

WINTER TRAVEL NUMBER

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# The Literary Digest

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TEN CENTS



Fitzpatrick, graying Cleveland lawyer, bachelor and one-time confidant of the "Vans." For himself Ball preferred to keep busy with his preserve-jar plant, the largest of its type in the country and employer of 1,800 men.

With the company which he and four brothers established, Ball had laid the foundation for an estimated \$15,000,000 fortune, had become Muncie's leading citizen, a Trustee of the University of Indiana, founder of a hospital, President of a commercial retail chain, Director in eleven companies. Some of the jar-plant profits Ball accepted reluctantly, for the manufacturer is a dry, and during Prohibition large shipments of his jars gravitated into the hands of bootleggers.

## DYNAMIC BANKER: Leon Fraser Made President of Institution in Wall Street

In 1909 Columbia University flunked undergraduate Leon Fraser in his senior year. By 1915 Columbia University had given alumnus Leon Fraser four degrees, including a Ph.D. In the interim Leon Fraser had done reporting for the *New York World*, had been admitted to the New York bar, had become an instructor in political science and public law at Columbia University itself.

In 1917 Private Leon Fraser of the A.E.F. became a Major five months after enlistment, was thereafter Judge Advocate in the Service of Supply while accumulating a Distinguished Service Medal and a variety of other decorations. With the War ended, he practised international law in Paris, served as counsel to various American delegations to Reparations Conferences, drew the plans for the Bank for International Settlements, became its chief executive at Geneva in 1933. Last year, with no commercial banking experience whatever, he returned to New York to become a banker. Last week he was made President of Wall Street's potent Morgan-affiliated First National Bank.

**Tradition**—In that position, fast-moving Leon Fraser will succeed another one-time

lawyer, Jackson E. Reynolds. He will inherit the traditions of the late forceful George F. Baker, whose years of shrewdly aggressive management carried First National through many a crisis and established it firmly in the front rank of American banking institutions. With deposits well in excess of \$500,000,000, First National earned more than \$11,000,000 last year, paid out \$10,000,000 (100 per cent.) in dividends to its stockholders, as it has been doing since 1926. The current price of the stock is \$2,100 a share. In 1929 it sold at \$8,375 a share; in 1932 at \$800.

Presidency of the First National Bank of New York means intimate association with many a big corporation—United States Steel, American Telephone, National Biscuit, such railroads as New York Central, Baltimore & Ohio, a dozen others. Into this glittering company, stocky, dynamic Leon Fraser will now step as Wall Street's newest big banker, almost its youngest. Last week his friends were indignantly denying that he will carry with him two long-practised habits acquired when he was a newspaper man—wearing vividly colored shirts and working in his shirt-sleeves.

## BEAUTY IN RUSSIA: Women Turn to Cosmetics and Vast New Industry Arises

Soviet Russia's women provide two-thirds of that nation's doctors, two-thirds of its teachers, one-third of its industrial technicians. They build subways, clean streets, "man" steamships, tote army rifles.

But even Amazons will not submit always to leather jackets, heavy boots and shiny noses. So, in 1924, prior to the First Five Year Plan, the Kremlin high command organized *Glavperfume* (perfume and beauty aid trust) to make the female comrade feminine. To persuade sister Communists to pay more attention to finger-nails, eye-brows and lips as head of *Glavperfume*, Russia's economic planners in 1927 chose slim, 120-pound Paulina Zhemchuzina, in private life Madame Molotov, wife of Vyachislav Molotov, President of the Council of Commissars.

Last week, as they strolled in their recreation parks, lolled in workers' rest camps on the Black Sea or thronged State theaters, Russia's women bore alluring evidence of Comrade Paulina Molotov's labors. They applauded with hands softened by lotions, dimpled rouged cheeks in laughter. Some even patted permanent-waved hair.

To supply Bolshevik ladies with beauty aids, *Glavperfume* had to start from scratch, for under the Czars Russia had no domestic perfumeries. By the time Paulina Molotov took over in 1927, the industry had grown to be a \$13,400,000 business.

