

Collier's believes...



We're fools to poison our water and air

THE HEEDLESS POISONING of the streams and rivers of the United States is one more example of civilized man's unconscious effort to make habitable places uninhabitable.

It can be done. Fifteen years ago the dramatic discovery of the Western dust bowl impressed upon the nation the fact that vast areas of good land had already been destroyed. We need not have been surprised by the heavy dust clouds that carried fertile topsoil hundreds of miles from the farms men once cultivated. Certainly, we had been warned but we thought we had land to waste. We wasted it.

We have pursued the same policies with rivers and streams. We dump sewage and industrial wastes into living waters and thus render them unfit to support life.

New York and the adjacent cities filled the Hudson River so full of sewage that fish were greatly depleted.

Chicago sent its sewage to Lake Michigan

and subsequently through the Sanitary Canal into the Mississippi, whose waters we befouled as far south as St. Louis.

The Delaware River, as Bill Davidson will report next week in the first of a series of two articles on pollution of water and air, is filled with industrial wastes.

So the record runs. The easiest immediate thing to do is to dump sewage or industrial waste into any available water. We dump garbage into the ocean if we live near the ocean. We pour acids from any mine or mill into the nearest river regardless of the long-time consequences.

Land is blighted by mineral wastes far distant from the mines. Fish are driven out of rivers and streams. Shellfish on marine flats are poisoned by bacteria from sewage. In our own fashion we apparently have tried to make it impossible for our descendants to live in the areas in which we have preferred to dwell.

We won't succeed in destroying our environment, although the Mayans in Mexico and our own cliff dwellers in the Southwest did succeed in creating conditions that finally made them extinct. We won't succeed, because we know too well how to stop these abuses of nature.

Milwaukee did not have to empty its sewage into Lake Michigan whence also it drew its

drinking water. When Milwaukee got around to applying scientific and engineering talent to devising a way of disposing of its sewage safely, it found that it had also created a new source of municipal revenue in the production of a good fertilizer.

Wherever intelligence and imagination have inspired efforts to put an end to these sources of pollution and destruction, useful and often highly profitable alternatives have been found. It is cheaper not to pollute rivers on a long-time basis than to poison them. It is less expensive to avoid filling the air with smoke than to neglect the problem. It is certainly more profitable to employ land policies that conserve the soil rather than destroy it.

Mr. Davidson's article on Our Poisoned Waters will be followed by another on pollution of the air. We don't have to befoul the waters, destroy the land, or fill the air with dirt that was never designed for breathing. We don't have, in Fairfield Osborn's vivid words, to make this world "Our Plundered Planet."

Collier's would like to hear from its readers on this subject, with reports both of areas of neglect, and of interesting methods devised to cope safely with the waste by-products of life and industry.

"It is the aim of Collier's to reflect impartially the best contemporary thought and on its own behalf to speak fearlessly without partisanship on all questions affecting the nation's welfare. It aims furthermore to keep always before its readers a high, sane and cheerful ideal of American citizenship." . . . ROBERT J. COLLIER

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★ ★ ★



Sure sign of a *great* Martini

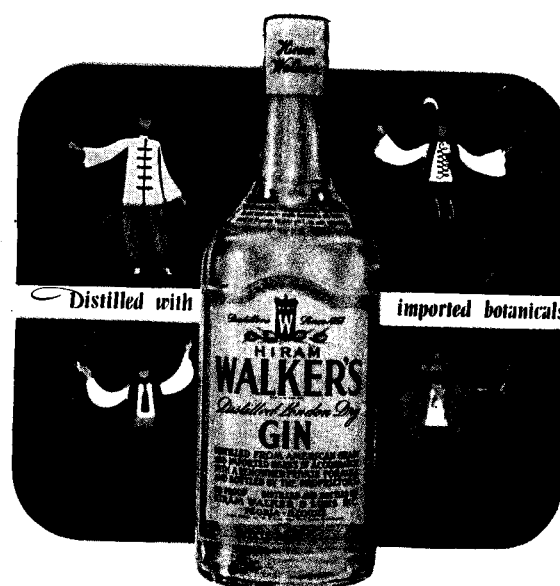
Just as sure as a compass points north, a Martini that rates a "Marvelous!" has to start with a *great gin*. And that's where these little men give you a good steer.

In distant lands, they raise the prized *Imported Botanicals* that make Hiram Walker's Gin and a *great Martini* as close as first cousins. *Cassia* from China, *coriander* from Czechoslovakia, *Valencia peel* from Spain... the *world's finest* herbs and ber-

ries give this great gin its *tangy dryness*.

We sift the years, as well as the world, for *matchless* botanicals. Only the best, the "vintage year" crops meet standards set by our years of skill in making *fine gin*.

Taste what a world of difference there is in Martinis made with Hiram Walker's Gin. No wonder people say, "Here's a premium gin at no premium price."



