



Thomas H. Beck
Editorial Director

Collier's

THE NATIONAL WEEKLY

William L. Chenery, Editor



Charles Colebaugh
Managing Editor

All in the Same Boat

IF YOU think that any man lives to himself alone read this message from the Department of Commerce explaining our growing trade with the Orient:

"Higher standards of living, combined with a greater degree of prosperity, are stimulating a steady demand in the Far Eastern area for both raw and manufactured materials which the United States is well able to supply."

There you have the new economics and the modern wisdom in a nutshell. They are revolutionizing the world.

We used to think that the world must be divided into rich and poor, rich men and poor men, rich nations and poor nations, Dives and Lazarus. We said that if the poor were raised the rich inevitably would be lowered and all would be ruined. For centuries men believed this foolishness to be true.

Henry Ford's father told him to keep out of the automobile business because only a few people could afford motors.

The automobile manufacturers began to be really prosperous when they learned that every man was a potential car owner. Prosperity, like the loaves and fishes of Testament history, grew as it was consumed.

Everybody, or everybody except the mossbacks incapable of learning, knows now that as prosperity is passed around from class to class, so the country grows forward. The workman in a motor car is no longer a joke; on the contrary, he is a national prosperity insurance policy.

Now we are beginning to learn that what was true for us is true for the world. All nations are tied together by bonds of common interest.

As the Chinese laborer gets money to buy there is more work for the cotton grower in Mississippi or the mechanic in Detroit. Our prosperity depends in part on our exports. Our exports depend on the buying power of foreigners. The

more they have the more they can buy from us. The more they buy from us the more we are able to buy for ourselves. The world is round and there is no break in the circle of human relationships.

You would have difficulty in finding a land so remote as not to be connected in some way with your own fortunes.

Remember reading of the Cannibal Islands? We do an important business with them. Do you know where Dahomey is? Some of our customers live there.

The common man is being lifted up the world over and as he rises countries which were commercially insignificant are becoming important. You can't trade with monkeys or with men who live like monkeys. But as men become civilized they want more and produce more. They make and spend and they enable you to live better.

The Assassin Tribe on the Asiatic uplands lived meanly and killed to keep themselves alive. They are remembered only for a name synonymous with murderer. Their neighbors lived better and produced carpets which are still prized wherever men care for beauty.

Since the war our exports to Asia have increased 350 per cent and that is a fair measure of the rapid economic progress of the Orient.

Every section of the United States is benefited by this business. The South sends its cotton, the Southwest its oil, the industrial belt its machinery, motor cars and tobacco, the Pacific Coast its lumber and its shipping. What you are able to enjoy depends on this trade. Your standard of living is thus related to the scale of life enjoyed in Asia.

As we understand our dependence on foreigners and their dependence on us, the ancient barriers break down. Through trade relations we are united into one family. The market place always has been the cradle of civilization.



Hart-Parr Company

Australia's bush bows to the American tractor

Man on Horseback

EVERY time the President, the Secretary of War, or the Secretary of the Navy clamps the gag rule on a high-ranking national defense officer who shoots over the Administration's head in an effort to sway the political judgment of the people, there is a small but vigorous protest with many allusions to free speech. Then the admirals and generals subside and the government goes serenely on its way.

Lately Marshal Foch, France's super-hero and probably the most loved man in the country, enlivened his speeches upon public occasions with heavy bursts of verbal machine-gun fire aimed at Communists and all other left-wing politicians.

The minister of war, Paul Painlevé, came back with a gag order—which, if it hadn't been written in French, might have been called typically American—prohibiting all army officers from expressing any political views whatever.

Is this wise? Let us see.

Deep in the heart of every free man is joy in the fact that through his chosen governors he orders the soldiery around as he pleases.

He's safe from the blandishments and cruelty of professional warmakers looking for business.

