

# FROM THE EDITORS . . .

This week, instead of being concerned with the world around us, LIFE surveys an entire half century. In deciding to devote an issue to the spectacle of the U.S. when it was emerging as the most powerful of all nations, some rather arbitrary decisions had to be made.

The first one concerned the date of a mid-century issue. It is argued from a purely arithmetical point of view that this issue should be appearing at the beginning of 1951. But LIFE is stringing along with such authorities as the Library of Congress and Mark Sullivan, the most widely read historian of the early century, who said that Jan. 1, 1900 "seems to the eye and sounds to the ear more like the beginning of a century than Jan. 1, 1901."

As the staggering amount of research that goes into a project of this kind got under way, it became obvious that there wasn't room for everything. Thus the world as a whole has been ignored except where it directly affected the U.S. There is no account of the two wars as such. So many publications, including LIFE, have reported them so well, both while they were going on and

in retrospect, that we found very little fresh material.

Since we have made some bad guesses ourselves, we were comforted by some of the new century's special editions. A New York *World* seer thought the 20th Century would produce a perfect race and the Brooklyn *Eagle* predicted that the Dodgers would join the American League. We decided it would be foolish to do any crystal-balling beyond having Bill Mauldin (p. 96) tell us about his generation which is going to have to take over the country someday.

If we've omitted some things we've included many others. Even so, we expect to be chided by some readers for leaving out favorite memories. But if the subjects we have included recall others that evoke an equally warm feeling, we will be satisfied.

Younger readers may be like Mary Hartig, who posed for the cover. When she was told she was wearing a Gibson girl costume she said, "What's that?" We hope to give those who are too young to remember all about the era a sense of surprise and discovery. That is the way it was with LIFE's staff. We never had more fun assembling an issue.

## CONTENTS

BABY SHAW, by ROBERT WALLACE	4
SPEAKING OF PICTURES: EARLY COLOR PHOTOGRAPHS	10
THE GOLDEN YEARS BEFORE THE WARS	13
EDITORIAL: THE AMERICAN TASK	28
ACCELERATION OF SCIENCE	30
VALENTINO, THE GREAT LOVER	36
EARLY ADVERTISING	39
A FAMOUS CAMPING TRIP	44
HEADLINERS OF THE 1920s	46
THE MELODY LINGERS ON—MUSICAL COMEDIES OF 1931	56

THE GREAT ARMY SHOW OF 1913	58
50 YEARS OF AMERICAN WOMEN, by WINTHROP SARGEANT	64
HALL-MILLS MURDER CASE	68
NELS ELUFSON'S SAGA	73
THE AUDACIOUS AMERICANS, by ALLAN NEVINS	78
THE KILLER WITH THE GOLDEN FISTS	86
LIFE VISITS THE VANDERBILT MANSIONS	89
FAKE NEWS PICTURES	94
THE CARE AND HANDLING OF A HERITAGE, by BILL MAULDIN	96

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED  
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1949 BY TIME INC.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

