

LOOK

JULY 14, 1942 10¢ 12¢ IN CANADA

A Report to the Nation at War
VINCENT SHEEAN By DOROTHY THOMPSON
PAUL V. McNUTT PHILIP MURRAY
WILLIAM P. WITHEROW
* * *
ARCHIBALD MacLEISH
Answers 15 Vital Questions



"UNITED WE STAND"

Suppose this was your house, your pooch, your Baby!



What's to prevent that dreadfulness from happening here?

Men can't prevent it, unless those men have ships and guns and planes and shoes and chow. All these supplies and machinery of war cost *money*. Because in this country, there aren't any labor slaves; everybody gets *paid* in defense factories here.

So it takes money to fight a war. To keep ships going, and guns shooting, and soldiers eating. So that *they can* keep little houses standing, pups playing, kids like yours **SAFE**.

How to buy a share in Victory!

Where's the money coming from?

YOU'RE going to chip it in, out of the money you are getting TODAY. Instead of spending it all, why not lend at least 10% to Uncle Sam? He'll put it to work for America. He will give you a written promise to pay it back in 10 years, with interest (2.9% a year). If that promise isn't good, *nothing's* good. But be-

cause this is America, it IS good.

How can you chip in?

By buying War Savings Bonds. You can buy one today for \$18.75. It is worth \$25.00 when Uncle Sam pays you back in 10 years.

INSTALLMENT payments?

Yes! If you can't spare \$18.75 today, buy War Savings Stamps for 10¢ or

25¢ or 50¢. Ask for a Stamp book, save a bookful of Stamps, then exchange them for a War Savings Bond.

What IS a BOND?

A piece of legal paper, official promise from Uncle Sam that he'll pay you back your money plus interest. The Bond will be registered in your name. Keep it safely put away.

Can you CASH a Bond?

Yes, any time 60 days after you buy

it, if you get in a jam and need money, you can cash a Bond (at Post Office or bank).

WHERE can you buy War Savings Bonds and Stamps?

At your nearest Post Office. At a bank. At many stores all over the country.

WHEN?

Our enemies have been getting ready for the past 7 or 8 years. Are you going to wait till they get *nearer* our kids?

★ **Buy War Savings Stamps and Bonds NOW!**



This advertisement has been prepared entirely as a patriotic gift to the Government. The art work, copy, composition and plating, as well as the space in this magazine, have been donated by all concerned as part of their effort toward helping win the War.



"Put 'em on, Matildy, an' see if you can read"

Grandma used to get her "specs" from a big city mail-order house. All she had to do was to cut out the advertisement in the country paper, give her age and check the first line of type that "blurred." When her glasses came, everybody in the village post office wanted to "try on Matildy's new specs."

Once again Matildy could spend many a long winter evening enjoying the wonders of mail-order catalogs by the light of the old oil lamp. Thus mail-order specs brought back the joys of reading to Matildy and the aging eyes of hundreds of thousands of others who wrote many a letter of honest thanks to the mail-order houses.

Mail-order specs served a useful purpose in many cases. But that was when reading glasses were worn on the forehead or in the pocket more than in front of the eyes. That was before the busy life of today began to exact its terrific toll on eyes and eyesight and created the need for true professional services.

Since the day of the mail-order specs, research and science and advanced education in professional fields have come to the rescue of overworked eyes; and today, thanks to this professional progress, Americans' eyes get professional service that is unequalled the world over.

Give your eyes the benefit of this professional service by consulting ethical professional prac-

titioners about your eyesight. Select your Ophthalmologist and Ophthalmic Dispenser or your Optometrist with the utmost care.

"No two pairs of eyes are exactly alike, and spectacles, if you need them, can never be any better than the prescription they interpret and then only if they fit your individual needs."*

Protect your most priceless possession by consulting a professional Optometrist or an Ophthalmologist and an Ophthalmic Dispenser. Look for eye comfort and visual efficiency through ethical services.

Don't "buy specs." Don't gamble with your eyes at a bargain counter.

*From the AMERICAN Plan

American  Optical

COMPANY

FOUNDED IN 1833—THE WORLD'S LARGEST SUPPLIERS TO THE OPHTHALMIC PROFESSIONS

Copyright, 1942, U.S.A., by American Optical Company

Says the Man Who Wasn't There:



I CAUGHT COLD FROM A FELLOW-WORKER SO NOW I'LL TELL 'EM TO USE KLEENEX AND HELP KEEP GERMS (AND COLDS) FROM SPREADING!

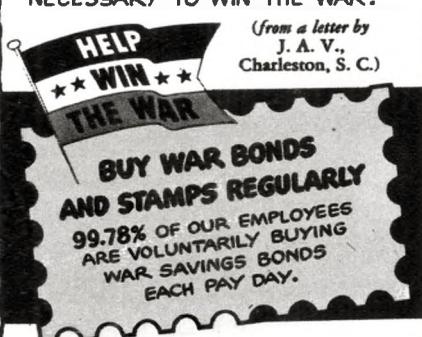
(from a letter by
J. G. S.,
St. Paul, Minn.)



Two-Timer!

WHEREVER POSSIBLE I TEAR KLEENEX IN TWO (ACROSS THE FOLD). SAVING KLEENEX SAVES ME MONEY... SAVES MATERIAL NECESSARY TO WIN THE WAR!

(from a letter by
J. A. V.,
Charleston, S. C.)



Lunchbox Banquet!

I KEEP SANDWICHES AND COOKIES FRESH BY WRAPPING THEM IN KLEENEX. AFTER EATING I USE THE KLEENEX FOR NAPKINS. SAVES LINENS... SAVES LAUNDRY.

(from a letter by
E. D., South Bend, Ind.)



★Trade Mark
Reg. U. S.
Pat. Off.

LOOK

VOLUME 6, NO. 14 JULY 14, 1942
OVER 2,000,000 CIRCULATION



For Victory
BUY
WAR BONDS
AND STAMPS

CONTENTS

AMERICA AT WAR

Report to the Nation at War—	
Archibald MacLeish Answers 15 Vital Questions	
By Marquis W. Childs.....	11
An Open Letter to American Women. By Dorothy Thompson	14
Let's Face the Facts About Man Power. By Paul V. McNutt..	15
Labor Fights to Win. By Philip Murray.....	16
Industry Meets the Challenge. By William P. Witherow....	17
America Is the Hope of the World. By Vincent Sheean....	18
American Heroes. Don Mason: Sighted Subs Sank Same	
By Don Wharton. Drawings by Robert Fawcette.....	24
Fighting Seamen for America's Mighty Navy.....	26
Schoolboys Are Helping to Win the War.....	56

NATIONAL SPOTLIGHT

Parenthood U. S. A. The Story of the Medical Profession....	52
---	----

SPORTS

Champions Are Dean Cromwell's Habit. By Paul Zimmerman	46
--	----

MOVIES

Anne Gwynne Tours Deep in the Heart of Texas.....	36
LOOK's Movie Guide.....	67

HOLIDAYS

Steamboat Down the Mississippi.....	62
-------------------------------------	----

STYLE, BEAUTY AND HOMEMAKING

American Housewife—20-Job Woman.....	40
The Spotlight of Fashion. What to Wear at the Beach.....	60

TEST YOURSELF

Photoquiz.....	6
Photocrime.....	51

LETTERS

And Pictures From LOOK Readers.....	8
-------------------------------------	---

SOURCES OF LOOK'S PICTURES: PAGE 59

Behind the Scenes With LOOK



Frank Bauman

Photographing the President is the most important assignment a cameraman can get—and the most difficult, because the President's time is so limited. When Frank Bauman, a LOOK veteran, got that assignment, he was allowed just five minutes in F. D. R.'s private White House study. Five minutes was plenty. Frank emerged in two—with 16 shots of the President at his desk. How good his pictures were you know if you recall "LOOK Calls on Missy LeHand [F. D. R.'s personal secretary]," in LOOK for Aug. 13, 1940.

Next to the high quality of his pictures, the outstanding

things about Frank Bauman's work are the speed and energy with which he does it. People who have been "shot" by Bauman have a recollection of clattering equipment, dazzling flash bulbs, rapid-fire directions and the figure of the photographer leaping rapidly about the scene. Writers who cover stories with Frank (and have a minimum of manual labor) sometimes return in a state of collapse.

In five years, Frank has taken 45,000 pictures. He has made high-speed action sports pictures, taken pretty models on airplane trips and dived in a U. S. submarine. In this issue is his splendid story on Great Lakes Naval Training Station.

One thing bothers Frank. He is so busy on the job he doesn't have time for pictures of his year-old daughter.

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COVER painting was done especially for this issue of LOOK by John Atherton. Mr. Atherton, one of the country's best known advertising artists, has also had exhibitions in museums and galleries. Recently, he has been making patriotic posters, designed to boost morale and speed production in war plants, for the OEM.

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It's the patriotic gesture now!

RECOGNIZE THESE FOLKS? They're the people next door, and your friends up the street. They're here to remind you that riding around with empty seats is a peacetime luxury. And this is war! Sure . . . you've heard "this is war" a thousand times. But do you really *know* what it means? It means *more* than sugar and gas rationing.

Do you know that even our Army is finding ways to do its job with less rubber? Do you know that combat tires are being reduced in rubber content to the very minimum?

Makes you think a little, doesn't it? Makes you ashamed of scuffing away what little we have left, by speeding, swerving corners, slamming brakes, and needless trips. Makes you *want* to fill those extra seats . . . or thumb a ride yourself!

And don't kid yourself into thinking this thing

is temporary! Or that synthetic rubber is going to take care of you.

Over two years ago we at B. F. Goodrich were first to sell tires made with synthetic rubber to the American public. Because of this leadership, we know as much about synthetic rubber as anyone else in the country. And we're walking, or taking buses, or doubling up—right here in Akron.

It's true hundreds of people and companies bought our synthetic rubber tires. It's true the performance of these tires under all sorts of road and driving conditions all over the country proved them equal to those of natural rubber.

But that doesn't add up to tires for *you*—or for

us. Not while our Army and our Navy are short of rubber! Not while our armed forces need every ounce of crude rubber that can be obtained—every pound of synthetic that can be produced.

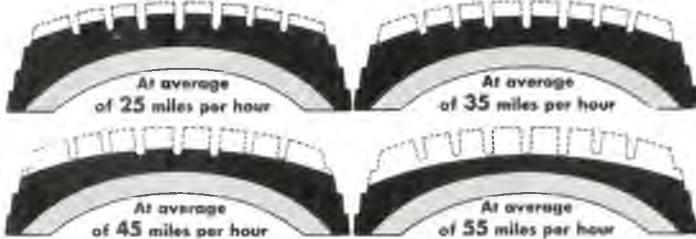
This war is different . . . we're *all* in it. And the sooner we all know it, the better. We expect to be selling you Silvertown Tires again. We intend to keep them the best on the road.

But right now there's a bigger job to do. We're not going to shirk it, and we know you're not!

IMPORTANT! *America right now needs scrap rubber of all kinds . . . your old tires, old rubbers, old boots. Turn them over to the scrap collection agencies.*

HOW SPEED WEARS OUT YOUR TIRES

DOTTED LINES SHOW RELATIVE AMOUNT OF RUBBER WORN OFF
WITH ALL TIRES DRIVEN SAME DISTANCE



Write B. F. Goodrich, Dept. LK-7, Akron, O., for free 48-page booklet,
"Will America Have to Jack Up its 29,000,000 Automobiles?"



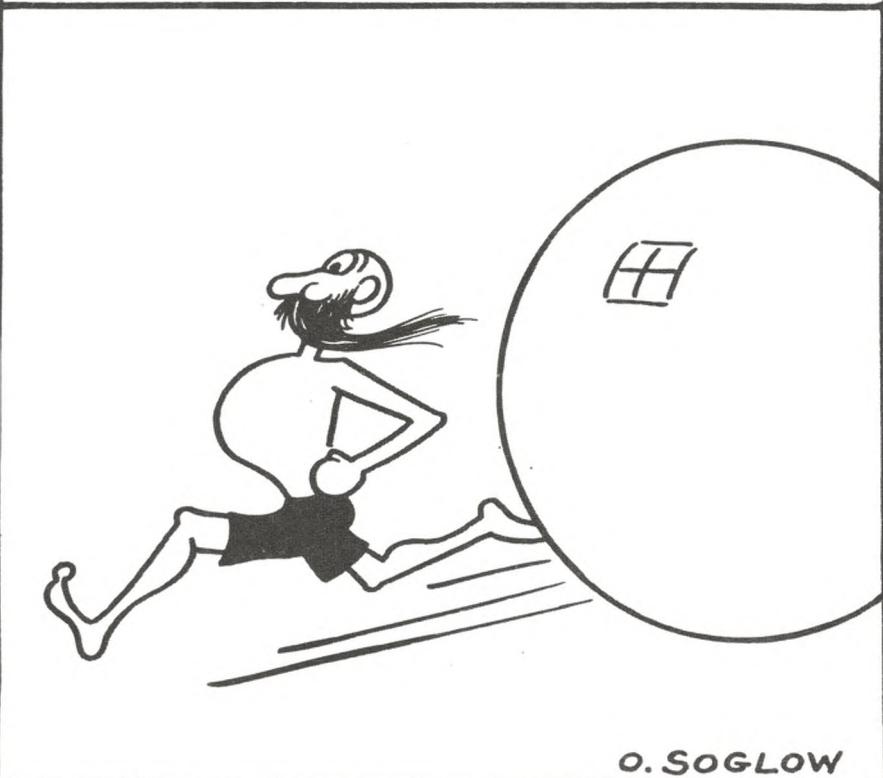
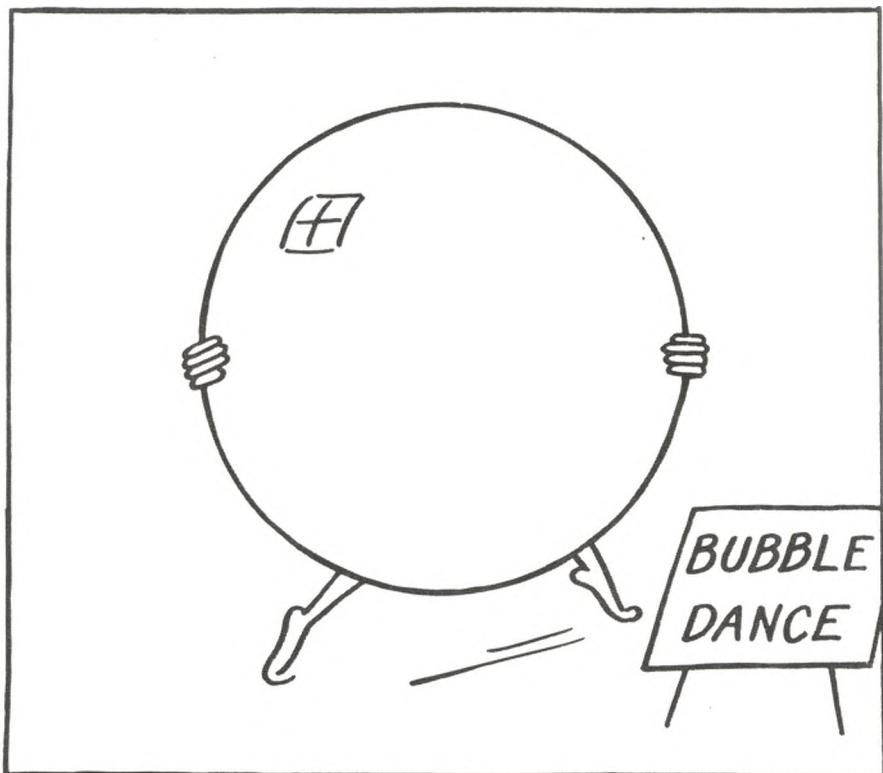
In war or peace

B.F. Goodrich

FIRST* IN RUBBER



*And first to offer American car owners tires made with synthetic rubber.



PHOTOQUIZ

BY LESLIE CAMPBELL

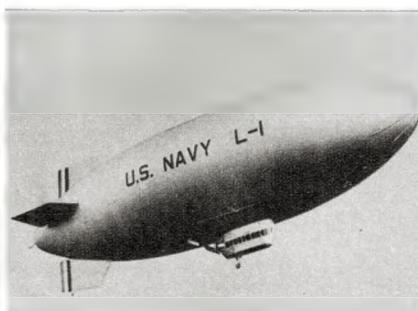
Can you top Lou Holtz's "80" on this Photoquiz?



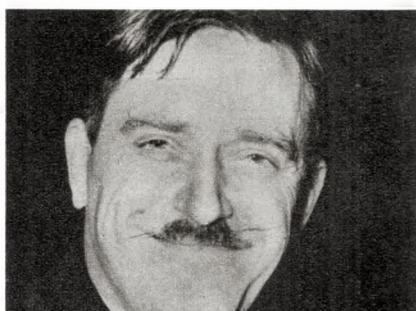
1 On their backs they carry:
 (a) hay bags (c) duffel bags
 (b) handbags (d) carpet bags



2 Americans will see this when:
 (a) vacationing (c) skiing
 (b) bombing (d) mining



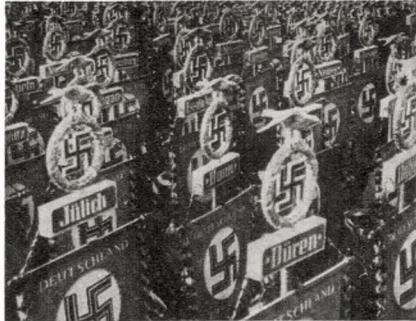
3 This craft is used to hunt:
 (a) bombers (c) fifth columnists
 (b) U-boats (d) panzers



4 The President gave him a:
 (a) medal (c) birthday party
 (b) pardon (d) commission



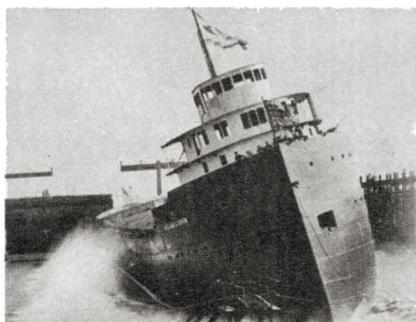
5 Jimmy Cagney is portraying:
 (a) Al Smith (c) George Cohan
 (b) Lou Fields (d) Vernon Castle



6 Here you'll find a bunch of:
 (a) Social Democrats (c) Leftists
 (b) Whigs (d) National Socialists



7 He is military leader of the:
 (a) Vichy French (c) Anzacs
 (b) Free French (d) Commandos



8 We're doing this about once:
 (a) every 12 hours (c) every week
 (b) every 48 hours (d) every month



9 The President is petting:
 (a) Sandy (c) Corky
 (b) Adolf (d) Falla



10 You'll recognize this lad as:
 (a) Li'l Abner (c) Terry
 (b) Casper (d) Skeezeix

Lou Holtz, vaudeville and radio comedian, is currently keeping people in stitches in "Priorities of 1942," Broadway "variety" hit. But he took Photoquiz seriously, scored 80. Can you top him? Each correct answer counts five; 65 is passing; 70, fair; 80, good; 90, excellent. Answers: page 50.

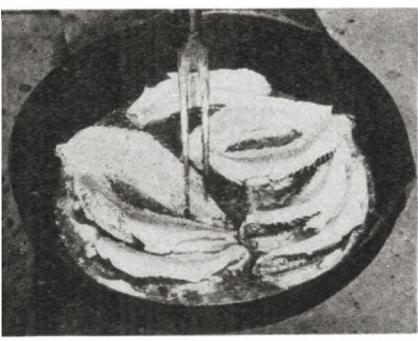


Lou Holtz



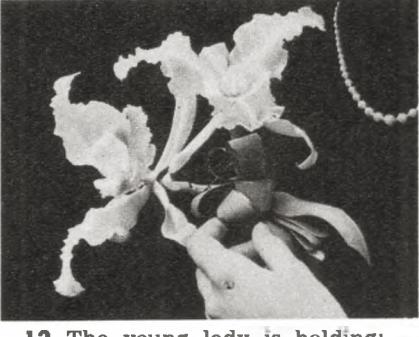
3 This gentleman comes from:
(a) England (c) France
(b) Denmark (d) Russia

4 This girl is about to throw a:
(a) dart (c) javelin
(b) quiver (d) discus



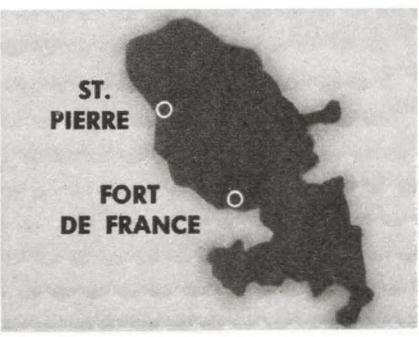
7 Eating these will tend to:
(a) curl hair (c) improve vision
(b) prevent goiter (d) add weight

8 This well-fed fellow sells:
(a) breakfast food (c) autos
(b) tooth paste (d) salt



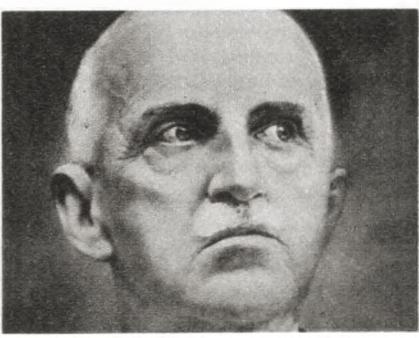
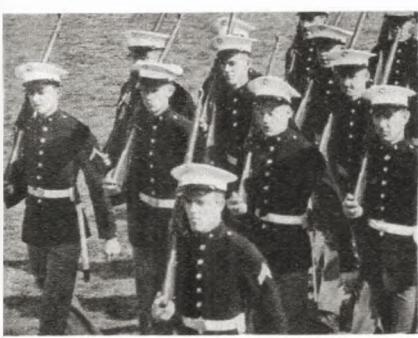
11 He is Commander of our:
(a) Atlantic Fleet (c) Air Force
(b) Pacific Fleet (d) Arctic Fleet

12 The young lady is holding:
(a) a gardenia (c) an orchid
(b) a camellia (d) a scallop



15 He thinks his ancestors were:
(a) sun gods (c) Nazis
(b) apes (d) dopes

16 This supersensitive spot is:
(a) Trinidad (c) Martinique
(b) Madagascar (d) Iceland



19 They are sometimes called:
(a) Roughnecks (c) Rubbernecks
(b) Leathernecks (d) Stiffnecks

20 Do you remember the King of:
(a) Hungary (c) Graustark
(b) Rumania (d) Italy

Bride brings grief to Miss Heddy



MISS HEDDY NEEDS A LAXATIVE; but her shop is sending her to adjust a bridal gown for a noon wedding.

"I'll wait," she tells her sister. "Can't be interrupted this morning."



MISS HEDDY'S FINGERS ARE ALL THUMBS, the bride is a bundle of nerves, and the bride's mother has hysterics.

"Deliver me from weddings," distracted Miss Heddy thinks.

"I love weddings," says Miss Collette



MISS COLLETTE NEEDS A LAXATIVE. She, too, must fit a wedding gown for a noon bride.

But "Never put off till tonight the laxative you need this morning," says she, taking gentle, speedy Sal Hepatica. It usually acts within an hour.



MISS COLLETTE is a guest at the church wedding.

Feeling more like herself—thanks to Sal Hepatica's speedy help—she beams as everyone says the bride looks lovely.

"I love weddings," says Miss Collette.

Whenever you need a laxative —take gentle, speedy Sal Hepatica

NO NEED TO PUT OFF till tonight the laxative you need this morning . . . not if you know about gentle, speedy Sal Hepatica.



Millions depend upon this refreshing saline, because it acts by attracting needed liquid bulk to the intestinal tract, with

neither discomfort nor griping.

Sal Hepatica helps turn a sour stomach sweet again, too; helps counteract excess gastric acidity.

Three out of five doctors, recently interviewed, recommend Sal Hepatica. Try it, next time you need a laxative!

TUNE IN "Those We Love," by Agnes Ridgway, starring Nan Grey and Donald Woods—Wednesdays at 9 P.M. EWT.

SAL HEPATICA

Product of Bristol-Myers

Take
good care
of your flashlight
now of all times!



**CHECK IT OVER—PUT IT IN SHAPE—
GIVE IT LEAKPROOF PROTECTION**

Flashlights are important to civilian defense. But metal flashlights are getting scarce. Their manufacture for civilian use is prohibited, by W. P. B. order, as of May 31.

So if you have an old flashlight, look it up and look it over. If it doesn't work, take it to your dealer. He'll be glad to repair or replace a faulty lens, bulb, switch connection—or batteries.

And from now on—KEEP YOUR FLASHLIGHT FIT! Use Ray-O-Vac LEAKPROOF Batteries—guaranteed to guard it against ruinous corrosion—or a new flashlight FREE.

Why not have this protection? Ray-O-Vac LEAKPROOF cost no more than ordinary Batteries.

Ray-O-Vac Company
2321 Winnebago, Madison, Wisconsin

because it's
LEAKPROOF
it's guaranteed to
PROTECT
your flashlight
against ruinous
corrosion

Letters and pictures from LOOK readers



"Little Miss Marker" nears the jitterbug age

To the Editor: Like most Shirley Temple fans, I can't get accustomed to the fact that she is on the threshold of the jitterbug age. That is why the accompanying photo is of particular interest to me. It shows 14-year-old Shirley on the set during the filming of Edward Small's movie, "Miss Annie Rooney," rug cutting with her "romantic lead," Dickie Moore. And wasn't it only yesterday that Shirley "wowed 'em" as a child star?

Jacqueline Wade, Los Angeles, Cal.

Retake on DeMille

EDITOR LOOK: WE THINK CECIL B. DEMILLE AS WONDERFUL A CHARACTER AS YOU PORTRAY HIM IN YOUR JUNE 2 ISSUE, BUT YOU DO HIM, AS WELL AS THE SUNSHINE CITY, AN INJUSTICE WHEN YOU SAY HE ESTABLISHED THE FIRST COMMERCIAL AIR LINE IN AMERICA. THE FIRST COMMERCIAL AIR LINE IN AMERICA WAS ESTABLISHED IN ST. PETERSBURG, FLORIDA, IN JANUARY, 1914, AND WAS OPERATED ON A REGULAR SCHEDULE BETWEEN ST. PETERSBURG AND TAMPA.

WILLIAM F. DAVENPORT,
MANAGER, ST. PETERSBURG
CHAMBER OF COMMERCE

* * *

Reader Davenport is right. LOOK, wrongly advised about the matter, is glad to correct the error.—Ed.

Pilots vs. navigators

To the Editor: In your article, "America Builds the Best Air Force in the World" (LOOK, June 2), you make this statement in reference to the average Army pilot: "Some of his companions have . . . 'washed out' as pilots. Many of them will turn up later as . . . navigators."

We, like many other cadets, preferred navigation to pilot training. Most navigators are chosen for this particular work because their mental co-ordination is better than their muscular co-ordination.

Aviation Cadets Selig Rothman, Adam Thompson, Howard Wright Turner Field Albany, Ga.

* * *

LOOK attempted to make clear that every man of a bomber crew is a crucially important specialist and that many cadets prefer other positions to that of pilot.—Ed.

"K," victory ration

To the Editor: Your article, "U. S. Army Guinea-Pig Club" (LOOK, June 16), is not only an interesting description of Army food rations, but a contribution to the national nutrition program that has as its goal a better fed and more highly productive America.

The vital importance of good food to efficiency, whether in the front line of battle or at home, cannot be stressed too emphatically.

I am happy to see LOOK take a leading part in developing an intelligent understanding of these facts in American homes.

Theodore G. Montague
President, The Borden Company
New York City

Our marine "lands"

To the Editor: As the wife of Marine Corps Sergeant Otto Nuske, whose picture appears on LOOK's cover of



May 19, I am very pleased and proud. Best of all, I finally have a photograph of him.

My husband would never consent to having his picture taken. He agreed to pose only after some masterful persuasion on the part of Photographer Leon De Vos. Imagine my delight when his first appearance before a camera brought him to the cover of your magazine.

Margaret Nuske
New York City

* * *

... You can print covers from now until doomsday but you'll never get another to equal the one showing Marine Corps Sergeant Otto Nuske. He's perfect! He's gay, jaunty, daring, and he seems to be saying: "Chin up, America. The Marines have the situation well in hand!"

Sue D. Anna
Lexington, Ky.

U.S.O. letter policy

To the Editor: Referring to a letter in your issue of June 30 from a soldier at Lowry Field, Colo., and your suggestion that letters to lonely service men might be cleared through the U.S.O., we wish to say that the U.S.O. can no longer encourage correspondence between service men and civilians whom these men do not know. We do not feel that it is in the best interests of the war effort.

