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# Collier's

THE NATIONAL WEEKLY

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## Air-Minded Now

EVERY Saturday afternoon a business man in Springfield, Ohio, flies to Texas to spend the weekend with his wife, who is seeking health in the dry climate of the Southwest.

It is a routine now, as simple as a day's drive in a motor car.

The other day an airman visiting the airport at Tulsa, Okla., remarked the number of planes about at noon.

He was told that oil men were coming in for lunch. These men travel 50 to 70 miles to keep a luncheon appointment and think nothing of it.

A New York broker uses a plane to commute to his farm in Virginia.

As a nation we are becoming air-minded.

The great transcontinental routes of the mail flyers are lighted at night now. We have built a new kind of highway for a new age, air avenues as characteristic of our times as Cæsar's military roads were typical of imperial Rome.

Listen to Secretary Hoover:

"Today we have 6,000 miles of airways—a further 3,000 under construction. By the end of this year we shall have 9,000 miles of definite airways spanning our country. . . . Today we have 20,000 miles of commercial flying daily . . . by the end of this year we shall have 30,000. . . . We have today 4,000 commercial airplanes, and judging by the orders now in the factories we shall have 9,000 by the end of this year. . . ."

Today you can cross the continent in 30 hours at a cost of \$400.

The air mail is a permanent utility, expanding steadily in extent, gaining in appreciation. Two days and ten cents take a letter 3,000 miles from the Atlantic to the Pacific.

## Air Travel is Safe

WE HAVE 1,075 airports in regular commercial use. Germany, thought of as the most advanced flying country, possesses only 62 fields, few with night landing facilities.

Air travel in sound planes with licensed pilots is safe. Last year a record of 1,413,381 passenger miles in the government mail service was made with but one fatality.

In general air transport service, in a count of 8,485,980 passenger miles, there were but six fatalities.

A total of 39,002,477 miles were covered in our entire aerial activity (not including ocean flights, testing, etc.) with 139 accidents and 108 deaths. Of our total fatalities 80 per cent were in unlicensed planes.

Accidents occurred where inexperienced pilots took up poor planes. Don't risk a ride in an ancient airplane remodeled by some amateur.

Maurice Graham, champion air-mail



International  
Maurice Graham, champion air-mail flyer

flyer, has flown 213,931 miles in 2,220 hours, a distance more than eight times the circumference of the earth, without a single forced landing.

The development of air travel is merely beginning.

The names of towns should be marked plainly on roofs. More lights should be provided. Airports nearer the center of great cities are essential. Unlicensed pilots, unsafe planes, must be kept out of the air.

Mastery of the air will change our way of life as fundamentally as did the motor car. The commuting zone will be extended perhaps 300 miles. Civilization leaps ahead as transportation facilities increase. The most speedy and spectacular of all vehicles is being made ready for general use.

## Go South

SOME of the Northern delegates to the Houston convention will learn something more important than politics. They will learn that there is a new South.

The older South, despite its charm and its romance, was still suffering until very recently from the economic and social effects of the Civil War.

Now the tide has turned. The old charm is still there but the newer South shows itself in the tall buildings, the well-paved streets, the garden suburbs, the excellent schools, the libraries, the art museums of such cities as Houston. Oil made Houston; coal and iron are making Birmingham; the increase in railway traffic renders Atlanta more and more important; Mississippi River improvements will stimulate the already vigorous commerce of New Orleans.

The new South does not sit on a veranda all day long and drink mint juleps. It hasn't time. It is just as energetic, modern and ambitious as the North. There are vast opportunities south of the Mason and Dixon line for those who know how to find them.

Horace Greeley's famous advice to the rising generation needs to be restated every now and then. If he were alive today, he would probably say, "Young man, go South."

## Hobbled Money

SPEED up social betterment. That is the rule laid down by Julius Rosenwald of Chicago, who has established a foundation of \$20,000,000, to be administered by trustees.

