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# Collier's

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## If Columbus Came Back

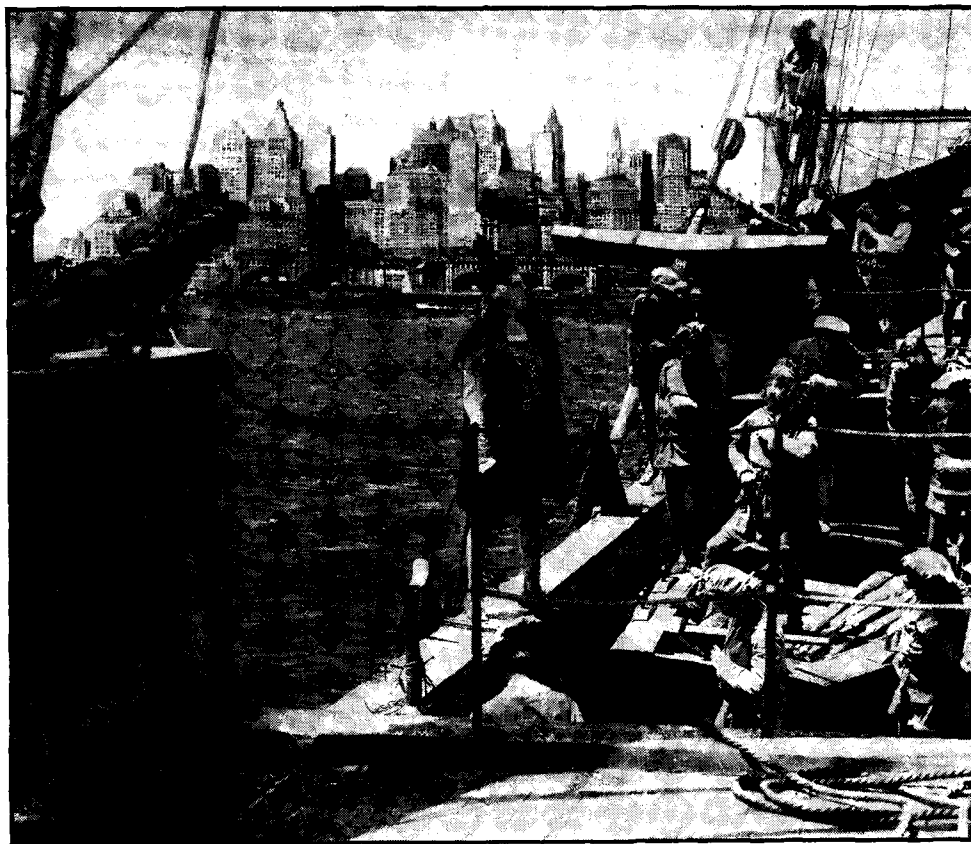
CHRISTOPHER COLUMBUS, sailing his caravels into a great port of the Western Hemisphere, would marvel at the magnificence of New York Harbor, or thrill to the grandeur of the Golden Gate. His wonder would be greatest not at what he beheld, but at what he learned. Columbus, recovering from his awe at the inevitable refulgence of Mr. Grover Whalen at the Battery, would gaze at the fantastic dimensions of the metropolis and be perplexed at its turmoil and confusion.

He would be packed off in a special train or sent soaring on wings over the immensity that is America. Looking down on empires of agriculture and huge provinces of industry, viewing the panorama of thousands of cities and towns spaced between rolling hills and verdant valleys, and more widely spaced across boundless prairies, the Admiral of Spain would realize the true magnitude of romance, of the miraculous inspiration that led him to seek a new passage to the Indies. He would understand then, that the final goal of that passage was not a paltry hunt for treasure to please a whimsical sovereign, but the founding of a civilization that economically dominates the world.

All that he might see on a new voyage of discovery would amaze even a man of the Great Discoverer's intellect. And when he descended to a more intimate study of close-ups of flora and fauna, the flora might not surprise him—for plants and trees and fruits and flowers have changed little since his day. But the human fauna would.

