

A EUROPEAN SEES US

AMERICA is a land of pretty backs, optimism and wide roads to Bernd Lohse, foreign observer and former manager of the picture service department of the Scherl Publishing Co., of Berlin. For the last four years Mr. Lohse has been photographing such scenes as he and major publications of Europe believe to be interpretive of great groups of peoples. Six months ago he came to this country, cramming, as he came to the social, economic and political aspects of the United States. From east and west his pictures have been gathered for publication here, in England, and on the continent. They have been featured in the *Berliner Illustrierte Zeitung*, one of the most widely distributed illustrated magazines in Europe. These four pages represent his interpretation of our peculiar, revealing characteristics.

I INSTANTLY LIKED...



"THE DEEP ravines, the maze-like abysses of downtown New York, where I felt rather lost."

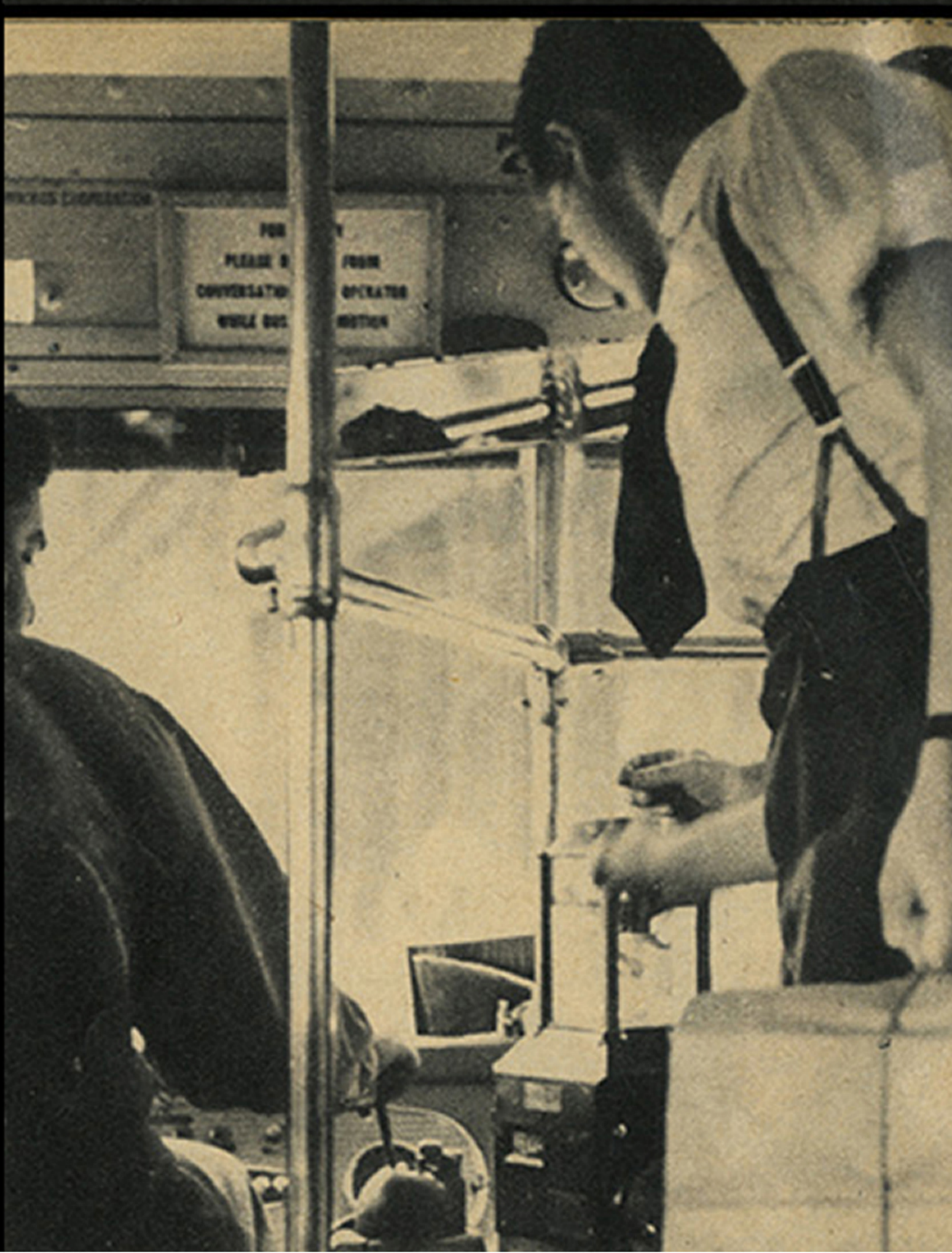


"THE WIDE ROADS that run for thousands of miles through the country. And I like American buses."

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"THE SUMMER clothing of California women; I think they are attractive and sporting."

