



White Heat Means a Cooler Kitchen

WORKING with searing heat at 5400 degrees Fahrenheit, G-E scientists have evolved more durable, more efficient heating units. These CALROD units, used in General Electric and in Hotpoint electric ranges, provide quick, clean, even heat—localized just where it is needed. This means a cooler kitchen. In thousands of plants, CALROD units are being used for industrial heating because they provide heat at a remarkable saving in cost.

But the CALROD unit is only one achievement of the ceramics experts in the G-E Research Laboratory. New and unusual kinds of glass serve as vital parts in

sodium lamps that light miles of American highways—light them for greater safety for drivers and pedestrians. Large insulators support the wires that bring electric power from the generators to your home; tiny insulating blocks help to maintain the high quality of reception in your radio tubes. To these, too, General Electric scientists, in Schenectady, have brought important improvements.

These examples are but a few of the contributions of research which has stimulated industry, increased employment, made available more things for more people at less cost.

G-E research has saved the public from ten to one hundred dollars for every dollar it has earned for General Electric

96-349DH

GENERAL  **ELECTRIC**

REFRIGERATION GLORIFIED

— Yet Easier to Have than Ever



HERE is luxury such as you've never seen in a refrigerator before. For the new plus-powered Kelvinator far surpasses previous refrigerators in appearance and convenience.

Yet Kelvinator does so much more, saves so much more, is so economical to buy and to use, that most families can more easily afford to own the new Kelvinator than to do without! Thousands who already own automatic refrigerators are now replacing them with new Kelvinators, largely because of these two facts:

FACT ONE: The new 1937

Kelvinator is plus-powered. It has as much as double the cooling capacity of other well-known refrigerators of equal size.

FACT TWO: The new Kelvinator runs only half as many minutes per day—during the rest of the time it maintains low temperatures using no current at all.

The new Kelvinator costs more to build, but it costs no more to buy than a less powerful, less economical refrigerator. It can be bought on your dealer's special time payment plan—or for as little as 90¢ a week on the Kelvinator ReDisCo Plan.



WHERE A NEW WAY OF LIVING BEGINS . . .

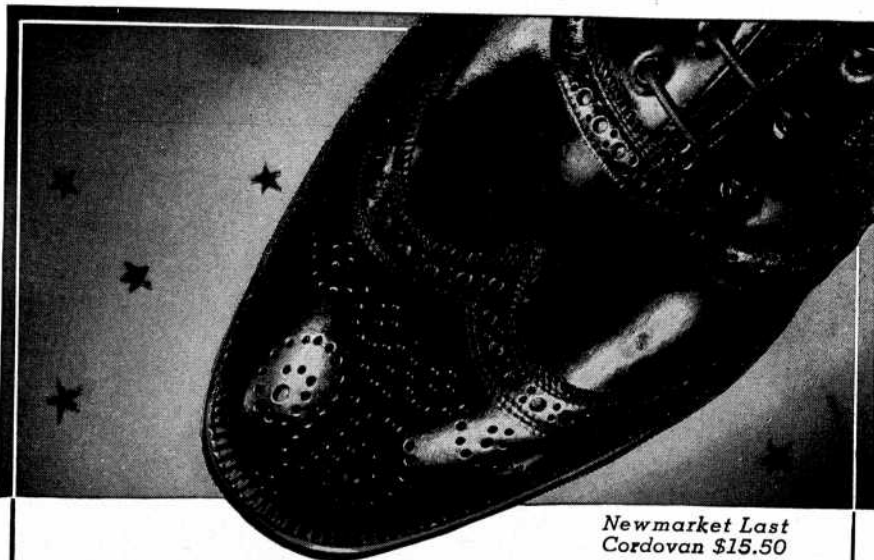
equipped with Kelvinator electric refrigeration, complete air conditioning with year round automatic control of heat and humidity, electric or gas range, washing machine, ironer and automatic water heater — can be constructed by your own architect and builder for less than \$7,500. The Kelvin Home Book, with exterior views, floor plans and description of equipment is now available without cost wherever Kelvinator products are sold.

KELVINATOR, Division of **NASH-KELVINATOR CORPORATION**, Detroit, Michigan. Factories also in London, Ontario, and London, England.



