

WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON
(Consolidated Features-WNU Service.)

NEW YORK—Snapping the United States liner, America, new queen of the American Merchant marine, through the Narrows, into True Son of Old Yankee Breed quarantine and on to her dock, Capt. Giles Chester Stedman, master of the new leviathan, handled his ship as deftly as a lad would handle a toy. Indeed, in his various maneuverings of the \$5,000,000 luxury liner on her maiden passenger-carrying trip from Newport News, Va., Captain Stedman evinced their delight in putting his new charge through her paces. The 900 guests, United States senators, shipping magnates and so forth, must have cast their thoughts back to days when amid mountainous waves and winds ranging from gale to hurricane proportions, this young shipper—he is only 42 years old—performed deeds of daring-do on the deep, deeds that have gained for him a gold medal from the Italian government; the United States navy cross; the silver life-saving plaque from the British admiralty; the Treasury department gold medal and other like testimonials of high courage and skilled seamanship.

There was that tumultuous day in the mid-Atlantic, October 20, 1925, when the President Harding, of which Stedman was then chief officer, steamed in the rescue of the Italian freighter, *Leandro Florio*, beaten down and sinking. Stedman stepped to one of the lifeboats and called for a volunteer crew. Every man jack of the distressed crew was saved.

Two years later, westbound and about 1,575 miles from New York, the wireless operator brought Stedman a message from the British freighter *Exeter City*. The craft had lost her captain, third officer and two seamen and was sinking.

The seas were a veritable witchbroth, the wind shrieking at hurricane force. No possibility existed for the survival of a small boat in such a sea. So Stedman maneuvered his vessel sufficiently close to admit of a line being shot aboard the distressed freighter. With tackle thus rigged, a lifeboat was lowered from the American Merchant and pulled to the sinking vessel and the crew saved. The seamanship involved was said to have represented one of the finest exploits in American annals. Last September, commanding the United States liner *Washington*, Stedman rescued the entire crew of the British freighter *Oliviergrove* torpedoed by U-boat.

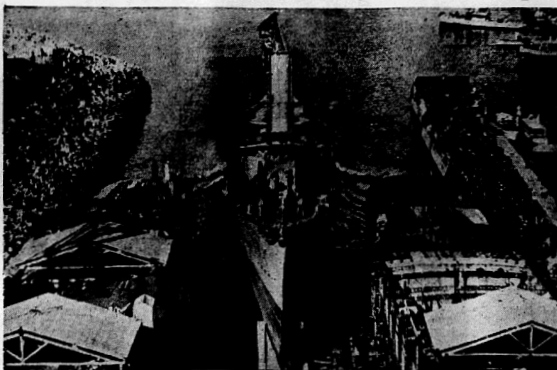
As a youngster, deciding upon a sea career, Stedman joined the United States Coastguard, where in the first world war he saw two years' hazardous service in convoy work in the Mediterranean sea and English channel. When peace came, Stedman enrolled in the Massachusetts Institute of Technology for courses in marine engineering. He joined the United States Line in 1922, and at the age of 24 received his first command.

ONE of the most hard-boiled citizens this reporter ever knew was a bookish college dean who always spoke softly, but swung from the heel of his cane. Somewhat in this picture is Colonel Peck of the *Bush of Spunk*. Col. De Witt Peck of the U. S. Marines, who gives quiet emphasis to plain words in Shanghai, as the Japanese menace the foreign areas and tension increases. The Japanese seem to think they need an "incident," and Colonel Peck isn't at all likely to provide one—but he doesn't back down.

When he is in civvy or informal dress, he is rarely without a book in his pocket and never without his pipe. He may or may not read *Horizon*, but he "thinks like a man of action and acts like a man of thought." He won the Victory Medal for Gallantry in the World war battles of the Meuse-Argonne and St. Mihiel, and the Medal of the Purple Heart for fighting in negotiating and fighting in Latin America. He graduated from Annapolis in 1915 and is 46.

His career is a reminder that this country has had quite a workout in handling explosive situations here and there around the world. In Nicaragua, Cuba, Haiti and other Latin-American countries, Colonel Peck has been a successful trouble-shooter and has brought things through nicely without selling dirt or leaving any hard feelings. He has built a reputation as a scholar in his studious application of problems of naval and military science. He is six feet tall, slender and academic in appearance but said to pack a powerful punch.