- COVER—© ARNOLD NEWMAN  
1—ED MEYER FOR ST. LOUIS STAR-TIMES, COURTESY ST. LOUIS POST-DISPATCH—HAYS STUDIO  
2—FRANK SCHERSCHEL, ST. LOUIS POST-DISPATCH  
3—FRANK SCHERSCHEL  
4—ALFRED STIEGLITZ COURTESY ALFRED STIEGLITZ ESTATE  
5—COPIED BY ROBERT KAFKA  
6—ARNOLD GENTHE COURTESY LIBRARY OF CONGRESS COPIED BY ROBERT KAFKA  
7—EDWARD STEICHEN COURTESY ROBERT KAFKA  
8—ALFRED STIEGLITZ ESTATE COPIED BY ROBERT KAFKA  
9—KEYSTONE VIEW CO.  
10—FREDERIC LEWIS—© 1904 BY DETROIT PHOTOGRAPHIC CO.  
11—COURTESY BUFFALO AUTOMOBILE CLUB—COURTESY AUTO-MOBILE MANUFACTURERS ASSOCIATION  
12—PERCY C. BYRON—THE BYRON COLLECTION  
13—LT. PERCY C. BYRON COURTESY MRS. MUSEUM OF THE CITY OF NEW YORK RT. COURTESY MRS. CHARLES DANA GIBSON  
14—LT. MAX SCHMIDT COURTESY ALBIN J. SCHMIDT—MAX SCHMIDT COURTESY THE MISSOURI HISTORICAL SOCIETY—MRS. BERTHA HITCH, RT. LOUISE LOWENGRIN COURTESY MRS. BERTHA HITCH, RT. LOUISE LOWENGRIN COURTESY ALBIN J. SCHMIDT—MAX SCHMIDT COURTESY THE MISSOURI HISTORICAL SOCIETY  
15—MAX SCHMIDT COURTESY ALBIN J. SCHMIDT  
16—JOSEPH H. YOUNG FROM P.M. MCCLINTON COLLECTION  
17—JOSEPH H. YOUNG  
18—JOSEPH H. YOUNG  
19—JOSEPH H. YOUNG  
20—JOSEPH H. YOUNG  
21—JOSEPH H. YOUNG  
22—JOSEPH H. YOUNG  
23—JOSEPH H. YOUNG  
24—COURTESY TITLE INSURANCE & TRUST CO., L.A. FROM "U.S. WEST, THE SAGA OF WELLS FARGO" BY LUCIUS BEEBE & CHARLES CLEGG, E.P. DUTTON & CO. INC. PUBLISHERS: COURTESY GRAHAME HARDY—HARRY SCHULHART, BURBANK, CALIF.  
25—LT. EUROPEAN PICTURE SERVICE—J.C. ALLEN AND SON, T. RT. R.F. OUTCAULT © 1905 BY THE NEW YORK HERALD CO.  
26—INT.  
27—WILL E. CHAPIN FOR THE LOS ANGELES TIMES  
28—LIEUT. F. C. TURNER, OFFICIAL U.S. NAVY PHOTOS EXC.  
29—DRAWINGS BY A. PETRUCELLI  
30—DRAWINGS BY A. PETRUCELLI  
31—DRAWINGS BY A. PETRUCELLI  
32—DRAWINGS BY A. PETRUCELLI  
33—DRAWINGS BY A. PETRUCELLI  
34—T. LT. FROM THE ALBERT DAVIS COLLECTION, CER. CULVER.  
35—T. LT. FROM THE ALBERT DAVIS COLLECTION, CER. CULVER.  
36—MACGREGOR COURTESY GEORGE ULLMAN  
37—MACGREGOR COURTESY GEORGE ULLMAN  
38—MACGREGOR COURTESY GEORGE ULLMAN  
39—MACGREGOR COURTESY GEORGE ULLMAN  
40—MACGREGOR COURTESY GEORGE ULLMAN  
41—MACGREGOR COURTESY GEORGE ULLMAN  
42—MACGREGOR COURTESY GEORGE ULLMAN  
43—MACGREGOR COURTESY GEORGE ULLMAN  
44—MACGREGOR COURTESY GEORGE ULLMAN  
45—MACGREGOR COURTESY GEORGE ULLMAN  
46—MACGREGOR COURTESY GEORGE ULLMAN  
47—MACGREGOR COURTESY GEORGE ULLMAN  
48—MACGREGOR COURTESY GEORGE ULLMAN  
49—MACGREGOR COURTESY GEORGE ULLMAN  
