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Collier's

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Kellogg's Great Effort

IT HAS been customary to say that old men make wars for young men to fight, but the old man who is now our Secretary of State is doing his utmost to induce all of the great nations to unite with us in preventing wars.

Secretary Kellogg will succeed if we let him. Both the State Department and the Senate are willing to go as far as public opinion will follow.

Will these treaties actually outlaw war or must we look forward again to another period when killing will be the normal business of civilized men?

The World War is just ten years away, yet it seems so far gone now that we can scarcely believe its reality. But a decade ago men still in their early thirties were flying over populous cities, dropping explosives.

We are no better than men were in 1914. Human nature has not changed during these ten years. Tools have been improved. Guns are more effective. Airplanes can drop heavier bombs of more terrible explosives and of more deadly gases.

Have we any reason to think that we and our children shall escape the age-old tragedy of war?

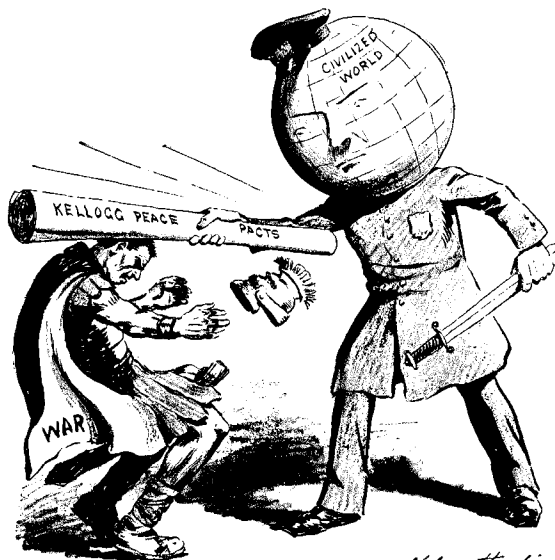
The answer is an emphatic "yes." We can avoid war and we can honorably avoid war if we choose. War can be made as obsolete as dueling.

War is now a legally recognized method of conducting international business. Public opinion is more humane than international law and war is not tolerated except where it can be excused as an act of self-defense. But the right to make war exists.

What the political parties are demanding is simply that the same rules by which we live in other relationships be extended to international affairs.

Unless we are criminals and outlaws we don't kill those with whom we have private differences of opinion. We arbitrate, or go to court, or simply stop doing business with our private enemies.

Human nature won't be made different by the treaties outlawing war. We shall be just as selfish and just as generous as we were before. We shall have the same peaceable and the same quarrelsome instincts. But even though we are ourselves un-



*We can honorably avoid war if we choose.
It can be made as obsolete as dueling*

changed, the rules of the game of international life will be changed, and this is the vital essential.

So if you see no sense in utilizing the inventiveness of science to maim and destroy the finest of the sons of men, support your government in its attempt to prevent future calamities. Here is one place in which our government is as good and as wise as we will permit it to be.

What of It?

JEAN LUSSIER'S rubber ball carried him safely through Niagara's swirling waters and, being the curious animals we are, we shall doubtless pay sufficiently for the pleasure of looking at the adventurer and his contraption to reimburse him for his expenditures and perhaps give him enough to buy that farm he wishes to bestow upon his parents.

A mad exploit and utterly useless, but profitable so long as we are willing to buy admission tickets to get a look at the bizarre.

The participants in the absurd exploits are only a little madder than those of us who gape at them. A woman dances her shoes off to win money for her son's schooling. Viewed one way it is mother love, or the passion for education, or some other noble impulse. Looked at otherwise, it is a sorry bid for notoriety and dollars.

But it takes all sorts to make up a summer and the police needn't worry lest they condone too much. If the most solid of us did not have slight tinges of this lunacy, even the in-patients of Bedlam would know that no money was to be made by winning any one of the mad records which now are much sought after.