They would surprise him not so much by their human acts as by the customs and institutions developed during four centuries of human society on a far-flung continent stupendously gifted with material resources.

Columbus would be surprised, for example, to learn that certain inhabitants of the hemisphere he discovered held vigorous doubts regarding the authenticity of his



Here are two photographs combined to produce a new vision for an old discoverer

discovery. The fact that they attribute the honor to the Norseman, Leif Ericson, or to the Irishman, Brendan, would amuse rather than disconcert Columbus. Being a philosopher addicted to precise definitions, he would know that their arguments in behalf of his probable predecessors in the Western World were specious if not spurious.

### With Surprise and Approval

The learned monk, Roger Bacon, who contributed the first great impulse to uplift by his discovery of gunpowder, was not the first to find it. Many centuries before Bacon produced the black powder that in turn produced thunder and devastation, earnest Chinese students had made its acquaintance. They had found it, and the probability seems to be that after their experiments the experimenters could not be found.

This illustrates the essential function of discovery: not only to find something, but to make it known—which Columbus did.

He would learn from a study of America many old truths and new facts. Once he grasped the reason for American prosperity

—the energy and ingenuity of mixed nationalities fused into the fresh and abounding power of a new nation—he would comprehend the vast scientific and artistic achievements which, as they affect and improve standards and styles of living, make the sum of what we call progress.

Columbus would accept the telephone, the telegraph, the radio, the airplane and even the cinema as logical fruits of a young, ambitious and mentally fertile race. The complicated mechanism of modern life in America would not puzzle him. Its staggering wealth and startling pace might daze, but it would not daunt him.

For Columbus was no superficial investigator; otherwise this world might conceivably be in much the same condition as when he entered it—a crazy-quilt of countries

whose populations were scattered among petty baronies or huddled in medieval towns, all exploited by a few families called royal and ruled by fools of varying degrees of folly.

Granted a return visit to America, Columbus would be most deeply interested in the American. Under his keen eyes the American in the man of the New World would repose in his virtues, not his faults, which are ancient and inborn to his nature: the flesh is ever weak. Columbus would find that beneath and above all humanly materialistic appetites and impulses, the American has a vigorous spirit; enthusiasm for righteous causes made plain, a democratic instinct for equal opportunity among all men, whether born equal or not, a wholehearted admiration for personal achievement and a generous and practical charity towards the oppressed and unfortunate, whether individuals or nations. He would find, after four hundred years, that in America men had learned to think of others and to feel for them more than in the selfish and cruel world he had known. Columbus would call that progress.

# CARS THAT STAY YOUNG



CROSSES INDICATE "TIMKEN BEARING EQUIPPED" POINTS

MAKE	MODEL	Front Wheels	Rear Wheels	Pinion	Steering	Differ- ential	MAKE	MODEL	Front Wheels	Rear Wheels	Pinion	Steering	Differ- ential
Auburn	All	x	x	x	x	x	Kleiber	All	x	x	x	x	x
Cadillac	All	x	x	x	x	x	LaSalle	All	x	x	x	x	x
Chrysler	De Soto	x	x	x	x	x	Lincoln	All	x	x	x	x	x
	Plymouth	x	x	x	x	x	Locomobile	86 & 88	x	x	x	x	x
	65 & 75	x	x	x	x	x	Marmon	68	x	x	x	x	x
Cunningham	Imperial	x	x	x	x	x	Roosevelt	78	x	x	x	x	x
	All	x	x	x	x	x		McFarlan	All	x	x	x	x
Dodge	All	x	x	x	x	x	Moon	All	x	x	x	x	x
Durant	40, 60, 66	x	x	x	x	x	Nash	Std 6	x	x	x	x	x
	70	x	x	x	x	x	Peerless	All	x	x	x	x	x
Elcar	75	x	x	x	x	x		Pierce-Arrow	All	x	x	x	x
	Ford	95, 96, 120	x	x	x	x	x	Reo Flying Cloud	The Master	x	x	x	x
All		x	x	x	x	x	Flying Cloud		x	x	x	x	x
Franklin	All	x	x	x	x	x	Roamer	All	x	x	x	x	
Gardner	All	x	x	x	x	x	Stearns-Knight	6-80	x	x	x	x	x
Graham-Paige	612	x	x	x	x	x		8-90	x	x	x	x	x
	615	x	x	x	x	x	Studebaker and Erskine	All	x	x	x	x	x
Hudson and Essex	621, 827, 837	x	x	x	x	x		Stutz	All	x	x	x	x
	All	x	x	x	x	x	Willys-Knight and Whippet		All	x	x	x	x
Hupmobile	Century 6	x	x	x	x	x							
Jordan	Century 8	x	x	x	x	x							
	All	x	x	x	x	x							
Kissel	75 & 95	x	x	x	x	x							
	126	x	x	x	x	x							