Van Dyke Hill
Information Service
U. S. O., New York City

GARY COOPER "AS SERGEANT YORK"

*As Long as there are Men Like Him there
Will Always be a Free America!*



Presented With Pride by **WARNER BROS.**

NOW AT POPULAR ONE WHOLE YEAR

with **WALTER BRENNAN • JOAN LESLIE • A HOWARD HAWKS PROD'N**

Produced by JESSE L. LASKY & HAL B. WALLIS • Original Screen Play by Abem Finkel & Harry Chandler and Howard Koch & John Huston . Based upon the Diary of Sergeant York

PRICES AFTER OF ACCLAIM !

YOU'LL SEE IT EXACTLY
AS SHOWN AT ADVANCED PRICES

Your Theatre has made its date to Play It - make Your date Now to See It!



"In two shakes of a Swan's tail
— loads and loads of baby-gentle suds!"

Gentle? Yes, baby-gentle!



SWAN'S PURE AS IMPORTED CASTILES! So mild—it's just what the doctor ordered for Junior! And when you suds up—what a surprise! Oodles of soft, baby-gentle suds—quicker 'n you can say—"Well, I Swan!"

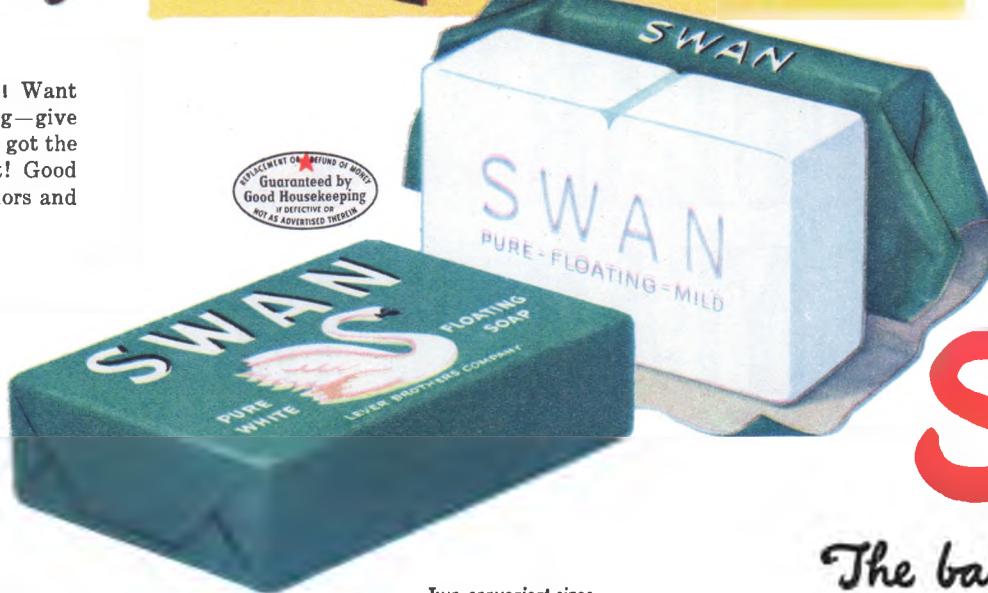
Baby-gentle and savin'!



THE BEST FRIEND UNDIES EVER HAD! Want to keep stockings alive and kicking—give undies a long lease on life? Swan's got the baby-gentle suds that can do it! Good news these days—for precious colors and fabrics!



SNAPI SWAN IS THRIFTY TWINS! Use half in the kitchen; half in the bath.



Two convenient sizes
—Large and Regular

LEVER BROS. CO., CAMBRIDGE, MASS.

Baby-gentle and quick!



WHIZ THROUGH DISHES! SAVE YOUR HANDS! Give Swan a swish—then watch those rich suds billow out and chase grease! Suds that come fast—stay long—work plenty! Baby-gentle suds that treat your hands as if they loved 'em! Bye-bye strong, easy-to-waste package soaps!

Baby-gentle! Swan-derful!



LAUGH AT HARD WATER NOW! Yessir, even in "water as hard as nails," Swan's a sudsin' whiz! And Swan gives you more real soap per penny than *any* leading toilet soap! Get Swan today and save!

Swan

The baby-gentle floating
soap that's a sudsin' whiz!

ARCHIBALD MacLEISH ANSWERS 15 VITAL QUESTIONS

By Marquis W. Childs

A noted author and Washington correspondent puts these queries to the head of the Office of Facts and Figures



On the home front: American workers dedicate new armor-plate plant in Philadelphia to war production.

1 Will you summarize America's position on the home front after the first half year of the war?

A half year after Pearl Harbor, the American people have finally come to grips with this war. They have come to grips with it on the battle front and on the production front—and they have come to grips with it in their thinking.

On the battle front, we are in contact with the enemy in many areas. We have suffered from the enemy; we have held the enemy—and we are beginning to attack the enemy.

We understand now what kind of war we are fighting. Pearl Harbor, Bataan, Corregidor and Burma have been painful lessons in geography, but they were lessons well learned. The American people now think in global terms. They know that one of our frontiers lies in India, that Chungking is one of our cities, that behind the Urals in Russia lie towns and factories which are as much our arsenals as is Pittsburgh.

In other words, America's position on the domestic front is that of a nation strong in its understanding of the task ahead.

2 What do you foresee as the most important developments on the home front in the next six months? How can citizens help most on this front?

What has already happened gives the key to the immediate future. The most important developments in coming months will be developments of the effort to which we are committed.

What can the average citizen contribute? To supply the guns, tanks, ships and planes our soldiers need, all of us must limit our consumption of goods drastically and immediately. Government orders will indicate precise limitations upon our consumption, our day-to-day activities.

At present, we think most about saving materials—rubber, sugar, paper, metals, etc. Soon, however, as more millions of men are drawn into the armed forces and as our war factories begin to operate at peak, we shall face a period of manpower shortage. We will then have to curtail many civilian industries to free man power for use where it is needed most.

Here is an easy enough yardstick by which all of us can begin reorganizing our lives: Before we buy anything, let us ask ourselves whether we can do without it. If we can, let us buy war stamps and bonds with the money instead.

3 What are our major accomplishments thus far in the war?

They can be summed up by saying that war has become our number-one business; that we have reorganized our economy so that the President's great production goals can be attained; that industries are doing an astonishing job in converting to war production; that we have been able to step up our aid to Russia enormously and to dispatch American forces safely to battle grounds all over the world; that American weapons are being used on every front; that we have established the valor of our fighting men, the skill and resourcefulness of our Air Force and the power of our Navy.

Doolittle, Kelly and Bulkeley are names neither we nor the Japanese will forget.



**REPORT
TO THE
NATION**

War becomes number-one business of American women: Reclaimed garments are stored for emergencies.



These discarded stockings gathered by volunteers

ARCHIBALD MacLEISH continued

Appraising the American people at war, Archibald MacLeish finds them fully awake to the cause for which they are now fighting

4 What major mistakes have we made and what are we doing to correct them?

Our gravest mistakes were committed not in the last six months but in the period before Pearl Harbor. They were the mistakes every democracy has made: not preparing sufficiently for war; indulging too long the wishful hope that peace with Hitler and the Japanese war lords was possible; letting the enemy strike the first treacherous blow. And, finally, the mistake of refusing to believe even the openly admitted intentions of our enemies.

We have made all the mistakes that a nation shifting over from peace to a war which it had not wanted (and for which it was not prepared) could be expected to make. Even for some time after Pearl Harbor, we continued to debate the problem of conversion of industry. It took us too long to set our production sights.

For a time we tried to mobilize our economy to total war by piecemeal methods. Now these methods are giving way to the all-out controls which every other nation at war has had to adopt.

5 Before Pearl Harbor, there was widespread criticism of Army morale and public apathy. What do you think of American morale today?

The Army knows, we know, and the enemy knows the spirit of our men in arms. Every family with a son in the services has noted a lift in the letters from camp or from the front.

As for "public apathy," there is every indication that the American people are ready and willing to do whatever has to be done to win this

war. The proof of that is the failure of every effort to scare the American public into demanding a defensive war. The American people want a war devoted to hitting the enemy wherever he can be found.

6 Is our war production coming up to the President's goal in planes, tanks, ships?

When the President announced his great production goals, some people said that it couldn't be done. It is being done. But we cannot let up in our effort until the war is over. We need more and more.

Study a world map and you will see why we must produce more and more. The major battle fronts lie across the oceans—three, six, eight thousand miles away. Before we can take the offensive, we must be strong enough to cross the seas and still deliver a knockout blow when we land. That requires overwhelming supremacy.

**ARCHIBALD
MACLEISH**

As director of the Office of Facts and Figures, Mr. MacLeish sits at the center of the network of intelligence that ties into every office in Washington. Editor, Pulitzer Prize poet, lawyer and war veteran, he is also Librarian of Congress.



Let us never forget that this war is a race and that we do not dare let up on the production front until the race is won. Every extra plane, tank, gun and ship produced today is worth five produced a year from now.

7 Why can we not have more specific facts about progress in war production?

Of course, nothing could be more encouraging than to know that we are doing well and to know in what ways we are doing well. At the same time, we have to remember that it would be extremely helpful to our enemies to know these same things. If we know them as a people, our enemies will know them.

Donald Nelson's recent speeches are proof that the country can and will be told a great deal. The Office of Facts and Figures will continue to work for the release of all information which can safely be released.

8 Is Labor meeting its full responsibility on the production front? Is Management meeting its responsibility?

Labor has responded wholeheartedly to the needs of the war. Since the A. F. of L. and the C. I. O. agreed not to strike for the duration, there has not been a single authorized strike in war industries. The few unauthorized strikes represent a loss of only a fraction of 1 per cent of the total man hours worked.

The unions, of their own free will, are giving up double time for Sunday. Hundreds of thousands of workers have volunteered for extra time so that war plants can be operated on 'round-the-clock shifts.

As for Management, the best proof of its participation is the remarkable tempo of industry's conversion to war. There may be a few manufacturers whose patriotism has not risen above the profit motive, but the great body of American employers have accepted their share in the common duty, and very many of them have accepted far more than their share.



will be treated, then woven into blankets.



American fighting men have proved their valor. Hero Lt. John D. Bulkeley, above, satisfies autograph hunters.

9 Is Axis propaganda hampering our war effort at home? Does much of this propaganda reach the public through American publications read by many people?

Axis propaganda has done everything possible to hamper our war effort here. At the present moment, I believe we are defeating the Axis offensive against the American mind.

A considerable amount of Axis propaganda has reached the American public in the past through American publications—some of them read by substantial numbers of Americans. A few of these periodicals have carried the Axis line innocently; some, not so innocently.

However, attention has been called to this activity, and the innocent publication of Axis propaganda material has substantially decreased.

Once the American people know what their enemies are attempting to do and by what means, they can take care of themselves.

10 The press is operating under a censorship that is, for the most part, voluntarily observed. Do you foresee any further curtailment of the rights of the press?

I do not think a voluntary censorship in wartime constitutes a "curtailment of the rights of the press" nor do I think the American press so considers it. The press has willingly accepted limitations imposed upon it by the code Byron Price so ably administers.

No basic change in the present arrangement is now anticipated. The press and government, between them, should be able to solve the problem by co-operation.

11 Would you say that the single bottleneck most seriously hampering the war effort is lack of shipping? What steps are being taken to overcome this lack?

Shipping is unquestionably the most critical single item in our war production picture. That

is not because we are falling down on the job. Our shipyards are breaking all records in output, and the number of days required to build a ship is constantly being lowered. Shipping is a critical item because, in a global war, there is no such thing as enough ships.

As the President has explained, the distances between the U. S. and the fighting fronts are so great that in many instances freighters can make only three or four round trips a year.

Too, Hitler has unleashed all his submarine power against our ships; he must prevent us at all costs from bringing the full weight of our production to bear on the fighting fronts.

What is being done about it? Only two things can be done: We are stepping up the tempo of shipbuilding and we are intensifying our campaign against submarines.

12 The Administration policy of scattering American expeditionary forces, instead of concentrating on one front, has been vigorously criticized. What can be said in defense of this policy?

It is not an "Administration" policy to send American forces to various parts of the world. It is the government's policy—the Army and Navy's strategy for winning the war.

We have been sending expeditionary forces to various parts of the world for the simple reason that that's where the fighting is taking place. The only "vigorous" critics of this policy are Hitler and his stooges. They don't like it.

13 Criticism is often directed at Washington for the confusion and duplication of effort there. Is this criticism justified?

Washington, just now, is full of American citizens who have given up their homes and their jobs and put up with all sorts of inconveniences, in order to get a war fought.

Most of them work longer hours than men and women in private business. They don't want

rewards—government salaries are far below the salaries of private industry. But they do expect to get the job done.

In building a war economy, you have to change the daily lives of everyone—130,000,000 persons. You cannot do that overnight. You have to employ hundreds of measures and you have a constant process of adjustment; tightening up here, loosening up there.

Naturally, it is an awkward process, and any smart aleck can say, "Look, he's all thumbs." What the smart aleck doesn't seem to notice is that steadily the war economy does emerge out of these efforts.

14 There has been some uncertainty as to the functions of your own Office of Facts and Figures. What is the role of the OFF?

By the time this article is printed, the OFF will (I hope) be part of a central, unified information office. The OFF will be the part which gives information to the people of this country and conducts counterpropaganda aimed to meet Axis lies in this country.

It has been a kind of "attorney for the situation"—i.e., an agency engaged in obtaining for the American people as much information as they can be given without aiding the enemy. It has pursued what I have called the strategy of truth.

15 Do you believe that the pattern of American life will have been materially changed after another six months of war?

We have already changed the pattern of American life to fit the urgent needs of a war in which our future as a free people is at stake. Before the final victory is won, we will have found our individual places in the war effort more accurately.

The pattern will still be an American one, but it will certainly differ from any American pattern which has gone before. It will differ as this war differs from any war the American people ever before have had to fight.

AN OPEN LETTER TO AMERICAN WOMEN

By Dorothy Thompson

Women stand to lose in this war everything they have gained in the last century

If ever a war should be fought by women, this one should, for we have more to lose in this war than women have had to lose in any previous war for centuries. As Vice-President Henry Wallace made clear in his great speech of May 8, this war is a fascist counterrevolt against the People's Revolution of the last 150 years. An integral part of this People's Revolution has been the Woman's Revolution.

Because this Woman's Revolution has been going on for a century and because it has not been a bloody one, few realize how radical it is or how much we women will lose if it is lost.

What Women Have Won in 100 Years

Today, when Mary's education is as much taken for granted as Jim's, it is hard to remember that it is only a hundred years since women were barred from every university in America.

It is within the memories of our grandmothers that married women could not own property.

Today, women run great businesses; they plead before courts of law and sit as judges; they participate in the councils of state and preside over universities. All these things represent a change more profound than any that has affected any other group or class or section of the population in the same reach of time.

Those changes—and innumerable others of the same sort—are the Woman's Revolution.

What Women Stand to Lose

This is the counterrevolution. Our enemies, both in the East and in the West, have very definite ideas about the status of women. The New Order that they envisage is a strictly military order, in which the soldier and administrator stand at the very apex of society.

And this New Order is antifeminist from top to bottom. It intends to put women in their place again—a strictly defined and limited place. (I am referring here to the treatment our enemies accord their own women and not to their treatment of alien, conquered women. Not to the evil abuse that Nazi men mete out to Polish girls and women. Not to the mob rapes perpetrated by the Japanese in Nanking and Hong Kong.)

I firmly believe that nothing more clearly shows whether a society is moving forward toward greater freedom and democracy than the treatment of women in that society.

The liberation in the last few decades of the women of China definitely set that nation on the democratic path. The complete equality granted to women in the Soviet Union shows the direction in which Russia is moving.

Relegation to the Kitchen

And, in the fascist countries, relegation of women to the kitchen was one of their first steps away from freedom and democracy.

I think it very likely—when this war is won for freedom—that many women to whom every opportunity in the outside world is open will definitely and in larger numbers choose again to marry early, have more children and devote themselves to their homes. But they will do so because they want to and not because they have



DOROTHY THOMPSON is America's leading woman journalist. Her column appears in 180 newspapers having 10,000,000 readers. She is a radio figure of note, a popular lecturer, a magazine writer with a reader audience of millions. She is, also, a confirmed anti-Nazi. Both her person and her writings have long been banned in Germany.

to. There is in that all the difference between freedom and feudalism.

In this war, American women have responded as actively as have the men. A far greater proportion of their direct war work is in the field of voluntary service than is the work of men. And this is quite natural, for more of them have free control over their own time.

This freedom, the fruit of our Woman's Revolution, has enabled women to be prime movers in relief activities—our own and those of our allies. Further, the almost innumerable organizations of women have furnished workers—on both a paid and a voluntary basis—to every branch of civilian defense.

We Must Recognize Our Responsibilities

But we women have not yet begun to assume our full responsibilities in this war. We do not yet realize what demand there will be for labor. In a very short time we shall realize that everyone who has hands that can be trained will be needed in some essential job. Right now, for instance, far more women are needed on the land

than are working there. The speed with which we will win this war depends largely on complete use of our working power in field and factory, community center and home.

The transformation of our society into a beehive—which is necessary for total war—will bring about innumerable social problems.

War Roles for Women

The war will cause dislocations in home life. Fathers will be with the troops; others will be separated from their families by essential war work. Working mothers will have problems connected with the care of their children.

It is here, especially, that the brains and energies of women must be applied. For, if woman's place is no longer exclusively the home, the home still remains her natural center.

We women must solve our individual war problems and help other women to solve theirs. Those of us who have homes that can be stretched to include new members must help look after children of women who are in factories. Day nurseries must be established on a greater scale.

If the war is long—and we must always assume that it will be and scale our operations to that idea—rationing will become more severe. We shall find, as the British have, that communal feeding, with meals cooked in central kitchens, is infinitely more saving of food and fuel and more capable of assuring tasty and well-balanced meals than cooking for small family groups.

Such problems challenge the intelligence and imagination of women. They occur within the range of the natural training and abilities of women, whose perennial work has been the care and feeding of the family.

All the indications now are that women, far from retreating from these problems, will go out to meet and master them. As we do so, we will prove that our liberation, our education, our training in group and club action, return dividends to the whole community.

Free Women Have Rights—and Duties

The Woman's Revolution, like most revolutions, started with an emphasis on rights. But a revolution is completed only when these rights are balanced with duties. A free person in a free society is one who translates his personal freedom into responsibility for the welfare of all.

The time is now here when we women must pay for our freedom. By paying for it we shall secure it, and justify it.

The women of Russia have proved, startlingly, that it is well for the community that women should be treated as men's equals. At the lathe and in the field, as crews on merchant ships, as guerilla fighters, as nurses in the field—parachuting down behind the lines, even, to care for wounded troops—they have established their freedom and equality on a basis from which it cannot be overthrown except by Axis victory.

The war brings a new turn in our Woman's Revolution. No one today is interested in "feminism." The aim of this epoch is to establish the dignity of free men and free women and to integrate their rights and their duties. Only when that end is achieved will the country be stabilized and its culture develop again in peace.



Every available man-hour of productive effort and every skilled worker, such as the welder above, must be committed to the victory program, says Mr. McNutt.

LET'S FACE THE FACTS ABOUT MAN POWER

By Paul V. McNutt

Are Americans ready for national service? In Britain, the person and property of every citizen are today at the disposal of his government. His obligation is to do whatever will further the victory of his country.

National service of that kind does not, in a democratic nation, mean injustice. The machinery of common action is well oiled to insure equality for all.

But no man or woman is free to place his personal preference or convenience ahead of the public interest. A barber, for instance, may not continue to run his little shop if he has a skill the nation needs in a war industry.

That is the ultimate issue behind the mobilization of America's man power.

Pirating Ban Does Not "Freeze" Labor

To win this war, America will do whatever is necessary to win. We shall not contemplate defeat simply because there is some last step which we are unwilling to take.

Through the selective - service system, we have chosen our sons and our neighbors' sons to fight on world battlefields.

We have committed their lives. We can do no less than commit our fortunes and working lives at home to supporting them.

One form of support was the decision of the War Man Power Commission on May 27 to stop the pirating, by certain plants, of labor from other plants. The situation had become serious, threatening our output of planes, guns, ships.

The Commission's policy was at once heralded in some quarters as a "freeze" of workers in their present jobs. It is not, in fact, a freeze. Any

worker may change jobs through his employment service, provided his reasons are good.

He may point out that his skill is better adapted to another type of work in another plant. He may base his claim on any evidence which would justify his transfer as a contribution to the war effort. Moreover, the policy will be administered in a humane way, affording every protection possible to workers.

But the possible dislocations of war work by transfer of labor can be acute because of the great shortage of certain skills. Toolmakers, die-makers, patternmakers and men with other skills will be needed in such numbers that, even with the vast training program under way today, there is no hope of meeting all the demands.

So, industry by industry and plant by plant, manning tables are being worked out. What proportion of unskilled, semiskilled and skilled men are necessary in a given plant? How may skills

be diluted so that less-skilled men can do parts of a job directed by a master craftsman?

What industries are really essential? What skills are available among the workers of non-essential industries which might be transferred to war work?

The answers to these questions must be made in terms of engineering, based upon hard facts.

These engineering answers, moreover, are not the kind that the average man in the street can accurately interpret for himself. If he is not satisfied that his present job has him geared to the victory program, he should register at the U. S. Employment Service and get the advice of its job analysts.

We Must Pledge Every Man-Hour of Work

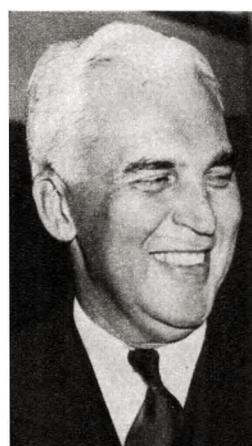
The hard facts about skills as shown on the tables I have mentioned will guide the selective-service boards, who will base decisions upon national policy and engineering determination. They will know whether or not a worker is replaceable.

In the process of mobilizing man power, some hoary traditions may go down. Discriminations against race, color, sex, age or trivial disability may be wiped out because America needs every skill, *every* man-hour of production. We can't spare any effort for any objective but victory.

This is no easy road for the employer. Nor is it an easy road for the worker who has been accustomed to moving from job to job.

And it most assuredly is not an easy road for those of us who administer the Man Power program. Americans have a glorious tradition of opposition to government control.

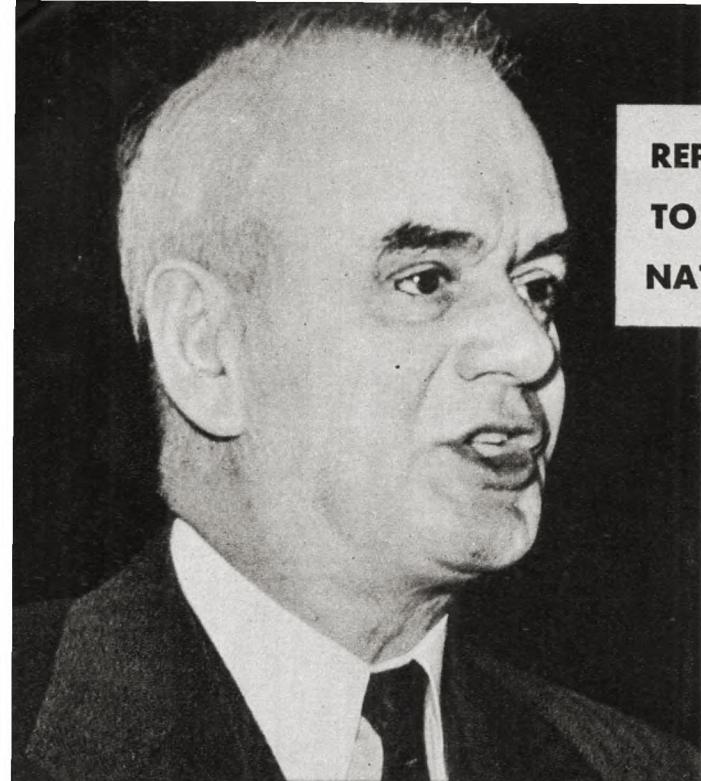
Americans also have a tradition of team play and of loyalty. That will see us through.



PAUL V. McNUTT

A man of many jobs—he is Federal Security Administrator and heads 10 other U. S. agencies—Mr. McNutt now yields great power as chairman of the new War Man Power Commission. His objective is to find "a place for everybody in the nation's war effort."

REPORT
TO THE
NATION



PHILIP MURRAY, President of the Congress of Industrial Organizations, is a former coal miner. He was active in the United Mine Workers for the past 38 years, was recently elected first president of the United Steel Workers of America. Today he is one of the best known and most influential spokesmen of Labor in the United States.



These trainees at an aircraft plant have by now joined the great army in our production fortresses.

LABOR FIGHTS TO WIN

By Philip Murray

In little more than six months, organized labor in America has come of age. In these months since Pearl Harbor, Labor has leaped from the back doorstep to the upper chambers and inner councils of Government and Industry.

No longer is Labor just a pressure group asking for favors. Concerning itself with the welfare of all—workers, farmers, small businessmen—Labor is moving toward full partnership in our national life.

This fact is packed with profound meaning for American democracy. It shows that the vast resources in the intelligence and experience of men on the job are beginning to be tapped.

What Labor Has Accomplished

Labor's all-out participation in the drive to out-produce the Axis is directly reflected in war production figures. Wherever a new ship slides down the ways or a giant bomber rolls off the assembly line, there the skilled hands of Labor have been at work.

The brains, as well as the brawn, of the man at the machine are busy. On the job, he is thinking of ways to step up output. His suggestions go to the union's shop steward, who knows that the man who performs the job is the one who understands it best. These ideas are made effective through the teamwork of union representatives, Management and Government.

In the steel, aircraft, copper, shipping, oil, aluminum and other industries, labor unions have offered specific, down-to-earth proposals for the faster turning out of war materials. Our government has accepted some of these proposals; had it accepted others, our national shortage of steel, aluminum and rare metals might be less acute today.

Before Labor's ideas can be put to use, Management and Labor must get together. Where such teamwork has been achieved through joint

production committees representing both employer and worker, the output has increased 10 per cent, 20 per cent, even more. Committees of this type, ordered set up by Donald Nelson, are now functioning in about 700 plants.

Thus far, the plan to speed production and settle shop disputes through joint committees is confined to individual shops. It embodies only the first phase of a scheme for co-operation first proposed by Labor.

This suggestion for joint Industry Councils (which I outlined in LOOK, Feb. 24, 1942) goes beyond the shop committees to a Labor-Management-Government council, in each industry, that would settle labor disputes and allocate contracts, materials and labor among the various plants within the industry.

Eventually, the tremendous needs of this war will lead to the pooling of the nation's resources under our plan or something like it.

The Battle For War Production

In the early months of plant conversion, some employers feared that their competitors would gain an advantage if they turned their plants into arsenals for democracy. When the employees saw how Uncle Sam's whole war-output schedule was being endangered, they elected delegates through their unions and sent them to Washington. These delegates finally showed how the bottlenecks could be broken.

As Labor has led the fight for war production, so has it led the fight for national unity. Appeasement, defeatism, home-grown fascism get short shrift with us. The internal enemies of American democracy realize they must first defeat organized labor.

In recent months, Labor has been under sharp attack by a few men of wealth and power. Pretending to speak in the name of increased production, these men have accused Labor of work-

ing short hours and of demanding unjustified overtime pay. Fortunately, our government has not listened to the voice of greed.

Nor has Labor been goaded into taking an unreasonable position. This is our stand:

How Labor Will Carry On

Labor is willing to work up to the maximum of its efficiency for war production, insisting only that the government and the people benefit from that work—not a few employers.

Labor is willing to make any necessary sacrifices in its standard of living for the duration, insisting only that the sacrifice be made by all groups for the good of all.

American workers have given generously of their blood to the Red Cross. Our unions have sold millions of dollars' worth of war bonds. We co-operate with civilian-defense officials to help protect the home front. And, in hundreds of plants, workers are contributing an hour's pay a month to war-relief campaigns.

After the war, Labor looks forward to a new opportunity for the common men and women of America. Labor's experience in participating in industry and government will point the way to a fairer distribution of the things Americans will be able to enjoy in a world freed of the Nazi menace—such things as books and automobiles, electric refrigerators and decent homes.

Fairer distribution will have to include freedom from want, which means freedom from unemployment. Union labor, both on the job and in the armed forces, is determined that mass unemployment, now mostly overcome by the war effort, shall not return. We will call on both private industry and government to return speedily to production of goods for peaceful living and to give Labor employment in the process.

Labor will have done its full share—and more—in this war. It will be entitled to a fair share in the fruits of victory.



Increasing output of the sinews of war means that labor and management have done their jobs.



WILLIAM P. WITHEROW, President of the National Association of Manufacturers, is head of the Blaw-Knox Co. of Pittsburgh, Pa., makers of industrial machinery. He has been a steel executive ever since his graduation from Yale 34 years ago. Colleagues in the N. A. M. consider Mr. Witherow a "progressive conservative."

INDUSTRY MEETS THE CHALLENGE OF WAR

By **William P. Witherow**

Oovernight, the face of American industry has changed almost beyond recognition.