Pioneers

WHICHEVER way we vote next fall we will elect a President belonging to pioneer stock and bred in the pioneer way of thinking and doing. The word pioneer comes from the French and meant originally one who goes ahead and breaks trail. Hoover's early struggles were in far-off places while Smith had to fight through the jungle of tenements. Each in his own way is a trail-breaker and each, by the same token, stands for a tradition which is thoroughly American.

What is this tradition? Let us look at it in the lives of these two men who have so little else in common.

First, it is a tradition of opportunity. Both Smith and Hoover lost their fathers in boyhood. Both had to make their own ways in the world without wealth or favor to help them.

Second, it is a tradition of service—of neighborliness. Hoover and Smith are strong candidates because the voters believe that they are able to look beyond their own interests. Hoover gave up a fortune in order to give all his time and strength to Belgian relief. Smith has devoted the best years of his life in the state of New York at a salary which does not cover reasonable living expenses.

Third, it is a tradition of open-mindedness. Both Smith and Hoover are in many ways conservative. Hoover won the confidence of Germans and Allies alike because both knew that his mind was wholly on the job in hand—that of feeding a starving nation. Smith got needed legislation year after year from a Republican legislature because he, too, could look beyond platforms and generalizations to the thing that cried out to be done. That is Americanism at its best. How did both men manage to acquire it?

There could not have been two careers more widely different. Hoover, born in Iowa, migrated to Oregon and went to school in a brand-new California university. His work took him to out-of-the-way places all over the world. He was as much at home in London, Peking and Paris as in New York City.

Smith, on the other hand, lived till he was thirty within an area about a quarter of a mile square on the lower East Side of Manhattan. What Hoover learned at college and in his wide travels Smith had to acquire in the rough-and-tumble of the street, the fish market, the water-front and the political club.

The truth is that, rising far above differences of birth, religion and politics, there is an Americanism recognizable alike in the crowded tenement districts and in the open spaces of the West. It is the Americanism of the pioneer—hopeful, experimental, kindly, democratic. This year's opportunity to vote for it is far more important than partisan politics.

The *new* Veedol shoulders a Tremendous Responsibility



COMMANDER RICHARD E. BYRD, conqueror of the North Pole and the Atlantic Ocean, now to explore the ice plateau of the Antarctic.

COMMANDER BYRD chooses
this tougher, heavier-bodied motor oil
for his expedition to the South Pole!

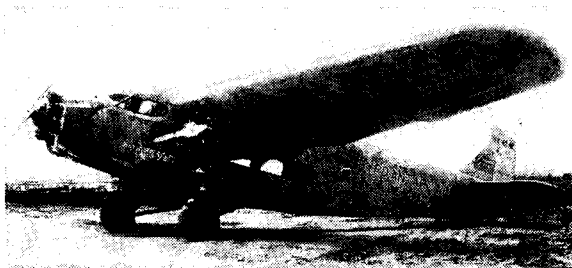
<p>CLUB OF SERVICE This is a full-rate Telegram or Cablegram unless its character is indicated by a symbol in the check or in the address.</p>		<p>BY DIRECT WIRE FROM WESTERN UNION</p>	<p>Page 1/20</p> <table border="1"> <tr> <th colspan="2">SYMBOLS</th> </tr> <tr> <td>DAY</td> <td>Day Letter</td> </tr> <tr> <td>NIGHT</td> <td>Night Message</td> </tr> <tr> <td>MT</td> <td>High Letter</td> </tr> <tr> <td>MTN</td> <td>High Letter</td> </tr> <tr> <td>DEF</td> <td>Deferred</td> </tr> <tr> <td>COL</td> <td>Collo Letter</td> </tr> <tr> <td>WASH</td> <td>Wash. Ref. Letter</td> </tr> </table>	SYMBOLS		DAY	Day Letter	NIGHT	Night Message	MT	High Letter	MTN	High Letter	DEF	Deferred	COL	Collo Letter	WASH	Wash. Ref. Letter
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<p>CD23 47 DL 5 EXTRA</p> <p>AX NEWYORK NY 1254P MAY 21 1928</p> <p>W C GITTINGER=</p> <p>TIDEWATER OIL CO 11 BROADWAY NEW YORK NY=</p> <p>YOU MAY INFORM YOUR ORGANIZATION THAT ON OUR FORTHCOMING EXPEDITION TO THE SOUTH POLE WE HAVE DECIDED TO USE YOUR NEW VEEDOL MOTOR OILS TYDOL AVIATION GASOLINE AND OTHER NECESSARY TIDEWATER PETROLEUM PRODUCTS EXCLUSIVELY IN OUR AIRPLANES SNOW TRACTORS AND SHIP=</p> <p>T B MULROY</p> <p>CHIEF ENGINEER BYRD ANTARCTIC EXPEDITION.</p>																			

