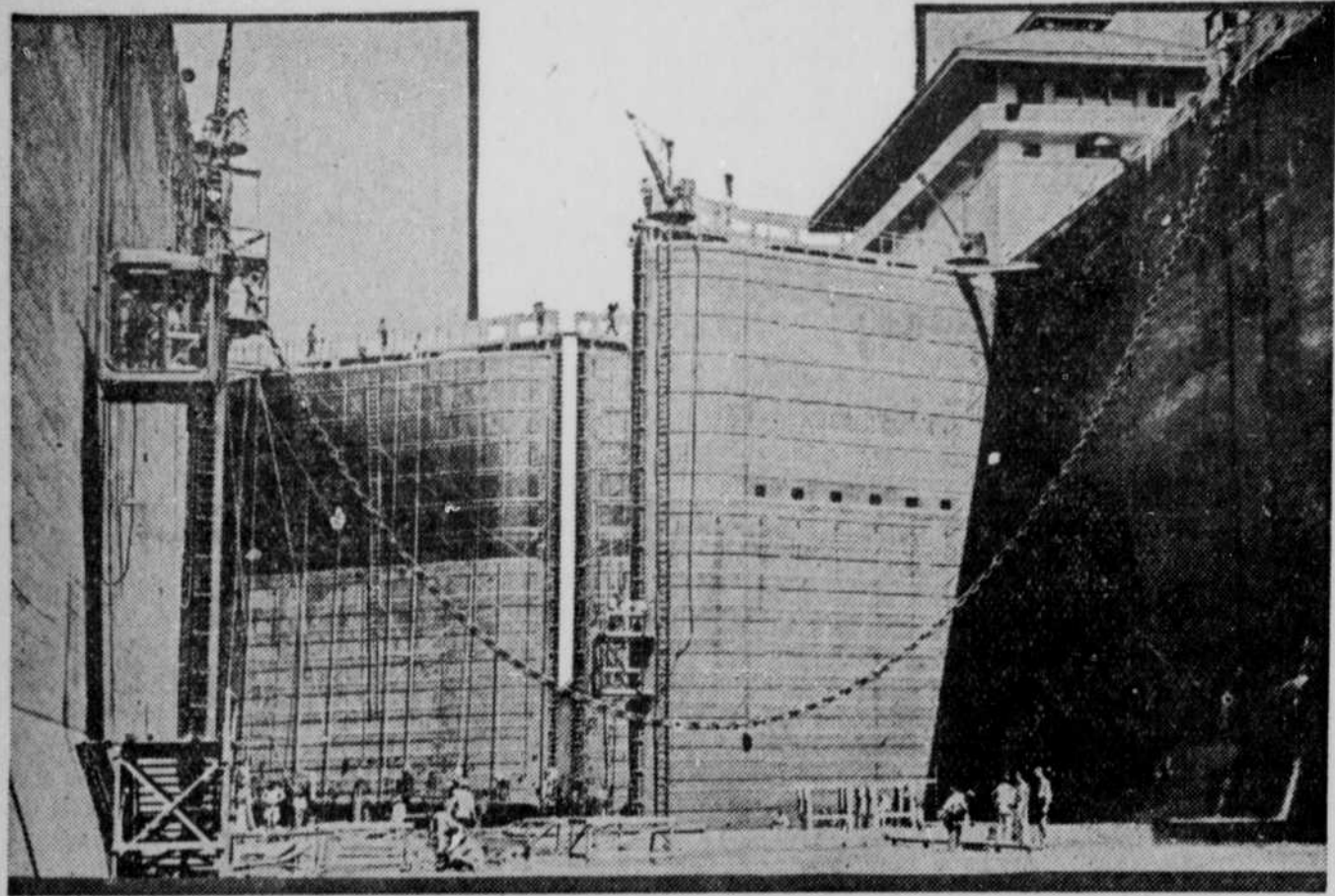


Gatun Locks "Dressed Up" After 20 Years



The Panama canal is in the throes of a "house cleaning." Once every twenty years the locks and buildings of the canal receive a thorough cleaning and painting, and the job has just been completed at Gatun locks.