Brazil Launches 'Good Neighbor' Warship



Putting teeth into the declaration of Pan-American unity in defending the Monroe Doctrine, Brazil leads the parade of South American nations in speeding preparedness by launching a new destroyer, the *Marcella Dias*, at Rio de Janeiro, one of the six class "A" destroyers being rushed to completion. Mrs. Getulio Vargas, wife of Brazil's president, christened the vessel.

Southwest Indians Join in Tribal Ceremonies



Seven thousand Indians representing 36 tribes of the Southwest will give demonstrations of dance, games, races and ceremonial dances at a celebration which opened at Gallup, N.M., August 14, to continue for three days. The celebration marks the twentieth annual Inter-Tribal ceremonial. Sixty different types of Indian dances will be exemplified. Above are shown typical scenes from the ceremonial.

'East Side, West Side' Takes a Walk



Former Gov. Alfred E. Smith of New York, who announced his intention of supporting Wendell L. Willkie for President, is shown at the plane after seeing no judge in the Barker Shop Quartet contest at the New York World's fair. The Happy Warrior made a gambler by joining the winners in "The Sidewalks of New York," his campaign song in the Presidential race of 1928.

Coffee Queen



This is 18-year-old Peggy Van Vleet of Glen Ridge, N. J. What is Peggy doing? She's drinking good coffee. So what? Just as a symbol of coffee, "the drink of Western hemisphere friendship."

Girl Scouts Sponsor Hemisphere Ties



Inter-American friendship will be the slogan of the annual international camp of Girl Scouts and Girl Guides from 15 countries in the Western hemisphere which opened at Camp Andover, N. Y., on August 14, to continue for two weeks. Girl Scouts are shown posing to the camp grounds. Mrs. Eleanor Roosevelt, honorary president of the Girl Scouts, is shown in inset.

V. F. W. Convention



Joseph C. Macdonald of New Orleans is expected to be elected commander-in-chief of the Veterans of Foreign Wars at its forty-third annual convention opening at Los Angeles, Calif., on August 15.

HOUSEHOLD QUESTIONS

Iron rust may be removed from white material with sour milk.

Japanned articles should never be washed in hot water as the Japan is likely to wash off. Use lukewarm water and soap.

Cold air drops and hot rain. The compartment of the refrigerator under the ice chamber is, therefore, always the coldest part of the refrigerator.

A reader suggests putting a little blue or green vegetable coloring in the golden bowl to give the water a more realistic touch of the deep.

When frying don't put in the article to be fried until the fat is still and a faint smoke is seen rising from the pan.

Did you know that if you flour the pan or dish in which you can weigh out sticky substances and you won't leave half of them on the pan when you put them into bowls?

Want some juice-appetizers? Try the following juice combination: Tomato, onion, clam, tomato, pineapple, grapefruit and orange, grapefruit and grapejuice, lemon and cherry, apple and pineapple, prune and orange, raspberry and lemon, and grapefruit and cherry—with a bit of chopped mint.

Browned pears make delicious garnishes for veal or pork chops. Allow half a pear to a portion. Dip each pear into flour and brown it in a little fat in a frying pan. Sprinkle with salt, pepper and cinnamon.

Jellied chicken broth often appeals to invalids during warm weather. Mix 1 tablespoon granulated gelatin in 3 tablespoons of cold water. After 5 minutes dissolve in two cups of boiling, well-seasoned chicken stock. Pour into individual molds and chill until firm. When stiffened cut into 1-inch cubes and pile in glass sherbet cups. Sprinkle with minced parsley mixed with a little lemon juice.

Centenarian Must Have Grieved Over Wasted Life

It was a great day for the village when the oldest inhabitant celebrated his hundredth birthday. And the excitement grew intense when it was learned that a newspaper reporter had come in search of an interview.

After various questions, the answers to which were prompted by fond and anxious relatives, the press representative asked:

"Now, tell me what you would do if you could have your time over again?"

There was a long silence while the old man thought. Then he said slowly:

"I think I would part my hair in the middle!"

There is a Tide Truly there is a tide in the affairs of men; but there is no gut-stream setting forever in one direction.—Lowell.

ATHLETE'S FOOT

Grains between toes—baking, washing feet, and using a foot powder. Athlete's foot is a common skin disease which causes itching, burning, and redness between the toes. It is caused by a fungus which thrives in warm, moist places. To prevent it, keep your feet dry and use a foot powder.

