

SECRETARY OF STATE

"The mad pursuit of economic nationalism has proved disastrous."

(See NATIONAL AFFAIRS)

N

East 22nd Street, Chicago.

(Reg. U. S. Pat. Off.)

Editorial and Advertising Offices, 135 East 42nd S

Circulation this issue more than 400,000

RED.

clean... with
says "perfec-
and sensitive
ises greater
e tee... and
nse to delicate
timing.

While wintry winds swept Northern courses
and West Coast golfers drove the first Three
Royals to be used in actual play. They like
ball. It clicked! Wondered what the Three S
Asked... U. S. told them.

R FLIGHT

Improved from center to cover,
this new ball gave greater distance
than even the finest U. S. ball ever
gave before.

RIGHT

Expert golfers thrilled to a new
"feel"; a new sense of positive control
of every shot from tee to green.


WHITE

They found the new ball hardy...
permanently brilliant... white
clear through... protected by three
coats of glistening enamel.

NEW Three Star
★ ★
S. ROYAL

in sale everywhere. Look for
d box with the Three Stars.

S. ROYAL NEW U. S. NOBBY
S. FAIRWAY NEW U. S. TIGER

ates  Rubber Company



TIME is published weekly by TIME, Inc., at 350 East 22nd Street, Chicago, Ill. Entered as second-class matter January 21, 1928, at the postoffice at Chicago, Ill., under the act of March 3rd, 1879. Subscription rates: One year, in the U. S. and possessions, Cuba, Mexico, South America, \$5; Canada, \$8; elsewhere, \$7.



I

PRUSSIA'S PREMIER GÖRING

2

"The sword and the lightning are coming back to the talons of the Prussian eagle!"

(See FOREIGN NEWS)

East 22nd Street, Chicago.

(Reg. U. S. Pat. Off.)

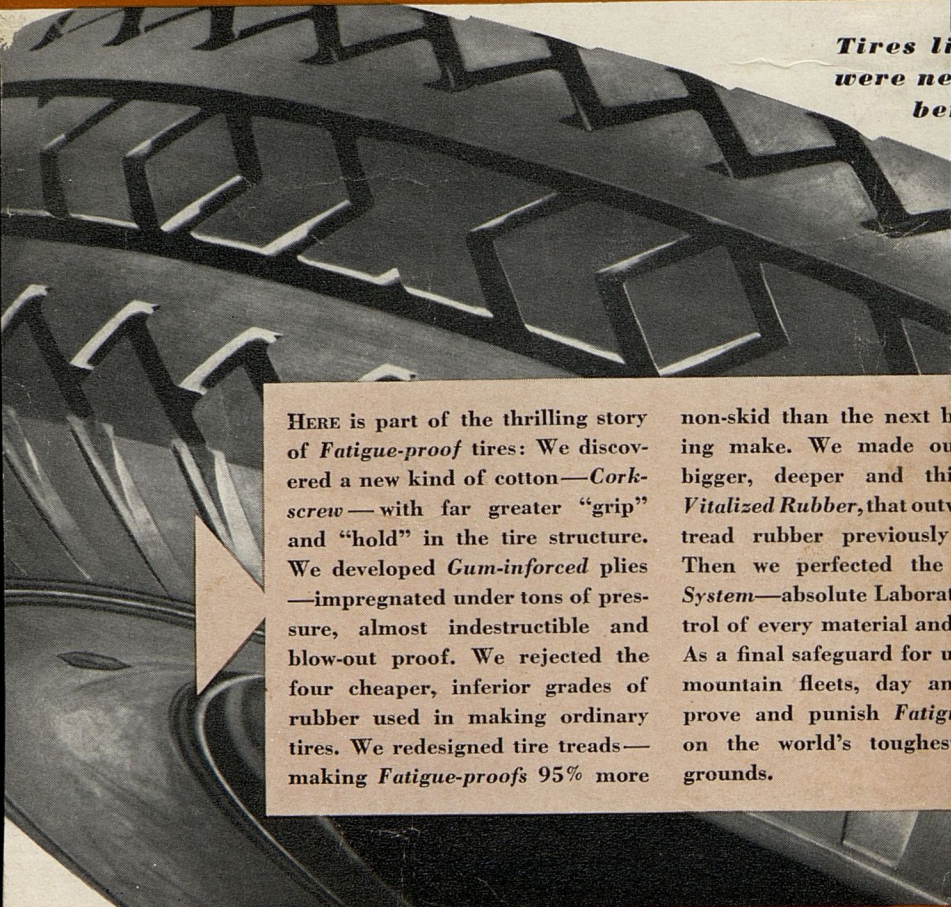
Editorial and Advertising Offices, 135 East 42

Circulation this issue more than 400,000

contributed seven of the nine outstanding ever made in tires? For 39 years, Kelly-Springfield has led the industry with continual additions to tire stamina, safety and performance per mile. Now come *Fatigue-proof* tires—product of new processes, methods and materials. Below, in brief, the story of their development. Don't be misled by mere "talking

