

Photography, Literature, and
Advertising During the Great
Depression

The FIRST with
the LATEST
Full United Press
teased wire

People's Paper Santa Ana Daily Evening Register Grange County

FINAL EDITION

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BILLIONS LOST AS STOCKS CRASH

Pantages In Jail Awaits Sentence To State Prison

GUILTY SAYS JURY AFTER MANY HOURS

Theater Man Declares He 'Got Raw Deal' and Did Not Even Have Chance

MISS PRINGLE GLAD In Statement Says Not Sure Whether She Will Continue Her Stage Career

LOS ANGELES, Oct. 28.—(UP)—Dressed in the blue denim of the Los Angeles county jail, Alexander Pantages was "dressed" today and assigned No. 10287. The theater magnate had taken a day about his conviction last night of an assault upon Eunie Pringle, 17-year-old dancer.

"I believe I got a raw deal," Pantages declared. "I didn't have chance with the jury from the start. It looks like a man is appointed to who a woman belongs this kind of a charge against him isn't it a crime—"

Miss Pringle was looked in as the magistrate tried to give him an \$5,000 bond for 10 days and \$100 for 10 days.

The millionaire correspondent E. H. and a package of pills in the lock against.

From the cell today Pantages said he was "dressed" in a "raw deal."

Miss Pringle was the only judge. He has been done."

"I think I was the only thing the jury could do," she said.

Whether she will continue her stage career she hoped to start in a few weeks.

It developed today that it was the Washington Miss Pringle case that really led to the conviction.

"We did believe the conviction was not a bit before the defendant," she said.

SENATE "FARM BLOC" STARTS BATTLE FOR HIGHER TARIFFS

STATE PLANS TO ROUND UP TAX DODGERS

Banks and Corporations to Be Object of Campaign Says Commissioner

SACRAMENTO, Oct. 28.—(UP)—Tax dodgers among California banks and corporations are to be rounded up in a determined campaign by the state, the United Press learned exclusively today.

With returns on the new four per cent income tax at banks and corporations nearly complete, a total of \$4,287,502.50 has been paid into the state treasury, according to an announcement by State Finance Tax Commissioner Raymond L. Blight. Second installment payments due October 31 will boost the total by \$324,044, Blight said.

Blight of a letter commencing before he revealed the legislature had already the new tax law had "got a very stiff" with provisions that it would not produce such cases that would be in violation from the banks and corporations. He said he would not have been able to have done this without the aid of the legislature. He said that the first installment of \$4,287,502.50 will be approximately \$4,287,502.50.

It is to be noted this amount makes and corporations about 200 times more by the state than they have to pay. And to what this additional sum the state will be in a position to spend money for the state's benefit, he said.

Friend Brings Man To Jail On Rum Charge

HARRY CARTER, deputy sheriff, today was getting himself on the bank and bringing of his persuasive powers. A friend of a man Carter says is a bootlegger arrested the alleged bootlegger and brought him to jail for the office.

"It's not often you hear of anything like that," Carter said. "We found a still at the place of Bartle Trujillo, but Trujillo was not at home, so I persuaded his friend to bring him to jail for me when he showed up, and by golly, he did it."

Trujillo was booked at the jail for investigation, but this afternoon was to be taken to Justice Morrison's court on a charge of possession of a still. The still and equipment were found by Carter and M. E. Jamison, deputy sheriff, Saturday night.

BINGHAM TAKES EXCEPTION TO SENATE LOBBY

Charges Committee With Unfair Political Tactics During Probe

WASHINGTON, Oct. 28.—(UP)—Charging the senate lobby investigation committee with unfair political tactics, Senator Bingham, Republican, Connecticut, today defended in the senate his employment of Charles L. Ryanne of the Connecticut Manufacturers' association as his secretary.

"I was invited by friends not to appear before the committee because it had been framed against me as a friend of the administration," Bingham said.

Bingham criticized Chairman Dyer of the senate committee for the investigation of the committee.

"The chairman of the judiciary committee," Bingham said, "is the only committee chairman who in the last campaign delivered the Republican candidate and the latter among the voters for the other side of the coin for the other side of the coin."

Bingham asserted the committee was "a committee of inquiry and not a committee of administration."

The membership of the committee, he pointed out, includes seven Democrats, seven Republicans, and three out-of-state members.

Alliance Of Two Factions May Win Out

Western Republicans Group With Southern Democrats to Increase Rates

WASHINGTON, Oct. 28.—The senate "farm bloc" swung into action today in an effort to override the finance committee and lower tariff protection on all vegetable and fish oils to new high levels.

Confident that an alliance of western Republicans and southern Democrats would overwhelm all opposition, sponsors of the measure claimed everything that has been demanded by the most extreme protectionists of national farm organizations.

Not only did they propose to raise the specific duties on many items, including linseed oil, flaxseed, cotton oil, olive oil, peanut oil and vegetable oil, but they demanded all such items having a rating from 45 to 60 per cent.

Senator James H. Doolittle, of Michigan, and Thomas H. Burton, of Idaho, led the fight for higher duties. The former introduced his measure on the floor and the latter carried the vote for the other side of the coin for the other side of the coin.

The Republicans had already been reported both by the House and the Senate committee and the senate Finance committee, in fact, had already passed the measure.

The membership of the committee, he pointed out, includes seven Democrats, seven Republicans, and three out-of-state members.

THREE U. S. C. STUDENTS ARE CRASH VICTIMS

Auto Plunges Into Engine As Routers Return from Big Football Game

TULARE, Calif., Oct. 28.—(UP)—Two deaths in a Tulare bus accident today brought the cost of

JURY BELIEVES HER STORY

Alexander Pantages, (center) millionaire wardrobe store owner, who was found guilty of abducting Eunie Pringle, 17-year-old dancer, now faces imprisonment in the state penitentiary for a \$5,000 fine to exceed 10 years.



CHRISTIANITY MUST DESTROY WAR OR WAR WILL OVERTHROW CHURCH, SAYS PASTOR SCHROCK

"WAR is a problem in arithmetic," said the Rev. Perry Frederick Schrock, in his address at the First Congregational church last night. His subject grew out of a morning picture which has been shown at his church for the past few hours, which is the picture of the atomic war.

MAINSTAYS OF MARKET IN PLUNGE

Banking Support Unable to Prevent Break Accompanied by Wild Trading

TICKERS FAR BEHIND

General Electric, U. S. Steel, Other Leading Issues Caught In Crash

NEW YORK, Oct. 28.—(UP)—Billions of dollars in value went overboard today as the stock market plunged downward—headed by the earlier leader, United States Steel.

Banking support, which came in to protect the market in the desperate downward lunge last week, was unable to prevent today's break, which accompanied frenzied trading.

Values were an hour behind as the noon point up on the floor. The trading was of great volume although not so great as that of the previous week. Thursday morning was calm and stock exchanges sales almost reached \$2,000,000 shares.

There were failures all along the day. The weakness of the steel market—stocks which the market had been trading in—was marked downward in most circles. This is the only index, however, which meant billions of dollars in trading volume were reported in a brief period.

