laughers. I've just talked an hour and a half with New York," he added.

At the other end of the line the situation was certainly not a laughing matter. With the revelation that no report has ever been made on the Mayor's own city investigation, begun last July, people began to wonder if it was Mayoring or fun-having that made a vacation seem imperative for the city's chief executive. Even his severest critics, however, could not place the entire responsibility for shortcomings in the city government on the playboy Mayor's slim shoulders. It was recalled that two years ago he said: "If re-elected, I will take my advice and leadership from John F. Curry."

**Boss Curry.** The present leader of Tammany Hall (and hence New York

City's Boss) is 57-year-old, blue-eyed, thin-thatched little John Francis Curry. He is a shrewd pinochle-player, but by no means the most potent leader the Wigwam ever had. He is a lifelong resident of the "San Juan Hill Section" (middle West Side). His election to Tammany's leadership in 1929 was hotly contested by the East Side, whence came Alfred



Alfred E. A.

INQUISITOR SEABURY

*His clubmates looked to him.*

Emanuel Smith. Like most New York bosses, Mr. Curry is of Irish descent and distinguished himself by early physical prowess, in his case footracing. Until his election in 1903 to the State Senate he was a Western Union telegraph operator. He is a devout churchman, speaks quietly and—unlike Bosses Tweed, Croker and Kelly—prefers to remain out of the picture as much as possible.

Fashions in bosses as well as fashions in political livelihoods change. Boss Tweed (1861-72) went in for peculation and bribery. Boss Murphy (1902-24) brought the city contract racket to its juiciest fruition. Nowadays construction bonding is the most remunerative of Tammany-controlled activities, and judgeships are the most luscious appointment plums which the Hall can bestow.

Well aware is Boss Curry of the Hall's present ticklish situation, for which there is an interesting parallel in the last great Tammany scandal. In 1912, the year before Boss Murphy had Governor Sulzer impeached, a gambler named Herman Rosenthal was killed on the eve of his giving damaging evidence against venal policemen. Within four months Police Lieutenant Charles Becker, "Lefty Louis" Rosenberg, "Gyp the Blood" Horowitz, "Whitey" Lewis and "Dago Frank" Cirofici were sentenced to death for the murder. The reaction to this affair gave the State a Reform Governor (Charles S. Whitman), the city a Reform Mayor (John Purroy Mitchel). Last week there was as yet no indictment in the three-week-old Bischoff case, and Boss Curry knew

that his constituency wanted one. He knows that the strength of Tammany lies in keeping the populace lethargic and contented: providing food for the needy, releasing important Republicans from jury duty and other irks, taking care of traffic summonses for the rich. Tammany does not fear the ructions of its Republican enemies. But it does fear the loss of public confidence.

In addition to its other difficulties, Boss Curry last week found himself in a divided camp. The four big chiefs of New York Democracy are himself, Alfred Emanuel Smith, Mayor Walker and Governor Roosevelt.

Boss Curry only controls Tammany by a small majority. He dislikes Smith, whose prestige in the city overshadows the Curry prestige. On the other hand, Mayor Walker is his man. Governor Roosevelt conferred with Boss Curry before turning District Attorney Crain over to investigation. Al Smith is no friend to either Boss Curry or Mayor Walker, whom he is said to regard as "getting away with too much." And between Governor Roosevelt and Al Smith there is the possibility of rivalry for the Presidential nomination.

## CRIME

### Again, Riot

Sullen since the death of three comrades who tried to escape (*TIME*, March 2), angered with the news that another prisoner had died while shackled in solitary confinement, 1,000 convicts at Joliet (Ill.) State Penitentiary dashed their food to the floor and rioted in the mess hall one noon last week. Guards drove most of them into the prison yard, fired at their feet with shotguns. Another group isolated itself in the kitchens, was later subdued. Within an hour all were herded back to their cells. Casualties: one prisoner killed; one guard and three convicts wounded. The Joliet penitentiary was constructed to house 800 prisoners. Present enrolment: 1,800.

### No Killing in Kansas

On the eve of the Kansas Legislature's adjournment last week, Governor Harry Woodring vetoed three bills to restore Death by electricity as the maximum Kansas punishment for first-degree murder or robbery with firearms. The last legal execution by the State was in 1870. Amid a chorus of praise and protest Governor Woodring explained: "My veto of these bills is not actuated by any maudlin sympathy for the criminal. It is axiomatic that it is not the severity but the certainty of punishment that deters the criminal. Public opinion is overwhelmingly against these bills."

Agreed Chief Justice William A. Johnston of the Kansas Supreme Court: "I am strongly opposed to the State encouraging the killing business by setting an example for killers."

In Michigan next month voters will pass on a proposition to re-establish the death penalty, dead a century in that State.

## National Affairs—(Continued)

### Near Rio Vista

Many a strange and wonderful thing happens in California. When the Sacramento River near Rio Vista—40 mi. northeast of Oakland—receded forty-eight ago, the headless body of a young Hindu was found sitting bolt upright, chained to a tractor wheel. He was identified as Sant Ram Pande, 32, engineering student at the University of California. The method of his identification was remarkable. Only three weeks prior he had insisted that his fingerprints be recorded by the State Bureau of Criminal Identification. He had then set out to find the slayers of 13 Hindus who have been murdered in and about San Francisco within the past five years.

Suspecting a religious feud between Sikhs (dissenters from Brahmanic Hinduism) and Hindus (Sant Ram Pande was of the Brahman caste), police combed East Indian colonies up and down the Sacramento and San Joaquin valleys. The day following the discovery of the body, three Sikhs were found hiding in a barn near Fairfield, 15 mi. from the scene of the crime. Also in the barn officers discovered a harrow with a wheel similar to that found with Pande's body. At Pande's cremation two Sikhs quarrelled, one was stabbed.

Old Californians were not sanguine about the possibility of solving Sant Ram Pande's murder or the murders of his 13 countrymen, for the State's Indian population is even more secretive than its Chinese and Japanese.

## PROHIBITION

### "Real Sentiments"

The contradiction between political avowal and personal habits in the House and Senate reaches its climax in the drinking Dry. To find out precisely what Congress *thinks* about Prohibition, as distinguished from what it *does*, became the journalistic assignment of William H. Crawford, free lance. Selecting at random 200 Senators and Congressmen, half Republican, half Democratic, he wormed out of each in confidence his "real sentiments." In the April *Cosmopolitan* appeared last week the results (but with no names mentioned) of Mr. Crawford's Prohibition poll. Major findings:

Of the 200 queried, 157 are politically Dry, 43 Wet. If free to vote as they believed, 61 would stay Dry, 70 would favor modification of the Volstead Act, 69 would support repeal of the 18th Amendment. If Modification were eliminated, 120 would privately favor Repeal. Assuming an actual vote in Congress, however, with political considerations controlling, Repeal would get only 64 out of 200 votes and Modification 96.

Consolidating the personal opposition to present-day Prohibition among the 200 men polled, and stepping its ratio up to the full membership of Congress (531), it is found that, politics aside, 369 members would favor a Change as opposed to 162 standpat Dries. But the same method of calculation shows that Modification in a real test would poll less than 225 votes.

Therefore among the 369 privately for a Change there are more than 150 Senators and Representatives who vote Dry and think, if not drink, Wet.

Overtime (1915-31) Republican Congressman Edward Everett Denison of Illi-



Wide World

EDWARD EVERETT DENISON

... "wouldn't know what to do" with liquor.

nois was last week put on trial in the District of Columbia Supreme Court for liquor possession. In December 1928 heavy-jowled Mr. Denison returned to New York from a junket to Panama. Under his freedom-of-the-port privilege he brought in much luggage without inspection. Several weeks later Prohibition agents visited his quarters in the House Office Building, found an Army locker trunk marked "B. B. Dawson." "E. D. Denison" might easily be altered to "B. B. Dawson," but Congressman Denison insisted the trunk was not his. The agents opened it, found 18 bottles of Royal Spray Whiskey, six bottles of Gilbey's dry gin. When Mr. Denison, a consistent Dry voter in Congress, was indicted; Wets pointed to his case as the kind of thing that made Prohibition hateful to them. Last November Illinois voters retired him from Congress.

In court last week the Government presented its case. Then Mr. Denison, one of whose three attorneys was Everett Sanders, onetime Indiana Congressman, onetime secretary to President Coolidge, took the stand, told his story: a mix-up had occurred on the steamship dock in New York. Mr. Denison had brought home a trunkful of china and glassware as gifts to relatives. By mistake this trunk went to his nephew in St. Louis and the liquor-laden trunk (presumably belonging to the nephew though Mr. Denison did not say so) arrived at the House Office Building. Declared Defendant Denison: "I never bought any liquor in Panama. Why, I wouldn't know what to do with it because I'm not a drinking man." Illinois Senator Glenn and four Congressmen took

the stand to swear to his reputation for "sobriety, peace and good order." Exclaimed the Government prosecutor of the Denison defense: "A fine fairy tale!"

The jury believed Mr. Denison's trunk story, acquitted him in an hour. Solemnly he shook hands all round, announced that he would start a round-the-world trip within a week.

### Author, Author

Ever since the National Commission on Law Observance & Law Enforcement issued its Prohibition report in January, 72-year-old Chairman George Woodward Wickersham has been hounded for an explanation of how the Commission's Wet majority reached Dry conclusions. Last week Chairman Wickersham journeyed to Boston where in an address to the Chamber of Commerce he made his first public comment on his report. Excerpts:

"The publication was met with an outburst of hostile criticism. . . . Curiously enough the most abusive articles came almost exclusively from the Wet press. I say curiously because I should have thought the Wets would have derived more encouragement from the report and the separate statements of the commissioners than the Dries. . . . In the past there has been much well-founded complaint of the extreme intolerance of the Prohibitionists. This peculiar characteristic of late appears to have been appropriated by their opponents. . . . Apparently a large body of anti-Prohibitionists expected the Commission to find a way for them to secure liquor with ease and were enraged when we failed to do so.

"Much has been made of the differences between the conclusions in the report and the opinions expressed by individual members. . . . A careful study will satisfy any impartial mind that these differences are confined mainly to the remedies suggested for the ills recognized in the report. . . . Some of us, of whom I am one, feared that any of the modifications proposed would inevitably lead to the restoration of the licensed saloon."

To newsmen who still awaited explanations as to *how* the Commission reached its conclusions, he refused all interviews.

## CONSERVATION

### "Damn Big Dam"

Because construction of Hoover (Boulder) Dam across the Colorado River at Black Canyon is the largest single engineering feat ever attempted in the U. S., individual contracting companies were hesitant about undertaking the job for the Government. Therefore a group of potent Western contractors got together, organized Six Companies, Inc. Pooling their resources they submitted a bid to the Interior Department. Last week in Washington, Secretary of the Interior Wilbur awarded the Hoover Dam contract to Six Companies as low bidder. Their price: \$48,890,995.50. The U. S. is to supply concrete—20,000 freight cars of it—steel, other materials and machinery which will

## National Affairs—(Continued)

run the final bill for the dam and power plants up to \$165,000,000. Under \$5,000,000 bond, Six Companies must finish the job in 1938 or pay a penalty of \$3,000 for every day they exceed the 2,565-day limit.

Six Companies which won this biggest single peacetime Government contract is composed of: Utah Construction Co.; Henry J. Kaiser and W. A. Bechtel & Co.; McDonald & Kahn Ltd.; Morrison-Knudsen & Co.; J. F. Shea Co. and Pacific Bridge Co. Principal organizer of Six Companies and its president is William H. Wattis, 72, head of Utah Construction Co. With his older brother, Edmund Orson Wattis (Six Companies' vice president) he began work as a grader when the Union Pacific first pushed into Utah. Together the Wattis brothers built the Western Pacific from Salt Lake City to Oroville, Calif. (a \$20,000,000 job), the Southern Pacific into Mexico, the American Falls Dam in Idaho, the Gibson Dam in Montana, the Guernsey Dam in Wyoming, the Hetch-Ketchy Dam in California.

Last week small, spry, white-haired William Wattis was in San Francisco's St. Francis Hospital taking the Coffey-Humber cancer treatment (see p. 38) when word reached him that his company had won the contract to build Hoover Dam. His jolly blue eyes snapped with delight. Wrapped in his bathrobe, and puffing a big, black cigar he talked eagerly:

"Now this dam is just a dam but it's a damn big dam. Otherwise it's no different than others we've thrown up in a dozen places. It involves a lot of money—more money than any one contractor has a right to have. . . . I don't know when I'll get out of here. I think I am improving but don't worry, I'll be on this job."

Meanwhile Frank T. Crowe, hard-rock engineer who will superintend the actual construction of Hoover Dam, opened a Six Companies office at Las Vegas, Nev., the rail junction for the job. Then he proceeded across the mountain wastes to Black Canyon. Before Superintendent Crowe could start actual dambuilding, he had to do these things: 1) complete the 20-mile railroad from Las Vegas to Black Canyon rim over which all material must be lowered. 2) Construct Boulder City to house 2,500 workers and their families. 3) Build an eight-mile, double-track, standard-gauge rail line from Boulder City down to the canyon, to the dam site. 4) Blast out of solid rock in the canyon walls four tunnels 50 ft. in diameter to divert temporarily the Colorado's flow 4,000 ft. around the dam site. 5) Erect a temporary dam upstream to turn the river into the tunnels and another downstream to stop backwash. Only then will the bed of the Colorado be laid bare and dry to receive the foundation, 600 ft. thick, of Hoover Dam. Power to operate all machinery must be led in from 200 miles away in California.

When finished the dam will rise 727 ft. between the canyon walls, will back the river up into a reservoir 115 miles long, two miles wide. The U. S. already owns as part of the undistributed Public Do-

main the land in Nevada and Arizona on which the dam will rest.\* Settlement will have to be made later for upstream private property to be inundated by the new lake. Most interesting to engineers in the construction will be an experiment to hasten



International  
CONTRACTOR WATTIS

"Don't worry, I'll be on this job!"

the cooling process of concrete by means of a special ammonia refrigerator plant from which ice water will be piped through the 7,000,000-ton mass.

## POLITICAL NOTES

### At the Carlton

All winter long the Senate Insurgents clamored for a special session of Congress in which to continue their discussion of such politico-economic topics as Depression, Unemployment, Power, Farm Relief, Tariff. They failed to get one. Therefore last week in the ballroom of Washington's exclusive Carlton Hotel they, their families and friends to the number of 200 held a special session of their own at which they succeeded in publicizing these subjects more widely, if more briefly, than they could have at the Capitol. Present were college professors, economists, labor leaders, farm representatives, editors, writers, lawyers, politicians, critics of the times, all of whom had what they called the Progressive type of mind.

In the Senate the five sponsors for this political gathering—Republicans Norris, La Follette, Cutting; Democrats Wheeler and Costonig—rate themselves party men who revolt on occasion against party rule. As such they are Insurgents. Outside the Senate they drop party labels to unite on certain economic principles. As such they are Progressives. Republicans and Democrats were welcomed impartially to last week's powwow at the Carlton.

**No Third Party.** The last big Progress-

\*In the Supreme Court of the U. S., Arizona, unwilling partner to Hoover Dam, has pending a suit to halt the construction as an infringement on its sovereign rights.

sive meeting occurred in 1924 when the groundwork was laid for the late great Robert Marion La Follette's independent presidential candidacy. Despite his 5,000,000 popular votes, La Follette left his supporters with a conviction of the futility of Third Party movements under existing U. S. political conditions. Progressives last week unfurled the old La Follette battle flag, echoed the old La Follette war cries but hushed all talk of a third party. Results, if any, were to be accomplished by Insurgency within the old parties, not by Independence outside them.

**"Passion v. Prudence."** The prospect of the Progressive conference and its inevitable criticism of the Hoover Administration gave the G. O. P. a touch of cold shivers. Day before the meeting the Republican National Committee, through its counsel, James Francis Burke, spoke defensively as follows: "The American people are already suffering from an overproduction of politics. . . . The whole country is now praying for political relief. So why not give politics a short recess? . . . Everyone must cool off and carry on. We must stop snarling and begin smiling. Sanity will then have more front seats and more front page. Passion will subside and prudence will preside."

**Fess in High.** Some of the public effect of this G. O. P. motion to adjourn politics was spoiled by the behavior of little Simon Davison Fess, national G. O. P. chairman. He rushed to the White House to say good-bye to President Hoover. He came out declaring: "The time has come when we must let the country know. . . . In other words, we are going into high gear."

**Questions by Watson.** Another effort to disrupt the Progressive conference came from Indiana's James Eli Watson, the G. O. P.'s Senate leader. Senator Watson publicly submitted to Senator Norris as the Carlton conference's chairman a set of 14 embarrassing political questions which he suggested the Progressives answer. He asked, among other things: *Should the 18th Amendment be repealed? Should the Government undertake the ownership and operation of railways? Should the Constitution be amended to deprive the President of veto power? Should the country adopt the dolo system?*

Senator Norris of course recognized Senator Watson's attempt to get the Progressives to quarreling among themselves. The following long-range dialog occurred:

**Senator Norris:** Mr. Watson . . . used to be, before he became a Senator, a lobbyist. I presume his former masters are better satisfied with his work in than they were with his work out of Congress. . . . Little Jimmie Watson ought to gather up a bunch of marbles, go out and hunt up that boy Lucas [Republican Executive Director] and together they could have a nice game in the backyard of the White House.

**Senator Watson:** When a man gets mad and resorts to ridicule and personalities, it is proof conclusive he is seeking to evade the real question. The fact is I never was a lobbyist at Washington, ex-

## National Affairs—(Continued)

cept for the Manufacturers Association for a tariff. . . .

**Senator Norris** (later): Watson is a fine fellow personally. There is no reason why he should not organize a conference of his own . . . and take a bundle of straw and go across the river and start a little hell of his own. . . .

**Answer by Beard.** Though Senator Norris shunned the Watson questions, they did find an able and authentic answer among the Progressives. He was famed Historian Charles Austin Beard (*Rise of American Civilization; American Party Battle*) and his responses, based on "the Progressive opinion of the country," came closer to summarizing the conference's position and purpose on matters of broad policy than any other statement there made. Excerpts:

**Question:** Should the 18th Amendment be repealed?

**Answer:** While there is reason for treating Prohibition as a red herring to drive the people of the U. S. off the main trail, it may be faced. Progressive opinion is against any blanket repeal of the 18th Amendment which does not substitute a rational system of public control over alcohol.

**Question:** Should the Government take over and operate the electrical power business of the country?

**Answer:** Progressive opinion is against any such wholesale nationalization. It demands that governments insist on principles of prudent investment, elimination of stock juggling inflation and on competent commissions; that the people shall have the right to engage in the production of power by their own determination; the elimination of corruption and under-cover propaganda by utility interests.

**Question:** Should the Constitution be amended to give Congress power to override decisions of the Supreme Court?

**Answer:** A reply might be made in the language of Mr. Justice Holmes that nothing important would happen if this were done. If the right kind of judges are appointed no such drastic amendment would be demanded in any quarter.

**Question:** Should the country adopt the dote system?

**Answer:** If by that trick question Senator Watson means a system of unemployment reserves and insurance, Progressive opinion favors it.

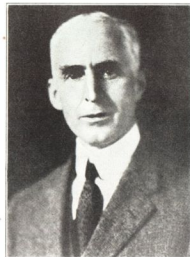
**Question:** Should Russia be recognized?

**Answer:** Yes.

Dr. Beard also flayed Congress for "frittering away thousands of precious hours on petty and trifling bills"; for "turning executive officers loose" under too general laws; for barring Cabinet members from floor debates; for "comic opera" procedure.

**Big Speech.** The Progressives' meetings were decorous, academic, humorless. Most of the addresses were rebashes of things said and said again in Congress. New ideas were scarce. From Senator Borah came the Big Speech. His subject was Wealth, with a dash of Farm Relief for flavoring. High spot: "To attack the rich because they are rich is one thing

but to insist that they shall operate in accordance with honest laws and honest principles is the supreme question today before the American people. . . . Economists have advised us that 3% of the



CHARLES AUSTIN BEARD  
*He articulated Progress.*

people own 75% of the wealth. Let's say 4% own 80%. I would not take it from them. But I do think there should be a political party in this country—if not a party, a political voice—which would worry more about the 96% than the 4%. . . ."

"**Shadows Eastward.**" Most dramatic episode occurred when 69-year-old Senator Norris passed Progressive leadership over to 36-year-old Senator "Young Bob" La Follette. His deep-set blue eyes wet with emotion, Senator Norris declared: "I am drawing near the place where the setting sun casts its shadows eastward. My time to pass over the river will come at no very distant day. [Cries of 'No! No!'] from the audience.] But when I pass on I would like to do so with the realization that the banner of civic rights will be taken up by young men who will carry it farther up the mountainside than I have been able to. . . . One of these young men I now present, Senator Bob La Follette. . . ."

"Young Bob's" answer was a terrific exhortation of President Hoover for lacking "the will or courage" to meet the economic crisis.

**Franklin; Theodore.** Though presidential politics was barred from the conference, nevertheless the name of Franklin Delano Roosevelt, New York's Democratic Governor, kept shuttling back & forth in its news. It took two telegrams and a long distance telephone call for the Governor to convey to Senator Norris the full measure of his regret at being absent. Said the final message: "I am much disappointed. . . . I need not tell you of my real interest in the subjects you will discuss. . . . May I call your atten-

tion particularly to the water power policy of this State, to our agricultural program and the new land utilization policy." To Progressives this sounded like a pretty plain bid for their support of the Roosevelt candidacy next year. In an impassioned speech Senator Norris exclaimed: "What we need to bring prosperity and happiness is another Roosevelt in the White House."

Everyone thought he had plopped for Franklin Delano until he explained that he was talking only about the late great Theodore.

Other newsworthy speeches were made by **William Green**, president of the American Federation of Labor, who was booed when he opposed U. S. recognition of Russia; **Robert Paine Scripps**, president of Scripps-Howard newspapers who demanded a shorter work-week, a wider distribution of wealth; **Frank Murphy**, red-headed Mayor of Detroit, whose description of his city's \$2,000,000 per month Unemployment relief brought forth great cheers. Present at the conference as a silent spectator, was Ohio's Democratic Senator **Robert Johns Bulkley**, whose friends hope to put him in the White House (TIME, Nov. 24).

**Results.** Resolutions showed the tenor of Progressive thought. Among the reforms the conference called for were: 1) abolition of the electoral college and the popular election of the President (without which no Third Party can make any effective headway); 2) tariff revision to include the transfer of flexible authority from the White House to the Capitol; 3) Unemployment insurance; 4) co-ordinate State and Federal job agencies (the vetoed Wagner bill); 5) repeal of the Wartime espionage act; 6) a law against Federal wire-tapping; 7) admission of Cabinet members to Congressional debates; 8) removal of postal censorship over the Press; 9) no more deportations of political refugees.

Left unwritten were the Progressive policies on Power, and Husbandry.

**Significance.** Hard to gauge was the political significance of the Progressive Conference. Its attendants revealed a harmony among themselves which may have been more polite than purposeful.

In the new Congress the Insurgent group will, more than ever before, hold the balance of power, will be able to do the most with their economic program. Their activities at the next session (December to June, 1932) will color the whole presidential campaign. Last week's meeting served to emphasize the drift of Progressive opinion from Republican to Democratic principles. To Progressives, President Hoover has become a hopeless reactionary; they have lost faith in winning any of their reforms through the Republican party. Democracy, they hope, will furnish a presidential candidate they can support. Most favored among them at the moment is Governor Roosevelt: most disliked is Owen D. Young whose nomination to run against President Hoover, Progressives say, would send them off fishing in hip boots throughout the campaign.



## FOREIGN NEWS

## INTERNATIONAL

## "Not A Static Peace"

Two days out from New York on *S. S. Leviathan* last week, Senator Dwight Whitney Morrow received a radiogram from Secretary of State Henry Lewis Stimson. The essence thereof:

Would Mr. Morrow please modify his plans for a vacation in southern Europe to the extent of getting off the *Leviathan* at Southampton and going up to London? Would he tactfully explain to the British Government, which acted as "honest broker" between France and Italy in their recent naval agreement (TIME, March 9), that Mr. Stimson and President Hoover think this agreement is quite all right but wish to avoid the battle royal which would ensue if the U. S. Senate were asked to approve it? Would Senator Morrow, in short, tell the British to tell the French and Italians that the U. S. would like to give merely its tacit consent to the formula under which they propose to adhere to the London Naval Treaty?

Promptly the spry little man from New Jersey radioed back his hearty willingness to help. He worked under Chairman Stimson of the U. S. Delegation at the London Naval Conference last year (TIME, Jan. 20, 1930, *et seq.*). In the opinion of many observers he was "by far the most able member of the U. S. Delegation and the only one who played fair with the press."

"Naval Holiday." After more than a fortnight of diplomatic pussyfooting, the text of the Franco-Italian naval agreement was finally published last week. It ran true to official forecasts that its main feature is a Franco-Italian "naval holiday" until 1932.

