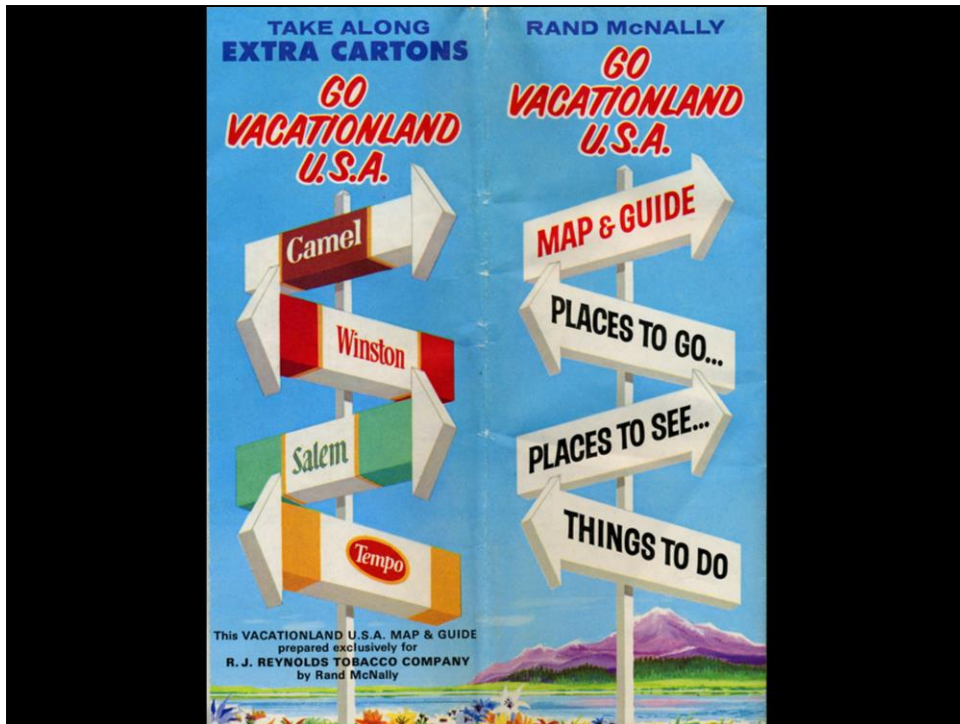
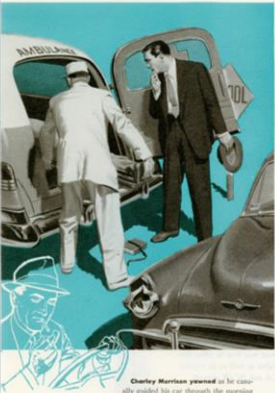




1939



Snuffed out by a cigarette!



Charley Morrison seemed as he casually guided his car through the morning traffic. After driving this same route every day for eight years, Charley knew he could practically drive it blindfolded.

Near the familiar school zone, Charley automatically ran down on his speed. With a practiced hand he subconsciously reached into his pocket and took out a cigarette. In the split second he lent his head down to light it, the little girl darted from between the parked cars. Charley never saw her. He only heard the girlish scream.

How do good drivers like Charley, with records of thousands of accident-free miles to their credit, suddenly and unintentionally become killers? The evidence turned up by studies of many similar accident cases points to one common factor—their downfall.

Driving experience can help make a good driver, but safe driving isn't something you can take-for-granted. The very moment you become too sure of yourself may be the last for someone... perhaps for you.

ALLSTATE

INSURANCE COMPANY

ALSO OFFERS HOME AND AUTO INSURANCE THROUGH ALLSTATE LIFE OF NEW YORK
Write for free copy of ALLSTATE's new book "Drive Safe You're a Smart Driver!" It offers the simple facts for thought about the major cause of traffic fatalities.

800-333-3333

The
CREAM OF THE CROP
ITS
Crowning Glory

INSURING FINE TOBACCO FOR
future Lucky Strikes.

Not many smokers have seen a fine tobacco plant in full bloom, so we show you this picture. These fine types of plants are permitted to flower and to produce seed—to reproduce the Cream of the Crop—enabling Luckies to maintain the same fine, uniform quality that smokers everywhere appreciate—so round and firm and fully packed—free from loose ends.

ALWAYS the finest tobaccos - ALWAYS the finest workmanship
ALWAYS Luckies please!
"It's inhaled"

FOR THIRST PROTECTION—FOR BETTER TASTE.