Before you spend another tire dollar, visit your Kelly-Springfield dealer and study the WHAT *Fatigue-proofs* ARE DOING at the world's worst hell for tires, and on the roads and in the hardest jobs in every part of the country. You will DEMAND *Fatigue-proof* for your car. They cost you not one penny more than the ordinary makes! *Kelly-Springfield Tire Company, 1775 Broadway, New York.*

Tires like these were never before



HERE is part of the thrilling story of *Fatigue-proof* tires: We discovered a new kind of cotton—*Corkscrew*—with far greater "grip" and "hold" in the tire structure. We developed *Gum-inforced* plies—impregnated under tons of pressure, almost indestructible and blow-out proof. We rejected the four cheaper, inferior grades of rubber used in making ordinary tires. We redesigned tire treads—making *Fatigue-proofs* 95% more

non-skid than the next best thing we could make. We made our tread bigger, deeper and thicker. We used *Vitalized Rubber*, that outstanding tread rubber previously unknown. Then we perfected the *Control System*—absolute Laboratory control of every material and process. As a final safeguard for your safety on mountain fleets, day and night, we will prove and punish *Fatigue-proof* on the world's toughest grounds.

KELLY-SPRINGFIELD

TIME is published weekly by TIME, Inc., at 350 East 22nd Street, Chicago, Ill. Entered as second-class matter January 21, 1928, at the postoffice at Chicago, Ill., under the act of March 3rd, 1879. *Subscription rates:* One year, in the U. S. and possessions, Cuba, Mexico, South America, \$5; Canada, \$8; elsewhere, \$7.



Wide World

II **MAYOR OF CHICAGO**

"After all, the general public is pretty decent."
(See NATIONAL AFFAIRS)

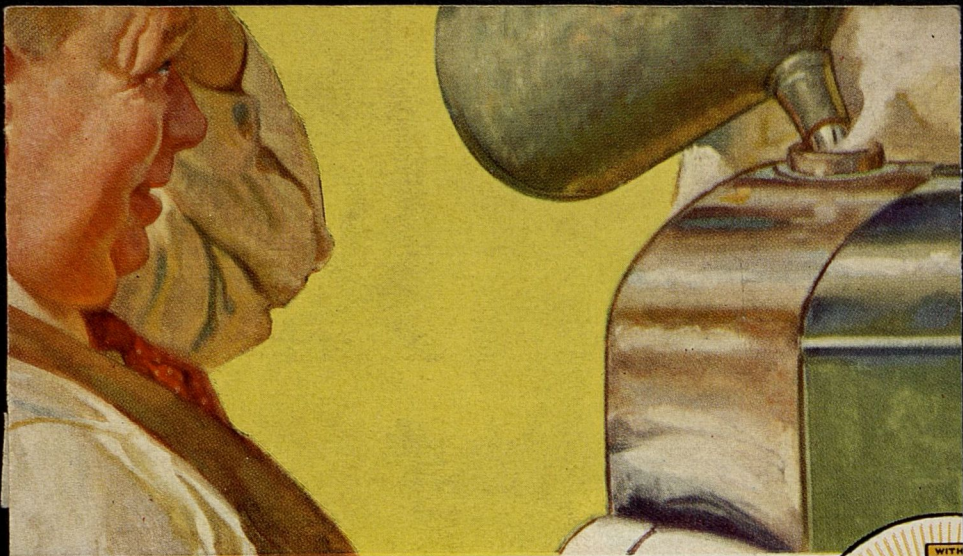
3

East 22nd Street, Chicago.

(Reg. U. S. Pat. Off.)

Editorial and Advertising Offices, 135 East 42

Circulation this issue more than 400,000



...e than water—or oil
... fan belt to keep a
... days like these.

...er aggravates the
... in any car. Knock
... overheating, wastes
... ar life, and runs up
... biggest repair bills
... rs ever have to pay.
... to the heart of the

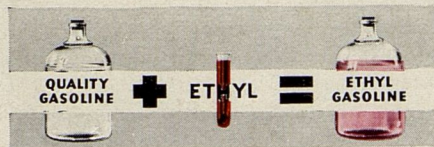
...verheating by *stop-*
... l knock. It turns
... eat of knock into

...y Ethyl Gasoline
... in old cars. That's

why thousands say: *The next best thing to a brand new car is your present car with Ethyl!*

Stop at the Ethyl pump today. You'll put *fun* into your driving this summer.

And you'll save, in lessened repair bills alone, *more* than enough to offset the few extra pennies you spend. Ethyl Gasoline Corporation, New York City.



Ethyl contains lead. © E. G. C. 1933



BEWARE OF IM

All Ethyl Gasoline is re
gasolines are genuine E
for identification only a
do with performance. L
emblem on the pump (

* *

The all-round quality
line is doubly tested:
mixing, and through ce
of samples taken from

TIME STOP AT THE ETHYL

TIME is published weekly by TIME, Inc., at 350 East 22nd Street, Chicago, Ill. Entered as second-class matter January 21, 1928, at the postoffice at Chicago, Ill., under the act of March 3rd, 1879. *Subscription rates:* One year, in the U. S. and possessions, Cuba, Mexico, South America, \$5; Canada, \$8; elsewhere, \$7.