Specific provisos which the statesmen concerned hesitated so long to reveal:

1) France and Italy are each to have 6,000 tons more capital ship allowance than they bound themselves to accept by the Washington Treaty of 1922. Since a "capital ship" may be of from 10,000 to 35,000 tons, it was claimed that the 6,000-ton raise is "purely technical"—but U. S. Senators would, of course, not understand this.

2) France is to come in under the London Naval Treaty of 1930 with her huge submarine fleet undiminished, but Great Britain has her fingers crossed upon this point. Quote from the new agreement:

"Members of the British Commonwealth of Nations maintain that the figure of 81,989 tons is too high in relation to their destroyer figure of 150,000 tons provided for under the London Treaty."

This amounts to serving notice that Britain may at any time decide to increase her cruiser fleet, having recourse to the "escalator clause" of the London Naval Treaty which permits any signatory to start building above the treaty quota if "menaced" by a non-signatory power.

3) After the 1930 classes of Italian and French cruisers are completed, neither nation will build destroyers of more than 6.1-inch gun calibre, but France and Italy

will each build two "Pocket Dreadnaughts" of 23,333 tons, copying in this respect the famed German *Ersatz Preussen* (TIME, Nov. 26, 1928), hailed by naval experts as the world's most efficient small war boat.\*

**Italian Concession.** Under the new "naval holiday" arrangement France will have a supremacy over Italy of some 150,000 tons, but much of this in old or inefficient ships. Said His Excellency Benito Mussolini in Rome last week:

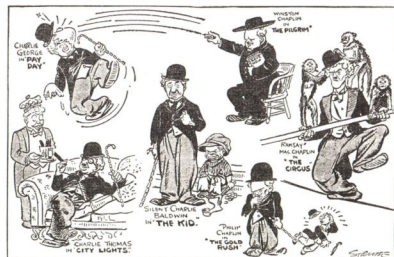
"I can affirm with a clear conscience that Italy in this matter has done her duty toward civilized nations."

Echoed the Great Man's alert, spade-bearded, snapping-eyed Foreign Minister, Signor Dino Grandi:

"Peace has been the constant object of Il Duce's policy: a political, social and economic peace among citizens, classes and groups, a religious peace and a peace among nations and states; a loyal and not a deceitful peace; an operating and not a static peace because it is aimed at preserving men and nations; a peace founded on truth. . . . [The agreement] represents a victory for no particular nation, but a victory for all the nations, a victory for equity and good sense, which is no less important in the relations between nations as in the relations between individuals. It leaves behind no recriminations or bitterness, but on the contrary it has caused a new mutual trust to arise among nations. It solved a grave problem which it was urgent to solve."

## Chaplinitis

Cinematic Charles Spencer Chaplin was in Berlin last week, but Britain still echoed with the sound of his passing. British newspapers brimmed with photographs:



Chaplin walking with the Prime Minister, Chaplin sitting on the edge of Lady Astor's

\*Germans were told precisely what the Socialist Reichstag had in mind last week when it proposed to double the surtax on German incomes: to build a sister to the *Ersatz Preussen*,

theatre box, Chaplin mobbed at a railway station, obliging autograph hunters, quipping with George Bernard Shaw, etc., etc.

Cartoonist Strube of the *Daily Express* acknowledged the epidemic with a drawing (see cut) in which all Britain's political leaders were disguised as Charlie Chaplin in famed Chaplin films. Central figure was Stanley Baldwin, while the slightly sinister Baron Beaverbrook (as Jackie Coogan) squatted on the curbstone beside him. Not so obvious to U. S. readers was Secretary of State for the Dominions Jim Thomas, sprawled on a sofa while a coronetted earl lit his cigar; Chancellor of the Exchequer Philip Snowden tripping up an ineffectual little man in a bowler hat who represents the British taxpayer.

In Berlin Cinematic Chaplin had his troubles. Day after his arrival the Communist *Young Guard* printed an apocryphal message from the comedian: "My greetings and all my sympathies are with the Communist Youth of Germany." In vain Chaplin protested that he had made no such statement, had no interest in politics. Nationalist papers roared that this was "unwarranted meddling with Germany's internal affairs." Hitlerites, convinced that Chaplin is a Jew, marched up & down, roaring defiance, before the swanky Hotel Adlon where he was staying. A crowd of Communists, more practical, threatened to smash all the windows in the Adlon unless the great Chaplin received a delegation.

The U. S. Press suddenly remembered that Cinematic Chaplin had denied to reporters three or four years ago that he is Jewish. The argument embroiled Jewish Scientist Albert Einstein, in mid-ocean on the *S. S. Deutschland*. Said he:

"Charlie Chaplin is half a Jew, that is he is of Jewish descent, and so far as I

London Daily Express

know one of his grandfathers was a Jew." Jew or Gentile the Gaumont British Corporation, controlling 300 theatres, refused to rent *City Lights* last week on the original Chaplin terms: 50% of the gross receipts.



## Foreign News—(Continued)

### GREAT BRITAIN

#### Black Luck

Death came last week to the Lord Privy Seal, Rt. Hon. Vernon Hartshorn, causing Londoners to count up the somewhat startling losses of the MacDonald Ministry.

In the *R-101* disaster (TIME, Oct. 13), Air Minister Lord Thomson was burned to death.

Earl Russell, under Secretary of State for India, recently died in France.

Sir Oswald Mosley resigned from the Cabinet (TIME, June 2), and from the Labor Party (TIME, March 9) to found the New Party.

The Paymaster General, Lord Arnold, resigned, and so did President of the Board of Education Sir Charles Trevelyan (TIME, March 16).

To these six political casualties add the cystitis (bladder trouble) which has put Chancellor of the Exchequer Philip Snowden on his back indefinitely.

Heart failure was the cause of Mr. Hartshorn's death last week. He spent his early life among coal miners, was to the last president of the South Wales Miners' Federation.

#### Baldwin, Churchill & Gandhi

There was but one "Indian Round Table Conference" and it was in London (TIME, Nov. 24 to Jan. 26). The recent parleys between Mr. Baldwin and Viceroy Lord Irwin in India (TIME, March 2 *et seq.*) were not a "round table conference." Therefore some interpretation was necessary in London last week when the Conservative Party Committee on India announced that Conservative Party Leader Stanley Baldwin had decided as follows:

"The party cannot participate in any further round table sessions in India."

Strictly interpreted, this sentence is nonsense. It bears the unmistakable imprint of Mr. Baldwin's loose thought. Being used to the Grand Old Muddler, the entire British press assumed that by "in India" he meant "on India" which would make sense, and mean that the Conservative Party had resolved to have no more truck with half-naked St. Gandhi and his crew.

This is exactly the course which Winston ("Winnie") Churchill, ambitious rival of Mr. Baldwin for leadership, has been urging upon the Party. Headlines blazed "Baldwin Surrenders to Churchill." A new page of British party history seemed about to turn.

Oddly enough, however, Mr. Baldwin had meant by "in" precisely "in," though that was (strictly) nonsense. Not being strict Mr. Baldwin had meant something perfectly sensible, something about like this:

"The Conservative Party cannot participate in any further negotiations on Indian soil, but will participate if another round table conference be held in London."

"I Have Not Surrendered" That anyone should have misinterpreted his words seemed to Mr. Baldwin willful, diabolic. Like a large, well-meaning cow stung by a hornet, he charged into the

House of Commons, defied Mr. Churchill to wrest the party leadership from him, made a great speech, an English speech, a speech to wring tears from honest eyes.

"If there are those," cried Stanley Baldwin, and looked Winston Churchill in the eye, "if there are those who, if they were in our party, would approach this question in a giggling, grudging spirit—who would have had forced out of their reluctant hands one concession after another—for God's sake let them choose another man to lead them! But, if they are in a minority, let them refrain from throwing difficulties in the way of those who have undertaken an almost superhuman task on the successful accomplishment of which depends the prosperity of the British Empire."

At this almost the whole House of Commons cheered—Laborites, Liberals and most Conservatives—the basic weakness of Mr. Churchill being apparent.

"I have not surrendered!" cried Mr. Baldwin, turning again upon Mr. Churchill. "I have not surrendered to my Right Honorable Friend!"

Shrill with emotion came the cry of Lady Astor, "God forbid that you should!" (Tears).

**Gandhi to London?** Last week Prime Minister James Ramsay MacDonald announced that he had hope and reason to believe Mr. Gandhi will come to London for the second R. T. C. In India during the week, the grotesque little Saint set out on a second "salt march" to the sea (TIME, March 24, 1930).

One year after his original march (the gesture that made him a world figure) St. Gandhi was plodding along again, greeted at village after village with transports of devotion, marching on to make salt again at Dandi.

Under the truce arranged by Mr. Gandhi and Lord Irwin it is now legal for "local residents" and for them only to make salt in India for "home use."

But the Mahatma is not a "local resident" of Dandi. He is out to break the salt law publicly a second time. The first time he did not get away with it. This time he probably will.

#### Bright Words

Among so-called Bright Young People "lousy" has become a playful adjective. Even "guts" is almost a tea-table noun. But in London last week Alfred Duff Cooper, husband of Lady Diana Manners, used both these words with Victorian vigor. In a speech attacking Viscount Rothermere, blatant "British Hearst," Mr. Cooper rumbled and roared:

"He's never shown an ounce of courage in his life! Lord Rothermere hasn't got the guts of a louse."

Lady Cynthia Mosley, daughter of the late Viscount Curzon (the most pompous, most punitious Viceroy that India ever had), fairly yelled from a public platform last week (while championing the New Party founded by her husband Sir Oswald Mosley):

"What England needs is a government with guts!"

### CANADA

#### Judge Duff, Reds, Wedding?

A nice, oldish gentleman of short stature with silky white hair and keen blue eyes opened the Canadian Parliament at Ottawa last week, read loud and clear the "Speech from the Throne" of absent George V.

Never before had this been done by a man not sent from beyond the seas by His Majesty. The nice, oldish gentleman is 100% Canadian: Mr. Justice Lyman Poore Duff of Canada's Supreme Court.

With a cavalry escort, Judge Duff whirled up Parliament Hill. For him the brass band of the footguards played "God Save the King." In legal fiction the nice, oldish gentleman was the King. It was the most exciting day of his life.

Why was not Canada's new Governor General, the Earl of Bessborough, on hand? When appointed (TIME, Feb. 10), he expressed an eagerness to hurry to his job. But Lord Bessborough remained in England last week, perhaps to oblige his friend Prime Minister Richard Bedford Bennett of Canada, who may have wished to let Canadian nationalism blow off steam.

Than Mr. Bennett no Canadian is more nationalistic, or more devoted, and few indeed are richer.

**Speech, Speech.** While he was at it, Judge Duff made one of the longest and least exciting Speeches from the Throne that Canada has ever heard. The Bennett Government (whose members, of course, wrote the speech) did so well at the election last year (TIME, Aug. 11), that they can sit back with impregnable parliamentary strength, lofty and vague.

Optimistically the Speech promised that at the Imperial Economic Conference to be held in Ottawa next summer "agreements will be concluded for closer empire trade which will strengthen still more the bonds of empire and bring to every part of it great and enduring prosperity."

Canada's so-called "Wheat Pool" (similar in its aim to the U. S. Grain Corp.) will "take steps for the orderly marketing of the wheat crop of Western Canada"—as though anyone knew how to do that satisfactorily!

The tariff on U. S. exports will be further upped (Mr. Bennett being determined to batter down the U. S. tariff wall eventually by reprisals); and next month Mother Britain will come in for a buffet when Canada's provincial premiers meet for a Dominion Conference. As foreshadowed in the Speech from the Throne this historic conclave will sever virtually the last restraining bond and make Canada completely free of domination by London. This it will do by revoking the act which makes His Majesty's Privy Council in London the court of last resort in Canadian litigation. Once this tie is severed the Canadian bench on which Judge Duff sits will be actually "supreme" in Canada.

Judge Duff used to have fun corresponding in Greek with the late great Viscount Haldane. He now has fun writing letters to Dr. Albert Einstein and getting replies,

## Foreign News—(Continued)

doing problems in higher mathematics for recreation.

**Red Embargo.** If the Duff speech was somewhat stuffy all Canada was excited and agog last week over an Order-in-Council announced by the Hon. Edmond

led by foxy, energetic old Premier Taschereau of Quebec. Referring to the Soviet Government, he has publicly flayed "the detestable methods which are theirs!"

Canadian clergymen of all denominations have constantly rallied, and rallied

her brother the Prime Minister, aged 60. She refused to confirm or deny last week that she plans to marry His Excellency William Duncan Herridge, K. C., D. S. O., M. C., newly appointed Canadian Minister to the U. S. (TIME, March 16), aged 43.

In the ranks of Canada's Conservative party last week, old guard politicians grumbled at Leader Bennett's bestowal of Canada's sweetest diplomatic plum upon "Bill" Herridge. They recalled that "Bill" has never held public office until now, wondered if Miss Mildred had spoken to her brother.

Matter of fact "Bill" Herridge, a cultivated man, successful and potent lawyer, member of a Canadian "good family" did excellent service for Mr. Bennett throughout the last Canadian election, is believed to be heart & soul for the Bennett policy of "Canada First!" (i. e. ahead of the Mother Country).

## FRANCE

## Necklace

Last week brought the 25th anniversary of M. Aristide Briand's first appointment as a French Cabinet Minister (in the Sarrien Cabinet of 1906). Destined, in popular estimation, to be soon elected President of France, M. Briand has been once Minister of Interior & Worship, twice Minister of Public Instruction & Worship, thrice Minister of Justice, eleven times Prime Minister and 16 times Foreign Minister, which he is today.

"There has been," he said last week, "a thread in the necklace which I have made: peacemaking." He won the Nobel Peace Prize in 1926.

## "So Shall Ye Reap"

Merrily, merrily last Christmastide laughed French friends of that quaint, rich U. S. couple, Mr. & Mrs. Fred G. Nixon-Nirdlinger of Philadelphia and Nice.

Their Christmas card was quite the funniest ever seen in France. It showed jealous old Mr. Nixon-Nirdlinger in the act of shooting his delectable, deep-dimpled young wife, the "Miss St. Louis" of 1923. Below the picture appeared this Christmas greeting:

*As ye sow, so shall ye reap.*

In her Nice apartment one night last week, Mrs. Nixon-Nirdlinger fired two bullets at her husband. One entered just under his left eye, lodged at the base of his skull. The other bullet plowed through Mr. Nixon-Nirdlinger's left side, tore away much of the lung.

As her husband crumpled up and died on the floor in a pool of blood, Mrs. Nixon-Nirdlinger stumbled, dropped her pistol and half fell into the pool. Picking herself up she stumbled out into the hall, her arms and pajamas streaked with bright red stains. Running downstairs to the French janitor she cried: "I have killed my husband after another quarrel," then fainted.

In Coronado, Calif. the divorced second wife of Mr. Nixon-Nirdlinger soon greeted with marked skepticism news from Nice



International

"BILL" HERRIDGE

*Their plans were almost . . .*



International

MISS MILDRED BENNETT

*. . . as exciting as the Russian embargo.*

B. Ryckman, Minister of National Revenue. The O-in-C, a most drastic embargo, shut out of Canada virtually all Russian produce, including Soviet coal, wood pulp, lumber of all kinds, asbestos, furs.

This action by the Canadian Government was the more remarkable because Soviet Russia has been dangling before Ottawa's nose: 1) a promise to buy \$10,000,000 worth of Canadian machinery this year, if one-third of the payments be accepted in the form of Russian coal; and 2) an offer to sit in on a Canadian-Russian conference "upon the broad problem of wheat marketing, with a view to elimination of dumping."

A Labor prime minister could scarcely have resisted the temptation; but Mr. Bennett is a Conservative, opposed in every fiber of his being to political Red. The Order-in-Council, announced by Mr. Ryckman but reflecting Mr. Bennett's views did not mince words. Excerpt:

"The [Canadian] Government is convinced that [in Russia] there is forced labor in the cutting and transport of timber and in the mining of coal; that political prisoners are exploited; that the standard of living is below any level conceived of in Canada; and that, broadly speaking, all employment is in control of the Communist Government, which regulates all conditions of work and seeks to impose its will upon the whole world.

"This is Communism, its creed and its fruits, which we as a country oppose, and must refuse to support by interchange of trade."

**Dark, Diseased Miasma.** Among the strongest backers of Mr. Bennett's strong stand are virtually the entire Roman Catholic population of French Canada,

again last week to Mr. Bennett whom they well know to be a godly man. A Toronto newspaper reported as front page news, for example, these remarks of Rev. Dr. L. B. Gibson of Cooke's Church:

"It is time for all Christian civilized nations to throw off their indifference and counter this godless horde of Communists that are making their baneful influence radiate like a dark, diseased miasma from Moscow to the very ends of the earth!"

"Let our authorities denationalize and deport all Communists and those who sympathize with them or support them. Let all good citizens support the police in combatting all communist gatherings, whatever their auspices.

"In saying all this I believe in freedom of speech, freedom of assembly, freedom of the press, but when it comes to the case of an organized movement that has for its object one purpose alone, however it may disguise itself, that purpose being to blow up the State, then I say they should not be given an opportunity to foment revolution and strife and hatred and unrest among people who are otherwise comparatively happy and contented. The Communist program is a challenge to the Church of Christ and all Christian people!"

**Wedding Bells?** If the opening of Parliament and the new "Closed Door To Russia" policy of Canada seemed of major importance last week, there was also no small interest in a persistent, undenied report that Canada's "First Lady of Parliament Hill" is about to wed. Fortyish, Miss Mildred Bennett keeps house for

\*Canada's "First Lady" is, of course, Lady Bessborough.

## Foreign News—(Continued)

that Mrs. Nixon-Nirdlinger claimed to have shot in self defense.

"My former husband," said the former wife, "was a domestic man, not the type that strikes women. He and I had been married 18 years when he met her."

In Nice, however, the sympathy of police and public was with the killer. Upon her pretty neck the French police surgeon found ugly red marks. They might have been caused, as Mrs. Nixon-Nirdlinger said they were, by her husband's attempting to strangle her.

In Nice, Italians are most unpopular. Mrs. Nixon-Nirdlinger said that her husband flew at her throat because he thought she had an Italian lover. She said she had not. Her children's Swedish nurse corroborated this.

In jail Mrs. Nixon-Nirdlinger wept for her two small children. French policemen assured her that they were all right, playing safely on the warm sands of Nice with their nurse. French friends testified that the slain man was "insanely jealous," recalled that he once insured Mrs. Nixon-Nirdlinger's dimples for \$100,000. Preparations were made to bury him in Philadelphia.

French counsel for Mrs. Nixon-Nirdlinger made light of the fact that after divorcing him in 1926 she remarried him in 1928. This did not prove, they contended, that she knew what kind of a man he was and should not have married him a second time unless she was prepared to take her chances.

"It is a clear case of self defense," said Maître Louis Gassin, her principal attorney. "The fact that my client bought two months ago the revolver with which she shot and killed her husband does not indicate premeditation. . . . She simply purchased the weapon for use in case of extreme emergency to defend her life. How prudent this action was."

A second pistol, assumed to have belonged to Mr. Nixon-Nirdlinger, was found in the apartment. Mrs. Nixon-Nirdlinger charged that he had once threatened her with it.

The U. S. consul at Nice, Robertson Honey, escorted the Swedish nurse when she brought fresh linen to make up Mrs. Nixon-Nirdlinger's bed in jail. In Paris the lawyer who handled Mr. Nixon-Nirdlinger's last divorce coined an impromptu epitaph: "He always found married life extremely difficult. But he found it impossible to live alone."

### The Legion to Indo-China

A former member of the French Foreign Legion has remarked, "predominantly it is composed of men of violence, bums, morons of vile habits and booty-hunting louts." But *La Légion Etrangère* has, with great courage and rigid discipline, conquered a great part of the French Colonial Empire, second largest in the world. Last week the unsavory but effective Legion celebrated its 100th Anniversary—or rather did not.

In Algeria, in Sidi-bel-Abbes, hot and dusty citadel of the Legion, there was an ordinary dress parade, no more. Short

and stocky Colonel Rollett, his red whiskers now streaked with grey, read the Legion roll of honor. The band blared "La Marseillaise," then rollicking war songs, the slightly sinister airs of the only



Underwood & Underwood  
GOVERNOR-GENERAL OF INDO-CHINA

Balked by sea, he took the air.

military force in the civilized world today which, when it captures a town, has officially the right to loot, the Legion's cherished *Droit de Pillage*.

Where is the Legion's next big fighting job? The Legion is of the future, not the past. Its members (50% German, 12% Russian), scarcely know or care that 100 years ago King Louis Philippe of France, that perplexed bourgeois, created the Foreign Legion chiefly because the French people demanded that he disband or at least send out of France his palace guard of German and Swiss mercenaries. There never has been much romance in the Legion, U. S. and British thriller-novels to the contrary. It is not even true that a fugitive criminal is safe in the Legion from arrest or extradition.

The Legion's next big job, it seemed last week, will be in pacifying French Indo-China. Two thousand of the total Legion personnel of 14,000 have already reached Saigon, and more are being hurried thither from Syria and Morocco. In Paris last week was His Excellency M. Pierre Pasquier, Governor General of French Indo-China, come at the urgent request of the High Colonial Council to discuss native unrest in his Far East bailiwick.

M. Pasquier is one of the most exquisite old men in all the world (*see cut*). He has on his hands 285,000 square miles and more than 20,000,000 natives. Just about a year ago they first began a riot on a Communistic basis, the more literate natives having read and ill-digested some tons of pamphlets smuggled in from Russia. Russians are propagandizing hotly in Indo-China primarily because the Soviet

\*Pay of a Legionary is only five centimes (½ cent) per day.

State charges and believes that France is its most dangerous enemy in Europe.

Thus far the chief uprisings have been among Indo-China's Annamites, a fighting people gifted with both intelligence and guile. Near Vinh, the provincial capital of North Annam, some 5,000 Annamites gathered not long ago and began the march upon the capital. Bombing planes were sent out against them. Two hundred natives were slain. The slaughter was comparable in every way to the notorious British massacre of Indians at Amritsar in 1919—for it turned out that the 5,000 Annamites were, in this particular instance, unarmed, had only been making a march of protest.

When exquisite Governor-General Pasquier announced that he must go to Paris, cunning plotters so dexterously tampered the ship on which he planned to sail that His Excellency actually went aboard in full regalia and settled down in his *suite de luxe* before it was discovered that the propellers would not work.

All French Indo-China laughed at its Governor General's discomfiture, but M. Pasquier knew what to do. He flew to Paris, a bold feat which restored his prestige. For the first time in three years the High Colonial Council is meeting in Paris, pondering how to stamp out the Reds.

## GERMANY

10%

Nothing makes old-fashioned, wage-slashing German industrialists quite so angry as the new-fangled, wage-raising ways of German Ford Company. Last week this young upstart child of the parent U. S. firm announced that during 1930 it did 25% of all automobile business in Germany, proceeded to declare a 10% dividend.

In German trade union circles "Ford Wages!" has become almost a battle cry. But German capitalists, though eagerly adopting "Ford straight-line production" and "Ford efficiency methods," stubbornly refuse to pay the wages which they call "high," which Mr. Ford calls "indispensable."

## RUMANIA

Fired

By his own personal fiat, King Carol II dismissed last week Governor Burileanu of the National Bank of Rumania.

The great financier had attempted to send a telegram to Paris. It was not passed by the Government censor. When it was brought to Prime Minister George G. Mironescu he seized his hat, hopped into his limousine, dashed for the Royal Palace.

What was in the offending telegram was not precisely revealed; but a Government press spokesman said that it might have prevented Rumania from obtaining a French loan of \$51,940,000 which she did obtain later in the week.

"It shall appeal to the Court of Cassation," said Ex-Governor Burileanu, "against what I regard as a totally illegal and unconstitutional act of dismissal."

# Foreign News—(Continued)

## DENMARK

### "Greenland for the Eskimos!"

"So long as I remain in power," said Prime Minister Stauning in Copenhagen, Denmark last week, "Greenland will not be 'opened up.' I see no reason to start experimenting with these kind-hearted, trusting, aboriginal people. The Eskimo thrives under our present system."

Under the "present system" no white man can settle in Greenland or even land there without special permission from the Danish Government. Trade is a Government monopoly, Eskimos are benevolently encouraged not to become too civilized.

## ARGENTINA

### Nothing Petty, "Properly Made"

What does Edward of Wales think of the British "dole"? Officially no member of the British Royal Family has thoughts upon so controversial a subject. But in Manhattan last week one Alphonso A. Cella, genial proprietor of a flourishing Sixth Avenue delicatessen store, told the world what H. R. H. thinks of the dole.

To doubting reporters Mr. Cella showed photographs of himself and his sister Mrs. Paul Hippolitus, posed with British royalty on the liner *Oropesa* which carried T. R. H. to South America (TIME, Jan. 26, et seq.). "I joked the Prince of Wales about Britain having to resort to the dole system," said Mr. Cella, "and he came back with this remark:

"The dole is abused in England like Prohibition in the United States."