"EXPEDITIONS, like wars," says Commander Byrd in his recent book *SKYWARD*, "are won by preparation."

And so his expedition leaves New York, not in an ordinary schooner . . . but in a specially constructed ship . . . Not with a single plane . . . but with three tuned and tested airplanes, chosen from thousands . . . Not with a few men . . . but with 55 men . . . Not with food enough for two years . . . but for three years!

And not with merely a good motor oil . . . but with the most dependable motor oil possible to secure, chosen from among all the leading brands...

The New VEEDOL!



ONE of the three aircraft which Commander Byrd has chosen to fly over the South Pole.

This New Veedol will guard the motors of his two smaller planes as they plant caches of food and fuel up and over the Polar plateau.

For there must be no lubricating failures or mistakes when men are fighting 100-mile gales, 12,000 feet above the ice, in cold that drives the mercury down to 70 degrees below freezing!

And when every possible preparation has been made, and the big tri-motored plane . . . the *Floyd Bennett* . . . takes off from the Bay of Whales on the final 2,000 mile dash to the end of the world and back again . . .

The lives of Commander Byrd and his shipmates . . . and what is infinitely dearer to them than their lives . . . the success of the expedition . . . will depend entirely upon the proper functioning of the motors.

No wonder that Veedol counts as its greatest tribute the fact that it has been so carefully chosen to shoulder this tremendous responsibility!

In the sky and on the land, the New Veedol keeps millions of motors humming sweetly year after year. Throwing that unbeatable film of protection between flashing metal surfaces. Holding the high heats of the newer, faster motors in check. Ready to meet any emergency of speed or power. And saving uncounted millions of dollars each year in repair bills.

Somewhere near you, you can buy Veedol of the same proven value that determines its choice by famous aviators and drivers. Stop at the orange and black Veedol sign. Fill your crank-case with this tougher, heavier-bodied oil, and your motor will begin to show its gratitude from the first touch of the starter . . . Tide Water Oil Sales Corporation, 11 Broadway, New York City.



Where Motors Must Not Fail

THE NEW VEEDOL

MOTOR OILS

LONGER-LIVED . . . HEAVIER-BODIED . . . MADE TO MEET THE CHALLENGE OF THE MODERN MOTOR

Smoother with use . . . Performance that constantly improves its best

*Superiorities of patented double-
sleeve-valve engine available
to thousands more*

LIGHTNING pick-up to meet the demands of modern traffic — a smooth, unfailing flow of power, effortlessly delivered mile after mile, year after year — an engine that is *always* at its best, as fresh at the end of a hard day's run as at the start — simplicity of design that insures remarkable freedom from repair and carbon troubles — these are some of the many advantages enjoyed by more than 300,000 enthusiastic drivers of Willys-Knights.

Now, at a record low price, the new Standard Six brings you all the quality supremacy which has won world-wide prestige for Willys-Knight.

