

# LOOK

INSIDE NAZI GERMANY TODAY

BY *Oswald Garrison Villard*

ROOSEVELT'S CHOICE FOR PRESIDENT

WEEK-END SKI DATE

MURDER ON HORSEBACK

By Henry McLemore

JOAN CRAWFORD

MARCH 12, 1940 10¢



# THE SAN FRANCISCO -

**A tale of two cities that are always fighting. LOOK visits**

**J**UST AFTER NEW YEAR'S, the Los Angeles Chief of Police moaned publicly: "Drinkers will have to learn moderation or face the return of prohibition." Next day the San Francisco chief remarked: "Unlike their Los Angeles neighbors, San Franciscans know how to handle liquor."

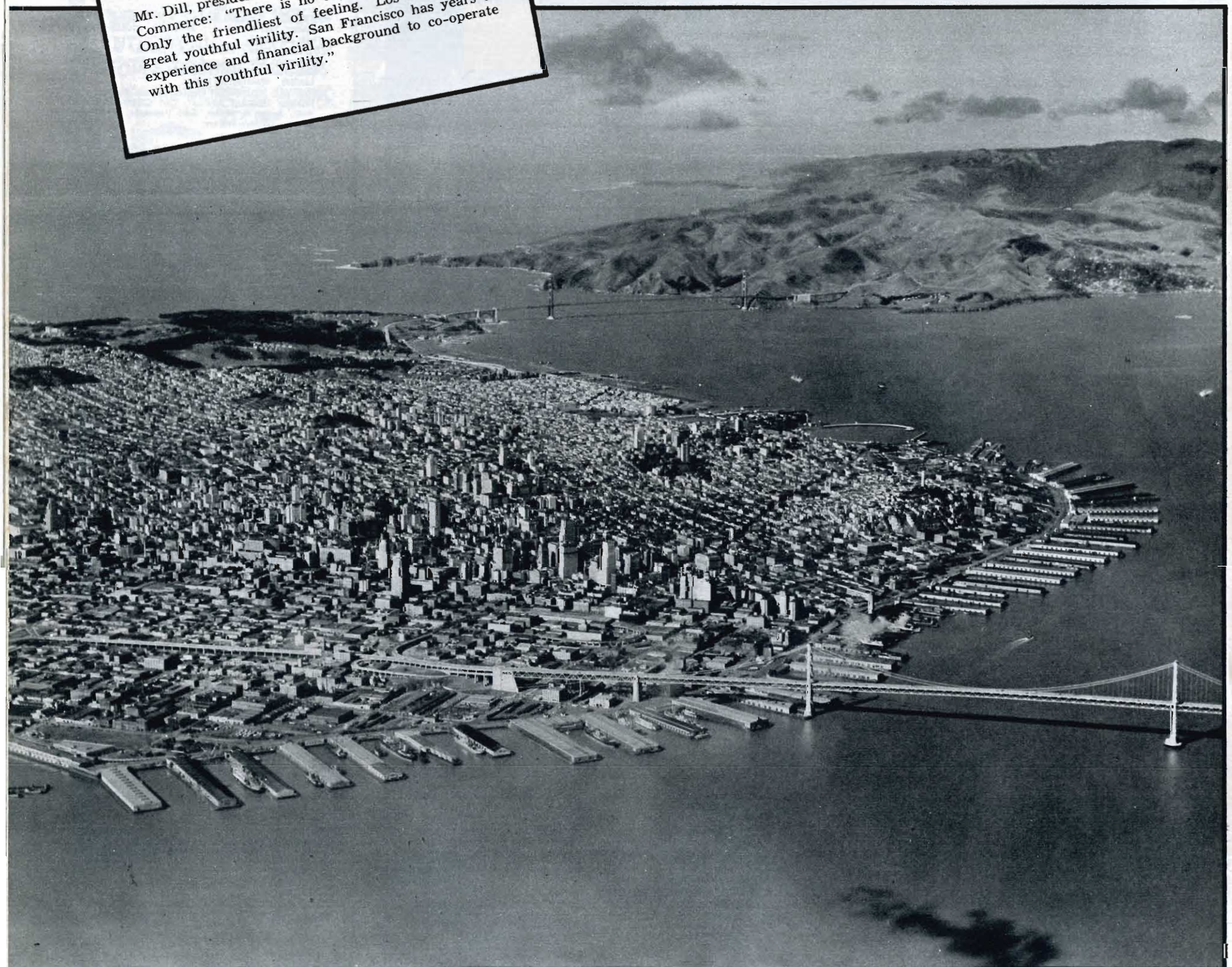
There the matter did not rest. The Los Angeles chief flung back a sizzling re-

buttal: "This is an automobile town. Up there they ride in street cars, and if they're too drunk to get aboard, the street car company sends them home in wheelbarrows."