"The Prince also said he regretted the criticism of that part of the American press which regards his visit to South America as 'petty salesmanship.' He said he regarded Calvin Coolidge's appraisal of his journey as fair and authentic. Mr. Coolidge said [in his column] that it was 'properly made'."

**Intercambio Comercial.** There was nothing petty about H. R. H.'s opening of the \$20,000,000 British Empire Exposition in Buenos Aires last week. The public was excluded from the fairgrounds. By invitation only some 3,000 of South America's elite sat in the broiling sun in their best clothes while H. R. H. under a canopy faced the microphone.

The president of the Exposition, Sir Herbert Gibson, read his address with his back to the microphones, his front to the Prince of Wales.

Facing the microphones, H. R. H. began his speech opening the Exposition with an allusion to his father's visit to Argentina 50 years ago. He closed by recalling that 80 years ago his great-grandmother, Queen Victoria, after opening the London International Exposition of 1851, went home and wrote in her diary: "The triumph is immense."

Between these two allusions (a sort of Royal sandwich) was the meat—typical Edward of Wales' meat; sound and salty words he had probably written himself:

"In the course of my study of the Spanish language I have been impressed by the fact that the term generally in use in Argentina in referring to foreign trade is

"*intercambio comercial*" [commercial interchange]. That, to my mind, is wider than our own and gives a clearer conception of the essential reciprocity of trade. Failure to recognize trade as interchange, obstacles placed in the way of reciprocal trade, are perhaps the main causes of the world's present trouble. If, as we all hope, the response of the Argentine purchasing public to the appeal of the exhibition leads in some measure to a revival of industrial prosperity in Great Britain and consequently a diminution in industrial unemployment, reciprocal results of an increase in British consumption of Argentine meats and Argentine cereals are certain."

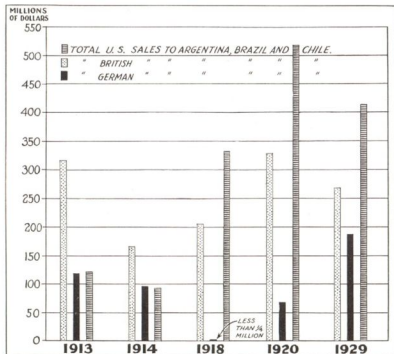
**Handsome Amends.** The New York Times, which fortnight ago gave away the secret that Edward of Wales and Prince George smoked U. S. cigars while the rest of their party smoked British (TIME, March 16), made handsome amends last week by stating as an unqualified front-page fact that "The Prince of Wales . . . undoubtedly could be elected President of the Argentine Republic tomorrow if he wanted the position."

Sir Godfrey J. V. Thomas, private secretary to T. R. H., saw to it that last week

he smoked long Russian-type cigars of British make, although Sir Godfrey admitted that the tobacco in them was Virginia.

**Exposition.** Although not complete when opened (few expositions are), that at Buenos Aires last week was a most creditable performance. Featured was British transport apparatus of all sorts: cars, motorboats, planes, railway equipment. English jam, rolls, chocolate, pickles and crackers were also prominent. Wondering South Americans strolled through a "mimic London," admired the Tower, London Bridge, and something called "A Bit of Piccadilly."

Promoters of the fair, all British, were privately upbraided by Edward of Wales for not advertising it as an all-South America not just an Argentine affair. There is still time, advised H. R. H., to retrieve this stupid blunder. To the crest-fallen promoters the Prince of Wales estimated that he personally had persuaded at least 2,000 South Americans who would not otherwise have come to visit the fair —no petty achievement for the "Empire Salesman" since most of those personally persuaded were potent folk.



STATISTICS WHICH MADE A TRAVELING SALESMAN OUT OF EDWARD OF WALES.

The Race of Britain, the U. S. and Germany to sell Argentina, Brazil and Chile.

1913 Germany and the U. S. were "also rans." Britain leading far ahead.

1914 All three competitors dropped back at the first shock of "World War."

1918 Beaten Germany had almost dropped out, the U. S. had forged ahead of Britain.

1920 In two years Germany had sprinted back more than two-thirds of the way to where she was in 1914. Britain was gaining, but the U. S. had taken an overwhelming lead.

1929 Germany alone was gaining, the U. S. had stumbled, and Britain was losing ground so badly that Edward of Wales felt obliged to become the "Empire Salesman." Latest figures (incomplete) show all three racers again falling back from the shock of "World Depression."



# T H E T H E A T R E

## New Plays in Manhattan

**Napi.** Saxons imagine the Gauls to be the sexiest people; the Gauls modestly tender the palm to the Ottomans. It is natural, therefore, that Playwright Julius Berstl, a German, should have pictured Napoleon as a lecherous little character beloved by many beautiful women. It is also natural that the dramatist should have imagined that any other Frenchman who looked exactly like Napoleon would possess the same endearing attributes. The other Frenchman in Herr Berstl's play is small, goatlike Ernest Truex, who was last seen stamping around and fidgeting for Hortense Alden in *Lysistrata*.

Napoleon's councillors, fearing an attempt on the Emperor's life, discover Mr.

which now mourns them welcome back the brave from their sleep? With such portentous questions as these is *Miracle at Verdun*, the Theatre Guild's latest opus, concerned. To produce its ambitious piece, the Guild has employed a triple cinema screen, three sound-film projectors, seven scenes, 17 loudspeakers, a company of 50 actors.

At the Petit Cimetière at Verdun, on the eve of Armistice Day, 1934, a crowd of tourists is gathered. As they drift away, one of their number remains. Darkness falls about him. In the increasing gloom a great voice is heard, promising that the 20-year-old prayers of the bereaved shall be answered, that the fallen shall be resurrected, permitted to return to their homes. When the soldiers have crawled out of their graves and the news of the miracle is broadcast over the earth, pandemonium is loosed. Capitalists protest their presence on economic grounds, churchmen declare the resurrection unholy, since the men are human and lustful, statesmen argue that there is no surplus land available for the 13,000,000 weird newcomers. Commerce and communications collapse, councils are called, panic reigns. Throughout the nations the cry goes up: "Death to the resurrected!" Unwanted, feared, hated, the heroes learn that their wives have found living men to comfort them, their children do not remember them. The dead are finally prevailed upon to go back to their holes.

Author of this startling play is the late Hans Chlumberg, an Austrian cavalryman during the War. On the night that *Miracle at Verdun* opened in Leipzig last October, he sank into unconsciousness, died without knowing of the show's success. The son of a military man, a one-time military student himself, he loathed war, wrote his play in protest against it. The Guild, under Director Herbert J. Biberman, has given *Miracle at Verdun* a skillful presentation. It is overlong (three hours), lets one down a little at the end, but is a tremendously interesting and audacious piece of modern theatrical technique.

**Gray Shadow.** A man who has made a practice of murdering folk and claiming their insurance money is mysteriously called the Gray Shadow. When an eccentric recluse is quietly interred in an English country churchyard, his absent ward, the insurance company's detectives and finally the police suspect foul play. They study the circumstances surrounding his burial and in doing so they find the Gray Shadow. The proceedings are not very scary.

**The House Beautiful** is a new offering by Channing Pollock, the Upton Sinclair of the stage. Incredibly didactic, Mr. Pollock is not only a playwright, but a poet and parson as well. Like his other plays (*The Fool*, *The Enemy*, *Mr. Money-penny*), *The House Beautiful* is packed with homilies, but in presenting them Preacher Pollock has stretched his imagination to the limit, as if he realized that

he must keep up with the experimental work of the younger boys of the theatre. Hence his play—against which the only criticism is that it is too worthy—makes use of gramophonic bugle calls, clock ticks in the darkness to denote passage of time, mysterious snatches of offstage dialog. The play should stimulate many a pulpit and women's club.

**The Text:** "And behold there was a very stately palace before him, the name of which was Beautiful, and it stood by the highway side"—*Pilgrim's Progress*.

**The Sermon:** Archibald Davis (James Bell, who went to the electric chair in *The Last Mile*) and his wife Jennifer (pretty Mary Phillips of *Oh Promise Me*, a heroine at last) are very honorable and romantic people who buy a house in a miserable little New Jersey subdivision. As the years roll by, Archibald's scruples prevent him from making any money. He is too honest



White Studio

ERNEST TRUEX

"If my strength holds out we'll have the biggest store in Paris."

Truex in a Parisian notions store, prevail upon him to double for the Corsican. Mr. Truex's first job is to tell a comely actress (Peggy Shannon) that he no longer loves her. But although she sees through the impersonation, she becomes enamored of the substitute, makes him spend the night. Josephine (Frieda Inescourt) also falls under his spell. When Mr. Truex finally returns to the mercantile business, he is assured of the patronage of the whole court and Comédie Française. Says he: "If my strength holds out we'll have the biggest store in Paris."

Picked for pulchritude, the ladies of the cast are not all expert mimes, but little Mr. Truex, with his hair plastered down over his eyes and his hand thrust into his waistcoat, is splendid.

**Miracle at Verdun.** What would happen if the 13,000,000 War dead should suddenly push back the mould from their faces, rise in their tatters from the grave? There would be 13,000,000 more mouths for the world to feed, 13,000,000 extra jobs to be found, 13,000,000 social readjustments to be made. Would the world



Underwood & Underwood

PREACHER POLLOCK

... tries to keep up with the younger boys.

to sell his firm's questionable bonds or to wink at his town's zoning law (he had been made mayor) or to turn a penny for himself. This last act of nobility loses him his job. Meantime, Preacher Pollock has introduced a number of Arthurian pantomimes which dress up his insignificant hero's and heroine's deeds, allegorically picturing Archibald and Jennifer as defending their little castle's integrity, keeping the house beautiful. When they both die, their reward is in having produced a son who is very honorable, too, only he makes it pay.

## Revival

**The Admirable Crichton** was revived last week with capable Walter Hampden as the cosmic butler, childlike and charming Fay Bainter as Lady Mary Lasenby. The opening was fresh and amusing with a message from Playwright Sir James Barrie read by William Gillette (first Crichton in the U. S.). But modern spectators, accustomed to tight playwrighting, could not help feeling that Acts II and IV are, while pleasant, structurally useless.



## E D U C A T I O N

## Homer at Harvard

Harvard's busy old President Abbott Lawrence Lowell proved to his own satisfaction last week that cultured conversation, the hope of Harvard's house-planners, is burgeoning at Cambridge. Addressing 300 freshmen on The Democracy of the House Plan, he said: "I went to Dunster House tonight . . . to a table where there were two fellows and dined with them . . . I didn't ask them their names nor they mine. We discussed Homer, Virgil and Milton. Afterwards I felt I had been discussing subjects with which I am none too familiar. I get that way by keeping constantly in touch with administrative matters."

"A deplorable condition!" grumbled Manhattan Columnist Heywood Broun.

"President Lowell thinks he wasn't recognized. That may be so. Still, they couldn't have thought he was Butch McGuinness, the hammer thrower. At least the students knew that here was an old gentleman of academic demeanor who would have nothing worthwhile to contribute if the talk veered around to the relative merits of Carnera and Jack Sharkey. If A. Lawrence Lowell wants to know what students talk about he'd better send a dictaphone next time and stay away. . . . He might even hear something about A. Lawrence Lowell."

## Because Servants Fell Down

A little, untidy, white-cassocked priest bustled frantically about a farmhouse in Connecticut. The dream—a high-church Episcopal school to educate boys of modest means—for which he had abandoned ordinary parish work, had seemed wholly accomplished yesterday; now everything appeared to have gone wrong. True, he had this rented house in the beautiful Berkshires, a staff of three masters, a family of four Negro servants, an enrolment of 20 boys. But the boys were beginning to arrive, there was much to be done, and the father of the Negro family had left in a huff. Out to the kitchen bustled White Cassock to tell the harassed Negro mother: "All we wish for supper is some nice corn-cakes. . . ."

That was in September 1906.

Many years afterward he recounted: "She fell down on the job. I was forced to cook the first supper myself. The son literally fell down . . . so the charter scholars waited on themselves."

For nearly 25 years succeeding scholars have waited on themselves, made their beds, done the chores. For thus was born what is known throughout educational society as "the Kent Idea." The school then started was Kent School, at Kent, Conn. Its white-cassocked founder: Father Frederick Herbert Sill, one of the first members of the Episcopal Order of the Holy Cross. His initial capital: \$250.

Father Sill had had a brief, brilliant career. Born in Manhattan (March 10, 1874), he went to Columbia University where he was editor-in-chief of the *Spectator*, manager and coxswain of the 1895

varsity crew which first brought honor to Columbia at Poughkeepsie. (In 1927 Columbia oarsmen voted him an honorary degree: Doctor of Rowing.) During college he was also a reporter (*New York Sun*). Later he was a theological student, a minister in Baltimore.

His life thereafter has been the life of Kent School, where he has built up his system of student self-government and student self-help. Sixth formers use "the Pater's" study as their club. When they sit listening to his slow, deep voice they feel the worth of the responsibility he assigns them as prefects, as supervisors of the two daily "Job Assemblies," where they see to it that the school's work—scrubbing, window-washing, leaf-raking, everything but cooking—is performed properly. Four or five times a term a whole form gets a holiday, goes out to



Acme-P. &amp; A.

FATHER SILL &amp; CREW

Sometimes he is "The Great White Tent."

work on the school farm (one of Connecticut's finest) or to unload a carload of coal—"anything that needs to be done."

Even more widely famed now than the "Kent Idea" are the Kent crews. Father Sill took advantage of the nearby sweep of Housatonic River to teach his charges what he knows about rowing. The school has grown to have 186 pupils, 20 masters, \$1,000,000 in property, so nowadays there are often twelve shells on the river at once. White Cassock (outside the classroom some call him "The Great White Tent," but most, respectfully, "The Old Man") coaches the first two crews. Sometimes, in black canonicals, he doubles as the crew's deep-bellowing coxswain. His first crews compete in the college class—against the Harvard 150-pounders, the Yale and Princeton freshmen. In 1927 and 1930 they rowed in the British Henley, first U. S. boarding school crews to do so (*TIME*, July 14). Two of the shells were given Kent by Lord Rothemann, famed Hearst of England. Because no hired coach is permitted at Kent, the coaching is all done by Kent's busy young

teachers. White Cassock used to coach football, and until recently, hockey. (He is still a member of the Hockey Advisory Committee of the National Collegiate Athletic Association.) Raccoon-coated, he had to shuffle about on the ice; he has never learned to skate.

Meanwhile the school has turned out many a notable graduate, including: Poet Robert Silliman Hillier, Playwright-Director Worthington C. Miner, Vice President Edward T. Gushue of Detroit Edison Co., Vice President Henry T. Skelding of Guaranty Trust Co., Editor Albert G. Lanier of *St. Nicholas*, Novelist James Gould Cozzens. So enthusiastically did they spread the Kent gospel that by 1923 the enrolment demand had exceeded Father Sill's conception of what a school body should be. Nearby, under his guidance, was founded South Kent School, with one of his graduates, Samuel Slater Bartlett, as headmaster. First South Kent senior class was graduated in 1927. Both schools still cater to families of little money.\* Kent proper sometimes takes pupils free.

Last week, on "The Old Man's" 57th birthday, a testimonial dinner was given for him at the Hotel Commodore in Manhattan. Joined to honor him were the Church (Presiding Bishop James DeWolf Perry of the Protestant Episcopal Church), the Universities (Dean Christian Gauss, representing President John Grier Hibben of Princeton), Kent alumni, Kent parents & friends (including Vice President Charles W. Appleton of General Electric Co., President Frederick Paul Keppel of Carnegie Corp.). Many a guest was too old to have known, as a school boy, Father Sill's influence. But all joined, as the dinner announcement stated: *In grateful recognition of twenty-five years of devoted service to his ideals: simplicity of life, self-sacrifice and directness of purpose.*

## Hopkins On Raiding

A footnote to last month's liquor raids at the University of Michigan (*TIME*, Feb. 23) was offered last week by President Ernest Martin Hopkins of Dartmouth College. To Dartmouth alumni in Chicago he said: "There seems to be a great discussion about the raiding of college fraternity houses. They shouldn't raid college fraternities unless they are going to raid country clubs and other clubs on the outside. The two stand in exactly the same position and I notice whenever I enter a club that a man who really wants a drink invariably gets it."

"I don't think college men are drinking more or less now than they did before Prohibition. The only difference lies in their abandonment of ales and beers for hard liquor."

Phi Sigma Kappa fraternity at the University of Kentucky last week ousted McChord Christie, 23-year-old senior. He had snooped, tattled, aided Federal agents in raiding a college rooming house and a student-patronized speakeasy. It was pointed out that McChord Christie had himself once engaged in "legging. Said he: 'I am on the other side now, though, and I am not going to stop until I have cleaned up college bootlegging in Lexington.'"

\*Kent's average tuition: \$847. South Kent's fixed price: \$900.

\*A Harvard student in 1906-1910, Columnist Broun flunked French, was not graduated.

# T H E P R E S S

## Stablemates

Among the big names in the "stable" of McNaught Syndicate, Inc. are Writers Alfred Emanuel Smith, Will Rogers, O. O. McIntyre, Cartoonist Rube Goldberg. To these last week McNaught proudly added the big name of Herr Doktor Albert Einstein. They had bought, were offering for sale, an article by him: "What America Means to Me." Dr. Einstein would not contract to write more; but if he should find time, McNaught "has an understanding with him."

In the Famous Features Syndicate stable is Floyd Gibbons. Also it once had Mrs. Frances Heenan ("Peaches") Browning and her "diary"; Queen Marie of Rumania; Richard Evelyn Byrd; Helen Keller. Last week Famous Features announced its acquisition of Frau Elsa Einstein for ten daily articles, among them: "My Impressions of America," "Joys & Sorrows of Being a Famous Man's Wife," "Why American Women Are Fortunate." Another piece, "America, The Housekeeper's Paradise," the syndicate sold to *Woman's Home Companion*.

A stablemate of Frau Einstein, also announced last week, will be mondaine Peggy Hopkins Joyce, with daily articles on "Charm and the Art of Attracting Men."

## Professional Secret

Clergymen have been hailing Lutheran Pastor Emil Swenson of Minneapolis who accepted a court sentence rather than reveal secrets confided to him by a parishioner (TIME, March 16). The Press, which also hailed Pastor Swenson, last week called even more loudly a "martyr" of its own: youthful, dapper Edmund M. Barr, dramatic critic and ace newshawk of the *Dallas Dispatch*. Reporter Barr went to jail rather than break journalism's proud rule: *Never expose your pipelines.*

Reporter Barr wrote for his paper of how two Communist organizers, C. J. Coder and Lewis Hurst, were taken from the city hall steps (immediately after their release from jail) by 14 kidnapers, allegedly Klansmen, to a secluded spot where they were flogged with ropes and left bound & bleeding. Neither victim was again heard of.

Haled before District Judge Grover Adams to tell the source of his story, Reporter Barr would say only: "I can't betray a confidence." He was fined \$100 and went to jail for contempt of court. Telegrams of congratulation, letters, gifts of cigarettes, books and magazines poured into his cell.

Reporter Barr's lawyer finally persuaded him that his information was not legally "privileged," that he might be kept behind bars indefinitely until he would speak. Then Reporter Barr named his informant—Norman Register, secretary to the district attorney—and was set free. Secretary Register, summoned before the Grand Jury, denied giving Barr the story. But as he left the courtroom arm-in-arm with Barr, Register was heard to say: "That's all right, Eddie; it had to come out some time."

Straightway a bill was offered in the Texas Legislature, similar to a Maryland statute, to make newsgatherers immune from "duress testimony." In 1929 Senator Arthur Capper planned a like measure in



REPORTER BARR & BARS  
He protected his pipeline.

Congress, after three reporters of Hearst's *Washington Times* had gone to jail for refusing to tell a Grand Jury the names and addresses of speakies described in a *Times* survey. No Federal law materialized.

## What Headlines Can Say

WARRANT FOR PASTOR IN FUR THEFTS; LOOT CACHED IN ORGAN AT PARK FALLS.

So ran a headline in the *Milwaukee Journal* year ago. When Rev. B. F. Schoenfeld, pastor of the Congregational Church at Park Falls, Wis., read that headline, he boiled with rage. It referred to his church. And he was sure that anyone reading the headline would believe that he was accused of larceny. To be sure, the news story made it clear that someone else had stolen the furs from the organ loft, where they had been secreted. And the man arrested for the theft revealed that two of the skins were not yet dry, indicating they had been trapped out of season. It was also made clear that Pastor Schoenfeld, who was known to trade in furs as a sideline to preaching, had been served with a warrant for possession of "illegal" furs, not for stealing. The truth of all this Pastor Schoenfeld did not contest, but nevertheless he filed a libel suit for \$100,000, protesting the headline. A jury refused it. The pastor appealed.

Last week the Wisconsin Supreme Court ruled that a headline alone cannot be made the cause of a libel action unless it commits a complete libel in itself, and definitely identifies the libelled person. Otherwise, judgment must be based upon

the entire article. Said the court: "Even assuming that [the headline] is susceptible of the meaning that some pastor at Park Falls had been named in a larceny warrant, there is nothing in these headlines to identify the plaintiff as being such pastor. It is well settled that defamatory words must refer to some ascertained or ascertainable person and that that person must be the . . . plaintiff."

## Lightning Rod

Lightning rod of the modern press is the news-camera man. Most persons who are subjected to unwelcome publicity see the wisdom of treating reporters civilly. But let a camera click and *click* goes something in the over-wrought subject's brain. If anyone is going to get hit it is the camera man. During the past fortnight, press lightning rods had the following experiences:

In **Kansas City**, Missouri's white-crowned, red-faced onetime U. S. Senator James A. ("Jim") Reed was defending a Mrs. Myrtle Bennett, on trial for the murder of her husband (TIME, March 9). In the courtroom Photographer George Cauthen of the *Journal Post* made a "shot." Senator Reed, 69, slapped the jaw of Photographer Cauthen, 30. Next day appeared on the frontpage of the *Journal Post* an editorial headed "Techy Jim": ". . . If the former Senator were younger, the *Journal Post* would feel like firing George Cauthen . . . for not breaking his camera over his assailant's head. As it is, we think Photographer Cauthen deserves a medal for . . . self restraint and dignity. . ."

In **Milwaukee**, out of a star-chamber divorce hearing walked a Mrs. Annette Seyfert and her lawyer, into camera-range of Photographer Leland M. Benfer of the *Wisconsin News and Sentinel*. Mrs. Seyfert had hysterics. The lawyer "assaulted and battered" Photographer Benfer. Mrs. Seyfert went to court and secured an injunction restraining the *News and Sentinel* from taking or publishing her picture. The *News and Sentinel* girded their loins for a great "freedom of the press" battle. To the newspapers' disappointment, the court granted a motion of Mrs. Seyfert's lawyer to drop the case.

In **Detroit** at the trial of Ted Pizzino, Joe Bommarito and Angelo Livecchi for the murder of Radio Announcer Gerald E. ("Jerry") Buckley (TIME, Aug. 4), a juror complained that he could not hear the testimony because of the popping of photographers' flashlights. Judge Edward J. Jeffries chided him: "Please be patient. The safety of the administration of criminal law is publicity."

## Judge

"Life! Life! get your new copy of *Life*!" Is the cry of a corps of youths who lately appeared on Manhattan sidewalks in bright blue coats & caps. Sometimes these youths press home their sales with the old and much-worked working-through-college story.

Last week through Manhattan deployed a corps of false-bearded "sandwich" men. Blared their boards: BUY JUDGE AND HELP ME WORK MY WAY THROUGH COLLEGE.

# Are the wrong tires holding YOUR trucks back?



There is more than one company making money today which would be out of business if it hadn't been for balloon tires—truck balloons, built by Goodyear.

Those companies earn their living by trucking—they know what a difference the wrong tires can make.

Think that over, you men who must operate trucks as a part of the process of earning dividends.

Do you want your trucks, your drivers to make more trips per day? They'll do it on Goodyear Balloons.

Do you want to cut down wear and tear—get longer life from trucks and reduce maintenance costs? You can do it with tires that ride as smoothly as the tires on your passenger car.

Do you want to get better gasoline mileage from your trucks—as much as 20% more than you get with solid tires? Many a fleet has made this saving by changing to Goodyear Balloons.

Do you want your trucks to keep going on roads and in weather conditions that lay up trucks with harder tires? Goodyear Truck Balloons are at their best in gravel pits and road building.

Do you want to multiply your tire mileage on long fast runs by 2, perhaps 3 or 4? Many a fleet on Goodyear Balloons has beaten these increases.

Now ask yourself again—"Are the wrong tires holding back your trucks?"

Then check with a Goodyear Truck Tire Service Station Dealer and let him help you work out the answer. He knows his tires, he knows his job—and he knows them too well to sell you anything unless it will make good.