The bank loans were not called, however, because of a shortage of funds.

There is the stock market through the week and the market was not far from being lost.

General Electric, U. S. Steel, and other leading issues were caught in the crash.

The Dust Bowl



Shantytowns--“Hooverville”





Migrants, by Dorothea Lange



Bread line

Unemployment office



WORLD'S HIGHEST STANDARD OF LIVING



*There's no way
like the
American Way*

Franklin D.
Roosevelt and
the New Deal





The WPA—New Deal works programs



President Roosevelt's Fireside chats



Arthur Getz, WPA muralist



Thomas Hart Benton, Missouri mural.



Thomas Hart Benton
City Activities with Dancehall from America Today, 1930–31

The FSA and Photography

- The Farm Security Administration (1937)
- New Deal Program
- Tried to improve the lives of farmers
- Created a photography project to document the problems of the Dust Bowl and the Great Depression
- 11 Photographers were hired for the project
 - Included Jack Delano, Russell Lee, Dorothea Lange, Carl Mydans, Marion Post Wolcott, Walker Evans, Arthur Rothstein, John Vachon, Theo Jung, Ben Shahn, John Collier
 - Other photographers did similar work, although not directly for the FSA



Arthur Rothstein, *Farmer and Sons Dust Bowl* 1936



Arthur Rothstein, *Untitled* 1935



Arthur Rothstein, *Sharecropper Family* 1935



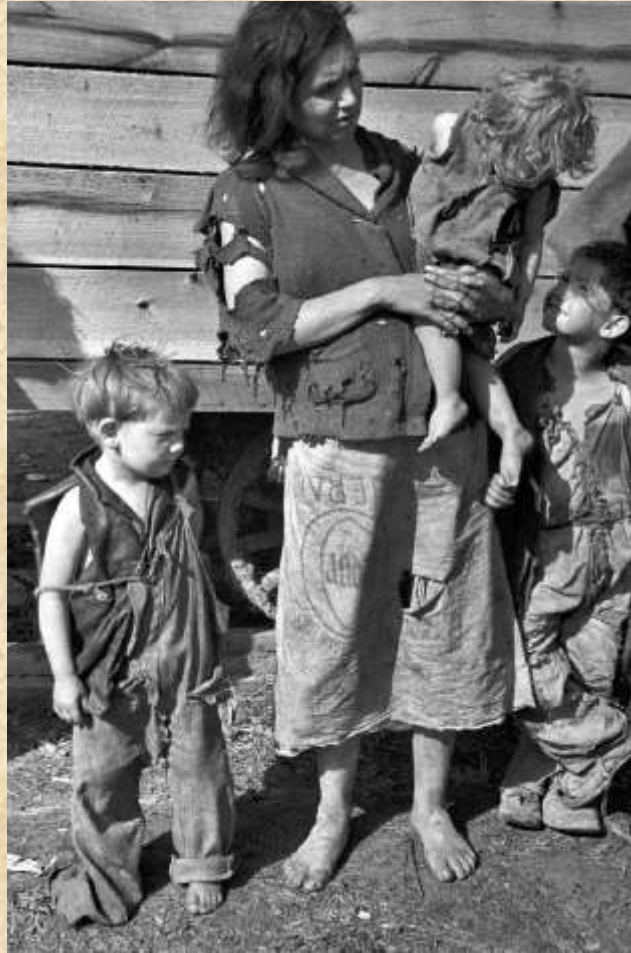
Arthur Rothstein, *Erecting a Fence at
Cumberland Homesteads 1935*



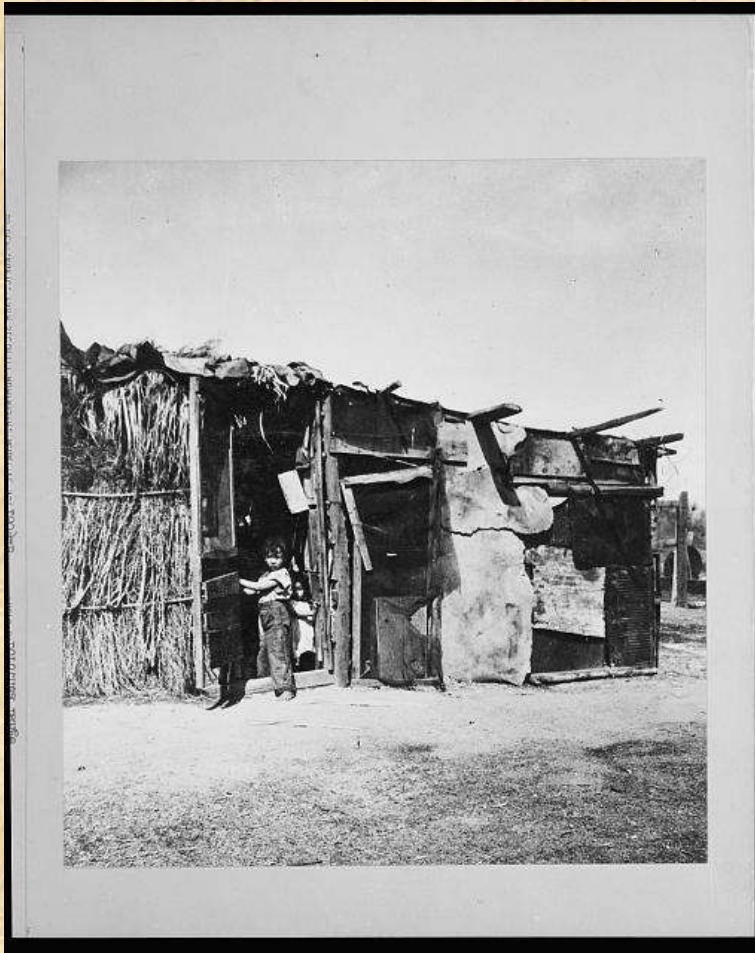
Arthur Rothstein Street Scene 1935



Ben Shahn, *Squatters Camp* 1935



Carl Mydans, Mother and baby of family of nine living in field on U.S. Route 70 near the Tennessee River 1936