So it goes, year after year. The two finest cities on the west coast brawl noisily over their drinkers, weather, women, total populations, land areas and food. Its curiosity aroused by the periodic fireworks

**Mayor Angelo Rossi:** "Los Angeles is progressive and so is San Francisco. We are two great cities. We will both forge ahead. There is no rivalry so far as I know, and I know what I'm talking about. After all, who is closer to the people than the mayor?"

**Mr. Dill, president of the San Francisco Chamber of Commerce:** "There is no competition between us. Only the friendliest of feeling. Los Angeles has great youthful virility. San Francisco has years of experience and financial background to co-operate with this youthful virility."



## San Francisco

**THIS GLITTERING METROPOLIS**, rebuilt on the ruins of the 1906 earthquake and fire, is 164 years old, combines the culture of the east with the traditions of the Old West. It's colorful, rich, cosmopolitan, adult and proud.

Greatest single asset: the bay, filled with ocean-going commerce and straddled by two magnificent bridges. Greatest headache in recent years: longshoreman labor trouble along the Embarcadero, its famous waterfront.



# LOS ANGELES FEUD

both and learns what the shooting's all about

LOOK spent several months investigating both cities and querying their citizens.

The findings add up to something like this: San Francisco and Los Angeles (despite embarrassed protests of a few peace-lovers) have little in common besides a profound desire to dominate the coast.

The mainspring of their existence is business — shipping, manufacturing, tour-

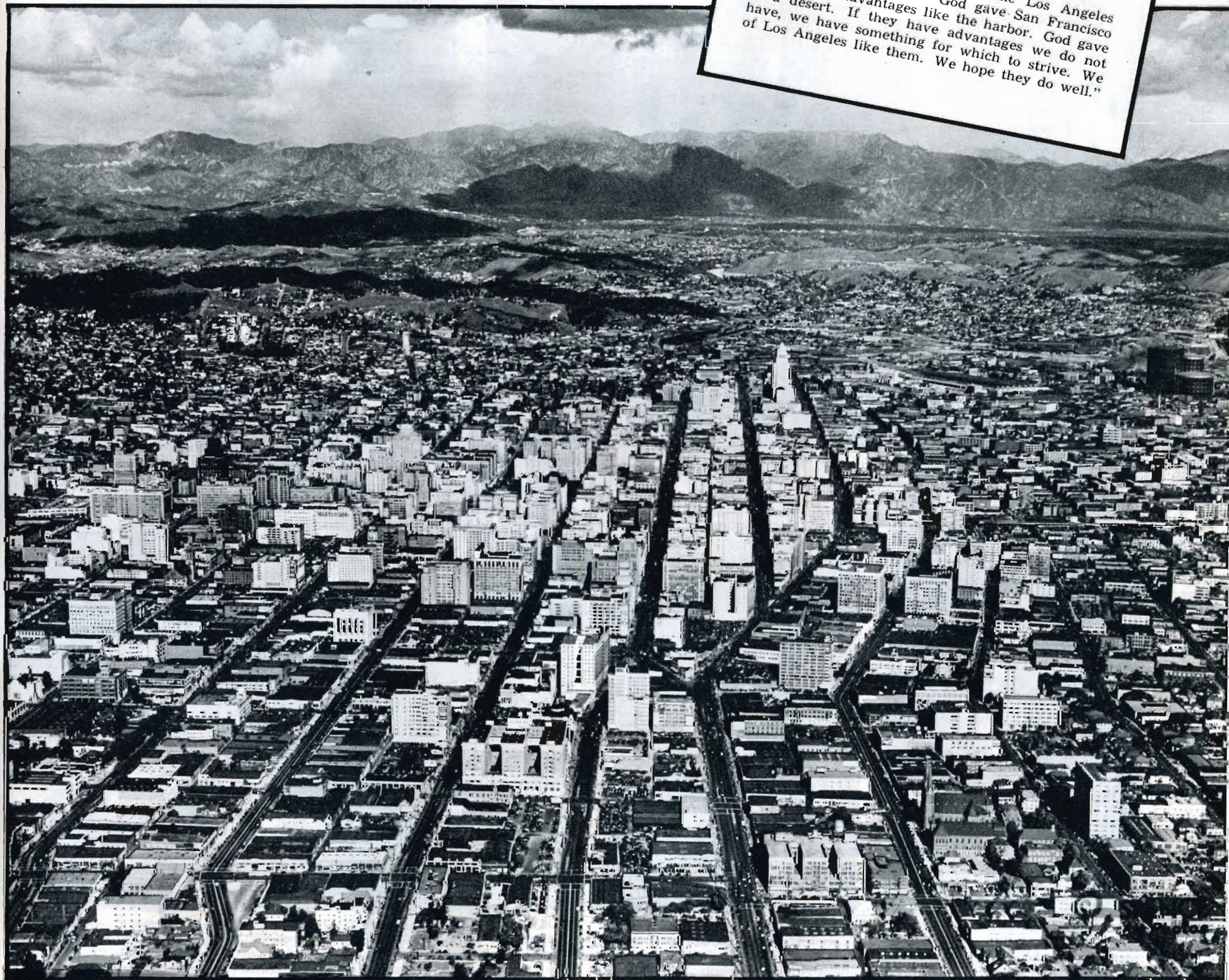
ists—and their rivalry in these departments is dead serious. But its manifestations are consistently childish. Chances are, the fight will go on for years, until one of them becomes hopelessly outclassed.