PLUS-POWERED *Kelvinator* **CUTS THE COST OF BETTER LIVING**

(Please favor our advertisers when checking coupon facing Page VII. of Rear Advertising Section. Thank you — The Editor.)



Newmarket Last
Cordovan \$15.50

Remember when you sauntered the campus in your Frank Brothers Shoes. Remember how you swore by their style and inherent character? You knew they were made to stand up and stand out. A good reason for your son to wear FB shoes—most economical shoe on the campus. The style is *built in* — not added on.

Write for new Style Book and exhibition dates in your city

Frank Brothers

588 FIFTH AVENUE • bet. 47th & 48th Sts. • NEW YORK
CHICAGO, 112 W. Adams Street PITTSBURGH, 225 Oliver Avenue



MATERIAL success depends not only upon acquiring but also upon *holding* what you gain. Your economic welfare is constantly threatened by fire, wind-storm, explosion, accident, theft and other hazards that are unpredictable and, to a great extent, beyond your control.

Modern property insurance is extremely flexible . . . with policies available against practically every hazard known to man. As you acquire, insure and be sure.

Protect what you have with North America Policies. This oldest American fire and marine insurance company (founded in 1792) enjoys an enviable reputation for financial stability and prompt and equitable settlement of claims.

Insurance Company of North America

PHILADELPHIA

and its affiliated companies write practically every form of insurance except life

(Please favor our advertisers when checking coupon facing Page VII. of Rear Advertising Section. Thank you — The Editor.)

NEW CAR ANNOUNCEMENTS

BUICK FOR 1937 — "It's Buick Again." A choice of brilliantly designed bodies to meet your heart's desire. Roomier interior of tailored smartness. Increased power — silent, silky, rugged power that makes you master of time and distance.

CADILLAC V-8: \$1445 and up — the lowest Cadillac price in 26 years. V-8 engine stepped up to 135 horsepower — the most exhilarating performance on the highway. Traditional Cadillac luxury, beauty and excellence advanced to a new high degree.

The 1937 CHEVROLET — Truly the Complete Car — Completely New, with new 85 horsepower six cylinder engine, All-Silent, All-Steel Bodies, perfected hydraulic brakes, gliding Knee-Action ride, Super-safe Shockproof Steering and Safety Glass all around at no extra cost.

CORD — In contrast to the commonplace — a totally new interpretation of the function of a motor car. 125 inch wheelbase. Also new Supercharged Cord with 170 h.p. engine, and 132-inch wheelbase Berline Cord.

DODGE — New "Windstream Styling." Stronger, safer, all-steel body securely mounted on cushions of live rubber. Bigger, roomier, and more comfortable — ample room for six passengers. And economical — owners report Dodge gives 18 to 24 miles per gallon of gas. Switch to Dodge and Save Money.

LA SALLE V-8: Now only \$995 and up — the lowest priced, yet the finest La Salle of all time. Completely Cadillac built. Smooth, powerful 125 horsepower performance. Hydraulic brakes. Unisteel "Turret Top" Fisher Bodies. Knee-Action Ride.

OLDSMOBILE — Newest cars of them all — a distinctive Six and a distinguished Eight — each with a style distinctly its own. Bigger and finer and safer than ever — at prices that set the pace in value.

PACKARD WITH FOUR GREAT CARS — the Six, 120, Super-Eight and Twelve — now covers four price fields with four complete lines, with each model in every line a truly fine car of luxurious comfort, brilliant performance and smart appearance. "Ask The Man Who Owns One."

PONTIAC — For 1937 America's finest low-priced car has five inches more wheelbase and is 10% more economical. Features include Unisteel Bodies by Fisher, triple-sealed hydraulic brakes, knee-action, 50% more trunk-space. Priced near the lowest.

TRAVEL ANNOUNCEMENTS

SOUTHERN PACIFIC — Four Scenic Routes to the West through four widely different scenic regions. Go on one, return on another — see twice as much for little or no extra rail fare. Between Los Angeles and San Francisco, ride the streamlined *Daylight*, newest and most beautiful train in the West. Check coupon facing Page VII. for booklet.



FREE TRIAL!

IMPROVES YOUR APPEARANCE 100%

Have That Healthy

TAN...

That Men and Women Admire!