Dorothea Lange, *Date Pickers Home* 1935



Dorothea Lange, *Drought Refugees* 1935



Migrants, by Dorothea Lange



Dorothea Lange, *Dust Bowl Refugees* 1935



Dorothea Lange, *Employment Office Line Up*
1938



© Dorothea Lange / NY Public Library

Dorothea Lange, *Family* 1935



Dorothea Lange *Squatters along Highway*
1935



Dorothea Lange, *People Living in Poverty*
1936



John Vachon, *Boys at Soup Kitchen* 1940



© John Vachon / NY Public Library

John Vachon, *Children of migrant fruit worker*



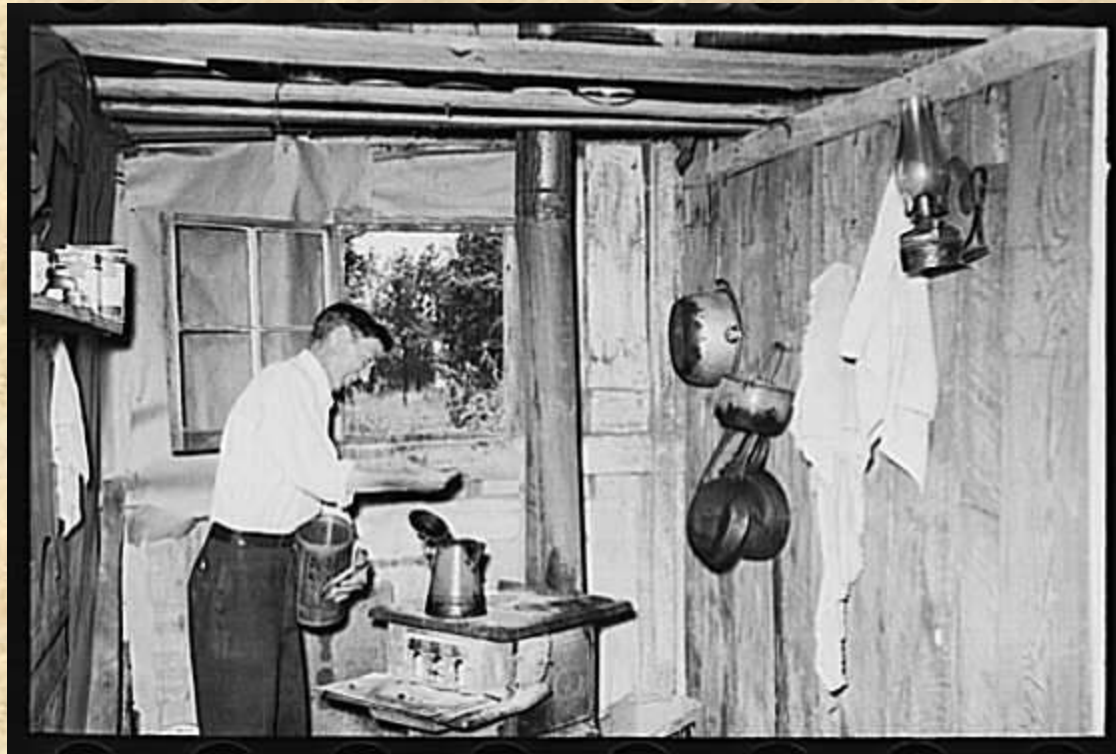
Marion Post Wolcott, *Homes of Negroes in Paradise Alley Charleston, West Virginia* 1938



Marion Post Wolcott, *Mountaineer Trying to Change Tire with Fence Post*
1938



Russell Lee, *Selling Apples* 1939



Russell Lee, *Squatter* 1938



Russell Lee, *Squatters* 1939



Walker Evans, *untitled* 1936



Walker Evans, *Food Line* 1937



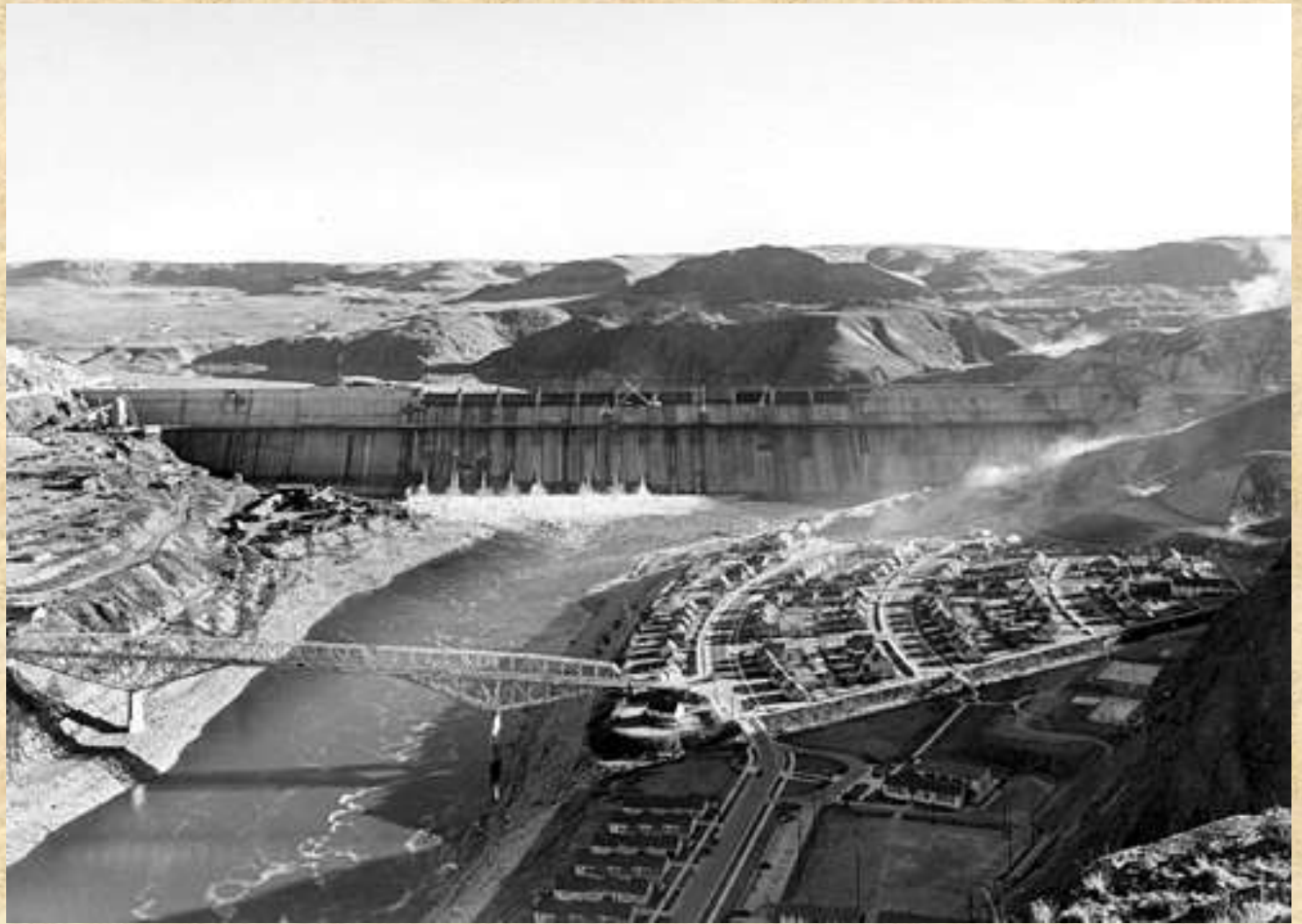
Berenice Abbott *Encampment of the unemployed, New York City, 1935*