*Consider your Knee Cap!!!**

**Don't Rasp Your Wife's Throat
With Harsh Irritants**



**"Reach for a
Hatchet instead"**

Now! Pull-ase! Actually! Oh, come on now! Put your finger on your knee cap—Touch it—actually touch it! Try it on the lady next door—Does it tickle? If it tickles you are smoking the wrong cigarettes! Reach for a DUCKY instead—Now! Pull-ase! Remember—DUCKY WUCKY is the only cigarette in America that does not tickle your knee cap! And so we say, "consider your knee cap." Yes, we'll even say it again!

*DUCKIES ARE ALWAYS
HAND TO YOUR MOTHER*

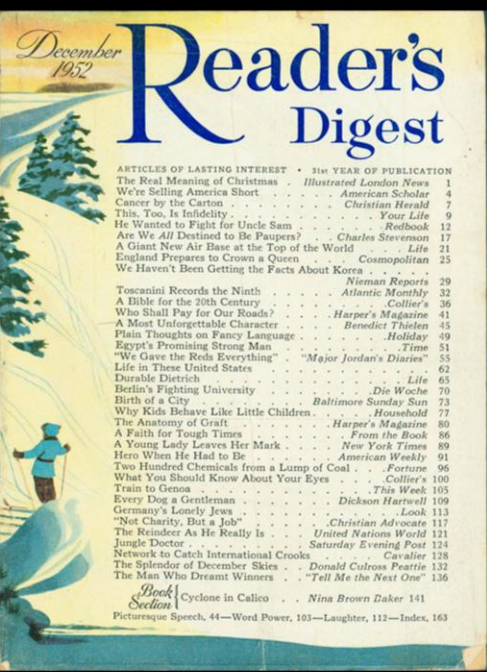


Listen to the DUCKY WUCKY Orchestra over Station Q & B
Try and dance to it!

Lizzie Zilch
Fashion, N.Y.

"THEY'RE HASH BROWNED"
Purified by Hot Air and Advertising Rays

1930



December 1952

Reader's Digest

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 We're Selling America Short *American Scholar* 4
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Recent medical researches on the relationship of smoking and lung cancer

Cancer by the Carton

Condensed from Christian Herald
Roy Nort

FOR THREE DECADES the medical controversy over the part played by smoking in the rise of bronchiogenic carcinoma, better known as cancer of the lung, has largely been kept from public notice. More than 26 years ago the late Dr. James Ewing, distinguished pathologist and leading spirit in the organization of the American Association for Cancer Research (now the American Cancer Society), pleaded for a public educational campaign.

"One may hardly aim to eliminate the tobacco habit," he wrote in his famous essay on cancer prevention, "but cancer propaganda should emphasize the danger signs that go with it."

No one questions that tobacco smoke irritates the mucous lining of the mouth, nose and throat, or that it aggravates hoarseness, coughing, chronic bronchitis and tonsillitis. It is accepted without argument that smoking is forbidden in cases of gastric and duodenal ulcers; that it interferes with normal digestion; that it contracts the blood vessels,

increases the heart rate, raises the blood pressure. In many involvements of heart disease, the first order from the doctor is to cut out smoking immediately.

But what gives grave concern to public-health leaders is that the increase in lung-cancer mortality shows a suspicious parallel to the enormous increase in cigarette consumption (now 2500 cigarettes per year for every human being in the United States).

The latest study, which is published in *The Journal of the American Medical Association* (May 27, 1952), by a group of noted cancer workers headed by Dr. Alton Ochsner, former president of the American Cancer Society and director of the famous Ochsner Clinic in New Orleans, discloses that, during the period 1920 to 1948, deaths from bronchiogenic carcinoma in the United States increased more than ten times, from 1.1 to 11.3 per 100,000 of the population. From 1938 to 1948, lung-cancer deaths increased 144 percent. At the present time

7

MISCELLANEOUS 39

A REMARKABLE INVENTION!