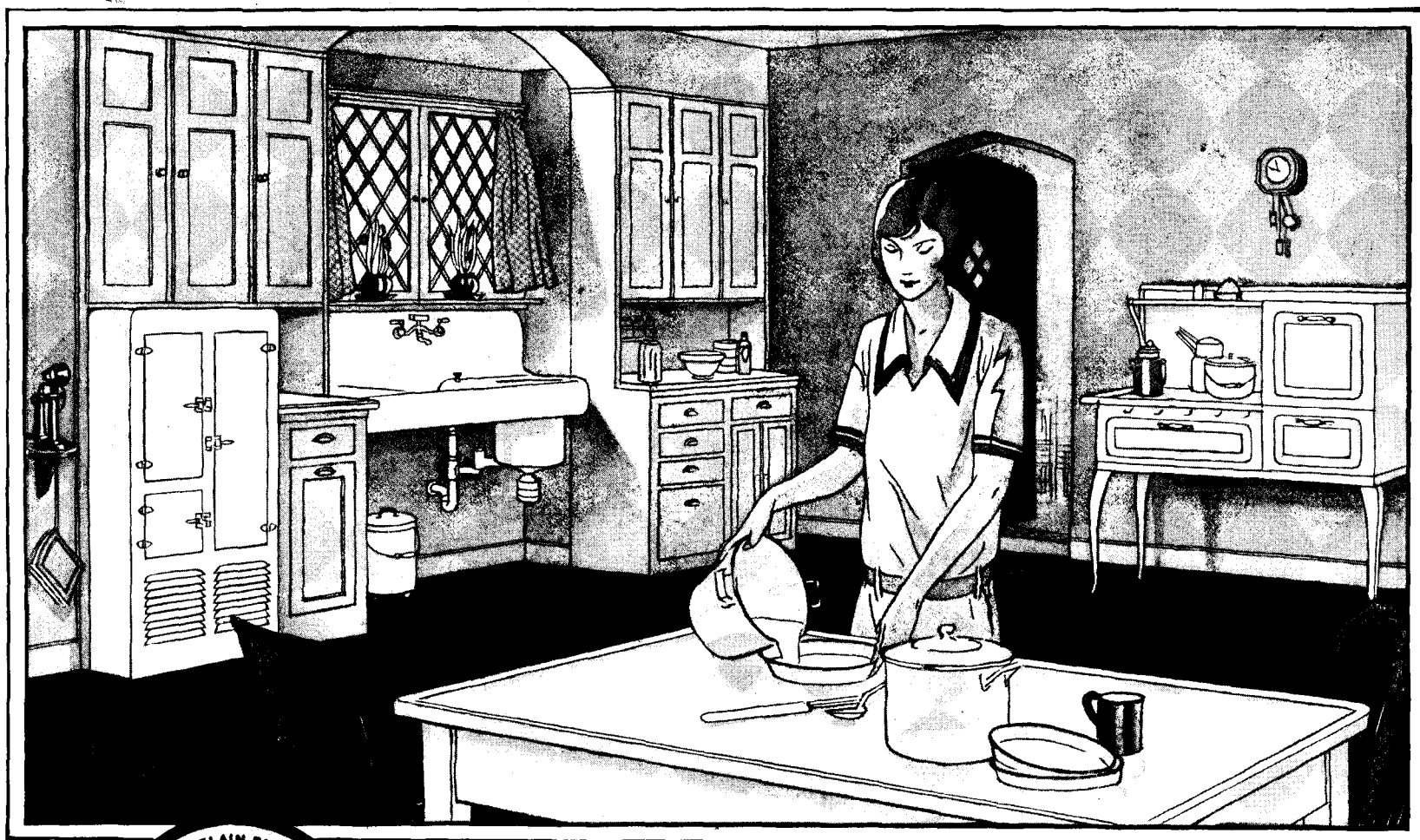
His ancestors bore military tyranny until they preferred death. They died by millions to rule the military, and today's men do not like to be reminded of how easily their forefathers were bluffed.