RUFUS CUTLER DAWES

His the monuments, his brother's the epitaphs.

(See NATIONAL AFFAIRS)

4

East 22nd Street, Chicago.

(Reg. U. S. Pat. Off.)

Editorial and Advertising Offices, 135 East 42nd

Circulation this issue more than 400,000

WISH FEAR OF BLOW-OUTS

with this new, 3-times-safer tire



Internal friction separates rubber and fabric "blisters", which grow and cause a blow-out.



Goodrich invention resists heat. Goodrich Safety Silvertown tires resist blow-outs at high speeds.

BANG! A blow-out! The rim of the wheel hits the road . . . And a terrible drag sets in . . . Like some unseen monster, pulling your car off the highway.

Has this ever happened to you? Investigation shows that the chances are better than even you'll have a blow-out *some day*—unless you use this new kind of tire!

What causes blow-outs

When the speedometer reads 40, 50, 60 and 70—mile after mile . . . the heat inside the tire becomes terrific. Rubber and fabric begin to separate. A blister starts . . . *inside the tire* where you can't see it . . . And grows. Like an insidious tumor it gets bigger . . . Until BANG! A blow-out. And you're headed for trouble . . . or worse!

To protect you from blow-outs, every new Goodrich Safety Silvertown Tire has the amazing Life-Saver Golden Ply. This new invention resists terrific heat—rubber and fabric don't separate. Thus blisters don't form inside the tire. Blow-outs are *prevented* by overcoming the *very cause* of blow-outs before they *start*.

3 times safer at high speeds

At gruelling speeds on the world's fastest track, the New Goodrich Safety Silvertown Tire, with the Life-Saver Golden Ply,

lasted *three times as long* as tires that did not have this Life-Saver Golden Ply. Other tires blew out at high speeds. The new Silvertown tires NEVER blew out.

The way to be safe is to get this Life-Saver Golden Ply. When you buy a tire, get a Silvertown Safety SILVERTOWN. It costs only a *penny more than any other* tire.

Safest anti-skid

Scientific tests prove that the Safety Silvertown has the *best* tread. Its squeegee tread gives your car extra road-grip. It prevents skidding to a *stop*.

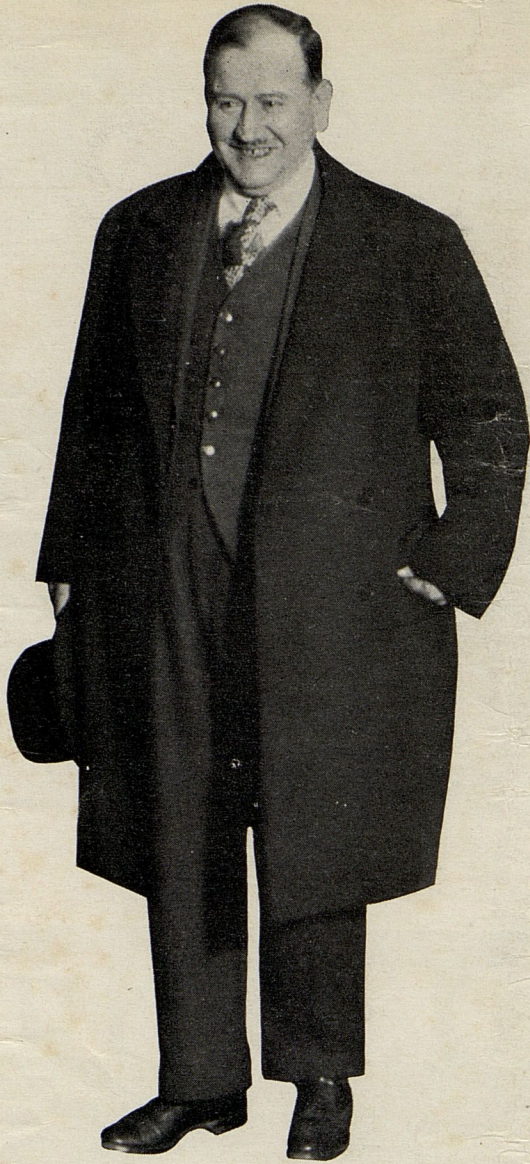
Put a set of Goodrich Safety Silvertown tires on *your* car now! Get them between you and the highway. For your children, your family, and your peace of mind, put up your Goodrich dealer. See the classified telephone directory.

FREE! This handsome Goodrich Safety League emblem crystal reflector to protect your tail light goes out. No obligation. Nothing to buy. Just join the Goodrich Safety League at your town Safety League or your Goodrich dealer. Traffic Officer's License. Write today. Dept. 122, Goodrich Rubber Co., Akron, Ohio.