Don't have that pale, indoor, "pasty" look — when you can have the natural ruddy glow of vigorous health. The same kind of Tan you get on a Florida beach! Your personal appearance is either a distinct social and business asset — or a handicap.

■ Now a daily "sun bath" in the privacy of your own home, will keep you looking like a Million Dollars — and feeling as physically fit as you look!

LOOK HEALTHY ■ Ultra-violet rays actually help . . . **BE HEALTHY** to increase youthful vigor and vitality, tending to stimulate glandular functions; are remarkably efficacious in some forms of skin diseases and in destroying germ life. Many cases of pimples yield quickly to their purifying action.

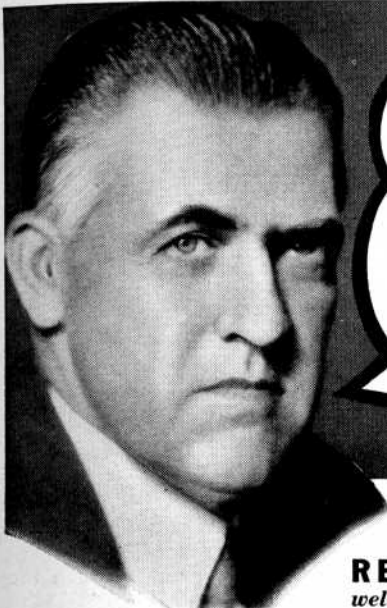
SEND NO MONEY! TEST IT AT OUR EXPENSE! ■ We want you to experience the remarkable benefits the perfected HEALTH RAY SUN LAMP brings. Use it FREE for 7 days in your own home. Then if you decide to keep it, it is yours for \$7.50.



\$100
DOWN
PAYMENT
BUYS IT!



For FREE TRIAL OFFER check coupon facing page VII.



REX BEACH
well-known author

**HIS WIFE WAS ILL.
HE WAS RUSHING TO
HER...WHEN BANG!
...A BLOW-OUT!**

**Read REX BEACH'S thrilling
True Story of the man who is
living on "Borrowed Time"**



"The car leaped out of control like a wildcat—just missed a telephone pole."

"**H**URRY! Your wife is ill!" Constable Stilling leaped into his car—'20—25—30—35—40' read the speedometer. It was nine-thirty at night. There was no time to spare. 'Faster! Faster!' And then—without warning—BANG! A blow-out! The car leaped out of control like a wildcat—swerved to the left—just missed crashing headlong into a telephone pole!

Escaped By Inches

Yes, Constable Stilling, of Philadelphia, came within an inch of never reaching his home. But Lady Luck smiled that night—and the extent of his injury was a wrenched shoulder. Some miracle had saved him. As he, himself, says: "I feel now that I am living on 'borrowed time.'"

Altogether too often, screaming headlines carry tales of disaster wrought by blow-outs. From reliable sources I have been told that thousands are killed or injured when blow-outs throw cars out of control. And small wonder.

Just stop to consider what happens to your tires when you're skimming over the pavements at 50, 60 miles an hour.

Naturally the heat generated is terrific, and you're totally unaware of it because the trouble begins *inside* the tire. A tiny invisible blister may form between the rubber and the fabric. Just a little thing to begin with, this blister keeps getting

bigger and BIGGER and the worst part is that you don't know it's there until BANG! And then it may be too late.

It's a fact that engineers are doing everything in their power to make driving safe. But it seems to me that as far as tires are concerned, the greatest single contribution has been from Goodrich engineers. They have developed a real blow-out protection called the Golden Ply, found *only* in Goodrich Silvertown Tires.

It is a layer of special rubber and full-floating cords, scientifically treated to resist internal tire heat. You can easily see what this means. Blisters don't get a chance to form between the rubber and fabric inside your tires... and that means blow-outs due to this heat don't get started.

That's certainly one protection everyone should invest in—especially when Silvertowns, I am told, are priced lower than many other super-quality tires.