Tall Talk from Texas

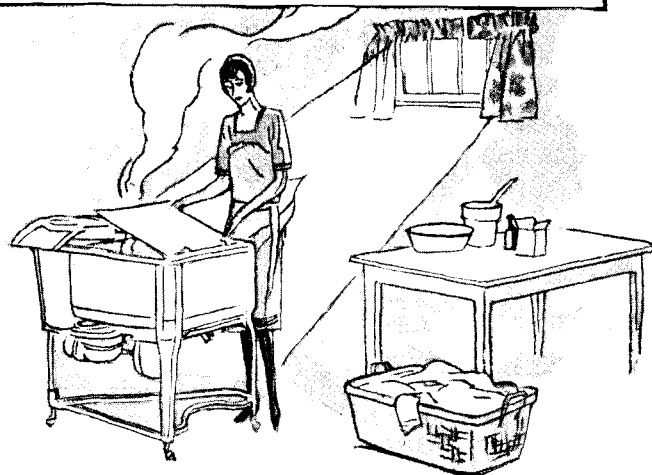
ON MARCH 16, 1928, Dr. C. C. Seecan of the Southern Methodist University, told a political meeting in Dallas:

"If you want to turn every Protestant pulpit in the state of Texas into a belching volcano nominate Al Smith. . . . Nominate Smith and watch every Southern state become doubtful. There isn't money enough in Tammany Hall to stop one single Methodist circuit rider from doing his duty."

Of course there isn't money enough in Tammany to do that. But happily there is sense enough and decency enough to stop the great majority of circuit riders from preaching hate instead of Christian charity, whoever is nominated by whatever party.



The day of drab kitchens is past. Beauty shines from modern kitchen equipment of porcelain enamel. It also helps to make the laundry a pleasanter, easier place to work.



New Beauty in today's kitchen with gleaming porcelain surfaces

And it will be LASTING BEAUTY if you look for this famous label when you buy

THERE'S a new idea in outfitting today's kitchen. Women are bringing *beauty* into this important room. It shines from cooking utensils, ranges, refrigerators and tabletops of gleaming porcelain enamel. In immaculate white or gay colors, this modern kitchen equipment reflects both good taste and good judgment.

For porcelain enamel is so easy to keep

clean. A few light strokes of a sudsy cloth take the place of hours of scraping and scrubbing and polishing.

This better kitchen equipment is inexpensive . . . easy to own. Buying a few pieces at a time will soon transform your workroom. And most dealers sell the larger items on plans to meet your weekly or monthly budget.

But when you buy, remember that there are great differences in the qualities of porcelain enamel products.

How to be sure of quality . . .

Your investment in kitchen beauty will be a more *lasting* one if you look for the Armco

Label when you buy. Armco ingot iron has played a big part in making possible the beautiful porcelain enamel products of today. No other metal takes and holds a porcelain enamel covering like Armco ingot iron. The manufacturers who put the famous Armco Label on their products are offering you the best material-value that money can buy.

It will also pay you to insist on Armco ingot iron wherever metal is apt to rust. This iron is so *pure* that it outlasts ordinary steel and other irons by long years of service.

THE AMERICAN ROLLING MILL CO.
Executive Offices: MIDDLETOWN, OHIO
Export—The Armco International Corp.
Cable Address: "Armco—Middletown"

FRIGIDAIRE

THE CHOICE OF THE MAJORITY



By patronizing stores, fountains and restaurants where Frigidaire is used, millions of people every day are getting fresher, more wholesome foods. Their health is safeguarded! They are getting bigger values for their money. And while Frigidaire thus benefits the customer, it also pays big dividends to the merchant. It gives better refrigeration at lower cost. And its capacity may be increased—quickly and inexpensively—by simply installing additional units. These outstanding conveniences and economies have made Frigidaire the choice of more

-- people than have bought all other electric refrigerators combined. --

FRIGIDAIRE
PRODUCT OF GENERAL MOTORS