Persia Adopts New Name for Country

Revive "Iran," Once Designating Entire Region.

Washington.—New Year's day for the Persians, which is March 22, will bring to the ancient kingdom of Persia a new name—"Iran."

"Persia" was derived from the province of Pers, or Parsa, the seed from which the modern nation sprang. "Iran" is the ancient name for the entire geographical region, which includes part of Afghanistan and Baluchistan. In recent times, however, "Iran" has been used as a secondary title for the Persian political unit. (It should not be confused with "Iraq," the similar name of the nation which borders it on the west.)

"Persians have always called their country Iran—Land of the Aryans—and themselves 'Iran,' says a bulletin from the Washington (D. C.) headquarters of the National Geographic society. "But at the same time they have looked upon Fars (the modern name for Pers) as the most typical Persian province and even as the cradle of the Aryan race."

"The official change in name turns attention to the country as a whole, and emphasizes Iran's 3,000 years of strong nationalism. Its people have demonstrated again and again their ability to revive from major catastrophes.

Often Subjugated.

"At different periods in its development Iran has been overrun and even subjugated by Greek, Arab, Turk, and Mongol armies; but the Iranian have clung tenaciously to their national characteristics and culture. Iran's two great poets, Ferdousi and Omar Khayyam, helped to preserve the Persian language and national spirit through many troubled years. Ferdousi's best known work, Shah-Namah, is one of the world's epics; and Edward Fitzgerald's translation of the Rubaiyat focused the attention of Europe on the culture of Iran.

"Iran, two and a half times the area of Texas, is covered by a network of modern highways, in varying degrees of repair, following ancient trade routes. Until 1931 Iran was a country without railroads, with the exception of a few extremely short stretches of narrow-gauge line. But now railway construction is progressing both in the north and in the south. Plans call for the meeting of these tracks within the next few years so that the fertile province bordering the Caspian sea in the north will be linked with the Persian gulf.

"Teheran, the beautiful capital city, is now reached by airplane, motor car, or camel caravan, but before long it will be included on the trans-Iranian railroad. The capital has a population of 320,000; but it is utterly unlike most of the modern capitals of the world of comparable size. Its wide boulevards, along which traffic is directed by

Lowly Mule Stages Comeback in Texas

Fort Worth, Texas.—The lowly mule, brought into the spotlight by the agricultural depression which caused thousands of farmers to turn to work stock instead of mechanical equipment, continues to hold its own. This is considered remarkable, in view of the bad drought in this state and the soaring prices on feed, which also is scarce, even at the high prices.

Trading in mules in a recent week here was the largest in this great market in 12 years, reliable reports showing that there was a run of 2,250 mules, the largest for more than a decade. Prices were steady, particularly on aged animals. Buyers were present from all southern states,

helmeted policemen, lend an outward air of modernity to the city; but the lumbering caravans of camels and donkeys soon dispel the modern appearance of the main thoroughfares.

"Side streets of the capital are narrow, crooked, and dark, and add further to the popular conception of a typical oriental city.

"There is, of course, a section of beautiful modern buildings including the post office, the Imperial Bank of Persia, the legislative buildings of the Majlis (the Iranian congress or parliament), and the Pahlavi palace, home of his imperial majesty, Riza Shah Pahlavi, Shah-in-Shah of Iran.

"Until 1906 Iran was an absolute monarchy. In that year, the reigning shah was forced to grant a constitution, under which the national consultative assembly of Majlis was established. In October, 1925, this

assembly voted to depose the young sultan. Riza Khan Pahlavi, then prime minister, was appointed to head a provisional government. In December of the same year, he ascended the throne as king. Under the present constitution, Iran's government somewhat resembles that of Great Britain. The prime minister is the constitutional executive and head of the cabinet, and all executive action is subject to the approval and support of the Majlis.

"The country is divided into 29 provinces, headed by governors-general (Wall) and governors (Hakim). Both are directly responsible to the central government. All towns and villages have chiefs called Katkhuda, who are usually appointed by the governors, although sometimes elected by the citizens.