In the meantime, they put on a good show—with no bloodshed. These pictures and quotes highlight some of the issues and some of the more articulate gladiators.



Mayor Bowron: "The relationship between Los Angeles and San Francisco is a friendly one now. The cities have come to realize that prosperity in one section benefits the other. Business interests generally feel the old rivalry was shortsighted."

Mr. Van Norman, president of the Los Angeles Chamber of Commerce: "God gave San Francisco comparative advantages like the harbor. God gave us a desert. If they have advantages we do not have, we have something for which to strive. We of Los Angeles like them. We hope they do well."



*Los Angeles*

**THE NATION'S PRODIGY.** Sixty years ago it was a Spanish pueblo. The movie industry gave it new blood in 1912. Now it sprawls over more territory than any other American city, is the biggest industrial center west of

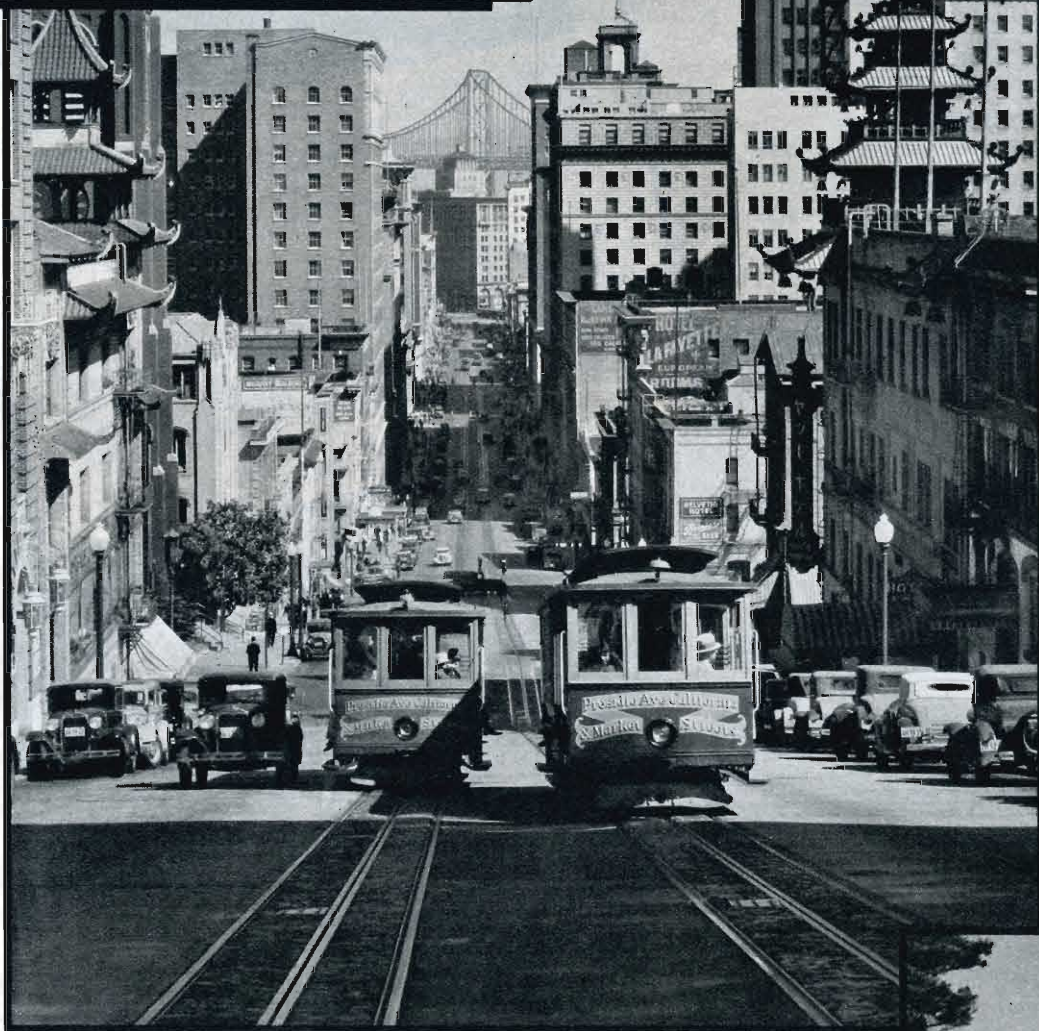
Chicago and, with its new man-made harbor, has copped much of San Francisco's shipping. It is beautiful, prosperous, loud and funny, but, like most prodigies, acutely self-conscious.