Goodrich Safety Silvertown

The B. F. Goodrich Rubber Co. WITH LIFE-SAVER GOLDEN PLY

TIME is published weekly by TIME, Inc., at 350 East 22nd Street, Chicago, Ill. Entered as second-class matter January 21, 1928, at the postoffice at Chicago, Ill., under the act of March 3rd, 1879. *Subscription rates:* One year, in the U. S. and possessions, Cuba, Mexico, South America, \$5; Canada, \$8; elsewhere, \$7.



Keystone

EXI

FRANCE'S PREMIER

It takes three to hunt snipe.
(See FOREIGN NEWS)

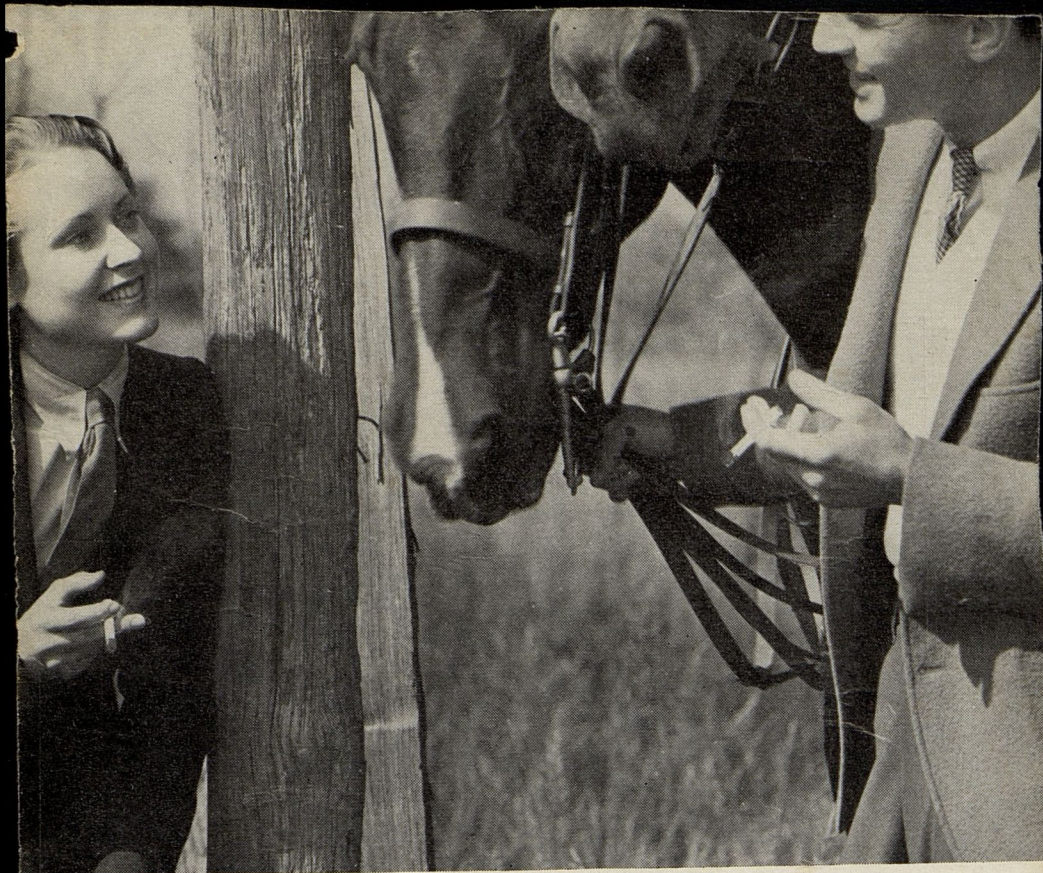
5

350 East 22nd Street, Chicago.

(Reg. U. S. Pat. Off.)

Editorial and Advertising Offices, 135 East 42nd

Circulation this issue more than 400,000



SPUDS from a screen of clouds. Leaves whisper, the wind whistles softly, and two knowing that
but Spuds won't tell on you, no matter how many you smoke. You can trust their cool,