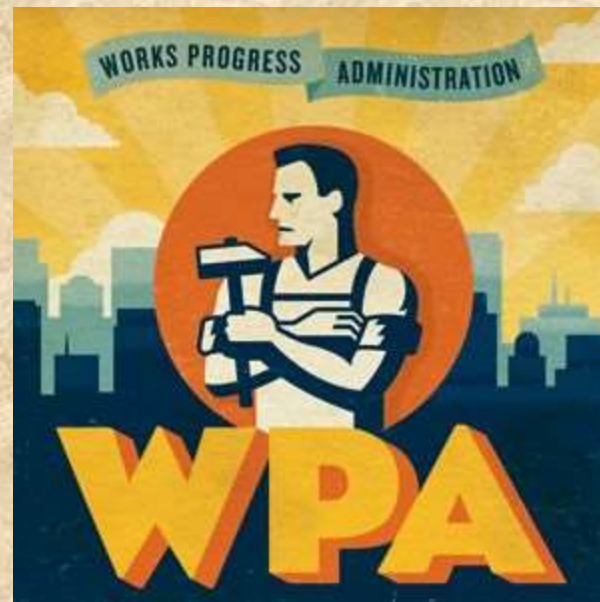
Margaret Bourke-White, 1936. Fort Peck Dam, Montana



Workers at Norris Dam, 1933



Grand Coulee Dam under construction



A YOUNG MAN'S OPPORTUNITY

FOR WORK PLAY STUDY & HEALTH

APPLICATIONS TAKEN BY
ILLINOIS EMERGENCY RELIEF COMMISSION
 ILLINOIS SELECTING AGENCY

MADE BY ILLINOIS WAR ART PRODUCT COTTAGE

UNITED STATES
CIVILIAN CONSERVATION CORPS

CIVILIAN CONSERVATION CORPS

THE OHIO MATCH CO., WADSWORTH, OHIO
 MADE IN U. S. A.

JOBS FOR GIRLS & WOMEN

GOOD PAY
GOOD MEALS
GOOD SURROUNDINGS
GOOD WORKING CONDITIONS

IF YOU WANT A GOOD JOB in
HOUSEHOLD EMPLOYMENT

APPLY AT-OR WRITE TO
ILLINOIS STATE EMPLOYMENT SERVICE

MADE BY ILLINOIS WAR ART PRODUCT COTTAGE

Advertising



**GEE, POP -
THEY'RE ALL
PASSING YOU**

Frederic Stanley

ETHYL
THE WORLD'S HIGHEST QUALITY MOTOR FUEL

THEY didn't pass you when your car was bright and new—and you still don't like to be left behind. So just remember this:

The next best thing to a brand new car is your present car with Ethyl.

If you buy a new high-compression car, you'll of course use Ethyl. But if you must make your old car do a while longer, give it Ethyl—and feel lost youth and power come back as harmful knock and sluggishness disappear.

These days, when we have to do without so many things, we can at least make the most of our cars. And even if you don't measure the fun of driving in dollars and cents, you'll find that gasoline plus Ethyl makes real money savings in lessened repair bills. Ethyl Gasoline Corporation, New York City.

BEWARE OF IMITATIONS

All Ethyl Gasoline is red, but not all red gasolines contain Ethyl. The secret is in the performance, not just the color. Look for the Ethyl emblem on the pump or the gas can.

The official motor oil of Ethyl Gasoline is double weight low, at the lowest oil viscosity and viscosity, thereby guaranteeing operation of engines taken from pumps. Ethyl's motor oil has been shown to give your engine in greater order than ever before.

GOOD GASOLINE + ETHYL FLUID = ETHYL GASOLINE

NEXT TIME STOP AT THE ETHYL PUMP



"Roger hasn't gained a pound in months"

Whose fault when children are frail?

Consider your Adam's Apple!!*



**Don't Rasp
Your Throat
With Harsh
Irritants**

"Reach for a
LUCKY instead"

Eve started it and the daughters of Eve inherited it. Eve gave Adam the apple, and it seems that Adam must have passed it on, for every man and every woman has an Adam's Apple. It is your larynx—your voice box—containing your vocal chords—Don't rasp your throat with harsh irritants—Reach for a LUCKY instead—Be careful in your choice of cigarettes.

Remember, LUCKY STRIKE is the only cigarette in America that through its exclusive "TOASTING" Process expels certain harsh irritants present in all raw tobacco. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. And so we say "Consider your Adam's Apple."

"It's toasted"

Including the use of Ultra Violet Rays
Sunlight Radiation—Heat Purification

Your Throat Protection—against irritation—against cough



**"There are
no better cigarettes"**

"I have always used LUCKIES—as far as I am concerned there are no better cigarettes—congratulations also on your improved Cellophane wrapper with that little tab that opens your package so easily."

Robert Montgomery

"It's toasted"

Your Throat Protection—against irritation—against cough
And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

TUNE IN ON LUCKY STRIKE—60 modern minutes with the world's finest dance orchestras and Walter Winchell, whose gossip of today becomes the news of tomorrow, every Tuesday, Thursday and Saturday evening over N. B. C. networks.



Sally's pretty and Sally's *smart!*

She uses cosmetics as she always has but removes them **thoroughly** the Hollywood way—guards against unattractive Cosmetic Skin!

Like most girls I use rouge and powder, but never do I risk Cosmetic Skin... thanks to **Lux Toilet Soap**

Loretta Young 20th CENTURY STAR

SCREEN STARS are wise in the ways of loveliness! And thousands of clever girls all over the country are adopting Hollywood's beauty care to guard against unattractive Cosmetic Skin—keep their complexions exquisite.

Have you seen warning signals of this distressing modern complexion trouble—enlarged pores, tiny blemishes, dullness—blackheads, perhaps? No need to worry! Cosmetics need not harm even

delicate skin unless they are allowed to *choke* the pores. Many a girl who *thinks* she removes cosmetics thoroughly actually leaves bits of stale rouge and powder in the pores day after day. When this happens, the pores gradually become clogged, distended—unable to function normally—Cosmetic Skin develops.

Cosmetics Harmless if removed this way

Lux Toilet Soap is made to remove cosmetics **thoroughly**. Its ACTIVE lather sinks deeply into the pores, carries away every vestige of dust, dirt, stale cosmetics. Before you apply fresh make-up during the day, and ALWAYS before you go to bed at night, use this gentle soap to protect your skin—keep it beautiful.



sallyedelsteincollage.com



JOAN BENNETT

Joan Bennett says: "I don't know how it does it, but this soap makes my skin look so young and so healthy."

MARIAN NIXON

Marian Nixon says: "I don't know why, but we've all been using it for years because it does."



"Here's WHY, Miss Bennett!"

SCIENTISTS NOW EXPLAIN...

"This soap contains precious elements Nature puts in skin to keep it youthful..."

THINK OF IT! Scientists find the beauty soap actually contains precious elements skin itself has—and *must* have in way youthful!

Millions of men and women everywhere are turning to their own best friend every day that this legend, whose story is really kept skin younger-looking.

No wonder many men are so devoted to Lux Toilet Soap. All out of the important Hollywood actresses use it. And it's the ideal soap to all the big time models.