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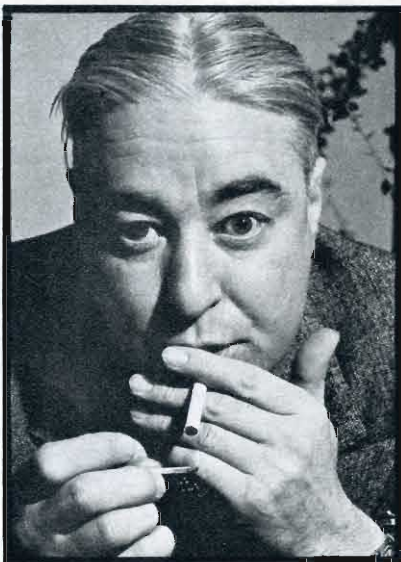


# San Francisco

SCENIC DRAMA ★ FINANCE AND  
SHIPPING ★ LABOR UNDERTONES



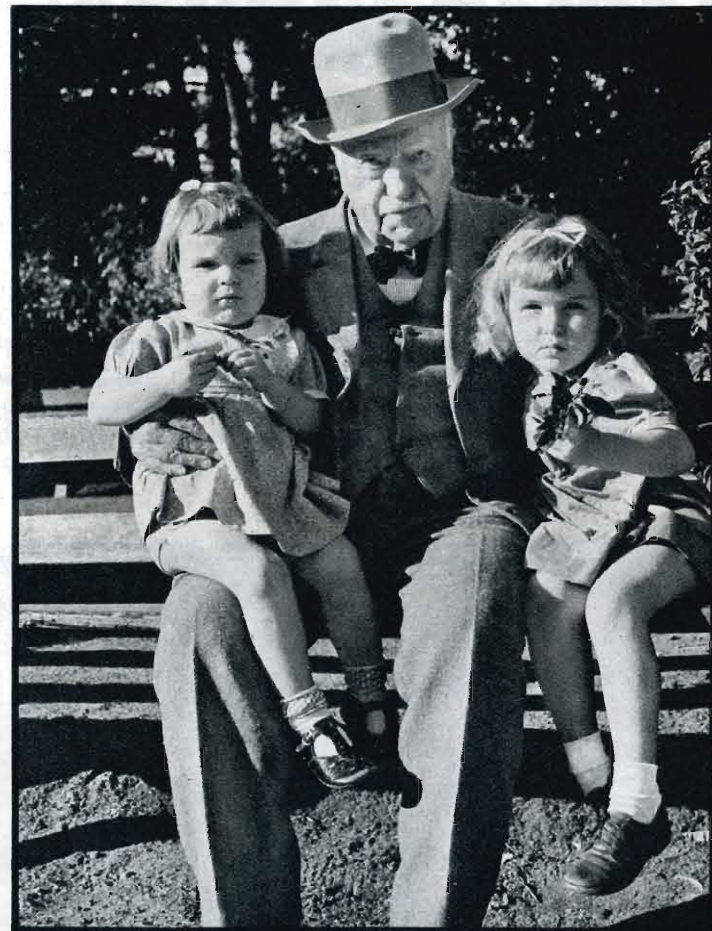
**BUILT ON A HILLY PENINSULA**, San Francisco is the financial center of the West, Pacific coast headquarters for 1,300 nationally prominent firms, and berth for 177 steamship lines. It has 768,957 people, 181 public schools, 21 banks, 78 theaters, 1,500 hotels and a per-capita wealth of \$2,587. It is first among large American cities in percentage of gainfully employed.