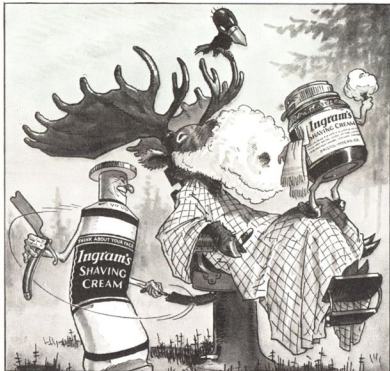
ON YOUR NEW TRUCKS SPECIFY GOODYEARS

# GOOD YEAR

MORE TONS ARE HAULED ON GOODYEAR TIRES THAN ON ANY OTHER KIND

# The 2 coolest barbers are the INGRAM twins

[TERRY TUBE AND JERRY JAR]



I'M A MOOSE and I don't mean a Senator from Pennsylvania. I live up here in Labrador. I thought I knew what COOL meant. But I was wrong!

These 2 Ingram boys put me on the spot—I mean in the chair, and the shave they gave me, though it warmed the cockles of my heart, left the old chin

## COOL and COMFORTABLE

I competed in the Ingram contest and I didn't win a prize! But I like these two Ingram barbers (Terry Tube and Jerry Jar) for both have the same kind of interiors—that is to say, they are the only 2 shaving creams with real insides (guts, sir, if you prefer the word).

Now let's get commercial and stop fooling.

Ingram's is the coolest shaving cream

ever devised by the hand of man. It's cool because somebody started out with the idea of making it cool. It's so different from all others that it might have been made on the planet of Mars.

You need no lotion with either kind of Ingram's. It's a shaving cream, and lotion and a face tonic combined. It's cool, it's COOL, it's COOL.

We feel so certain that Ingram's (tube or jar) is what you want, that we make no effort to sell you anything. Instead, we offer to give you 10 shaves free. We lose money if you don't like it (fine chance, that) but we make a dime a year if you do!

## Clip Coupon for 10 COOL SHAVES

BRISTOL MYERS CO., DEPT. D-31  
110 Washington St.,  
New York, N. Y.

I'd like to try ten cool Ingram shaves

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## ANIMALS

### Mrs. Wimbush's Reason

Last week U. S. animal-lovers learned that a Mrs. E. Wimbush, of Teniscombe House, Bagborough, England, had succeeded to the hitherto strictly masculine mastership of the famed Quantock Stag-hounds. Stag-huntress Wimbush's reason for accepting the job: "I chiefly want this for the sake of the deer themselves. . . . If deer were not hunted they would be shot by poachers. This would be very cruel." Past Master Sir Dennis Fortescue Boles expressed the conviction that foxes "must also be preserved."

The editor of the august Manchester *Guardian* was reminded by Mrs. Wimbush's affection for deer of Poet John Philip Kemble's famed query:

*Perhaps it was right to dissemble your love,*

*But—why did you kick me downstairs?*

Continued the *Guardian* bitterly: "It is obvious that, to the lady concerned, she is not dissembling her love but displaying it. . . . It seems a very queer way of displaying affection. If this is what happens when deer are 'fairly treated,' to what horrid fates are they exposed when the nobility and gentry are not ready to rally round and see that they get a square deal? The answer, according to this new master of stag-hounds, is that they get shot—suddenly, swiftly, and barbarously—instead of that somewhat protracted form of euthanasia which consists in being hounded to death, hunted into the sea, or stabbed with a knife in a state of utter exhaustion."

### Bess in Boston

Thirty-five years ago Reuben Curtis, a cattle-raiser of Chatham Four Corners, Columbia County, N. Y., spent a comfortable night with his father at the Hotel Brunswick in Boston's fashionable Back Bay district. When Cattle-raiser Curtis went again to Boston last week, to sell 43 head of stock to the Brighton abattoir, he was reminded by his 97-year-old parent that "it's a darn good hotel." Accordingly he signed his name once more on the Brunswick's blotter and remarked casually to Desk Clerk Henry Nelson: "I guess you better take care of Bess out there."

Nelson looked out there, saw Bess, a shaggy black mare, patiently switching her tail, harnessed to an old-time buggy, haltered to a steel trolley-line pole. He demurred. "It's the law," said Reuben Curtis. A hundred guests soon filled the echoing lobby, but failed to decide the case. Reuben Curtis and a bellhop hustled to the nearest police court, quickly unearthing this 100-year-old statute:

*Every innholder shall have upon his premises suitable rooms with beds and bedding for the lodging of his guests and, if the licensing authorities so require, be provided with stable-room, hay and provender for their horses and cattle.*

Reuben returned. "You gotta take care of my Bess," he repeated. Desk Clerk Nelson complied, rejoicing that Reuben Curtis had already sold his cattle.

**INGRAM'S**  
**Shaving**  
**Cream**

# THE BUSINESS LEADERS OF TODAY

## ARE THE I. C. S. STUDENTS

## OF YESTERDAY

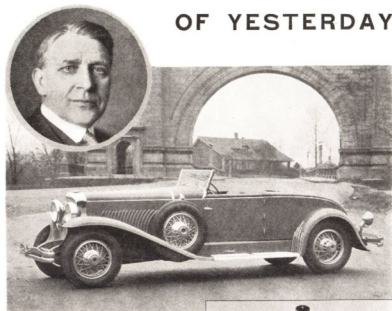
IN AUTOMOBILES, Duesenberg means quality.

At the Duesenberg factory in Indianapolis, cars are built to order for discriminating owners, embodying all the features and principles which have made the name Duesenberg symbolical of the utmost in quality. Duesenberg also specializes in the construction of racing automobiles. Another famous I. C. S. student, Captain Edward V. Rickenbacker, also won wide distinction in the racing game.

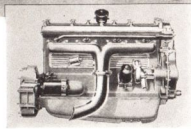
In engineering, Fred S. Duesenberg is internationally recognized; and to-day, in analyzing his success, he attaches importance to the Engineering Course of the International Correspondence Schools he studied early in his career.

Mr. Duesenberg says: "In addition to the fundamentals that Engineering Course taught me, I. C. S. continues to help me today. For years some of my assistants here have been students of I. C. S. Courses. The records of many I. C. S. students, employed by Duesenberg, Incorporated, are a foundation for the conviction that *Scranton is the home of the greatest practical educational institution in the world.*"

Training for the job at hand, preparation for the job ahead — this is a



secret of success that has been demonstrated by business leaders in a wide range of professions. Many of them laid the foundations for profitable careers by devoting spare-time to study of I. C. S. Courses. So can you! Opportunity knocks — let the coupon below open the door for you! Remember, the I. C. S. students of today are the business leaders of tomorrow.



● Fred S. Duesenberg; the latest Duesenberg model and a view of the famous Duesenberg motor.

*Mark and Mail the Coupon Today!*

### ● INTERNATIONAL CORRESPONDENCE SCHOOLS SCRANTON, PENNSYLVANIA

INTERNATIONAL CORRESPONDENCE SCHOOLS, Box 9147, Scranton, Penna.

Without cost or obligation, please send me a copy of your booklet, "Who Wins and Why," and full particulars about the subject *before* which I have marked X:

#### BUSINESS TRAINING COURSES

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Name ..... Age ..... Street .....  
City ..... State .....  
Occupation .....

*If you reside in Canada, send this coupon to the International Correspondence Schools Canadian, Ltd., Montreal*





## Shakespeare Land

How the sun gleams, you muse, as you wander down a lane edged with dogrose and hawthorn: 'Andyes,' echoes the road, 'I knew the tread of Roman sandals.' It winds onward through Royal Leamington Spa of 'ye fyne waters.' Past Kenilworth where Leicester and Queen Elizabeth romped and revelled. Over the green dales and billows of Warwick to Stratford-on-Avon. On Henley Street there is Shakespeare's perfectly preserved birthplace—the world's proudest house.

The stairs may creak a welcome as you ascend to see the very room in which he was born. The flowers and shrubs in the garden shyly nod that they are the ones that Shakespeare described in his plays.

Harvard came to Stratford to woo Catherine Rogers and not far away stands her timbered sixteenth century house. Prince Rupert quartered in Stratford to meet Queen Henrietta, and King Charles II rode hard by on his romantic flight from Worcester.

"Shakespeare Express" leaves Paddington Station every week-day

For illustrated Guide  
No. 40 write to

G. E. ORTON, Gen. Agent, 505 5th Ave., N. Y.

**Great Western  
and  
Southern  
Railways  
of England.**

## RELIGION

### Christian Science v. Senators

When the Vestal Copyright Revision Bill was choked to death (along with much other legislation) at the filibustered end of the 71st Congress (TIME, March 16), much regret was felt by all persons interested in bringing U. S. Copyright into line with that of the rest of the civilized world as embodied in the International Copyright Union (Berne Convention for the Protection of Literary & Artistic Works). A group which had special reason to resent the filibusterings of Senators King (Utah), Dill (Washington) and Thomas (Oklahoma), was the First Church of Christ, Scientist.

If the vestal bill, as amended by the Senate, had become effective on June 1, the copyright of the first (1875) edition of *Science & Health* would have been protected until 1945. As it now stands that crude, compromising edition of Mrs. Mary Baker Eddy's masterpiece will fall into the public domain in June.

Christian Scientist headquarters characterize the 1875 edition as "archaic" and so describe the 57 other varieties which were issued between that date and 1906. The standard edition, which was copyrighted in 1906, is protected by U. S. copyright law until 1962, and is looked upon as the true gospel of Mrs. Eddy.

Not the first, but the second and third editions of *Science & Health*, upon which the copyrights are good until 1934 and 1938, respectively, are the ones which contain the material Mrs. Eddy's sharpest critics (including Mark Twain) have used against her, and which the First Church of Christ, Scientist now disavows. Most notable part of this material is a chapter expounding an almost voodoo theory of malicious animal magnetism, written by Mrs. Eddy in a moment of anger at former pupils whom she suspected of working against her.

Early editions of *Science & Health* have long commanded high prices from sensation-mongers who have been planning to circulate the more startling passages. Photostat departments at public libraries complain that they are overwhelmed by the demand. Meanwhile Christian Science spokesmen declare that their chief interest in the vestal bill was their desire to protect their newspapers and magazines throughout the world.

### Beatified Railwayman

The first railway worker in history to be canonized as a saint was the subject of preliminary ceremonies towards beatification at Vatican City last week. Paolo Pio Perazzo, who died in 1910, was poisoned by the bite of a mad dog while attempting to aid a child whom the dog had attacked. He had led a life of piety and devotion, throwing all his energies into the task of assisting railwaymen to improve the conditions under which they lived and worked. In return the Italian Railwaymen's Association is now contributing funds for the expense of Perazzo's beatification.

Beatification is now the first step toward canonization, but at one time there was



Character, in tattered arms and massive body, marks the gentle giant of the dyke. So, too, does character endow with friendly life the mellow flavor of

**Old  
Briar  
TOBACCO**

OLD Briar has one quality that is rarely found in smoking tobaccos. While its fragrance and mildness appeal to the taste of even the comparative novice in the ranks of pipe smokers, it has a relishing sparkle that brings a deep sense of satisfaction to veterans of the briar. This singular character distinguishes it as an exceptional blend and wins friendships that grow more steadfast with every new pipeful.



**UNITED STATES  
TOBACCO COMPANY**  
RICHMOND, VA., U. S. A.

15¢  
size





... and the greatest of these is

# ADEQUACY

THERE are two primary essentials in every great advertising success.

One of them is *good* advertising; the other is *enough* advertising. These obvious requirements are stressed because one of them is overlooked oftener than you might suppose.

Many an otherwise fine campaign falls short of its full possibility because it is crippled in mid-career by lack of *volume*.

THE SATURDAY EVENING POST holds no brief for extravagant advertising—indeed, its

best interests are all on the other side.

But years of associated service with the most successful advertisers in America have taught some lessons too plain to be ignored.

In the creation of an invulnerable franchise with the public, of an unassailable prestige with the trade, of an unwavering preference with the buyer, Advertising needs Appeal, Acumen, Adequacy.

And the greatest of these is *Adequacy!*

## THE SATURDAY EVENING POST

"AN AMERICAN INSTITUTION"





## WHY DO THEY?



For the last eight years more people have crossed the Atlantic on Cunard ships than on any other line or group of lines. Consistent patrons these . . . whose names reappear again and again on Cunard passenger lists . . . there must be a reason!

From a sound dollars-and-cents viewpoint alone Travel via Cunard has always been a "good buy" . . . offering the choice of the largest number of ships . . . every type of accommodations . . . from the ultra-luxurious to the modest . . . and always the utmost value for your money.

The overwhelming and consistent preference for Cunard ships cannot be measured in terms of money only . . . the distinction . . . the atmosphere . . . the perfection of a Cunard crossing have played their part. There is the unique feature of the à la carte menu, at no extra charge . . . the deft, competent service of the Anglo-Saxon steward "born to his work" and perfected by years of apprenticeship and experience . . . there is the all important convenience of an almost daily service . . . 123 sailings to Europe from April 1st to August 16th. And last, but not least, there is the indefinable Cunard tradition, the "know how", bred of 91 years of steamship management.

Not content with past glories and achievements . . . Cunard announces the building of the new Super-Cunarder that will write a fresh chapter in the history of transatlantic travel.

Your Local Agent or 25 Broadway, New York

# CUNARD



no marked difference between the two processes. Sts. Francis of Assisi and Anthony of Padua were canonized within a year or two of their deaths. It was Pope Urban VIII who settled (by decrees of 1625 and 1634) the modern practice of differentiation. The process is threefold: the reputation for sanctity must be established, the heroic quality of the virtues must be shown, the working of miracles must be proven. After beatification, in order to qualify for canonization, miracles must be performed. The procedure, therefore, is in reality a lawsuit pleaded before the tribunal of the Congregation of Rites. The postulator must furnish evidence of the claim to beatification, and it is the duty of the Promoter of the Faith—popularly known as the Devil's advocate—to challenge all evidence in the case.

### Antidisestablishmentarianism

The word commonly (but erroneously) called "longest in the English language" seldom appears in the news and could be defined by few English-speakers. It crept into last week's news when a little body called the National Free Church Assembly gathered at Weston-super-Mare, Somersetshire, England, and urged that, "in the interests of the Kingdom of God, the Anglican Church should be disestablished and disendowed."

This proposal has been made from time to time, and is even said to be favored by the Bishop of Durham and a considerable body of Anglican clergymen and laymen. Essentially, however, it is the protest of the great body of British Dissenters—Presbyterians, Methodists, Baptists—against the favored position of a Church to which they do not subscribe, but for whose upkeep they are taxed. If the proposal were to take effect, English Episcopalians would be obliged to support their own Church out of voluntary funds, and they would lose the prestige conferred by the presence of the Bishops (Lords Spiritual) in the House of Lords.

The question has already been faced and solved in another part of the British Isles. In 1868 Gladstone carried his famous resolutions which disestablished and disendowed the Episcopal Church in Ireland, on the ground that the large Catholic population and the Dissenters so far outnumbered the Episcopalians that the situation was anomalous. Accordingly the Irish Bishops lost their seats in the House of Lords and the Church of Ireland was thrown upon its own resources, greatly to the advantage of that institution, as its members subsequently admitted. The question has been raised as to what would happen to Westminster Abbey and the great cathedrals, in the event of disestablishment. In Ireland this point was settled by the simple process of leaving the cathedrals in the possession of the Episcopalians. In Dublin there are no less than two Protestant Cathedrals, Christ Church and Saint Patrick's, both Episcopalian. There is one Catholic cathedral in that city, the Pro-Cathedral on Marlborough St.

\*Than "antidisestablishmentarianism" — 28 letters—there are several longer English words. Recently published by Robert L. ("Believe It or Not") Ripley was 66-letter unhyphensymmetrical antiparalelepipedicalisationalographically.

# EVERY PHILCO RADIO IS THE BEST THAT CAN BE BUILT

FROM 7-TUBE BABY GRAND TO 11-TUBE SUPERHETERODYNE-PLUS

You can buy a big-performing Philco Radio for as little as \$49.50, less tubes. You can have a Philco Radio-Phonograph with the wonderful features described at the right for \$272. You can have a new Philco-Transitone Radio that will give marvelous reception right in your automobile as you drive through city streets or on country roads for \$65, tubes included. Consoles, Lowboys, and Highboys, with 7, 9 and 11 tubes—Screen Grid, Screen Grid-Plus or Superheterodyne-Plus sets—all are alike—all Philco—in this one outstanding feature: each is the *best radio of its kind that can be built* >>> What more natural, then, that this compact Philco Baby Grand shown here actually out-performs many "big" radios costing two and three times as much? >>> By performance we mean good distance; clarity and beauty of tone—Philco Balanced-

Unit construction has eliminated radio distortion from *all* Philcos—and miraculous selection of *just* the station you want >>> So remarkable is the performance of this little giant of radio that it has become the largest-selling set in the world, just as the whole Philco Line has become the largest-selling and most complete radio line ever produced >>> Let the nearest Philco dealer demonstrate Philco to you in your home without obligation. In addition to models mentioned, he has 11-tube Superheterodyne-Plus Philcos at \$129.50 and \$155; 9-tube Screen Grid-Plus up to \$145; Radio-Phonographs, \$99.50 and \$198, less tubes; and Philco Balanced Tubes for better balanced performance in any radio. All sets sold with Philco Balanced Tubes. Prices slightly higher in Canada, Denver and West.



MASSIVE  
IN PERFORMANCE  
MODERATE IN SIZE

Philco Baby Grand, 7 tubes (3 Screen Grid)—All-Electric—Genuine Electro-Dynamic Speaker, built in—Illuminated Station Recording Dial—Philco Balanced Units—Walnut and Quilted Maple Cabinet, 16 ins. wide, 17½ ins. high—**\$49.50**  
*less tubes*

Sold with 7 Philco Balanced Tubes

< < < Listen to the Philco Symphony Orchestra on the air every week over more than 100 stations > > >



At the left is pictured the distorted tone that comes from a set whose units are but partially balanced. At the right is pictured the true, clear, undistorted tone produced by Philco's exact balancing of all units in the set



11-TUBE SUPERHETERODYNE-PLUS RADIO - PHONOGRAPH

11 tubes—Tone-Control—Automatic Volume Control—Screen Grid—Balanced Units—Illuminated Station Recording Dial—Gorgeous radio reception—And with Automatic Record Changer plays 45-minute program from records—Most wonderful musical instrument ever created.

**\$272.00**

*less tubes*  
Sold with 11 Philco Balanced Tubes

• PHILCO •  
BALANCED-UNIT RADIO

STOKOWSKI

Outstanding Musical Broadcast

The

Philadelphia Orchestra

Easter Sunday at

5 p. m. E. S. T.

TUNE IN — NBC Network.

Watch radio page of your newspaper for local time and station

## P E O P L E



## "БЕСЕЛО!"

means  
OH, SO GAY!

● Thus the dancing Russians. Also the Spaniards, the Moors, the Italians, the Greeks, the Turks and the suave Frenchmen on the smart Riviera. "Oh, so gay!"—the right motto for the

## MEDITERRANEAN IN SPRING

● Fine weather; lots of sunshine; young flowers everywhere. Sail then with Raymond-Whitcomb on the "Carinthia", April 14. There never was such a cruise—because it takes in the brightest spots of the Western Mediterranean—because it is the first cruise to sail the Black Sea for the historic South Russia ports—because in Greece it visits not only Athens, but other almost mythological cities. Rates, \$725 and up.

● The complete itinerary includes more than twenty points. If you plan a spring-and-summer visit to Europe, you will find the route entertaining and expedient. A condensed schedule of convenient points of departure follows:  
Palermo—April 28 Naples—May 11 Nice—May 13 Gibraltar—May 16 Cherbourg & Southampton—May 19 (Back in New York about June 1)

## RAYMOND-WHITCOMB

126 Newbury Street, Boston, Mass.

New York, 670 Fifth Avenue; New York, 225 Fifth Avenue; Boston, 165 Tremont St.; Philadelphia, 1601 Walnut St.; Chicago, 176 N. Michigan Avenue; Detroit, 421 Book Bldg.  
Agents in the principal cities

RAYMOND & WHITCOMB CO.,

126 Newbury St., Boston, Mass.

Please send me your new book with particulars of your Mediterranean Spring Cruise.

Name.....

Address.....

"Names make news." Last week the following names made the following news:

In Evanston, Ill., dancer **Mariana Michalska (Gilda Gray)** was enlisted to boost ticket sales for Northwestern University's senior ball. A band played, Dancer Gray pranced. Northwesterners bought three tickets, suggested she take off her coat. She fled.

**Albert Frederick Arthur George**, Duke of York, two inspectors of police, several sergeants, 30 uniformed constables and unnumbered plain clothes men met Spain's **King Alfonso XIII** in Victoria Station, warmly welcomed him to England. To foil any would-be bombers, Alfonso's coach had been secretly detached from "The Golden Arrow," speedy coast-to-London express, at Ashford, Kent, and arrived eight minutes later at a different, securely barricaded platform.

**Alexander Pantages**, Los Angeles theatre man, together with two San Diego realtors, a "publicity man" and a woman named Day were charged with conspiracy to violate California's Juvenile Court Act at hotel parties in San Diego last Autumn for which young girls were shipped in from Los Angeles. Pantages is at present at liberty under \$100,000 bond since his conviction (TIME, Nov. 4, 1929) of attacking 17-year-old Dancer Eumice Pringle. He declared the new charges were "just dirt" dug up by his enemies to hurt his appeal in the Pringle case.

**B. B. Jones**, owner of Washington's famed Audley Farms racing stable, honored Idaho's Senator & Mrs. Borah by re-naming his Bright Knight-Princess Doreen filly "Mary Borah." The filly's previous name, which Mr. Jones had found pre-empted in the stud-book, was Princess Mary.

Sounding much like his own **Skippy**, embattled against the World, Cartoonist **Percy Leo Crosby** returned via Manhattan to his farm at McLean, Va. in deep disgruntlement at the Press and Powers of Chicago. He had made good on his promise to enter the territory of **Alphonse ("Scarface Al") Capone** "without gun permit or bodyguard" (TIME, March 2). Sent by a Manhattan organization called the Anti-Gang Rule League he had addressed a Chicago body called the Universal Fellowship Foundation, which sings songs between its dinner courses, including a non-flag-waving version of "The Star Spangled Banner." In a sensational speech, Cartoonist Crosby—short, stocky, jut-jawed—had cried: "Capone . . . has one man right here in Chicago to whom he cannot sell protection nor security at any price! . . . It must not be forgotten that once Babylon thrived with corruption, but when the time came, God—without the loss of the universal beat—shattered it! . . . Peace will come to the land—but—it will not be peddled by a gangster!"

Cartoonist Crosby had expected a radio-broadcast of his remarks. He got none.

He had expected big stories in the Chicago newspapers. The Press ignored him. He had at least expected the Manhattan Press to play him up. It did not. More than ever he suspected "some sinister influence. . . ."

In *Colophon* (gilt-edged bibliophiles' gilt-edged quarterly) **Theodore Dreiser** revealed what he believes happened to the first edition of his first novel, *Sister Carrie*: In 1900 **Frank Norris**, then reader for Doubleday, Page & Co., persuaded his employers to sign a contract for its publication. **Mrs. Frank Doubleday**, social worker and moral reformer, read the MS. with a horror that persuaded her husband to "throw the books in the cellar" before putting them on sale. Norris quickly mailed out 100 review copies, the only U. S.-printed volumes of the book in circulation for the next seven years.\*

Judges of Manhattan's 18th international flower show held an opening night dinner. Guest of honor was **J. H. van Royen**, Minister from The Netherlands (whose 1930 flower bulb & seed exports to the U. S. were \$3,596,292).

**Will ("Bill") Rogers Jr.**, 19, went to work as a cub reporter on the Fort Worth, Tex., *Star-Telegram*.

**Dr. Christian Fietchner Reisser**, of Manhattan, Broadway Temple's publicity expert pastor, told his followers how to recognize speakies, described his own adventures inside them. **Dr. Reisser** tells the men at the peep-holes: "This is Christian F. Reisser, the pastor of Broadway Temple? I make no bones about that. Usually I am admitted, and a surprising number of the bartenders have heard of me. Sometimes the customers drink in my presence. . . . Usually when they hear what I have to say the drinking stops, for I always say to the bartender or the owner: 'Aren't you ashamed to be in such a contemptible business?'"

**Amos** (Freeman F. Gosden) and President **Matthew Scott Sloan** of New York Edison Co. were guests of **Bernard Gimbel**, department-store man, at a luncheon in Manhattan. Chaffed Tycoon Sloan: "Now tell us, what made Madame Queen faint in the courtroom?" Retorted Amos: "She saw her electric light bill."

Eighty-four-year old Inventor **Thomas Alva Edison** last week visited Rubberman **Harvey Samuel Firestone's** Miami Beach plantations, went to bed with a new invention, the "de-humidifier," in his room—a machine to abstract moisture from the air, lessen humidity fatigue. Mr. Edison arose beaming, described the apparatus as not yet ready for the market but "O. K."

\*But Mr. Doubleday's records show 129 copies reviewed, 465 sold retail, 423 wholesale. Six other publishers used the same plates.