Why don't we let the scientific use keep you skin beautiful? Get new on close sales of Lux Toilet Soap—start today so you'll regularly and watch your skin glow lovelier.



For EVERY Type of Skin

BEGIN TODAY!

Look at the "Quints" as a DOCTOR does...

PERSONAL HISTORY PROGRESS CHART

NAME: *Quint*

AGE: *5*

WEIGHT: *40*

HEIGHT: *45*

HAIR: *Black*

EYES: *Blue*

SKIN: *Fair*

GENERAL APPEARANCE: *Excellent*

DIET: *Regular*

ACTIVITY: *Active*

PERSONALITY: *Happy*

REMARKS: *See chart for details*

Paylist

Karo is the only syrup named to the American Dietitians Association as ideal carbohydrate for growing children.

Allen - Dr. Wright



ANY ONE of the charming Dionne Quintuplets would make a mother's eyes beam with pride were the her own child. These wonder children of the world are startling living examples of what new-day knowledge will do for babies. Proper feeding, care and training combine to develop completely the peak possibilities of every child. The fact that Karo Syrup has been an important food in their daily diet is convincing evidence of the remarkable food-energy value of this delicious Table Syrup. Karo is rich in Dextrose, which is known as "muscle" sugar.

Dextrose quickly provides material for energy, wards off fatigue, sustains activity. Both Blue Label and Red Label Karo are equally rich in Dextrose.

Such excitement! Crowded around the broadcasting microphone, the "Quints" are curious, alert and eager to know "what it's all about."



A "swing full" of love and joy will live into love in your face pictures. They radiate health and personality.

World Copyright, 1957, H&A Service, Inc.

Craves everywhere sell Karo. It's so renowned as it is delicious and energizing.



THE GREAT FOOD *Energy* SYRUP

Pure refreshment



AT BRIGHT AND CHEERFUL FOUNTAINS

The thrill of the soda fountain you knew as a child is still there... always there... in the life and sparkle of a tinkling glass of ice-cold Coca-Cola. Pause at a fountain for this pure refreshment. You'll be glad you did... at any age.



"That was the worst
headache..."



Known as a balanced relief for the following headaches:

- Overwork or fatigue headaches.*
- Headaches after headache following overindulgence.*
- Headache due to lowered blood alkali.*
- Headache due to dry, brain or air irritation.*
- Headache of the common cold.*
- Headache associated with fatigue after eating, drinking, dancing, driving.*
- Headache at rising from a couch.*
- Headache and other pains of nerve origin.*

... what a relief! A few minutes ago, I could have screamed when I thought of giving bridge tonight. Now, I feel cool! If I only knew before that Bromo-Seltzer was so quick as that!"

"Looks for us it is so quick. It's just time to make the party. Dad's and Bromo-Seltzer over you! I've convinced. Call it 'No ill will'!"

WHAT BROMO-SELTZER'S 5 MEDICINAL INGREDIENTS DO

Suppose you have never taken a Bromo-Seltzer before. Naturally you want to know exactly what it does. Let's make our list:

You simply fill a glass half full of water then put in a teaspoonful of Bromo-Seltzer. Instantly, Bromo-Seltzer effervesces. The taste is pleasant. You can drink it immediately, or wait a second until the first bubbles, if you prefer.

Notice the difference now between single-ingredient remedies that merely kill pain and Bromo-Seltzer—the balanced relief containing five medicinal ingredients.

Each ingredient in Bromo-Seltzer has a special purpose.

Thanks to one, your headache is quickly relieved.

Another helps to relax and gently soothe you. If you have gas on the stomach, that too is promptly relieved. And all the while, the citric salts in Bromo-Seltzer are being absorbed by the blood. Your alkaline nature, which is so necessary for freshness and well-being, is built up. Before you know it, you feel like your usual self again. Dependable Bromo-Seltzer not only has relief of the pain of your headache but has also helped to relieve the after-pain.

For over 40 years, Bromo-Seltzer has been a standard in the home. Reliable... pleasant... and gentle, it contains no narcotics and doesn't upset the stomach. Five centigramm size. Or you can get a dose at any soda fountain. Remember to look for the complete name... Bromo-Seltzer.

Also in The Bromo-Seltzer Bottles, R.J.Z. and ABC Bottles, Friday, 10:30—11:30 P.M., E.S.Y., 10:30—11:00 P.M. Pacific Coast Time

BROMO-SELTZER

The Beer That Made Milwaukee Famous



The Refreshing Part of Every Party

GLEAMING company for any occasion... delicious refreshment for any day or evening... Schlitz is a beverage you can be proud to serve and happy to drink yourself.

It brings you matchless flavor and bouquet... the rich goodness of the low malt, the pinpoint tang of the world's finest hops, brewed and aged to the delicate peak of perfection, winter and summer, under Puritan Keynote Control.

Stock your refrigerator with Schlitz for royal hospitality, good cheer and delicious refreshment.

Order it today in the new, handy Schlitz "Stein" Brown Bottles... in Gasthaus, tall Brown Bottles... or in Cap-Sealed Cans. Each brings you Schlitz... with added health benefits of Sunshine Vitamin B... filled and sealed to retain the full brewery flavor and goodness for your health and enjoyment.

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

Subsidiary ingredients of Schlitz: The additional ingredients of Schlitz are already used in many of the finest products throughout the world and have been recognized by the U.S. Government.



"IT'S NO JOKE TO FEED A BIG FAMILY ON

a food budget of **\$9** *a week!*

**...but even if I had less—I'd still use
ROYAL BAKING POWDER"**



*(An intimate chat with Mrs. E. M. Vigneron,
of Larchmont, New York)*

WHEN you do all your own housework, and cook for a family of five, you soon learn the meaning of true economy.

And Mrs. Vigneron says she has HAD to learn it—because her food budget is only one-third what it used to be!

"I've learned by experience," says Mrs. Vigneron, "that it's really wasteful to try to save on baking powder. For, when I don't use Royal, my family complain—and leave half-eaten cake on their plates.

"After all, you use so little baking powder in a cake, you might as well use the best. My Royal cakes are always successful. They NEVER fall!"



● "I don't dare to have a cake failure. I really couldn't afford to throw out 35¢ or 45¢ worth of good cake ingredients. That's why I always use Royal Baking Powder! I'm sure of perfect results."



LEE OVERALLS TO THE RESCUE!

Tough Jelt Denim Saves Women Hours of Toil!

USERS LEARN HOW LONGER WEAR SAVES OVERALL MONEY!



TAILORED SIZES RESCUE MEN FROM OLD-TIME OVERALL DISCOMFORTS!

Millions of men, and boys too, are enjoying the wonderful comfort of Lee tailored sizes—and the famous more-months-per-dollar economy of genuine Jelt Denim.

Short, tall, thin, stout or just average—every man gets his correct fit in Lee Jelt Denim Sanforized Shrink overalls. And that means real work

comfort during those weeks and months of extra wear.