A factory that made orange squeezers before Pearl Harbor is now turning out bullet pouches. A peacetime manufacturer of roller coasters is now producing signal towers for the Army. A firm that used to make brassieres is fabricating mosquito netting for our soldiers in the tropics. A wallpaper company is filling incendiary bombs. A plant that made footballs is today producing gas masks.

Lock, stock and barrel, American industrial and business management has moved to the firing line, to turn out the wherewithal of warfare. It is proving its world leadership not only with techniques and ingenuity that blaze new trails but with record-shattering output. In making decisions, industrial executives use only one yardstick: "Will it help win the war?"

Key men in this country realize fully what has happened. As Lt. Gen. Brehon B. Somervell, commander of the Army's Services of Supply, recently pointed out, American war production "would astound and dismay the dictators." And Undersecretary of War Patterson has said that American industry already has produced all the equipment needed by our entire Army, in addition to more material for export to our allies than we are prepared to ship.

The Task Performed by Industry

Less than six months after U. S. entry into the war, our airplane industry had outdistanced the combined production of Germany and Italy. By March, we were making three times as many bombers as in the month before Pearl Harbor. Every month, now, we are rolling out more tanks of a certain type than we produced in the entire year of 1941.

American industry is performing such miracles by learning to tap new production resources,

to reach down into the small shop and put every idle machine and every available man to work for victory.

Determined to keep labor relations at a high level of good will, the National Association of Manufacturers has striven to improve health and sanitation within factories. We have urged vacations with pay. We have advocated equal pay for women workers doing men's work.

We are opposed to arbitrary discrimination against employees because of race, sex or age, because of membership or nonmembership in a labor organization.

Modern management is not opposed to employees' joining trade unions, if that is the workers' free choice. But emotional controversy over the closed shop and other labor issues should be out for the duration.

Co-operation With the Government

American industrialists have worked closely with the federal government. We have helped install special protection against sabotage, collected scrap and salvaged waste material. Following the leadership of Donald M. Nelson, we have set up joint Management-Labor committees in our plants, to help speed production.

In fact, Management is solidly behind Mr. Nelson in all of his program. We are co-operating with every win-the-war department in the government. For example, all of industry's patents are available to government, either in peace or war. No new laws are needed to make this so, and certainly tampering with the patent system is no win-the-war necessity.

Management does not condone excessive profits made by anyone from this war. Industry does not want to go beyond the profits necessary to pay wages, war taxes, a reasonable return to stockholders and a fair reserve to provide continued employment after the war. Indeed, if any

manufacturer did try to go further than this, he would be stopped by the 90-per-cent excess-profits tax which the N.A.M. itself has recommended. This record of industrial co-operation and war production has won the confidence of the public. National teamwork for victory can only be built on such a foundation.

In the same spirit of mutual confidence, experiments in reform should not be given priority in the councils of government. Nothing must sidetrack our war program.

Private Enterprise Must Be Preserved

Convinced that all of us must sacrifice in this cause, industry has given up its freedom of enterprise—for the duration. Government stipulates what we may produce and when; it tells us what materials to use and the price we can charge for our products.

We ask only that the war effort should not be used permanently to replace our system of free enterprise with some alien system of economics.

Just as American industry is our chief asset for victory, so is that same free enterprise the hope of peace.

Out of the exigencies of war and the trials of depression years, a new and virile industrial leadership is even now applying that experience to planning the war's aftermath.

Some changes, of course, will be necessary. The business system has always been the bellwether of constant change. But well within the framework of the free enterprise system will be found America's economy of the future, based on an abundance for all through production. And it will be Management's task to see that there is a greater and fairer distribution of that abundance to those who heretofore have shared least in the prosperity of our land.

AMERICA IS THE HOPE OF THE WORLD

By Vincent Sheean

Our men, our machines, our idealism are the promise of victory and of a just peace



British air power, symbolized by this Sterling and its bomb load, is being strengthened by the U. S.

Seven months of war have given us a sharp alignment of friend and foe, with a few borderline cases like that of the Vichy French.

The Latin-American governments, excepting only Argentina and Chile, have thrown in their lot with us either by declaring war outright or by breaking relations with the Axis powers.

The Dutch proved their friendship by fighting with everything they had from Dec. 7 until they were driven from their isles in the Indies.

The Chinese sent a big army abroad for the first time in modern history, and put it under an American commander, Gen. Joseph E. Stilwell.

The Australians asked for and obtained Gen. Douglas MacArthur as commander in chief.

Relations between the American and British commands grew closer by the steady exchange of full information, by consultation on measures to be taken, and by a plan for pooling resources.

Anti-Communists Are Pro-Red Army

In the case of the remaining great ally, Soviet Russia, an improvement in relations was visible in the realm of public feeling. Americans like success and want to defeat Hitler; consequently, the winter campaign of the Red Army, putting the Germans to such strain that even Hitler was forced to admit it, made Russia the hero of this year's war in American eyes.

Even the most determined opponents of Communist theory in this country have accepted the fight of the Red Army as a thing invaluable to our common cause, and by now it is usual to see some of their names at the head of committees for Russian war relief.

It seems to be fairly widely admitted that, if the Red Army can hold a line until the end of this summer—a line being interpreted in the widest possible sense, since in Russia the zone of combat, by encirclement and guerilla tactics, may be three or four hundred miles deep—then Hitler is sure to be defeated.

This consideration has made Americans more willing than ever before to aid the Soviet Union, in spite of the profound difference between its social organization and ours.

The Unconquered "Conquered" Are For Us

Military advantage remains on the side of the Axis, but all the defeated and occupied countries have representatives of their free opinion among us. We are assured of the good will of a long list of nations now suffering from conquest.

This goes, I think, for every country Germany has occupied in Europe—there is not one of them in which the pro-Nazi element is more than an offensive and venal minority.

Holland, Norway, Belgium and France are in this position, with enslaved and half-starved populations which look to us for their redemption, while a handful of politicians employed by the Germans attempts to govern them.

Yugoslavia continues a harassing campaign against the German invader by means of guerilla bands in the mountains; Greece, after her valiant struggle, is exhausted and hungry (the hungriest of all, it seems) but still implacable against the Germans and Italians alike and still looking to us with hope.

Wherever men value freedom this is true. The German corpse floating down the peaceful canal in Holland, the vigilant and nervous Nazi sen-



"Conquered" Yugoslavs remain unconquered, despite Nazi looting of their wealth. A German officer here watches a peasant load copper ore—Nazi plunder.

try on a cold street corner in Norway, the anxious, nervous German officer in France, are so many evidences, from the enemy himself, that he knows he is wrong. And not only is he wrong—to be wrong is nothing—but he is also defeated.

Every man is defeated in his own heart if he knows he is on the wrong side. This is what the German people are beginning to know and what many of them knew to begin with.

I remember the Mayor of Narvik, Norway, telling me last year of his experiences in and out of Nazi prisons. The first night he spent in prison, his guard was a German boy of about 18, to whom he was able to talk quite freely.

He was not sleepy. The guard was willing to argue on any subject and did so for many hours, but, if it came down to anything really fundamental (such as who is going to win this war), the guard had one answer ready: "We know we are right because the Fuehrer told us so."

"Der Fuehrer hat's gesagt!"

This blind faith in Hitler is what has distinguished the German youth from all other. They think Hitler knows not only what is right and what is wrong but also what is going to happen and when and where and why.

The Conquered Look to Us

Many have heard the story of the old French-woman in the Paris subway, who stood, with many parcels under her arm, hanging to the strap.

A German officer was sitting directly in front of her. He had been instructed, of course, that it was his duty to Fuehrer, Party and Fatherland

to be polite. He jumped to his feet and offered the old woman a place to sit down.

According to the story, she looked straight through him in stony silence, as if he had never existed, as if there were no German army, as if this monstrous war had not occurred at all.

That German, let us hope, hereafter will be less ready to feel that a thing is true simply because *"der Fuehrer hat's gesagt."* His politeness had run against the stone wall of the true resistance—not hatred and not vengeful feeling but the stern refusal of men, women and children to be unjustly overborne.

They look to us—the tortured people of Poland and Czechoslovakia, the patient people of Holland, France and Norway, the humiliated people of Denmark, the fierce and anxious people

of Yugoslavia. Their boys who escape and make their way across the whole continent of Europe to join the armies in exile—I have seen many of them, of all nations—do not pledge their lives against an uncertainty. They believe in us. We are, if we wish to be, a certainty.

In Asia, too, in spite of the great Japanese victories which have taken the whole Far East except Free China and Siberia, there are massed millions who look to us to set them free.

How the World Sees Us

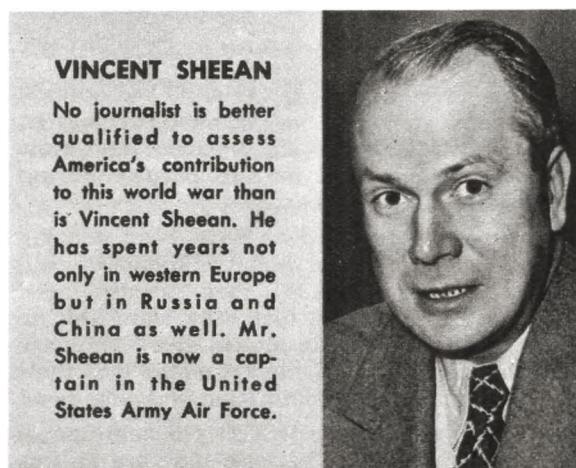
It cannot be too often repeated that the whole world knows us through the distorted image of the moving picture. What they have seen is not the truth of American life, but it is some kind of version of it—tricked up, falsified by every exaggeration and ellipsis possible but a version which nevertheless gives the world the notion that ours is a full, rich life.

The movies do this not by their stories, acting or directing but by the little details that go in without anybody's being conscious that they are there. The furniture, clothing, telephones, lights, windows, elevators, office buildings—these things give the Eskimo and the Tibetan their notion of life in the United States.

These films have penetrated everywhere, and have been seen by millions of the starving, the suffering and the brutalized inhabitants of the planet. When such people are told that America, the rich, the free, is in this war on their side, nothing can rob them of hope. Defeat after defeat cannot do it, because, I believe, the whole world has faith in America.

VINCENT SHEEAN

No journalist is better qualified to assess America's contribution to this world war than is Vincent Sheean. He has spent years not only in western Europe but in Russia and China as well. Mr. Sheean is now a captain in the United States Army Air Force.





Our fighting allies, the Chinese, always hard-pressed but still able to strike back after five years of war, celebrate a victory over the Japanese at Changsha.

THE HOPE OF THE WORLD ...continued

We are too decent to work children to death and we have always been open-handed to people in trouble. So the Asiatics like us

I think there is nobody now alive who does not realize that we inevitably must win this war if we are determined to do so.

This applies to our enemies as well as to our friends. Our enemies' calculations were based on our sloth and our lack of military preparation; on division within our ranks; on our inability to work in harness with our allies; on the misconceptions which have governed our policy in the last 20 years.

Thus, on the one hand our enemies—the Germano-Italo-Japanese alliance—look on us as the colossus of the West, too lazy and too selfish to bestir ourselves but formidable once we get in motion. On the other hand, our friends look on us as, quite simply, the hope of the world.

I had some opportunity to evaluate this feeling in talks with a few Indonesian nationalists in Java last autumn. They were none of them pro-Japanese, although I daresay some of them have made their peace with the conqueror since then. They all knew the true character of the Japanese imperialist and remembered Tagore's warning that a pan-Asia created by Japan would be "built upon a mountain of skulls."

There Are No Skulls in Our Closet

At the same time, they were weary and distrustful of the Dutch, in spite of the improvement in colonial administration in recent years. They were well aware that the struggle was impend-

ing; they did not know what the outcome would be; but they believed that, if America came in, it could be only victory.

It was their belief that, in the eventual settlement and reorganization, their hope of freedom lay not in the Dutch administration and colonists, however well-intentioned, but in American influence at the peace table.

Curiously enough, this faith in America has never been built up by conscious effort. It has simply grown out of the conditions in which Americans worked in foreign countries, out of the fortunate conditions of our own life as known in foreign lands through films, through stories and through history.

Jap Propagandists Were Busy

Until very recently, we never have had organizations for spreading propaganda in foreign countries. The Germans and Japanese have built up elaborate machines for this purpose during the last six or seven years.

Japanese radio stations have been pouring propaganda into Siam, Malaya, Indonesia and Burma for years. By 1941, they had developed this to such an extent that they were able to reach the whole area in almost every language and dialect, telling all these peoples that their release from foreign domination was imminent.

Neither we nor the British did anything of the kind—the British because they are an im-

perial race and have never troubled overmuch about the opinion of the subject peoples until some great crisis brings it to the fore; we, because we never considered it our business.

Our "propaganda," if it can be called that, has been almost entirely unconscious. Our capitalism in the East has been more humane than any other: The fact is incontrovertible. Ask any Chinese, Burmese, Indonesian or Malay whom he would rather work for (in a factory, I mean), and he will reply, "For an American."

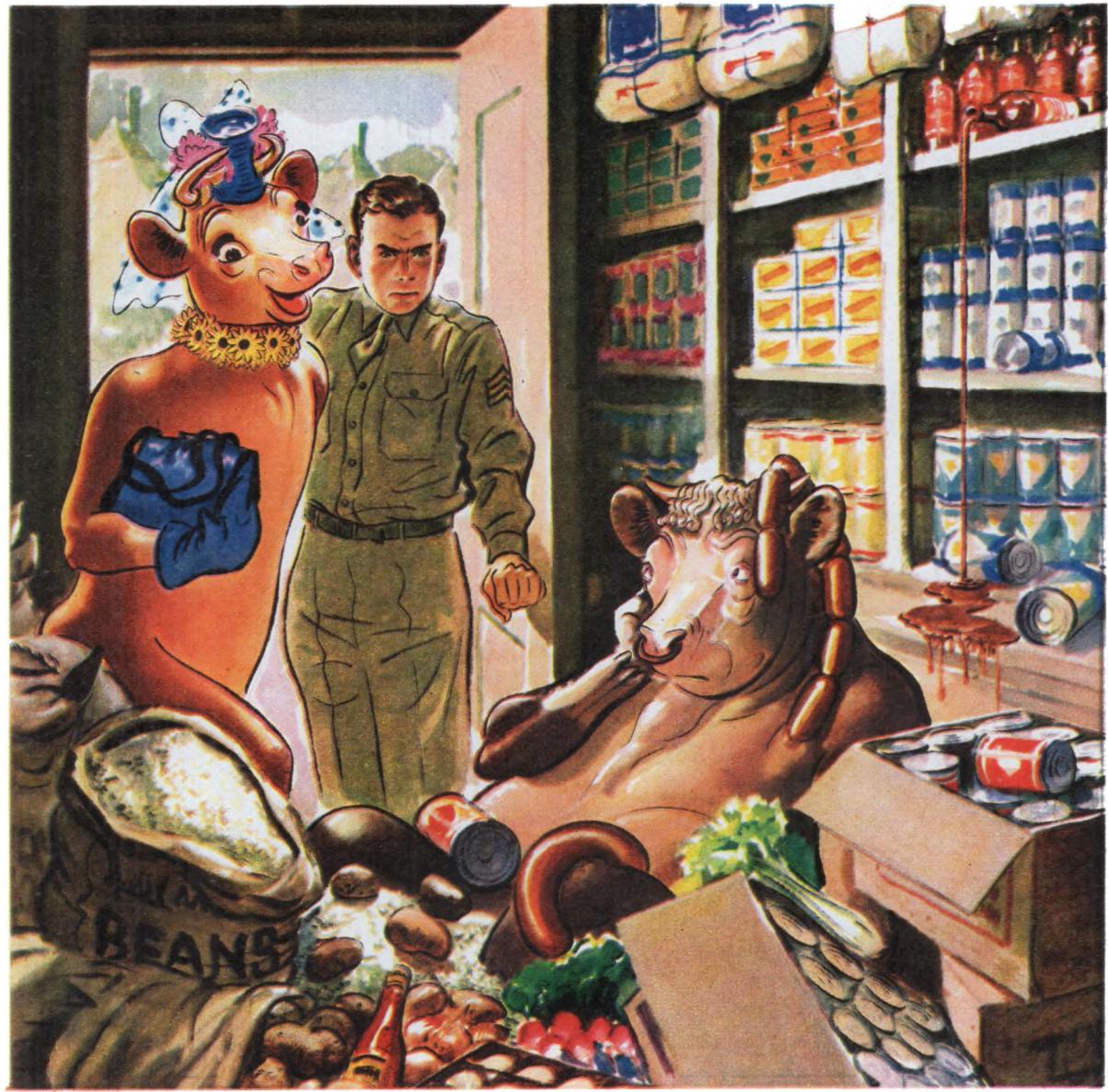
Our Capitalism Has Been Humane

I find it hard to believe that any American group would consciously tolerate the horrifying conditions reported in the tin mines of the East, where small children crawl through narrow tunnels in the earth and scratch out metal at the cost, very often, of their lives. There may be American interests in the ownership of these tin mines, but the direction, so far as I know, has never been American.

The peoples of these countries know our capitalistic enterprises as the best because they are the ones in which pay is highest, hours are least grueling and conditions of work benefit by some humane attention.

This is a general characteristic of American capitalism abroad; it is more humanitarian by nature, because the people directing it do not like to take advantage of the appalling conditions they find when they arrive.

It may be, too, that Americans like to show their superiority in this respect and consequently take pride in making their industrial enterprises in the Orient better than others. Whatever the reasons, the fact is clear that they are better.



**"And this, I suppose," smiled Elsie,
"is an army mess!"**

"**T**HAT," said the mess sergeant, glaring at Elmer, "is no mess. That is your husband. He just came barging in here and . . . blooey!"

"I tripped," muttered Elmer. "It could have happened to anyone."

"Well, suppose you just trip around and clean up this litter while the sergeant shows me his kitchen," Elsie, the Borden Cow, said firmly.

"Sorry, ma'am," answered the sergeant. "No cows allowed in the kitchen. Army regulations. Of course, for you, I might . . ."

"Oh, I wouldn't dream of your making an exception for me," interrupted Elsie. "I'm all in favor of army regulations. Particularly the one that specifies the equivalent of at least a pint of milk for every soldier every day. You know my pure, wholesome milk and all the wonderful things Borden experts make from it are my life's work."

"And good work, too," approved the sergeant. "We use a lot of your *Borden's Irradiated Evaporated Milk*."

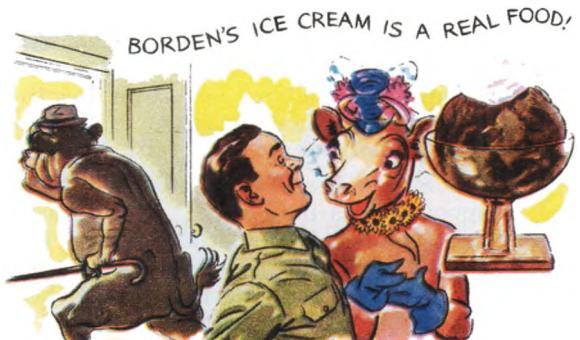


"Then I don't have to tell you what splendid creamed soups and fluffy mashed potatoes it makes,"

beamed Elsie. "Or how digestible and rich in Vitamin D it is. It may be news to you, though, that our allies use tremendous amounts of it, too."

"You started all this," Elmer complained to the mess sergeant. "You listen to it. I'm going out and spend a quiet, peaceful hour with the heavy artillery."

"Elmer's awfully jealous of my career," chuckled Elsie, as Elmer huffed out. "Sometimes I think he even resents all the nice things people say about my luscious,



creamy Borden's Ice Cream. And I'm sure you couldn't find a finer food than that!"

"I'll say you couldn't," agreed the sergeant. "I knew that husband of yours was a wet blanket the minute he messed up my post commissary. If he had his just desserts . . ."

"You can give your whole regiment their just desserts," Elsie broke in, "with Borden's Eagle Brand Sweetened Condensed Milk. It's the handy, short-cut way to make cake frostings, pie fillings, and loads of other delicious desserts because it's milk plus sugar."



"Gosh, Elsie, you sound like an expert on food," said the sergeant. "Maybe you can persuade women who entertain soldiers not to serve those wishy-washy, 'tea-party' sandwiches."

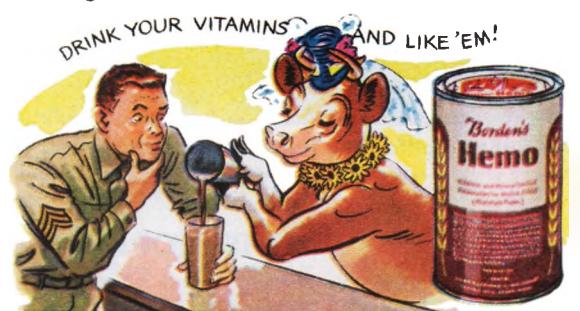
"Sergeant, I'm surprised at you." Elsie giggled. "Thousands of women already know how to turn out



hearty, man-pleasing sandwiches. It's no trick at all with Borden's Chateau. And mellow, golden Chateau is only one member of the distinguished family of Borden's Fine Cheeses!"

"Well, what do you know about that!" exclaimed the sergeant. "I guess all of us learn something new every day."

"It's a lucky thing for all those people who are learning about HEMO," enthused Elsie. "HEMO is



Borden's grand, new way to drink your vitamins and like 'em. Why, folks who need more vitamins and minerals are getting a brand-new kick out of life with HEMO. And it tastes better than the most marvelous malted milk ever mixed."

"Gosh," puzzled the sergeant, "to hear you tell it, everything Borden makes is super-super."

"Of course it is, sergeant," laughed Elsie. "Borden has its regulations just like the army. And the most important of these regulations is: *'If it's Borden's, it's got to be good!'*"



© THE BORDEN COMPANY



Our fighting allies, the Russians, who recovered from defeats and took the offensive, examine some captured Nazi artillery, mine throwers and antitank guns.

THE HOPE OF THE WORLD ...continued

We have won the trust of the Asiatic peoples, and they count on us to be faithful to that trust when peace returns to the world

American capitalist exploitation in the East has always been accompanied by—and often preceded by—great humanitarian activity.

The effort to convert masses of Buddhist, Confucian or Taoist peoples to Christianity has not succeeded in its professed objective, at least on any considerable scale; but the religious part of the undertaking does not matter in this world situation. What does matter is that Asiatics have learned to turn to Americans for help, for material aid in the simplest forms and for consolation in the great disasters of their lives.

It is becoming almost an instinct in the Chinese to feel that we will help them, if we can, when they need it. True, we have not always done so as a nation, and they fought out four and a half years of this war with no military assistance from us; but, during all that time, agencies were collecting money and materials in this country to send to them for medical aid, clothing and food. I have seen the American bandages, drugs and sheets in the hospitals around Chungking, up in the hills where they take the survivors of Japanese bombings.

We have done the same things for the Japanese—as we did after the great earthquake of 1923—and it did not deflect them from their fixed policy, but I think we shall find that the fact remains in their national consciousness and will have its result when the war is over.

The combination of a capitalism more humane than others with a humanitarianism more active than others is what gives America the trust of Asiatic peoples. No other nation of the

West has it. We did not produce this result consciously, and it is therefore more solid and true.

One of our ruling preoccupations in war and peace should be not to betray this trust, since one of the greatest ultimate dangers—far beyond the possibilities of the present conflict—is race war, the very thing the Japanese would like to produce (and cannot) this minute.

Imperialism Is a Dead Cause

The peoples of Asia know us and believe us. The fact that we are in the war and pledged to victory means more than all our defeats put together, and those who endure the Japanese occupation with all its horrors put their faith in us.

They do well to do so, for, whatever mistakes and disappointments may ensue, we are, as a people, less inclined to imperialism than any other on earth, and, if there is to be an organization for peace on equal terms, we are best qualified to establish and sustain it.

This sounds as if a conflict might or must arise between us and the British over the question of imperialism or that a deep cleavage exists already between us and them. I cannot see this. Imperialism has lost its roots in the people of the British Isles; it survives only in the upper classes, whose grasp of power is less firm than of old.

The people of England are, on the whole, not interested in the Empire. I think that, in the bad days of 1940, the terrible days when they expected the German invasion any day, any hour, and later on in the same year, when London was

being bombed every night and sometimes by day, I never heard any ordinary English person mention such places as Egypt or India.

It was actually just at that time that Winston Churchill made the magnificent imperial gesture of sending reinforcements to Egypt; but of this we knew nothing until afterward.

We shall find it comparatively easy to agree with the English on such questions when the time comes, if we have in the interval fully assumed our great share of responsibility for victory and peace. They may wish to retain their sea power, with bases throughout the world; but that they will attempt to keep their rule over unwilling masses (as in India) I do not believe.

We Have a Geography Lesson to Learn

All this is new and strange to most of our people. We have not had to learn the ways (or even the names) of the other peoples on earth; they have been far from us. But we have never in recent years been far from them. In a sense, the whole world clusters around us, takes its modern character from us, looks to us for leadership.

In another sense, large parts of the world look to Soviet Russia. One of our great necessities is to come to terms with that new and vital political force, so that the future organization of this planet shall provide for a long-continued peace.

All the other peoples, large and small, look to us for help. History demands of us an extension of our principles to the whole world. I say principles only, because their fulfillment involves a long chapter of trial and error.

But the principles enunciated in 1776 and reformulated by Lincoln in 1861-65 are those which have made us a nation in spite of all our problems of diverse races and creeds. They can make the world whole and, if the might of this country is fully and correctly used, they will.



Chevrolet, America's Foremost Volume Producer of Cars and Trucks, Has Devoted Its Skills and Resources to Victory!

America's armed might is making its inspiring strength felt round the globe. Wherever our soldiers take the field, Chevrolet-built equipment serves them well—for Chevrolet-built is quality-built.

And quantity-built as well, to supply constantly-expanding needs. In huge plants the nation over—now expanded even beyond their peacetime proportions—skilled Chevrolet craftsmen work diligently for our country.

Their output can be measured only in multi-millions of dollars—for censorship prohibits revelation of production figures.

Sleek-winged bombers now are powered by Chevrolet-built Pratt & Whitney airplane engines.

Rugged, durable Army trucks which Chevrolet has engineered and built in multiple thousands for the past many months are aiding America's fighting men in every branch of the Service, everywhere in the world.

Armor-piercing shells, produced in vast quantities by Chevrolet, scream defiance wherever man challenges freedom. An ever-increasing number of aluminum forgings for airplanes . . . together with

many other different kinds of parts for other war producers, both within and without General Motors . . . are flowing from the great Chevrolet factories.

As our armed forces increase, so is Chevrolet bolstering its gigantic production army. Employment is increasing with each passing week. The contribution of these craftsmen to the national war program is tremendous now and will continue to grow day after day.

Accustomed to thinking and operating on a volume basis, Chevrolet proudly presents this report to America.

CHEVROLET
DIVISION OF **GENERAL MOTORS**

AMERICA'S FOREMOST VOLUME
PRODUCER OF CARS AND TRUCKS

DON MASON: Sighted Subs Sank Same

On Jan. 8, 1942, Donald Francis Mason coined the most famous battle message of this war: SIGHTED SUB SANK SAME. Mason, a 28-year-old enlisted man, radioed this crisp report to his Atlantic base while piloting a Navy bomber 200 miles at sea. Next day, he

sighted a lifeboat, led a destroyer to the rescue. Five weeks later, Mason saw another sub far at sea—and became the first American credited with sinking two subs from the air. He won the Distinguished Flying Cross and the Silver Star and was made an ensign.

STORY BY DON WHARTON—DRAWINGS BY ROBERT FAWCETTE—Third in LOOK's series of articles on AMERICAN HEROES



Ens. Donald F. Mason



TAKING OFF from a foggy field, Don Mason and crew head out over the Atlantic on lonely anti-submarine patrol. Mason carries orders to pick up an American convoy at lat. ___, long. ___. He

brings his twin-engined land plane to the designated point, spots no convoy, tells Second Pilot Baldwin to check navigation. It's O.K. Mason continues sweeping the empty ocean, but no convoy comes over

the horizon. Mason wants to continue the search but carries orders to be back at his base by a specified hour. Flying low, he makes a wide turn, looks out to port, glimpses a periscope, sings out, "Submarine!"



2 THE FOUR-MAN TEAM clicks into action. Baldwin checks instruments, opens bomb bay. Mechanic Zink swings camera to get pictures. Radioman Mellinger drops a smoke light to mark the posi-

tion. Meanwhile, Mason brings plane lower, lower—lines it up with the U-boat's course. He comes still lower, starts his bombing run. His aim is to straddle the sub with depth charges, speed on before the

erupting plumes of water can crash the bomber. Mason holds the stick with his left hand, presses a button with his right. The depth bombs race toward their target. "We got it! We got it!" Mellinger yells.