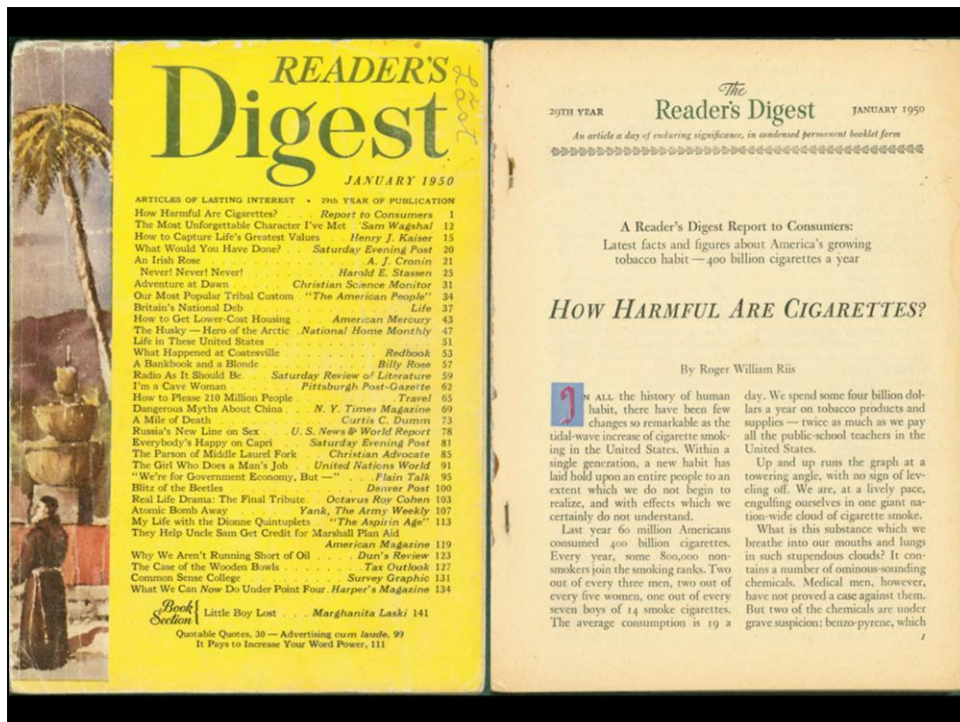
**DR. SCOTT'S
SELF-LIGHTING
Electric Cigarettes.**

NO MATCHES REQUIRED. LIGHT ON THE BOX.

The finest Cigarette ever made. **Turkish Tobacco** and **Rice Paper**. They never fail to light without matches in the strongest gale, and for the Theater, Cab, Carriage, Yachting, Fishing, Hunting, on the Ocean, and for Home, Office, and Street use, they will be found **exceedingly convenient**. **No Nicotine** can be taken into the system while smoking these Cigarettes, as in the mouth-piece of each is placed a small wad of absorbent cotton, which strains and eliminates the injurious qualities from the smoke. **Give them one trial**. Price, 10 cents per box. If you cannot get them at your cigar store, hotel, or druggist's, remit us 25 cents, 50 cents, or \$1.00, and we will mail boxes containing 20, 50, or 100 Cigarettes, post-paid. If not entirely satisfactory, we will return the money. Mention this publication. Address

SCOTT & CHAMBERLIN, 842 Broadway, N. Y.
BEWARE OF CHEAP CIGARETTES!

It is a matter of regret that many manufacturers of Tobacco and Cigarettes, devoid of all conscience, are now flooding the market with goods of a most injurious quality. **DR. SCOTT'S** are guaranteed pure and harmless. \$1000 will be paid in every case where it is proven that these Cigarettes are adulterated or contain anything but Pure Tobacco. **We challenge analysis. Reliable Agents wanted in every Town.**



Seventh Year of Publication

Reader's Digest

ARTICLES OF LASTING INTEREST

The Bookman's Monthly Score The Flaming Youth of the Ages Air Flyers of the Future The Freedom of the Seas Slaves of the Machine? Are Ten Too Many? Cigarettes versus Candy The March of Science Virgin Territory for Motor Cars Successful Worker Ownership Why So Many Women Hate Men Putting Old Man River to Work English Culture and American Business An Alternative for Prosperity Our Invisible Masters The Nonstop Peace Advocate The East Tucks in Its Shirt The Master of Bullyho Sky-Writer by Profession The Great Guessing Game A Negro Emperor's Citadel Blood Transfusions The Man Who Made Hawaii Teaching Your Child Religion The Art of Bluffing The World's Problem of Petroleum Dog Sense The Not-So-Lonely Eagle How Lincoln Reached Washington Don't Be Deceived by Appearances Why Crime Doesn't Pay What Do YOU Deduce? INDEX TO VOLUME 7	Inside Cover Mentor 737 Forum 739 Current History 742 Harper's 745 North American Review 749 New Republic 752 Scientific American 755 Atlantic 758 World's Work 761 Harper's Bazar 764 Survey Graphic 766 Century 769 Harper's 772 Forum 775 World's Work 777 Liberty 780 North American Review 783 Popular Science 787 American 790 Living Age 793 American Mercury 796 McClure's 798 World's Work 801 Collier's 803 Review of Reviews 808 Good Housekeeping 811 New Yorker 814 St. Nicholas 816 American 819 Saturday Evening Post 820 Vanity Fair 823 826
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Cigarettes Versus Candy

Excerpt from The New Republic (February 13, '29)
Philip Wagner

FOR some time past, our economic seers have had a great deal to say about the "newer competition." Once all the carpet-tack manufacturers considered each other deadly enemies. All of their best efforts were directed toward ruining each other financially and driving each other out of business.