"Iran is modeling its educational system after that of England. The Vahid (crown prince) is attending a school near Geneva, organized very much on the plan of an English public school. A large number of government students, women as well as men, have been sent abroad to schools. A university has been founded, in addition to a number of teachers' colleges, technical and secondary schools."

Lights of New York By L. L. STEVENSON

In order to make this story understandable to those not familiar with ocean liners, a bit of explanation must be made, old travelers, of course, having permission to skip it. Each day there is a pool on the run of the ship. Twenty numbers are sold and in this spread is supposed to be the average twenty-four-hour run. Then the low field, which means any number lower than the lowest, and the high field, any number over the highest, are sold at auction. Of course, weather conditions affect the run of the ship. Now for the story, which is vouched for by my informant. A gambler bought the low field, and as the day progressed, found the weather beautifully clear and the wind favorable. Taking a long chance, he leaped overboard. Naturally, the ship was delayed in circling to pick him up and by the time he was rescued had lost so much distance, he won the low field. Of course, he might have drowned, but as was said, he is a gambler.

One afternoon, during the football season, Joe Haymes, who was leading an orchestra in a mid-town hotel, sneaked off to attend a game. He knew he should have been playing for tea dancing, but his love of the gridiron was too strong to resist. It was an exciting game, so exciting, indeed, that before long Haymes and a stranger were pounding each other on the back. By the time the last whistle was blown, they were fast friends. Haymes went on back to the hotel where he found that his truancy had cost him his job. He didn't worry, however. The stranger whose back he had pounded was John J. Woelfe who, on learning his identity, had hired him to lead the orchestra in the hotel of which Woelfe is manager.

A story I just heard is ironical to say the least. Jack Powell resigned his job with the City News association to act as director of publicity for one of the bigger steamship lines. Never having done any publicity previously, he prayed that he might carry the job along until he found his way around. His one hope was a big story—something that would put his line on the front pages. Four days after he took the job, the big story broke—a story that put the line on front pages all over the world. That story was the burning of the Morro Castle. Powell still has his job, however.

Two vaudevillians met in front of the palace. "I've just returned from six weeks' solid booking," declared

one. "That's swell in these times," answered his friend. "How much do you think I made?" continued the one who had been working. "Shoet," was the reply, "and it's half of that."

Now a yarn about a man well known over the various networks, but who must be nameless here. The other night as he was about to go on the air, the sign "Silence" caught his eye. He arranged his manuscript and glanced again at the sign. The signal was given him and he tried to start to read. Not a word came from his throat—that sign seemed to have burned into his consciousness so deeply he couldn't disobey it. The second hand seemed to race around the clock. He was committing one of the most deadly sins known to radio but couldn't help it. Try as he would, his vocal cords wouldn't obey the orders of his brain.

Finally the production man stopped signaling and came over and touched the victim on the shoulder. With that, the paralysis vanished and he started to read with such a roar that he awakened his wife who started to scream because she thought he surely was being murdered. The nightmare was so terrifying that now when he goes into the studio he won't even glance at a "silence" sign.

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BRANDED BY CHUMS



Paul Stevens, aged five, of Centerville, Iowa, was branded by three older boys who threatened him with death if he told on them. They branded the letter "P" and a period on the boy's left shoulder.

SEEN and HEARD around the National Capital

By CARTER FIELD

Washington.—Irish distillers are still sore with Director Choate, of the Federal Alcohol Control Administration, because he will not permit them to label their whisky "straight." They insist that this is a rank discrimination, brought about by the social and economic influence of the British embassy, working in behalf of the Scotch "Whisky Trust."

This rivalry between the Scotch and Irish distillers for the American market is one of the queer twists that could occur probably nowhere else in the world, because the roots of the matter go back to Dr. Harvey Wiley, of pure food fame, to President Taft's liberal interpretation reversing Wiley on his "What is Whisky?" argument, and to prohibition.

The truth of course is that in the ordinary understanding of the words in America, Irish whisky is straight, and Scotch whisky is not. But under the ruling of Choate neither is "straight."