50—MACGREGOR COURTESY GEORGE ULLMAN  
51—MACGREGOR COURTESY GEORGE ULLMAN  
52—MACGREGOR COURTESY GEORGE ULLMAN  
53—MACGREGOR COURTESY GEORGE ULLMAN  
54—MACGREGOR COURTESY GEORGE ULLMAN  
55—MACGREGOR COURTESY GEORGE ULLMAN  
56—MACGREGOR COURTESY GEORGE ULLMAN  
57—MACGREGOR COURTESY GEORGE ULLMAN  
58—MACGREGOR COURTESY GEORGE ULLMAN  
59—MACGREGOR COURTESY GEORGE ULLMAN  
60—MACGREGOR COURTESY GEORGE ULLMAN  
61—MACGREGOR COURTESY GEORGE ULLMAN  
62—MACGREGOR COURTESY GEORGE ULLMAN  
63—MACGREGOR COURTESY GEORGE ULLMAN  
64—MACGREGOR COURTESY GEORGE ULLMAN  
65—MACGREGOR COURTESY GEORGE ULLMAN  
66—MACGREGOR COURTESY GEORGE ULLMAN  
67—MACGREGOR COURTESY GEORGE ULLMAN  
68—MACGREGOR COURTESY GEORGE ULLMAN  
69—MACGREGOR COURTESY GEORGE ULLMAN  
70—MACGREGOR COURTESY GEORGE ULLMAN  
71—MACGREGOR COURTESY GEORGE ULLMAN  
72—MACGREGOR COURTESY GEORGE ULLMAN  
73—MACGREGOR COURTESY GEORGE ULLMAN  
74—MACGREGOR COURTESY GEORGE ULLMAN  
75—MACGREGOR COURTESY GEORGE ULLMAN  
76—MACGREGOR COURTESY GEORGE ULLMAN  
77—MACGREGOR COURTESY GEORGE ULLMAN  
78—MACGREGOR COURTESY GEORGE ULLMAN  
79—MACGREGOR COURTESY GEORGE ULLMAN  
80—MACGREGOR COURTESY GEORGE ULLMAN  
81—MACGREGOR COURTESY GEORGE ULLMAN  
82—MACGREGOR COURTESY GEORGE ULLMAN  
83—MACGREGOR COURTESY GEORGE ULLMAN  
84—MACGREGOR COURTESY GEORGE ULLMAN  
85—MACGREGOR COURTESY GEORGE ULLMAN  
86—MACGREGOR COURTESY GEORGE ULLMAN  
87—MACGREGOR COURTESY GEORGE ULLMAN  
88—MACGREGOR COURTESY GEORGE ULLMAN  
89—MACGREGOR COURTESY GEORGE ULLMAN  
90—MACGREGOR COURTESY GEORGE ULLMAN  
91—MACGREGOR COURTESY GEORGE ULLMAN  
92—MACGREGOR COURTESY GEORGE ULLMAN  
93—MACGREGOR COURTESY GEORGE ULLMAN  
94—MACGREGOR COURTESY GEORGE ULLMAN  
95—MACGREGOR COURTESY GEORGE ULLMAN  
96—MACGREGOR COURTESY GEORGE ULLMAN  
97—MACGREGOR COURTESY GEORGE ULLMAN  
98—MACGREGOR COURTESY GEORGE ULLMAN  
99—MACGREGOR COURTESY GEORGE ULLMAN  
100—MACGREGOR COURTESY GEORGE ULLMAN

ABBREVIATIONS: BOT., BOTTOM; ©, COPYRIGHT; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; INT., INTERNATIONAL; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



# LIFE

IN THIS

## MID-CENTURY ISSUE

THE CAREFREE 1900S  
50 YEARS OF WOMEN  
ADVANCE OF SCIENCE  
HEADLINERS OF THE TWENTIES  
A FAMOUS MURDER  
AND MANY OTHER FEATURES  
28 PAGES IN COLOR



AMERICAN LIFE  
AND TIMES  
1900-1950

MoreMart.com®  
Gift Quality Vintage Magazines

SPECIAL  
ISSUE

JANUARY 2, 1950 **20** CENTS  
YEARLY SUBSCRIPTION \$6.00