Within twenty-five years after he is dead all of the principal, as well as the income from it, must have been used to aid projects that promise greater comfort and increased happiness for the people.

Permanent endowments for broad purposes, such as education, are desirable and will continue to exist. But it is unwise, as so many well-intentioned benefactors have done, to put so many hobbles on funds that their use, in promptly serving intelligent vision, is curtailed drastically.

A doctor in a New England village provided in his will that annually there should be available to the residents one mile of shirting flannel without cost to them.

That was two generations ago. Now much of the free flannel goes begging. Petticoats and chest protectors are not the vogue they once were.

The doctor couldn't foresee the development of rayon or the reign of silk. He thought the styles, customs and needs of his own period were permanent.

Don't discount the opportunities for making money perform humanitarian tasks today. But guard against the idea that those living in the distant tomorrow may require the same kind of assistance.



ENTRANCE TO A CONTINUOUS HEATING FURNACE IN THE ARMCO MILLS

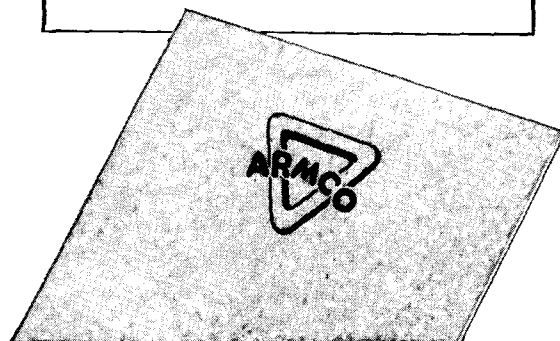
# Protecting Industry Against Rust-Fire\*

**D**AY in and day out, an unseen fire takes its toll from American business. This fire is rust . . . more treacherous than flames because it gives no warning. The loss from rust-fire runs into millions of dollars. It includes expensive shut-downs, needless repairs and depreciation figures that might have been profits.

Thousands of industrial executives are protecting their huge equipment investments this way: they specify *Armco* ingot iron for all sheet metal work. This iron—the purest made commercially—is practically free from the elements that hasten rust in steels and other irons. No other metal gives such long-time, low-cost service . . . on the roof and in the walls of factory buildings and warehouses, in tanks, stacks, boilers, and in other equipment exposed to conditions that invite rust. Moreover, *Armco* ingot iron is unusually ductile and easy to work.

To meet the growing demand for this rust-resisting iron, new manufacturing methods have been worked out in the Armco mills. These important developments mark a new era in the iron and steel industry;

**ARMCO**  
INGOT IRON  
**RESISTS RUST**



they have increased the production of *Armco* ingot iron by thousands of tons.

Whether you are going to build or repair, keep rust-fire out of your plant with *Armco* ingot iron. Look for the Armco Triangle on each sheet . . . it is put there for your protection.

**And in the HOME** Home owners and builders, too, are saving the cost and annoyance of frequent repairs. They are insisting on galvanized *Armco* ingot iron for gutters, downspouts, metal lath . . . and other metal parts about a house. When you build or repair, look for the sheet metal shop that displays the *Armco* sign.

