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

GENERAL ELECTRIC
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.

**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.)
Remember when you sauntered the campus in your Frank Brothers Shoes. Remember how you swore by their style and inherent comfort? 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, windstorm, 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.

Insurance Company of North America
PHILADELPHIA
and its affiliated companies write practically every form of insurance except life.
Hurry! 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 wrecked 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.

Goodrich SAFETY Silvertown
With Life-Saver Golden Ply Blow-Out Protection

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

1. Where do immigrants first land on arriving in New York Harbor?
2. What governor of what state attained national prominence as the result of a police strike in the state capital?
3. What style of writing did the early Babylonians use?
4. What is coal?
5. In America, what corresponds to the "hire-purchase" system of England?
6. What is the name of the drops which oculists use to enlarge the pupil of the eye?
7. For what popular saying is Dr. Emil Coué responsible?
8. Who is referred to by the expression "Tommy Atkins"?
9. 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?
10. What is a paynim?
11. Who is responsible for the phrase: "Open covenants openly arrived at"?
12. What British essayist and novelist was famous for his many paradoxes?
13. What is the purpose of a Binet-Simon test?
14. A ride on what winged steed is reputed to give inspiration to poets?
15. What product is advertised by the slogan: "Chases dirt"?
16. What Chicago lawyer was counsel for John Thomas Scopes in the Tennessee evolution case at Dayton?
17. For what words do the initials "e.g." stand?
18. What is the Latin derivation of the word Fascism?
19. What is meant by "The Old Lady of Threadneedle Street"?
20. What is a bittern?
21. From what is linen made?
22. What slang name was given to cattle thieves in the early days of the American west?
23. What was Woodrow Wilson's vocation before he became Governor of New Jersey?
24. What is a "common carrier"?
25. 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.

THE GRADUATE GROUP

NATIONAL ADVERTISING HEADQUARTERS
FOR THIS MAGAZINE

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250,000 GRADUATES OF 55 LEADING COLLEGES REACHED WITH ONE ADVERTISING PLATE

IT PAYS TO TALK TO

DELCO-FRIGIDAIRE

The Air Conditioning Division of General Motors

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.
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 nightclubs. 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.
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.