"Mr. A.'s carpet tacks are too dull to be worth anything," Mr. B. would declare.

"Yes," Mr. A. would reply, "but at least the heads stay on. That's more than Mr. B. can say of his carpet tacks."

At that point, when Messrs. A. and B. were hurling furious invectives at each other, Mr. C. would leap forward with the declaration that *his* carpet tacks were both sharp and strong—combining the advantages of both the others. Then poor Messrs. A. and B. would go into bankruptcy. Mr. C., you understand, had what is called "business vision," and the others didn't.

Alas, that day of *laissez faire* is gone. Everybody has business vision. Nowadays all carpet-tack manufacturers are brethren. They meet annually in convention, drink from a common bowl, swear eternal fidelity each to the other, and emerge from the hotel dining-room crying in unison that all carpet tacks are good.

The reason for this development is very simple. Competition, thanks largely to advertising, is no longer within an industry. Competition—the "newer competition"—is now a fight *between* industries. The carpet tack industry grapples with the oriental rug industry, because nobody who uses oriental rugs needs carpet tacks. The oriental rug interests ally themselves with their old-time enemy, the domestic rug makers, to attack the Brussels carpet people. Whereupon Brussels carpets appeal for help to carpet tacks, which in turn persuade linoleum to fall into line. And, if need be, all of these join to jump on the furniture business, in an effort to divert to themselves some of the money which would ordinarily be spent on davenport, beds and chairs. Competition becomes a sort of pitched battle between industries, with the bleeding pocket-book of the general public as the prize of war.

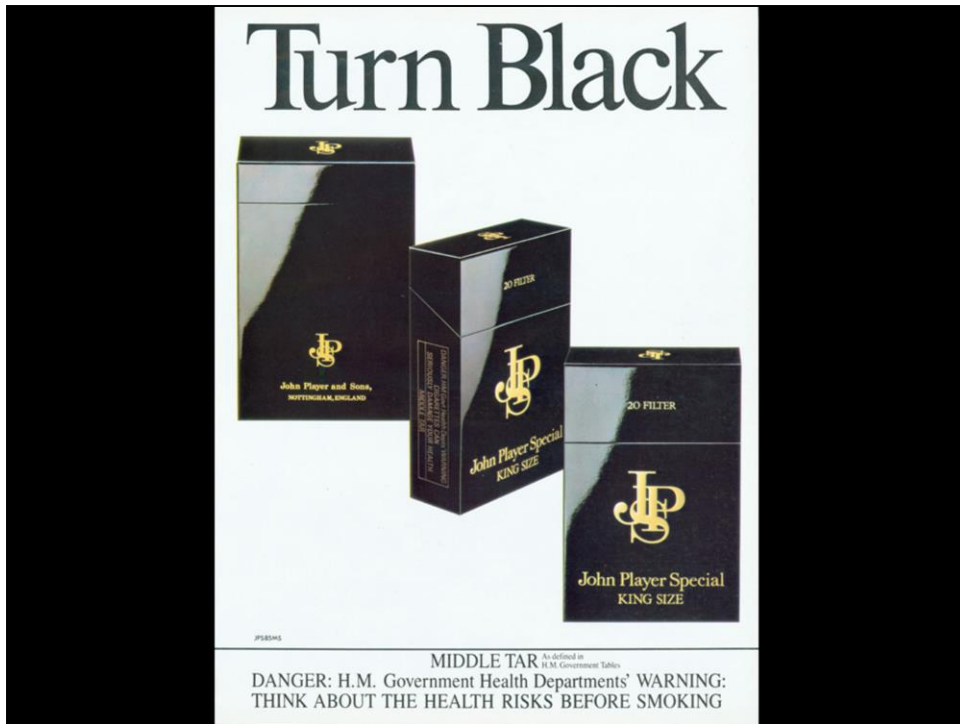
The most recent of these pitched battles, and certainly the