3 **MASON TURNS THE BOMBER**, sees a conning tower rise and then sink—and lots of oil. He tells Baldwin to make up a message—"Sighted sub sank same," says Mason. Baldy codes it, hands it to Mell. The radioman is surprised at the brevity but dot-dashes it back to the base. Landing there, Mason reports to his commanding officer, "I got him, sir."



4 **THE SINKING CONFIRMED** by the photos, Mason is taken to the flagship of Vice Adm. Royal E. Ingersoll, Commander in Chief, Atlantic Fleet. The Admiral gives him coffee and cigarettes, says, "I'm promoting you." Mell, Zink and Baldy are also promoted.



5 **PATROLLING FOR SUBS** next day, Mason sees something dark in the water. He starts a bombing run, then sees it's a lifeboat, whose 13 Norwegian seamen wave frantically—they've spotted his open bomb bays. Mason drops a smoke light, locates a destroyer, leads it to the boat.



6 **300 MILES AT SEA**, March 8, Mason sights another U-boat. Mason's same crew—except that Al Jurce is second pilot—clicks again. Mason straddles the sub with depth charges. Cork and debris fly into the air. Mason tells Jurce to make up a message. Jurce asks what he wants to say. "Sighted sub sank same," says Mason.



Hardened, smartened by their training at Great Lakes, these "boots" will soon be at sea. A few weeks ago, they looked like the lads opposite.



From farms, schools, offices and factories, thousands of green recruits like these are pouring into the teeming U. S. Naval Training Station at Great Lakes, Ill.

Fighting Seamen For America's Mighty Navy

The training station at Great Lakes is turning them out by thousands

On the shores of Lake Michigan, the U. S. Navy is training seamen whose impact will soon be felt by the Axis all over the seven seas. Here, a thousand miles from the nearest ocean, the Navy is producing a stream of fighting sailors to man the warships our yards are turning out at record-shattering speed.

The Naval Training Station at Great Lakes, Ill. (40 miles north of Chicago), supplies approximately 35 per cent of the fleet's enlisted personnel. It is living proof of our Navy's ability to create the many-ocean force we need for victory. Each week, thousands of raw recruits enter the accelerated training program at Great Lakes. A few weeks later, they emerge hardened seamen, ready to sail and fight.

The Navy's Raw Material

As they enter, they are a motley crew of land-lubbers, varying in age from 17 to 50, coming from every walk of life, every corner of the nation. They are raw material, but they are good raw material. All of them are volunteers. All have passed the Navy's rigid physical examination, which rejects between 50 and 60 per cent of the applicants.

The average recruit is 20 years old, has completed two years of high school and comes from a farm or small town. The process that turns him

into a sailor—it's called "boot" training, because all recruits must wear leggings or "boots"—is a miracle of speed and efficiency.

By the time he has been outfitted and taught how to salute, he has already begun to look like a sailor. He is toughened by vigorous, enjoyable athletics. He learns to sleep in a hammock and keep himself and his equipment shipshape. He learns to call things by their correct seagoing names. He acquires the discipline, skill and enthusiasm which will make him a valuable part of a fighting ship's company.

A Team of Specialists

Almost before he realizes it, he graduates and goes to the Outgoing Unit. Here he awaits the orders sending him to sea or shore duty, where he completes his training. If he shows any special aptitude, he goes to Service School. There, he is turned into a machinist, signalman, radio operator, quartermaster, gunner, electrician, carpenter or one of the other specialists on whom the Navy depends.

Great Lakes is but one of the Navy's four major training centers. Multiply the Great Lakes story to include the humming beehives at Norfolk, Va., San Diego, Cal., and Newport, R. I., and you see how our Navy is meeting—and beating—the greatest expansion problem in its history.



COMMANDING OFFICER of the Great Lakes Station is Rear Adm. John Downes, in the Navy for 40 years. There have been Navy men in his family since 1800.

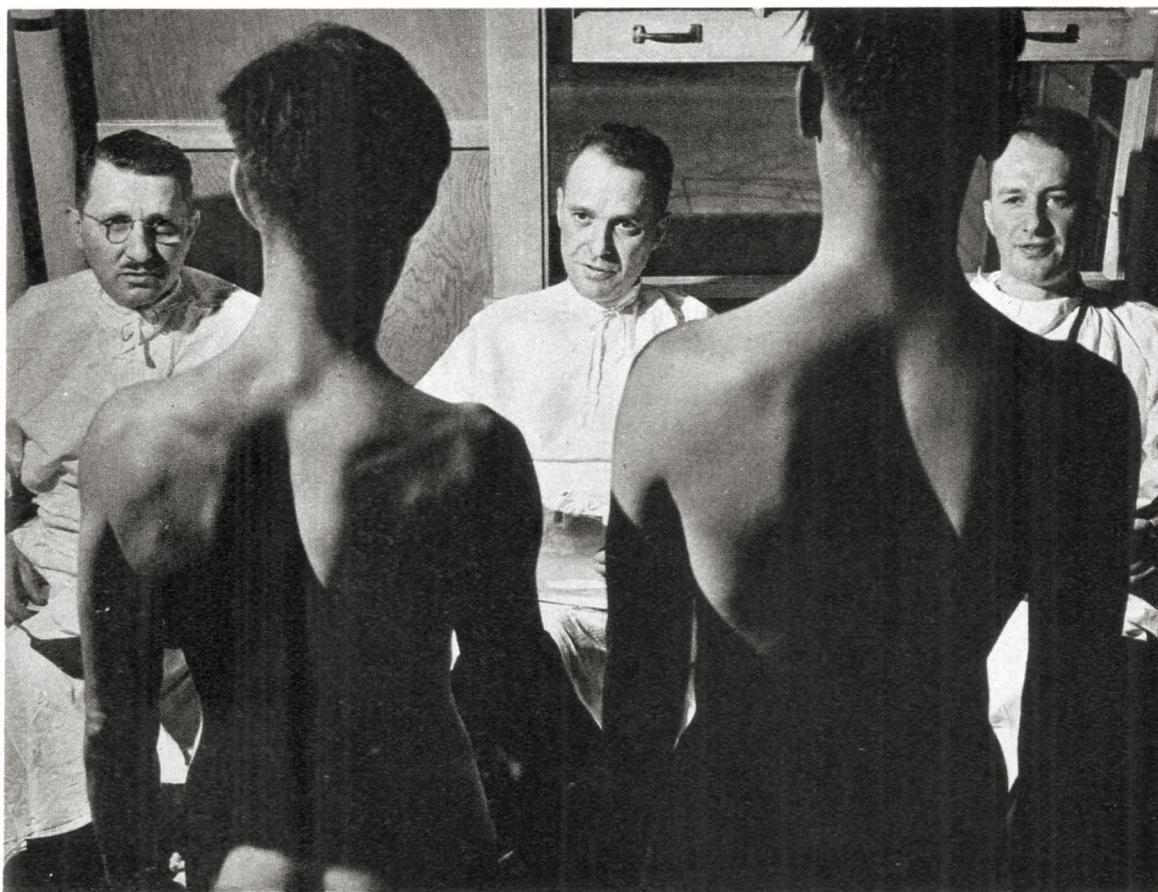


The Navy needs only a few hours to turn civilians into physically tested, uniformed "boots"

NEW RECRUITS start their Navy lives by removing their "civvies," packing them in boxes which are mailed home. This occurs at the outset of the incred-

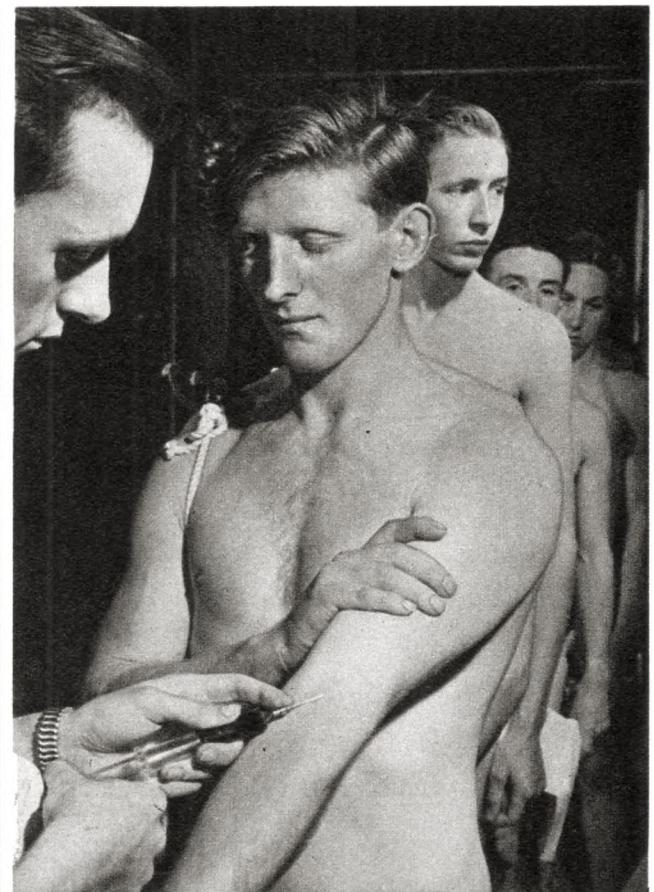
ibly speedy, efficient reception process which all recruits go through. In a few hours after their arrival, they have recorded their personal histories,

been assigned to training companies, taken a thorough medical examination, received their clothing and equipment and been fitted into new uniforms.

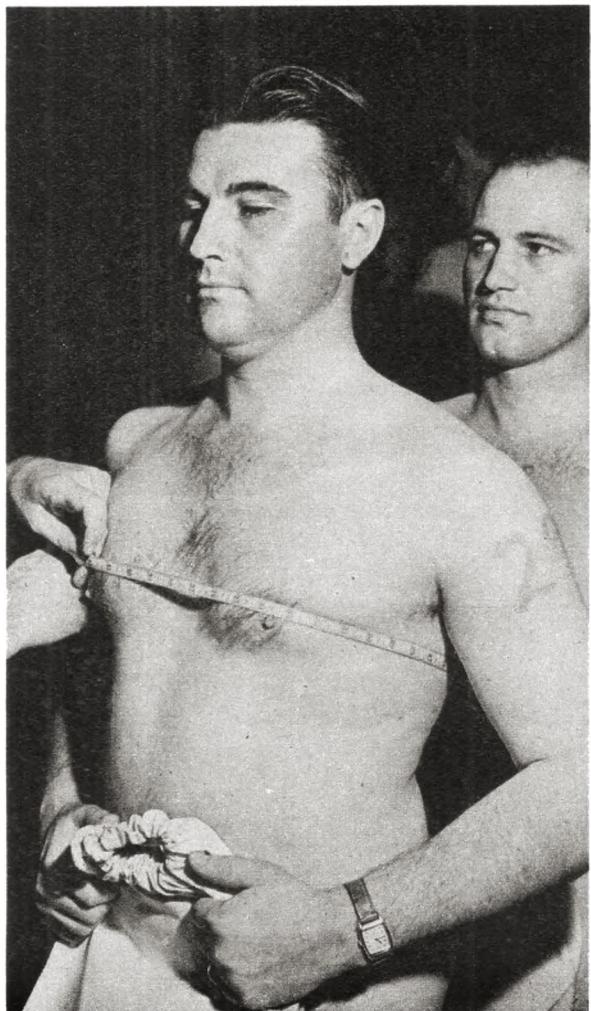


TWO RECRUITS IN THE RAW stand before the psychiatric examiners. Purpose of this mental probe is to weed out the emotionally unstable and get a line

on each man's particular capacities. The Navy makes a determined effort to assign each man to the special kind of duty for which he is best fitted.



BLOOD SAMPLE is taken from all recruits. Laboratory then determines his blood type (for transfusions), which is stamped on his identification tag (called "dog tag").



MEN ARE MEASURED, and clothing is issued at lightning speed. Ditty bag recruit carries contains the few personals (pictures, wallet, etc.) he is allowed to keep.



IN THE FITTING ROOM, each recruit lays out his clothes, tries on each article to see how it fits and learns how it must be worn to conform with rules.



TAILORS EXAMINE each man's uniform and make needed alterations. Uniforms are usually fitted loosely because most youthful recruits gain weight in Navy.

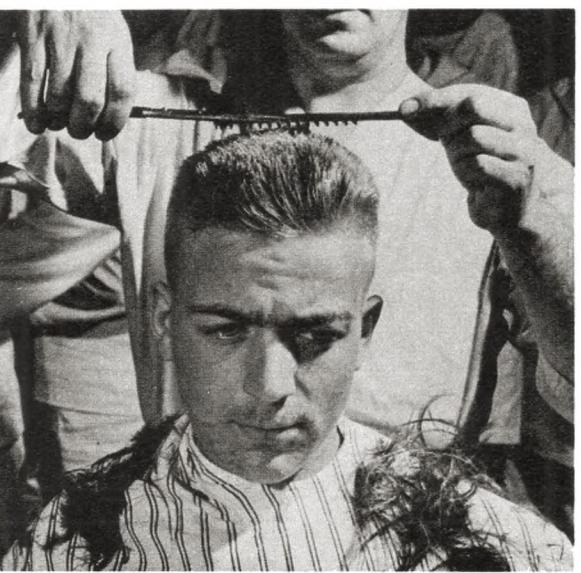
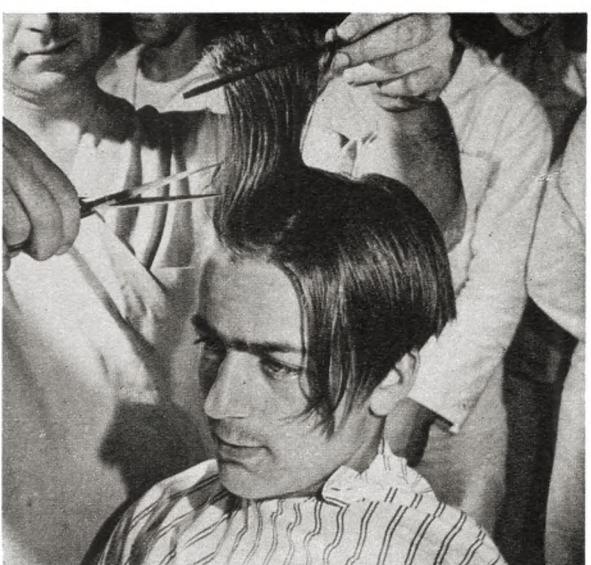


THESE ARE THE THINGS which clothe and cleanse each Navy recruit. In addition to the objects shown, each man gets a sea bag and ditty bag out of which

he "lives" during his Navy career, a hammock and mattress, portfolio of stationery and various other items to fill out his total allotment of \$118 worth.

RECRUIT ISSUE LAYOUT

- 1 Rubbers
- 2 Sneakers
- 3 Shoes
- 4 Leggings ("Boots")
- 5 Socks
- 6 Bathing Trunks
- 7 Dress Jumper
- 8 Undress Jumper
- 9 Trouser
- 10 Shoe-polishing Kit
- 11 "Bluejackets' Manual"
- 12 Neckerchief
- 13 Whisk Broom
- 14 Underwear
- 15 Soap
- 16 Toothbrush, Paste
- 17 Comb
- 18 Handkerchiefs
- 19 Hats
- 20 Towel
- 21 Underwear
- 22 Undress Jumpers
- 23 Trousers



TRANSFORMATION TO "BOOT" is completed when each new recruit has his long civilian foliage (top) cut to the regulation inch and one half (bottom).



Smiling happily, this seaman is on his way to new quarters after completing preliminary training. He carries (or wears) every last thing he possesses in the Navy.



SWIMMING INSTRUCTION is compulsory for all recruits, and each man must be able to swim at least 50 yards before graduating. About one third of men entering the Station can't swim.

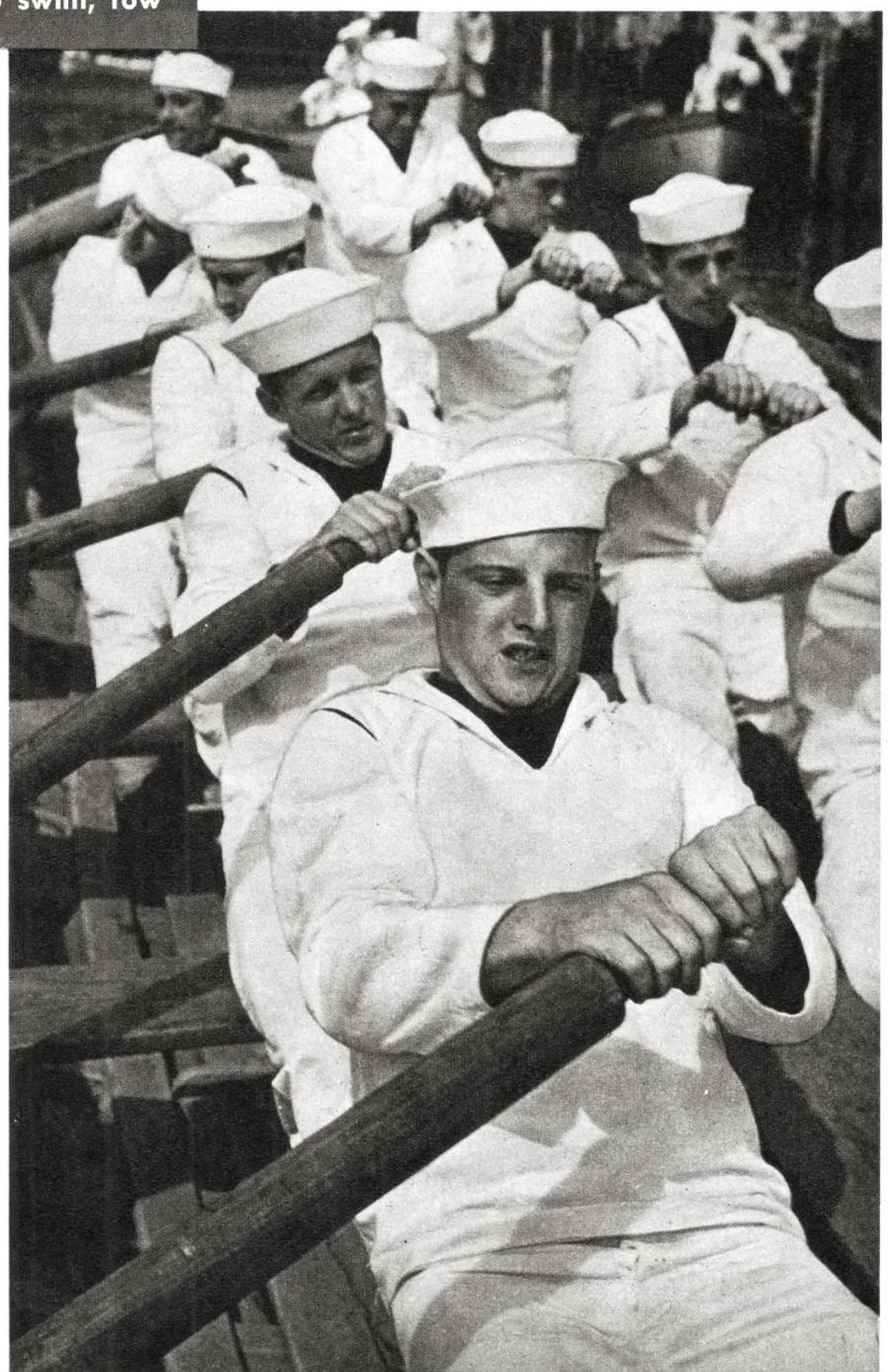


The heart of the recruit training program is body toughening and learning to swim, row

A CALISTHENICS CLASS is led by Joe Grace, ex-outfielder of the St. Louis Browns. Grace is typical of the athletes used by the Navy as leaders of its physical toughening program.



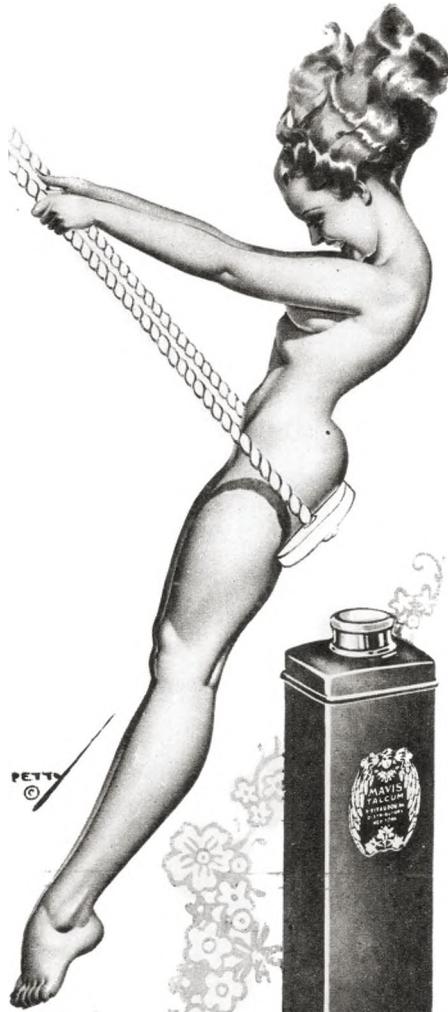
COMPETITIVE WALL SCALING is one of the many sports which toughen recruits into hardy sailors. Recruits also get a chance to try for one of the varsity teams which make Great Lakes a first-ranking power in football, baseball, basketball.



IN WHALEBOATS, "boots" learn to row and get the feel of the deep. Many Great Lakes recruits have never seen a body of water bigger than a creek, and their reaction to Lake Michigan is usually: "Gee, you can't see the other side!"

MAVIS TALCUM FOR BODY BEAUTY

clothes you in a beguiling film of fragrance . . . keeps you daintily fresh for hours. Use Mavis lavishly, every day. Buy Mavis today . . . at all cosmetic counters.



MAVIS
THE FRAGRANCE OF FLOWERS
talcum
V. VIVAUDOU, INC.

You Can Get Quick Relief From Tired Eyes

MAKE THIS SIMPLE TEST TODAY



EYES OVERWORKED? Just put two drops of Murine in each eye. Right away you feel it start to soothe and refresh your eyes. You get—



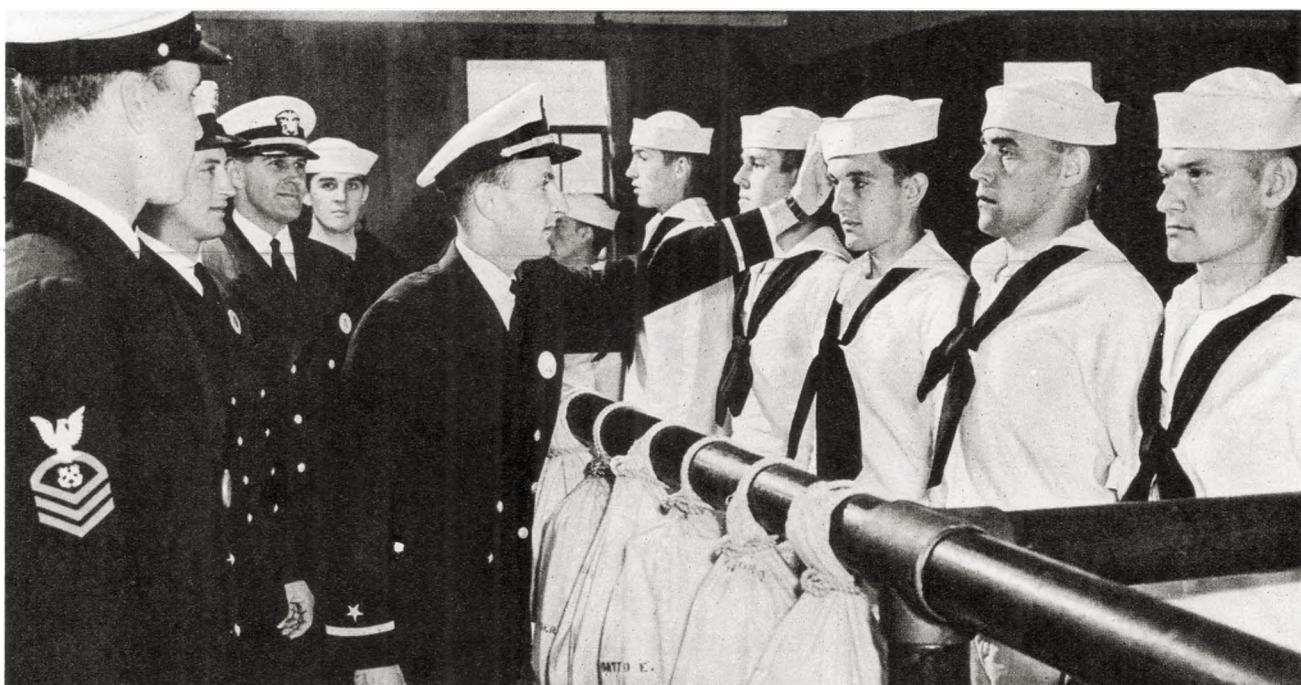
QUICK RELIEF! Murine's 7 scientifically blended ingredients quickly relieve the discomfort of tired, burning eyes. Safe, gentle Murine helps thousands—let it help you, too.

MURINE
FOR EYES
YOUR
SOOTHES AND REFRESHES

FIGHTING SEAMEN . . . continued



All recruits sleep in hammocks, which are quite comfortable after you've learned the trick of staying "in the sack."



BATTALION COMMANDER Ensign Henry McKnight corrects a recruit's hat position (must be square on head, one finger above eyebrows) during formal Saturday inspection.

Inspections are held daily, and recruits are sternly checked on details of uniform and equipment. Regulations cover everything from shine on shoes to knot in neckerchief.

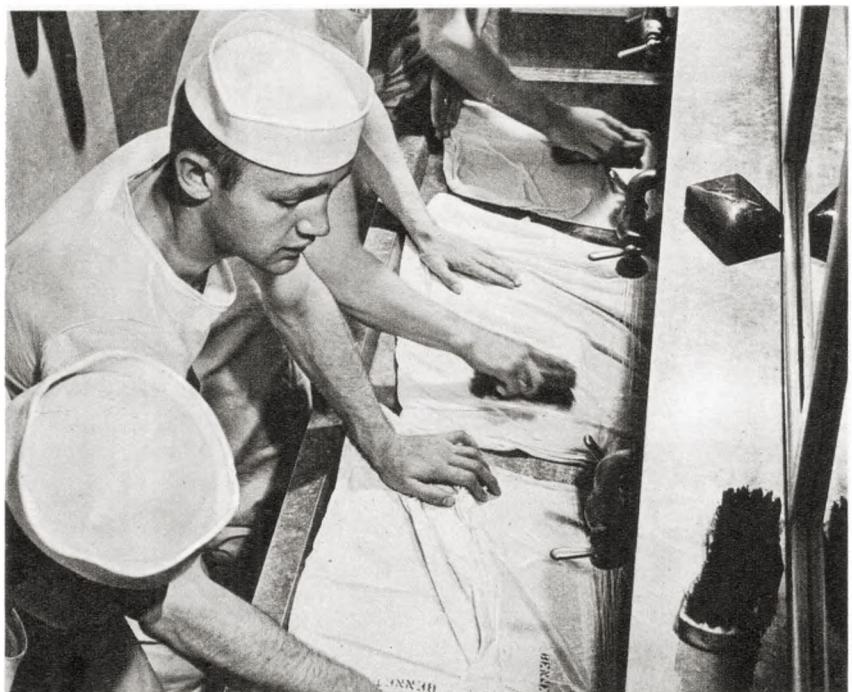


DURING SUNDAY SERVICES, Catholic Chaplain Father George Rosso gives communion to men in varying stages of training. Services for the various denominations are held

regularly by the numerous chaplains, who also participate in nonreligious phases of the training program, supervising Station libraries and other recreational facilities.



Clothing is stowed in big sea bag, personal knicknacks in small ditty bag.



EVERY SAILOR MUST BE HIS OWN LAUNDRESS, must keep his clothing and bedding immaculate and in perfect repair. Since the Navy has no place for irons, recruits learn to roll their clothes so as to keep them smartly pressed.



ARTISTIC DESIGNS, such as this one in colored stones, dot the barracks areas, particularly in the Outgoing Unit, where many thousands of graduated seamen have awaited the orders that send them off to duty at sea or ashore.

CONTINUED ON NEXT PAGE

THE FUN IS FURIOUS...
AND SO WAS THE GROOM
WHEN MELVYN
KISSED THE BRIDE

I've never
danced before...I just
moved around a room
with a man...Tonight
I want to dance!"

