

WANTED: AIR-RAID SHELTER COTS—FOR THEM!

This picture of children sleeping on the concrete platform of a subway station somewhere in London bears mute but eloquent testimony of the desperate need for the children's air-raid shelter cots being provided by Bundles for Britain. As the woman with the baby, the two little boys and the girl smile wanly at something that amuses them, the three other children have fallen into an exhausted sleep. Realization that thousands of other London children must sleep on similar makeshift pallets inspired the campaign for thousands of cots for air-raid shelters which Bundles for Britain, 745 Fifth Avenue, New York City, is conducting at present. Each \$10 contribution can provide a cot, completely equipped with mattress, sheet, blanket and blankets for one of these children.

ALLIES!

Through the centuries Polish cavalry has been recognized in military circles as one of the most irresistible fighting units in active campaigning. A squadron cooperating with the British forces (above) moves to the front somewhere in Libya. The Polish forces, with those of the other allies, Belgium, Czechoslovakia, Free France, the Netherlands and Norway, are fighting on with the British for a new Europe.

But "The Masses" were not so foolish, after all!

LESS LOUDLY NOW, you may still hear an occasional agitator blasting away at the American system of business—which depends on big factories, big networks of dealers, trade-marked goods, heavy advertising, and low prices.

Agitators complained for years that "the masses" were injured by this system, and that we'd all be richer if we went back to the old good times.

But in spite of the complaints, little factories which have made dependable goods grew into big factories. Dealers insisted

on having trade-marked goods which their customers could recognize. And the heavy advertising helped to give us our modern newspapers, magazines and radio.

Who built this system? The masses built it, by insisting on crackers they could recognize in the package, on automobiles, soups, soaps, chewing gum, cigarettes, and all other articles that carried well-known trade names.

So the agitators have had to pipe down. They have discovered that "the masses" were not so easy to lead astray after all.

Courtesy Nation's Business



The American Flag

When Freedom from her mountain height,
Unfurled her standard to the air,
She tore the azure robe of night,
And set the stars of glory there.
She mingled with its gorgeous dyes
The milky baldric of the skies,
And striped its pure celestial white
With streakings of the morning light!
Then, from his mansion in the sun,
She called her eagle-bearer down,
And gave into his mighty hand
The symbol of her chosen land.