HIRAM
WALKER'S
Distilled London Dry
GIN

90 proof. Distilled from 100% American grain. Hiram Walker & Sons Inc., Peoria, Ill.



KING OF THE HIGH WIRE

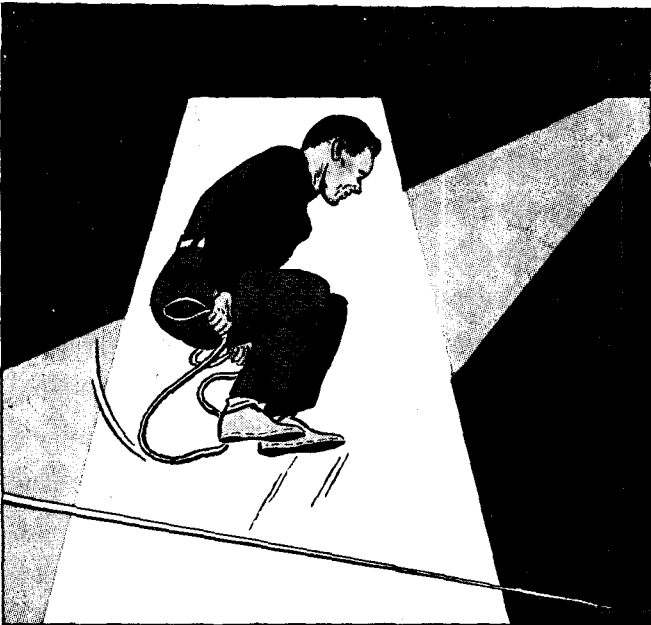
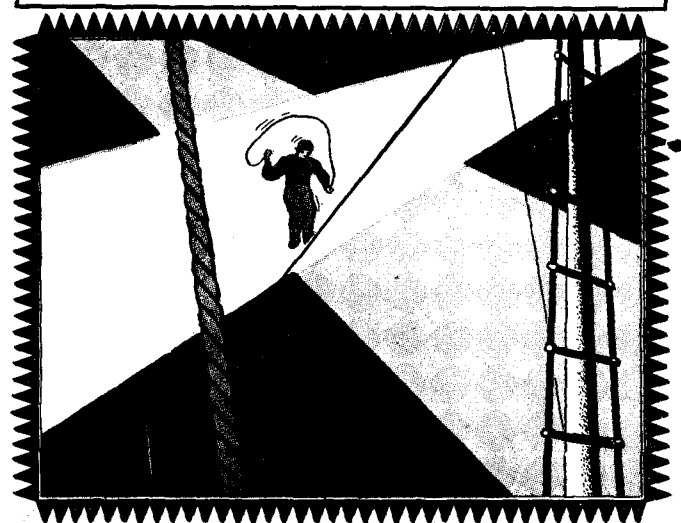
Daring
HAROLD ALZANA
proves "Experience"
is the best teacher"
when you're on
a tightrope 50
feet in the air,
with no net!

NOW —
THE GREAT
ALZANAS...
IN THE
HUMAN
WHEEL-
BARROW!

WHAT
IF THEY
FALL!

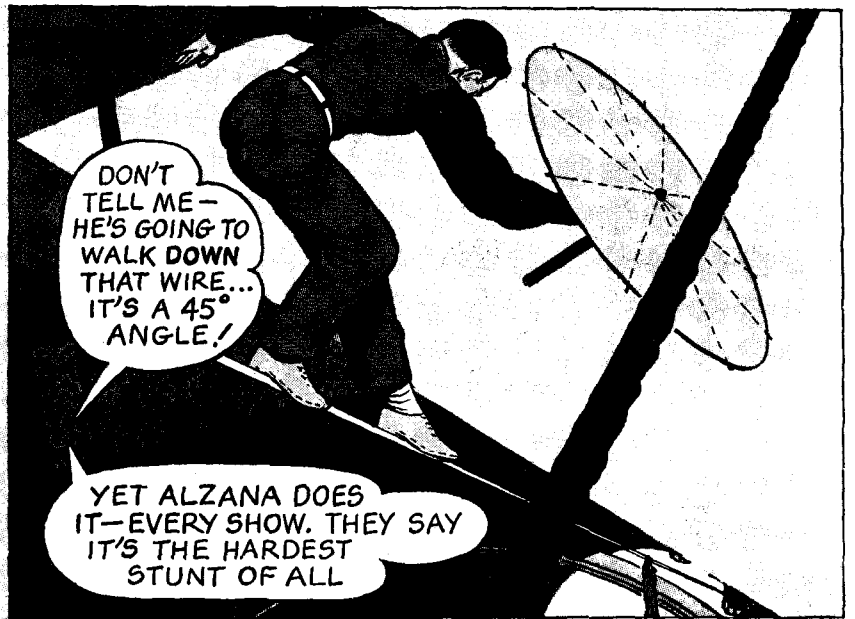
THEY
DID — LAST
YEAR WHEN A
GUY ROPE BROKE,
THE LAST NIGHT
OF THE SEASON
— YET THEY'RE
BACK ON THE
HIGH WIRE
AGAIN!