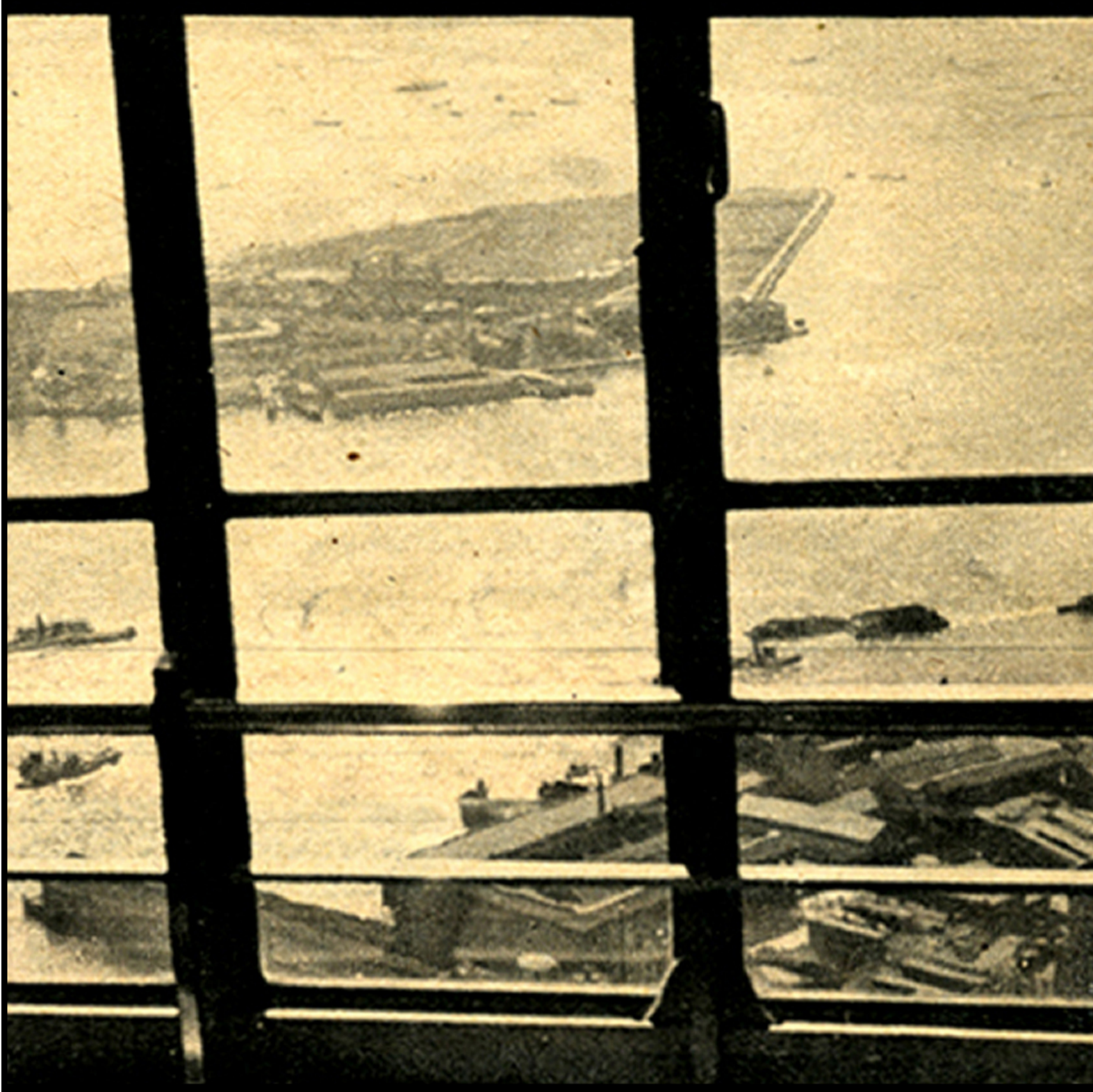


"THE PRACTICAL way the bus lines collect fares."