**WEATHER** is a burning issue between the cities. Walter Swanson, San Francisco climate expert, fans the flames: "We have the most perfect Mediterranean type of climate. Los Angeles calls us foggy; why it actually has more fog than we do."



**HARRY BRIDGES**, labor leader, says: "San Francisco has always been a strong union city. Los Angeles is admittedly open-shop, and despite all the talk from San Francisco employers, Los Angeles outnumbers us in strikes and industrial disputes."



**UNCLE JOHN McCLAREN**, 93 years old and still active commissioner of San Francisco's 49 parks, is one of the city's most beloved characters. Regarding the feud, he speaks up briskly: "Don't ye go talkin' about no rivalry, d'ye hear? I've been in Los Angeles hundreds of times. They're fine people down there, doin' splendid things. Look at their parks. They plant and grow lots of things. Any people who grow things are good people."



**THIS GREAT HIGHWAY**, bordered by an amusement park on one side and miles of beach on the other, is one of the lures that brought 1,013,340 tourists to San Francisco last year. The Fair, although a financial flop, made new friends for the city and boosted local business by more than 10 per cent. Most spectacular sights of the town are the San Francisco-Oakland Bay bridge (eight miles long, including approaches) and the Golden Gate Bridge, whose 4,200-foot single span is the longest in the world. As for climate, there's really little fog, and lots of sun.



# Los Angeles

BEACHES AND FACTORIES★THE  
OPEN SHOP★ETERNAL SUNSHINE

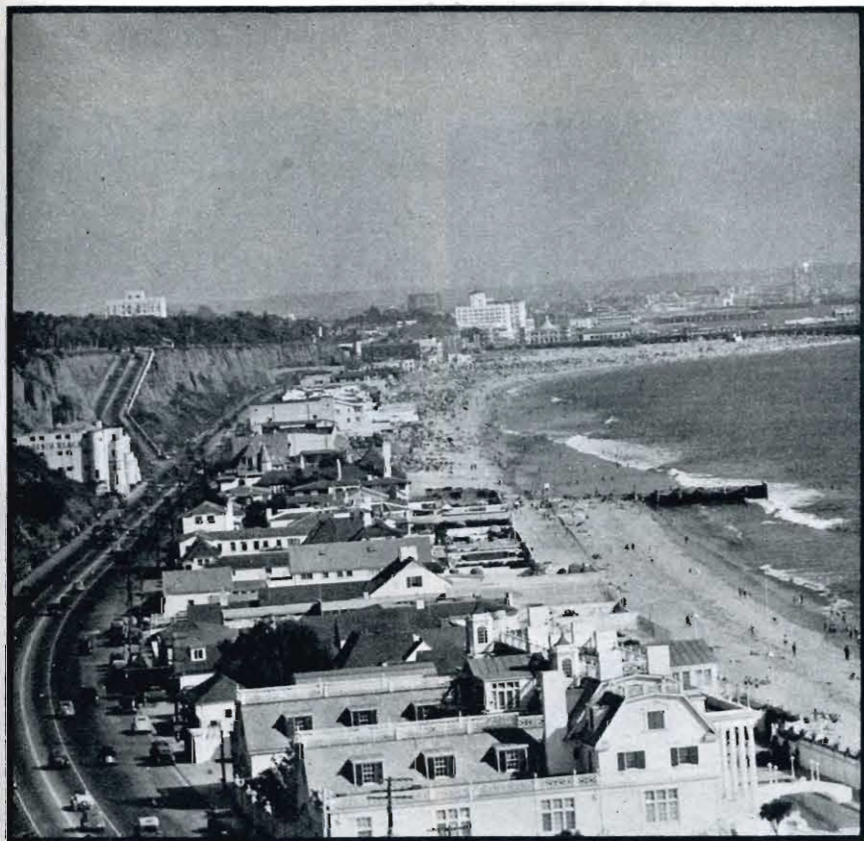


**LOS ANGELES** labor bosses, Willie Bioff and J. C. Buzzell. Says the latter, "We have more strikes—because we have more industries and more employed. We have a tougher problem. San Francisco employers are organized to meet unions; ours are organized to prevent unionization."



**WILSHIRE BOULEVARD**, whose mile of super-swank shops inspires Los Angelinos to dub their town the style capital of America. There are many more impressive claims: Los Angeles has a population of 1,478,000, and last year attracted a tourist crowd of 1,638,834. For the same year it led San Francisco in industrial output by \$153,000,000. Its artificial harbor (San Pedro) has not only embar-

rassed San Francisco shipping interests, but has been selected as a parking lot for the Navy's Pacific fleet battle wagons. It is an airplane manufacturing center (Lockheed, Vultee, North American and Douglas), and a terminus for three transcontinental air lines. It has the one and only Hollywood, and, as a measure of prosperity, points to its 13 automobiles for every 10 families.



