

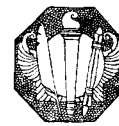


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Collier's

THE NATIONAL WEEKLY

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We Do Not Choose

THIS year, fortunately, we have two candidates of extraordinary ability and of high character.

Whoever is elected in November we shall be handsomely represented in the White House. Both Herbert Hoover and Alfred E. Smith are well equipped by experience, intelligence and native worth to sustain the great traditions of the Presidency.

We also have party platforms amazingly similar. Both are moderate and neither is menacing to any important interest. Governed in accordance with the policies of either platform our country will continue to be well administered and prosperity will be undisturbed.

Collier's is entirely nonpartisan in this campaign. Between Hoover and Smith we do not have to choose.

From the happy standpoint of nonpartisanship we are enabled to gather and to present to 1,650,000 people who buy Collier's every week the facts and the opinions which make this campaign more exciting than any of the political struggles of recent years.

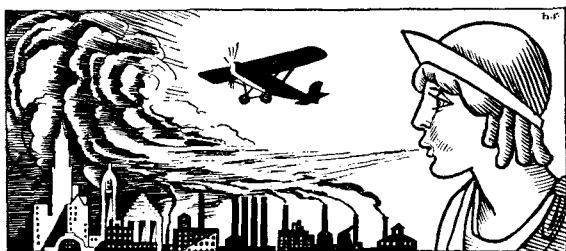
Clear the Airways

CITY men far from the sea are staring over their chimneys trying to vision air liners flying from the midlands of one country to the interior of another with no more than a glance at seaboard.

They see every city a seaport.

They are sure they are right. Chicago is willing to spend \$120,000 an acre for an air harbor. San Diego, on the coast, considers \$6,000 an acre fair. By a popular vote of 6 to 1 St. Louis taxpayers put \$2,000,000 into their airport. Last spring Kansas City's citizens refused to mortgage their city income for an airport. By August they changed their minds and spent a million dollars for a landing area.

Today every progressive city in the United States has some kind of airport project well advanced.



But what good are these ports if pilots cannot find them?

Fogs will hide them. No way to stop that has been found. But plain fogs are rare, and in most places they do not last long in sun or wind.

The bad fog is a smoke cloud smothered in mist. The Weather Bureau calls it a smog. Nature made the least of it, but man made the smoke. Also, he made a way to prevent the smoke.

So far he prefers breathing the smoke to buying smoke consumers.

He will get busy about the time he hears unseen aircraft humming above his home-smudged town, making for a clear port. The city with a clear airway will be healthier and richer.

Neighbors All

THIRTY-SIX times a day in the last few months somebody in a home or office in the United States has talked privately across the Atlantic Ocean to somebody in Europe.

It was three years after the first trans-continental telephone line to San Francisco was in operation before there was an average of two calls each twenty-four hours. Radio telephony, made available to the public less than two years ago, is being used eighteenfold as frequently as was its land counterpart in the beginning.

The United States and Europe are becoming conversational intimates faster than did the sections of our own country.

Of the thirty-one million telephones in the world not far from twenty-six million now will be answered in response to an American ring.

You can bridge the ocean with your voice to all points equipped with a receiver and transmitter in Great Britain, Germany, Switzerland and Holland.

In France, Denmark, Norway, Sweden and Belgium one or more of the principal cities in each is linked in the same fashion with the United States.

Wherever communication wires lead to in Canada or Cuba an American can establish contact within a few minutes.

The population centers of Mexico stand ready to respond as quickly. South America and Japan are probabilities of the near future.

Neighbors all. This is no catch phrase in international relations. And it's becoming as applicable to individuals as it is to governments.

Scotland Yard's Way

LONDON recently celebrated the hundredth anniversary of Sir Robert Peel's organization of the metropolitan police force, directed from Scotland Yard.

Anniversaries call for praise if it is due. The English people dug up some figures to show that during the same year that 333,083 crimes were reported in New York, London's closest population rival, only 15,662 were reported in London.

Yet the London policeman does not carry a revolver. The English argument is that a crook will not shoot unless the state sets a shooting example.

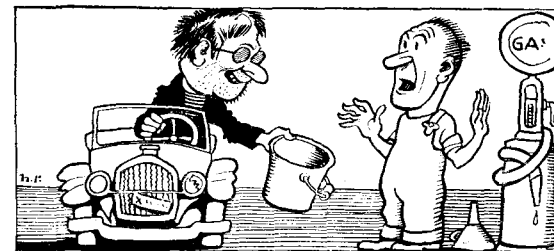
There are other crime deterrents. English police organizations have a way of outsmarting criminals. There are few unsolved murders in London. And when the London police can make a case the criminal is not freed by a maudlin jury. They have it over while an American criminal lawyer is playing the game of technicalities.

We won't solve our problem by aping British methods but we can't rest until in our own way we have done as well as they in the prevention of crime.

Motor Bums

A MOTORIST stopped in front of a Louisville welfare agency supported by the community chest as a charity institution. He went in not to contribute money for the aid of his less fortunate fellows but to beg enough gasoline to see him to the next charity station. He admitted when questioned that he was just motoring around the country at the expense of social agencies. This bureau reported an average of three such cases a day. Every beggar was urged to sell his car and pay his way home but all indignantly refused. Sell the car.

Charitable Louisville rebelled. But no before it collected enough motor bum case histories to show that today people rat their cars with their shoes. Few people will sell their only shoes to buy bread. They find another way. And now it's a car and shoes.





U. S. F.!

Something new, fine and stimulating! BARBASOL SKIN FRESHENER. *After shaving, after bathing, any time.* For both men and women.

At all druggists. 35c and 65c for Barbasol. 65c for Barbasol Skin Freshener.



It tamed mine

I made that 3-day test. I stacked Barbasol up against the very best soap I'd found in 20 years of rasslin' with this ol' haywire crop of mine.

Soaped up one side of my face, gave Soap & Co. all the breaks. Then spread Barbasol on the other half. And my face told me BARBASOL.

Your face wants to know Barbasol

Because Barbasol gives a cooler, smoother, closer, longer-lasting shave. It's 100% beard softener: No air bubbles.

Because Barbasol leaves the skin all fresh and young and soft. Leaves the natural oils right in the skin. Takes nothing away but the whiskers.

Because Barbasol is the Modern Way of Shaving—faster, simpler, cleaner. Look:

- 1—Wash the face (and leave it wet)
- 2—Spread on Barbasol (but don't rub in)
- 3—Shave!

THE BARBASOL COMPANY, *Indianapolis, Indiana*

Barbasol

For Modern Shaving



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1928 Features

Few radios at ANY PRICE combine ALL these features which are essential to today's radio reception.

NEUTRODYNE
AMPLIFICATION
Neutrodyne 10-10-10-1000
Other systems 5-5-5-125

Crosley Radios tune efficiently

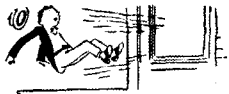
Crosley Neutrodyne circuit is sharp, sensitive and selective. Distant stations are easily found. Local stations tune without squealing.



Crosley Radios are shielded Each element shielded from each other provides maximum selectivity and is featured in the most expensive sets.



Crosley Radios are selective In crowded districts where many local stations fill the air you find means of listening to ONE at a time.



Crosley Radios have volume Volume may be increased to tremendous proportions without distortion.



Crosley Radios can be softened to a whisper A positive volume control enables operator to cut any program down to faint and scarcely audible reception.

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Please send me literature about your new radio receiver and the new wonderful DYNACONE.

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