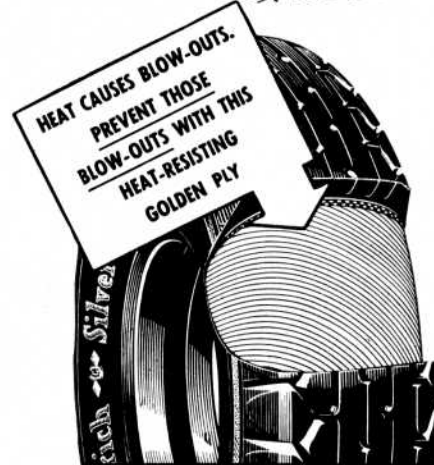
Don't YOU Take Chances

You can be sure that Constable Stilling doesn't take any chances with his tires these days. He's ready for any emergency and so are his Goodrich Silvertown Tires.

Here is another enrollment in the ranks

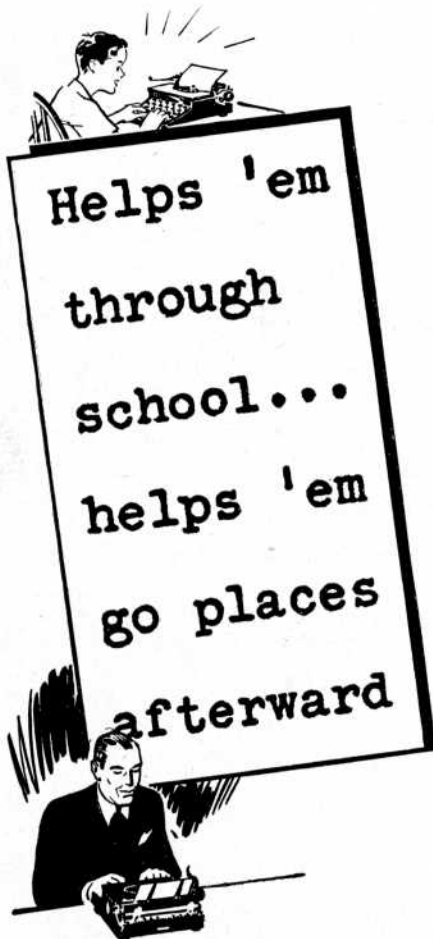
of safe drivers who feel that tires which protect people from the dangers of high speed blow-outs are a vital form of life insurance. Remember, you can buy these life-saving Silvertowns at Goodrich Silvertown Stores and Goodrich dealers everywhere.

Rex Beach



Goodrich SAFETY Silvertown

With Life-Saver Golden Ply Blow-Out Protection



CORONA

THE FIRST PORTABLE!

Clear, concise Corona typing leads youngsters to clear, concise thinking. It creates habits of neat writing and neat thinking which carry through in after life. Helps in getting, holding and improving jobs.

Think of a Corona as an investment in a lifetime of good-habit building. An easy investment too—

As low as \$1.00 a week

Nearly 2 million sold. And the new "speed" models are the best yet. Write for free booklet or ask your dealer.



THE ONLY PORTABLE WITH THE FLOATING SHIFT

L. C. SMITH & CORONA TYPEWRITERS INC
Desk 4, 163 Almond St., Syracuse, N. Y.

I'd like the free folder about your different Corona models and their prices.

Name _____

Address _____

City _____ State _____

POST-GRADUATE QUIZ

Score one point for every correct answer. A graduate ten years out of college should get ten answers right. Answers appear on Page VII. of rear advertising section. Write in your score on coupon facing Page VII.

QUESTIONS

- Where do immigrants first land on arriving in New York Harbor?
- What governor of what state attained national prominence as the result of a police strike in the state capital?
- What style of writing did the early Babylonians use?
- What is coral?
- In America, what corresponds to the "hire-purchase" system of England?
- What is the name of the drops which oculists use to enlarge the pupil of the eye?
- For what popular saying is Dr. Emil Coué responsible?
- Who is referred to by the expression "Tommy Atkins"?
- In what state is each of the following: (a) Amherst College, (b) Dartmouth College, (c) Drake University, (d) Leland Stanford, Jr. University, (e) Centre College?
- What is a paynim?
- Who is responsible for the phrase: "Open covenants openly arrived at"?
- What British essayist and novelist was famous for his many paradoxes?
- What is the purpose of a Binet-Simon test?
- A ride on what winged steed is reputed to give inspiration to poets?
- What product is advertised by the slogan: "Chases dirt"?
- What Chicago lawyer was counsel for John Thomas Scopes in the Tennessee evolution case at Dayton?
- For what words do the initials "e.g." stand?
- What is the Latin derivation of the word Fascism?
- What is meant by "The Old Lady of Threadneedle Street"?
- What is a bitter?
- From what is linen made?
- What slang name was given to cattle thieves in the early days of the American west?
- What was Woodrow Wilson's vocation before he became Governor of New Jersey?
- What is a "common carrier"?
- What product is advertised by the slogan: "It floats"?