*Dobbs makes hats for every occasion . . . each hand-fashioned for correctness of style . . . custom character . . . long and comfortable wear. And Dobbs Hats . . . for Spring . . . offer you a choice that will reflect your individuality and discriminating taste.*

*The Dobbs Derby . . . with deftly proportioned crown . . . and brim curled to a nicety . . . harmonizes perfectly with your overcoat attire.*

*DECATUR . . . greets the season in Dobbs exclusive Pigeon Grey . . . all the popular shades . . . and yields gracefully to your shaping of crown and brim. Dobbs Crovats are made from the choicest patterns of the world's best looms.*

# D O B B S H A T S

FIFTH AVENUE AT 57<sup>TH</sup> STREET, NEW YORK CITY

*Representatives in all the Principal Cities*







## "GO ... EMPRESS" to the ORIENT Save 2 Days!

● Pressed for time on your Orient trip? Canadian Pacific's giantess white Empresses offer you two time-saving routes! Empress of Asia and Empress of Russia, famous "commuter" liners, go via the *Speedway route* ... direct express ... saving 2 days to Yokohama.

Little less hurry and more sunshine? Take the *Honolulu route* aboard huge Empress of Canada or new 23-knot Empress of Japan, the "last-word" liners of the Pacific. Both routes from Vancouver (where trains go direct to ship's side) and Victoria. If you sail from San Francisco or Los Angeles, connect at Honolulu.

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MANILA



## S P O R T

### Fizz

Celebrating "fizz-night" a week before the Oxford-Cambridge boat-race, Oxford and Cambridge oarsmen gathered last week in their respective training quarters near Putney, England. To each was served, instead of the measly training-table ration of one glass of port or 1½ pints of beer, a full, fat bottle of champagne. After watching the crews train for six weeks, critics said: "Neither can be called really good."

### Hoodoo

At Brooklands, England, G. E. T. Eyston drove a supercharged M. G. Midget car 96.93 m.p.h. for one mile, breaking the world's record held by Speedster Sir Malcolm Campbell. On crawling out of his Midget, Driver Eyston said he was disappointed because he had not gone 100 m.p.h., blamed a hoodoo.

### Who Won

● Tommy Loughran, limber, cautious, dexterous Philadelphia heavyweight: a ten-round fight with Ernie Schaaf, pale protégé of Jack Sharkey. Two years ago Sharkey knocked out Loughran. Last week Sharkey said: "If Loughran beats Schaaf, I'll fight him again."

● George H. ("Pete") Bostwick, famed young poloist and gentleman jockey: the Byers Cup golf tournament at Aiken, S. C. ● Grinning, feline Jean Borotra; Tilden-esque Francis Shields; curly-haired Clifford Sutter; stumble-footed Berkeley Bell: their easy first-round tennis matches in the National Indoor Singles Championships in Manhattan.

● Willie Macfarlane and Wiffy Cox: \$5,000, the prize for a four-ball team golf tournament at Miami. In a play-off against Johnny Farrell and Gene Sarazen, Macfarlane played the first nine holes in 30, six under par, sinking five first putts. Lanky, hatchet-faced Scot Macfarlane distinguished himself once before in a play-off, when he beat Bobby Jones for the 1925 Open.

● France: The first soccer game played against a German team since the War; at Colombes Stadium, Paris, when a German player inadvertently kicked into his own net the only goal of the day.

● Alike, untouted racehorse owned by Richard K. Mellon (nephew): by five lengths, a four-mile steeple-chase at Hurst Park, England, from an impressive field of other entries in next week's Grand National at Aintree.

### Greenbergs

"My dear," said one Max Greenberg to his wife last Sunday at the Hot Springs (Ark.) Country Club, "you are not holding your club properly. Let me show you."

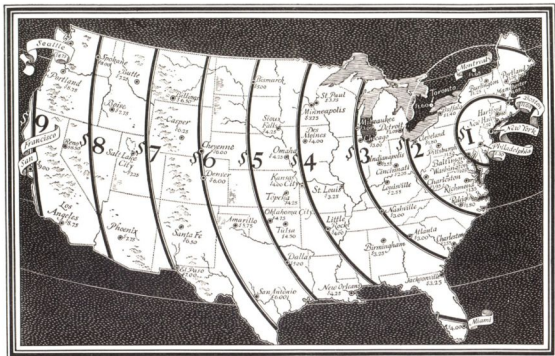
Meekly Mrs. Greenberg handed him her golf stick.

"Now, when you swing, swing like this," said Mr. Greenberg, swinging like that, but ending the stroke with a dull thud.

Mrs. Greenberg did not reply. Instead she slumped to the turf, knocked unconscious.

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IN TODAY'S keen competition, the telephone is getting things done in minutes. It allows a person to *accomplish more. It cuts costs.*

A sales executive analyzed the methods of the men under him. He found that the most successful were increasing their productive time by the use of the telephone. Others were spending only a few hours each week actually talking to buyers; the rest of the time they passed in ante-rooms waiting to see prospects and buyers.

Long Distance does away with unnecessary waste of time. It is a quick and direct

pathway to greater sales opportunities. Whether it is used to make an appointment or to conclude a deal, it is one of today's efficient and economical ways of doing business.

The map shows some typical rates from New York City—station-to-station day rates for three minutes. Evening and night rates are even lower.

Telephone calls between cities cost little. Consider them in the light of what they get done and you will know why so many companies are instructing their people to *use Long Distance wherever possible.*



*What is there in the sight of a road to stir one's pulse? Any road, straight or straggling, leafy lane or broad highway—so long as its end lies beyond the horizon, so long as it takes its way through a countryside and towns that are fresh and*

**A L O N G R O A D — A B R O W N R O A D . .**

*strange : : A road has always been to civilized mankind a symbol of escape . .*

*escape from the irksome, from the humdrum things so inseparably connected with*

*a workaday world : : Few of us may adventure forth along the road in actuality.*

*But to none of us need the thrill of this adventure be lost. For there are stories that*

*sing of the open road and a free wind in our faces . . so engrossing that it is we, ourselves, who trudge the brown road, we who see new scenes and new faces, we who meet laughter, love and mystery : : And so one great use for magazines is to*



*provide a needed escape for us from our too-familiar environment — whenever we are so minded. There remains but to choose the type of magazine that does this best.*

*The Editor, REDBOOK MAGAZINE*

Redbook reflects life . . it represents both the pageantry and the more intimate events of our day. It deals with the changes which are coming to us all and which direct our daily round : : This is the reason for the remarkable response from the American people . . who now buy about two hundred thousand more copies of Redbook than they did six months ago.

# France

Where one sees everybody from home and the rest of the world

Normandy of apple blossoms... Chartres Cathedral with the loveliest windows man ever made... crypt of St. Gervais at Rouen and birthplace of La Salle, the discoverer of the mighty Mississippi ▼ Picturesque Brittany with its clean little inns... Dinan where Anne of Brittany's castle is still to be seen... Rennes, the ancient capital with its Palais de Justice and museums ▼ The Chateau country with the smiling valley of the Loire... Chaumont where Catherine de Medici lived; and Benjamin Franklin made his home during a mission to France... Ambroise with its St. Hubert's chapel holding the remains of Leonardo da Vinci... Angers and the famous tapestries of the Apocalypse ▼ Poitiers with its Baptistère St. Jean, the oldest Christian church in France ▼ The million-dollar air of Biarritz with the pounding Bay of Biscay for a background ▼ Bagnères de Luchon high up in the Pyrenees with its famous baths and smart hotels ▼ The Roman theatre at Arles with its granite obelisk that Constantine brought from Egypt ▼ The snow-tipped Alps... hillsides of flowers climbing forever... little, lost churches with clouds for their door-mats... Mont Blanc, the loveliest and loneliest peak in all the world.



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# M E D I C I N E

## Cancer Crusade (Cont'd.)

"But for Heaven's sake! Are you going to build a Chinese wall around new methods?"

Herbert Livingston Satterlee, lawyer brother-in-law of J. P. Morgan, last week flung aside his usual self-restraint and snapped the exclamatory question at Dr. John Augustus Hartwell, president of the New York Academy of Medicine. Mr. Satterlee as lawyer was asking the New York State Department of Social Welfare's permission for San Francisco's Drs. Walter Bernard Coffey and John Davis Humber to operate a cancer research laboratory and clinic at Huntington, L. I. Arguing against the permit were Dr. Hartwell, Dr. Francis Carter Wood, director of Columbia University's Institute of Cancer Research, Dr. William Hallcock Park, immunologist, and other chiefs of New York medicine.

Drs. Coffey & Humber, who work for the Southern Pacific Co. in San Francisco, last year cautiously announced that they were alleviating hopeless cases of cancer by means of adrenal cortex extract derived from sheep. The Hearst press recognized the kernel of news in this announcement and puffed it so that thousands of cancer victims abandoned the orthodox treatment of surgery, X-rays and radium, rushed for the sure-cure.

The two doctors were amazed, but nonetheless swam with the tide of publicity and patients. They opened auxiliary clinics at Los Angeles and Long Beach. They went before a Senate committee to argue for Government aid for cancer research. They gained a patent for their extract.\* Mrs. Grace Hammond Conners, widow of the Buffalo ship owner, newspaper publisher and political boss, William James ("Fingy") Conners, gave Drs. Coffey & Humber her \$1,000,000 estate, "The Monastery," at Huntington, L. I. (TIME, Nov. 3).

Although Dr. Hartwell & friends who last week opposed opening "The Monastery" as a clinic "do not for a minute question the sincerity of Drs. Coffey and Humber in believing they have something of value," the critics "do question the way they have handled their work." The New York men are certain that their San Francisco colleagues have had no training to qualify for research in "the most complex field that exists" in medicine. They do not believe that adrenal cortex extract will cure cancer or that it has value in cancer treatment, yet are willing to experiment with it on animals. They fear that the Californians will experiment on New York humans, hence want them (or

at least their methods) excluded, to remain in California where patients are "abundantly available."

This was obviously a campaign to ostracize Drs. Coffey & Humber from Manhattan's vicinity. It was conducted—as Lawyer Satterlee diligently pointed out—"by persons who had their own methods, hospitals and funds." It was a "Chinese Wall," against which he protested to Heaven.

To Lawyer Satterlee's cry, Dr. Hartwell tartly replied: "We are doing everything we can do on the advice of men who have been trained throughout their lives in this particular field. . . ."

The State Department of Social Welfare withheld decision on the Coffey-Humber permit.

Unperturbed by such dispute, patient, industrious men continued to pry at Cancer's secrets.

**Murphy's Agent.** At the Rockefeller Institute for Medical Research, Dr. James Bumgardner Murphy and three associates have found what they call an inhibiting agent in a particular kind of chicken tumor. They filtered some tumor material. Such filtrate generally creates a new tumor in a definite period of time. When Dr. Murphy washed the filtrate in several changes of water he found that the residue was much more active than the original filtrate. Plainly the wash water had carried away some cancer dampener, which might be used to cure the disease. What its exact nature is, or the mechanism of its production, or the biochemistry of its reaction, Dr. Murphy does not know exactly. Until he does, he will not experiment on humans.

**Glutathione.** At the National Institute of Health, Pharmacologist Director Carl Voegtlin & associates observed that an organic sulphur compound, glutathione, present in all living body cells, is concerned with the body's defense against the toxic action of arsenic and certain other poisons. Glutathione occurs in large quantities in cancer cells. It occurred to Professor Voegtlin and Dr. Harold W. Chalkley, an associate, that glutathione might be a contributing cause of cancer. Forthwith they immersed amoebae (single-celled animalcules) in a glutathione solution.\* The amoebae reproduced themselves by subdivision (as all cells do) with extraordinary ease, confirming the Voegtlin-Chalkley suspicion that perhaps the rampant growth of cancer cells is attributable to glutathione, and suggesting that glutathione in the body might be Cancer's nemesis.

## Signed Work

Twenty years ago at Waterloo, Iowa, Dr. Joseph Ambrose Jerger ingeniously mended Peter Grimes's broken right leg with metal plates. It was Dr. Jerger's first case. So, like a medieval artisan, he proudly signed each plate with his initials.

\*Eastman Kodak Co., great manufacturer of rare chemicals, sells glutathione for \$283.50 an ounce.

\*In April 1930 the Patent Office refused them the patent. But Dr. Ray Lyman Wilbur, Secretary of the Interior, asked the Patent Office to handle the matter with special expedition. On July 1, 1930 Drs. Coffey & Humber re-submitted their patent application, had it granted the next day. This vexed Professor John Morse Reibisch of Stanford University School of Medicine (Dr. Wilbur is president of Stanford University in absentia, Herbert Hoover a trustee). In sarcastic comment to the American Medical Association Dr. Reibisch called the patent grant "an example of speed and efficiency which is a true tribute to the Great Engineer and his strong, silent way of getting things done."



# There's a lot of shooting, too

## . . . with fountain pens and order books!

**I**f you read the newspapers, you probably have the idea that a bandit's gun explodes at approximately 30-second intervals in Chicago. And as Mark Twain remarked about his prematurely reported death . . . "it's very much exaggerated."

But there is a lot of shooting of another kind! Hundreds of keen-eyed men are firing straight from their vest-pockets and brief cases . . . with fountain pens and order books. They're hitting their targets, too!

And it's interesting to observe how much fussier these marksmen are nowadays about keeping themselves in fighting trim.

Quite naturally, therefore, the Palmer House becomes an even greater feature in their Big City days. The Big City is a cramped sort of place at best . . . so the guest rooms at the Palmer House are commodious; long, broad and a bit high in the ceiling. A six-footer can be comfortable in the tubs . . . and he can just about get lost in the luxurious dimensions of the bath towels. He can unpack a wardrobe trunk in his clothes closet and take setting-up exercises in the bathroom.

Service comes into the guest rooms through the Servitors without the intrusion of servants; a happy thought for the man who is irritated by the American tip-system.

A gentleman may enjoy a song in his bath without fear of being heard through the walls. Showers perform their duties accurately, spraying needles of water into tubs; never at ceilings. Even the beds deserve a word or two, for someone exercised rare judgment on them. Soft mattresses atop deep springs seem to sing lullabies of sleep.

Of course it takes some courage to go hunting for business these days. There's "plenty doing" in Chicago, however, for the man who keeps himself in fighting trim. And you can do it at the Palmer House—"next door to everything"—where guest rooms may be had for as little as \$4, \$5 and \$6 a day.

WALTER L. GREGORY, Manager



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That was his only reward, for Peter Grimes was too poor to pay.

Recently in Chicago a truck crushed the same Peter Grimes's mended leg. The surgeon who attended him was Dr. Jerger, now practicing in Chicago. As Dr. Jerger amputated Peter Grimes's leg, he thrilled on recognizing the signature of his old handiwork. Later, when he learned that Peter Grimes had received \$20,000 for his latest accident, he was piqued. Last week he sued Peter Grimes for the old fee.

## Kansas Caprice

So many Kansans believe that Dr. John Richard Brinkley can energize them with capric gonads that the man last week declared he would run again for State Governor next election. He had a radio station at Milford, Kan., from which he advertised himself and his medical ideas, most notably his goat-gland panacea. Kansas doctors got his medical license revoked. (He is appealing for re-instatement.) The Government forced him to sell his radio station, bought last week by an insurance company. (He quickly bought another in Mexico, which he will operate by remote control at Milford.)

## A Surgeon's Valedictory

The second of Philadelphia's great medical Da Costas last week delivered his valedictory to Medicine, his prolog to Death. When Jacob Mendez Da Costa (1833-1900) died, the profession summed up its reverence for him in the title, "physicians' physician." The eulogy "surgeons' teacher" is ready for John Chalmers Da Costa, no kin of Dr. Jacob. He has taught in Philadelphia more than 40 years.

Last week, 67, he was partially paralyzed, physically decrepit, mentally scintillating. An attendant wheeled him before the Philadelphia County Medical Society and handed him sheet by sheet the last paper he expected to read. Bluntly he offered his wisdom:

"The medical profession is troubled with the same thing today that it was troubled with when I started my career. There are too many young men being knocked off the ladder of fame by old men coming down."

"A young doctor's chief practice must be that of economy."

"It is strange, considering financial needs and so many improper openings to riches, that so few physicians deviate into quackery."

"I do not see how a medical man can be vain. . . . He sometimes must come to a realization of his own smallness when he stands by, impotent to save. . . . Yet some are. [Vanity] creeps up into them through some mousehole or other. . . ."

"A physician . . . will be surprised to find how few suffer near the end. . . ."

"Even though a doctor is in the Winter of his years and the machine is growing very creaky, he must never let the icicles gather about the heart nor permit the lamp of pity to be extinguished in his soul. . . ."

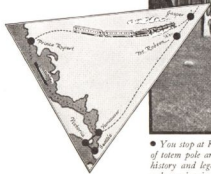
"Some 200,000 Kansans voted for him last November. Last week his wife said that if in 1931 he did not seem likely to succeed, she would run for the office."

# The famous 5 day TRIANGLE TOUR of the Canadian Rockies●

and KITWANGA  
strange land of the Totem



● Here is the route of the 5 day Triangle Tour. Canadian National also operates daily north and south bound steamers connecting Vancouver, Victoria and Seattle.



● You stop at Kitwanga long enough to see these fine examples of totem pole art. Fascinating and grotesque, they record the history and legends of the Indian aristocracy. Today totem pole carving is fast becoming a lost art, for the Indian has adopted the white man's tombstones—carving on them symbols similar to those on the colorful totems of Kitwanga.

HERE is a trip through the scenic heart of the Canadian Rockies—and a 600-mile ocean voyage through the famous Inside Passage where the mountains, themselves, come down to the sea.

See Mt. Robson, armoured giant of the Canadian Rockies . . . visit Jasper National Park—golf on its championship course—ride on mountain-trails. Travel on to Kitwanga, strange land of totem poles, and the famous "River of Clouds." Cruise from Prince Rupert, through the fjords of the Pacific Coast, to Vancouver—returning to Jasper by rail along the roaring Fraser and Thompson River Gorges. Or reverse the order and start at Vancouver. Write for complete information.

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927 So. Grand Ave.

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NEW YORK  
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## SCIENCE

Ba

So far as earthlings were concerned, the planet Pluto celebrated its "first birthday" last week. A year ago the astronomers at the Lowell Observatory, Flagstaff, Ariz., spotted Pluto where the late Percival Lowell had calculated it should be (TIME, March 24).

Pluto's birthday was baptismal day for one of his tiny solar congeners. Professor Lacchini of the Pino Torinese Observatory at Turin had on Jan. 19 detected a strange little glow between the orbits of Mars and Jupiter where twirl a thousand or so planetoids, fragments of what might have been a tenth planet. Professor Lacchini's glow is another recognized planetoid, a chunk of rock about 15 miles in diameter. Like the nine mammoth planets it wanly reflects the Sun's light to watchful earthlings. Provisionally it bears a nursery name, *Ba*—"a" for being the first planetoid discovered during "B," the second fortnight of January.

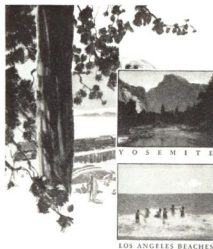
### Polar Polliwog

The converted Navy submarine with which Explorer Sir George Hubert Wilkins expects to prowl like a polliwog under the Arctic ice next summer, cruised last week from its shipyard at Camden, N. J., to New York Harbor. Sir Hubert, with a fresh medal in his kit,\* walked the gangplank to a Brooklyn dock and stood by while the curious eyed his beard and submarine.

The beard, dark brown, soft and short, was originally a protection against Polar cold in the Arctic and Antarctic. Now the beard is an insignium of popular science. As a correspondent-explorer for William Randolph Hearst, Sir Hubert is distinguished in appearance as well as achievements.

The submarine is a utilitarian thing painted red and grey (for visibility against ice), 175 ft. long. Arched across its deck from stern to bow are two braced beams. They resemble sled runners. They really are runners, to enable the vessel to skid against the under side of polar ice. From the blunt, concrete-reinforced bow projects a long tubular feeler like the solitary tusk of the male narwhal. If under the dark ice the ship strikes an object (whale, rock, island, berg) which its great subaqueous searchlights do not disclose, the projecting feeler will ram back against compressed air and so absorb most of the shock. Since the boat will cruise at 3 knots during the 3,000 mi. under ice course of its Arctic journey, the danger of concussions is slight.

\*Presented last week by the Geographical Society of Philadelphia. So numerous are his medals that he humps them thus: Patron's Medal, 1928, by Royal Geographical Society, for work in Polar regions, culminating in (1928) flight from Point Barrow to Spitsbergen; awarded gold medals by American, Belgian, Danish, Cuban Geographical Societies (the Cuban society last week gave a medal to Georges Claude, French scientist who experimentally generates electricity from the heat differences between the surface and bottom waters of Matanzas Bay); silver medals by German Geographical Society and City of Berlin; gold medal by Norwegian and French Aeronautical Societies and International League of Aviators.



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Choose the combination of two of Southern Pacific's Four Routes that includes the West you want to see. Fastest, and most direct to San Francisco is OVERLAND ROUTE. Over



SANTA BARBARA

the ruts the covered wagons left is laid its steel. Past historic Donner Lake, close to Lake Tahoe it climbs high to pierce the Sierra barrier. Then down into California. Through the American River Canyon, the Gold Country of '49, through Sacramento to the Bay of San Francisco.

To the north and the south sparkle other famous places that you want to see. If your ticket is a Southern Pacific ticket, it will carry you to Del Monte—more than 100 miles

along the Pacific's surf line—Santa Barbara, Hollywood, Los Angeles, San Diego. Return northward through Sequoia National Park, Yosemite, and the Evergreen Playground back to the Northwest. Or from Los Angeles strike back direct to Chicago via the GOLDEN STATE ROUTE. Or swing through the historic Southwest and the Old South to New Orleans. Check on the coupon below the names of the places you want to see on your trip to California. Mail it to the nearest office and Southern Pacific will furnish you complete itinerary, including costs, etc.

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Name \_\_\_\_\_

Address \_\_\_\_\_



On the ship's deck is a hinged periscope which will yield if struck by a cake of ice. Close by is a flexible trolley to indicate the undersurface irregularities of the ice. Much more important are other outside devices: a conning tower surmounted by a circular saw capable of cutting through 13 ft. of ice; and two thin tubes which, in case the boat is frozen under deep ice, can drill upward 100 ft. to air. Simon Lake, submarine inventor of Stratford, Conn. designed all these devices.

Sir Hubert, financed chiefly by Lincoln Ellsworth who flew across the North Pole with Umberto Nobile and the late Roald Amundsen in the dirigible *Norge* and who may be a passenger in the submarine, plans to try his craft out under April ice off Halifax. Then he will proceed by way of London, Bergen and Tromsø to Spitsbergen, whence he hopes to proceed mostly under water to Bering Sea. (In 1928 he flew an opposite course between those two regions.)

His purposes are to explore the Arctic Ocean floor, to study Arctic currents, temperatures, flora & fauna, to make meteorological observations, to search for an island or stationary ice floe where a weather station might be built, and to thrill Hearstpaper readers. He has radio receiving and sending equipment in the ship, will steadily report the minutiae of his progress, just as the world cruise of Dr. Hugo Eckener's\* *Graf Zeppelin* were

reported by him, Lady Grace Drummond Hay and Karl von Wiegand.

The project has roused much skepticism. Most doleful thought: the submarine will be fouled by ice formed on its



Acme-P. & A.

SIR GEORGE HUBERT WILKINS

... will demonstrate his ancestor's Magic.

rudders and hydroplanes, will be unable to maneuver, will be frozen into any hole she makes in the ice. Warrant for the trip's success lies in Explorer Wilkins'

caution, courage, foresight and ability, proved repeatedly through his explorations by sled, ship and plane. Scientific approbation of the proposed submarine excursion comes from the American Geographical Society, the Carnegie Institution, the Norwegian Geographical Institution, the Wood's Hole Oceanographic Institution, the Cleveland Museum of Natural History.

Early Hearstian thrills became evident while the ship moored at Brooklyn. To hook the projected trip up with something everyone knows, Jean Jules Verne, a staid public prosecutor of Rouen, France, imported for the occasion, was to christen Sir Hubert's submarine the *Nautilus* after the fantastic craft which "Captain Nemo" sailed *Twenty Thousand Leagues under the Sea* in Prosecutor Verne's famed grandfather's imagination. Readers were allowed to believe that it was from Jules Verne's book that Sir Hubert got his undersea idea. Matter of fact it was from his exploring friend Vilhjalmur Stefansson that he derived the thought, while the two were on the Canadian Arctic expedition of 1913-18. Were Sir Hubert a charlatan he might aver that the idea popped from an inherited cell of his brain. In 1642 appeared an English book *Mathematical Magic* in which a "submarine" was intelligently described, its operation suggested with fair sense, and the indication hinted that it could be used in the "ice and cold-blocked north." Author of *Mathematical Magic* was John Wilkins, Bishop of Chester, ancestor of Sir Hubert.

\*Dr. Eckener was in Washington last week discussing U. S. mail contracts for the transatlantic dirigible service which is perhaps to go into operation year after next.

## When midnight finds you STILL AWAKE!

WHEN you simply can't sleep no matter how hard you try—don't give up coffee. Just change to a delicious coffee that lets you sleep—a coffee that can't affect your nerves—Kellogg's Kaffee Hag Coffee.

