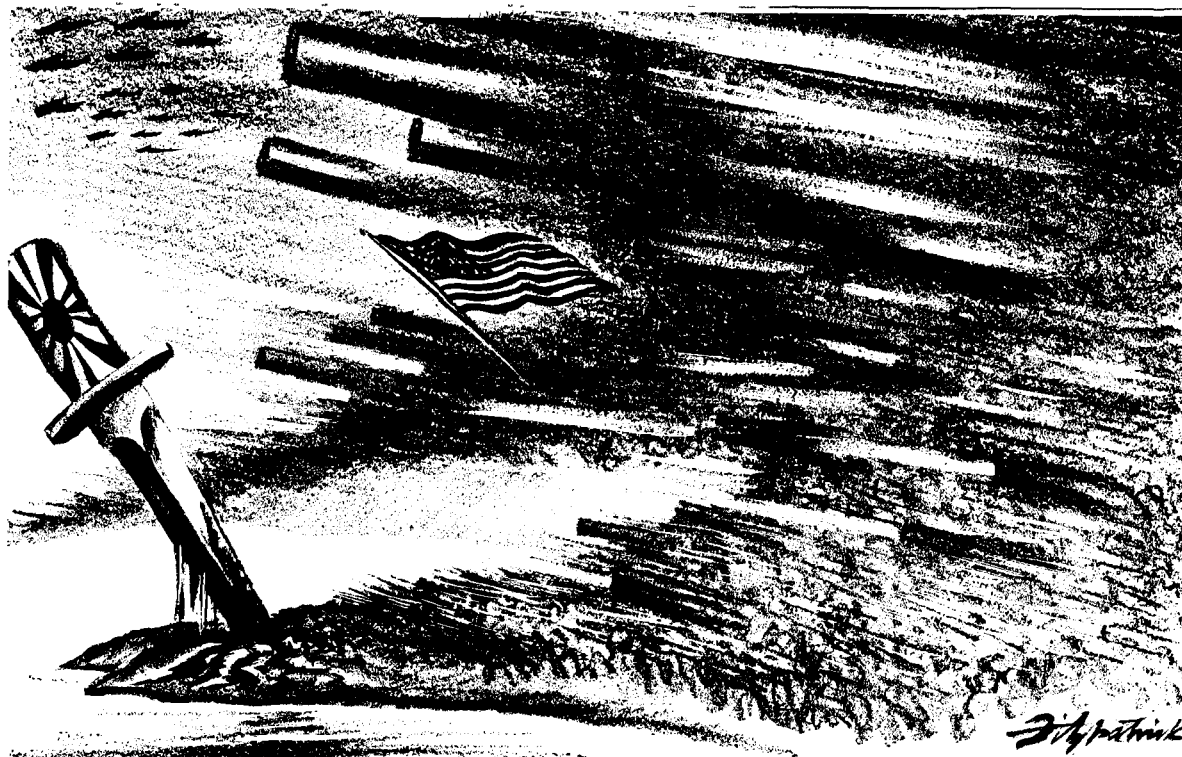


A UNITED PEOPLE



JAPAN, in attacking the United States' Pacific outposts, did plenty to us at the outset, but she did a great deal more for us. She made us a united people within, for a conservative estimate, 15 minutes after the news got around.

The isolationists clicked into line with demands for an immediate declaration of war. Interventionists gave up their wilder shriekings and got down to the grim business of preparing for action. Strikers went back to work, incipient strikes dried up and blew away, applications for enlistment in the armed forces shot up overnight. The first thing that went by the board was the totalitarian writers' long insistence that the United States was such a congeries of racial strains, creeds and opinions that it could never solidify to face a common enemy.

A lot of us, too, gave up a lot of illusions, and

came instantly to see this war for what it is—a war to the death or the ultimate triumph of the idea of human liberty and the right of nations to choose their own forms of government.

We think we detect nowadays, too, in the people with whom we come in contact, a new and more realistic state of mind. It is a kind of fatalism, inspired by a cold and enduring rage over the historic treachery committed by the Japanese government against the people of the United States.

There may be air raids on any of our coastal cities, east or west; may have been some before this reaches print. Very well, says this new philosophy of Americans; let them come, if they can break through our interceptors. When your number is up, it's up; until then, it isn't up. So don't worry. Just be helpful in any way you can in the pressing of our united war

effort. Just keep always in mind that it is better to be bombed into the next world than to live in this one as a slave to anybody or any foreign system. It is that attitude which, we believe, must eventually win this war.

Up to this writing, too, there has been no hooliganism with regard to Axis nationals in this country. Americans are still aware that their real enemies are not the peoples of the Axis nations, but the gangsters who have chiseled their way into control over these peoples. We must keep that fact firmly in mind if we are to win the peace as well as the war.