Answers to this Quiz are on Page VII. of Rear Advertising Section. Please write your score on coupon facing Page VII. and mail today.

NATIONAL ADVERTISING HEADQUARTERS
FOR THIS MAGAZINE

THE GRADUATE GROUP

30 ROCKEFELLER PLAZA - NEW YORK -
CHICAGO - DETROIT - BOSTON - SAN FRANCISCO - LOS ANGELES

250,000 GRADUATES OF 55 LEADING COLLEGES
REACHED WITH ONE ADVERTISING PLATE \$1500 A PAGE



*The Modern Miracle that affects
the health, the happiness, and
the pocketbooks of us all*

THE orderly revolution which the world knows as air conditioning is your affair. It is destined to affect your daily life, your health and—whether you will or not—your pocketbook.

Air Conditioning, as General Motors sees it, is a year 'round matter. In the winter it is founded on automatic heating... in the summer on automatic cooling. And throughout the year it includes the control of moisture, freshness and cleanliness in every bit of air you breathe.

Overnight it is changing buying habits—rental figures—property values.

You owe it to yourself as a responsible business man to investigate the entire subject.

See your local Delco-Frigidaire dealer or write to Delco-Frigidaire Conditioning Division, General Motors Sales Corp., Dayton, O.

DELCO-FRIGIDAIRE

Automatic Heating, Cooling and Conditioning Equipment for every purpose

DELCO OIL BURNER. Equipped with Thin-Mix Fuel Control.

DELCO AUTOMATIC FURNACE (oil or gas). For steam, hot water or vapor systems.

DELCO CONDITIONAIR (oil or gas). For forced warm air systems. It air conditions as it heats.

FRIGIDAIRE ELECTRIC ROOM COOLERS. Low in cost, high in efficiency. Can be used to cool a single room or a group of rooms.

FRIGIDAIRE CONTROLLED-COST AIR CONDITIONING. For businesses and household installations.

