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A SHORT CUT
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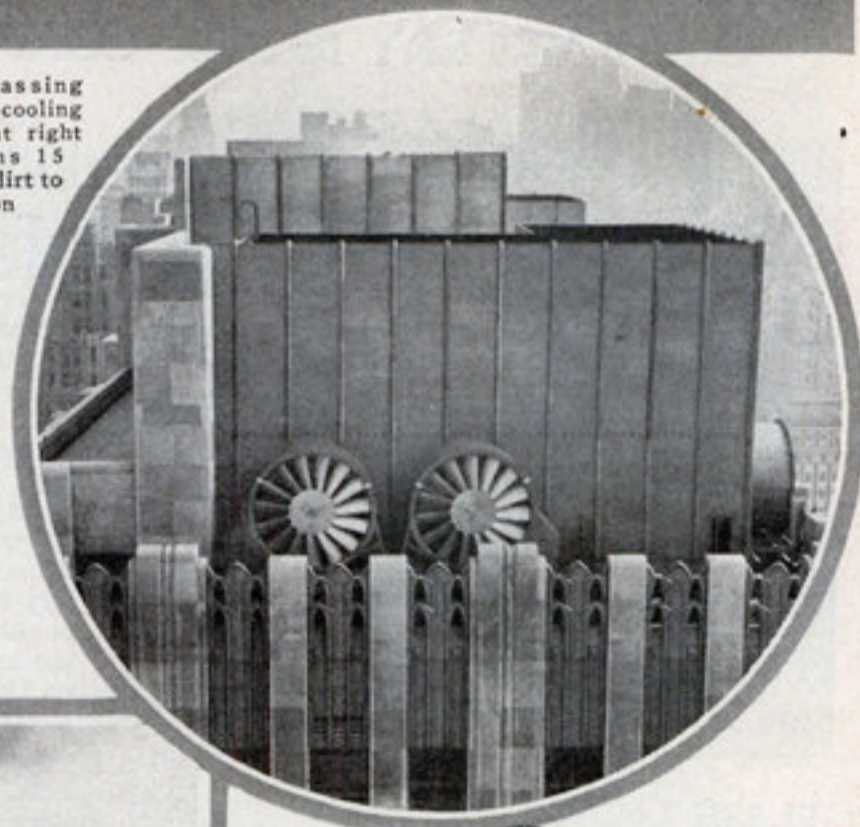
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Deadly SMOKE Menace

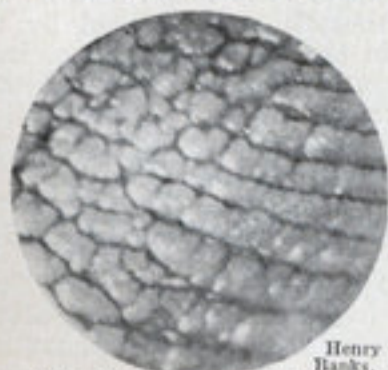
ATTACKED ON
WIDE FRONT



Air passing through cooling system at right contains 15 parts of dirt to 80 million parts of air

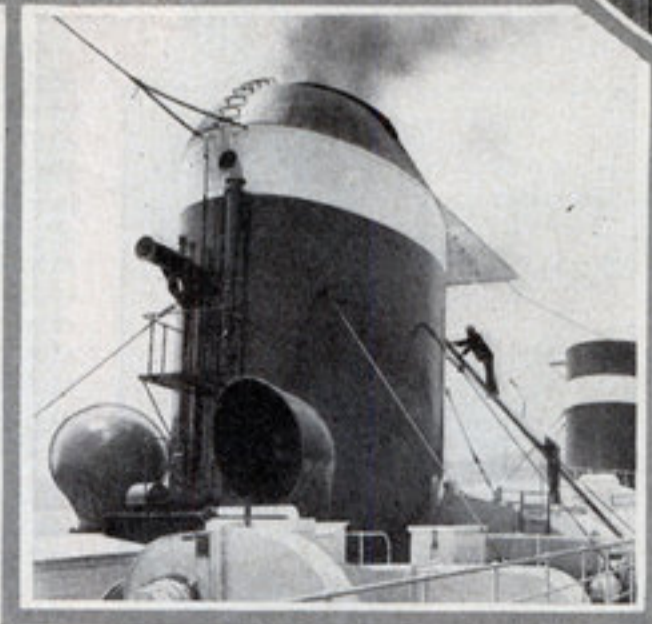


Analysis of the dirt sucked in by this giant vacuum-cleaning system in a leading hotel shows that it consists largely of the by-products of improperly consumed fuel. This is not only destructive to rugs and furniture but is proved a menace to public health