It promises to be a long, hard and grievous war. But by the way in which she started it, Japan gave us a national solidarity and a relentless resolve to win, from the very beginning. She could not have done us a better turn if she had tried.

Toward the Middle Way

THE SPAB has announced, wisely, we think, that henceforth it will make no distinction as regards allocating materials between new private power projects and new public power projects.

At this time, the main thing is to expand power production. The main thing is distinctly not to favor public power projects because a lot of Washington big shots happen to be Socialists, or to favor private power projects because a lot of others think capitalism still has life in it.

The SPAB decision reminds us of a recent biographical sketch, in *The American Magazine*, of Milo Perkins, inventor and ad-

ministrator of the federal food-stamp plan.

It seems that Perkins has the notion that if there exists a capitalistic mechanism through which some needed Socialistic or semi-Socialistic reform can be channeled, then it is wiser to use the existing capitalistic mechanism than to set up a new government mechanism in competition. This is what he did with the food stamps. He canalized them through existing retail grocery stores, and there has yet to be a substantial complaint about the arrangement, so far as we know.

Let's have more thinking and acting along these lines. For years before the war, the

Swedes, with their "Middle Way," applied this principle with great success. They used Socialistic devices to keep capitalism from excesses; they also kept Socialism from going hog-wild in Sweden by keeping many a capitalist enterprise protected and intact.

Thus, the Swedes kept extreme, doctrinaire Socialists, Communists and rugged individualists all over the world in a state of perpetual rage against Sweden. But thus also they made life in Sweden more livable than in Communist Russia, and fully as comfortable as in some of the more prosperous parts of the United States and Great Britain.

Nonsense, Gene

GENE TUNNEY is a fine fellow and a public-spirited one, and of late has been rendering admirable service as director of naval physical training and athletics.

Gene now, however, has seen fit to deliver himself of a fiery magazine article denouncing tobacco and its users, with special reference to cigarettes.

This evidently has been a long-standing pet peeve of Mr. Tunney's. One of the first things a professional writer learns, if you'll pardon our talking shop for a moment, is that it is always

risky to parade one's own pet peeves, hobbies and fixed ideas in print.

The alleged statistics cited by Mr. Tunney are the old familiar stock-in-trade of all the antitobacco fanatics. Believe them, and you must perforce believe that everybody who uses tobacco liberally is dead but doesn't know it—which is manifestly absurd.