SMOKE SPUDS

MENTHOL-COOLED

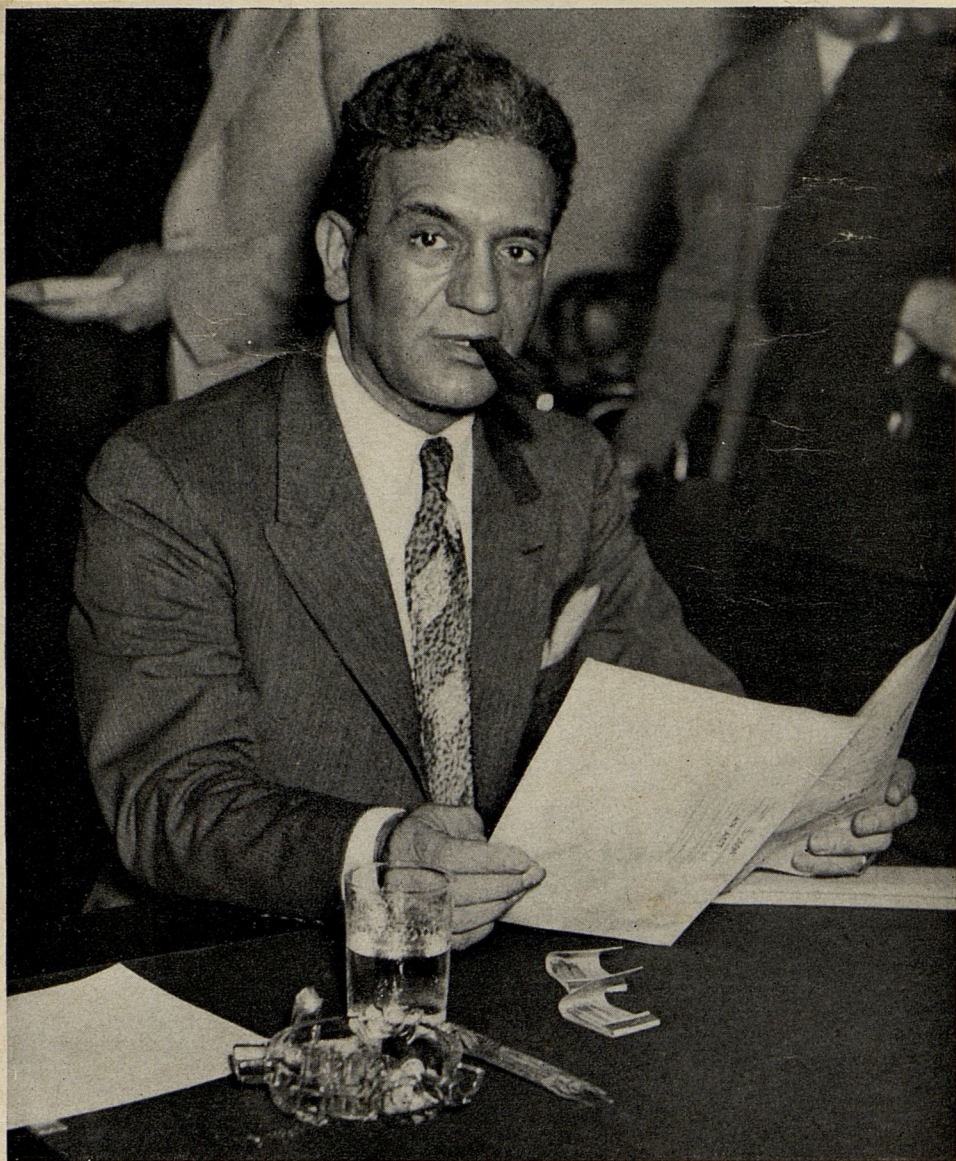


CIGARETTES

(25c IN CANADA) . . . THE AXTON-FISHER TOBACCO CO., INC., LOUISVILLE

TIME is published weekly by TIME, Inc., at 350 East 22nd Street, Chicago, Ill. Entered as second-class matter January 21, 1925, at the postoffice at Chicago, Ill., under the act of March 3rd, 1879. *Subscription rates:* One year, in the U. S. and possessions, Cuba, Mexico, South America, \$5; Canada, \$8; elsewhere, \$7.

Volu



Keystone

I

FERDINAND PECORA

A Roland for an Untermyer.

(See BUSINESS)

6

350 East 22nd Street, Chicago.

(Reg. U. S. Pat. Off.)

Editorial and Advertising Offices, 135 East 42nd

Circulation this issue more than 400,000

Wise drinkers know this . . .
sweet a drink is, the "drier" it
drier" it is, the keener it tastes
etter it quenches thirst.

Rock has no sweetening at all.
nothing is drier.

more it is slightly alkaline. Tends
act the acidity of whatever you
h.

with fruit juices. Keeps them
ing flat and too sticky-sweet.
ese summer drinks lively and
nching.

whatever drinking of a more fes-
e that you find you have to do
ess reasons)—do it on the alka-
with White Rock.

. . . better for you

... WITH
ORANGE JUICE

... WITH
GRAPE JUICE

... WITH
LEMON JUICE





PIUS XI

"God . . . does not disdain material things."

