

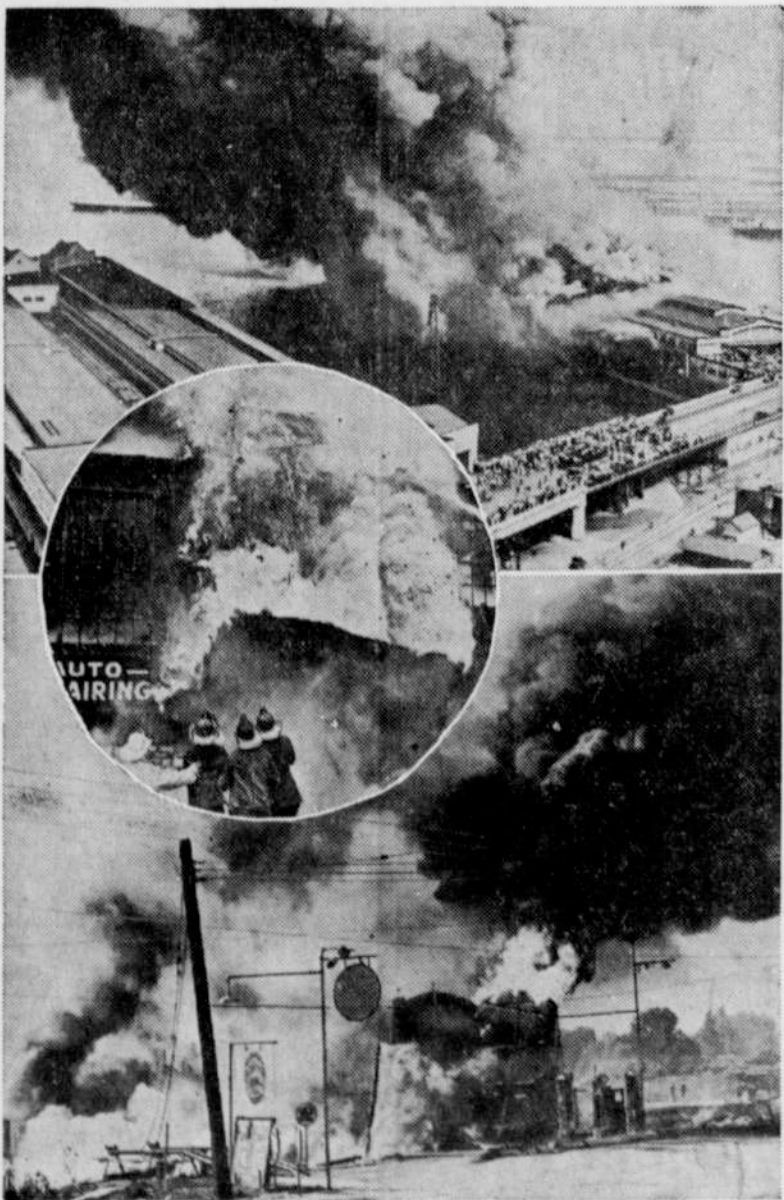
America Fights Fire Menace



Each year, the fire demon takes 10,000 American lives and destroys \$300,000,000 in property. Of this, 7,000 fatalities and \$100,000,000 damage is caused by residential fires.



During Fire Prevention week, most of the 25,000,000 homes in America will be inspected for "fire susceptibility" by firemen, 4-H clubs, rural scouts, state fire marshals and others. They will look for such menaces as forgotten rubbish piles and faulty heating plants. Many fires are caused by carelessness, but the more important consideration is that most fires are preventable. The bare truth is that America has one of the highest per capita fire losses in the world. Every two minutes of every hour, an American home catches fire.



Here are the greatest fire hazards in order of their importance: (1) rubbish; (2) defective chimneys; (3) combustible roofs; (4) defective heating equipment; (5) matches and careless smoking; (6) gasoline and kerosene; (7) electrical defects, and (8) hot ashes. Watch for these menaces in your home and help keep down America's fire toll. Remember that every 24 hours, 19 persons—half of whom are children—die as a result of fires; burned to death, suffocated or asphyxiated!



WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON

NEW YORK—Miss Louise A. Boyd, wandering far from sunny San Rafael in California, pushes farther up the East Greenland coast than any American ever went before. She was a comely woman of 30, skilled in the rubric of serving tea and all the niceties of Victorian etiquette before she shoved into the ice pack and began pot-shooting polar bears—nine in one day. She might have felt like the late William James who, free from a long stretch at a Wisconsin chautauqua, asked passersby if they could direct him to a nice Armenian massacre.

For the last 12 years she has been equipping stout little Norwegian sealers for her Arctic expeditions. She has trained herself in scientific observations and her findings are published under scientific auspices. She holds decorations from two foreign governments and the American Geographical society has published two of her books. She surveyed a stretch of the Greenland coast, previously uncharted, and for this the Danish government named the area Miss Boyd Land. She has ventured farther north than any other white woman.

She dislikes publicity and has little of the histrionic sense common to explorers. So far as the reporters are concerned, she might just as well make an expedition to Flatbush. At great labor and expense it has been ascertained, however, that she takes a nice wardrobe north with her and that she always powders her nose before going on deck. She probably was trapped into these indiscreet admissions as she has made it clear that all this is nobody's business.

Weaving through ice packs on an Atlantic voyage gave her her big idea. One of her chief interests on her northern voyages is photography. She is the daughter of John Boyd, wealthy Californian. The old manse at San Rafael, which this writer has seen on occasion, is a citadel of decorum, from which, it would seem, none would ever wander, so far and so dangerously.

THOSE who liked Thomas Mann's "The Coming of Democracy," will find in Dr. Cyrus Adler, who celebrated his seventy-fifth birthday just the other day, a living statement of Herr Mann's theme. A scholar and humanist, he has given his life to an exemplification of democracy as an ethical and cultural aspiration and not a political formula—which is Thomas Mann's impassioned thesis. This writer thought of that when he read the book, and spotted up Doctor Adler's birthday in the future book for attention here.

He is the only president of two colleges, Dropsie college of Philadelphia and the Jewish Theological Seminary of New York. A fellow of Johns Hopkins university, where he obtained his doctorate, he taught at the University of Baltimore. He has been a staunch defender of science and the humanities against bigotry and insularity through the more than half-century of his teaching, writing and speaking.

At his retreat at Woods Hole, Mass., he is still creative, alert and vigorous. He is saluted here as the proprietor of one of our most important birthdays.

DR. GEORGE D. BIRKHOFF, professor of mathematics at Harvard, seems to be the first to note the competition in the academic world from the influx of superintellectual refugees from Europe. As the doctor sees it, mathematicians won't be worth a dime a dozen if these highly gifted men keep on coming. However, his observations indicate no narrow insularity on his part. He is all for the enrichment of our intellectual life, but notes that somebody may have to ride on the running board with all this overcrowding.

When Einstein began battling his hot relativity grounders this way, Doctor Birkhoff was one of the few men in America who could field them. He is a prolific writer in the overlapping zone of mathematics and philosophy, one of the most heavily garlanded men in the scholastic world, a distinguished Catholic layman holding high papal honors for scholarship. He is a native of Michigan, educated at the University of Chicago and Harvard.

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Women in International Spotlight



1—Mrs. Raquel de la Guardia de Boyd, wife of the Panamanian minister to the United States, christens the S. S. Panama, first fireproof steamship ever built in the United States. The ship is the first of three to be built for the Panama Railroad Steamship line and will ply between New York and the Canal Zone. 2—Miss Sirkka Salonen, winner of the title of Miss Europe, was expelled from the teachers' training college in her native Finland because she took part in the beauty contest. 3—Mrs. Neville Chamberlain, wife of Britain's busy prime minister, returns to No. 10 Downing street after her customary morning walk.