The ordinary American understands "straight" whisky to be liquor distilled from a grain mash, undiluted by neutral spirits or any other "thinning" ingredient. Under this definition practically all Scotch whisky sold in America, or in England for that matter, is a blend. It has mixed with the original malt whisky neutral spirits, water, a little sherry, and sometimes other ingredients. Further, whiskies of different distilleries and of different years are frequently mixed together to produce a certain flavor or quality.

This is not actually an objection—to one who knows his whisky. In fact, until the Scotch began "blending" their whisky with neutral spirits, they were never able to sell it outside Scotland. It was a little too pungent for the English taste, for example. At a hearing before the royal commission, several years before the World war, it was testified that not a drop of straight Scotch had been sold commercially for years—in fact, not since just before 1865, except once at a time of overproduction, when an attempt was made to sell some in England. Despite heavy advertising and boosting, the English did not like the straight Scotch, and continued to buy the blended brand they were used to.

Real Sales Talk

But in America, due to Doctor Wiley and to prejudices built up during prohibition against the addition of alcohol, "cutting," etc., the word "straight" has come to be a very real selling argument.

The Irish distillers wanted to take advantage of this, and were doing so in their advertising in this country last spring and summer. Then came the ruling they could not label their whisky "straight."

"Irish whisky is not straight," Choate insisted to the writer. "Every Irish distiller mixes products of different years."

In short, Irish whisky could be called "a blend of straight whiskies" if the distillers so desired. But not "straight."

But meantime, due to some of the atrocious tasting "blends of straight whiskies" marketed in America, a prejudice against this term had grown up. In fact, two big whisky concerns capitalized that and by making blends of actually aged whisky with neutral spirits, with no new whisky to ruin the taste, had run away with the market.

To Settle Feud

Inside information is that President Roosevelt will settle the feud over stimulating exports between Cordell Hull, secretary of state, and George Peck, "special adviser to the President," in favor of Hull.

This will break the log jam which has been bogging down the reciprocal trade agreements on which Hull pinned so much hope. Hull has favored reciprocal trade agreements, retaining the "most favored nation" clause. Peck has favored direct barter agreements between governments.

There is not the slightest sign of an ending to the feud. Both men are determined and stubborn. Neither is giving any sign whatsoever of yielding. Peck still stands firmly for barter, with government control, virtually regimentation, of both imports and exports. Hull still stands strongly for the reciprocal trade agreements, which would give equal advantages to all foreign nations not discriminating against the United States, and for permitting trade to flow naturally, through normal channels, with no regimentation, quotas or other governmental interference.

Hope for a break in the deadlock lies in the fact that there are definite indications the President has made a decision, though there has been no public statement, or even a private one, to that effect.

The differences between the two men have blocked any hope of getting anywhere with either scheme up to date—Hull working for the treaties, and Peck, with the power of government money to loan exporters or importers and with all the prestige of his title in dealing with foreign missions and diplomats, working to head off the treat-

ies and substitute barter agreements.

See Hull Victory

Signs of the Hull victory were first evident when this German agreement was held up. Best information today is that it will never receive White House approval despite the fact that it would dispose of half a million bales of American cotton. Germany would give a small amount of cash, and a large amount of "registered" or "blocked" marks.

It is on these blocked marks that the trouble centers in this particular agreement. But the trouble here is of the essence of the objections to the whole barter plan. For it would force trade, so to speak, along new and unnatural channels, against not only inertia but the active opposition of existing trade agencies. The point regarding the marks is that there is already a stupendous amount of these blocked marks on the market. They can be used for only one purpose—to buy German goods for export. In the present instance this is a serious objection. There is a very real boycott against German goods, especially on the part of our department stores, which for some time have handled a very large percentage of all German imports.

So the blocked marks on the market are selling at a very sharp discount. Germany is deliberately encouraging this discount, figuring that the profit which would accrue to anyone using them to buy German goods for some other country will eventually break through the deadlock. Purchase by the United States government, under the Peak agreement now on the President's desk, of some forty million dollars' worth of blocked marks, in addition to those already for sale, would accentuate this situation sharply.

Foreign Trade

Illuminating the generally unestimated value of foreign trade to American workers, a computation that no less than 12,000,000 Americans last year were dependent on American exports has been prepared by one of the experts working on the problem of how to get some activity in the apparently inactive negotiations for more reciprocal trade agreements.

