



Thomas H. Beck  
Editorial Director

# Collier's

THE NATIONAL WEEKLY

William L. Chenery, Editor



Charles Colebaugh  
Managing Editor

## Character Doesn't Happen

**T**AKE two boys from the same home, give them as nearly as possible the same environment and equal advantages, and one may turn out to be a useful citizen and the other a forger, highwayman and murderer. Why?

Think of those Kansas City lads, high school graduates, church attendants, apparently good boys, who so recently pursued a brief and terrible career in crime on the Pacific Coast.

Wholesome-looking boys to judge them from their pictures, they might have led decent lives and won respect for honest achievement. As it turned out one of them was the fugitive in a sensational man hunt which aroused half the nation to a frenzy.

Then when he was caught the records of other crimes including other murders were unfolded. We saw a picture of boys leading apparently honorable lives until they reached the ages of 16 or 17 and then suddenly becoming reckless criminals, pitiless and as bloodthirsty as wolves made mad by hunger or the taste of blood.

In all probability one of these young criminals will be hanged and no one need regret that, however much we may generally oppose capital punishment. Some criminals are so obviously unfit to be turned loose that the quick and final disposition of their cases may be the most merciful procedure all around. Insanity certainly is no excuse for not hanging. On the contrary, if the protection of society is the object of punishment, the execution of an insane murderer is far more reasonable than the execution of a sane criminal. The man in possession of his faculties might conceivably be reformed but the insane criminal is too often beyond hope of recovery.

It would, however, be an even greater tragedy if the public interest in the savage Los Angeles kidnapper should evaporate with his execution or imprisonment. For unique as he is in the ferocity of his crime, he is also in other respects typical since the motives which led him to crime are common and the conditions which rendered his crimes temporarily successful are all but universal.

The Kansas City boys turned to crime because they wanted money. Wanting money is not peculiar but they had no effectual scruples against any means of acquiring it.

### The Price of Progress

**I**T WAS easy at first for boys of good reputation to escape the suspicion of the police.

Modern invention smooths the path for the criminal. The congestion of cities gives him the chance to escape attention. This is an inevitable part of mechanical progress.

We can't give up the telephone because criminals sometimes use it nor can we abandon railroads or automobiles because they afford quick means of retreat, or of attack, to

the unscrupulous. We may however be driven by congestion to the European system of police registration so that every man and woman may account for himself and herself.

The important obligation is to find ways of strengthening the character so that even though the need for money is pressing and even though crime seems to offer a facile way to riches, there may be courage and sense enough to resist the temptation and the opportunity.

This is no light problem, for, while the young people of this generation are at least as good as their recent predecessors, the ethical standards of peoples of all ages are swiftly changing.

Men and women who twenty years ago considered smoking of dubious morality now boast of their bootleggers. The increase in prosperity has been accompanied by a new emphasis on material comforts and pleasures which in itself is not to be despised. But comfort, luxury or material welfare gained by sacrifice of character is abominable.

Self-control is the greatest of all virtues. A man becomes a champion or an artist because he has self-control enough to take punishment or to work under difficulties. One attains nobility of character only as the vagrant impulses of nature are mastered and directed.

Moving about as we do now, we are not made to behave by the censorious eye or tongue of the neighbors. Never before has individual character been so vitally necessary.

### Virtue Must Be Sought

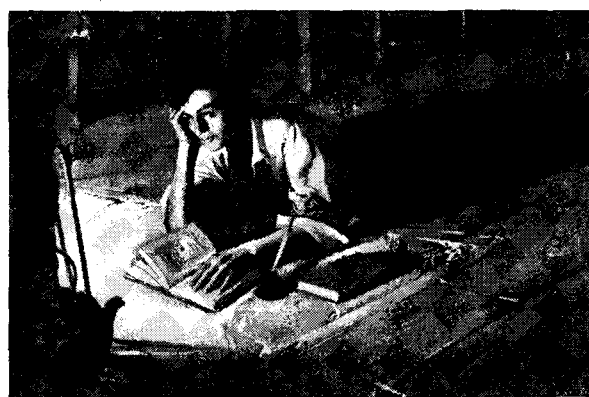
**T**HIS does not mean a flaunting parade of copy-book maxims before the young. Children are too intelligent for that. They fashion their habits and their ideals on what they see done more than on what they hear preached.

If, therefore, we want to escape the evils of a generation whose objective is material comfort and whose aspiration is the pursuit of pleasure, we shall have to look to ourselves.

If we play golf or drive an automobile or merely idle on Sunday instead of going to church, we must either find some other source of morality as fruitful as the church or see character suffer.