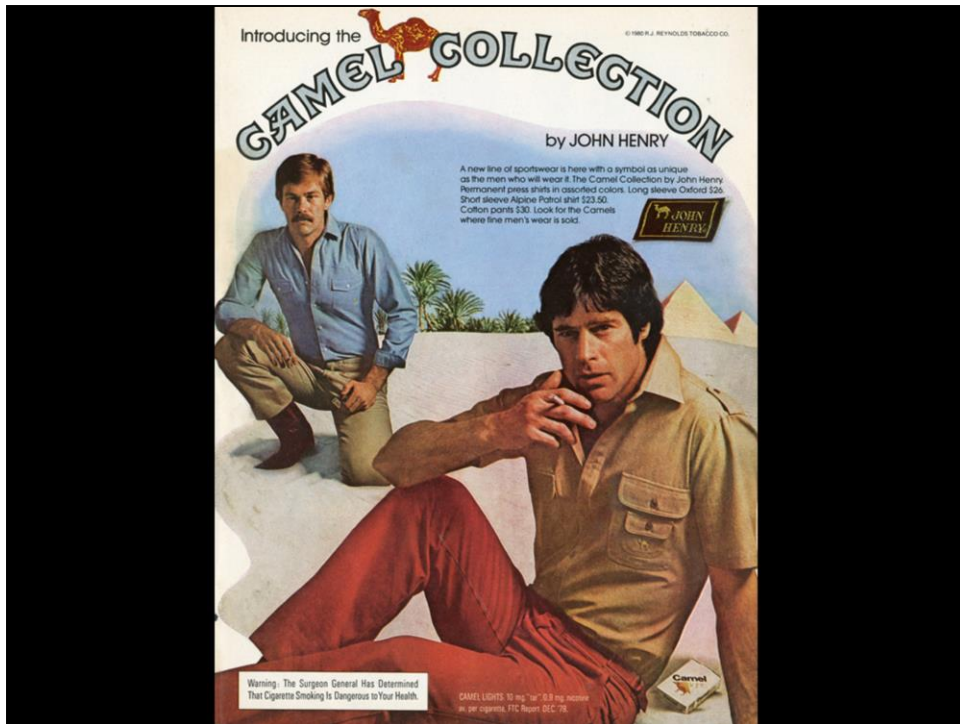
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APRIL, 1929

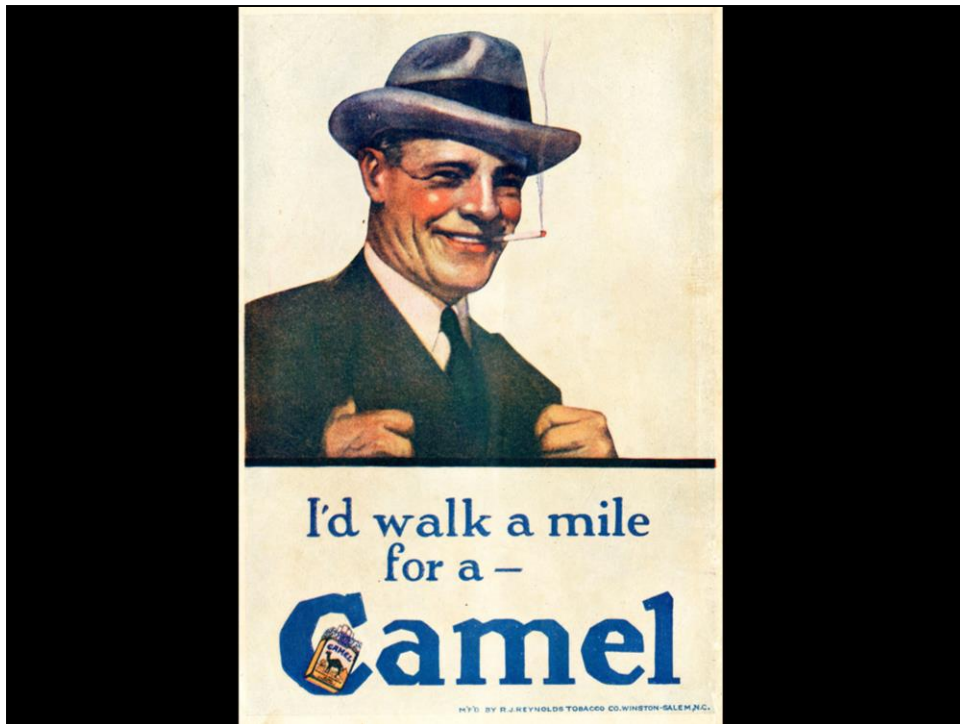
25c a Copy \$3.00 a Year

753











PLEASE BE CAREFUL!



WE MAKE every effort to provide for the welfare and comfort of our patients.

For your own protection, as well as for the protection of other patients, we urge you to be especially cautious when smoking.

- Please smoke only when you are fully awake and alert.
- Please smoke only when there is an ash tray within easy reach.
- Please don't smoke when the room is darkened.



18 cents
a package

Camel

CIGARETTES

Camels supply cigarette contentment beyond anything you ever experienced! You never tasted such full-bodied mellow-mildness; such refreshing, appetizing flavor and coolness. The more Camels you smoke the greater becomes your delight — Camels are such a cigarette revelation!