**LOS ANGELES BEACHES** are properly famous for their abundance, the warmth of their surf and the celebrities who gambol on their sands. The house in the foreground above belongs to Marion Davies, and in the same row are homes of Norma Shearer and the late Douglas Fairbanks. Speaking of homes, Los Angeles boasts that in 1938 she spent \$50,000,000 on residential building—this because so many visitors become permanent settlers, find more going on and more to do in Los Angeles than in any place outside of New York.



**PERCY B. MILLS**, retired Iowa farmer, moved to Los Angeles four years ago. His verdict: "An ideal place—it never gets real cold. No wonder people come here when they get superannuated. You can bowl here pretty near every day, but it's sure no place to work."



**DR. IRVING KRICK**, weather expert: "Mountain passes allow air to flow from Nevada and Utah to Los Angeles. Result: clear, warm days. North of us, air currents are blocked by the Sierra Nevadas. Result: clouds and fog." **CONTINUED ON NEXT PAGE**



## EX-LAX MOVIES

### A Skeptic is Converted



**ANN:** I dread taking this awful-tasting medicine. It always leaves me weak as a kitten.

**RUTH:** You're foolish to take a cathartic like that. Try my stand-by... Ex-Lax.



**ANN:** Why, this tastes just like fine chocolate! But will it really work?

**RUTH:** Yes, indeed! Ex-Lax is thorough and effective—yet it doesn't upset you.



**ANN:** Thanks to you and Ex-Lax, I feel wonderful this morning.

**RUTH:** I knew you would! In our family we all use Ex-Lax!

The action of Ex-Lax is thorough, yet *gentle*! No shock. No strain. No weakening after-effects. Just an easy, comfortable bowel movement that brings blessed relief. Try Ex-Lax next time you need a laxative. It's good for every member of the family.

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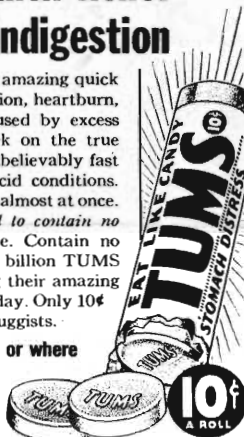
**TY COBB PICKS FIGHTIN'EST BASEBALL TEAM** In the new LOOK, on Sale Mar. 12

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SAN FRANCISCO-LOS ANGELES FEUD . . . continued



**SAN FRANCISCO SOCIETY** (this sleek young couple was photographed at the fashionable Hotel Mark Hopkins) takes itself very seriously. Its older members are solid, reactionary, with plenty of cash and faith in tradition. Their No. 1 peeve is Harry Bridges, and a close second is Los Angeles "Society," which they consider cheap, middle-class and parvenu. For instance, San Francisco has the genuine Social Register, but Los Angeles just has some local makeshift called the Southwest Blue Book.

## San Francisco

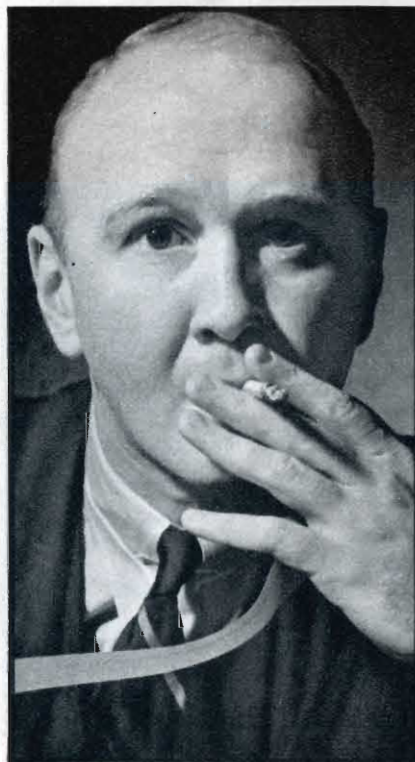
SOCIETY AND WOMEN ★ COMMENT  
BY BROKER, PRINCE AND DOG



**SAN FRANCISCO** claims its women are better looking, better dressed and better mannered, and has chosen Marguerite Skliris (above) as Miss San Francisco. She graciously returns the compliment: "San Francisco is big and cosmopolitan, and I like the fog." Then, being well-mannered, she adds: "I've always been treated wonderfully in Los Angeles. The people are very nice—very friendly."