JOAN MELVYN
CRAWFORD & DOUGLAS

THEY ALL KISSED
the Bride

with ROLAND YOUNG · BILLIE BURKE · ALLEN JENKINS
Screen play by P. J. WOLFSON · From a story by Gina Kaus and Andrew P. Solt
Directed by ALEXANDER HALL · Produced by EDWARD KAUFMAN
A COLUMBIA PICTURE

★ ★ ★ ★
Buy U. S. War
Bonds or Stamps
Today at Your
Local Theatre!
★ ★ ★

COLOR AND VARIETY IN YOUR MEALS MAKE THEM APPETIZING AND NUTRITIOUS

Just consider the foods that are a good source of vitamins. Notice their colors—red, yellow, green and purple fruits, berries and vegetables—canned or fresh. Brown cereals and vegetables—canned or fresh. Brown cereals. Yellow cheese and butter. Brown cereals. Yellow cheese and butter. Creamy-white milk. In planning your breakfasts, luncheons, and dinners, choose from these foods with color and vitamin variety in mind. You'll have meals that are appetizing in appearance and well balanced in nutrients such as the menu shown here.

Ice Cream topped with Dole Crushed Pineapple—a most nourishing dessert because it is a good source of vitamins A, B₁ and C, and contains calcium and other minerals.

MENU

MEAT LOAF AND BROWNS POTAOTES ✓

BUTTERED BEETS ✓

COLE SLAW ✓

DOLE PINEAPPLE UPSIDE-DOWN CAKE ✓

BEVERAGE



Notice this cheery salad plate—lettuce, Dole Sliced Pineapple, cottage cheese and a whole wheat bread sandwich. This green, gold, white and brown combination is a good source of vitamins A, B₁ and C.



This seal of acceptance denotes that Dole Pineapple Products and nutritional claims made for them are acceptable to the Council on Foods of the American Medical Association.



Golden Dole Hawaiian Pineapple Juice! A 6-oz. glass contains approximately one-sixth of the daily recommended allowances of vitamins B₁ and C for the average adult.

DOLE
HAWAIIAN PINEAPPLE PRODUCTS
FROM HAWAII, U. S. A.



FIGHTING SEAMEN ... continued

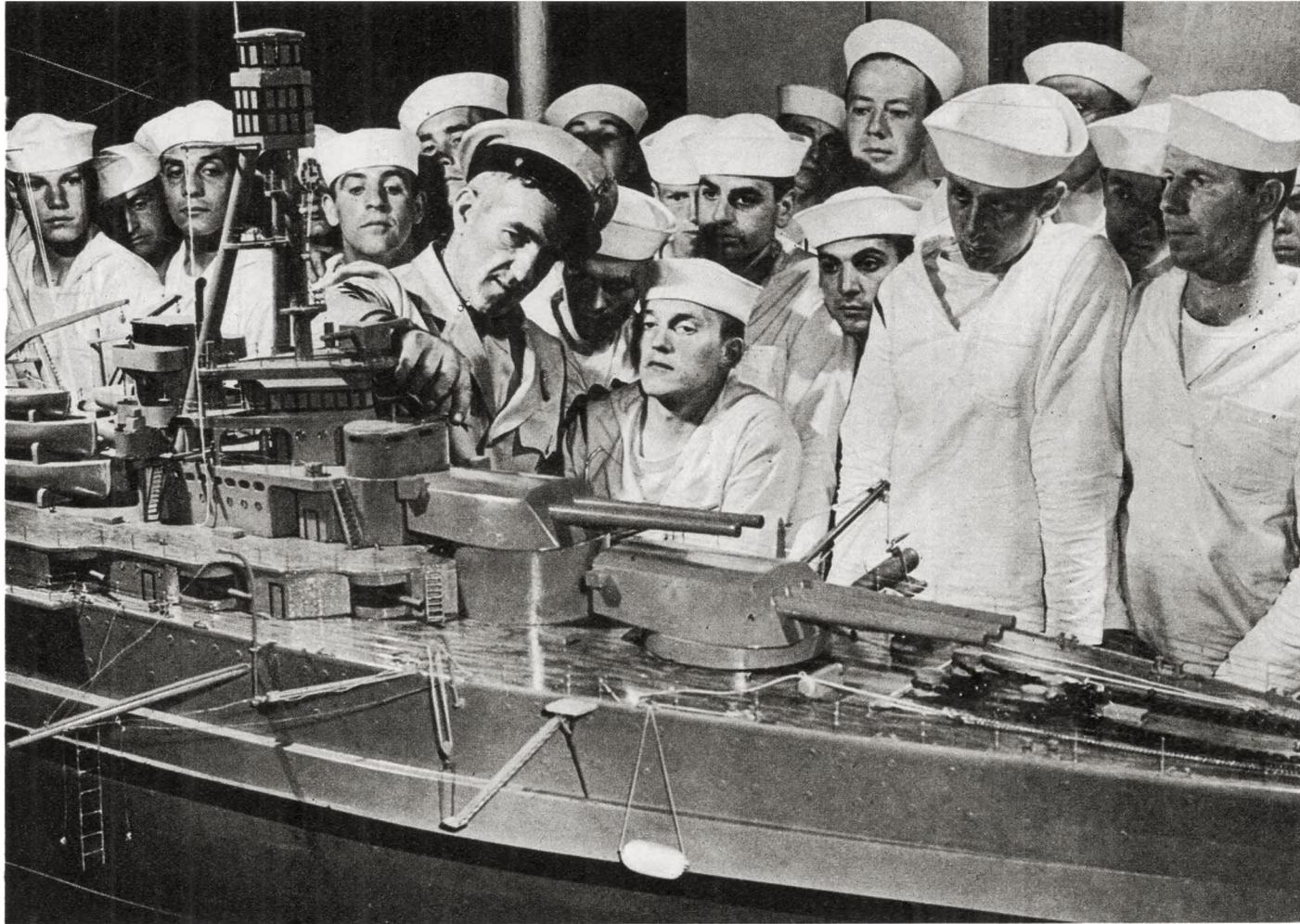


FLAG SIGNALING is taught in the Service Schools, which train the various specialists needed by the Navy. This sea-

man is practicing the letter "U." flag display behind him spells out (from top to bottom): Left—Y, W, X; which



The
(top
h is
code for "Well done." Right—D, 3, 5, 4;
code for "Destroyer 354." This means
Destroyer 354 has done a good job.



A VETERAN CHIEF PETTY OFFICER points out details of a battleship model used to give recruits a preview of their future homes. Before graduating, each "boot" gets

a full dose of seamanship. Among many other things, he learns that a door is a "hatch," a window is a "port," a floor is a "deck," a meal is "chow" and a drinking fountain is a "scuttle butt."



BREECH MECHANISM OF A FIVE-INCH GUN is explained to gunnery students by one of the chief petty officers who give much of the instruction, are the Navy's top sergeants.



A SAILOR AND HIS GIRL enjoy roller skating in one of the station drill halls. Great Lakes does much to entertain its boys as it hardens them into seagoing fighters for the world's greatest navy.



In San Antonio, her home town, Anne Gwynne visits the high school she used to attend, joins the singing class in a chorus of "Deep in the Heart of Texas."

Deep in the Heart of Texas

LOOK takes Texas-born Anne Gwynne on a whirlwind tour of her native state, in preparation for her new Hollywood picture

As a song, "Deep in the Heart of Texas" has enjoyed a long and lusty life. Now, Universal Pictures hopes that its movie of the same name will be just as popular. The song and the picture have nothing in common beyond the title, however. As a matter of fact, the picture is not a musical but deals seriously with the reconstruction period in Texas following the Civil War.

The first thing Universal did this spring, after acquiring the song title for a picture, was to assign the leading feminine role in the film to 23-year-old Anne Gwynne. Not only had Anne just distinguished herself in "Ride 'Em Cowboy," with Abbott and Costello, and in "Broadway," with Pat O'Brien and George Raft, but—by a happy coincidence—she was a Texan herself.

To put Anne in the proper mood for "Deep in the Heart of Texas," LOOK Photographer Earl Theisen took her on a one-week tour of her home state. Anne went from El Paso to the Gulf, saw everything from old missions and battlegrounds, in Houston and San Antonio, to modern air cadets in training at Randolph Field. These pictures show some of the high lights of her trip.



IN GALVESTON, Anne has a surfboard ride in the Gulf of Mexico. Once the state's leading seaport, Galveston is now principally a recreation center.

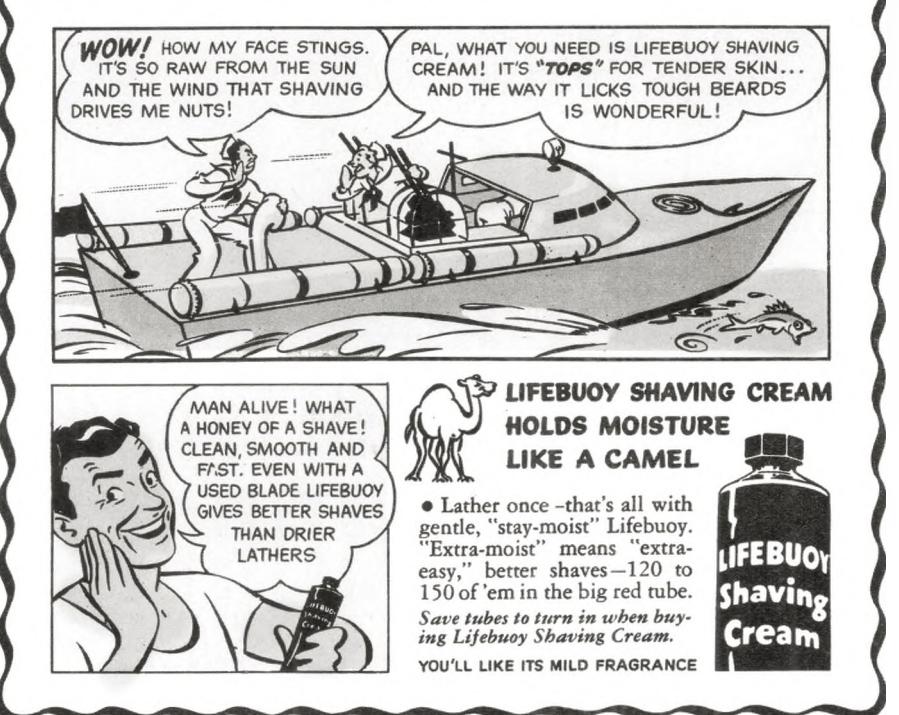


OUTSIDE SAN ANTONIO, Anne meets Lee Miller, a real Texas Ranger, tries on some of his equipment. He travels in a car with horse trailer attached, carries a .45 automatic, six-shooter, rifle, sawed-off shotgun and machine gun.



NEW 1942 LIFEBOUY

FROM HEAD TO TOE IT STOPS "B.O."



SMOKING MEANS INHALING— INHALING MEANS YOU NEED

what PHILIP MORRIS alone provides!

All smokers sometimes inhale. But—
your throat needn't know it.

Here's a vital difference you may not know exists. Eminent doctors compared the leading favorite cigarettes . . . found and reported that:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

That's proved protection—exclusive with PHILIP MORRIS—added to your enjoyment of the finer-quality PHILIP MORRIS tobaccos. No worry about throat irritation . . . even when you do inhale!



CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE



ANNE TAKES TO RANCH LIFE like a true Texan on her Uncle Harvey Guinn's 24,000-acre ranch near Del Rio, even enjoys washing up, ranch-hand style.



SHEEP ARE THE MAJOR PRODUCT of Blue Hills Ranch. Anne, arriving at the shearers' camp in the midst of the shearing season, pitches right into the noon-day meal — barbecue goat, baked beans and bread baked on hot stones.



SHEARING is usually done by a crew of 12 men, under an improvised canvas shed. The boss of the crew gets 10 cents a head for sheep, pays his men 5 cents a head

and feeds them. The men sleep on iron cots out under the trees. With motorized shears, a good man can shear 100 to 120 sheep a day. Anne quit after working

on one sheep (above). Back in Hollywood Anne admitted that she got deeper into the heart of Texas on this trip than she ever had while she lived there.

★
Third article in LOOK's
series on
AMERICAN WOMEN



Housewife Betty Morris, aged 33, and daughter Nancy, aged 6 months, hugely enjoy each other's company after the rite of the bath.

American Housewife— 20-Job Woman

A Jersey wife and mother is typical of 28 million women who make housekeeping a full-time career

Mrs. Dennis Morris of Livingston, N. J., belongs to the new generation of housewives. Pretty, intelligent, she looks younger than her 33 years—partly, perhaps, because she has mastered the art of good home management.

Like 95 per cent of American housewives, she does all her own housework. Like them, she daily propels herself (she is 5 feet tall, weighs 102 pounds) through a succession of exacting tasks that would make many a man ripe for a breakdown. Like them again, she follows a rigorous schedule, from the time she gets up to feed her baby to day's end after more than 12 hours of assorted chores. Typically, she finds ample reward in the health and happiness of her husband and her children.

Betty Rutherford Morris was born in West Virginia, attended high school in Pennsylvania

and college in Ohio. For five years after college she taught Latin and home economics in high school. At Macksburg, O., she met Dennis Morris, then her school's basketball coach. They were married in 1936, came to New Jersey when Dennis got his present post as mathematics instructor at Maplewood Junior High. They have two children, Jane, 4, who attends the progressive Wyoming Nursery School, and Nancy, 6 months. They have lived two years in their present home—a six-room house on which they are paying off a 25-year FHA mortgage at the rate of \$28 a month.

In countless ways, Betty Morris rates the title of "typical American homemaker." In the first place, she'd rather be called "homemaker" than "housewife"—a preference of most women since the 1930 census recognized homemaking as a profession. Since her husband's net salary is

\$2,350 a year, she falls into the two-thirds majority of American families earning between \$1,000 and \$3,000. Her family of four is average size.

In her role of typical homemaker, Betty Morris plans, buys, lugs home, prepares and places on the table 1,000 meals, or 4 tons of food, a year. She makes at least 10,000 beds a year; washes, mends and irons 20 to 30 pounds of clothes a week. She cleans a house with several thousand square feet of floor space. In an average day, she walks 18,098 steps, or 7.9 miles.

She works a 60-hour week with no Sundays off, is on call 24 hours a day. In addition, she takes part in community life, entertains frequently, thinks the most important part of her job is "creating a good atmosphere in the home."

LOOK thinks the accompanying pictures prove that she's making good in her job.



JANE'S INFORMAL COSTUME will soon be augmented by the dress taking shape on her mother's machine. Most housewives make some of the family clothes.



SATURDAY AT THE SUPERMARKET finds Betty stocking up on staples for the week. She spends about \$500 a year for food—average for U. S. urban families.



The Morris family, (L. to R.) Jane, Dennis, Nancy, Betty, sits down to dinner.



BETTY HELPS DENNIS paint the house, weed the garden, wash the 1940 Chevrolet. This do-it-yourself policy keeps down the average housewife's budget.

Flea Insurance Kit is regular equipment



—SAYS "OLD SARGE"

• No room in my squads for fleatormented pups—and no excuse for 'em! Our equipment always includes Sergeant's Flea Insurance Kit—best flea defense (and a bargain!).

The Kit packs Sergeant's famous flea-killing SKIP-FLEA Soap and Powder and Pine Oil Disinfectant. And I see that they're used regularly!

Save your pup from itches and flea-spread worms. Get the Kit—and a free Sergeant's Dog Book—at drug and pet stores.

FREE

SERGEANT'S, Dept. 5-G, Richmond, Va.
Please send me a free, 40-page, illustrated Sergeant's Dog Book.

Name _____
Print _____
Address _____
City _____ State _____



QUICK RELIEF FOR SUMMER TEETHING



EXPERIENCED Mothers know that summer teething must not be trifled with—that summer upsets due to teething may seriously interfere with Baby's progress.

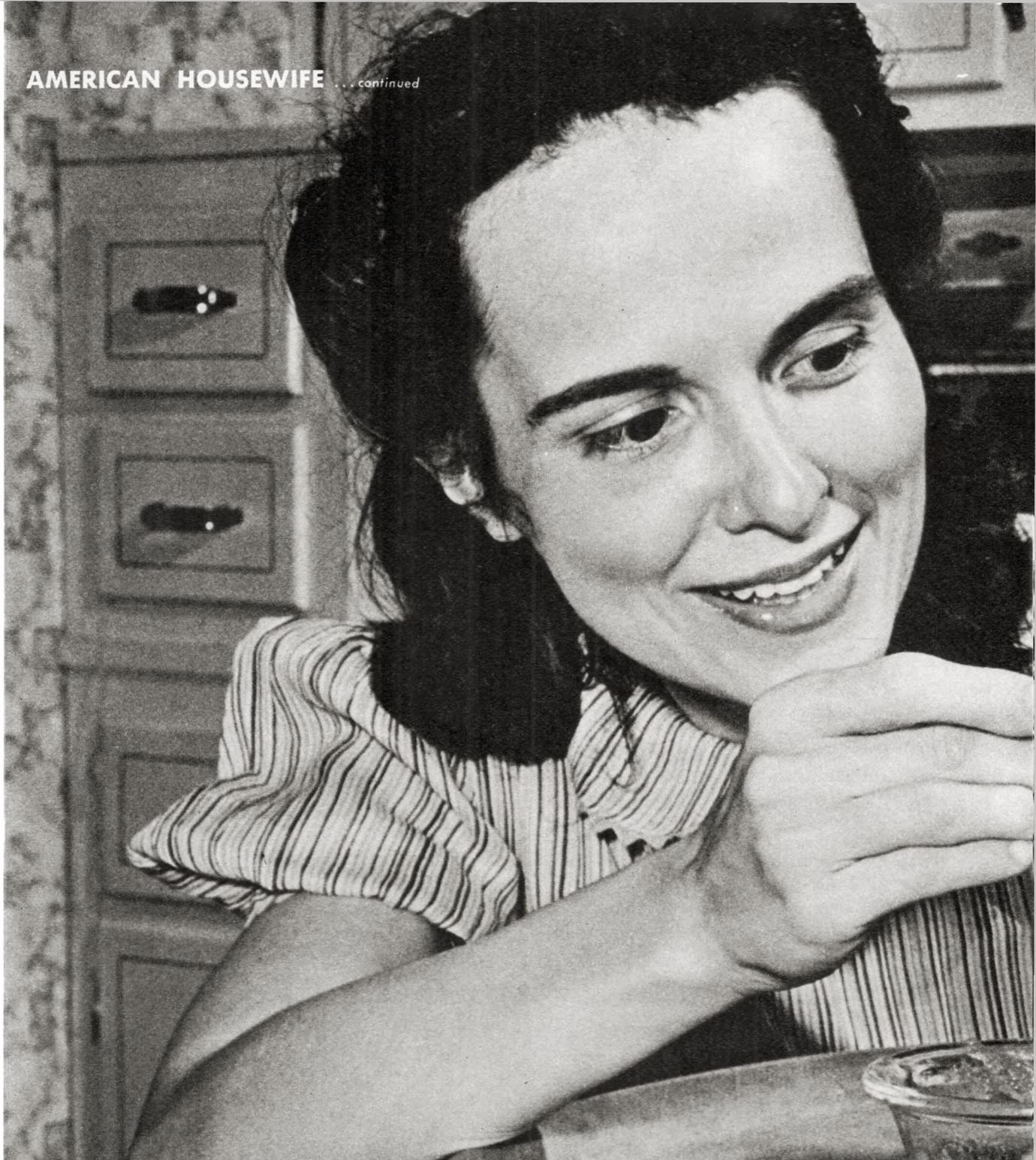
Relieve your Baby's teething pains this summer by rubbing on Dr. Hand's Teething Lotion—the actual prescription of a famous Baby specialist. It is effective and economical, and has been used and recommended by millions of Mothers. Your druggist has it.

**DR. HAND'S
TEETHING LOTION**
Just rub it on the gums
Buy it from your druggist today

West Point at War

IN THE NEXT ISSUE OF LOOK
ON SALE JULY 14

AMERICAN HOUSEWIFE ...continued



Coming Nancy's way—none too soon, judged by her receptive expression—is a spoonful of mashed carrots. Betty,

BETTY'S EFFICIENCY IS BASED ON PLANNING

In common with most housewives, Betty has devised a time schedule that works all year round. In addition, there are seasonal activities like canning and preserving that must be fitted into "spare" time. Hour for hour, her routine is much that of Mrs. Average American Housewife:

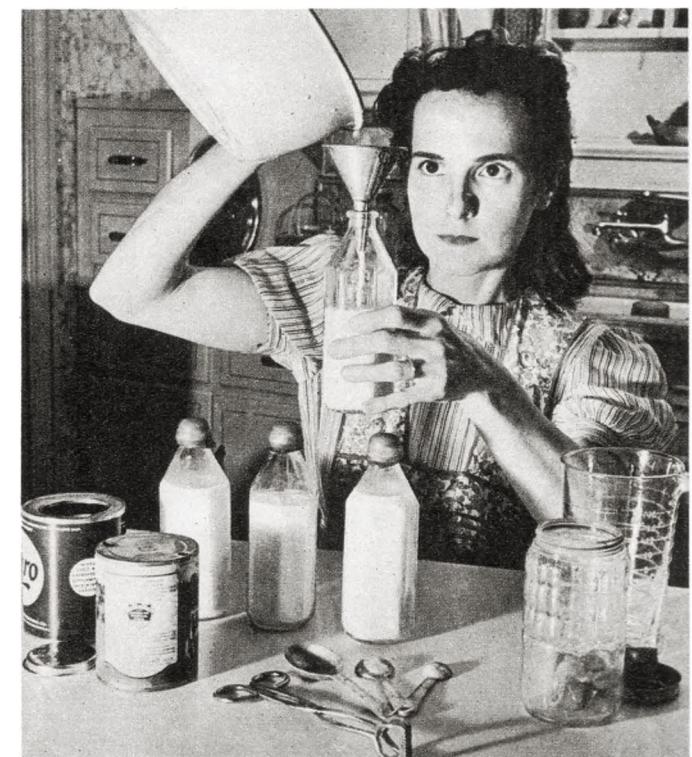
- 6:30—Get up. Feed baby.
- 7-7:45—Breakfast for Jane and Dennis. Get them off to school.
- 7:45-9—Wash dishes. Make baby's formula. Squeeze orange juice. Dust downstairs.
- 9-10—Give baby orange juice. Make beds. Do all upstairs work.
- 10-11—Bathe and feed baby. Put her in carriage on porch.
- 11-12—Monday, wash. Tuesday, iron. Wednesday, mend, sew. Thursday, weekly upstairs cleaning. Friday, weekly downstairs cleaning.
- 12—Get Jane's lunch.
- 12:20—Jane home for day.
- 12:30—Lunch with Jane.
- 1—Jane and Betty nap.
- 2—Wake up. Feed baby.
- 3—Wake Jane. Give her milk and crackers.
- 3:30-5—Incidental shopping, sewing or visiting with neighbors.
- 5-6:30—Get dinner.
- 6:30—Feed baby. Put her to bed.
- 7:30-10—Recreation.
- 10:30—Go to bed.
- Saturday a.m.—Marketing.
- Saturday p.m.—Baking.
- Sunday—Work in garden.



HOME FROM NURSERY SCHOOL, Jane tucks away a hearty lunch, rich in proper food values for a growing child. Women like Betty are well informed on nutrition.



like most modern housewives, knows that correct food and plenty of sleep in a serene home add up to a healthy baby.



NANCY'S FORMULA must be accurately measured, kept surgically clean. Formula for four 8-oz. bottles: 16 oz. boiled water, 14 oz. Carnation milk, 2 oz. Karo syrup.



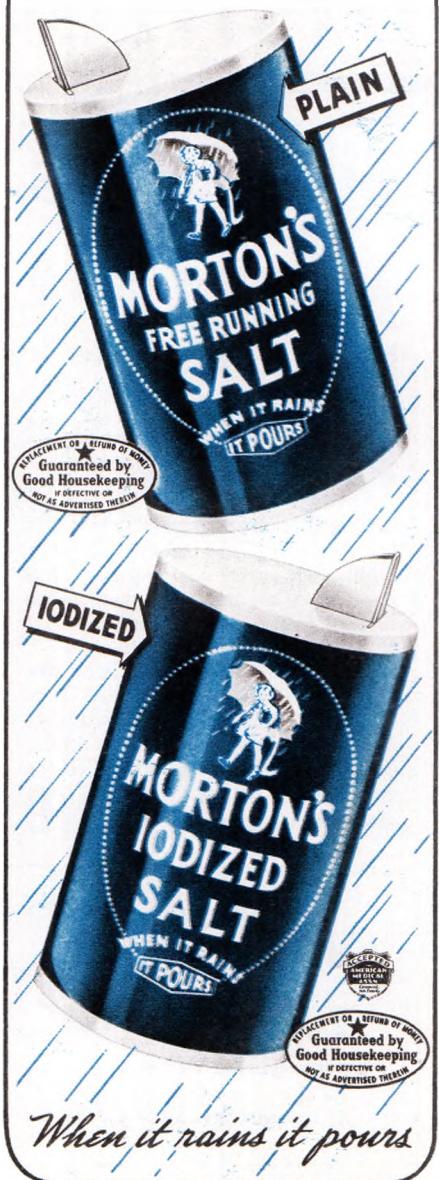
MONDAY'S WASHING is no chore when there's a washing machine in the house. This, like Betty's vacuum cleaner and electric refrigerator, came out of the Morris prewar budget.

WITH HEALTHFUL FOODS
I'M ALL IN FAVOR.
ADD MORTON'S SALT
FOR EXTRA FLAVOR.



• You'll eat more of the foods that are good for you if they taste right. That's where Morton's Salt comes in! Plain or iodized, it brings out flavor—makes good food more appealing. Puts an end to clogged saltcellars, too. Its uniform cube crystals never stick together in wet weather.

MORTON MAKES 2 KINDS



When it rains it pours



Does the "worry-go-round" of life upset you? Look out for "worry-go-round stomach" . . . distress after meals, nervous indigestion, gas pains—perhaps simple diarrhea! When you feel these symptoms, take it easy . . . take soothing PEPTO-BISMOL!

This pleasant-tasting preparation is neither antacid nor laxative! Its action is different. It spreads a soothing, protective coating on irritated stomach and intestinal walls . . . thus helping to calm and quiet common digestive upsets.

Recommended for children as well as adults. Ask your druggist for a bottle today!

Pepto-Bismol
By the Makers of *Unguentine
Norwich
*Reg. U. S. Pat. Off.

Great Success
to relieve **ITCHING** of
ATHLETE'S FOOT



Many
Druggists
Say
"Nothing
Better!"

No matter how tortured you are by itching from cracked, peeling raw skin between toes—just feel how promptly liquid Zemo relieves distress. Thus Zemo gives the irritated skin a chance to heal faster. Zemo is one product that *really* works!

Use Zemo freely—soon your discomfort should disappear. Over 25,000,000 packages of this highly successful home treatment to relieve distress have been sold. It MUST be good! 35¢, 60¢, \$1.00.

→ **ZEMO**

**Nobody's
Too Old
For This War**
By Sergeant Alvin C. York

IN THE NEXT ISSUE OF LOOK
ON SALE JULY 14

AMERICAN HOUSEWIFE ...continued



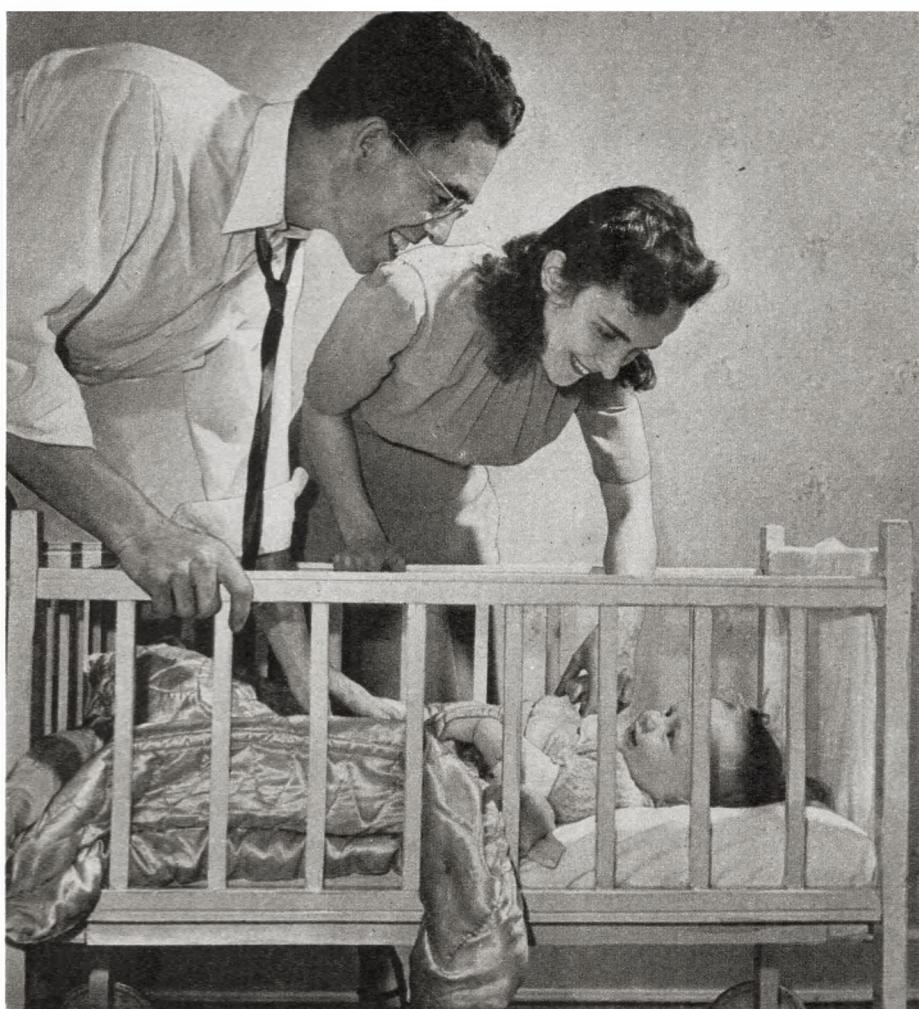
"LET THE REST OF THE WORLD GO BY" is the subject of plain and fancy harmonizing when neighbors Mae and Elmer Weber drop in. Singing is their social alternative to

bridge, which they, like 41 per cent of all American families, play at least once a week. Betty often entertains Dennis' friends at Saturday-night French-pancake suppers.