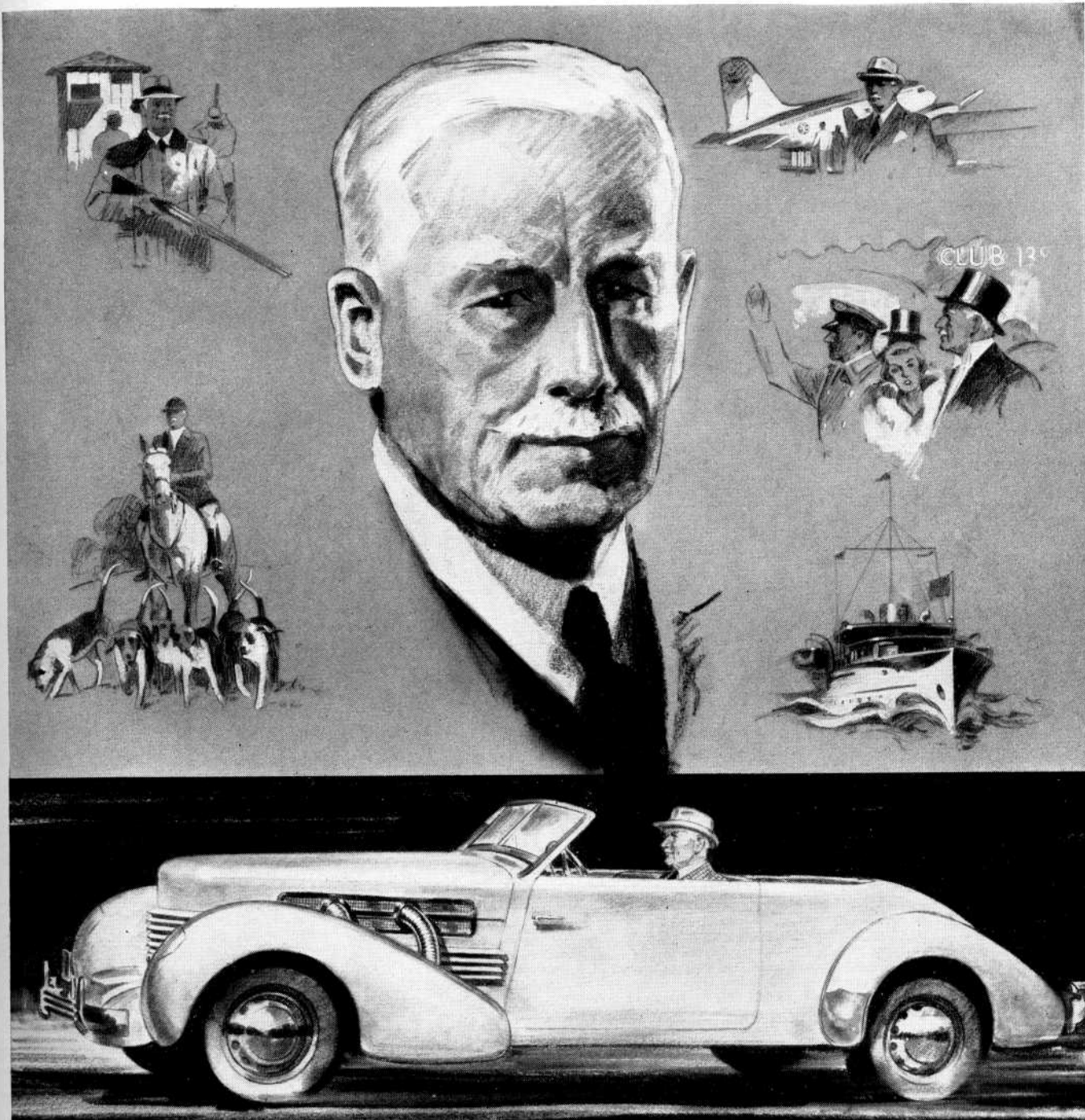
DELCO WATER HEATER (oil or gas)... practical, economic, automatic.

IT PAYS TO TALK TO

DELCO-FRIGIDAIRE

The Air Conditioning Division of General Motors

**AUTOMATIC HEATING, COOLING
AND CONDITIONING OF AIR**



Of course, I own a Cord, and naturally it's Super-Charged. As someone said, a man counts his years only when he has nothing else to count. I like to go places and do things. My daughter says she likes to dance with me at the night clubs. There is a thrill to the feel of a good gun on a frosty morning, and I can still take a fence behind the hounds. I like to navigate my own boat! When traveling, give me the airlines every time. So you see it is not years but viewpoint that's important. Since I dislike the commonplace, it is only natural that I want my motor car to give me pleasure in addition to transportation. While I get a kick out of driving the Cord, it's gratifying to know that its very power and efficiency make it the safest of cars to drive.

AUBURN AUTOMOBILE COMPANY, CONNERSVILLE, INDIANA

CORD

VI.

NEW CHEVROLET 1937

The Complete Car - Completely New



You want *all* good things in your new motor car. . . .
And you may as well enjoy real savings in purchase price, in operating costs and in upkeep, while getting all desirable motoring advantages. . . . Careful consideration will lead you straight to this one car—Chevrolet for 1937—*the only complete car—priced so low!*

CHEVROLET MOTOR DIVISION, *General Motors Sales Corporation*, DETROIT, MICH.

NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE—NEW ALL-SILENT, ALL-STEEL BODIES—NEW DIAMOND CROWN SPEEDLINE STYLING—PERFECTED HYDRAULIC BRAKES—IMPROVED GLIDING KNEE-ACTION RIDE*—SAFETY PLATE GLASS ALL AROUND—GENUINE FISHER NO DRAFT VENTILATION—SUPER-SAFE SHOCKPROOF STEERING*. *Knee-Action and Shockproof Steering on Master De Luxe models only.

General Motors Installment Plan—monthly payments to suit your purse.

(Please favor our advertisers when checking coupon facing Page VII. of Rear Advertising Section. Thank you — The Editor.)