Join the great army of Lee wearers. Learn for yourself how genuine Sanforized Shrink Jelt Denim and Lee tailored Sizes give you more for your money than you have dreamed could be possible. See your Lee dealer today.

THE H. D. LEE MERC. COMPANY

Open 9:30, The H. D. Lee Merc. Co.

Kansas City, Mo.
Minneapolis, Minn.
St. Louis, Mo.
Trenton, N. J.
San Francisco, Calif.
Buffalo, N. Y.

LEE TAILORED SIZES...
A Perfect Fit For Every Build



UNION MADE JELT DENIM
Lee OVERALLS
SANFORIZED SHRUNK

FREE! MAIL THIS COUPON, TODAY!

THE H. D. LEE MERC. COMPANY
Dept. CH-2, Kansas City, Mo.

Please send me "Blue To Show Or Measure", a sample of Jelt Denim, and name of my nearest Lee dealer.

Name _____
Address _____
Town _____ State _____

Everybody is Crying for **BABY PANTS**

Baby Pants, in the inimitable Catalina manner . . . so very provocative as worn by the stars of Hollywood . . . are the important water fashions of 1935. Both swim suits and two piece ensemble as illustrated

\$5

Orry Kelley, Designer for Warner Bros. Stars Creator Studio Style Water Fashions exclusively for Catalina.

Catalina
SWIM SUITS

MAXINE DOYLE
WARNER BROS. STARS
... wearing the popular new creation "Baby Pants"

LOOK FOR THE FLYING FISH

For as little as \$450* DOWN toward
 Complete's cost!

you can drive a *seasoned* STUDEBAKER EIGHT

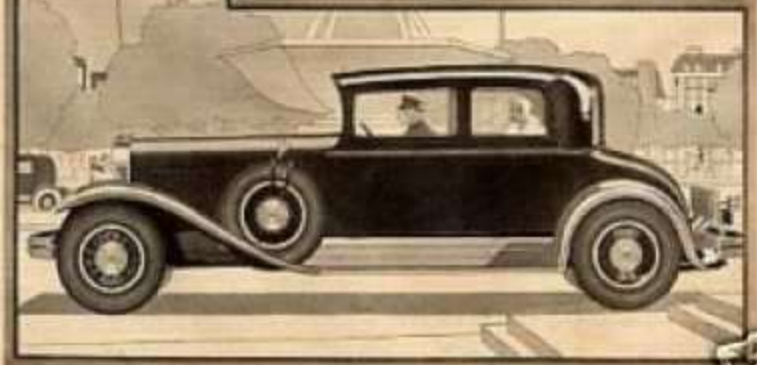
-costs less than 14 different sixes but will be
 worth *more* than a six when you trade it in!

With our new 14-cylinder power, 48-hp. motor, you can drive the eight you choose for less than \$450 down.

Available in 14 different styles, the new 1937 Studebaker Eight has more than the greatest world and makes more money, and more America, than any other make of car available. They are seasoned Eight—ground by time and trial—and backed by a 20-year-old name for car excellence.

For more facts, contact your local dealer.

THE STUDEBAKER CORPORATION OF AMERICA—A. L. DODGE, President



The Complete Car
 ... Completely New

NEW CHEVROLET FOR 1937



CHEVROLET *for* 1937

FROM the leader in sales—comes the news of the year! On display at your local dealer's showroom is the thrilling beauty sensation of the Toronto and New York Motor Shows—the New, 1937 CHEVROLET, new throughout in appearance, styling and luxury.

Only the leader could bring you this "Complete Car—Completely New". With an entirely new type of All-Steel, All-Steel Turret Top Body by Fisher, with

Unisteel construction, With a completely new Valve-in-Head Engine, giving new power, new smoothness, and economy never matched before in the lowest price field. With a finer, more comfortable Kne-Action gliding ride. With a dozen other new advancements—combined for the first time in this smarter, roomier Chevrolet.

You get all the newest things of 1937 only in Chevrolet—"The Complete Car—Completely New".

New All-Steel, All-Steel Turret Top Bodies by Fisher with Unisteel Construction.

New Diamond Crown Speedline Styling... New Valve-in-Head Engine... Perfected Hydraulic Brakes... Improved Kne-Action Ride...

Monthly payments to suit your plan on the General Motors Lease-Plan.



Do you drink half-flavored coffee...

because of OXYGEN, the Racketeer?

With the VITA-FRESH Process,
Maxwell House brings you the first
completely full-flavored coffee

If you want the full flavor you pay for, there is just one question to bear in mind, whether you buy coffee in paper bags, cartons, moisture-proof wrappings, old-type cans or vacuum. The question is: *Is there air inside the package?*

If there is—coffee deteriorates, loses flavor. If there isn't, coffee keeps its full flavor indefinitely.

Only one coffee is packed by the method that completely removes and excludes all traces of air (Oxygen) from the sealed can. That coffee is Maxwell House—packed by the new Vita-Fresh Process.

No wonder Maxwell House is rising to new popularity!

This proposition plus the famous Maxwell House blend is winning thousands of new friends each week. Sales prove it. Whether you have known this coffee in past years or not, you will find in Maxwell House today such flavor, such rich and satisfying smoothness as you have never enjoyed in any coffee before.

Ask your grocer for a brand today—in the sealed and latched can marked with the words "Vita-Fresh." Your first taste will tell you that here indeed is coffee perfection.



"WHAT WOULD YOU LOVE IF I MADE NONE?"

"TELL ME NOW, BECAUSE IF I DO YOU ARE SURE FLAVOR WON'T BE THERE ANY MORE?"



THE FLAVOR YOU PAY FOR

THE FLAVOR YOU GET



Don't forget to look for an Extra Rich and the famous Maxwell House Breakfast—breakfast now M.F.C.—K.C.C. style every Thursday morning, 8:30 A. M., Eastern Standard Time.

MAXWELL HOUSE Coffee

A PRODUCT OF GENERAL FOODS CORPORATION

GOOD TO THE LAST DROP

"WRITE THIS IN YOUR NOTEBOOK, PEGGY,
FOR SHRIMP SALAD—
REAL MAYONNAISE
REALLY FRESH!"



"YOU SEE, PEGGY, FISH SALAD NEEDS THE EXTRA RICHNESS OF THIS REAL MAYONNAISE. IT'S MADE JUST LIKE THE HOME TYPE—WITHOUT SPICES, FILLERS AND 'TRICKS' PRESERVED FRESH FROM HOW MADE!"

WHY IS THAT, MISS GURDY?"

"OUR SALAD OIL IS 'FRESH-PRESS!'"

Miss Gurdy, you know, can't be any fresher than the ones all used to make it. Our "FRESH-PRESS" Salad Oil is a special fresh, because we process it ourselves—each week day—just as it is needed! It goes into our bottles—bottles right away. There it is sealed with freshly broken, which keeps our special blend of vinegars and spices fresh. Making this, No matter where, it's all manufactured and it's sealed in crystal jars and sealed fresh to your grocer by special local delivery. That's why our two brands of Real Mayonnaise (Best Foods in the West; Hellmann's in the East) always taste so rich so creamy... and so FRESH!