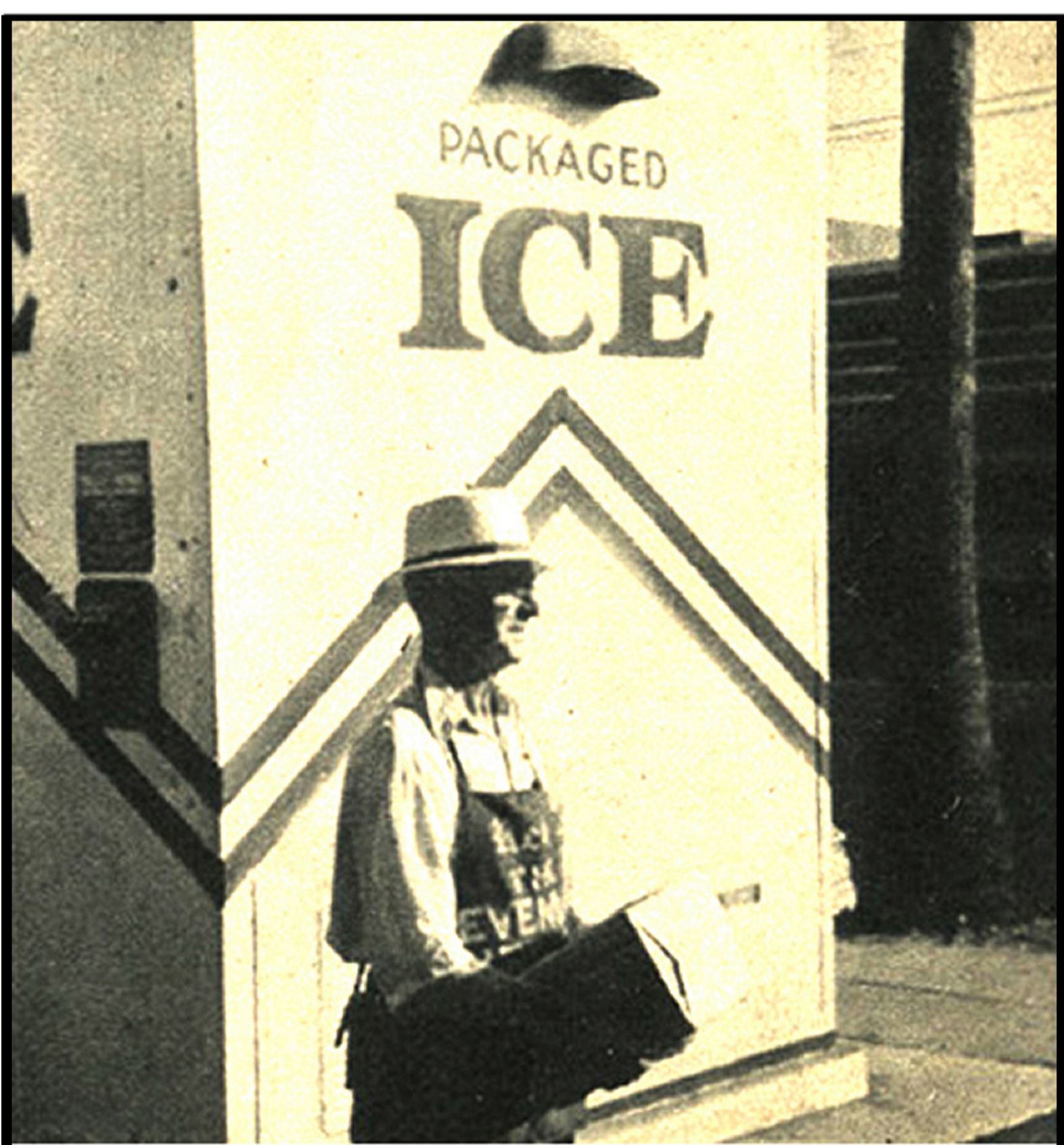


"THE INFORMALITY of a Los Angeles shop front and the wish of the owner to be called by his first name."

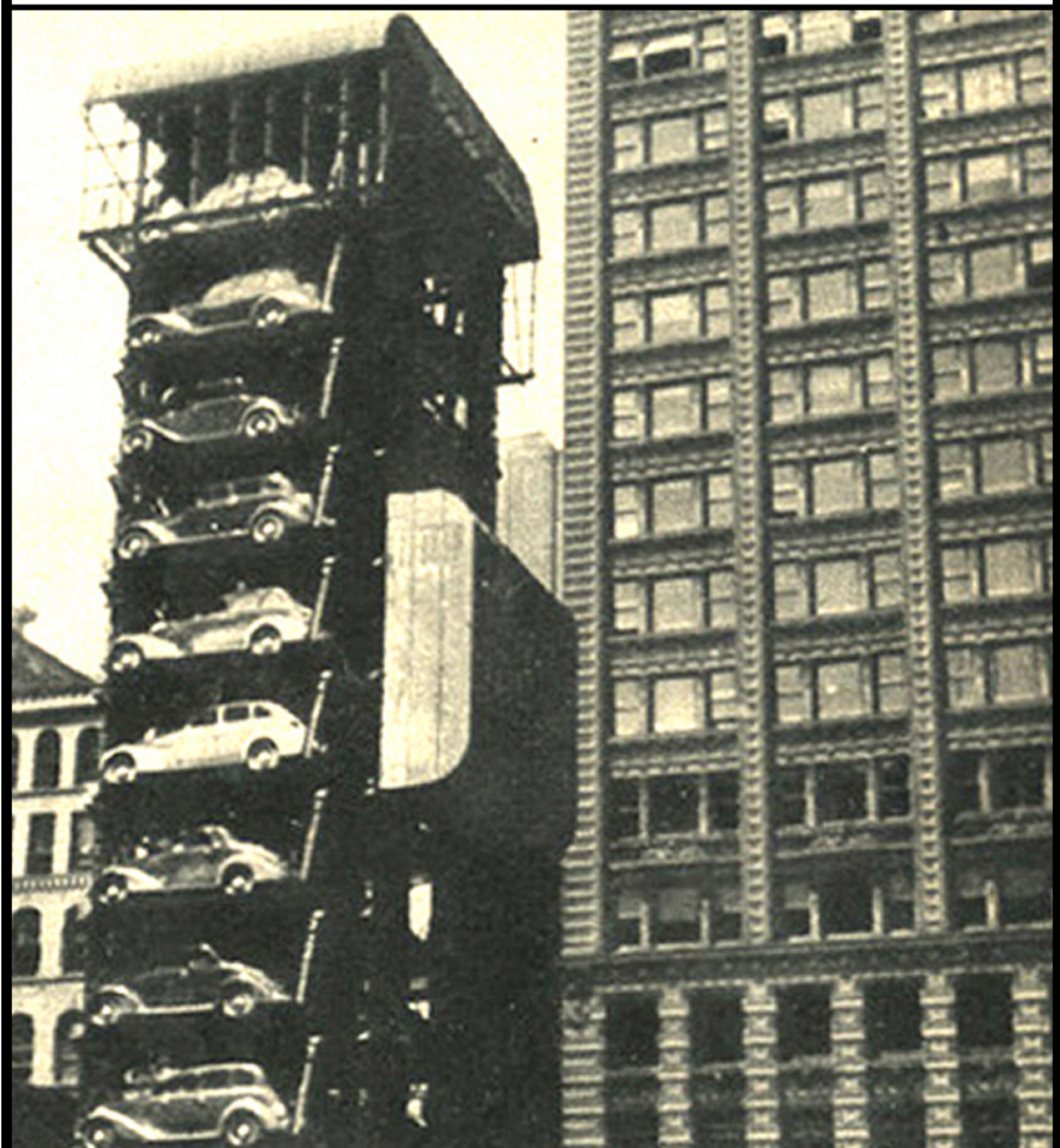
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"THE VIEW from the tower of one of Manhattan's lofty skyscrapers from which I could see miles distant."