Kellogg's Kaffee Hag Coffee is real coffee—not a substitute. It brings you all of coffee's joys—with none of coffee's harm. By a special process the effects of the drug caffeine are removed. But all the golden flavor and rich aroma are retained.

You'll be surprised when you taste the IMPROVED Kellogg's Kaffee Hag Coffee. A new delicious blend has been perfected in Battle Creek. The world's choicest coffee beans are used—expertly roasted, expertly mixed. You never tasted a finer, more delicious cup of real coffee.

And the price, too, has been materially reduced. You are invited to try this wonderful coffee. Your grocer sells it in vacuum-sealed tins. Or the coupon will bring you a generous sample.



**RADIO** You'll enjoy Kellogg's Slumber Music, broadcast over WJZ and associated stations of the N. B. C. every Sunday evening at 10.30 E. S. T. Also KFI Los Angeles, KOMO Seattle at 10.00, and KOA Denver at 10.30.

# Kellogg's

## KAFFEE HAG COFFEE

KELLOGG COMPANY

Dept. Z-3, Battle Creek, Michigan

Please send me, postpaid, sample can of Kellogg's Kaffee Hag Coffee. I enclose ten cents (stamps or coin). (Offer good in U. S. A. only.)

Name \_\_\_\_\_

Address \_\_\_\_\_

## Thinner Than Thin

The imperceptible cushion of air held between a thumb and forefinger when their tips rub gently against each other is thicker than the film of glass with which Westinghouse Lamp Co. is sealing certain of its vacuum tubes. That glass is one five-thousandth of an inch thick. Last week Dr. Charles Morse Slack, the company's research physicist, received its annual \$500 award for accomplishing the thin sealing.

The tubes which Dr. Slack seals so thinly are Lenard Ray tubes, invented by learned Professor Philipp Lenard of the University of Heidelberg, 1905 winner of the Nobel Prize in Physics. Professor Lenard's tube, devised in the 1890's when modern physics was germinating, projects cathode rays through a thin aluminum or gold window. It requires a minimum of 70,000 volts to fire those rays through the metal windows. That voltage is expensive and difficult to handle.

Dr. Slack's Westinghouse task was to make more permeable windows. A film of glass would serve, were it stout enough to withstand the suction of the Lenard vacuum tubes. Dr. Slack rounds the end of his vacuum tube until it resembles the butt of a test tube. Then he blows the glass to gossamer thinness. A last step is to exhaust the tube. This creates a knob at the tube's end, a knob so frail that when shattered its glassy film floats in air, so stout that it is as strong as steel. Result is that a pressure of only 30,000 volts is needed to fire the cathode rays out into elements, chemicals, cancers, whatever the experimenter wishes to irradiate.

# ECONOMY THAT

## CUTS COST AND BUILDS PROFIT



DEPENDABLE

# DODGE TRUCKS

**ECONOMY:** Low first cost, low operating cost, low upkeep, long life. Comparison proves Dodge Trucks low in first cost . . . Inquiry among owners or actual test proves them thrifty in operating and upkeep costs—in gas, oil, tires and repairs . . . Speedometer readings—combined with cost records—prove that they are precision-built for long life, with low cost to the end. Here you find conclusive proof that these workers are economical . . . are cost-cutters, money-makers.

THE COMPLETE LINE OF DODGE TRUCKS RANGES IN PAYLOAD CAPACITIES FROM 1,200 TO 11,175 POUNDS—PRICED, CHASSIS F. O. B. DETROIT, FROM \$435 TO \$2695, INCLUDING THE 1½-TON CHASSIS AT . . . **\$595**

SEE YOUR DODGE BROTHERS DEALER. SEE, TEST AND COMPARE THE TYPE FITTED TO YOUR NEEDS.

## C I N E M A

## Trans-Lux

Neatly capitalized on a modernistic façade in Manhattan, the word *Trans-Lux* last week made its first public appearance in the world of entertainment. Trans-Lux means: 1) a machine to project images onto a screen from behind it; and 2) Trans-Lux theatres.

Trans-Lux projection has advantages over the common method of projecting film from in front of a screen because it can be used in a low-ceilinged, fully lighted room. A Trans-Lux lens placed eight feet behind a screen projects a picture eight feet wide. Standard film can be used. It passes over the wide-angled Trans-Lux lens which throws the image on the reverse side of a translucent screen through which it is visible from the front. Ordinary screens for movies are opaque, made out of heavy cloth painted with certain chemicals. Screens used in Trans-Lux are molded of a chemical composition of which gelatin is the base. A combination of properties in the lens and the screen prevents the image from penetrating beyond the screen. Trans-Lux first became commercially practicable about two years ago. Early Trans-Lux machines in brokerage houses illumined the ticker-tape quotations of the 1929 crash.

Percy Furber is president of Trans-Lux Daylight Picture Screen Corp. which owns 40% of the stock in Trans-Lux Movies Corp. Fifty per cent more of the stock is owned by RKO, the rest by the president of Trans-Lux Movies, Courtland Smith, on whose first theatre the new word made its appearance last week in large violet letters. This theatre, about the size of a small drug-store, has 158 comfortable arm-seats, a turnstile in front and a svelte modernistic interior in which newsreels now flicker from 10 a. m. till midnight. There are no ushers; a ticket girl, two operators (union requirement) and a manager run the house. Admission is 25¢. Two more such theatres will be opened in Manhattan in a month.

For the present, Trans-Lux theatres will show only Pathé, Paramount or Universal newsreels. Courtland Smith, who two years ago opened Manhattan's highly successful Embassy Theatre for newsreels only, was convinced by the success of this enterprise that a chain of newsreel theatres would be profitable. The Embassy cost \$19,000 and made \$150,000 in one year. In the same year, Roxy's, which cost \$12,000,000, made \$440,000.

Mr. Smith was discouraged by the discovery that there were only 38 theatres in the U. S. sufficiently cheap, small and well-situated to be incorporated into a news-theatre chain. He therefore investigated the possibilities of Trans-Lux projection, found that by projecting from behind the screen he could make miniature movie theatres out of small stores and offices at nominal cost. All Trans-Lux theatres will have big comfortable chairs, rows far enough apart for patrons to sit with their legs crossed. They will be too well lighted for the operations of leg-pinchers and knee-rubbers, who make the grandest cinema palaces their playground.

Originally a newspaper man, Promoter

Courtland Smith went to Washington with Will Hays in 1921, followed Hays into the movies, there became associated with William Fox to whom he expounded the merits of sound-with-pictures. Trans-Lux newsreels will all be talkies. Trans-Lux Movies Corp. owns the sole rights to Trans-Lux projection.

## The New Pictures

**Body and Soul** (Fox). This picture is noteworthy only because it was chosen as the vehicle for the U. S. cinema debut of Elissa Landi, whose talents are emphasized by the film's other shortcomings. Actress Landi has the flimsy rôle of a heroine who, having passed the night with an aviator on leave, has to express her certainty that she has given him a "mo-



ELISSA LANDI

... is the Fox Garbo.

ment of heaven." The aviator is Charles Farrell who portrays drunkenness by wagging his head from side to side. The lady, nicknamed Pom-Pom, has been the wife of one of his friends who is killed in action. She is temporarily suspected of being a spy. Farrell is therefore accused of having, in moments of intimacy, given information to an enemy agent. Emotional intensity is emphasized by dropping articles on the floor: a champagne glass, later a revolver. Presently Pom-Pom is vindicated. Worst shot: a group of flyers teasing Farrell when they find him writing a letter to his girl.

The vogue of Greta Garbo has been such that no important company considers itself to have a quorum of talent without one blonde actress capable of narrowing her eyelids inscrutably and talking alto. Elissa Landi is obviously the Fox Garbo. She also possesses important qualifications which are her own. Her face is attractive from certain angles; she performs with knowing restraint and a finish quite incongruous to such a story as *Body and Soul*. In her first U. S. appearance, on the Manhattan stage in *A Farewell to*

*Arms* (TIME, Oct. 6), her beauty was more noticeable than it is when photographed. Universally praised by critics, she was immediately taken to Hollywood. *Body and Soul* is her first U. S. movie. Daughter of the Countess Zanardi-Landi, Actress Landi was born in Venice, educated in England. She is now 26, has written two published novels, likes tennis, is billed as never drinking.

**June Moon** (Paramount). Using the slight story of a scatter-brained youth who leaves Schenectady to write popular song lyrics in Manhattan, *June Moon* builds a satire on song writers and their lady friends, their *bons mots* and their ridiculous but engaging self-importance. The scatter-brained youth meets a girl on the train who falls in love with him. He returns to her after adventures in Tin Pan Alley. These include advances made by the cold-hearted mistress of a music publisher, committing malapropisms which cause him to be the butt of Broadway tune-sharpers. Finally he gets \$2,500 for a song, because he has given the publisher a good excuse for getting rid of his girl.

Jack Oakie makes the talkie almost as funny as the play by Ring Lardner and George S. Kaufman, which was the most hilarious of the 1929-30 Manhattan season. The wise-cracks of a cynical pianist suffer slightly in not being rendered by Harry Rosenthal, who created the rôle. The song publisher's mistress is played a little too broadly by June MacCloy. Most of the acid and laughable dialog of the play has been retained, as has the depraved and tuneless anthem, composed by a writer of novelty songs:

*Should a father's carnal sins  
Blight the life of babykins?  
All I ask is: Give our child a name—  
I mean, a last name.*

**My Past** (Warner). Pregnancy used to be established in the films by a glimpse of tiny garments. Preliminary activities were intimated by two pairs of shoes outside a door. Grown slightly more sophisticated, the talkies still employ euphemistic symbolism. In this picture it becomes necessary for an actress (Bebe Daniels) to tell a young man whom she loves that she is the mistress of an older man, his best friend and financial patron. This she does by grasping an armful of roses.

The plot revolves around the loyalties of the three persons involved. The young man (Ben Lyon) wants to marry the actress. He is unable to do so because he owes a debt of gratitude to her lover (Lewis Stone). These complications are resolved when the older man retires from the situation in a Monte Carlo setting. He is last seen standing on the deck of his yacht, drinking a toast to the young man and the actress who remain ashore.

## On Location

A crackling evening over White Bay, Newfoundland, last week. A lonesome woman, solitary radio operator on Horse Island, took a long bedtime look at a brigantine's bulk in the broken ice 16 miles off shore. It was the *Viking*, seal hunting



## the tools

**HE WORKS WITH ARE  
AS IMPORTANT AS  
THE WORK HE DOES**

THIS chap works in an office and does his work well. It's routine work to be sure. But very important, because he's part of that mechanism which correlates the making of goods or a service and the men who sell. He's part of an office, the focal point of control.

He does good work because he has good tools. His GF Aluminum Chair is comfortable. He sits in it eight hours a day; that's why he knows. His GF Aluminum Chair is light and easy to move around. It doesn't squeak. It doesn't rattle. It doesn't tear his clothes. It's strong and solid.

He sits at a GF All-Steel Desk. Every drawer slides easily. Every drawer is interchangeable. The top is so smooth he can write on one piece of paper with nothing under it. The conveniences of the desk are such that it can be organized to suit his personal and efficient method of keeping his business data. In short, this desk of his, just like all the other GF Office Equipment which he uses, is one of the tools by

means of which he becomes a good workman . . . his desk . . . neat . . . smart . . . good-looking . . . the place where he earns his living . . . his tools.

*Such an attitude of mind is influencing the buying of millions of dollars' worth of GF Office Equipment.*

National surveys show that the workplace is as important as the workman. Modern business recognizes that the sum of office efficiency is the sum of the comfort and happiness of the people who work there. GF All-Metal Equipment offers efficient and comfortable working tools. You can begin to build up the morale of your office and start increasing profits at the focal point of control by standardizing on GF Aluminum Chairs. Write for descriptive booklet on GF Aluminum Chairs. The General Fireproofing Co., Youngstown, Ohio; and Toronto, Ontario.

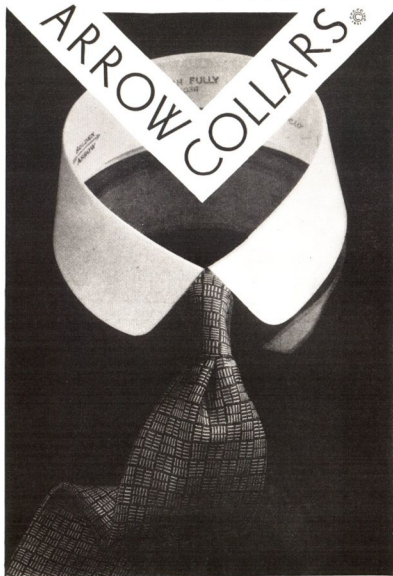


**GF** ALL-STEEL PRODUCTS  
*Desks, Shelving, Safes, Storage cabinets,  
Files, Store fixtures, Filing supplies*

**A L U M I N U M   C H A I R S**

**A**T a Wall Street lunch club recently, someone observed that more than three-quarters of the eating membership wore starched collars. The lunchers looked comfortable and correct, so probably most of the starched collars were Arrow starched collars. In any case, they looked very civilized and easy and businesslike and clean.

CLUETT, PEABODY & CO., INC., TROY, N. Y.



ship from which Varick Frissell\* with a troupe of 15 last year took the major part of a talkie, to be named *White Thunder*. For continuity, he this year wanted shots of seals pupping and the pups learning to swim. He also wanted scenes of sealers dynamiting icebergs out of their ship's path. The *Viking* was loaded with explosives. The crew of 139 would take care of the rough work. Henry Jackson Sargent, fellow explorer,† and A. G. Penrod, cameraman (*Down to the Sea in Ships*), would do the picture-taking.

The lone woman jerked from her late look at the ice-battered *Viking*. Flames flared from the ship. Things sprang into the air and, before they toppled to the blocks of dancing ice, a boom rolled to the woman's ears. The *Viking* had exploded, was blazing. By the ship's dancing glare the woman saw those things coming toward her. Some skipped from block to block. Some crawled. Some rolled into the water. Two days later some 60 seamen succeeded in crossing the broken ice, in reaching the radio station's shelter.

### Publicity Man

"Cinema publicity" suggests live elephants in theatre lobbies when African hunting pictures are being shown, or stunting air-men cavorting over housepets to herald films with flying heroes. It does not suggest a knowledge of stocks, bonds and corporate finance. Yet last week Glenn Griswold became vice president in charge of publicity for Fox Film Corp., and for 20 years the Griswold career has been exclusively in financial journalism. Financial editor of the *Chicago Examiner* and, later, of the *Chicago Tribune*, Chicago manager for Dow Jones & Co., the man who helped organize the *Chicago Journal of Commerce* in six weeks and edited it for eight years, Mr. Griswold is much more familiar with sinking funds and gold notes than with theme songs and synchronization.

Yet observers familiar with Fox Film Corp. and its current financial situation were not surprised at the appearance of a financial man in Fox publicity. Fox Film must soon raise between \$55,000,000 and \$75,000,000 to repay loans resulting from the frenzied finance of William Fox and the emergency financing of the reorganization in which William Fox ceased to direct Fox destinies and Harley Clarke succeeded him. Able is Mr. Clarke and varied are his interests (which include ownership of the second largest brickyard in the world), but depressed is the cinema industry and few are the cinema companies which can expect an eager rush of investors to purchase their securities. Keen, swart, mustachioed Mr. Griswold has influential connections and a thorough understanding of how securities are issued, how the press receives them. He, better than Winfield Sheehan, Fox vice president and general manager, and better than any Fox man accustomed to the usual cinema publicity, should be able to launch the forthcoming Fox bonds into a quiet and receptive financial sea.

\*Frissell, Yale '26, nephew of Governor Gifford Pinchot of Pennsylvania, discovered the Grenfell River and Yale Falls in Labrador. Sargent was Harvard '12.

†Producer of *The Savilian Racket*, *The Silent Enemy* and *The Vikings of the North*, all cinemas of seal taking.



FROM THE CITY OF CENTRAL UNITED NATIONAL BANK

*Cleveland*• • A CAPITAL  
OF CONTENTMENT.

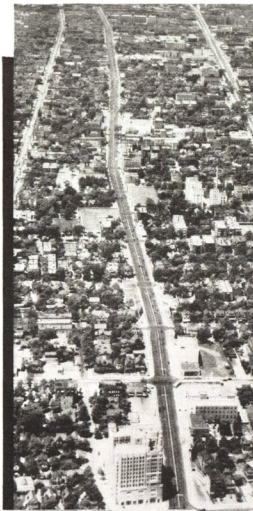
Along streets of pleasant homes where Ohio's largest national bank aids financial security one hears again and again:

"Cleveland's a great place to live!"

Tributes, each, to Cleveland's success in transforming fruits of industry into civic satisfactions.

From diverse fields comes evidence that Cleveland serves its citizens with distinction. It is found in Cleveland's park system, one of the world's finest . . . high cultural standards in museums, schools, libraries . . . distinctive grouping of public buildings on a central Mall . . . the Cleveland Foundation, first community trust fund in the United States, harnessing resources of wealth for social service.

In administering funds for civic upbuilding or aiding industry to strengthen the foundations of Cleveland's prosperity, Central United National Bank is an integral part of Cleveland's national prestige.



*Photos by Aerial  
Survey, Inc.*



**CENTRAL UNITED  
NATIONAL BANK** *of Cleveland*

**The Largest National Bank in Ohio**

# \* C U S T O M E R S \*

A MAN STANDS on the street corner offering a dancing toy to the passing crowd. If you want it, pay the price asked and the deal is closed—no guarantees, no returns, no repeat business for him. This corner today and another tomorrow. . . . He may make the sale, but he never makes a customer.

Most people, now, want better buying guides than snap judgment and face value. Give the product a name, offer it through recognized outlets, advertise it steadily and well—and you have made its purchase a confident one. You have made a business because you have made customers.

If what you sell performs as promised, the chances for success are multiplied over and over. Each sale is a seed from which many sales will grow.

*Customers* buy by name because they know that certain names mean uniform



goodness at fair prices. They buy all sorts of things the same way—soup and soap, pencils and motor cars, candy and plumbing fixtures. They know what they want and how to get it. Every year they do more of their buying by brand.

It is the work of advertising to make customers—

not just sales. And it must do its work efficiently, like any other production department, at a profit. Planned soundly, with a clear conception of product and market and program *and people*, advertising shortens the distance between the plant and the final user. It makes selling effort more productive. It hastens and safeguards success.

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# BUSINESS & FINANCE

## Small Loans

From those who lend money for commercial enterprises, the Industrial Revolution in the 18th Century erased the last stigma; banking became a noble, honored profession. But much longer did there remain feeling against the money-lender who finances wage-earners with little loans. In 1928, Wall Street was genuinely surprised to hear that the old, conservative house of Lee, Higginson & Co. was offering stock in Household Finance Corp., a company whose business consists of lending \$100 to \$300 at 2½% a month.

Last week for the second time a personal finance company went to Wall Street for funds. Dillon, Read & Co. headed a syndicate selling \$7,000,000 worth of debentures in Beneficial Industrial Loan Corp., whose tangible assets come to \$38,000,000, whose earnings for the first nine months last year were \$4,264,658.

Founder of Beneficial was the late Clarence Hodson who supported the Russell Sage Foundation in writing and getting 25 States to adopt the general form of the Uniform Small Loan Law to govern the operations of personal finance companies. Mr. Hodson opened a loan shop in Newark, N. J., just before that State passed the Small Loan Act in 1914. He immediately started expanding his operations. In 1929 the present Beneficial Industrial Loan Corp. was formed by a big merger. It now has 318 offices in 200 cities and communities. Last year it loaned \$66,000,000 to 413,345 families. Since the death of Mr. Hodson in 1928, Beneficial's president and chairman has been Charles Henry Watts, 50, who started business as a collector of delinquent loans in Grand Rapids. To Beneficial last year he brought much goodwill by the creation of a \$100,000 emergency fund to be loaned to destitute families without interest or security. Pious, he is president of the Christian Business Federation, journeys weekly from Manhattan to Philadelphia to attend meetings of the Unity Church. Contrary to general impression, the small loan business is dominated now by Christians.

The principle of personal finance companies is that they lend up to \$300 on the borrower's character, sometimes taking a chattel mortgage as additional collateral. Experience shows that only in rare cases have the mortgages been foreclosed, both because the companies do not wish to lose their goodwill and because the furniture of small borrowers has little resale value. The companies in this group lend about \$500,000,000 a year, but the total small loan business is estimated at \$2,592,000,000. Other agencies in the field are:

**Industrial Banks.** Most of these are patterned after the Morris Plan, started two decades ago by Arthur J. Morris of Richmond, Va., and now handling a good half of the \$360,000,000 a year business done by this division. Other big industrial banks are the National Winsett System with a \$50,000,000-per-year volume; the Citizens System, handling \$13,000,000 a year; the \$2,000,000-per-year Industrial Banking Corp. of America. A notable

director of the latter is Mrs. A. Barton Hepburn, widow of the late president of Chase National Bank.

Industrial banks require two co-makers of the borrower's note, who assume full liability for the principal. In 16 States\* these banks operate under special laws fixing the maximum rate at from 17½ to 34%. In six States† they operate with no interest regulations.

**Credit Unions.** Co-operative savings and loan societies run for the benefit of members who pool their savings by purchase of stock and by direct deposits are known as credit unions. About 1,020 of



Hill's Studio

CHARLES HENRY WATTS

*A Christian, he lends on character.*

them in the U. S. do a \$62,000,000-per-year business. Their great sponsors are Edward Albert Filene, Boston merchant, and his 20th Century Fund.

**Remedial Loan Societies.** Semi-eleemosynary, these societies sprang up in great numbers around 1915, backed by philanthropists who wished to combat usury. They have a \$60,000,000-per-year volume. Leader is Provident Loan Society of New York, doing 66% of the business. Last week Provident reported it had made 530,000 loans involving \$41,000,000 last year.

**Special Departments of Regular Banks.** This branch of the business does a volume of \$40,000,000 per year and is a very recent development. Hudson County National Bank of Jersey City claims to have opened the first small loan department in 1924. But far and away the leader is National City Bank which handles half the total volume.

**Axias.** Somewhat like credit unions are the axias, formed mostly among foreigners

language groups in big eastern cities. They differ in most cases from credit unions in that their managers take profits. They do a \$50,000,000-per-year business, most of it unregulated and at high rates.

**Company Loans.** Large and progressive companies have started to formulate definite policies regarding loans to employees at low rates of interest. The business is thought to run at over \$20,000,000-per-year and is an effective means to combat usurers and "salary-buys."

**Pawnbrokers, Usurers.** Although many pawnbrokers operate legally, in this division a tremendous under-cover business is done at shockingly high rates. The average borrower is a wage-earner, usually a railroad or factory man. From the time he leaves work he is beset by usurers in person and in advertisements. Salary-purchasers claim they do not lend money, but pay \$50 for a \$55 pay check soon due. Unscrupulous pawnbrokers lend at the highest legal rate and then sell the borrower \$1 worth of merchandise for \$10, thus augmenting their fees. On a \$50 loan usurers may extract interest payments of \$10 a month for years. If the borrower complains they threaten to tell his employer and family, to let all the neighbors know. Most distasteful angle to this business is that the same victims are trapped again and again. Bankruptcies among families of small means often show that they have been blood-sucked by usurers for many months, often years.

**The Interest Argument.** In most cases the borrower has no conception of what he is paying. The Morris Plan Banks, for example, charge 6½ plus a 2½ service charge. This is discounted in advance. If the loan were for one year it would amount to 8½, but payments are required from month to month and over the year the interest rate becomes 17.3½%.

At present, however, the centre of the interest argument concerns the 13½ monthly or 42% in a year which the Russell Sage Foundation says it is fair for personal finance companies to charge. In some States where the legislatures have passed the Small Loan Law, attempts are being made to cancel it. Investigation has shown that much of the propaganda against small loan companies is directed by unregulated usurers who know they will lose their business in competition with licensed personal finance companies. But in addition to these sources, many contentions are heard that 42% is usurious.

Usually over-looked in the great interest argument is the fact that a small loan cannot be compared to a big commercial loan. The clerical cost of making a \$100 loan is as great as for making a \$100,000 loan, and the risk is much greater. The Russell Sage Foundation estimated that 42% per annum was the minimum at which new capital could be brought into the small-loan field, and the results have indicated that this was the case, that profits have not been excessive. It is the Foundation's conviction that rates can and will come far down as the field is developed.

It is the cost of making the loan, plus the risk, that fixes the rate. Evidence of this is seen in a comparison of Beneficial Industrial Loan Corp. and Household Finance Corp. Beneficial handles mostly

\*California, Iowa, Kentucky, Maine, Maryland, Michigan, Mississippi, Missouri, New York, Ohio, Oregon, Rhode Island, Texas, Utah, Virginia, Washington.

†Arizona, Colorado, Connecticut, Georgia, Indiana, Minnesota.

small loans (down to \$10), charges  $3\frac{1}{2}\%$  a month. Household handles no loan smaller than \$100, charges  $2\frac{1}{2}\%$  a month. Household openly advertises: "... Any licensee who makes loans of less than \$100 and a certain class of loans in larger amounts is, in our opinion, entitled to and is justified in charging the maximum rate of  $3\frac{1}{2}\%$  a month. We could not afford to make loans of less than \$100 at less than  $3\frac{1}{2}\%$ ."