THIS IS THE MORRIS FAMILY BUDGET—PLANNED
DOWN TO THE LAST HAIRCUT

	Yearly
Food: \$43 a month, including \$10 for milk.....	\$516
Clothing: \$10 a month; cleaning, \$4.....	168
Shelter: \$45 a month, including taxes.....	540
Upkeep: \$5 a month (painting; grass seed; minor repairs).....	60
Car: \$18 a month (gas on a B3 ration cord; tires; repairs).....	216
Gas, electricity: \$6.50 a month.....	78
Fuel: \$6 a month (coal).....	72
Garbage removal: \$1 a month.....	12
Telephone: \$3 a month.....	36
Water: \$3 a month.....	36
Doctor and dentist: \$5 a month.....	60
Drugs: \$3 a month.....	36
Health insurance: \$2 a month, including hospitalization.....	24
Recreation: \$3 a month (tennis balls, bowling, bridge).....	36
Movies: \$2 a month.....	24
Tobacco: \$1 a month (Dennis' pipe).....	12
Haircuts: \$1 a month.....	12
Books, papers, magazines: \$2.50 a month.....	30
Church and charity: \$3.75 a month.....	45
Savings: mostly for insurance, excluding hospitalization.....	340
TOTAL.....	\$2,353

The budget is the keystone of most housewives' domestic structure, and Mrs. Morris' budget is no exception. Betty and Dennis work it out together, in business sessions held in a special study, reserved for the task, on the second floor. Study has a bulletin board on which they post bills, memoranda, shopping lists.

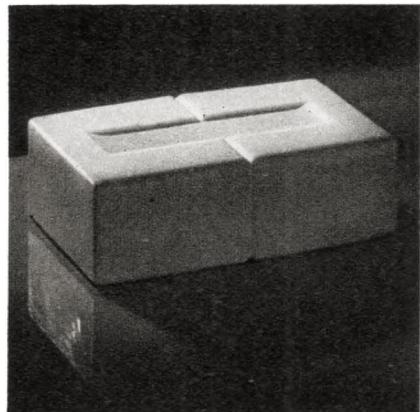


THEIR LAST LOOK at the baby at bedtime is a happy moment for the Morrises. Such moments symbolize the way of life which thousands of American housewives like Betty Morris are busy creating—and which the nation is fighting this war to preserve.

END

Can you guess the Answers?

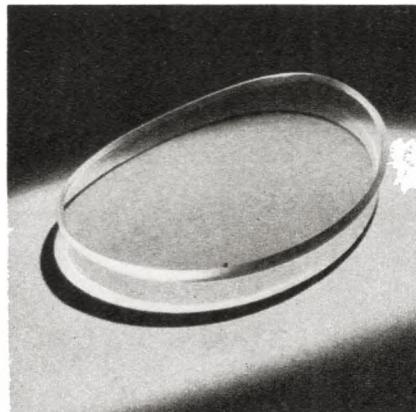
{ A QUICK QUIZ FOR PEOPLE WHO ARE
WORKING HARDER BECAUSE OF THE WAR!



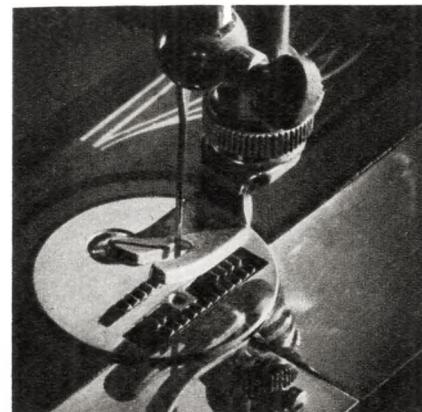
1 This happens to be (A) a firebrick, (B) a whetstone, (C) a method of getting more light from existing lamps or fixtures.



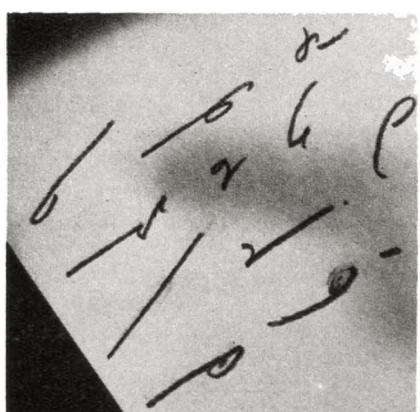
2 A clue here shows whether this young lady is (A) playing peekaboo, (B) just waking up, (C) suffering from eyestrain.



3 Here we have (A) a raindrop magnified 150 times, (B) method of making reading or studying easier, (C) glass baking dish.



4 Here's (A) part of a labor saving device used in volunteer war work, (B) drill press, (C) needle valve in your carburetor.



5 This one could be (A) telephone doodles, (B) code message from a Japanese spy, (C) Turkish writing, (D) what a stenographer thinks about.

Check your score with these right answers!

1 (C) It's a cake of soap! Dust and dirt build up on bulbs and reflectors almost before you know it! Soap and water can often double the light you get from the same current.

2 (C) The clue, if you look closely, is the thimble on her finger. She's suffering from eyestrain because she's been doing her mending and sewing in poor light.

3 (B) An eyeglass lens. Symbolic of the important part eyes must play in win-

ning the war. If you're using your eyes longer and harder these days, have them examined!

4 (A) That important war weapon, the sewing machine. Eyestrain that used to be blamed on too much sewing is now rightly blamed on too little light.

5 (D) Gregg shorthand for "I'd make fewer mistakes if the boss did something about my light!" Office lighting in war plants can be just as important as light for production.

G-E MAZDA LAMPS
GENERAL ELECTRIC

MORAL:

DON'T BE A LIGHTWASTER!

Eyesight and electricity are vital to the war effort. Conserve both! When you read, work, or study, have enough light to guard against eyestrain . . . but don't waste it! When you need bulbs, buy carefully. Get the right sizes! Be sure they're G-E MAZDA lamps. They're made to stay brighter longer. They'll help you avoid being a lightwaster.



He shows them how: Dean Cromwell, perennial coach of track champions at U. of Southern California, demonstrates proper form to Carl Merritt, shot-put star.

Champions Are His Habit

In his 34 years as a track-and-field coach, Dean Cromwell's athletes have set 18 world records

Envious of his success, rival track coaches sometimes say that Dean Cromwell's coaching technique is to get the best prep-school stars in the country. This charge leaves the veteran Southern California coach unmoved. "Sure," he says, "I get all the good boys—all of them from Maine to California. Also, I try hard not to ruin them after I get them."

Cromwell says, too: "I don't teach the boys; they teach me." But he doesn't mean his ideas are unorthodox. Orthodox techniques in track-and-field athletics today are, in large part, techniques Cromwell and his pupils themselves developed. Fred Kelly, for example, revolutionized hurdling; Charley Paddock did the same for the sprints, and Lee Barnes for pole vaulting.

What Cromwell means is that he has spent a lifetime learning how skilled athletes do things naturally and adapting these natural techniques to suit each individual. His record shows how well he has succeeded.

Cromwell's teams have won the National Collegiate championship for the last eight years. They won seven Intercollegiate titles in a row

By PAUL ZIMMERMAN
Sports Editor of the Los Angeles Times

before they stopped coming East for this event. They have won every Pacific Coast Conference title since the meet was started in 1936. They have beaten the University of California 17 years in a row and Stanford 10 straight. Eighteen of Cromwell's pupils have set world records. Fifteen have been Olympic champions. He has coached performers like Duncan McNaughton, Frank Wykoff, Earle Meadows, Charley Borah.

The man who trained this army of record breakers is 62, a calm, deliberate gentleman addicted to bow ties, fond of horse racing and flying. His strongest language is "Doggone!"

Dean Bartlett Cromwell was born in Turner, Ore. At Occidental College (in Los Angeles, as is Southern California), he played football and baseball and was a sprinter, pole vaulter, high jumper, hammer thrower and shot putter.

After graduation, he opened one of the first garages in Los Angeles. In 1908, he landed a

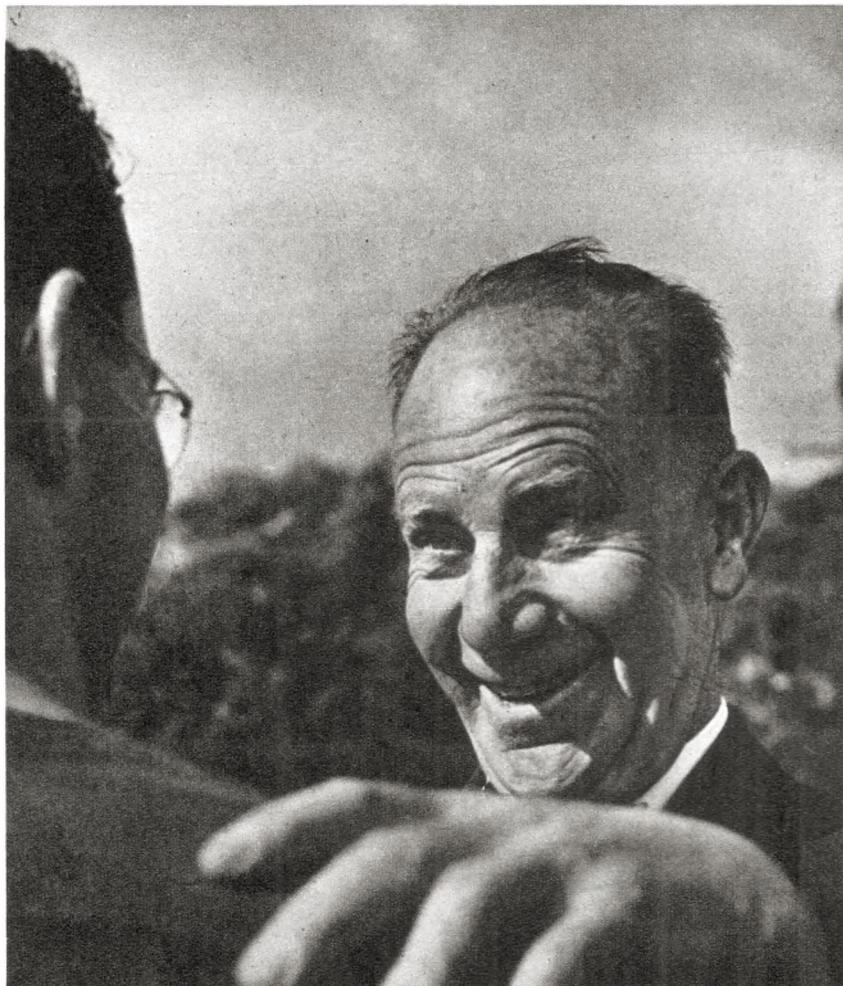
coaching berth at U. S. C. Three years later, he coached his first world-record breaker. He has never had another job.

The passion for speed indicated in Cromwell's fondness for racing and airplanes shows up, too, in his coaching. On his squads, everybody practices running—even the discus throwers.

He undertrains, rather than overtrains, his boys. He makes his runners practice over shorter distances than they will run in actual competition. "An athlete has only a certain amount of nervous energy," the coach explains. "I want that energy used in the real thing."

Cromwell teaches a sensational method of passing the baton from runner to runner in sprint relay races. The receiving man, going full tilt, makes a pocket of one hand, held close to his hip. The man with the baton stretches far out and delivers it into the cupped hand. The runner who takes it never has to look back.

The coach is 5-10, weighs 170 and, in his methodical way, sets his boys an example of good conditioning. He winds up every practice session by chinning himself briskly on a horizontal bar.



"NICE WORK, CHAMP." Cromwell gives the victory smile to one of his boys. He calls them all "Champ," to give them confidence. He also tells them (more psychology) their work in practice is better than is really the case.

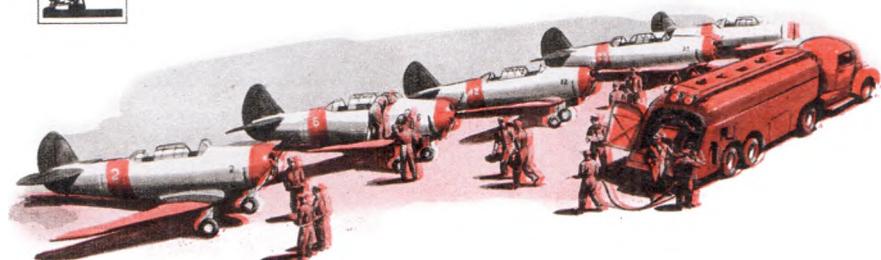


PRACTICE IS NO DRUDGERY at U. S. C. The coach has just said something very funny to high jumper Gil Greene. Cromwell is gabby as a jaybird, never uses one word if a dozen will do and chatters constantly to his athletes.

CHAMPION SPARK PLUGS



*More Vital-
More Dependable
than ever!*



Champion Spark Plugs are on active duty in every phase of wartime service on land, water and in the air, demonstrating day after day that they are more vital—more dependable than ever. The knowledge and experience gained in this highly diversified and rigorous service will obviously add to the inherent dependability of Champions—dependability that has made Champions the preferred spark plugs.



Wake up sleepy, sluggish engines with Champion Spark Plugs. Their exclusive and rugged Sillimanite insulators insure the hottest possible spark, the secret of complete combustion; and their patented Sillment seal prevents troublesome leakage common to ordinary spark plugs.

You wouldn't pay for gasoline pumped on the ground; but you are paying for gasoline wasted if you keep spark plugs too long in service, fail to keep them clean and spark gaps properly spaced. Have your spark plugs tested and cleaned regularly—replace worn-out spark plugs with new Champions.

TO SAVE GASOLINE • KEEP YOUR SPARK PLUGS CLEAN

CHAMPIONS ARE HIS HABIT ...continued

Pro-phy-lac-tic HAIR BRUSH and WILDRONT BARGAIN

89¢ GENUINE
PRO-PHY-LAC-TIC HAIR BRUSH
\$1.00 SIZE WILDRONT
(FOR REGULAR FORMULA)

~~\$1.89~~ VALUE
BOTH FOR-

98¢

DON'T DELAY
BUY TODAY



LIMITED TIME ONLY!

Bargain Combination Offer includes 89¢ Pro-phy-lac-tic Hair Brush and \$1 size Wildroot-with-Oil or Wildroot Regular Formula (non-oily)...a \$1.89 value. Both for 98¢! Genuine Pro-phy-lac-tic Hair Brush has gleaming plastic back and handle. Famous 3-Action Wildroot-with-Oil grooms the hair...relieves dryness...removes loose dandruff. Get both brush and Wildroot from your drug store today at special 98¢ price! If dealer's stock is exhausted, send 98¢ (plus 10% Federal Tax) to Wildroot Company, Buffalo, New York.

PROFESSIONAL APPLICATIONS AT YOUR BARBER



HIGH-JUMP STAR GIL GREENE demonstrates the "Western roll" with perfect "leg tuck" action (note the position of his left leg as he clears the bar). Coach Cromwell is watching

his form keenly. Gil, a Southern California senior, holds the world interscholastic record in his event—6 feet, 7 1/8 inches. The accepted world record: 6 feet, 9 3/4 inches.



A PERFECT HIGH-HURDLE "LAYOUT" is demonstrated by John Biewener, a senior last season. Another high hurdler—Fred Kelly, who was an Olympic champion in 1912—was the first outstanding track star Cromwell coached.



LEG KICK AND ARM ACTION both are important in broad jumping. Mel Bleeker, co-captain of the 1942 U. S. C. team, shows how it's done in the two pictures above. Bleeker jumps better than 24 feet. The world record: 26, 8 1/4.



U. S. WAR EFFORT SPEEDED BY NEW SUCCESS OVER ATHLETE'S FOOT

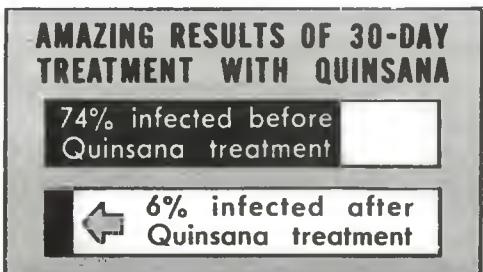
INCREDIBLE though it seems, over 70% of our whole population—including our war workers—have Athlete's Foot some time during the year. Surveys prove it. The disease has become a serious handicap to our war effort—a problem that calls for action by everyone.

Fortunately, science has made an important advance in controlling the disease. It has proved that the fungus organisms which cause Athlete's Foot cannot live in an alkaline medium; and that re-infection may occur from shoe-linings. Based on this knowledge, a new powder—Quinsana—has been produced by the Mennen Laboratories. Unlike liquids or ointments, Quinsana Powder may be used conveniently in shoes, as well as on feet. It is achieving remarkable results, (see chart below).

The organisms causing Athlete's Foot exist almost everywhere, can't be avoided completely. They thrive in presence of heat and perspiration; hence infection is more common in summer. For protection, use Quinsana regularly. (Diabetics, for whom foot infection is so serious, should be doubly sure to use Quinsana daily). Quinsana is non-irritating, fungicidal, bactericidal, absorbent. *Pharmaceutical Division, The Mennen Co., Newark, N. J.*

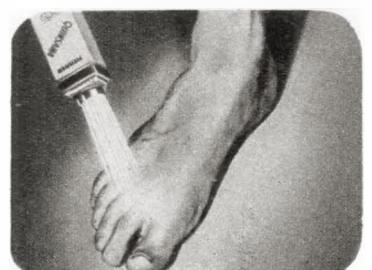


EARLIEST SYMPTOM of Athlete's Foot is usually chronic peeling between toes. This is not normal—generally means mild fungus infection, which may become serious. Later symptoms are cracking, blisters, soggy skin—with itching and pain. Inflammation may mean bacterial infection; see your physician or chiropodist at once.

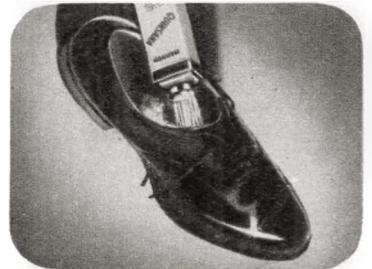


NOTE REMARKABLE RESULTS, (above) in a mass-eradication test with Quinsana, among over 1000 persons; infection practically disappeared.

NEW 2-WAY TREATMENT FOR ATHLETE'S FOOT



1. USE QUINSANA ON FEET DAILY AS YOU DRESS: RUB IN BETWEEN TOES.



2. DUST QUINSANA IN SHOES DAILY, HELPS PREVENT RE-INFECTION FROM LININGS.



Buy at DRUGGISTS, ARMY POST EXCHANGES, CANTEENS, SHIP SERVICE STORES.
QUINSANA IS ALSO EXCELLENT FOR EXCESSIVE PERSPIRATION, FOOT-ODOR.



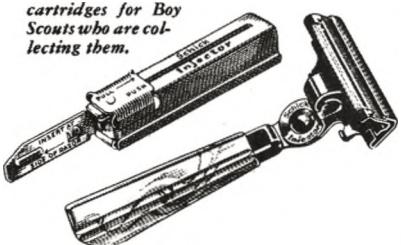
"But Mr. Blusterfuss, They're All Gone"

Wait, Mr. Blusterfuss! Don't take it out on the man behind the counter. He's not to blame if you can't get a Schick Injector Razor.

There are plenty of Schick Blades. But war metal limitations now permit us to make only enough razors for military demands.

If you are lucky enough to have a Schick Injector Razor, by all means take good care of it. Until the war is over, you won't be able to get another razor that gives you "the comfort shave" . . . the automatic blade change . . . in fact, all the basic improvements made in safety razor design in more than 40 years.

Save your empty blade-cartridges for Boy Scouts who are collecting them.



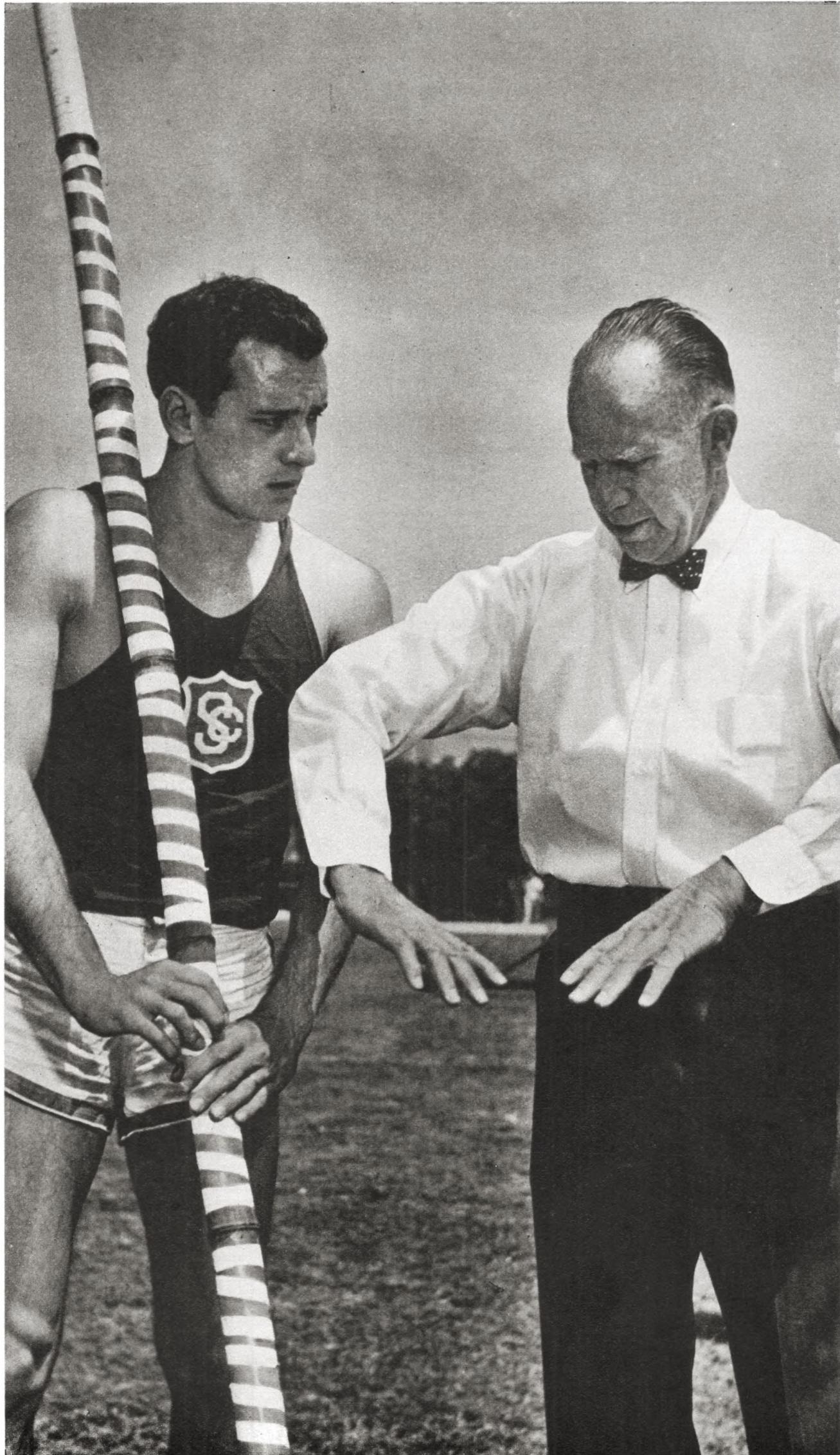
SCHICK INJECTOR RAZOR

Magazine Repeating Razor Company, Bridgeport, Conn.

BUY UNITED STATES WAR SAVINGS BONDS AND STAMPS

PHOTOQUIZ ANSWERS

(Pages 6-7) 1—(c) duffel bags. 2—(b) bombing it is Fujiyama, the Japanese mountain. 3—(d) Russia; he is Russian Ambassador Maxim Litvinov. 4—(c) javelin. 5—(b) U-boats. 6—(b) pardon; he is Earl Browder. 7—(b) prevent goiter; they are fish. 8—(a) breakfast food; he is the Quaker Oats man. 9—(c) George Cohan; in the film "Yankee Doodle Dandy." 10—(d) National Socialists; shown are standards at a Nazi Party rally. 11—(b) Pacific Fleet; he is Admiral Nimitz. 12—(c) an orchid. 13—(b) Free French; he is Gen. Charles de Gaulle. 14—(a) every 12 hours; shown is the launching of a U. S. merchant ship. 15—(a) sun gods; he is the Emperor of Japan. 16—(c) Martinique. 17—(d) Falla. 18—(a) Li'l Abner; character in comic strip of that name drawn by Al Capp. 19—(b) leather-necks; they are marines. 20—(d) Italy; King Victor Emmanuel.



"LIKE A MONKEY ON A STICK"—Cromwell gestures to make his point to pole vaulter Willard Schaefer. The style used today by the best vaulters was originated by Crom-

well and a former great pupil, Lee Barnes. But Cromwell doesn't believe in changing the style of a natural athlete: "If nature made a boy great, I don't tamper with nature."

PHOTOCRIME

BY AUSTIN RIPLEY
AND ROY POST

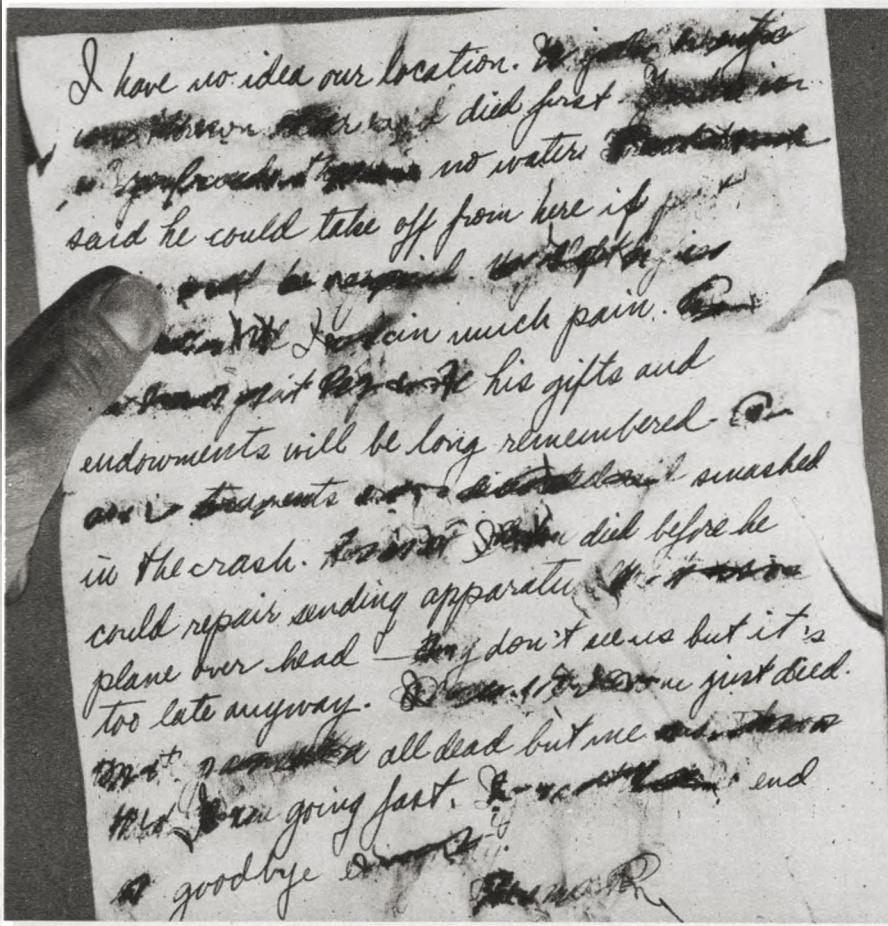
FLIGHT TO DOOM: A dying man penned the answer to this short mystery. Can you solve it?