"THE WAY that the American merchant puts everything into slot machines."



"THE INCENIOUS up-in-the-air solution of the parking problems in Chicago."

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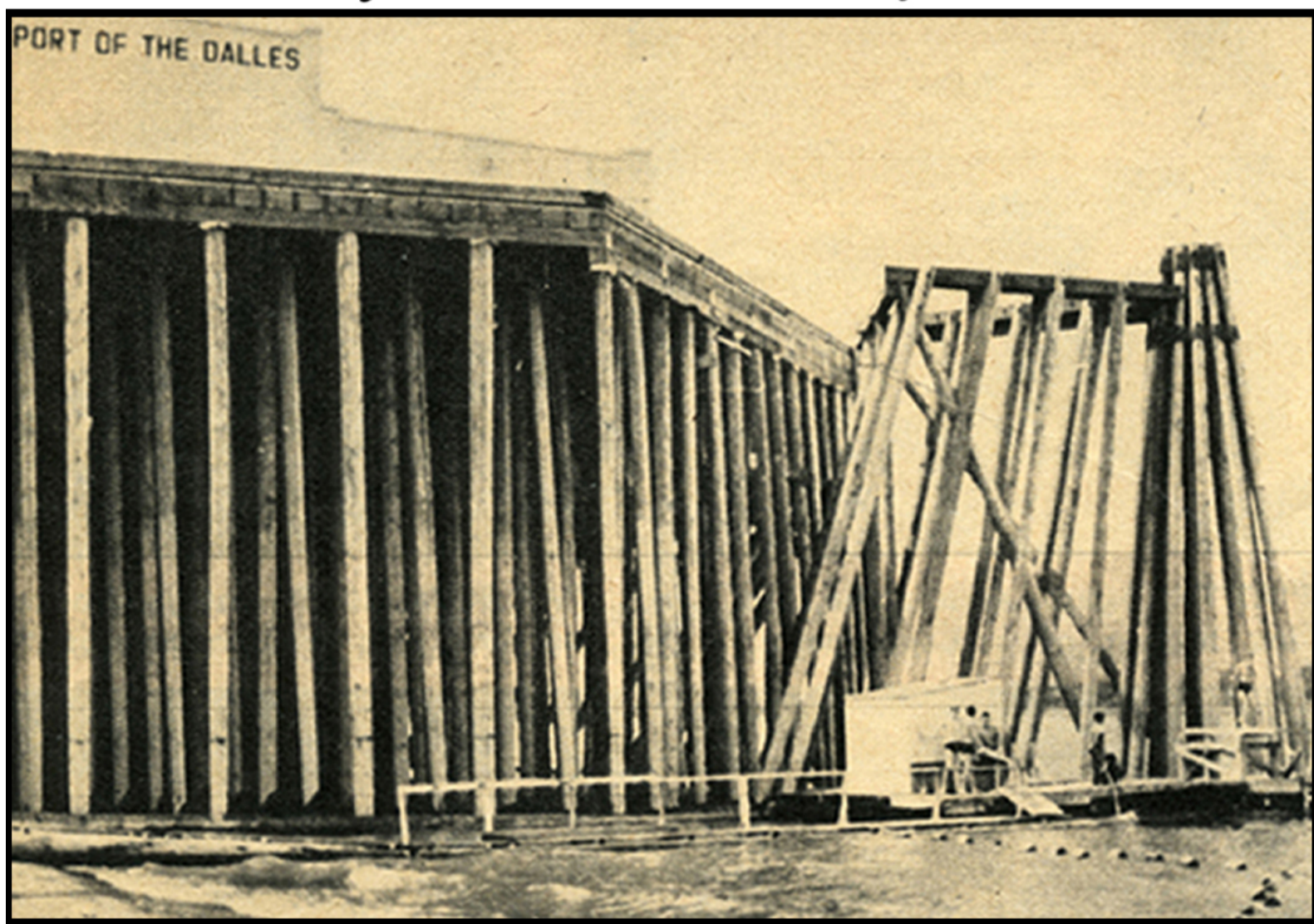
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**"THE WAY American girls dress their hair. And also, I must say it!
- I like their backs."**