**MRS. JESSIE NEWMAN**, expert dog trainer, has just said: "Mike, what would you do if you had to live in Los Angeles?" and Mike is playing dead. When she says, "Now how do you like San Francisco?" he jumps up and dances about on his hind legs.



**KENNETH D. GEISSLER**, stock broker, says of Los Angeles: "The people are corny, the place is corny, the climate is corny. If you like corn by the carload, there it is. A gaudy, tinselled, 'keep your eye on the little shell' town. Besides, they drive too fast."



**PRINCE ZOURAB TCHKOTOUA**, of royal Romanian family, is more generous: "I completely disagree with San Francisco Society's attitude. The part of life they criticize is insignificant—far overshadowed by the progress Los Angeles is making."



# Los Angeles

FILM GLAMOUR ★ SOCIETY UN-  
MASKED ★ WOMEN SPEAK OF MEN



**CONCERNING THE ABOVE** phenomena, it should be said that Los Angeles has only a dozen such days a year. But it has hundreds of such lassies. This one is Marge Slauson, who hopes to get into the movies. Says she: "Men from San Francisco are gentlemen. Down here in Los Angeles they're all fast—very fast! I have a lot of local boy friends, but when I marry, it will be someone from San Francisco."



**NAN BROOKS MACY**, socialite, speaks irreverently: "Los Angeles and San Francisco Society? What society? Social leaders of San Francisco are descendants of saloon keepers and dance hall entertainers. In both cities people buy their titles. Men in west coast society consider membership in the Chamber of Commerce the ultimate goal. In a social race there will be 500 contenders, with no one out front and lots of accidents on the way. And the Blue Book—it's like the phone book."



**LOS ANGELES** is proud of its film industry, and, although it has grown blasé in the presence of big names, is pleased to be the only city where sights like that above are commonplace. These gentlemen, of course, are Messrs. Chaplin and Woolcott.



**GEORGE HURRELL**, glamour photographer, says tersely: "Girls here are more beautiful because of the career opportunities for good looking girls. But San Franciscans appreciate feminine beauty more than we do—principally because they see less of it."



**MARK HELLINGER**, ex-Broadway columnist, now a producer: "This is the center of show business and everything else. San Francisco is like New York without Broadway. If Flo Ziegfeld were alive, he'd be right here." **CONTINUED ON NEXT PAGE**

## TRY... AT FIRST SIGN OF A COLD...

*This Swift Easy Way to Help  
Keep Colds From Developing*

**That First Sneeze**, sniffle, or irritated feeling in your nose is a warning! Get busy before a nasty cold develops.

**Here's What You Do:** Use Vicks Va-tro-nol at once—just a few drops up each nostril. Then notice how swiftly it goes to work, stimulating and aiding Nature's own defenses against colds. Va-tro-nol is *specialized* medication—expressly designed for the nasal passages, where most colds start.

**What's More**, even when your head is all stopped-up from a developed cold, Va-tro-nol quickly brings you comfort. It clears your nose, opens up your head, makes breathing easier.

**Always Keep It Handy**, use it early, and Va-tro-nol will help you to escape much of the misery of colds.

*America's Favorite  
Nasal Medication*

## VICKS VA-TRO-NOL



### POPE PIUS XII

What manner of man is Eugenio Pacelli, spiritual guide of the world's 331,500,000 Roman Catholics? What are the personal traits which carried him to eminence in a war-torn world? Answers to these questions, and a full color portrait...

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SAN FRANCISCO-LOS ANGELES FEUD . . . continued



**SUAVE IZZY GOMEZ**, last of the Barbary Coast plenipotentiaries, whose garret night club teems with society folk and bums: "Los Angeles wonderful. Never been there. Have lots Los Angeles friends. Very shy people. They get big thrill coming to San Francisco."