The figure has amazed senators and members of the house.

"Starting off with the automotive industry," this expert said, "there were some 350,000 cars, trucks and busses exported from America in 1934, either direct from American plants or for local assembly in branch plants abroad. Each of these vehicles represents a minimum of 500 hours of labor, that estimate growing out of an NRA study last year showing an average of 140 hours per automobile.

"Fabrication of parts purchased from outside factories, the production of basic raw materials and other processes are additional, the total of which may be guessed as doubling the work done in the automotive factories. Adding a modest amount to cover transportation, both during and after fabrication, and such other things as sales force, executive supervisions, accounting, bank clearances, etc., the estimate of 500 hours per automobile is, if anything, highly conservative.

"Now, if you multiply 500 hours by the 350,000 units exported last year, we have at least 175,000,000 hours of labor, which, at 35 hours a week, makes 5,000,000 weeks or 100,000 years. And bear in mind that this is direct labor.

Overseas Car Sales

"But this is only the beginning. Overseas sales of automotive products other than new cars and trucks are large, embracing parts, accessories and garage equipment (spark plugs, storage batteries, tires, brake lining, gears, pistons, rings, valves, carburetors, etc.) required in expanding volume to service the automobiles in current operation in other countries. No practical method exists for estimating the labor time involved in such exports in 1934, but I would guess it at 20,000 years. Thus, we credit the export section of the automotive industry with having supplied an equivalent of 120,000 years of work to American workers in 1934.

"Automotive exports are a tenth of our total trade, approximately. Assuming that same average, we had 1,200,000 years of work last year involved in export trade. Taking five to the family, such trade directly provided the livelihood of 6,000,000 men, women and children in 1934.

"But these 6,000,000 did not put their wages and salaries into a hole in the ground. Their income and wages were spent for food, fuel, shelter, transportation, amusements, doctor bills, etc. We may say that radiating out through all the ramifications of business, for each worker gainfully employed in factory work, there is at least another service worker, in grocery stores, producing food, making clothes, furnishing transportation, mining coal, etc. Here you find another 6,000,000 indirectly employed from our foreign trade, completing the total of 12,000,000 directly or indirectly dependent for their livelihood on foreign trade. Though, of course, half of them, and perhaps more than that, do not realize it."

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In Shanghai



Bargain Day at a Shanghai Shop.

Prepared by National Geographic Society, Washington, D. C.—WNU Service.

EVERY day, all day, and far into the night, famous Nanking road, which leads westward from Shanghai's Bund, later to become Bubbling Well road, is packed to overflowing with traffic. Especially is this so in the afternoon when offices are closed and workers are homeward bound.

Only a score or so years ago Bubbling Well road was a favorite place for leisurely driving in the cool of the late afternoon. The wealthy then rode in handsome carriages behind trotting horses in charge of finely appareled coachmen and grooms.

But the city, too, has grown up along this street that was once largely residential and a country drive. Large department stores, clubs, recreation halls, towering apartment houses, churches, a Y. M. C. A., and commercial houses of all sorts have risen on every side. At night the road looks like a well lighted Broadway, with its profusion of neon lamps and moving electric signs.

In this westward movement and growth, business and religious structures have halted their march only to preserve space for the race course and public recreation grounds, and have left this small green island of sport and relaxation in their midst. At the time the club was established it marked the outward fringe of the city.

Wherever the Englishman has come to the East, he has brought his sport with him, and he could hardly suffer to see the race course and other places of recreation disturbed by business. The Shanghai races claim a great deal of attention. About the Far Eastern coasts the Shanghai sweepstakes have always been an important topic of conversation in the spring and autumn, especially among British ship officers. Each is sure that his ten-dollar ticket is the one that is going to win the grand sweep of more than \$200,000 Mex.

Sharp Contrasts in Streets.

To the new visitor to Shanghai the street contrasts are vivid. On the wide streets are window displays worthy of any Fifth avenue store; on cross-streets shops are hung with bright-colored flags, covered with Chinese ideographs, telling of bargains, sales, and the nature of the goods supplied. Nearby a street vender shouts the wares contained in the packs or portable kitchens that swing from the ends of his shoulder pole.