(See RELIGION)

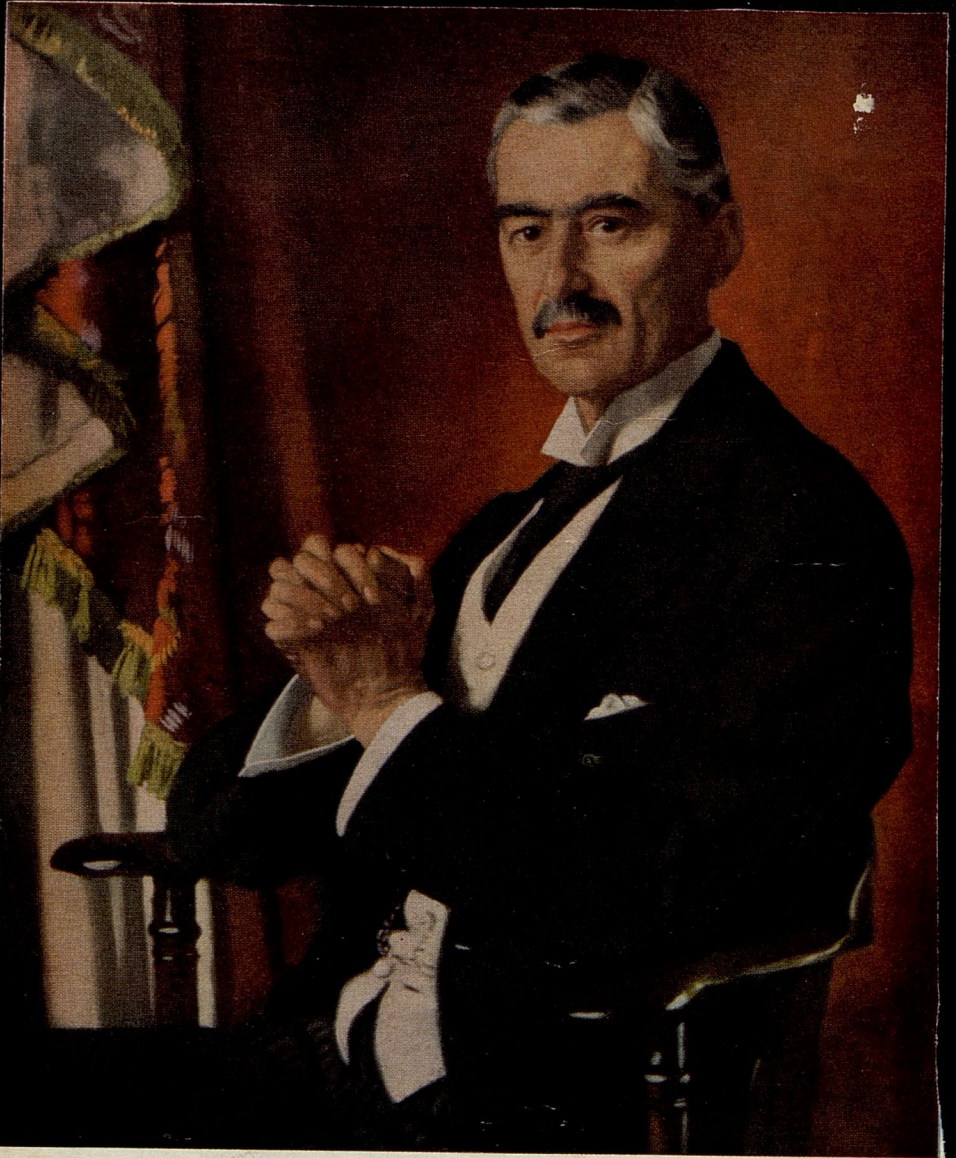
8

50 East 22nd Street, Chicago.

(Reg. U. S. Pat. Off.)

Editorial and Advertising Offices, 135 East

Circulation this issue more than 400,000



BRITAIN'S CHANCELLOR CHAMBERLAIN

The Prime Minister will make the speeches.

(See FOREIGN NEWS)

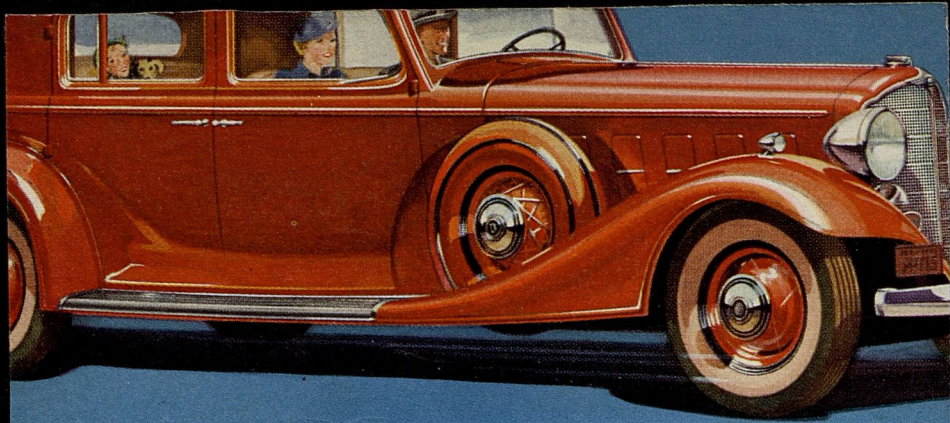
7

East 22nd Street, Chicago.

(Reg. U. S. Pat. Off.)