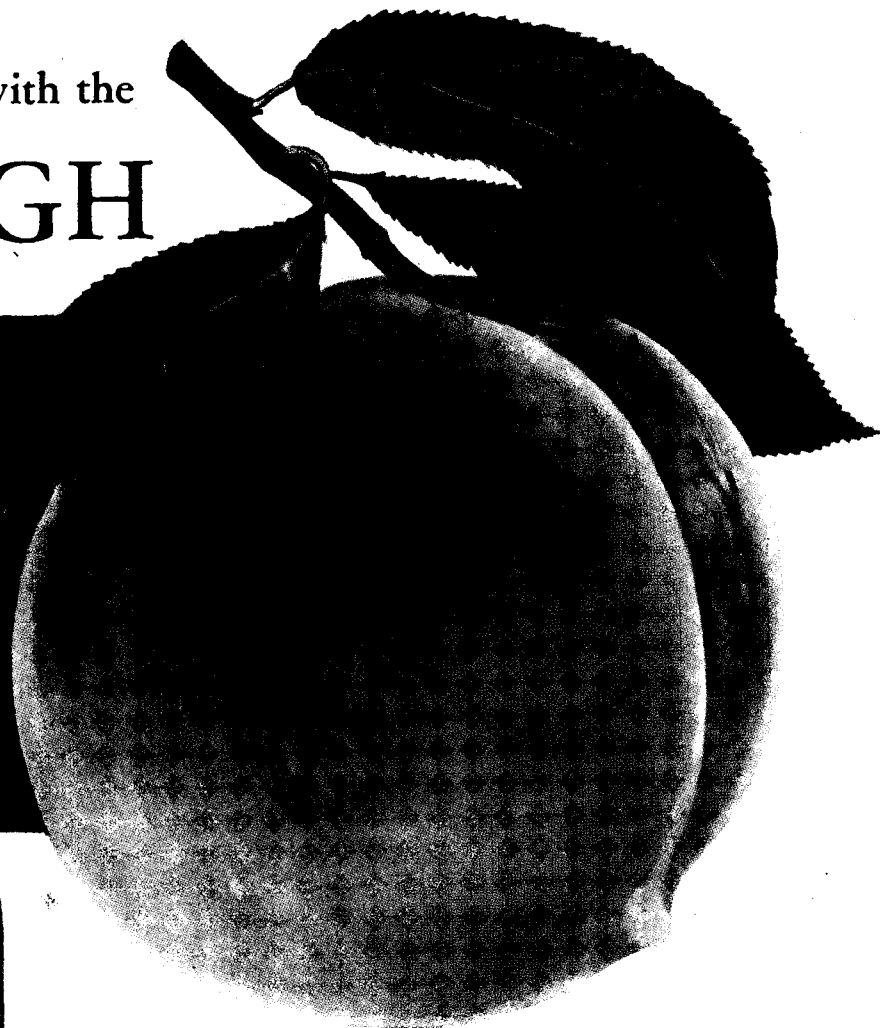
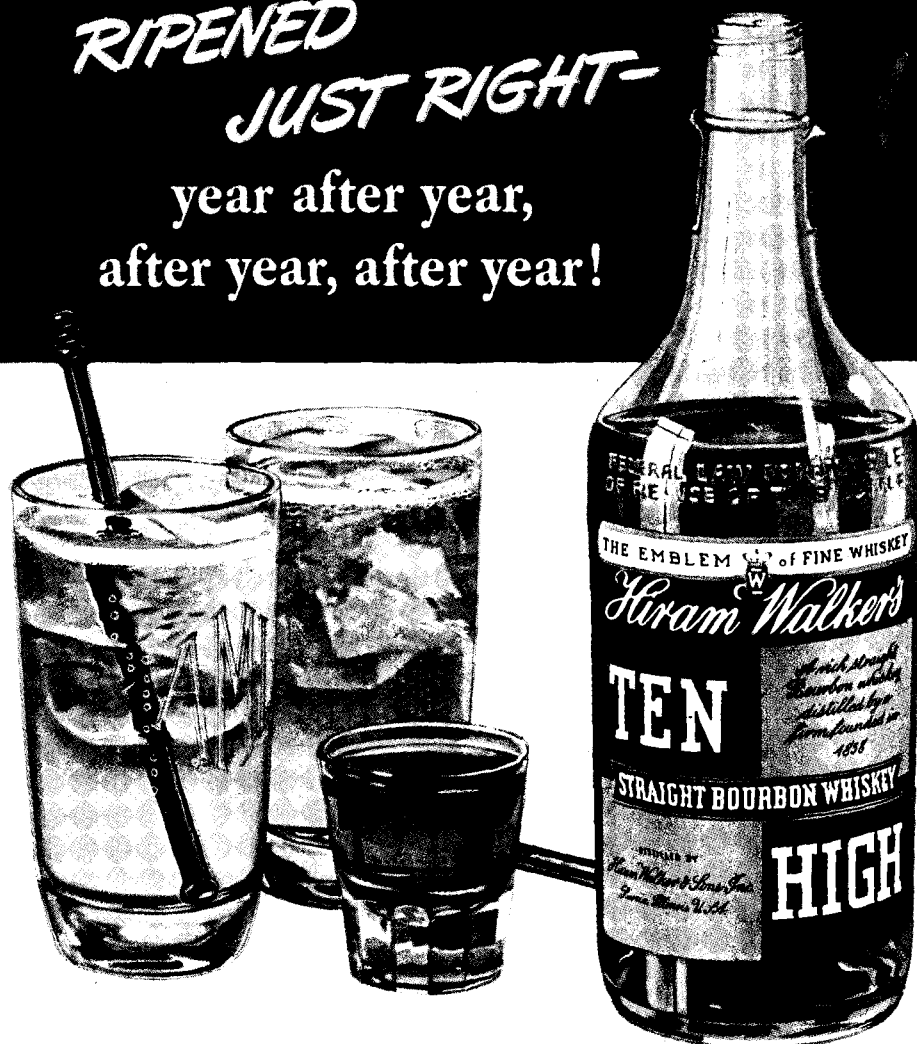
The fact is that tobacco, like liquor, coffee or any other mild stimulant, affects different people differently, so that no general rule for its use or nonuse can be laid down for every-

body. That's the long and the short of it, as proved by the experience of the human race through centuries of using tobacco and enjoying it.

We hope this is Mr. Tunney's first and last appearance in print as an antitobacco whirling dervish. Gene can go on being a fine, constructive, valuable citizen; or he can degenerate into the type of physical culturist who tries to scold everybody into becoming an athlete and only succeeds in making himself unpopular. Which is it going to be, Gene?

Double your Enjoyment during the New Year with the
"bonus year" TEN HIGH

Like this luscious peach,
RIPENED
JUST RIGHT—
 year after year,
 after year, after year!