"THE GAY PATTERNS of underwear worn by American men. They are cut for economy and comfort."



"THE OPTIMISM of the people of Dalles, Oregon, who got their docks ready before the release of water from Bonneville Dam provided the water to float any boats up to them."



"THE MANNER in which the City of New York cools its children on the hot and blistering days of mid-summer."

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I WAS AMUSED...



"AT THE APPROPRIATION by a Chinese restaurant owner of a German word, so oddly misplaced in New York's Chinatown."



"AT THE figures seen in the shining helmet of a Legionnaire."



"AT BOYS' CORDS with padlocks on them in a department store."



"AT THE SIGHT of this little hands-on-swaying-hips impersonation (maybe of Mae West) at a children's parade in Venice California."

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I DIDN'T AGREE...



"WITH THE WAY the American people allow their roads to be 'decorated,' all but obscuring what is good and disfiguring the indifferent."



"WITH THE CARELESSNESS of the American who puts his feet on seats of public conveyances, looking only for his own convenient comfort."

I SOMETIMES WONDERED...



"TO WHAT TROUBLE most American women will go to look as beautiful as possible. And they make no secret of the process!"

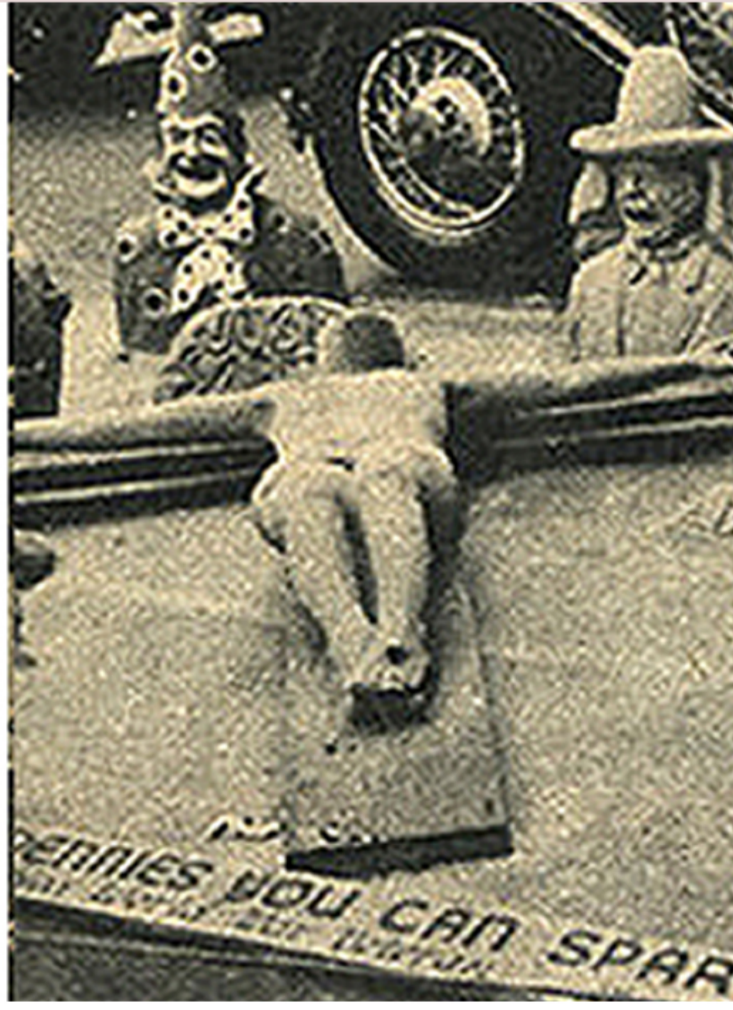


"HOW THEY GOT the scallops, the smelts, the golden salmon, the abalone, the ling and the rock cod to join the union!"

IT WAS A STRANGE SIGHT...



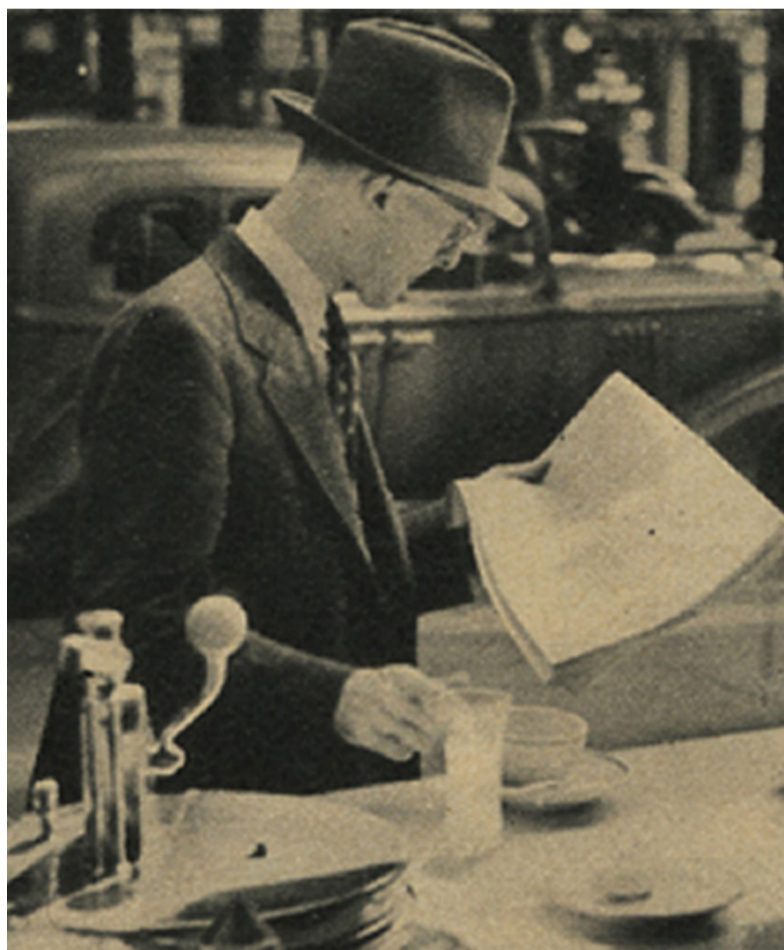
"TO SEE thousands of dignified men march in a Shriners' parade.



"TO SEE this rather broad-minded sidewalk exhibit of sculpture."

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I FELT SORRY...



"FOR CITY dwellers who eat breakfast as they read the news." "FOR CLERKS who seek sunlight in city graveyards at noon."

I DIDN'T EXPECT...



"TO FIND the much talked-about skyline of Manhattan Island to be the awe-inspiring, astonishing thing it really was from my shipboard view."



"TO FIND the roof-top of a New York skyscraper landscaped to include a flowering garden and an artificial running stream above the streets."



"TO FIND such a beautiful and romantic sight as the little soda-sipper dressed in pretty costume for the fiesta at Santa Barbara, California."

FOCUS

June, 1938

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