Everything about Camels you find so fascinating is due to their quality — to the expert blend of choice Turkish and choice Domestic tobaccos. You will prefer this blend to either kind of tobacco smoked straight.

You'll say Camels are in a class by themselves — they seem *made to meet your own personal taste* in so many ways!

Freedom from any unpleasant cigarette after-taste or unpleasant cigarette odor makes Camels particularly desirable to the most fastidious smokers. And, you smoke Camels as liberally as meets your own wishes, for they never tire your taste! You are always keen for the cigarette satisfaction that makes Camels so attractive.

Compare Camels with any cigarette in the world at any price!

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N.C.

Smokers realize that the value is in the cigarettes and do not expect premiums or coupons!

Camels are sold everywhere in 100s, 200s, 500s and 1000s. Camels are sold in 100s, 200s, 500s and 1000s. Camels are sold in 100s, 200s, 500s and 1000s. Camels are sold in 100s, 200s, 500s and 1000s.



Camel
CIGARETTES

Don't look for pleasure in smoking, at the end of the cigarette is the pleasure. Camel Cigarettes are the only one of their kind.

Camels are in a class by themselves—easily the most refreshing, the most likable cigarette you ever smoked. You can prove that! Simply compare Camels puff-by-puff with any cigarette in the world at any price! Put *quality*, *flavor* and *cigarette satisfaction* to the utmost test!

Made to meet your taste, Camels never tire it, no matter how liberally you smoke them! The expert blend of choice Turkish and choice Domestic tobaccos makes Camels delightful—so full-bodied, yet so fascinatingly smooth and mellow-mild. Every time you light one you get new and keener enjoyment.

Freedom from any unpleasant cigarette after taste or any unpleasant cigarette odor makes Camels as unusual as they are enjoyable.

In fact, Camels appeal to the most fastidious smoker in so many cheerful ways you never will miss the absence of coupons, premiums or gifts. You'll prefer *Camel Quality!*

18 cents a package

Camels are sold everywhere in unvarnished metal packages of 20 cigarettes or ten packages (200 cigarettes) in a *flavor-fragrant* cellophane. We strongly recommend this cellophane for the home or office supply or when you travel.

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

CAMEL
TURKISH & DOMESTIC
CIGARETTES

Like a juicy steak
when you're hungry—they satisfy!

You know what a thick, juicy steak does for your hunger. Chesterfields do exactly the same thing for your smoking—they satisfy!

But, besides that—Chesterfields are mild!

This combination of mildness with "satisfy" is an achievement new to cigarettes. Chesterfields give smokers what they have always liked (mildness), united with a new kind of enjoyment—"satisfy!"

No cigarette, except Chesterfields, can give you this new enjoyment, because no cigarette maker can copy the Chesterfield blend!

Try Chesterfields—today!

Liggett & Myers Tobacco Co.

Chesterfield
CIGARETTES

They SATISFY!

20 for 10c

The Chesterfield blend
unites the most famous "TASTE" and
"SATISFY" for smokers. TASTE—
—MILDNESS for smokers. SATISFY—
—SMOOTHNESS for smokers. SATISFY
the cigarette combined with the best
blend.

—and yet they're MILD



Like a snack before bedtime
—they satisfy!

When you "rob the ice box," you know how you relish that last "bite" before bedtime—it does satisfy! When you smoke, Chesterfields do exactly the same thing—they satisfy!

Yet, Chesterfields are mild!

This is something entirely new to cigarettes—this combination of mildness with "satisfy!" It hasn't been done before.

This new kind of enjoyment comes to you only in Chesterfields—because no other cigarette maker can copy the Chesterfield blend!

Try Chesterfields—today!

Liggett & Myers Tobacco Co.

Chesterfield

CIGARETTES

They SATISFY!

—and yet they're MILD

The Chesterfield Brand
is a registered trademark of Liggett & Myers Tobacco Co.
Manufactured in the U.S.A. by Liggett & Myers Tobacco Co.,
New York, N.Y.

20 for 10c



Outstanding
for MILDNESS
for BETTER TASTE

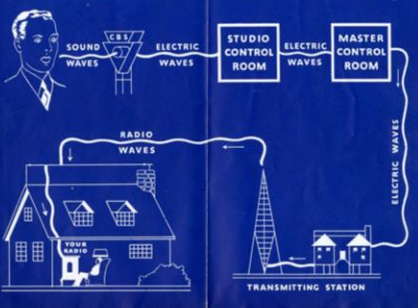
... about the
CHESTERFIELD
RADIO PROGRAM





LOGGITT & MYERS TOBACCO CO.