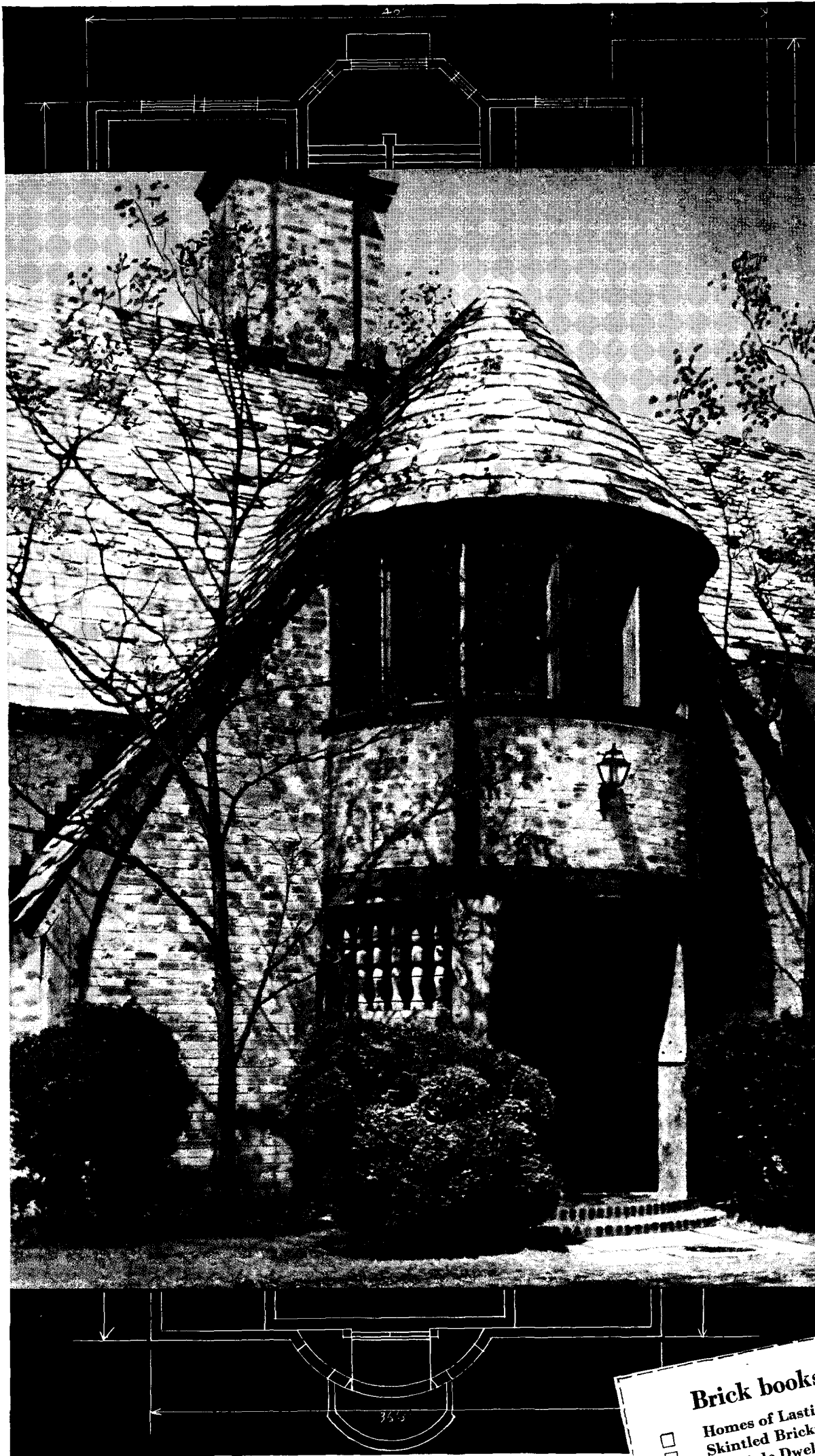
Truth, honesty, temperance, fairness, charity, self-control have to be learned. Learning to tell the truth is as hard as learning mathematics or learning to fly. Virtue has to be sought and it won't be learned unless it is desired.

A Lindbergh develops a fine character and becomes a veritable Sir Galahad to all nations. Other boys with equally good opportunities from a material standpoint fail to acquire ideals and aspirations, standards of honor and standards of taste, and in the great herd of life they are nothing or worse than nothing. Now as always pleasure is desirable but character is infinitely better.



*Lincoln created both opportunity and character*





# Beauty that defies time

**R**AIN, snow and sleet cannot harm burned clay. The lapse of time cannot injure the natural tints and surface texture that are burned into common brick. On the contrary, brick grows old gracefully, mellowing with the years, its beauty and charm enhancing with age. **□□** Everything inflammable, or that can decay, has been burned out of brick before it is laid; permanent beauty has been burned in. Variations in shade are as innumerable as the minerals of which it is composed, and each unit varies sufficiently in size and line to lend interest to the entire wall. **□□** Rough antique effects may be produced by many methods of laying, including "skintled" work; or common brick may be inexpensively whitened, the gradual wearing away of the single coat adding to the desired appearance of age. **□□** The cost of brick walls is but little, if any, higher than less durable construction. This low cost, plus permanence, with no upkeep expense, makes brick the best building investment. A brick home lasts longest, and enjoys highest resale value.