Another Short Skirt Era Is Here



Fashion experts' predictions that the knee-length skirts of the flapper era are on their way back appear a little late. They have already arrived, judging from this Miami street scene.

FARM GIRL CHAMP



Hazel Drysdale, 19-year-old girl of Altaloma, Calif., was crowned the American farm girl champion at the Los Angeles county fair, winning the highest points in the milking and butter churning contests. She is pictured with the cow she milked her way to victory with.

WORKING HIS WAY



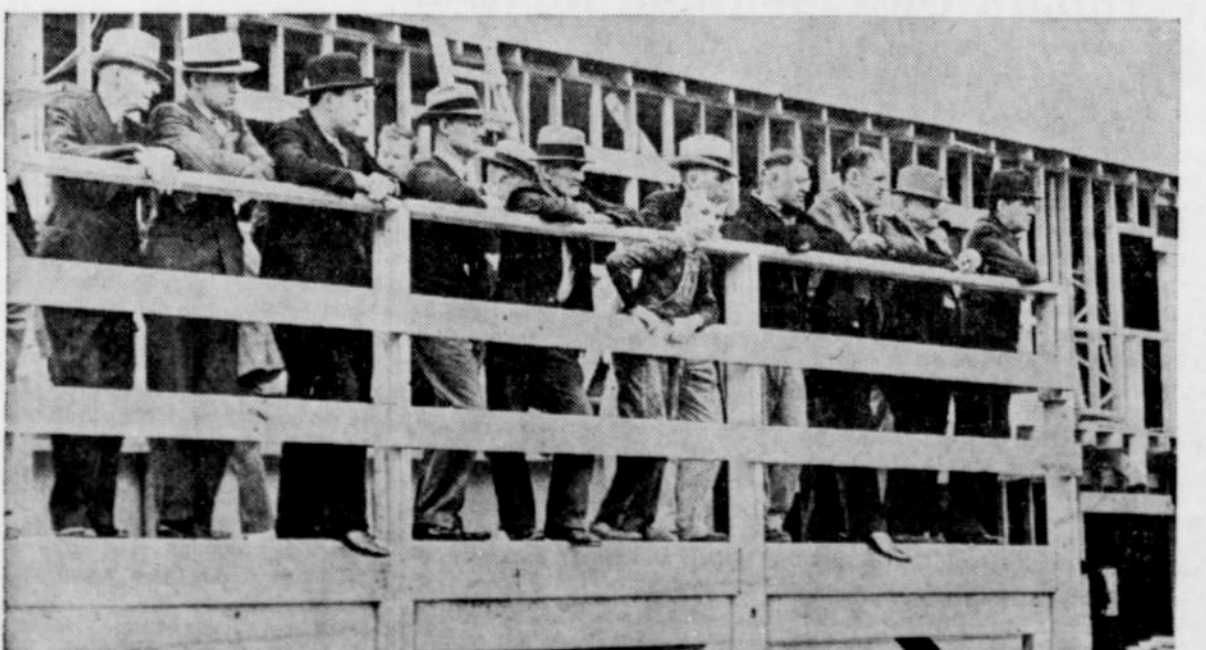
Bill DeCorrevent, sensational high school football star from Chicago who is now a freshman at Northwestern university, finds time when not attending classes or playing frosh football to work in the kitchen of the Sigma Chi fraternity house. In this way he helps pay his way through college.

After White House Consultation



Photograph shows Secretary of State Cordell Hull (center) followed by newsmen as he left the White House after a conference with President Roosevelt on the European situation.

Platform Built Especially for Kibitzers



Loyal members of the Amalgamated Order of Steamshovel Watchers, Des Moines Local 19, watch the excavations for the new home office of the Bankers Life company from a platform especially built for them after onlookers complained because the contractor had fenced in the excavation site. The platform is inside the fence and is protected from flying debris.