How the Chesterfield Program comes to
your home from the stage of a New York theatre



Let's face it: Sound waves travel about 12
feet a minute... electric waves more than
12 million miles a minute. Even at the South
Pole, or down in Antarctica, you'd hear
the program by radio quicker than some one
a hundred feet away from the stage!

If you're coming to New York, ask one of
our representatives about tickets; we think
you would enjoy seeing and hearing our artists
in person. But if not, just tune in, some Wednesday or Saturday evening; and as you sit
conveniently at home, think of all the men and
women and marvels of science that bring
about this modern miracle.

Try it... and try Chesterfield Cigarettes
too. We believe you'll enjoy both.



By tuning your dial, you "tune in" your
program and "tune out" all waves of different
frequencies.

In your set, tiny radio waves pass through
amplifier and detector, the "center waves" are
sifted out, and the electrical waves are turned
into sound waves — the only kind our ears
can hear.

And if your antenna or aerial is good, you
can hear the Chesterfield program produced on
the stage of a sound-proof New York theatre.

The power of the
waves received from
control rooms is greatly
times at the Wayne
transmitter. Through
hundreds of vacuum
tubes, radio frequency
energy, and not one
antenna or mast. And
"on the air."

625-foot transmitter tower
of Station WABC at
Wayne, N. Y.

5 Each broadcasting station changes
electrical waves to radio waves,
and broadcasts them out into space.

6 Your home aerial picks up the
waves, and your radio set changes
them back into sound waves.

7 ... which you hear as the voice
of Lily Pons or Nino Martini or the
music of Toscanini's Orchestra

8 And all this happens so fast that
even 3000 miles away, you're hear-
ing the program before it reaches
the rear seats of the theatre!

1 The program is performed . . .
in a sound-proof studio or broad-
casting theatre

Most radio programs come to you from studios, which are made of special materials so as to be sound-proof and air-tight; right outside the door of a closed studio you cannot hear a single instrument even when a full band is playing inside.

Studies are of different sizes and shapes, to suit different kinds of programs. The demand for tickets for certain programs is so great, however, that regular theatres have been made over for broadcasting.



A Columbia studio in New York. Notice the microphone hanging in left foreground.

Hearing the Chesterfield program, for instance, is like going to a big Broadway show. The singers, Lily Pons and Nino Martini, are popular not only among radio fans but with New York's music-loving and opera-going public, as well as with movie audiences. So although the Columbia Playhouse, where Chesterfield programs are staged, is large enough to seat nearly twelve hundred people, the last arrivals before the doors close may find "standing room only."



Audience listening to Chesterfield program in the Columbia Playhouse in New York.

2 The sound waves enter "mikes," come out as electric waves, and go by wire to the Studio Control Room

The singers or announcers or actors, as they perform, stand near microphones—and other microphones pick up the music from the orchestra. In the theatre the “mikes”—three or four of them—are set on the stage where needed, each being connected by wire with the Control Room; and another is hung out over the audience.



Glass-enclosed Studio Control Room, with engineer at the dials watching performers and regulating volume.

Microphones, as you know, are something like the mouthpiece part of your telephone, but are extremely sensitive; every sound is picked up and instantly changed to electric impulses or "waves." The studio engineer can regulate the amount of sound you hear—can turn a whisper into a roar like Niagara. Some of the "sound effects" used in radio programs are very ingenious, too.



Section of switch-board in the Master Control Room—the heart of a national network.

Before "going on the air," all programs are rehearsed and clocked, both to give you a smoother performance and to be sure the different numbers or features take just the scheduled time.

③ ... where they are blended for volume—made softer or louder. Then to the Master Control Room

In the Studio Control Room (or in the glass-enclosed box in the theatre) engineers "mix" the sounds which come through the different microphones. They can hear the program, through speakers, exactly as it is being heard that very second in millions of homes; and can signal the conductor or artist if necessary, for more volume or less.

Each studio or theatre control room is directly connected by wire with the Master Control Room, where each program is instantly received as produced.

4 ...where they are routed out on schedule, through a maze of wires, to stations all across the country