Modern talking cinemas, presenting the latest films and some high-class Chinese theaters debouch their gay throngs; tenements close their board fronts, darken, and are still, except for a few who try to snatch a little longer working time away from the night.

Bright limousines unload a group of people at some large hotel along the Bund to attend a formal dinner; other people are frequenting wealthy Chinese restaurants. A mission is giving soup and religious teaching to a queue of hungry souls. Chromatic signboards proclaim the world's most advertised articles of trade. What matters it if two Chinese women are bawling loudly beneath a radio sign, or that outdoor Chinese barbers are scraping their patient victims in the shadow of a wall that bears advertisements of the most highly recommended shaving preparations?

Large, efficient schools and colleges rise in stately edifices; in a single room off an alley youngsters are shouting over and over, at the tops of their voices, the lists of characters they are learning.

Jazz bands wall at modern night clubs and cabarets, while a lone hawker pipes a few wailing notes on a flageolet and hopes for one more customer for his pickled fruits

before he goes wearily to bed. A woman beggar, carrying a poorly dressed babe, holds her hand out toward an ermine-wrapped lady who is carrying a Pekingese dog.

Day or night, summer or winter, life glimpses on the street are as diverse and fragmentary as these words I use in trying to suggest them. But all summarize Shanghai.

Activity on Waterways.

Turning from streets to waterways, one can also observe ceaseless activity on the Soochow, Sincawel, and other creeks, as well as on the Whangpoo river.

At one time Soochow creek was a stream of much greater size than it is now, but through the years it has become silted and much canalized. Thousands of Chinese craft and houseboats animate this creek, which cuts a sinuous path down through the city and joins the Whangpoo at the northern end of the Bund.

Vegetables, rice, and other products that supply Shanghai's heavy demand for food supplies and goods for trans-shipment are brought in from the country districts and from Soochow way, where the creek connects with China's historic Grand canal.

And the Whangpoo! More than thirty-five million tons of foreign shipping cut muddy furrows up the Whangpoo in a year, according to Shanghai's clearance papers.

Large ocean liners and freighters lie at dock along the waterfront. The Japanese shipping companies have considerable berthing capacity along the Hongkow settlement front, but American and other shipping concerns have established wharves and godowns farther up the river, on the Pootung side, across the Whangpoo, above the city. Lumber ships, tankers, tramp steamers, and warships lie in mid-stream. Ships of many flags look to Shanghai's trade.

Statistics show that the harbor has accommodated as many as 156 merchant vessels and 22 warships at the same time, besides, of course, large numbers of miscellaneous smaller craft.

Projects to Improve the Harbor.

Despite the figures on ship movement, there is much to be desired of the Whangpoo harbor, as Shanghai looks toward her future.

The mouth of the river has a tendency to silt up and also to form shallows along the channel, and thus to make it difficult for ships of deep draft to pass even at high tide. Extensive labor on the part of the Whangpoo conservancy board has made improvements in the harbor, so that pace has been kept with the growing need.

It is not the Whangpoo, however, which causes the greatest concern in planning for the deeper-draft vessels of the future, but rather the sand bars in the Yangtze mouth. The fact that five billion cubic feet of sediment debouch into the sea each year to pile up at the river mouth presents no small problem.

As one comes up the river from Woosung, a branch of the Shanghai-Nanking railway may be seen on the right. Here is the route of the first railway to be built in China. Today there is a railway between Shanghai and Hangchow, extending on to Ningpo. The Shanghai-Nanking line taps northern territory, and after one crosses the Yangtze river at Pukow, on the opposite bank from Nanking, one connects with the railroad to Peiping, or goes through Tientsin, and on up into Manchuria, to catch the Trans-Siberian to Europe.

The introduction of wagon-lit cars has recently made travel in Peiping a matter of comfort; and through branch lines the whole territory tapped by the Peiping-Hankow and Changsha railways, as well as the Shantung branch, is brought into close contact with the metropolis of Shanghai.