## AT YOUR SERVICE

These District Association Offices and Brick Manufacturers Everywhere

Boston . . . . .	11 Beacon Street
Chicago . . . . .	605 Builder's Bldg.
Cleveland, Ohio, Association . . . . .	2124 Guarantee Title Bldg.
Denver . . . . .	1735 Stout St.
Detroit . . . . .	400 U. S. Mortgage Trust Bldg.
Hartford . . . . .	226 Pearl St.
New York City . . . . .	1716 Grand Central Terminal Bldg.
Norfolk . . . . .	112 West Plume St.
Philadelphia . . . . .	121 N. Broad St.
Pittsburgh . . . . .	702 First National Bank Bldg.
Raleigh, N. C. . . . .	508 Commercial National Bank Bldg.
Salt Lake City . . . . .	301 Atlas Block
Seattle, Wash. . . . .	913 Arcade Bldg.

The Common Brick Manufacturers Association  
of America

2122 Guarantee Title Bldg., Cleveland, Ohio

Write for "Homes of Lasting Charm", an interesting book of 120 practical small homes, actually built and lived in by satisfied owners. It includes floor plans and suggestions for beautifying garden and grounds.



## Brick books for your use

<input type="checkbox"/> Homes of Lasting Charm . . . . .	25c
<input type="checkbox"/> Skintled Brickwork . . . . .	15c
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Check above books wanted, or send \$1.00 for all of these books

**BRICK** forever  
PREFERRED BY ARCHITECTS



# Laundry-washed clothes last longer

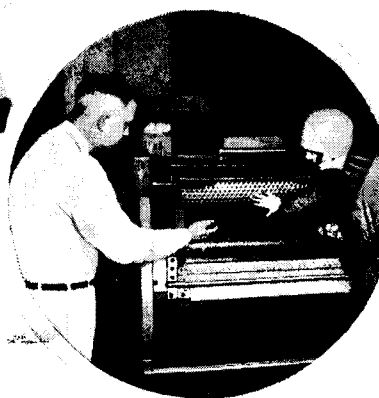
... because the rainsoft water modern laundries use, plus many purifying baths and rinses, completely removes every trace of fabric-destroying dirt ♦ Rubbing is eliminated by cylinder washers which dissolve dirt by gently swishing creamy suds and rainsoft water through every fabric pore ♦ Remarkable spinning baskets extract the water from the clothes without injuring a single thread ♦ And ironing equipment, delicate enough to smooth wet tissue paper without tearing, is but another of the numerous advancements that characterize present-day laundries ♦ Visit a modern laundry ♦ Then you will understand why millions of home-makers now depend upon fabric-saving laundry methods for relief from irksome washday toil ♦

## The LAUNDRY/ does it best

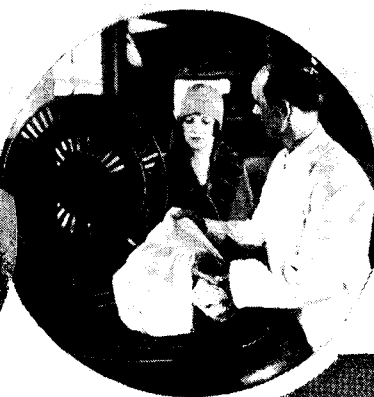


### Why Laundry-washed clothes last longer

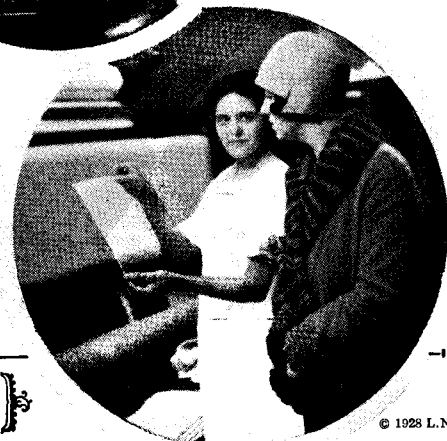
*First*—Only mild soap and softened, filtered water are used for cleansing clothes. To avoid rubbing, modern laundries bathe and rinse the average washing in more than 600 gallons of purifying water. *Second*—Whirling basket wringers dry clothes to ironing dampness without injuring a single thread or fibre. *Third*—Gigantic ironers smooth out clothes with child-like gentleness—delicately handling even sheerest fabrics safely.



The inside surfaces of this washer are smooth as glass.



Water is extracted from clothes in spinning baskets like this—without damage to fabric.



The ironer handles clothes as safely as it smooths delicate sheets of damp tissue.

Watch for  
\$50,000  
Prize Winners

Modern laundries offer a variety of services to suit every family need. All-ironed work, partially-ironed work, and work which returns clothes damp for ironing, are but a

few of the many individualized services available at laundries today. Phone a modern laundry now—let them help you decide which service is best suited to your needs.

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