**Output**—Supervised by the Soviet Government's Commissariat for Food Industry, Madame Molotov's *Glavperfume* this year will produce 85,000,000 bottles of perfume and *eau de cologne*, 70,000,000 packets of cosmetics, 300,000,000 cakes of toilet soap. Unfortunately, 300,000,000 cakes of toilet soaps for a nation of 160,000,000 people means that the average Russian must stretch about two bars of toilet soap over the year. The Soviet citizen's more fortunate American contemporary uses about thirteen cakes yearly.

But production-conscious Soviet citizens like to point out that their perfume industry this year will produce \$185,000,000 worth of lotions, soaps, shaving-creams and perfumes.

They like to point out also that the industry turned up a handsome \$84,000,000 profit last year, most of which went into employee-welfare plans, into plant expansion and into the Government's general fund. Next year, Madame Molotov and the board of executives and engineers which she directs will step up activities in twenty-three factories. Five of these manufacture only laundry soap; two prepare the raw material for toilet soap; three prepare glass cosmetic containers; one produces machinery for all other plants.

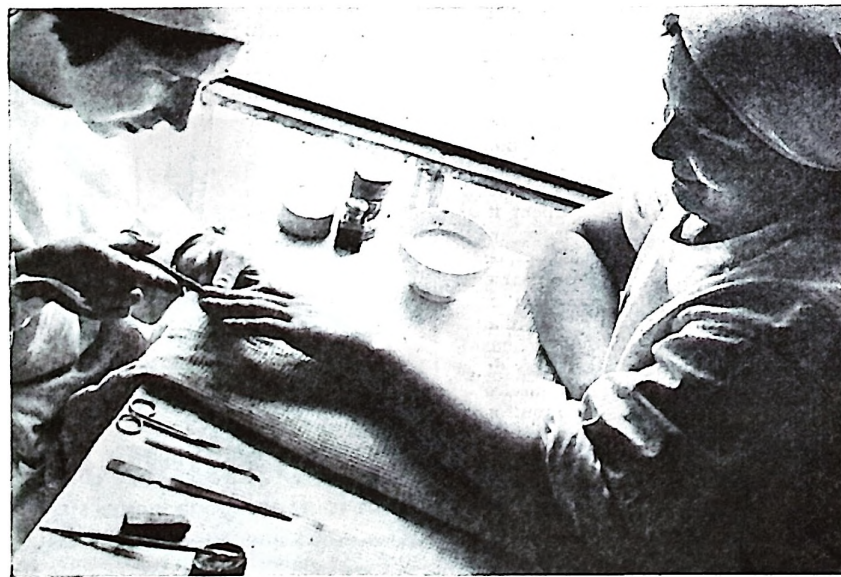
In Moscow, the New Dawn perfume factory employs 12,000 workers, turns out 220,000 bottles daily. Thirty-one-year-old Tatyana Maximovna Morzova, its Director, began fourteen years ago as a soap packer, educated herself in the factory night school, won the Red Banner of Labor (distinguished service award).

**Luxury**—*Glavperfume* also operates 158 retail stores in Moscow, Leningrad, Khar-kof, Kiev and other big Soviet cities. No bare, wooden-floored rooms house Madame Molotov's cosmetic treasures. Communist women seeking beauty aids sniff her perfumes in an atmosphere of fine woods, marble, smart glass display-cases. Subdued electric lights play and courteous sales girls wait on customers.

Comrade Paulina Molotov learned about service and store decorations when she visited America last Spring.

Altho *Glavperfume* now produces a line of 15,000 articles, demand by beauty-starved Russian women far exceeds supply. Furthermore, Soviet Commissars frankly admit that the Russian output still falls short of the quality they would like to achieve. For this they blame lack of equipment, hurried craftsmanship and Russia's previous accent on heavy rather than light industry.

In one thing the head of Russia's perfume trust has chosen not to imitate America, and that is in brand names. While American women are lured with "Passion Flower" rouge, "Invitation" lip-stick, "Dream Night" cold-cream, Communist sisters pick such brands as Red Moscow, Express, Progress and Kremlin.



Sunfoto

Beauty comes to the Soviet . . . Madame Comrade is encouraged to be feminine