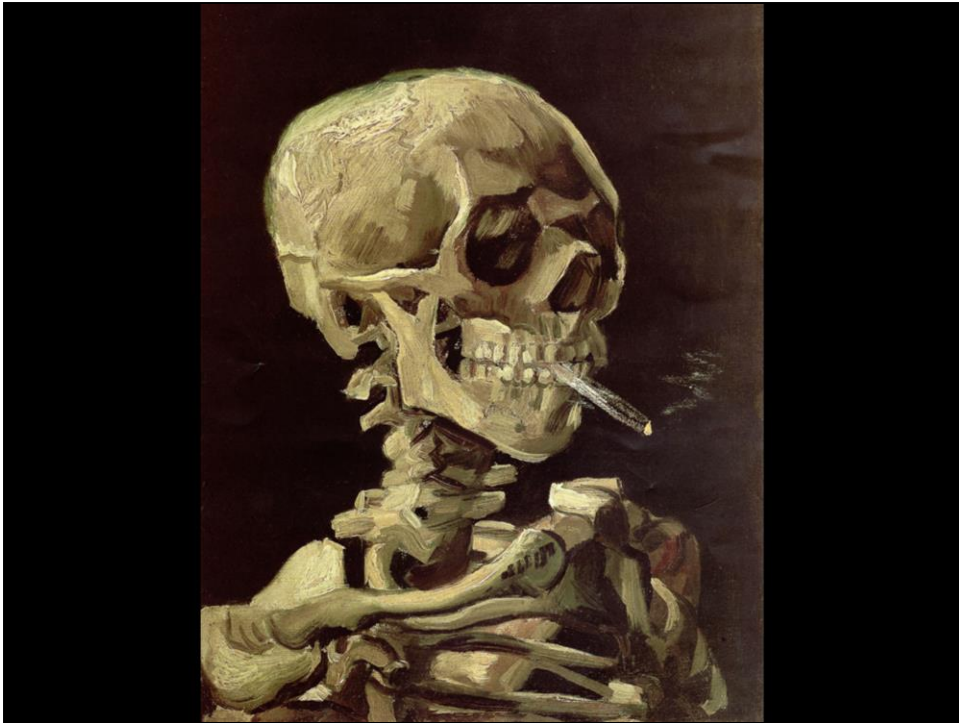
The Master Control Room is connected with every studio and every station of the network—thousands and thousands of miles of wire. Each program is "amplified" (made stronger) here, and sent out on split-second timing to just the right stations at the right time.

The map below shows the network of stations which regularly receive the Chesterfield program, and the time zones in which each is located. You probably will hear it from the station nearest you.



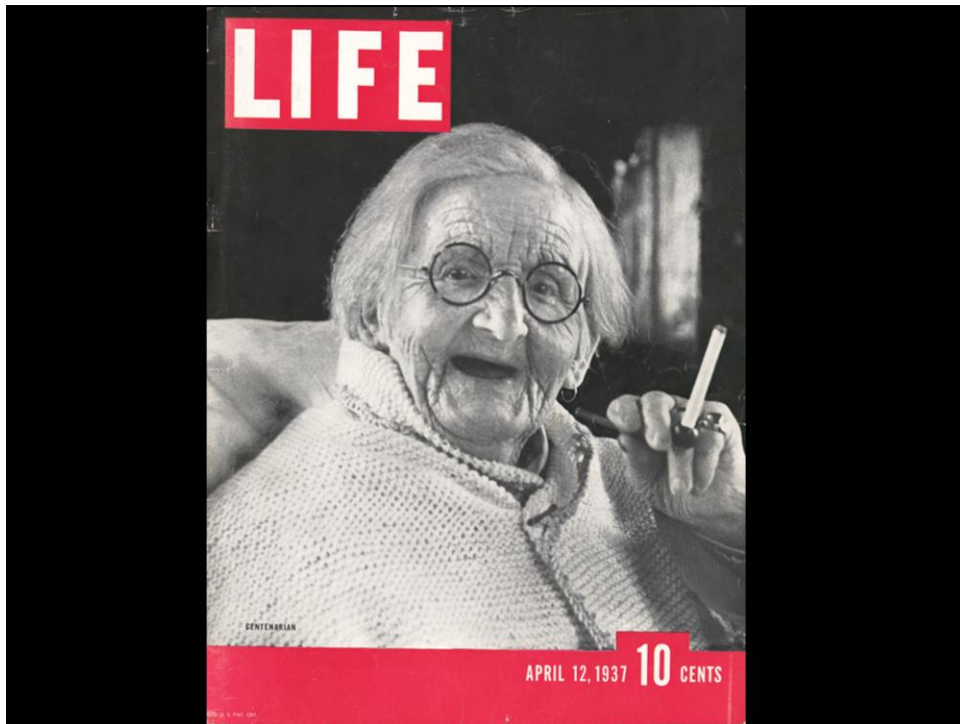
Coast-to-coast Network over
which Chesterfield Broadcast

[illegible]



Van Gogh





WRONG	RIGHT
	
Affected smoking manners brand one as a novice. Common affectations are long holders, cupping hands over the cigaret and using fingers other than index and third.	Casual Manner, cigaret between index and third finger, with smoke blowing away from smoker, is approved fashion. Except at lectures, Miss Linden does not smoke.