The personal finance companies argue that, while their rate is higher than that of the industrial (Morris Plan) banks, the fact that they do not require co-makers is of great convenience and value to borrowers.

**Summary.** Although conditions vary, the would-be small borrower faces this general situation:

Agency	Annual Rate	
	Under Low Cost	Under High Cost
Life Insurance Companies, policy loans.	6%	6%
Share Loans by Building & Loan Societies.	6	12
Chartered Credit Unions	6	18
Personal Loan Departments, Commercial Banks	9	22
Installment Finance Companies	16	25
Industrial Banks	17	34
Remedial Loan Societies	12	36
Personal Finance Companies	30	42
Pawn-brokers	12	120
Salary-buyers	120	480

## War in Container

A slim, blondish young man of 34 who is a Yale graduate and a member of the best Chicago clubs, and a heavy-set, powerful man of 49 who was born in Osage Mission, Kan., last week were pitted against each other in the bitterest cor-



WALTER PAUL PAEPCKE

*He fought from the 9th floor . . .*

porate war of the year. The young man was Walter Paul Paepcke, president of Container Corp. of America. The older

man was John Paul Brunt, a director of Container Corp. Mr. Brunt is also executive vice president, although Mr. Paepcke has requested that, until his contract expires five years hence, Mr. Brunt take an "enforced leave of absence."

From his new offices on the 16th floor



*Maffett Studios*

JOHN PAUL BRUNT

*. . . he, from the 16th.*

of the Conway Building, Mr. Brunt has deluged Container shareholders with literature containing charges that President Paepcke has mismanaged their company, should be ousted. It is no secret that Mr. Brunt will seek to become Container's president if he overthrows Mr. Paepcke at the annual meeting March 26.

From Container Corp.'s offices on the ninth floor of the Conway Building, President Paepcke has sent shareholders letters answering the charges against him. To the Brunt argument that bad managerial policies have caused a fall in Container Corp.'s shares, President Paepcke said: "It is apparent that the decline . . . was in accordance with powerful general business conditions and paperboard industry influences, rather than due to some particular policy within this corporation."

Loud have been Mr. Brunt's protests against the expansion policy of Container Corp. President Paepcke answered: "It is very easy to comment on the wisdom of our judgment in the light of after events, but it comes with ill grace from one who voted in favor of each acquisition before it was made."

Other of Mr. Brunt's charges are that Mr. Paepcke's interests as president of Chicago Mill & Lumber Corp. conflict with his interests in Container Corp.; that Container Corp.'s policy of big volume at low prices has been disastrous, hurt its product; that the management should be held liable for buying the company's own stock at prices higher than the present market.

To each of these contentions Mr. Paepcke has made an answer. Nor has he remained on the defensive. "You should know that Mr. Brunt is engaged under the name of Brunt & Co., of which he is president, in a brokerage business in paper products," said a recent Paepcke com-

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AN EXPERIENCED VIEWPOINT OF TIMELY SIGNIFICANCE

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This point of view reflects the long experience of the English in financial matters. It is an impressive recognition of the fundamental aim of investment. The true investor seeks well-secured income, rather than uncertain profits from questionable assets. He is reconciled to the fact that regular income, consistently added to his capital, is the most dependable road to financial security.

Such a program leads naturally to the choice of bonds as the favored medium of investment. It places emphasis where it belongs in investing—on INCOME, adequately safeguarded. It points clearly to the unusual opportunities available in the present bond market.

Ordinarily, bond income costs about the same one time as another. But at infrequent intervals, as at present, many sound bonds can be obtained at prices that give unusually high returns. By taking advantage of such opportunities, the far-sighted investor appreciably increases the income from his investments *for years to come*.

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7 P. M. MOUNTAIN TIME • 6 P. M. PACIFIC TIME

munication to stockholders. "That he has recently expanded the operations of this company and is now actively soliciting the customers of this company in competition against the Container Corp. of America."

In the midst of the fight, last week Container Corp. issued a statement showing earnings of \$105,000 last year against \$826,000 in 1929. "... Fairly satisfactory during the first ten months of the year," said Mr. Paepcke. "I am confident of victory."

But also said Mr. Brunt to friends: "I am confident of victory."

### Deals & Developments

**In India.** Poona, where St. Gandhi was incarcerated from May until February (TIME, May 12, Feb. 9), is a city of 200,000. In Summer it is filled with vacationing Bombayans.

There are only 40,000 people in Broach, 200 miles north of Bombay. But Broach, in the heart of the cotton district, hums with spinning and weaving mills, gins, oil presses.

Karachi is a seaport on the Arabian Sea. It is the terminus of the London-India air mail and many industries are sprouting there.

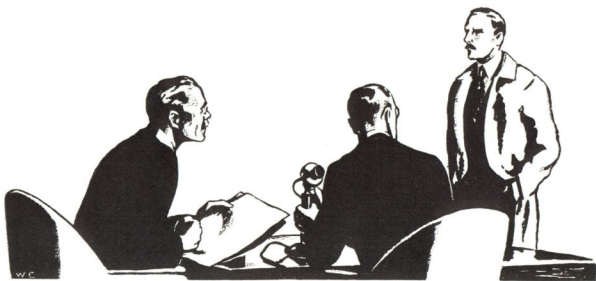
Recently United Eastern Agencies, Ltd. acquired the managing agency of the three companies supplying Poona, Broach and Karachi with power & light. Last week the majority of United Eastern Agencies' stock went to American & Foreign Power Co., Inc. The minority holders are largely the same prominent Indians who share with American & Foreign Power control of Tata Hydro-Electric Agencies, Ltd., managing agent for several big power companies in the Bombay district.

**Michigan Central.** In 1921 a shrewd investor could have bought Michigan Central Railroad for \$75 a share. By last week he would have received \$410 a share in dividends. But by last week only a few shareholders were interested in Michigan Central, for all but 1,283 shares have been bought by New York Central, and these remaining shares are now being bought for \$1,350 each.

Only a committee of arbitration was able to settle the value of Michigan Central. Last week, in announcing the price, they told how it was reached. Between 1925 and 1929 the stocks of high-grade controlled railroads sold at 15.07 times earnings. During this time earnings of Michigan Central averaged \$104; hence, said the arbitrators, \$1,550 represents a fair price.

**Mail Order Insurance.** Exciting to the insurance trade was news last week that 13 officials of Sears, Roebuck & Co. had acted as incorporators of a new insurance company. Called All-State Insurance Co., the firm will write accident, health, burglary and theft insurance as well as complete automobile coverage. Carl L. Odell, Chicago insurance broker, is reported to be the chief sponsor of the new company. He said last week that, first of all, automobile insurance will be solicited from Sears, Roebuck employees. But no imagination was required to see Sears, Roebuck adding insurance to its big mail-order trade.

**War in Warren.** Active in the organ-



**TIME** • *The present*    **PLACE** • *Office of the President, Manufacturing Corporation*

**SCENE** • *President and Sales Manager in serious conference—they send for the company's research chief*

## ... ENTER THE SCIENTIST

Upon the scene here, a bombshell has burst—a competitor's announcement of a startling new product. This company's own product is now out-of-date. The business which but yesterday seemed so secure has suddenly arrived at a crisis. Good will, wide distribution, efficient manufacturing methods—all lose their significance in competition with the new commodity.

Unless the new product can be matched with another as good—or better—or salable at a lower price—the course of the business will be definitely altered.

In this crisis management turns to the scientist. Upon the Research Staff depends the whole future of the business. In the play, of course, the scientist meets the challenge—and the company moves forward. Stories have a way of ending like that. But not always so in business.

Whole industries may dry up if they fail to keep abreast of these rapidly changing times. As never before, this is a period to test the alertness and intelligence of management.

Everyone who buys stocks and bonds is concerned in this problem...for only to the extent that management meets it successfully, is the value of securities dependent on that management maintained.

But management is hard to appraise. It is intangible. Wide experience over a long period of years is a valuable aid in any appraisal of it. This experience lies back of the investment service which A. G. Becker & Co. offers—an experience of 33 years of intimate contact with the management of widely different industries. In the early nineties, before the detailed financial statements of today were available, this company was already buying and selling millions of corporate obligations every month—basing its purchases necessarily, to a considerable extent, upon its estimate of management.

A free booklet indicating the manner in which you can use this investment service will be gladly sent to any investor upon request.

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57TH STREET AND FIFTH AVENUE

ization of Calumet & Arizona Mining Co. (1901) was Gordon R. Campbell who became secretary of the company, was made president in 1921. Under his management the company has gone its way quietly. Yet last week war clouds hung over Calumet. When shareholders gather by proxy in Warren, Ariz. on April 20, they will cast ballots on what amounts to a vote of confidence in the management. Should his proxies be outnumbered, President Campbell has made it clear that he will resign.

The issue on which the war will be fought is a proposal to move the company's offices from Calumet, Mich., to Manhattan. Loudly does President Campbell oppose this. He warns shareholders that the move would hasten the long-rumored Calumet-Phelps-Dodge merger, which he strenuously decried last week.

**Mr. Hill's Bonus.** When stockholders of American Tobacco Co. meet April 1 they will be glad to hear President George Washington Hill report that last year their company's profits jumped from \$30,000,000 to \$43,000,000. They will also hear a speech from Richard Reid Rogers, one-time chief counsel of Interborough Rapid Transit Co. Stockholder Rogers has bitterly opposed American Tobacco's bonus-for-the-management plan. Last week he wrote to other stockholders calling attention to the fact that President Hill's 1930 compensation included \$1,008,000 in salary and cash bonuses, \$1,275,000 in stock.

**C. P. R. in B. C.?** In Northern Alberta much fine grain is grown, especially in the Peace River district. This is shipped to Edmonton by Northern Alberta Railways, jointly controlled by Canadian Pacific and Canadian National. About half the grain is shipped from Edmonton to the Pacific Coast over the C. N. R. to Prince Rupert, the rest via the C. P. R. south to Calgary, thence to Vancouver. But last week it was rumored that C. P. R. will buy Pacific Great Eastern Railway, now owned by British Columbia. P. G. E. runs from Squamish, 40 miles north of Vancouver, to Quesnel, on the Fraser River. If C. P. R. buys it, the road will probably be extended 60 miles north to Prince George on the C. N. R. Hence grain from Edmonton could be shipped by C. N. R. to Prince George, then down to Vancouver over P. G. E. Best reasons for thinking the deal is not far off: C. P. R. last month voted \$50,000,000 increase in capital stock; C. P. R. directors will soon receive a \$250,000 survey of P. G. E.

## Personnel

The following were news last week: *Albert W. Peet* succeeded the late *Sidney Morse Colgate* as chairman of **Colgate-Palmolive-Peet Co.** *S. Bayard Colgate*, recently made a partner in **Spencer, Trask & Co.**, resigned as a C-P-P vice president, remains a director.

*Glenn Griswold*, longtime editor of **Chicago Journal of Commerce**, became a vice president of **Fox Film Corp.** (see page 48).

*John C. Traphagen*, senior vice president of **Chase National Bank**, was made a trustee of **Bank of New York & Trust Co.** Under the Bank of New York & Trust Co.'s 147-year-old charter, Mr. Traphagen remains a trustee "for life or good behaviour."



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*At current prices of the underlying stocks, these shares sell at about \$8*



**YESTERDAY...** The old telegraph key tediously clicked out its metallic monotone of dots and dashes. Methods in general use today are much faster, and are largely automatic.



**TODAY...** Eight distinct messages flash through a single circuit at the same time—four in each direction. Machines dispatch messages as fast as they are written; others automatically reproduce them at the destination. Last year, in this country, more than two hundred million telegraph messages were dispatched over a network of wires extending two million miles.

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ASSOCIATION**

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## Aéropostale's Plight

Since 1928 the aeronautical map of South America has shifted repeatedly under the struggle of U. S., French and German companies for route-dominance. Last week the speculative eyes of air transport men turned again to South America. France's great *Compagnie Générale Aéropostale* was in difficulty. It was virtually bankrupt. Its pilots were flying without pay. It might have to withdraw.

Because of its elaborate developments in Northwestern Africa and South America, *Aéropostale's* troubles have long been pyramiding. A deficit estimated at \$2,000,000 is now carried in its books. Everything depended upon renewal of the government subsidy which, for 1931, was to be about \$3,000,000. Fortnight ago the debate occurred: the Chamber of Deputies rejected the subsidy. That was the signal for runs upon the three Paris banks which had well over \$7,000,000 invested in *Aéropostale*. They had recently advanced great sums in the expectation of the new subsidy.

While *Aéropostale's* troubles were basically commercial, there were political embarrassments to aggravate them. In the Chamber's subsidy debates much was made of the revelation that Pierre Etienne Flandin, Minister of Finance, had been and was believed still to be counsel for *Aéropostale*. No one questioned M. Flandin's honor; but with the Chamber already embattled, the fact of his association made *Aéropostale* an admirable target for the opponents of Premier Laval. One of the accusations was that Flandin was "trying to maneuver" the Government into taking financial responsibility for *Aéropostale*. Finally the Government voted to participate as a shareholder (probably between 25% and 33%) of the Company.

To Pan American Airways and to Condor Lines (subsidiary of Germany's Luftansa; headed by able Fritz Hammer) the possible failure of *Aéropostale* meant more than just the removal of their most powerful competitor. It also raised the question: Who would acquire *Aéropostale's* highly developed airways in South America? *Aéropostale* had spent most of its subsidy on airports (34) and airways (5,800 mi.) from Natal (Brazil) south to Gallegos, and across the Andes from Buenos Aires to Santiago, and from Buenos Aires to Asuncion. Also it operates an interior service in Venezuela. Unlike its competitors, *Aéropostale* flew by night. It lighted its routes, built magnificent airports which, in the event of bankruptcy, might prove a pretty bargain to Pan American or Condor who land their planes in the water at most stations.

Even to Frenchmen who knew that commercial aviation means a long, long pull, *Aéropostale's* showing was disappointing. Its planes carried last year only 224,000 miles of freight, one-fifth of capacity. In 1929 its total receipts were but \$776,000. Undoubtedly the Government had hoped for better things.

Observers offered two reasons for the slight patronage: 1) South America's trade suffered heavily in the Depression; 2) the eagerness of the South American

merchant for speed in business had been vastly over-estimated.

Aviation Corp. of the Americas, holding company for Pan American Airways, last week announced a net loss of \$305,271 for 1930, against \$317,412 in 1929. Gross 1930 earnings were \$5,609,938; operating expenses, \$5,915,210.

## Unlicensed

In the New York Times last week appeared a story and headline which, while they aroused pity for the subject, gratified airmen:

### THREE KILLED IN CRASH

#### OF UNLICENSED PLANE

"MOONDS, Okla. . . (AP)—Three persons were killed and two others were injured, perhaps fatally, today when an old-model unlicensed airplane. . ."

That, to the industry, was careful reporting and fair writing of an airplane accident. By giving proper emphasis to the fact that the plane was unlicensed and impliedly unworthy,\* the story was a warning to the reader against flying in unlicensed craft, at the same time created in him a sense of discrimination in favor of well-ordered air travel.

## End of an Invention

In a hangar thrown open for the first time in two years to the gaze of the curious, workmen plied torch and hacksaw upon the metal framework of a great, grotesque airplane last week at Roosevelt Field, N. Y. It was the 20-passenger tandem-wing machine built, at an expense of about \$500,000, by Emory Davis, 74, retired manufacturer of inks & ink-wells. Eccentric Inventor Davis was killed last month when he tried to test a glider of the same design (TIME, March 2).

Gloomy witness to last week's proceedings was the inventor's son, Albert Davis, who had ordered the machine destroyed. It would take at least a year, he said, for engineers to find whether a workable idea existed in his father's designs, which he had preserved.

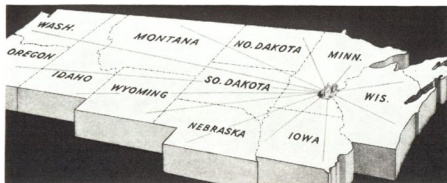
## Flights & Flyers

**33,000-ft. Woman.** Down out of the sky into Akron one day last week came a young woman with two frozen toes, crackling ears and blood in her mouth. She was Miss Frankie Renner, 30, secretary-treasurer of Robbins Flying Service and of Aviation College Inc. Her physical condition did not make her unhappy for it was merely the result of climbing in a Waco biplane to an apparent altitude of 33,000 ft.—perhaps 3,000 ft. higher than Ruth Nichols' climb last fortnight, and a new women's record.

**Die-Hards.** To encourage popular flying, the Aero Club of France canvassed its first 100 pilots, found 75 of them living. Many engaged in active flying. Among them: Santos Dumont, the Farman brothers, Breguet, Bellenger, Dubonnet, Louis Bleriot, holder of pilots license No. 1.

\*Planes commercially produced now are licensed before sale.





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for the management of this bank know intimately the requirements of their community—they are rendering efficient banking service, consistent with sound fundamentals, to continue the growth and development of this great state and the prosperity of its people.

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## M U S I C

### Black for Bach

Somewhat in the manner of Leopold Stokowski, who is constantly telling his audiences how to deport themselves, Conductor Ossip Gabrilowitsch last week suggested that people wear dark clothing for the performance of Bach's *Passion of Our Lord According to St. Matthew* given in Philadelphia with stage and chorists draped in black. Philadelphians take conductors' orders with remarkable grace. Most of them did as little Mr. Gabrilowitsch asked. But one Ellen Winsor of Haverford objected, said that Gabrilowitsch was out-churching the churches, that rather than waste time considering their raiment people would do better to make a study of the score.

### College Glee

At last year's Intercollegiate Glee Club finals, even doting parents found tiresome the repetition of one prize song by eleven competing clubs. This year in Manhattan each club sang Elgar's "Feasting, I Watch" at a preliminary afternoon hearing. The best ones repeated it in the evening for guests, besides singing their college song and one other. Results: New York University first, Yale second, George Washington third.

### Flesh & Blood Chevalier

Usually only the earnest venture to perform in Manhattan's Carnegie Hall but last week it became known that on April 11 Comedian Maurice Chevalier will sing French songs there; then after a trip abroad he will return to the U. S. for a concert tour.

According to many a radio listener, Comedian Chevalier will do well to go back to flesh & blood performances, at least to the talkies, where his winks and grins can serve him. But wisecracks who call his Chase & Sanborn (tea & coffee) broadcast a "dlop" forget that in radio no one flops who pleases his client. Chase & Sanborn recently doubled Chevalier's time to an hour (8 to 9 p. m. Sundays). He has a 26-week contract for which he will receive well over \$100,000, probably the most ever paid for an extended series.

### Dancing Schools

A rumor ran through Manhattan last week to the effect that Dancers Ruth St. Denis and Ted Shawn were to be divorced and that Dancer Shawn would desert the Denishawn School for a teaching partnership with Bill Robinson, Negro tap-dancer. To many it seemed an odd arrangement: Dancer Shawn does his leaps and bounds, usually half clad, in an earnest attempt to interpret fundamental moods. Natty little Dancer Robinson keeps his clothes on, is famed for his wide grin, his slick, metronomic way of hoofing up & down a flight of steps, and for being able to run backwards at a speed which completely belies his 52 years (75 yd. in 8 sec.). Prime product of his teaching was the late famed Florence Mills.

Investigation disclosed that the Denishawns are not planning to split. What the

talk simmered down to was this: Dancers Shawn and Robinson will both teach at a new Three Star Summer School for dancing teachers, which begins June 15 and lasts four weeks. The third star will be Florence Rogge, ballet mistress at Roxy's cinema-musical. Leon Leonidov, production director at Roxy's, will give a course in rapid preparation of elaborate stage spectacles, admit his teacher-pupils to Roxy's dress rehearsals.

❖ Dancer Mary Wigman sailed home to Germany last week with the announcement that she would return next autumn.



Townsend

DANCERS SHAWN, ROBINSON & ROGGE

... but Denishawn has not dissolved.

open a Manhattan school for prospective professionals and for lay folk who want "emotional exercise, combined with physical exercise."

### At the Met

Manhattan's music-news gatherers make an annual pastime of prophesying what new productions the Metropolitan Opera Company will put on the following season. Last week the most complete likely list for next year appeared in the *New York Times*. It included the world premiere of *Merry Mount* by U. S. Composer Harold Hanson and Librettist Richard Leroy Stokes (already announced—*TIME*, Feb. 23); the U. S. premières of *Schwanda, der Dudelsackpfeifer* (Schwanda, the Bagpipe Player) by Czech Jaromir Weinberger and of *La Notta di Zoraima* by Italian Italo Montemezzi (*Love of the Three Kings*), recently given with great success in Milan. Most probable revivals: Mussorgsky's *Boris Godunov*, in the original version,\* with Basso Ezio Pinza singing Feodor Chaliapin's famed rôle; Delibes' *Lakmé* with Soprano Lily Pons; Offenbach's *La Belle Hélène* with Maria Jeritz; Franz von Suppe's *Donna Juanita* with Lucrezia Bori; Verdi's *Simone Boccanegra*.

\* *Boris Godunov* is usually heard in the version edited by Rimsky-Korsakov after Mussorgsky's death.



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A F I L E F O R E V E R Y P U R P O S E

## MILESTONES

**Born.** To Sir Hari Singh ("Mr. A"), Maharaja of Kashmir, opulent millionaire; and his third wife, whom he married four years ago; a son; in Cannes, France. Some months ago Sir Hari made "a large bet" that his expected offspring would be a male. Terms of the bet did not forbid Sir Hari & Wife to employ the *yoga* method (mental concentration) for producing offspring of the sex desired.

**Engaged.** Count Henri de Castellane, Harvard student with the class of 1925, son of Vice President Count Stanislas de Castellane of the French Chamber of Deputies, nephew of the Marquis Marie Paul Ernest Boniface de Castellane who was once husband of Anna Gould (she is now Duchesse de Talleyrand); and Sylvia de Castilleja de Guzman, daughter of the Conde de Castilleja de Guzman of Spain.

**Married.** Clarence Douglas Dillon, Harvard senior, son of Banker Clarence Dillon of Manhattan (Dillon, Read & Co.); and Phyllis Ellsworth, Boston Junior Leaguer; in Boston.

**Married.** Cyrus McCormick III, vice president of International Harvester Co. of Chicago, divorced last month by Mrs. Dorothy Linn McCormick (*TIME*, Feb. 16); and Mrs. Florence Sittenham Davey, 38, Manhattan sculptress, pupil of Sculptor Alexander Archipenko, onetime wife of former Instructor Randall Davey of the Chicago Art Institute (Mr. McCormick is its vice president), sister-in-law of U. S. Ambassador to Peru Fred Morris Dearing; in Havana.

**Died.** Mme Jean Léon Jaurès, relict of Jean Jaurès, French Socialist Deputy who was assassinated in Paris in 1914; in Paris.

**Died.** William Gustafson, 43, U. S.-born basso of the Metropolitan Opera Company (*Sadko*, *Die Walküre*, *Lohengrin*, *Tristan und Isolde*); by his own hand (revolver) after a quarrel with his wife over a milliner's bill; in Manhattan.

**Died.** Nathan Bedford Forrest, 58, retired Imperial Kligrath (national secretary) of the Ku Klux Klan, onetime Grand Dragon of the Georgia Klan, grandson of Confederate General Nathan Bedford Forrest who was the first Grand Wizard of the original Klan when it was founded in 1867; of paralysis; in White Springs, Fla.

**Died.** Rt. Hon. Vernon Hartshorn, 58, Lord Privy Seal in the British Cabinet; of heart disease; in Maesteg, Wales. Once a coal miner, he had served in the House of Commons since 1918. In 1924 he became Postmaster General, last year succeeded Rt. Hon. James Henry Thomas as Lord Privy Seal (see p. 18).

**Died.** Rev. Dr. Ozora S. Davis, 64, president emeritus of Chicago Theological Seminary, from 1908 to 1928 its president; of diabetes; on a train near Topeka, Kan., while en route from Los Angeles to Chicago.

**Died.** Pietro Cardinal Maffi, 73, cosmographer, critic of Fascism, friend to the Royal House of Italy; at Pisa. Given his red hat along with the late great Cardinal Mercier, twice a candidate for the Papacy, he performed the marriage ceremony between Crown Prince Umberto of Italy and Princess Marie José of Belgium last January.

**Died.** Alexander Hamilton Revell, 73, retired board chairman of Alexander H. Revell & Co., Chicago furniture dealers; in a fall from the ninth floor of Chicago's Drake Hotel (he had been in ill health, was losing his sight); in Chicago.

**Died.** Irving Putnam, 79, president of G. P. Putnam's Sons (Manhattan publishers) since the death of his brother, Major George Haven Putnam last year (TIME, March 10, 1930), member of the firm since 1871; after an operation; in Manhattan. Remaining of G. P. Putnam's Sons now are Herbert, Librarian of Congress; Kingman, retired Manhattan insurance broker. The sisters—Edith Grace, Ruth, and Mrs. Amy Victorine Putnam Pinney—all died in Geneva during the last year.