Two other brilliant Sixes

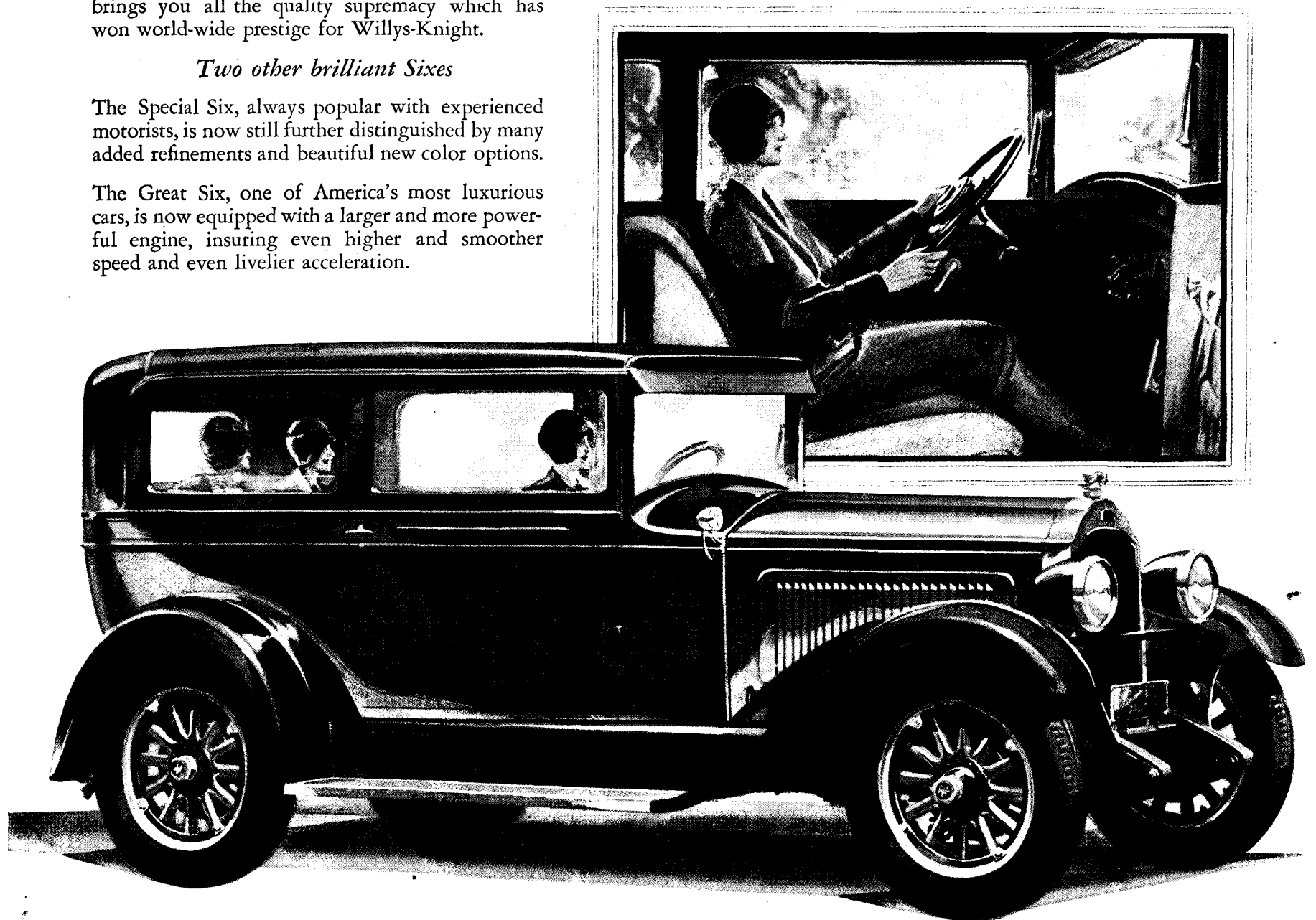
The Special Six, always popular with experienced motorists, is now still further distinguished by many added refinements and beautiful new color options.

The Great Six, one of America's most luxurious cars, is now equipped with a larger and more powerful engine, insuring even higher and smoother speed and even livelier acceleration.

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WILLYS-KNIGHT SIX