

GET ACQUAINTED WITH VENUS

by Ernest Cherrington, Jr.

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This month our sister planet is so close you can see her at noonday

HAVE you ever observed the evening star at noon? It is really quite easy these days, for Venus is again playing her conspicuous role in the evening sky. It is now brighter every night, and on May 20 it will attain its maximum brilliancy — nearly sixty times the brilliancy of the brightest fixed star in the sky. If you haven't noticed it, just look westward at sunset. You can't miss it, for it shines conspicuously long before the sky darkens.

The easiest way to locate the planet at noon is to begin the evening before. Face west at sunset and extend your arms, pointing the right hand at the sun and the left hand at Venus. Next day at noon, face south and extend your arms so that your hands are about the same distance apart as they were the night before. Then, with your right hand covering the sun, sweep the left hand through the sky, keeping the same angle between your arms. Somewhere near the path your left hand traces, Venus should appear.

Venus is our sister planet in several respects. It is our nearest neighbor on the sunward side, and when it passes between the sun and the earth it approaches within 26,000,000 miles of us — closer than any other planet can come. Moreover, Venus is almost as big as the earth, whereas all the other planets are either much larger or much smaller.

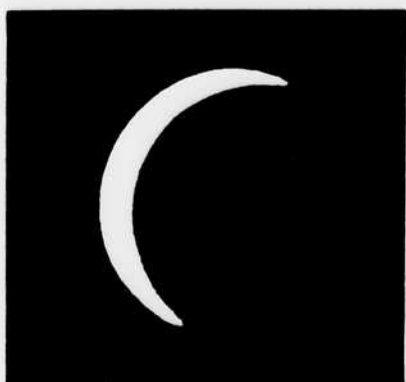
Venus exhibits all the phases of the moon, and at present, when viewed with a telescope, it appears as a crescent. At full-moon phase the planet is inconspicuous because it lies 160,000,000 miles away. When nearest to us it is invisible because only its dark side is turned toward us. Its apparent brightness is thus determined by two variable factors — distance and phase. These factors tend to offset each other, and, oddly enough, we receive the most light from the planet not when it is full, but when it is in the crescent phase.

Venus's Mystery

IN THE past, several keen-eyed observers have recorded a few vague, dark areas on their drawings of the planet. Most astronomers were unable to see the spots even under the most favorable conditions, and their origin was generally ascribed to imagination. The mystery remained unsolved until a few years ago when Frank E. Ross secured a remarkable series of color photographs at the Mount Wilson Observatory. On his ultraviolet photographs, indefinite dark areas appeared. Although most human eyes are insensitive to ultraviolet light, there are occasional exceptions. Evidently those astronomers whose visual observations were questioned, actually saw what their colleagues could not detect.

No one has ever observed the surface of Venus. The planet is enveloped in a dense, perpetually cloudy atmosphere that defies penetration. Recently, Earl C. Slipher, of the Lowell Observatory, has engaged in an extensive study of that atmosphere. His photographs, totaling more than 500, show considerable and varied activity among the cloud formations. Slipher believes that the entire atmosphere is very dusty, a condition that renders it virtually opaque. From a study of the rapid changes of the dark areas, he concludes that winds blowing a hundred miles per hour may be common.

No one knows how long the day lasts on Venus. Astronomers usually measure the day on another world by watching the planet turn on its axis. They pick out some unique marking and determine the time required for it to make a complete revolution. In the middle of the eighteenth century the period of Venus was believed to be almost twenty-three hours. Fifty years ago, the few astronomers who noted any markings at all decided that Venus must keep the same face turned toward the sun continuously. The discrepancy is no longer surprising



E. C. Slipher

Only a crescent, she's 60 times as brilliant as any fixed star

since we know that astronomers were measuring not surface spots but objects of no more permanence than the clouds that drift through our own skies. Today, in the light of spectroscopic studies, some scientists believe

that the Venusian day may be equivalent to one of our months.

The temperature of our sister planet has been taken through delicate analysis of the light it sends us. The result is 15° below zero. However, that figure applies not to its surface but to its stratosphere, which is actually 55° warmer than the corresponding region of the earth's atmosphere.

We should find the air on Venus ill-adapted to our needs. In fact we'd smother very quickly there, for the atmosphere seems to be composed chiefly of carbon dioxide. We'd also find things pretty hot, hotter than boiling water. At least that is the theoretical figure that Rupert Wildt, of Princeton, has just announced after extensive study.

So when the Interplanetary Transit Company begins to send passenger rockets out into space, I hardly think that the ships to Venus will be crowded.

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Before the Premiere—Miss Nancy Calhoun, charming debutante, entertains at "Tryggvesson," the spacious family mansion on lovely old Pace's Ferry Road. (Below) Leaving for Atlanta's "Gone With the Wind" Ball.



Charming Southern Belle

— BOTH ARE SOUTHERN BEAUTIES AND BOTH HELP KEEP THEIR SKIN LOVELY WITH POND'S

Clever Young Columnist



Susan Jones Medlock, bright young reporter, originated the Atlanta Journal column called "Peachtree Parade" in which she records Society's doings. (At Right) In a box at the ball she gathers highlights for her column.



We interviewed Miss Calhoun

QUESTION: So many Georgia girls have "peaches-and-cream" complexions, Miss Calhoun. How do they do it? It's easy to see you have the answer!

ANSWER: "Well, really, I'd say Pond's 2 Creams are the answer—at least for me! Morning and evening I cleanse my skin carefully with Pond's Cold Cream to make sure every trace of make-up is removed. And before putting on fresh powder, I always spread on a light film of Pond's Vanishing Cream."

QUESTION: Do these two Creams do anything else for your skin?

ANSWER: "Yes, much more. You see, besides cleansing, regular use of the Cold Cream softens my skin and brings a warm glow, and the Vanishing Cream helps protect it against weather—smooths little roughnesses right away, too!"

We talked with Susan Medlock

QUESTION: Isn't it a tough beauty assignment to hurry straight from a newspaper office looking fresh enough to "cover" a society party?

ANSWER: "No, because I always keep jars of the 2 Pond's Creams right in my desk—ready to freshen up my complexion in a jiffy. Pond's Cold Cream is just perfect for a thorough, easy cleansing. It leaves my skin feeling so sweet and clean—and soft! Then, before make-up, I use Pond's Vanishing Cream."

QUESTION: Do you mean you get a quicker and better effect with your make-up when you use both Pond's Creams?

ANSWER: "My, yes, and I'll tell you why: Pond's Cold Cream cleanses and softens my skin. Pond's Vanishing Cream is a different kind of cream—it's a non-greasy powder base that takes make-up smoothly—keeps it mighty nice for hours."



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