UNIQUE IN HIGH-WIRE HISTORY —
HAROLD ALZANA SKIPS ROPE ON THE
HIGH WIRE... THEN —



"EXPERIENCE
IS THE BEST
TEACHER"

IT'S TRUE
IN TIGHTROPE
WALKING... AND
IN CHOOSING A
CIGARETTE, TOO.
WITH COUNTLESS
SMOKERS WHO
HAVE TRIED AND
COMPARED...
**CAMELS ARE THE
'CHOICE OF
EXPERIENCE'!**



DON'T
TELL ME —
HE'S GOING TO
WALK DOWN
THAT WIRE...
IT'S A 45°
ANGLE!

YET ALZANA DOES
IT — EVERY SHOW. THEY SAY
IT'S THE HARDEST
STUNT OF ALL



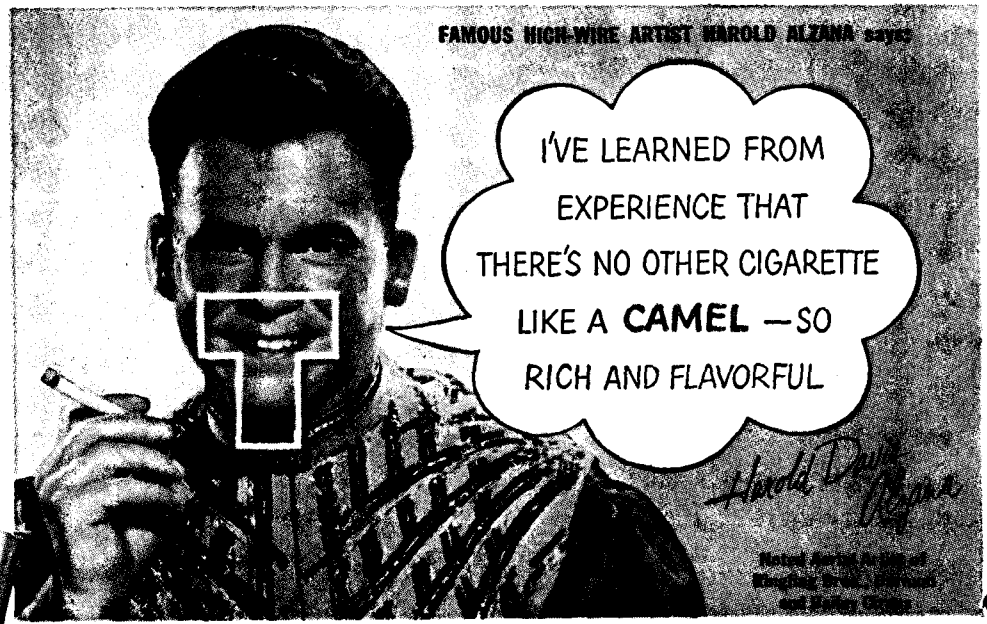
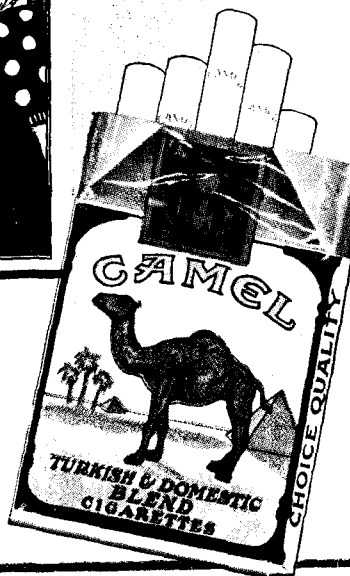
THAT APPLAUSE IS
LIKE THUNDER —
AND YOU CERTAINLY
DESERVE IT.
HAVE A CAMEL,
HAROLD

SURE WILL.
CAMEL
IS THE
CIGARETTE
FOR ME...
MILD AND
COOL!

LET YOUR
"T-ZONE" TELL
YOU WHY!

T for Taste...
T for Throat...

That's your proving
ground for any ciga-
rette. See if Camels
don't suit your "T-
Zone" to a "T."



FAMOUS HIGH-WIRE ARTIST HAROLD ALZANA says:

I'VE LEARNED FROM
EXPERIENCE THAT
THERE'S NO OTHER CIGARETTE
LIKE A **CAMEL** — SO
RICH AND FLAVORFUL

According to a Nationwide survey:
**MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE**

When 113,597 doctors were asked by three leading
independent research organizations to name the
cigarette they smoked, more doctors named Camel
than any other brand!

CAMELS — the Choice of Experience!

B. J. Reynolds Tobacco Co., Winston-Salem, N. C.