Henry W. Banks, III

This photomicrograph shows exactly how clean a young woman's face is after exposure to the smokeladen air of New York City for one day



A new-type steamship funnel designed to divert the smoke away from the vessel. At right, workmen begrimed by factory fumes fall easy prey to lung ailments

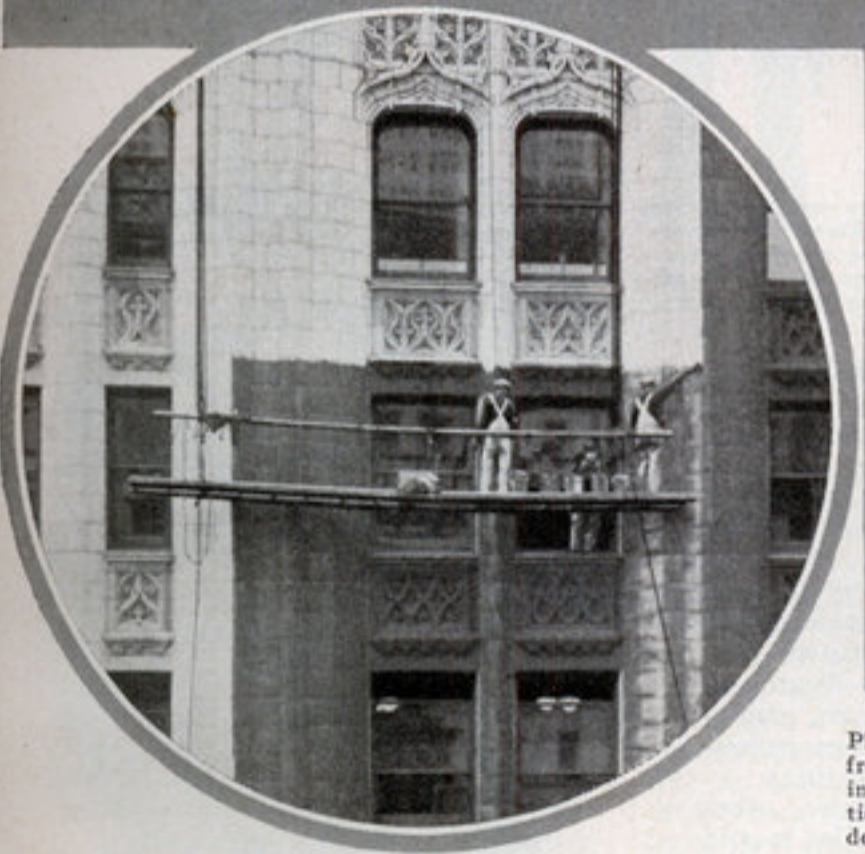


Cities Unite in Concerted Drive Against Air Laden with Health-Destroying Impurities

AWAKE at last to the menace of smoke as a destroyer of health and property, great cities of the United States have opened campaigns against it. Medical authorities now realize that an ever-increasing proportion of cases of respiratory diseases is directly traceable to smoke particles floating in city air. Their baneful effect does not end here; for, blanketing the sky, they form a curtain through which only a part of the ultraviolet rays can filter.

Attacking the stone of skyscrapers, the sulphurous fumes that belch from smokestacks eat into the stone and cause it eventually to crumble. Huge cleaning bills for clothes and buildings, in great industrial cities, are the result of volumes of smoke polluting the air. Sometimes its depredations take spectacular form. Thus a New York farmer's \$3,000 crop of spinach was ruined by smoke from nearby factories.

Simply banishing preventable smoke, Henry Obermeyer, New York public utilities official, states in his recently-published book, "Stop That Smoke!" will bring about the following benefits: reduction of the country's death rate by one-sixth; twenty to fifty percent more sunshine in cities; half a billion dollars' worth of property damage prevented annually, and the country's fuel bill cut by one-fifth.



The building above is being cleaned and it is easy to distinguish the cleaned from the dirty portion. The discoloring is caused by soot and chemicals in smoke, the latter of which attack, and in time will destroy, the stonework. Below, a motor car from the exhaust of which a cloud of heavy smoke is issuing and adding its share to the dirt and poison in the city's atmosphere



Plants attacked by gas from smoke, are here being treated with a solution of liquid soap and dehydrated phosphate applied with a sponge



Tug boats are also smoke offenders, as this photo shows. Multiply the output of this stack by that of scores of others and you see how serious such contamination of the atmosphere is near big harbors