**Died.** Ella Virginia von Ehtzel Wendel, 80, last and youngest of Manhattan's rich, eccentric, land-owning Wendels; of apoplexy in the night; in the famed old Wendel house at 39th Street and Fifth Avenue. Ever since the first John Gottlieb Wendel, contemporary of John Jacob Astor, made a fortune in furs, the family had followed his precept: *Buy, but never sell, property.* Heiress of at least \$100,000,000 in real estate, Ella Wendel lived all her life a recluse in the ugly old red-brick house (last appraised at \$6,000) on the corner (last appraised at \$3,684,000). Friends said her seclusion was voluntary, her life happy. She and her sisters Augusta, Josephine, Mary, Georgiana were dominated, kept from marrying by Brother John Gottlieb Wendel III. Rebecca, a sixth sister, eluded his tyranny, married Professor Luther A. Swope. But when Professor Swope died she returned to hermitage with her sisters. Last year she died (TIME, Aug. 4) and her will left most of the fortune, after Sister Ella's death, to charities and religious bodies.

Ella Wendel kept a succession of French poodles, each named Tobey, her companions in the old house that had (until lately) no telephone, no electricity. Twenty-five years ago John Gottlieb Wendel III, in refusing as always to sell the Wendel corner, explained it was because the contemporary Tobey had to have a place to run in. The present Tobey has his own brass bed, his own specially constructed table alongside Miss Wendel's. When this Tobey dies he will be buried with his predecessors in the Wendel dog-graveyard at Irvington-on-the-Hudson, N. Y. (the Wendel summer-home).



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The Weekly Newsmagazine

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## A R T

### A Clan Hangs

A large number of dowagers crowded into the ancient elevator of New York's Wildenstein Galleries last week to ride up to a most extraordinary family exhibition—the work of the talented La Farges, children and grandchildren of the late great John La Farge, mural painter, designer of stained glass windows. Many a U. S. family boasts greater painters, few can claim such a diffusion of talent as the clan La Farge.

Lank, myopic John La Farge was born in New York in 1835, son of a French émigré from Santo Domingo who had made a fortune in real estate in Louisiana and New York. He died in Providence, R. I. 75 years later. A confirmed aristocrat and cosmopolite, he traveled extensively, read voraciously, married Margaret Mason Perry, a granddaughter of Oliver Hazard ("We-have-met-the-enemy-and-they-arc-ours") Perry. He rather disliked and distrusted the U. S. scene, the U. S. citizenry. In his later years it gave him an actual physical revulsion to shake hands with or touch strangers. As an artist he had a magnificent sense of composition, easily held his own in a generation of great draughtsmen: Sargent, Homer, Pennell, Abbey. Critics rate him among his contemporaries somewhere between Edwin Blashfield and John Singer Sargent. Like theirs, his mural paintings were always in the Grand Manner, highly symbolical.

John La Farge had a penchant for figures heavily swathed in classical draperies, which made his murals slightly reminiscent of tableaux in a Turkish bath. Extreme modernists, forgetting his very great gifts, damn him most heartily for the innumerable stained glass windows which he designed. They were confected from a La Farge invention, opalescent glass (for which he was made an officer of the French Legion of Honor), a substance that gave the effect of light through the bottom of a soap dish. His best friend was Henry ("The Education of") Adams. With him he made a voyage to Tahiti, lived on the island at the same time as that morose genius Paul Gauguin, whom the two U. S. elegants successfully avoided.

Several of John La Farge's South Sea sketches were on view last week. But Manhattan socialites were more interested in the opera of his sons and grandchildren. There were eleven of them in the show, ranging from 69-year-old Christopher Grant to 16-year-old John II. Watercolors by the three sons, Artist Bancel, Architect Christopher Grant, Retired Banker Oliver Hazard Perry, showed that they had drunk deep of Father John's medicine. Largest exhibits were the enormous cartoons for the mosaic tympanum of Washington's Trinity College Chapel by Son Bancel and Grandson Thomas Sergeant.

Dilettante painting is far from the La Farges' only accomplishment. Son Christopher Grant La Farge was first architect for the Cathedral of St. John the Divine, succeeded in erecting the gigantic columns and romanesque choir, which his successor the mystically Gothic Ralph Adams

busily altering. Manhattanites remember Christopher Grant La Farge as designer of most of the buildings in the Bronx Zoo and of New York's subway kiosks. His two lank sons, both contributors to the family exhibition, are Christopher, known



THE LATE JOHN LA FARGE  
His descendants live in cages,  
cathedrals, kiosks.

as "Kipper," and Oliver, known as "Ink." Kipper is an architect, likewise an able amateur actor. Ink is an ethnologist, knows a vast deal about the Amerindians, was author of last year's Pulitzer Prize novel, *Laughing Boy*.

### Academy

Like New York's lamented Bank of United States, the National Academy of Design impresses men of simple faith by the grandiose sound of its name. Again like the Bank of U. S. it has long been heartily damned by the cognoscenti, though unlike the crashed bank, nothing could possibly be more respectable than the academy. Last week the National Academy of Design flung wide its doors for a 166th annual exhibition. A great many people crowded in. Last November, stung by the scorn of younger critics, the Academicians and their Associates limited the show to their own works. This display of energy was not maintained last week. Beside the exhibits of 75 N. A.'s and 79 Associates, works were accepted from 199 proletarians.

Praise-worthy were Gifford Beal's *Men with Lobster Pots*; Leon Kroll's portrait of a baby; Elizabeth Paxton's *Deshabille*; Ernest Lawson's *Colorado Ranch*. Of the show as a whole, New York Times Critic Edward Alden Jewell commented: "It often seems as if these artists had been snowed under in the blizzard of 1888—whose 43rd anniversary has just been marked—and emerging at last from the drifts were to be seen taking up life again just where they left it. Most of the sculpture is too discouraging for words."

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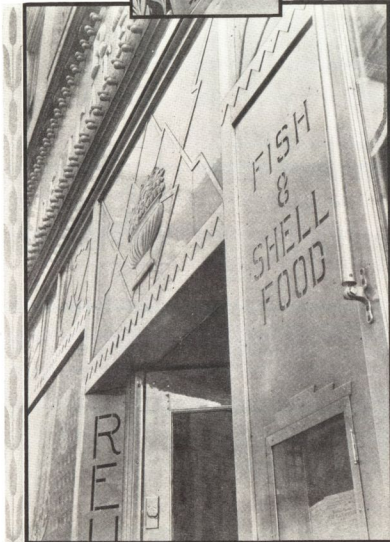
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*Reuben's Restaurant in Philadelphia—as photographed by Margaret Bourke-White. A striking example of what can be done with Enduro in the building field. Fabricator—Loeb Ornamental Iron Works, Philadelphia.*

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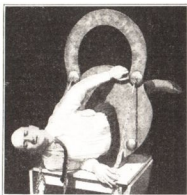
TS-38

# MISCELLANY

"Time brings all things."

## Keyholder

In Manhattan, Sam Brawermann, 32, retired buttonhole maker, advertised *Science & Invention*, amused Union Square crowds by squeezing through the model of a keyhole, 6½ in. wide, 12½ in. long. Nimble Mr. Brawermann then tore the strings out of a tennis racquet, climbed through the frame. Next he took off his shirt, lay on a bed of 1,200 spikes, permitted people to walk over him. When



Wide World

SAM BRAWERMANN

"It gives me a good appetite."

he got up his skin was unbroken. Five feet five inches tall, weighing 150 lb., Mr. Brawermann said that he had never been on the stage, had just picked up his tricks by practicing 15 min. a day. Explained he: "It gives me a good appetite."

## Scream

In Lynn, Mass., Mrs. Cecile H. Dane listened to a broadcast mystery play. When one of the characters screamed shrilly, Mrs. Dane suffered paralytic shock, died.

## Welch

In Kansas City, Mo., William Welch went home, found his wife listening to Rudy Vallée singing over the radio. Said William Welch: "Why don't you get something worth listening to?" Sullenly Mrs. William Welch went out, borrowed a pistol, returned and shot her husband, wounding him critically.

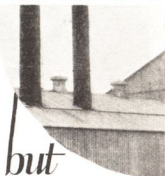
## Blood

In London, England, a soldier descended from a railway train carrying a suitcase from which dribbled gouts of blood. A railway detective pursued, apprehended the soldier. Court-martialed, he was convicted of stealing 6 lb. of fresh meat.

## Hitch

In Wichita, Kan., Don Preston appeared in court, arraigned for the second time on a liquor charge. Penniless, he had hitchhiked over 1,100 miles from San Diego, Calif.

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## TIME TABLE

### COMING

#### National Affairs

March 23—Radio address by Mrs. Herbert Hoover, auspices of women's division of the President's Emergency Committee for Employment; over National Broadcasting network.

March 25—Dinner of the Academy of Political Science; at Hotel Astor, Manhattan. Guest of honor: Walter Lippmann of the late great *New York World*; in appreciation of his contributions (political-educational) to U.S. life.

April 7—Chicago's mayoral election. Chief candidates: William Hale ("Big Bill") Thompson, Republican; Anton Joseph Cermak, Democrat.

#### Foreign News

March 24—International agricultural parley; at Paris. Purpose: to establish first international bank (capital, \$9,650,000) for agricultural credit clearing.

March 25—Convention of the restored Spanish parliament; at Madrid. Last previous parliamentary sitting: September 1923 (soon suspended by Primo de Rivera's coup d'état of Sept. 15).

March 26—World Grain Congress; at Rome. Purpose: to regulate grain selling on world markets.

March 26—Session of Mahatma Gandhi's Indian Congress party; at Karachi, India.

March 31—International coffee growers' conference; at Sao Paulo, Brazil. Purpose: to restrict Output to Demand. Last such conference: 1902, at New York.

April 5—Dedication of monument to the late Poet Rupert Brooke; at his grave on Skryros Island, Greece. Inscription: "To Rupert Brooke and to immortal poets," by fellow British and European poets.

April 13-May 16—Shakespearean festival; at Stratford-on-Avon.

#### Aeronautics

March 25-27—Third national airport conference, under auspices of the Aeronautical Chamber of Commerce; at Tulsa, Okla.

April 11-19—National aircraft show; at Detroit.

#### Science

March 30-April 3—Eighty-first session of the American Chemical Society; at Indianapolis. Symposium subject: combustion.

#### Religion

April 3, 5—Good Friday, Easter Sunday.

#### Music

March 24-29—Bach festival in conjunction with Boston Symphony Orchestra's 50th anniversary celebration; at Symphony Hall, Boston.

April 5—Radio debut of Metropolitan Opera's Lily Pons; over National Broadcasting network.

April 5—Last of a series of radio concerts by Stokowski's Philadelphia Orchestra; over National Broadcasting network.



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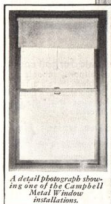
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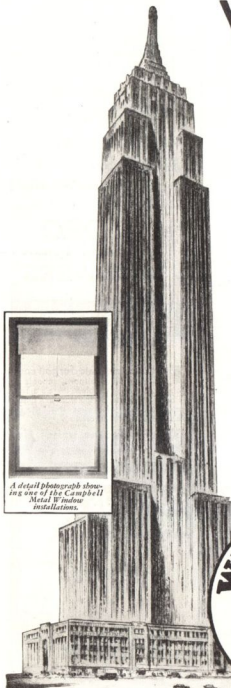
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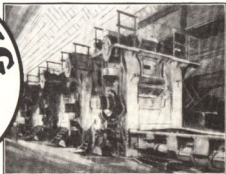
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## Sport

### GOLF

March 26-27—North & South open championship; at Pinehurst, N. C.

April 6-11—North & South amateur championship; at Pinehurst, N. C.

April 10—Bobby Jones Trophy amateur golf tournament; at Catalina Country Club, Los Angeles, Calif. Trophy: silver statue of Bobby Jones. Sponsor: William Wrigley Jr.

### HORSE RACING

March 27—Ninety-second Grand National steeplechase; at Aintree, England. Important departures: limiting entry to horses which placed in previous races, raising of minimum age & weight.

### MOTOR BOATING

March 28—End of Pacific Coast Boat Show; at San Francisco.

### POLO

March 28-April 18—National indoor championship tournament; in two rings, at Squadron A Armory, Manhattan and Squadron C Armory, Brooklyn.

### TENNIS

March 24-29—U.S. amateur singles championship; at Boston.

### YACHTING

March 24-April 1—International yacht races, at Bermuda.

## Animals

April 6-23—Circus; at Madison Square Garden, Manhattan.

## GOING

### Best Pictures

CITY LIGHTS—Chaplin still as good as ever in a hilarious silent picture.

TRADER HORN—The old tribal dance and other African features excitingly presented.

RANGO—Men & monkeys fighting as allies in the Sumatran jungles.

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### Best Plays in Manhattan

AS HUSBANDS GO—The tale of a young matron of Dubuque who almost went wrong.

FIVE STAR FINAL—Tribulations of a tabloid.

GIVE ME YESTERDAY—A Whimsy-the-Pooh by A. A. Milne.

GRAND HOTEL—Large scale handling of the slice-of-life technique.

GREEN GROW THE LILACS—The Theater Guild goes way out West.

ONCE IN A LIFETIME—Hollywood taking it on the chin.

PRIVATE LIVES—Surpassingly good comedy with Noel Coward and Gertrude Lawrence.

THE BARRETTS OF WIMPOLE STREET—Katharine Cornell.

THE GREEN PASTURES—The year-old Pulitzer Prizewinner.

TOMORROW AND TOMORROW—A sensitive play by Philip Barry about a small-town lady and a visiting psychiatrist.

MUSICAL—AMERICA'S SWEETHEART, FINE & DANDY, GIRL CRAZY, THE NEW YORKERS, THREE'S A CROWD, YOU SAID IT.

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## B O O K S

## Career Mother\*

MY STORY—Mary Roberts Rinehart—Farrar & Rinehart (\$2.50).

Few writers have written their reminiscences; they have other fish to fry. But it is more as a successful money-making woman than as a writer that Mary Roberts Rinehart has told, in *My Story*, more than even an insatiably curious public either desires or deserves. As a series of magazine articles (*My Story* ran serially in *Good Housekeeping*) it has its points; as a 432-page book it makes scrappy and sometimes downright dull reading.

Mrs. Rinehart has had unusual experiences, has made a fortune, has been hailed as foremost U. S. woman writer, but what she seems to feel is her chief claim to fame is her dual rôle as career-woman and wife-&-mother—"that odd combination of private anxiety and public career which has been my life." She was born in Pittsburgh in 1876, into a family in moderate circumstances. When she was 17 she decided to be a nurse, and entered a Pittsburgh hospital through the good graces of one of its internes, Dr. Stanley Marshall Rinehart. Before she finished her two-year term she and Dr. Rinehart were engaged. As a young girl she had begun to write verse, which occasionally sold. After her marriage, to earn more money, she tried her hand at writing stories, sold her first one to *Munsey's Magazine*. Editor Bob Davis took an interest in her, encouraged her to keep on. *The Circular*



MARY ROBERTS RINEHART

... has lived in haunted houses.

*Staircase*, intended as a satire on crime stories, made a big hit as a bona fide thriller, and from then on Mary Roberts

\*Notable exceptions: Mark Twain, Henry Adams, Tolstoy.

Rinehart's reputation increased steadily, also the size of her checks.

Soon the Rinehart finances were in good shape; the Rineharts could afford to go abroad. Mrs. Rinehart could even afford such extravagances as buying "a sixteenth of a gold mine which never developed."

When the War came she was sent abroad by the *Literary Digest*. She met notables: Foch, Queen Mary of England, King Albert of the Belgians. She went into the trenches, into No-Man's Land. She came back and wrote it up guardedly. When the U. S. went in, Dr. Rinehart and the two eldest boys enlisted; Mrs. Rinehart finally managed to be sent over by the Secretary of War, but only in time for the Armistice.

When Editor Edward Bok retired in 1919, Mrs. Rinehart was offered the editorship of the *Ladies' Home Journal*, regretfully turned it down. But she went to Hollywood on a three-year contract. Still the family fortunes rose. They moved to a bigger house in Sewickley. They moved to Washington, D. C. They vacationed in the Cascades, in Mexico, in Egypt. The boys grew up, went to college (Harvard) and married. Now two of them are members of the firm of Farrar & Rinehart, have helped publish several of their mother's books.

Twice the Rineharts have lived in a haunted house. Stoutly asserting a disbelief in ghosts, Mrs. Rinehart gives unvarnished but spooky facts about bells ringing, furniture moving, queer sounds, queer sights.

Mrs. Rinehart does not tell all she knows. She never has. It seems to be on her conscience. She says: "I had at my fingertips a wealth of material which I would not use. I knew better than the average the weaknesses of mankind, the errors; I had seen human relations at their most naked, human emotions when the bars were down and the soul peered out, heroic, cowardly or defiant. Yet I could not write of these things. I did not want to recall them. To this moment realism is easy for me, much easier than other writing. . . . I turned to romance, to crime, to farce, to adventure; anything but reality."

## As the Sparks Fly Upward

THE FORGE—T. S. Stribling—Doubleday, Doran (\$2.50).\*

"As Southerners, the Vaidens believed in States' rights; as Alabamians, they believed in individual determinism on all legal and moral questions; as Primitive Baptists, they believed they were supernaturally foreordained from before the laying of the foundations of the earth to do as they damned pleased on all questions whatsoever—social, moral, legal, and religious." Slave-owners but not lords of a

manor, the Vaidens lived simply but thought of themselves as aristocrats.

When the Civil War began the Vaidens, like their neighbors, were surprised but immediately set about to make short work of the Yankees. Before the young men went to the army there was to be a double wedding: Miltiades Vaiden and Drusilla Lacefield, A. Gray Lacefield and Marcia Vaiden. But the night before the wedding



THOMAS SIGISMUND STRIBLING

*His Primitive Baptists did as they damned pleased.*

Drusilla eloped with Major Crowninshield, and Marcia was not sorry her wedding was postponed, because she too was really in love with the Major. Miltiades went grimly off to war and took orders from the man who had stolen his bride, until Crowninshield was killed at the Battle of Shiloh. Polycarp and Augustus Vaiden were too young to go, but they did not think so. One night they climbed out of the window and ran away to enlist.

Augustus joined the cavalry, was badly wounded in his first skirmish, fell in love with his hospital nurse and married her. Polycarp Vaiden and A. Gray Lacefield came through the war unhurt. But before they got home again the Yankees had been there and had not left much to come back to. When the reconstructed Negroes got up Miltiades organized and headed the local Ku Klux Klan. Then Polycarp was shot from ambush. Marcia had little excuse left for not marrying A. Gray, but at the last minute was won by Jerry Catlin, a Southerner who had fought in the Northern army. With his family scattered, his property dwindling, his position gone, Ol' Pap Vaiden went feebly to work again at his long-disused forge, and when Death struck him he would have died there alone if Quadroon Gracie had not happened along. In the arms of his unacknowledged daughter Ol' Pap Vaiden died, furiously protesting.

The Author. Publishers Doubleday, Doran announce that *The Forge* is the first of a cycle in which Author Thomas Sigismund Stribling\* will show "the upheaval of a whole civilization." A Tennessee

\*No kin to Heavyweight Boxer William L. ("Young") Stribling Jr.

\*New books are news. Unless otherwise designated, all books reviewed in *TIME* were published within the fortnight. *TIME* readers may obtain any book of any U. S. publisher by sending check or money-order to cover regular retail price (\$5 if price is unknown, change to be remitted) to Ben Boswell of *TIME*, 205 East 42nd St., New York City.

\*Published March 6.



## He never knew —until he washed in the employes' washroom

He had his private lavatory near his office. Towel service there was satisfactory. He had never given a thought to the kind of towels used.

But one day he washed in the employes' washroom. He borrowed a towel from the foreman, a towel that was damp and soiled because it had been used daily for almost a week.

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sean but not an unreconstructed Southerner, Stribling has written of the Civil War with malice toward none, with flashes of charitable humor for most. Other books: *Backright*, *Teeftallow*, *Bright Metal*, *Backwater*.

### Punch's Topsy

Topsy—A. P. Herbert—*Doubleday, Doran* (\$2).

Not many U.S. magazine readers ever see a copy of *Punch*, London's most ancient & honorable humorous weekly (founded 1841). Not many who see *Punch* do more than look at the pictures, read the often ponderously British captions underneath, wonder what the English see in them to smile at. And there the occasional *Punch* reader is too hasty, for hidden away in those old-fashioned, closely printed columns are to be found many a quip and crank that would wreath even an alien reader in smiles. For the past three years Alan Patrick Herbert, *Punch* staff member and tireless contributor, has been regaling readers with the letters of Topsy, exclamatory and energetic post-War type, to her bosom friend. Publishers Doubleday, Doran have collected them in a book which reads more entertainingly than most such collections.

Topsy tries to make herself out a charming fool, but Author Herbert guides her pen, and the result is satire that reflects not only or chiefly on Topsy but on the things she writes about. Her adventures, like those of all such week-to-week women-of-straw, are as varied as they are improbable. First engaged, then married to a Mr. Haddock, who has lost his seat in Parliament but still takes himself seriously, Topsy stands in his stead, is elected hands down. As an M.P. she drafts many a portentous Bill aimed at the discomfiture of Puritans and the increase of gaiety. But motherhood, as it may to any married woman, comes to Topsy; the book ends with her ecstatic but disillusioned description of her twins.

Like the Good Queen, Topsy would be hopelessly muffled if she could not underline, but she is not otherwise Victorian. An example of her style may remind you of Anita's Loos's famed blonde, but Topsy's foiling is not so sharp. "Only my dear don't think I don't utterly adore Americans because I merely do, and of course Haddock knows some perfectly blossomy ones, but that's the staggering thing about them, my dear you meet them in London and they seem quite lambs and then they go home to America and gun at each other, well anyhow," etc., etc.

### Enamelled Miniature

THE ORCHID—Robert Nathan—*Bobbs-Merrill* (\$2).

The shades of a late great writer and of others not so great slide and fade across the pages of Robert Nathan, sometimes linger there. Anatole France's is the biggest shadow; lesser ones, not so clear in outline, resemble O. Henry or Richard Harding Davis. *The Orchid* is like a miniature in enamel: ingenious, smooth, fitted cunningly into small spaces. It is not a novel but a satirical fable, a grownup fairy story.

Not in real life could such characters come together on such everyday terms: Professor Pembauer, poor but profound piano-teacher; beautiful Actress Rose Grogarty; Mr. Gambrino, carousel-proprietor with operatic ambitions; Miss Arbuthnot, acidulous Australian novelist; Mrs. Connor, thrifty but romantic hairdresser; possessive Tycoon Julian Heavenstreet; Mrs. Heavenstreet, who felt herself to be a woman but was all bound round with committees. The plot is artificial but, as in real life, the puppet-characters are pulled by strings of desire. Tycoon Heavenstreet wants to protect beautiful Miss Grogarty; Hairdresser Connor wants to possess romantic Mr. Gambrino. With the help of Spring, a merry-go-round and Robert Nathan, the fable ends fabulously well, not with a bang but with a snicker.

Robert Nathan never sacrifices a paragraph to a phrase, but every now & then a sentence gives you a quiet wink. "Her first experiences of marriage, like those of most good women, had left her with the desire to defend herself against strangers."

**The Author.** Robert Nathan has written many books (11 for his age (37). Dark, quiet and divorced, he married again, lives in Manhattan, writes carefully and with difficulty. Says his friend and admirer Louis Bromfield: "He looks like his books." Among them: *There is Another Heaven*, *Jonah*, *The Fiddler in Barly*, *The Woodcutter's House*.

### Again, Colette

RENÉE—Colette—*Doubleday, Doran* (\$2).

*Renée*, new to the U.S. is *viens jeu* (old stuff) in France, was published in Paris in 1910. But that will not worry Coletteists, who will find *Renée* a typical Colette novel, well up to the Colette standard of sense & sensibility.

Renée has already lived one life when her story opens. She has been the devoted, deceived, finally disillusioned wife of a fashionable portrait painter, and her divorce, she thought, put the quietus on any further flutterings of the heart. But not so. Although she takes very seriously, professionally, impersonally her job as music-hall dancer and she and her partner are on a mutually unaffectionate business basis she wants someone to love. When gawky, rich, but sincere Max Duferrière-Chautel presents himself, suffused with gawky and sincere emotion, at her dressing-room she is merely annoyed, brusquely kicks him out. He gets himself properly introduced, evinces impeccably respectable intentions, dogs her with his wit and persistent hope. In spite of herself Renée begins to thaw. . . .

When she finally said she would marry him, Max was so happy he grew almost handsome. He saw no point in further delay, but Renée insisted they wait until she returned from a six-week tour. They wrote each other every day; it was terrible. When the tour was nearly over Renée's partner urged her to be sensible and go on with him to South America, where they could get good engagements. After heart-rending sessions of sad, silent thought, Renée made up her mind.





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