HAPPY NEW YEAR!—We've waited an *extra* year to give you the "bonus year" TEN HIGH.

And, mister, when you taste the detectable goodness added by that extra year, you'll say, "There's a birthday worth *celebrating!*" That includes you millions of TEN HIGH drinkers who didn't think this famous whiskey with "no rough edges" *could* taste better.

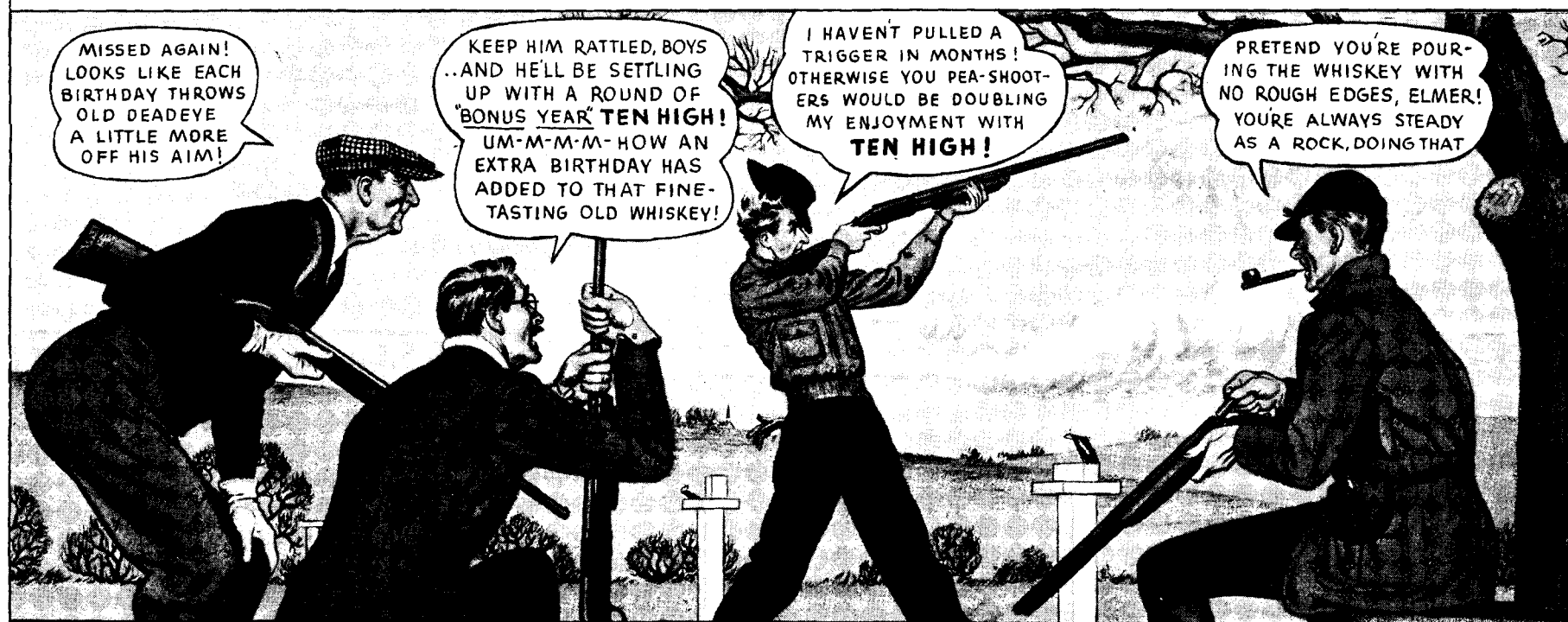
You'll find all the old-time satisfaction in the "bonus year" TEN HIGH—*plus* a bonus of flavor that *Doubles Your Enjoyment!* Straight Bourbon Whiskey. 86 proof. Copr. 1942, Hiram Walker & Sons Inc., Peoria, Ill.



... this whiskey is 4 years old

"THE RIBBERS"

by Glen Fleischmann





MARION HUTTON
Glenn Miller's Moonlight Serenade
"rings in the new"
with Chesterfield

*Best of
the Year*

It's CHESTERFIELD

... first for a *Milder* and decidedly
Better Taste ... first for *Cooler Smoking*

...and *right you are* because everything in
Chesterfield ... every bit of material used, is put there to
give you just what you want in a cigarette ... from the
Right Combination of the world's best cigarette tobaccos
to top-notch manufacturing methods.

Copyright 1942.
LIGGETT & MYERS
TOBACCO CO.

MAKE CHESTERFIELD YOUR SMOKING PLEASURE OF THE YEAR *They Satisfy*