1 Multimillionaire Joel Crane had finally received permission from the U. S. and Colombia to build, at his own expense, four secret U. S. Army air fields on land he owned in Colombia. Photographer John Price, seated coatless at Crane's side, translated as the magnate conferred with Miguel Marenza, Colombian engineer, on plans for the first survey flight. In the background, Pilot Frank Suman chatted quietly with Herbert Elston, radio operator.



2 The plane carrying the five men was last heard from over the Caribbean Sea. Five weeks later, it was found wrecked in the interior of Colombia. Apparently it had failed to clear the shelf of a high plateau. All five men were dead. One of the rescue party identified a body as that of Frank Suman, pilot. Search for possible clews to the cause of the tragedy revealed a scrawled note, caught against a rock a quarter of a mile away from the wrecked plane.



3 The above is all that could be deciphered from the weatherbeaten writing. The finder sent it to Suman's wife, Eunice, in the U. S. It was a vitally important document, because Crane had willed half his fortune to the surviving members of his group—none of whom was wealthy—should he die before completion of the Colombian project. The note, therefore, would establish Crane's beneficiary, since it would indicate who was the last man to die.



4 Eunice Suman, realizing the significance of the note, brought it to her friend, Inspector Hannibal Cobb. His decision meant everything—she had three children to support and educate. "Well, Hannibal," she asked brokenly, "was Frank . . . the last . . . to die?" Cobb put down the scrawled message and said: _____ . What was Hannibal's answer? Was Suman or another the last to die? What clue proves your theory? The solution will be found on page 58.



Five medical students receive classroom instruction from Dr. Robert L. Dickinson, one of the nation's foremost advocates of planned families.

PARENTHOOD U. S. A.

Last in a series of four picture-stories

The Story of the Medical Profession

American doctors took a bold and momentous step when they recognized birth control as a legitimate part of medical practice. What are the results?

Exactly 110 years ago, a Boston, Mass., physician named Charles Knowlton wrote and published "Fruits of Philosophy," the first known medical treatise on birth control in this country. Since then the movement has alternately soared and foundered in professional estimation.

As late as 1920 there was no U. S. clinic giving baby-spacing advice to patients.

→ Now 806 clinics throughout the nation give this service.

Then no public-health agency provided instruction to indigent mothers in modern methods of child spacing.

→ Now three state health departments and scores of county and municipal public-health agencies include instruction in child spacing as a regular part of their work.

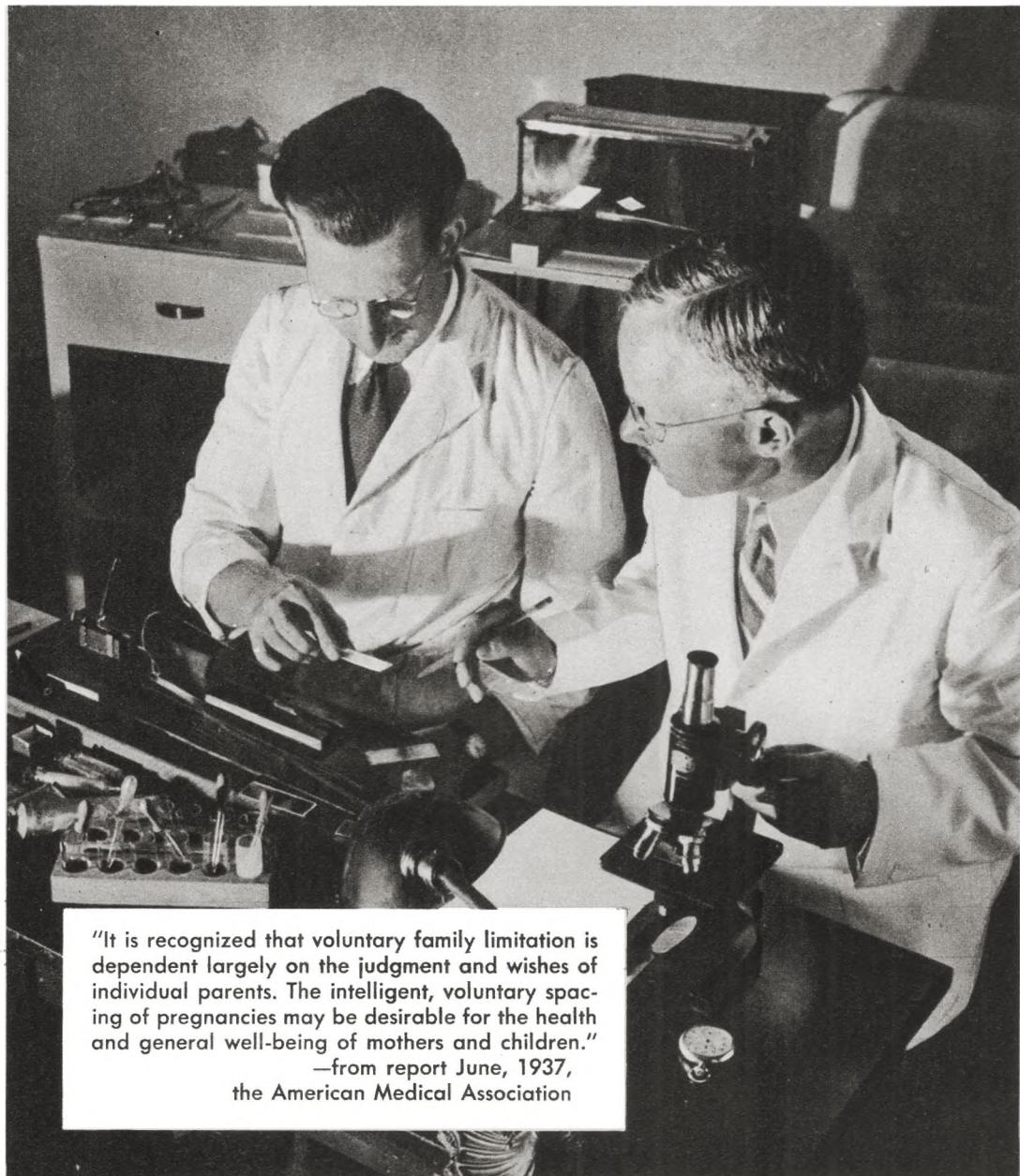
Then the first national organization was battling desperately for its mere existence.

→ Now the Planned Parenthood Federation of America and its 31 affiliated state organizations are a recognized part of the nation's social-welfare structure.

The most triumphant moment in the movement's history came fairly recently, however. One early summer day in 1937, the American Medical Association's House of Delegates, sometimes called "the supreme court of American medicine," met in Atlantic City, accepted the report of its committee to study contraceptive practices and voted unanimously to adopt the program as a part of modern medical practice.

→ Today, when potent health measures are a national necessity, American doctors are finding birth control a valuable part of preventive medicine, particularly among low-income groups. They are helping build a local project, timidously proposed by one doctor in 1832, into a robust, nationwide, professionally endorsed policy. Their first objective: to prevent disease. Their second: to insure the United States better health for the future.

These doctors are working to raise health standards by instituting the most modern medical policies



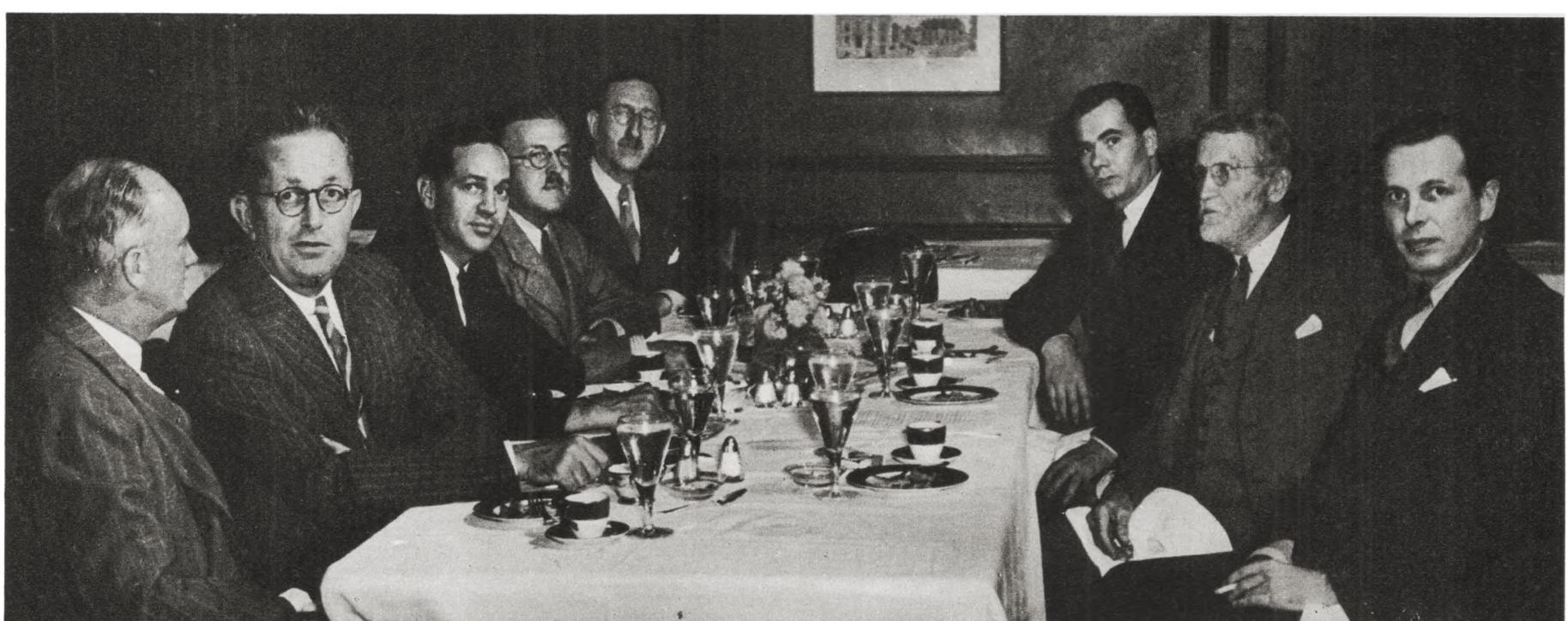
"It is recognized that voluntary family limitation is dependent largely on the judgment and wishes of individual parents. The intelligent, voluntary spacing of pregnancies may be desirable for the health and general well-being of mothers and children."
—from report June, 1937,
the American Medical Association

LABORATORY TESTS on a spermicidal apparatus are conducted by Dr. Irving Levenstein and Dr. Clarence J. Gamble. Dr. Levenstein is a technician in the biology department of New York University. Dr. Gamble is a practicing physician

member of the Planned Parenthood Federation of America. Such tests, incorporated in modern U. S. medical research, serve to advance new health methods in medical schools, reinforce public-health policies in low-standard regions.



A STUDY of 1,200 maternal deaths was made by Dr. Robert E. Seibels, Chairman of the S. C. Medical Association's Committee on Maternal Welfare. His report revealed needless infant and maternal deaths due to lack of pregnancy spacing, led to the state's adoption of baby spacing as a public-health measure.



THESE DOCTORS ARE ACTIVE in the nationwide program to decrease maternal deaths by two thirds, infant deaths by half. They are members of the Medical Committee of the Planned Parenthood Federation of America, meet each month to discuss progress and

establishment of baby-spacing programs in new U. S. areas. Left to right: Dr. Richard N. Pierson (New York); Dr. Prentiss Willson (Washington, D. C.); Dr. Kenneth Rose, National Director, P.P.F.A.; Dr. Nicholson J. Eastman (Baltimore); Dr. Ira Wile, Dr.

J. Dudley Kingsley, Dr. Robert L. Dickinson (all of New York); Dr. Clair E. Folsome, Executive Director National Committee on Maternal Health. P.P.F.A. records show that planned parenthood plays an important part in checking maternal and infant deaths.

"In every large medical practice and in every considerable community there are women to whom childbearing would be a grave hazard. It is an inescapable obligation of the physician to safeguard his patient against such dangers."

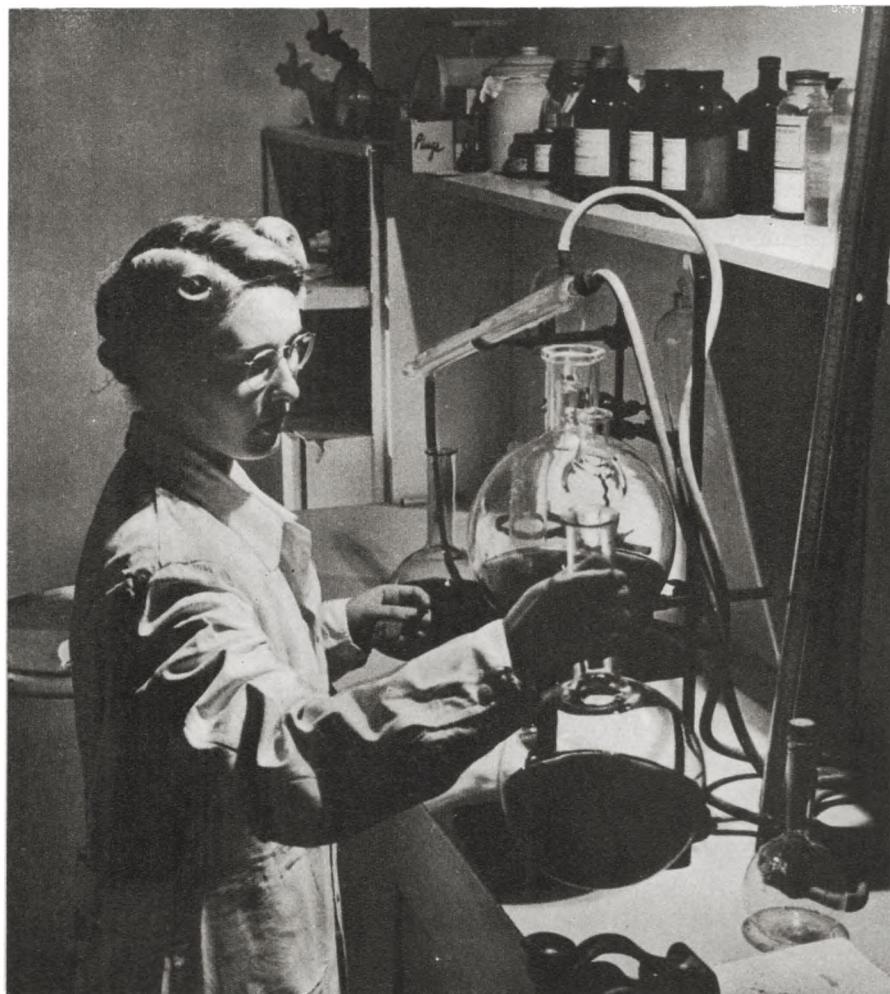
—C. E-A. Winslow,
Professor of Public Health, Yale University of Medicine



PROMINENT IN CIVIC AFFAIRS are New Yorkers who make up the Executive Committee of the Planned Parenthood Federation of America: Mrs. George C. Barclay, Dr. Clarence J. Gamble, Mrs. F. Huntington Babcock, Dr. Richard N. Pierson, Gilbert Colgate,

D. Kenneth Rose, Mrs. Francis N. Bangs, Mrs. C. Tracy Barnes, Mrs. William C. Potter, Mrs. Henry C. Taylor. Strength of the Federation today is greater than ever before. Margaret Sanger's efforts in establishing baby spacing as a U. S. health policy began in

1912, were hampered by the Comstock statute of 1868, which barred birth-control information from the mails. Today, restrictions have been overcome, and polls show 77 per cent of U. S. citizens, well-informed and health-conscious, approve baby spacing.



A WORKER in a contraceptive manufacturing laboratory tests materials. It is estimated that U. S. citizens spend \$250,000,000 annually for these supplies, mostly for untested, unreliable devices. Medicine's endorsement of planned parenthood means scientific control of such manufacture; provides, too, the first effective check on the infamous U. S. abortion racket—some 700,000 illegal operations every year.



A PREMATURE BABY is examined by a staff nurse and doctor in one of the nation's 6,166 hospitals. Physicians agree that if adequate public-health services, including modern methods in baby spacing, could reach all low-income families (10,000,000), the annual cancer toll could be cut 40,000, pneumonia 50,000, tuberculosis 35,000 and maternal and infant mortality by at least 50 per cent.

Scholar, author, artist, sculptor, physician, pioneer for birth control—that is Dr. Dickinson

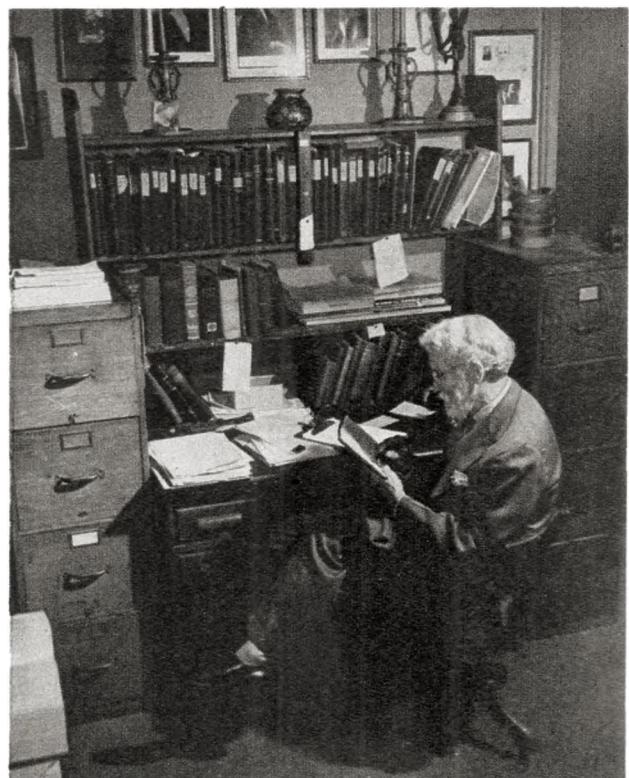
Robert Latou Dickinson, an exuberant, whimsical, silver-haired octogenarian, has probably done more than any other man to interest his profession in birth control. Since 1882, when he received his M.D., he has studied baby-spacing methods all over the world. Since 1918, when he retired from active practice, he has worked hard for its incorporation in U. S. medical practice.

Born in New Jersey, educated in Germany and Switzerland, married in Brooklyn, N. Y., Dr. Dickinson has filled his life with tireless medical pursuits and fearless medical convictions. During his 81 years, he has been a member of and often an officeholder in every big medical organization in the U. S. He is a former professor, a former surgeon, a former public-health officer, a former hospital executive, a former editor.

Today, as Senior Consultant for the Planned Parenthood Federation, he sees the arch fulfillment of his fulfillment-crammed career: all-out professional endorsement of planned parenthood.



DR. ROBERT L. DICKINSON, one of America's most noted obstetricians and gynecologists, works on plastic models of the Dionne quintuplets in embryo. Hospitals and clinics all over the U. S. display his obstetric models; most medical books and journals are illustrated with his drawings.



AT HIS DESK in New York City's Academy of Medicine, Dr. Dickinson works from eight to 12 hours a day. His reports on obstetrics, diseases of women, hospital organization and sex problems (he has written 150 articles, nine books) have made him one of U. S. medicine's eminent figures.



MUCH OF DR. DICKINSON'S WORK is medical research and editing, which he performs on top of a long glass-top cabinet in his vast office. On the wall behind him are the plaques and plastic figures he models for exhibition in hospitals and clinics. His influence with

his colleagues is largely responsible for U. S. physicians becoming educated in baby-spacing methods, aware of the need of this advanced health policy in medical practice, willing to endorse it professionally and to increase its availability to low-income groups.

Since 1930, the number of medical schools giving adequate training and clinical instruction in baby-spacing methods has increased 65 per cent. Dr. Dickinson expresses his belief simply. "Without birth control," he says, "life as a whole cannot be planned."

GIANT VALUE

This famous quality brush has not gone up in price. At yesterday's low price, it is easily today's "Biggest Tooth Brush Value."

pro-phy-lac-tic
NYLON TOOTH BRUSH

STILL
-Only 23¢

BUY UNITED STATES
WAR SAVINGS
BONDS AND STAMPS



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• Here's an easy way to get more out of your pictures and make every shot count — color, stills, movies. Get a G-E exposure meter and get correct exposure every time. Amazing accuracy; extreme sensitivity; one-hand operation; positive protection of shadow detail; unusual sturdiness. See it at your dealer's. *General Electric, Schenectady, N. Y.* 606-124-6336

GENERAL ELECTRIC



Members of the Kip's Bay Boys' Club of New York work hard to fill their 50-plane quota for the Navy.



First step in building models is roughing out each plane part with jig saw.

Schoolboys Are Helping to Win the War

Army and Navy airmen use youngsters' scale models of Axis warplanes to sharpen their shooting eyes

For five months now, high-school students from coast to coast have been working for the U. S. Navy. Their job is building scale models of the world's chief fighting planes.

The models, suspended from overhead wires in classrooms or observation posts, are used to teach student fliers and civilian plane spotters how to distinguish between Axis and Allied aircraft in the sky.

For gunnery training, the models are moved across the student's field of vision like targets in a shooting gallery. As they pass, he attempts to line them up in the ring sight of his machine gun.

How the Models Are Made

The Navy's standards of accuracy for these models are high enough to test the skill and patience of the best high-school craftsmen. Thus, boys as young as those pictured here find the going hard. But their co-operation also is welcome and useful.

In making the models, the outline of each section is first traced on a block of wood—white pine, ash or poplar. Balsa-wood models are not accepted.

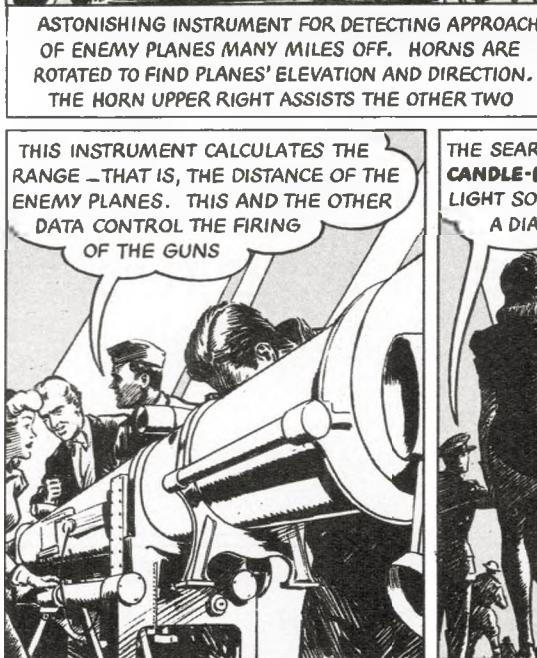
The parts are cut out roughly with a jigsaw, whittled to proper proportions with a knife and finished off with sandpaper. Airplane-model cement is used to glue them together.

Completed models are shipped by local school inspectors to the Navy for distribution to Army and Navy air training stations and civilian-defense posts.

Half a Million Are Needed

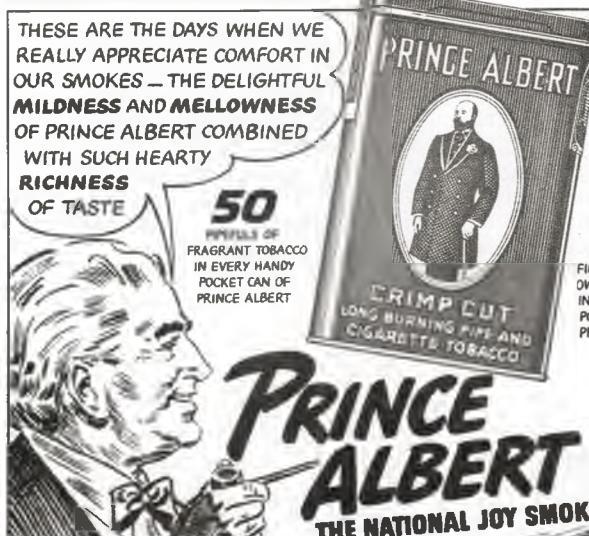
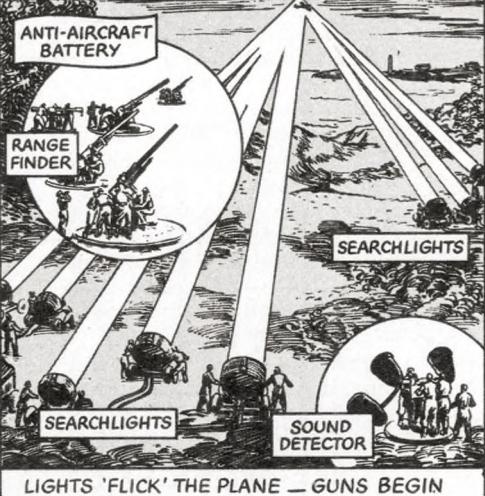
To fill these needs, the Navy wants 500,000 models—10,000 each of 50 plane types. Large numbers have already been built. To finish this important war job, many schools and clubs are keeping their "shops" open throughout the summer. Students—and grown-up model makers, too—who want to help should see their local high-school officials promptly.

WONDERS OF AMERICA Aerial Ears



R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

IN RECENT LABORATORY
"SMOKING BOWL" TESTS,
PRINCE ALBERT BURNED
86 DEGREES COOLER
THAN THE AVERAGE OF
THE 30 OTHER OF THE
LARGEST-SELLING BRANDS
TESTED—COOLEST OF ALL!



Somewhere...

an American sailor's life has just been saved by a transfusion of blood, collected by the Red Cross and put on his ship by the Red Cross. Remember this when you're asked to give or give again to the RED CROSS WAR FUND

PHOTOCRIME SOLUTION

(Page 51) Cobb's answer was: "No, it was John Price, the photographer." The routine report on the accident had given Cobb the necessary background information about Joel Crane and the members of his group.

Studying the note, Cobb reasoned as follows: Miguel Marenza's limited knowledge of English (note that Price translated for him in his conference with Crane — picture 1) automatically excluded him as writer of the note.

"Said he could take off from here if..." eliminated Frank

Suman as the writer, because he was the only one qualified to make such a statement.

"His gifts and endowments will be long remembered" proved that the writer was not multimillionaire Crane, since other members of the party were not wealthy.

"Died before he could repair sending apparatus" referred to Herbert Elston, radio operator, and eliminated him as the writer of the note. Since all others had died, the writer and last survivor was Photographer John Price.

SPOTLIGHT OF FASHION INDEX

(pages 60-61)

"Everfast" glazed chintz over lastique trunks, "Seamolds," by **Flexees**, \$5.95

Fitted Terry-cloth beach coat, \$6, by **Norbai Inc.**

Knitted cotton-string "Sportimer" shoes, \$2.95; cotton Shantung folding sun hat, \$1.25; "Air-Lite" lined beach bag, \$1.50; all by **I. B. Kleinert**.

"Cohama" tropical rayon broad-cloth play suit, \$8.95, by **Merzon Sportwear**.

"Hook-Up" denim play shoes, \$4.45, by **Joyce Inc.**

Enamored wood jewelry, "Rhumba," \$1 each, by **D. Lisner**.

"Stroll-a-about" mercerized cot-

ton socks, 69 cents, by **Phoenix Hosiery Co.**

Spectator gingham blouse, \$3.95; "Trade Winds" slacks, \$4.95; skirt, \$3.95; jacket, \$4.95; all of Wesley Simpson custom fabrics, spun rayon and cotton, by **Madison Sportwear**.

"Lady Douglas" oxfords in white buck and calf, \$4.45, by **W. L. Douglas**.

Wool felt beret, "Slacksy," \$2, by **Braeburn Hat Co.**

Quilted rayon crepe bonnet, \$3.95, by **W. P. Fortune Inc.**

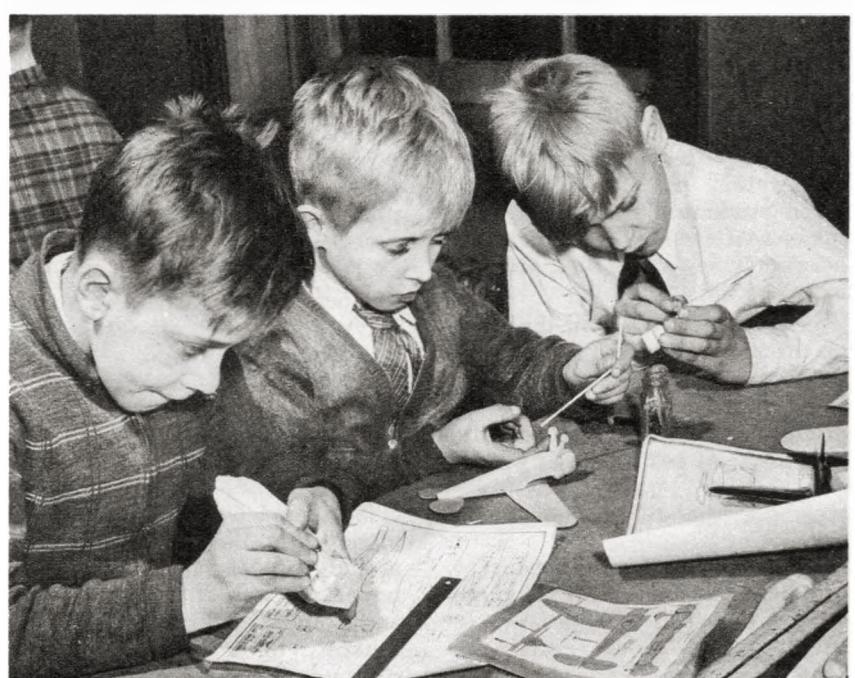
Striped leather "slac" purse, "Goldcrest," \$1, by **Goldberg & Seltzer**.