WINGS . . . *Motor-wings* . . . away  
with the wind . . . distance blurring into background . . .  
miles flying past . . .

But cars "Timken Bearing Equipped" scarcely mark the  
miles passed . . . there is before them a future filled with  
youth and use.

Those speed demons — shock, thrust and torque — meet their  
match and master in Timken tapered construction, Timken  
**POSITIVELY ALIGNED ROLLS** and Timken-made steel —  
exclusive guardians of car youth.

Motorists who want pedigreed performance consult the list  
of cars "Timken Bearing Equipped" and use it as their guide  
to Cars That Stay Young.

THE TIMKEN ROLLER BEARING CO., CANTON, OHIO

# TIMKEN *Tapered* Roller BEARINGS





**Has breakfast become a perfect bore?  
try this modern kind of pancake!**



**H**O HUM—breakfast is ready. Ho hum—now breakfast is over. Good, respectable food. But still—ho hum.

Is that the way to start the day? No. Breakfast shouldn't be a bore. Breakfast should be more than nourishment—it should be a tonic to the spirits. For the sake of good digestion and good living we should get some fun out of the morning meal.

For instance, try this modern kind of pancake (made with the new Pillsbury's Pancake Flour). Nothing will bring a man to attention so quickly. Pillsbury's pancakes call out enthusiasm—and enthusiasm is valuable. Pillsbury's pancakes are good news as well as good food—in the morning we need one just as much as the other.

Try this out tomorrow morning. These improved pancakes will delight you—Pillsbury has made a real discovery. Pillsbury's Pancake Flour contains a new

type of flour, unusually soft, fine and delicate. Pillsbury's makes lighter pancakes, more tender, more delicious, easily digested; much better than the old-fashioned kind—truly *modern* pancakes.

Here's the perfect combination—proper nourishment plus *real enjoyment*—Pillsbury's pancakes. Ample fuel for the busy morning in school or on the job—in a warm, light, quickly digestible form. And so delicious that the memory of breakfast adds a brighter tone to the whole day—good cheer as well as good food!

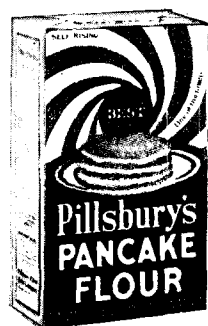
#### *The Recipe Is Simple*

Made in a minute and ready to bake—simply add your liquid gradually to Pillsbury's Pancake Flour and stir. You can use only water and make a delicious pancake. Or, if you have been mixing your own batter with milk or eggs, use the same liquids with Pillsbury's Pancake Flour—we believe you'll like these pancakes better than the home-mixed kind.

Hear the Pillsbury radio program—the preparation of balanced meals by speed cookery methods—broadcast by Mrs. Ida Bailey Allen every Wednesday over the Columbia Chain at 10:00 a. m. Eastern Standard time.

PILLSBURY FLOUR MILLS COMPANY  
General Offices: Minneapolis, Minnesota

Millers of Pillsbury's Best Flour, Pancake Flour, Health Bran, Farina, Cake Flour, Rye, Whole Wheat and Durum Flours



# Pillsbury's Pancake Flour

**made according to a modern improved recipe**