THAT NIGHT AT PEGGY'S HOUSE

"SAY THIS IS THE BEST SHRIMP SALAD I'VE EVER HAD! BEST YOU CAN GET! SWEET LITTLE PEGGY, HOW IS IT?"

"I'VE SOUGHT INTO SO MANY 'REAL MAYONNAISE' BRANDS AND YOURS SEEMS TO MAKE ALL OUR SALADS TASTE FRESH, FRESH!"

"I'VE LEARNED ABOUT REAL MAYONNAISE, MADE WITH 'FRESH-PRESS' SALAD OIL AND YOURS SEEMS TO MAKE ALL OUR SALADS TASTE FRESH, FRESH!"



COMBINATION SHRIMP SALAD
25 eggs washed
1 cucumber, sliced
1 onion, sliced
1 tomato, sliced
1/2 cup mayonnaise
1/2 cup Best Foods Real Mayonnaise

Place washed apple, one slice in butter and dip in lemon juice to prevent discoloration. Slice, core, cucumber, onion and add them into salad. Cut 2 fresh celery stalks to lengthwise strips, leaving one-half inch across at end. Place in the salad and cut evenly. Arrange to include cups a row of fresh and vegetables, with shrimp on above side, as illustrated. Serve with Real Mayonnaise. Serves 4.

IN THE WEST →



← IN THE EAST

BEST FOODS • HELLMANN'S
Real Mayonnaise

Hot nights
... hot dawns...
hot days*

APRIL 1935



By Philip Kline

Day after day, the sky seemed as inverted copper bowl... and the sun, a fiery ball, swung lazily across the horizon, casting rages upon its path, and sending irrigation streams into shimmering ribbons of splashed gold. Official shade temperature rose to 135° and 138°.

How Frigidaire—equipped with the marvelous new Super Freezer—kept the relief and happiness to fortunate owners. Frosty, delicious ices—cool, delightful salads—refreshing drinks with an abundance of sparkling ice cubes made life seem worth living.

These long summer days and nights provided the supreme test for any refrigerator. The Super Freezer, which even on the hottest days kept food safely and provided a never ending flow of ice cubes, met manfully the ever growing test of continuous heat.

How, for instance, Frigidaire with the Super Freezer performed during the sweltering days and nights of last summer was graphically described by Mrs. D. H. Patterson, who said, "After using two other makes of electric refrigerators, we decided to purchase a Frigidaire '34—and had that it fulfills all needs in supplying plenty of ice and refrigeration in this extremely hot climate. We simply could not be without it."

This is only one of the many stories of satisfactory experience with the Frigidaire Super Freezer that came from owners. All were very enthusiastic about the Super Freezer and its remarkable efficiency.

*This story was obtained from one of the latest volumes of the "Heat Waves" in the summer of 1934, according to U. S. Weather Bureau statistics.



NOW IN ITS FOURTH MILLION

YES, THE FRIGIDAIRE SUPER FREEZER KEEPS FOOD SAFER AND FREEZES MORE ICE... EVEN IN THE HOTTEST WEATHER

When you buy an electric refrigerator, it is usually impossible to know its ability to produce dependable refrigeration on the hottest days. When temperatures soar to summer heights, ordinary refrigeration is not enough.

Only the Frigidaire '34 has the Super Freezer. It gives an entirely new idea of cold-producing ability. It freezes more ice, keeps food safer and provides a greater refrigeration service.

Unlike every refrigerator making there's the right kind of cold for every purpose. There's fast freezing for making ice cubes, extra cold storage for keeping a reserve supply of ice cubes, longer storage for meats, more storage for vegetables and fruits, and normal

storage water 32° for foods requiring dry, frosty cold. And conventional! A light flashes on when the door is opened... the evaporator on at the touch of a finger... the motor starts automatically when defrosting is completed... there's enough the space for tall bottles. There are just a few.

Before you buy a refrigerator, you owe it to yourself to learn the tremendous difference between the Frigidaire '34 and other refrigerators—not only in the service it makes, but also in its low cost of operation. And with all its advantages, you will be amazed to find that the Frigidaire does not cost any more. Go to the nearest Frigidaire showroom and get the facts for yourself.



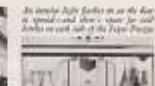
Automatic Fast Defrosting—time and ice automatically after defrosting is completed.



The Super Freezer provides more cold than any other freezer.



Extra storage for Trip Tables & Fishboxes. To give people more extra room (fitting out of the reach of shelves).



An Electric Light flashes on as the door is opened and there's a check for cool. And on each side of the Super Freezer.

FRIGIDAIRE '35

The General Motors Refrigerator

LADIES' HOME JOURNAL

NEVER BEFORE—Could Your Money Buy So Much G-E Refrigerator!!!




Triple-Thrift

REFRIGERATOR

So do all money buys on such G-E Refrigerators this year that probably probably are now about 40 times and double refrigeration service. Best choice of G-E's, the G-E is more properly proved for the household now 1935 General Electric models. They are smaller, have more convenience features and are more economical than ever!



ALL THE ICE you'll need in a hurry! New General Electric Quick-Trip provides instant ice cube refills. The plates for a melted cup of popcorn or a stew—in moments! In models with six trays, 48 lbs. of ice—480 cubes—can be frozen in 24 hours and the average cabinet cost is but about the price of ice.



THE MARVELLUS NEW G-E REFRIGERATOR is loaded for long years of efficient operation. It serves like your performance guarantee—no job neglected by General Electric! More than ever, and the present ones are probably preferable about the convenience, economy and dependable service of these G-E's. The only's results are the best refrigerator value General Electric ever offered—and are probably proud! There's no need to get so very large with an ordinary, old-fashioned refrigerator—no more second choice.

STAINLESS STEEL SUPER FREEZER—compact, light and ready. Provides fast freezing for ice cubes and steams. Equipped with automatic temperature control and defrosting device.

SALESMAN INTERIOR—New G-E cabinets have more usable storage space. Many models have sliding shelves, telescopic to meet today's needs, bottle rack, interior light and vegetable drawer.

GENERAL ELECTRIC CO., SPECIALTY APPLIANCE DIVISION, BELL PARK, CLEVELAND, OHIO

GENERAL ELECTRIC

THE ORIGINAL ALL-STEEL REFRIGERATOR

YOU SAVE 3 WAYS! Higher dollar for dollar value—lower cabinet cost—long life! That's what you get in the new General Electric Triple-Thrift Refrigerator. Beautifully styled, heavy cabinets are ALL-STEEL with heavy construction features and complete protection interiors.



ALL G-E REFRIGERATORS have the famous well-known Maxwell Refrigerator, Ohio, 1935, a new feature, never before operation, lower cabinet cost, long life.



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Have you seen the new fine sets which all leading dealers offer? There is MONOPOLY for from \$2 to \$25 a set. The new White Box edition is a favorite with its removable compartment tray which serves as the Bank, double supply of special slip-Monopoly Money and gold stamped Grand Hotels and excellent equipment. For from 3 to 10 players.