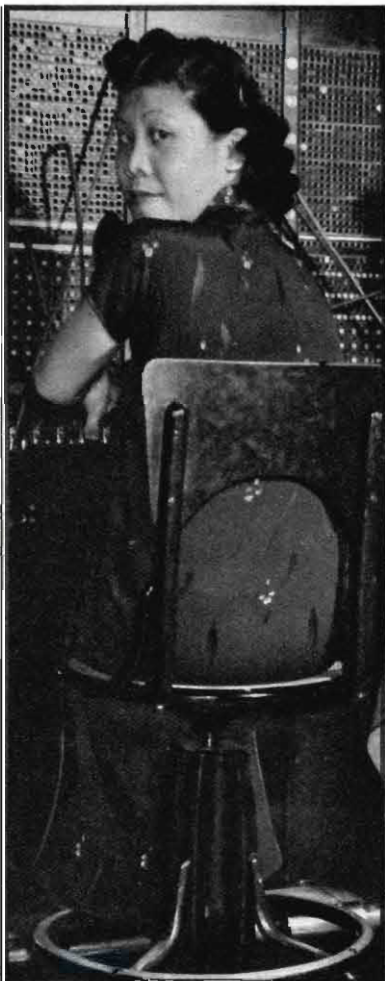
**CHARLES BLANCHFIELD**, south end merchant: "Take away Los Angeles an' what've ya got? Hollywood! Take away Hollywood an' what've ya got? Zanuck! Take away Zanuck an' what've ya got? A polo field! An' what's a polo field but a well-kept cow pasture?"

*San Francisco*

THOUSANDS OF CHINESE  
HUNDREDS OF BOATS ★ ONE IZZY



**COBINA WRIGHT, JR.**, New York socialite and glamour girl cafe chanteuse, interviewed by Herb Caen, San Francisco's Winchell. Says she: "I've been here only three days. The hills frighten me and Alcatraz fascinates me. Yes, I know there is a rivalry between San Francisco and Los Angeles. Why is that?"



**THE BAY CITY'S Chinatown**, biggest such colony outside the Orient, covers 15 blocks and has 18,000 residents. The girl above, an operator in the Chinese telephone exchange, has to memorize numbers of 2,200 subscribers, most of whom call by name instead of number.



**FISHERMAN'S WHARF**—an extraordinary sight and smell which lyrical San Franciscans are wont to call "a transplanted Neopolitan setting." Going in and out of the harbor are some 350 bright blue fishing boats manned by laughing, jabbering Italians. Streets leading down to the piers are lined with open restaurants that serve fresh-caught shellfish from steaming iron pots. Which is—among other things—a reminder of San Francisco's final boast: that all the way from the wharf to the elegant skyscraper hotels of Nob Hill, it has fine restaurants (3,074 in all) and fine food, and can serve you the best meal on the west coast.

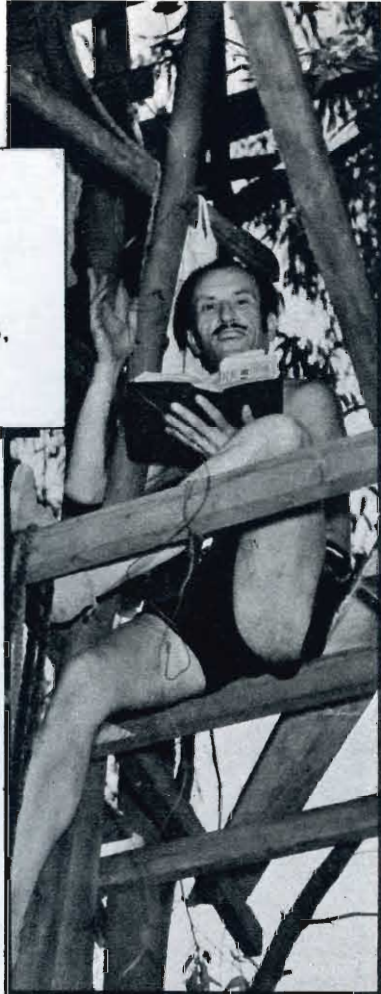


# Los Angeles

SENSE OF HUMOR ★ SCREWBALLS,  
MISFITS, ORANGES AND SNOW



**MATT WEINSTOCK**, Los Angeles columnist, stops by a drive-in eatery and rips off a column. "A comparison between Los Angeles and San Francisco is ridiculous. San Francisco is a blight. But any community that boasts of oomphburgers, ermine coats and slacks in combination, peanut politicians, marathon preachers . . .



**TREE DWELLERS**, beauty parlors for pups, arc lights for gasoline station and dentist office openings, full-time hermits, super markets, Santa Claus Lane, swamis, cults and 87 varieties of crackpots—any town that boasts all these shows an advanced state of civilization!"



**PETER THE HERMIT**, whose soul is his own, adds a lick or two: "Hollywood is Follywood. Monkey see, monkey do. Follywood has broken up more homes than siege guns. Steinbeck is the only man who ever wrote the truth about California. He didn't sell out."



**PATRICIA KNOX**, model and bit player, in the world's largest gas station (140 employees). She winds up Los Angeles' case on an esthetic note: "I like to drive out to San Fernando valley and see the orange groves set against the snow-capped mountains."

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