Editorial and Advertising Offices, 135 East 42nd

Circulation this issue more than 400,000



Refinement

BUICK GIVES MORE AND BETTER MILES

... that's why so many families buy Buicks time after time

man or woman who has owned one car invariably buys Buicks *again and*

Because ownership *proves* that Buick better miles. *Better* miles—surely. The e the long wheelbases (119 inches to rich mean real roominess and riding e *weight* (3866 to 4901 pounds) which o hold the road and maintain high- ce hour after hour without strain. *More* ny Buicks have served their owners

dependably for more than 200,000 miles. And so men and women give back to which Buick gives to them. They make car, as *you* will, when you learn what car investment Buick is.

The 20 new Buick models are offered at moderate prices on terms. All are Buicks through and through. They have Valve-in-Head Straight Eight Engines cushioned in rubber, Ventilation, Individually Controlled. All are fine, economic

• Visit the General Motors Building, Century of Progress, J

ad dusterdays) **SINCE 1910 (When T.R. went to Africa)**



15 BUICKS

Mr. Harry A. Jay, 737 North Michigan Ave., Chicago, Ill., ("proud of the record and sure that it shows good judgment") has owned 15 Buick cars, including a 1933 model.

SINCE 1918 (Year of the Armistice)



18 BUICKS

Mrs. Emma Boughton, Newark, Ohio, ("feel qualified to state that Buick builds the best car that travels the highway") has owned 18 Buick cars, including a 1933 model.

SINCE 1908 (



Mr. E. Avery, Los Angeles, years ago w 'White Street Buick cars, in

BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM . . . A GENERAL MOTOR

TIME is published weekly by TIME, Inc., at 350 East 22nd Street, Chicago, Ill. Entered as second-class matter January 21, 1928, at the postoffice at Chicago, Ill., under the act of March 3rd, 1879. *Subscription rates:* One year, in the U. S. and possessions, Cuba, Mexico, South America, \$5; Canada, \$8; elsewhere, \$7.



I

WILLIAM RANDOLPH HEARST

9

"The time to retire is when God retires you and not before."
(See THE PRESS)

10 East 22nd Street, Chicago.

(Reg. U. S. Pat. Off.)

Editorial and Advertising Offices, 135 East 3

Circulation this issue more than 400,000



MORE than good gas-
 ce an old car kick up
 act young again. It
 soline *plus* the life-
 of Ethyl fluid.
 r engine, Ethyl fluid
 ful knock and slug-
 gs lost youth and
 your motor. It gives
 old thrill when you

when we have to do
 y things, we *need* the
 rs can give us. And

even if you don't place dollars and
 cents value on the *fun* of driving
 with Ethyl Gasoline, you'll make
 savings in lessened repair bills that
more than offset the small extra cost.

Just remember: The next best
 thing to a brand new car is your
 present car with Ethyl. Ethyl Gas-
 oline Corporation, New York City.



Ethyl fluid contains lead. © E. G. C. 1933



BEWARE OF

All Ethyl Gasoline is
 gasolines contain Et
 is for identification o
 to do with perform
 Ethyl emblem on the

The all-round qua
 line is doubly tested
 mixing, and through
 of samples taken fro
 Gasoline standard o
 is higher today than

TIME STOP AT THE **ETHYL**

TIME is published weekly by TIME, Inc., at 350 East 22nd Street, Chicago, Ill. Entered as second-class
 matter January 21, 1928, at the postoffice at Chicago, Ill., under the act of March 3rd, 1879. *Subscription*
rates: One year, in the U. S. and possessions, Cuba, Mexico, South America, \$5; Canada, \$8; elsewhere, \$7.



Keystone

HUGH SAMUEL JOHNSON

There are brains in the Army, too.

(See NATIONAL AFFAIRS)

10

II

o East 22nd Street, Chicago.

(Reg. U. S. Pat. Off.)

Editorial and Advertising Offices, 135 East 4

Circulation this issue more than 400,000

... by dryness of White Rock,
... om deep in the earth, a world's
... aukesha, Wisconsin.

... 't disguise good tastes.

... aline side.



TIME is published weekly by TIME, Inc., at 350 East 22nd Street, Chicago, Ill. Entered as second-class matter January 21, 1928, at the postoffice at Chicago, Ill., under the act of March 3rd, 1879. Subscription rates: One year, in the U. S. and possessions, Cuba, Mexico, South America, \$5; Canada, \$8; elsewhere, \$7.



I

DICTATOR OF CUBA

Slipping off the blood standard?

(See FOREIGN NEWS)

11

o East 22nd Street, Chicago.

(Reg. U. S. Pat. Off.)

Editorial and Advertising Offices, 135 East 42

Circulation this issue more than 400,000



HOW TO AVOID TAB TROUBLE

Ar shirt is, today, a favored shirt in scientifically-chosen wardrobes.

Its most ardent admirers are often its severest critics. The tab collar is an intricate thing to make, and it is more in sorrow than in anger that the fact that many tab collar shirts have seen the light of day.

To avoid future tab trouble, introduce the ARATAB. Arrow has made shirts with collars of every shape and every size, and the collar has never been born

that could successfully challenge the experience of the Arrow tailor.