**AMERICAN ROLLING MILL COMPANY**  
*Executive Offices:* MIDDLETOWN, OHIO  
*Export—The Armco International Corp.*  
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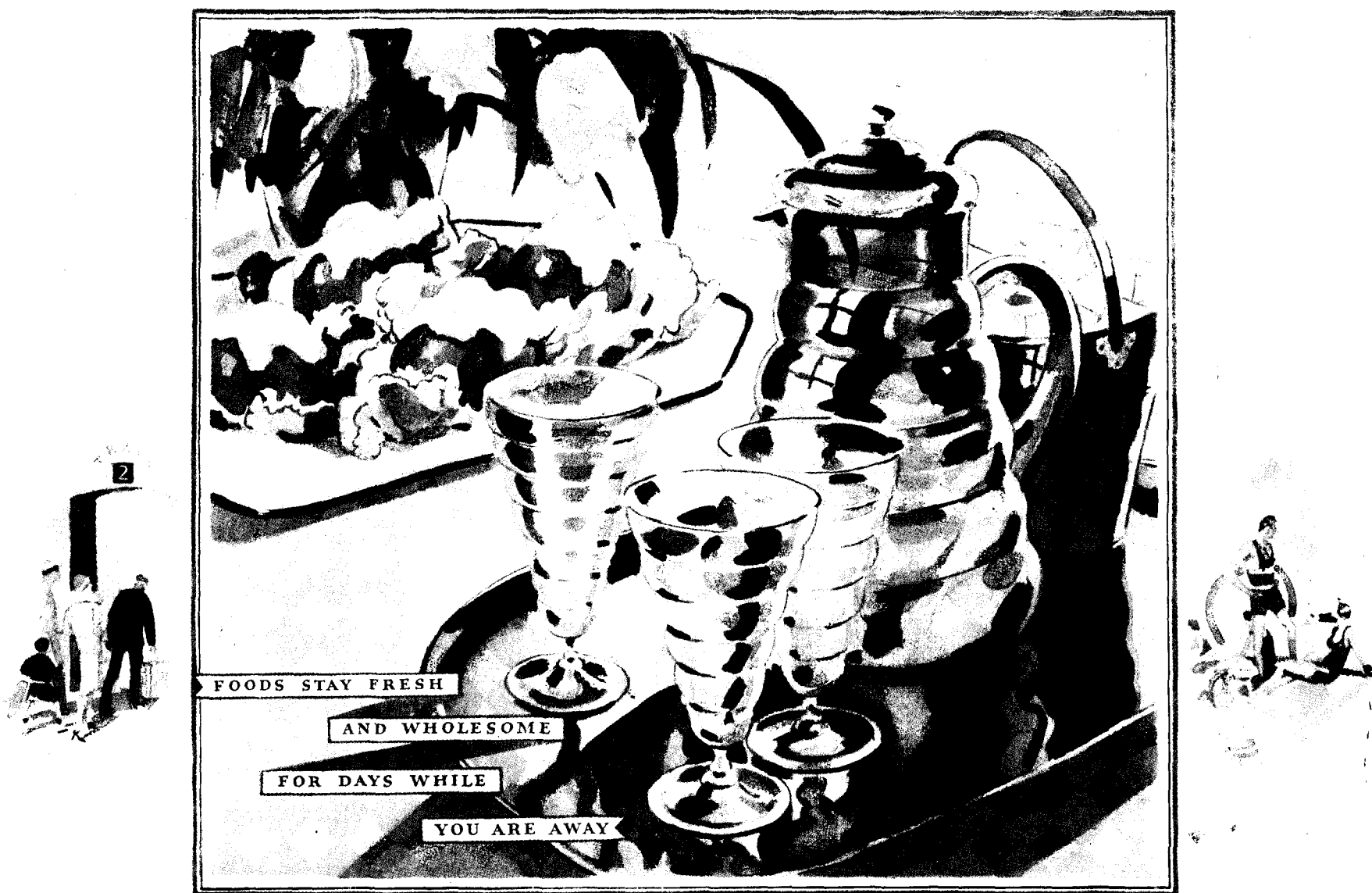
**\* RUST-FIRE!** *The only difference between rusting and burning is time—both are oxidation. You can feel and see the fire produced by rapid burning. But when metal rusts, the process is too slow to see. Rust is the "ash" of this fire.*

MADE BY THE WORLD'S LARGEST MANUFACTURERS OF SPECIAL ANALYSIS IRON AND STEEL SHEETS



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ICE CUBES! Frozen desserts and salads! Automatic, electric refrigeration that safeguards your foods day and night... whether you are at home or away! Constant protection to health! These are some of the advantages that Frigidaire brings to your home... advantages that have already won more users than have all other electric refrigerators combined. Frigidaire prices are low, and payments can be arranged to suit your convenience. Frigidaire Corporation, Dayton, Ohio

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