Rules for TWO forms of SHORT MONOPOLY now come with every set. Same fun—less time.

At all DEALERS, or sent by mail from Salem, Mass.

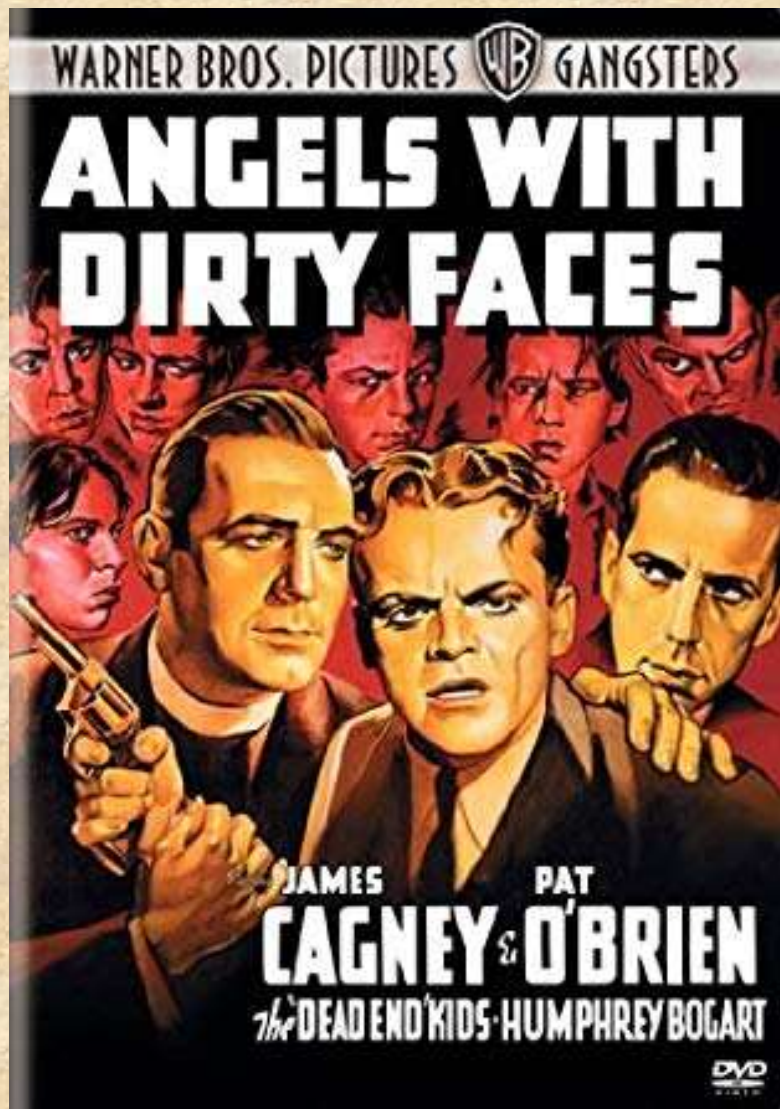
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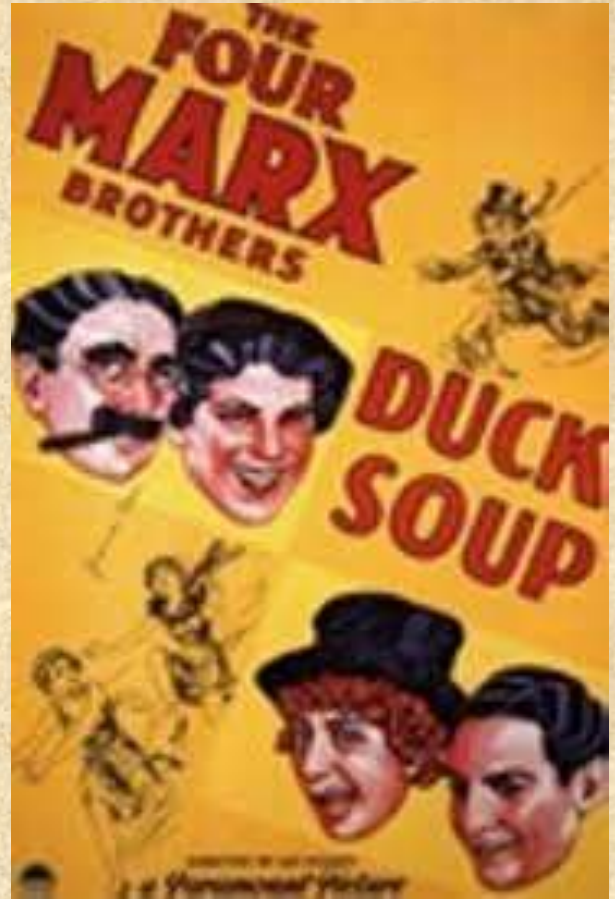
MONOPOLY

is by the makers of PING-PONG (still going strong), CAMELOT (famous board game for Men and Boys), MAKE A MILLION (card game, delights all Monopoly players), PURVIS' "G", MEN (board game for youngsters), LEXICON (better than Anagram), PEGITY (Five is a Row), Hendrik Van Loon's Wide World Game, etc., etc.

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**HE TALKS!
HE SINGS!
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BOOK THEM NOW!**

Great Depression Literature

- Meridel LeSueur *Women on the Breadlines*
- John Steinbeck *Grapes of Wrath*
- Woody Guthrie

Woody Guthrie, "I Ain't Got No Home in This World Anymore"

I ain't got no home, I'm just a roamin' round
Just a wandering worker, I go from town to town
The police make it hard wherever I may go
And I aint got no home in this world anymore.

My brothers and my sisters are stranded on this road
A hot and dusty road that a million feet have trod
Rich man took my home and drove me from my door
And I ain't got no home in this world anymore.

Was a-farmin' on the shares and always I was poor
My crops I laid into the banker's store
My wife took down and died upon the cabin floor
And I ain't got no home in this world anymore.

Now as I look around, it's mighty plain to see
The world is such a great and a funny place to be
Oh, the gambling man is rich and the working man is poor
And I ain't got no home in this world any more.



Woody Guthrie

Woody Guthrie, "The End of the Line," 1941

Back in 1933, living in the dust was killin' me.
Back in 1934, the dust did rise and blow some more.
Long come 1935, blowed my crop 'bout nine mile high
Long 'bout 1936, me and my woman in a devil of a fix.
Long 'bout 1939, we fanned our tail to the Oregon line.
We got ahold of a piece of land fifteen miles from the
Coulee Dam
Now the Coulee Dam is a sight to see, makes us
electricity.
Well, Oregon state is mighty fine if you're hooked on to
the power line.
But there ain't no country extra fine if you're just a mile
from the end of the line.
I'll milk my cows and turn my stone till the big Grand
Coulee comes along.
My eyes get crossed and my back gets cramped trying
to read the Bible by the coal oil lamp.



Woody Guthrie