HOLDING FINISHED MODEL of Army fighter P-40E, Reino Ahlberg, group leader at Kip's Bay Boys' Club, explains steps in construction to 9-year-old Tom McAusland. Tom is whittling wood block on table into a plane fuselage.

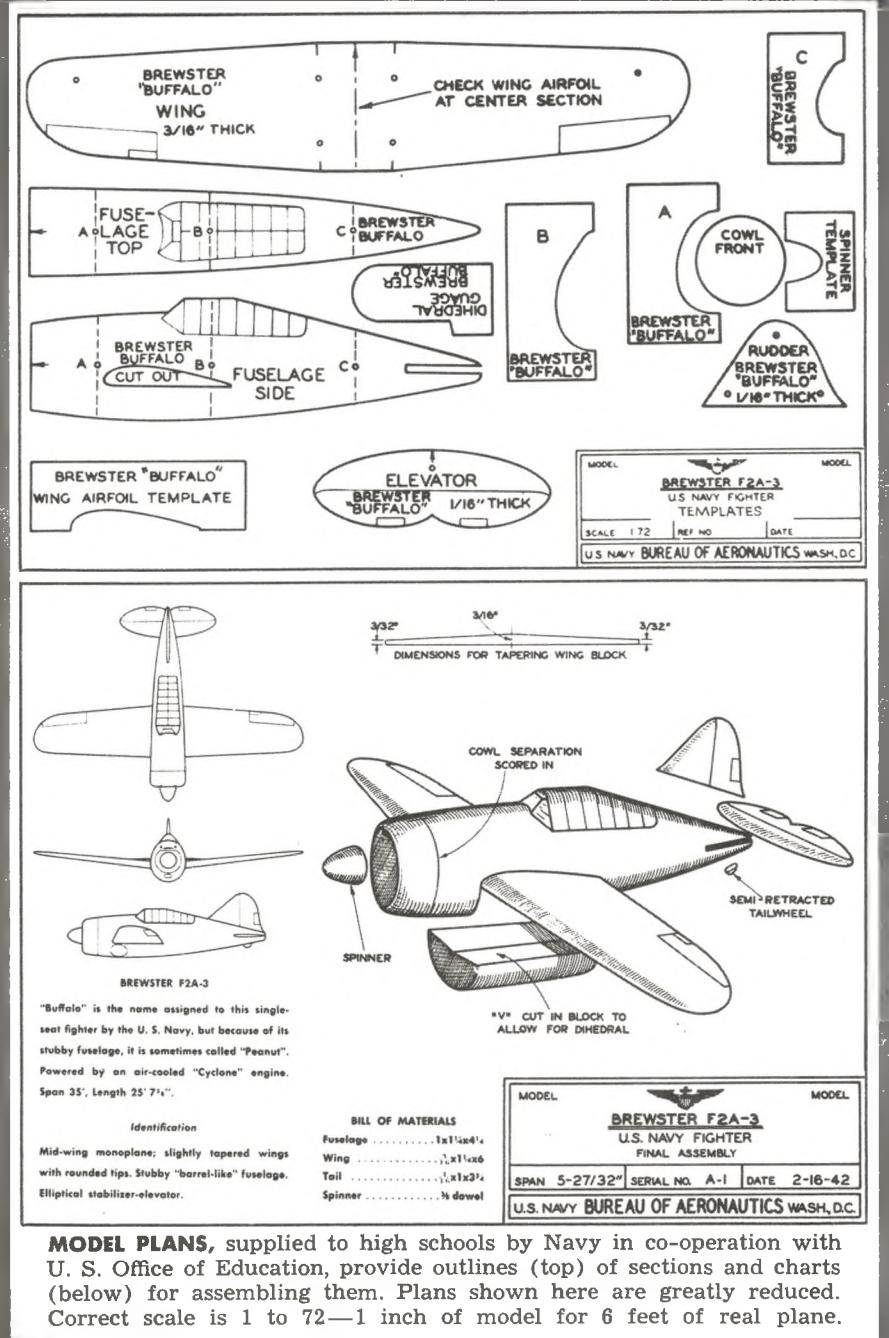


BEFORE STARTING WORK on body section of Navy scouting-plane model, Leonard Messina checks the official plans to make sure his wood block is the right size. To be accepted by the Navy, models pictured must be painted black.



BOYS' CLUB MEMBERS work on models in various stages of construction. The Navy relies mainly on boys and girls of high-school age to build the great number of accurate models required in its nationwide air-training program.

Navy plane plans are distributed through high schools



"Buffalo" is the name assigned to this single-seat fighter by the U. S. Navy, but because of its stubby fuselage, it is sometimes called "Peanut". Powered by an air-cooled "Cyclone" engine. Span 35', Length 25' 7 1/4".

Identification
Mid-wing monoplane; slightly tapered wings with rounded tips. Stubby "barrel-like" fuselage. Elliptical stabilizer-elevator.

MODEL PLANS, supplied to high schools by Navy in co-operation with U. S. Office of Education, provide outlines (top) of sections and charts (below) for assembling them. Plans shown here are greatly reduced. Correct scale is 1 to 72—1 inch of model for 6 feet of real plane.



NAVY INSTRUCTOR, using models, shows student fliers how to tell Axis planes from friendly craft. This identification training—made possible by co-operation of young model makers—may help win many air battles for U. S.

Get shaves worth writing home about!

Use Thin Gillettes... save dough... find out
That looking well-groomed quick's no chore
With these keen blades, priced ten for four!



Save Extra Money!
Get The Big New
Economy Pack,
12 For 27c



The Thin Gillette Blade Is Produced By The Maker Of The Famous Gillette Blue Blade



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Major Attractions

A distinctive hotel—in the heart of New York's finest shopping district—near the best theatres and gayest night clubs. It offers an unusually central place to stay while in town. Spacious rooms, superb service, quiet and refined atmosphere, and excellent cuisine, make for dignified living.

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Managing Director

The Gotham

5th Avenue at 55th Street
NEW YORK CITY

SOURCES OF LOOK'S PICTURES

- 1—Painting by John Atherton
- 6—(1, 5, 6) International, (10) Associated Press, (13) Black Star, (14) Wide World, (17) Acme, (18) United Feature Syndicate
- 7—(3, 4, 7) International, (8) Quaker Oats Co., (11) Acme, (15, 19, 20) International
- 11—Acme
- 12—International
- 13—Acme
- 14—Underwood & Underwood
- 15—Top, Frederic Lewis
- 16—Acme; right, Curtiss Wright Corp.
- 17—Curtiss Wright Corp.; right, Acme
- 18—British Combine
- 19—Top, Kostitch
- 20—Thomas Kwang
- 22—Sovfoto
- 24—Acme; drawings by Robert Fawcette
- 25—Drawings by Robert Fawcette
- 26 through 35—Frank Bauman—LOOK
- 36 through 39—Earl Theisen—LOOK
- 40 through 45—Frank Bauman—LOOK
- 46 through 50—Maurice Terrell—LOOK
- 51—Marion Pease—LOOK; except top left, International
- 52—Sol Libsohn—LOOK
- 53—Sol Libsohn—LOOK; except upper right, Arthur Rothstein—LOOK
- 54—Bob Hansen—LOOK; bottom left, Sol Libsohn—LOOK; bottom right, Arthur Rothstein—LOOK
- 55—Sol Libsohn—LOOK
- 56 through 58—International
- 59—Official U. S. Navy; bottom, Harold W. Kulick
- 60—Bob Sandberg—LOOK
- 62 through 66—Bob Hansen—LOOK



CHARMINGLY AMPHIBIOUS is this "permanent finish" glazed chintz bathing suit (\$5.95)—bandeau, sash-and-skirt and lastique trunks beneath. Wear the ensemble for sun bathing, then off with

the flared skirt and into the surf! (The suit's treated to dry in a jiffy.) Barbara Jane Orr wears the new knitted cotton-string beach shoes (\$2.95) with flexon soles and snug-fit elasticized tops.

What to Wear at the Beach

If you love the shore, your what-to-wear problem is simple. For, apart from town clothes for dress-up and evenings, you'll practically live in play clothes.

You'll need a dual swim suit—sun suit, a play suit and slacks. And a wide-brimmed hat to shield you from the burning sun. Comfortable

play shoes are important, too. These, with good-looking travel suit and blouses, will see you through any week-end waterside stay.

Some of the best new things are modeled here by Barbara Jane Orr, famous Powers "college girl." (Photos made at Lido Beach Club, noted Long Island shore resort.)



BARBARA'S EN ROUTE to the shore in butcher's linen: the jacket, \$4.95, and skirt, \$3.95 (see matching slacks at right). The rayon crepe bonnet (\$3.95) and two-tone sports shoes (\$4.45) are good all-summer costume mixers.



FOR AFTER THE SWIM—slacks (\$4) that match the suit at left, with the plaid gingham blouse (\$3.95) she wore on the train and a perky felt beret (\$2). Barbara's purse of colorful leather strips is casual, sporty: \$1.

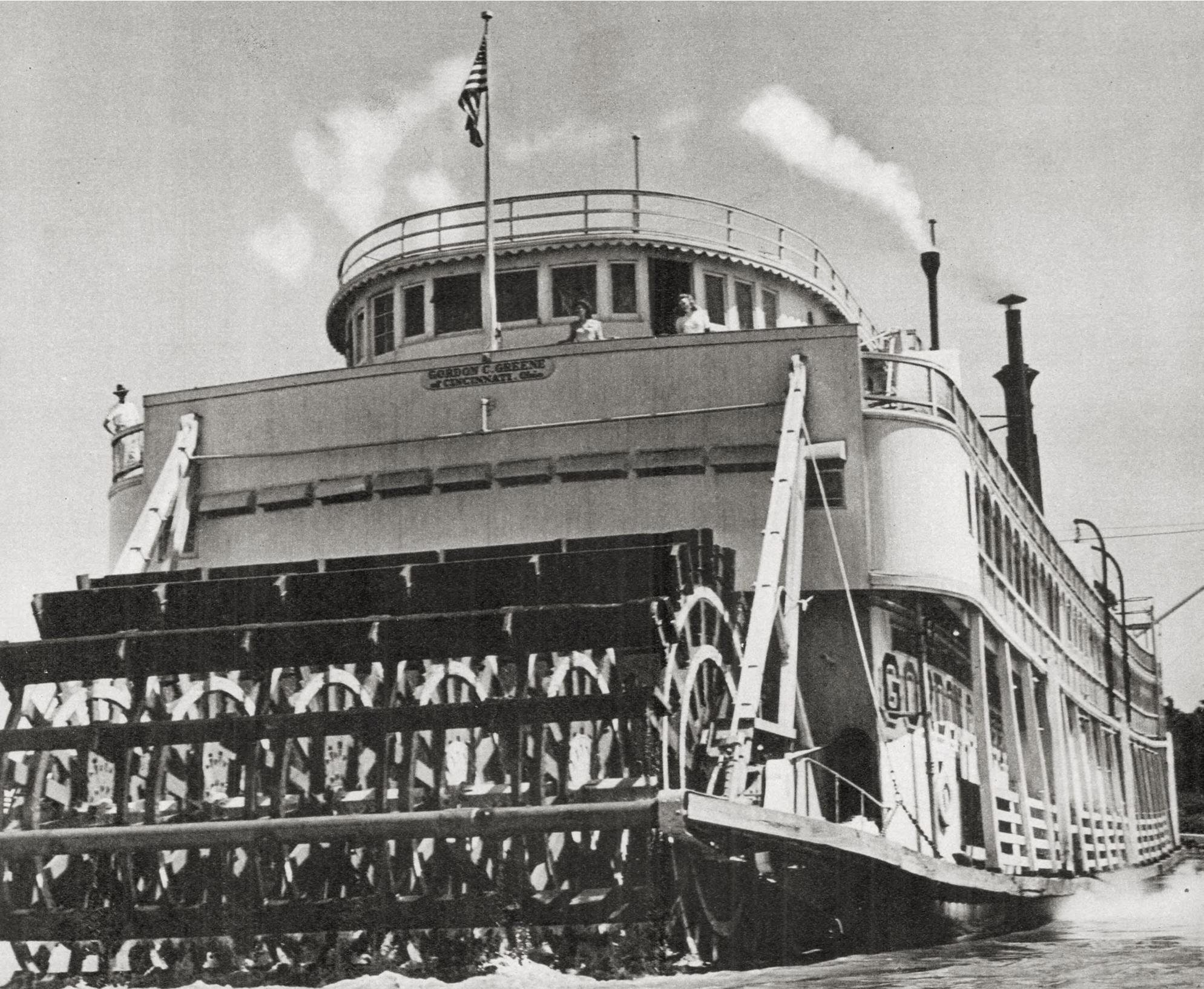


TO MATCH HER MORNING MOOD, Barbara dons a vividly flowered rayon broadcloth play suit (\$8.95). The separate dirndl has side ties for adjustable waistline. Copper-hook-laced play shoes (\$4.45) of faded blue denim. Girlish cuffed cotton socks: 69 cents.



SURF and SUN and SAND—and a robe of the ever popular terry cloth (\$6) in the new shorter length, with fitted midriff and self ties. The wide-brimmed sun hat (\$1.25) packs well and small. Barbara Jane's "feed bag" carryall (\$1.50) is piqué trimmed, waterproof (rubberless) lined.

Fashion Spotlights pictured here are sold at leading stores. Some prices are higher in the Far West. Names of manufacturers: page 58.



Her great stern wheel slowly turning, the Gordon C. Greene prepares to sail. She's 235 feet overall, carries up to 228 passengers, draws only 6 feet fully loaded.

Steamboat Down the Mississippi



LOOK takes two Memphis girls on four-day river-boat cruise to New Orleans

EDITOR'S NOTE: LOOK's vacation series is designed to show Americans how, in line with wartime restrictions, they can make wise use of travel facilities and enjoy recreations often overlooked.

It was midnight and dark along the docks at Memphis. The white steamboat, lighted from stem to stern, looked like a sparkling four-storyed palace. Passengers leaned over the rails, hollered, "Hya, Memphis!" as two girls hurried aboard.

There was a sudden swish that turned to a roar. Steam plumed from the sides of the boat at the water line. A subtle tremor then, and the great wooden stern wheel moved. The boat backed into the river, hung there a moment, then started forward—down the Mississippi to New Orleans.

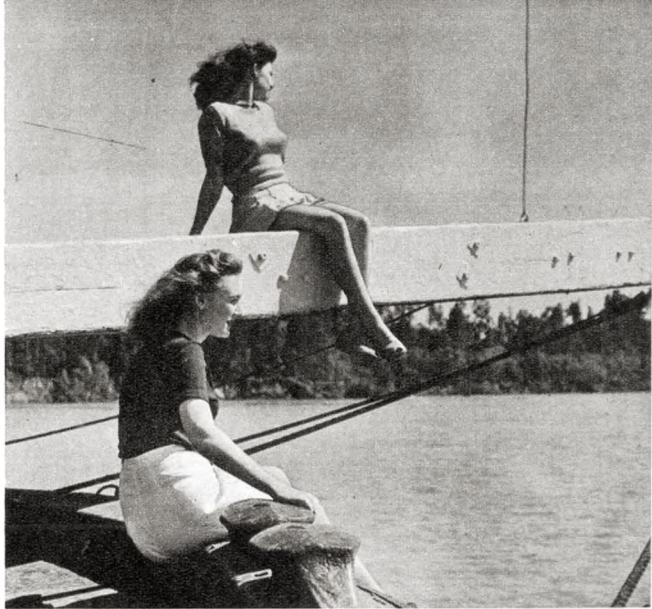
The girls were Beulah Hornor and Emily Simmons. Both work in offices on "Cotton Row," a

stretch of Memphis' Front Street that is the world's greatest cotton market. They were off on a trip that has caught Americans' imagination ever since Mark Twain wrote "Life on the Mississippi."

The boat was the Gordon C. Greene out of Cincinnati. One of only two remaining packets of the kind Mark Twain piloted, she operates as a cruise boat six months of the year on the Mississippi, Ohio, Kanawha and Tennessee Rivers. She makes the 19-day cruise from Cincinnati to New Orleans and back in May and in September.*

On their four-day cruise the girls had a complete rest and a glimpse of the South almost as it used to be. They found good companions—from honeymooners to the genial gaffer who remarked, as he spied them on the sun deck, "Some of these Missies don't wear enough clothes to cork a jug." Pictures on these pages tell the rest of the story.

*For this Mississippi cruise, passengers may board at several ports on the river, but there is no regular cruise service out of Memphis. Inquiries should be addressed to the Greene Lines, Cincinnati, O.



THE GIRLS GET A SUNNING up forward on the Gordon C. Greene. Emily is perched on a gangplank carried out ahead when boat is under way but swung over side for landings.



ON THE BRIDGE over the topmost deck, Beulah and Emily peer down the Mississippi with Capt. Tom Greene, head of the steamer line. This boat was named after his father.



WHILE IN PORT, Emily and Beulah learn about the boat's controls from Capt. Mary Greene, who is Captain Tom's mother. She's the only woman ever licensed to pilot on

the Mississippi and Ohio, was active till 1939. The big wheel is nearly eight feet in diameter, but most steering today is done by two metal arms like that in foreground.



IN THE MAIN CABIN, which Mark Twain described as a "long, resplendent tunnel," the girls join in the Virginia reel. Group dances are held nightly, and Captain Greene,

in shirt sleeves at right, calls the turns. The band is up forward, as is a little bar (beer and soft drinks) that's usually packed, resounding with clatter of slot machines.

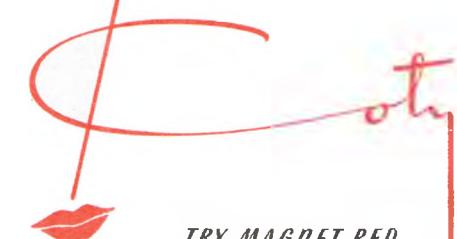
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Act Quickly At First Sign
Of Itching Or Cracked
Skin Between Toes



Be careful! You can contract Athlete's Foot in showers, at pools—wherever public bathing is done. The spores of this dangerous, stubborn, tormenting skin infection usually first attack between the toes. Itching, tiny blisters, or raw, cracked skin between the toes are the symptoms of Athlete's Foot. Act quickly!

Apply Dr. Scholl's SOLVEX over the affected parts (Liquid or Ointment, as you prefer). It's a specific treatment for Athlete's Foot, formulated by this celebrated foot authority. The first application of Dr. Scholl's SOLVEX usually relieves intense itching immediately; quickly kills the fungi of Athlete's Foot on contact; helps heal the irritated skin, and aids in preventing spread of the disease to other parts of the body. Be sure you get Dr. Scholl's SOLVEX—not a substitute. Only 50¢ at Drug, Shoe and Department Stores.

Free booklet on Foot Care—write to Dr. Scholl's, Inc., Chicago, Ill.

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To help prevent reinfection of Athlete's Foot from shoes, spray inside with Dr. Scholl's Shoe Deodorizer and Fungicide. Kills the fungi it reaches on insoles and shoe-linings; dispels odors caused by sweaty feet. Large bottle with sprayer 50¢. At Drug, Shoe and Dept. Stores.



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DOWN THE MISSISSIPPI ... continued



IN NATCHEZ, MISS., the girls roam the grounds of Melrose, one of the town's many famous ante-bellum mansions. Built in 1845, it has been beautifully preserved. Its vast

rooms have their original elegant furnishings. Out back are two handsome identical small houses, one formerly servant quarters, the other a great kitchen still in use.



ON THE LEVEE at Baton Rouge, Emily, Beulah and fellow passenger Angus MacLean get shoeshines. The two river-wise Negro lads waited hours for the boat to put in, then

did a land-office business. Here, as in Natchez, the girls took the conducted tour, visited towering capitol building that was Huey Long's biggest monument to himself.



SNUG AGAINST THE RIVER BANK, the boat unloads passengers for a Louisiana plantation tour. Beulah and Emily lead the way. Flying on one of the after staffs is the Con-

federate flag, hoisted aloft by some amiably unreconstructed rebels from Louisville. Most frequent sights on cruise are hamlets marked by steeped brick churches.



AT OAK ALLEE PLANTATION, Emily and Beulah stroll through an avenue of magnificent live oaks leading from mansion in background down to the river. The plantation

is 115 years old. Its beauty, the warm fragrance of its gardens and the deep quiet that hangs about it were more evocative of the Old South than anything the girls saw.



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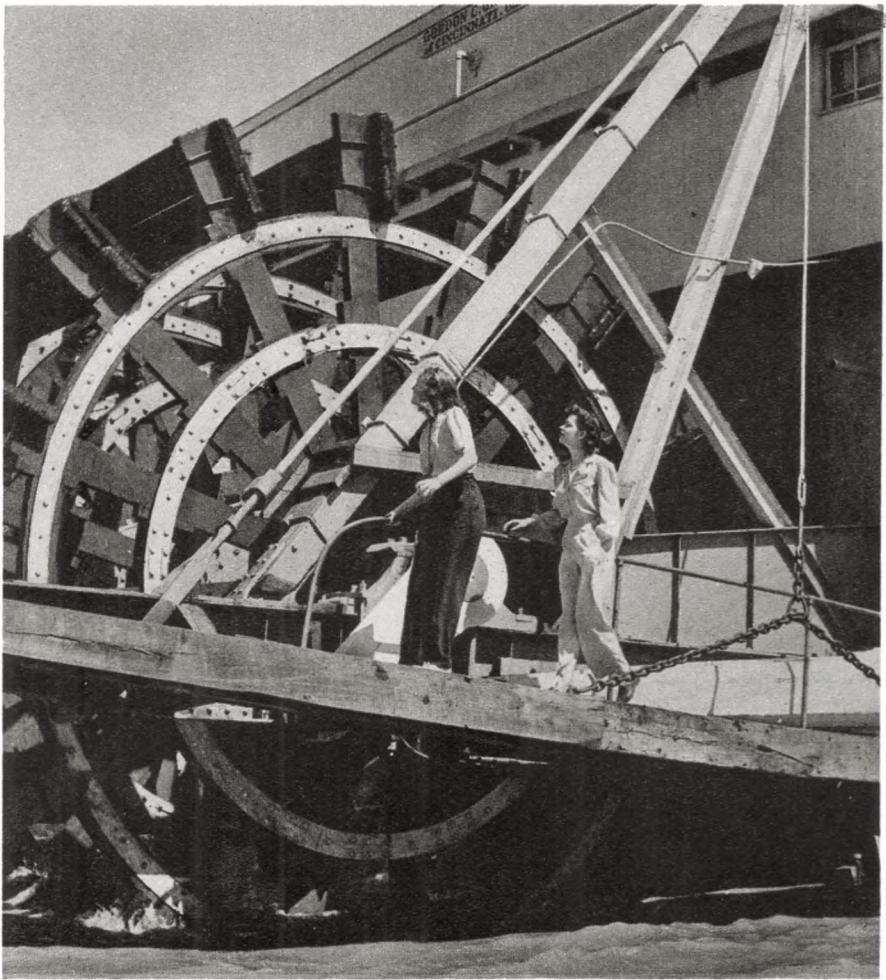
THREE NEGRO YOUNGSTERS entertain the boat passengers on the levee before Oak Allee plantation.

The kids danced energetically while their audience sang and clapped "Deep in the Heart of Texas," and

made a pretty penny for their efforts. Low road shows level of river bank before levee was built.



LOADED WITH FLOWERS, Beulah and Emily come aboard after their plantation visit. The young boys behind them were local Huckleberry Finns who came running down road to stare wide-eyed and gasp, "Golly!" at the Gordon C. Greene.



THE GIRLS INSPECT THE WHEEL that pushes the boat through the Mississippi's muddy water. Twenty feet in diameter, it extends 35 feet across the stern. Old river pilots told the girls that ghosts of river victims walk the wheel at night.

LOOK's Movie Guide

Current Pictures Worth Seeing

DRAMA

Ten Gentlemen from West Point—Early days at the Military Academy, with cadets practicing classroom strategy against Indians. Maureen O'Hara, George Montgomery and John Sutton. (20th Century-Fox)

Tarzan's New York Adventure—Johnny Weismuller dons a dress suit, swings from the Brooklyn Bridge and otherwise samples civilization—then goes back to the jungle with Maureen O'Sullivan. (M-G-M)

The Magnificent Ambersons—A fascinating and nostalgic film story of the days when the automobile first sputtered onto the American scene. Brilliantly produced by Orson Welles—with Tim Holt, Anne Baxter, Dolores Costello and Richard Bennett. (RKO)

In This Our Life—Bette Davis (the bad woman) and Olivia de Havilland (the good woman) fight for George Brent in this picturization of Ellen Glasgow's Pulitzer Prize novel. (Warner Bros.)

Tortilla Flat—In the film version of John Steinbeck's droll stories, his simple paisanos have become Spencer Tracy, John Garfield, Frank Morgan and Hedy Lamarr. (M-G-M)

Moontide—Jean Gabin, the romantic French star, and Ida Lupino in a somber water-front love story. With Claude Rains and Thomas Mitchell. (20th Century-Fox)

WARTIME DRAMA

Mrs. Miniver—Greer Garson, Walter Pidgeon and Teresa Wright as British common folk pitted against the Nazi air raiders. A timely, tragic, deeply moving photoplay that offers a good name for the current world conflict: "The People's War." (M-G-M)

Flying Tigers—Action drama about the exploits of American volunteers flying against the Japanese. With John Wayne, John Carroll and Anna Lee. (Republic)

This Above All—Joan Fontaine, the Academy Award actress, is teamed with Tyrone Power in a love story about a woman who wears a uniform and a man who doesn't. Adapted from Eric Knight's best-selling novel. (20th Century-Fox)

Ships With Wings—Warplanes vs. warships in a British-made film that is interesting mainly for action involving the late great aircraft carrier, H.M.S. Ark Royal. (United Artists)

Remember Pearl Harbor—A fast-moving, action-filled story centering around the Pearl Harbor attack, with Don Barry emulating Colin Kelly in the sinking of a Jap battleship. (Republic)

COMEDY

The Magnificent Dope—Henry Fonda, Don Ameche and Lynn Bari in a first-class comedy about a lazy man who is a success at being a failure. Very relaxing. (20th Century-Fox)

The Wife Takes a Flyer—A rib-busting horse laugh at the Nazis' expense, with Joan Bennett, Franchot Tone and Allyn Joslyn. (Columbia)

Take a Letter, Darling—The battle of the sexes in the business world, with Rosalind Russell as the executive and Fred MacMurray the secretary who teaches her who's boss. Sure-fire for laughs. (Paramount)

Maisie Gets Her Man—Ann Sothern is back as the irrepressible show girl with the heart of gold. Red Skelton is the man she gets—and shares with Uncle Sam. (M-G-M)

My Favorite Spy—Kay Kyser interrupts his honeymoon with Ellen Drew while he uses slapstick strategy to sabotage some saboteurs. With music. (RKO)

Kipps—Diana Wynyard, Michael Redgrave and Phyllis Calvert in an excellent British-made picturization of H. G. Wells's social satire. (20th Century-Fox)

MUSICAL

Yankee Doodle Dandy—James Cagney as George M. Cohan is the next best thing to seeing George M. himself in this stirring and timely Cohan biography. A great musical filled with Cohan tunes and fine performances by Joan Leslie, Walter Huston and Richard Whorf. (Warner Bros.)

Syncopation—Jackie Cooper and Bonita Granville play second fiddle to the music in this story of the development of American jazz. Briefly present are swing champions Benny Goodman, Harry James, Charlie Barnet, Jack Jenny, Gene Krupa, Alvino Rey and Joe Venuti. (RKO)

I Married an Angel—Jeanette MacDonald loses her wings when she becomes Nelson Eddy's bride in a fantastic song film. (M-G-M)

PREVIOUSLY RECOMMENDED

This Gun for Hire—Veronica Lake, Alan Ladd, Robert Preston and Laird Cregar in a bang-up crime drama. (Paramount)

The Gold Rush—Charlie Chaplin's 17-year-old comedy with new music and narration and just as many laughs as ever. (United Artists)

Saboteur—Typical of the Alfred Hitchcock thrillers, with Robert Cummings and Priscilla Lane. (Universal)

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