The entire ARATAB shirt is tailored that a custom shirter would be proud to bear *his* label. It is made of fine cloth in a variety of well-chosen stripes, and it will always stay its right size—because it is Sanforized-Shrunk.

See the ARATAB. When you buy, the Arrow label is in it. Arrow Shirts are priced from other. \$1.95 to \$3.50. ©1933, Cluett, Peabody

ARROW SHIRTS SANFORIZED SHRUNK

A new shirt if one ever shrinks

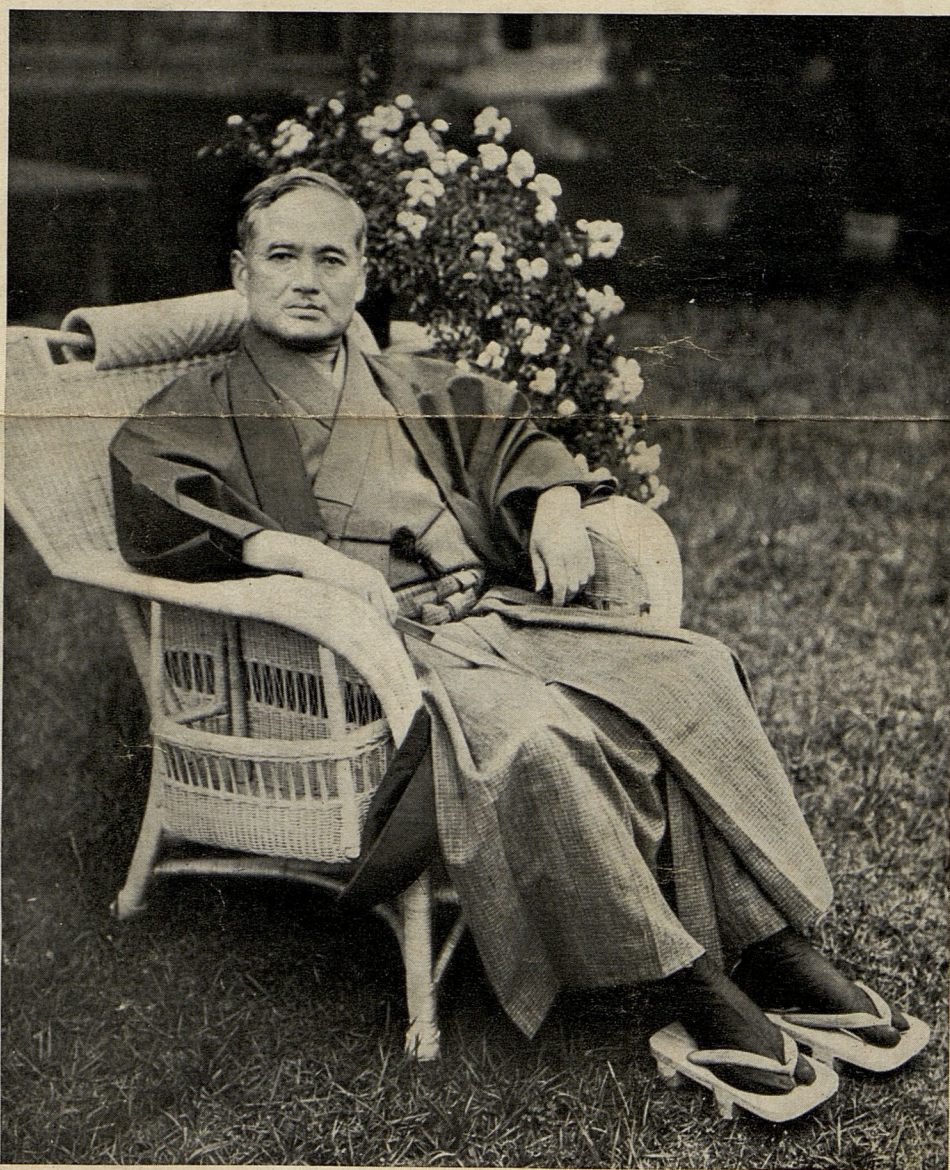
TIME is published weekly by TIME, Inc., at 350 East 22nd Street, Chicago, Ill. Entered as second-class matter January 21, 1928, at the postoffice at Chicago, Ill., under the act of March 3rd, 1879. Subscription rates: One year, in the U. S. and possessions, Cuba, Mexico, South America, \$5; Canada, \$8; elsewhere, \$7.

FIFTEEN CENTS (IN CANADA, 20c)
Reason: Tariff

September 5, 1932

TIME

The Weekly Newsmagazine



International

Volume XX

JAPAN'S FOREIGN MINISTER

Disraeli would have had to applaud.

(See FOREIGN NEWS)

12

Number 10

Circulation Office, 350 East 22nd Street, Chicago.

(Reg. U. S. Pat. Off.)

Editorial and Advertising Offices, 135 East 42nd Street, New York.