We Can All Be EXPERT BUYERS

It is bringing us buying information, at prices that are being asked for what we intend to buy, and in the quality we can expect. The advertising columns of this newspaper provide a wealth of service which serves us as well as you.

It is a good habit to form, the habit of examining the advertisements every time we make a purchase, though we have already decided just what we want and where we are going to buy it. It gives us the most pertinent feeling in the world the feeling of being adequately prepared.

When we go into a store, prepared to buy with knowledge of what is offered and of what prices we get on expert buyers, filled with confidence, it is pleasant feeling, the feeling of adequacy, that of being adequately prepared in the world can be traced to the fact that we have been adequately prepared.

Twenty-three—there's that old record setting all our business relationships are more pleasant.



SUMMER SALADS

(Recipes Below.)



Salads, in summer, are as important as swimming or tennis, or golf. Nothing tastes quite so good as a cool, crisp mixture of fresh greens, or fruits, or vegetables, served with just the proper dressing. The very word is refreshing—like a drink of cold, sparkling spring water after a long and dusty hike.

Very light salads may be served as an appetizer first course, if desired. Dinner salads, too, are light; they may be served as a separate course, or with the main course of the meal. For luncheon, salads may be somewhat heavier, because the main luncheon dish is likely to be light. Many times, a luncheon salad is a whole meal in itself, served with bread or crisp rolls, a beverage, and dessert. And there are many times in informal luncheons and dinners, when salads do duty for dessert.

What makes a good salad? Plenty of crisp, fresh greens, a blend of fruits or vegetables or fish, a tasty dressing and a dash of color, say the experts. To make salads appetizing and refreshing, as they should be, everything must be fresh, crisp, and well chilled. Greens are freshened in ice water for half an hour, well drained in a salad basket or bag, and left in the refrigerator to chill. To prepare head lettuce for salads, cut out the core or stem with a pointed knife, and let cold water from the faucet run over this opening. The water forces the leaves apart and cleans them.

Use other greens besides lettuce for garnishing salads, and in mixed green salads, as well. Watercress, tender inside leaves of raw spinach, endive, escarole and romaine are good for variety.

Add cubed, leftover meats to green salad, for a hearty main dish. And for hot days, plan fruit salad plates for lunch or supper.

Peel oranges, sliced and served with fresh, whole berries, with lettuce, watercress or endive for a garnish, make an attractive and refreshing meal.

Crab Apple Salads.
(Serves 6)
6 eggs
Pink pure food color
12 cloves
6 tiny sprigs of green
1 head lettuce
¼ cup mayonnaise

Place eggs in saucepan, cover with boiling water and simmer gently until eggs are hard cooked (about 15 minutes). Remove shells while eggs are very hot, then while holding egg under hot water, flatten both ends of the egg until it takes on the shape of a small crab apple. Paint a tint of pink on each egg with pink liquid color; place a clove at the stem end of the egg and another at the blossom end. Add a tiny sprig of green at the stem end and the "crab apple" will be complete. Arrange lettuce cups on individual salad plates; place one egg on each plate and serve with mayonnaise.

Fruit Salad.
Two light-colored, in salad bowl one cup watermelon balls, one cup muskmelon balls, one cup honey dew melon balls, 1 cup seeded red cherries, and 1 cup diced celery. Add french dressing in sufficient quantity to thoroughly coat all fruits. Serve in bowl lined with chilled greens.

Golden Fruit Salad.
(Serves 6)
1 tablespoon gelatin
2 tablespoons cold water
¼ cup juice from canned pineapple (not)
¼ cup sugar
Few grains salt
¼ cup orange juice
¼ cup vinegar
1 orange (cut in pieces)
1 cup raw carrot (coarsely grated)
1½ cup crushed pineapple

Soak gelatin in cold water and dissolve in hot pineapple juice and sugar, salt, orange juice and vinegar. Cool, and when beginning to

If you're planning a picnic for a crowd, be sure to read Eleanor Howe's column next week. You'll find in it Miss Howe's own tested recipes for picnic foods—a recipe for a chocolate cake to serve 25 hungry picnickers; directions for making barbecue sandwiches or meat loaf for the same size crowd; and a recipe for a gallon of inexpensive chocolate chip ice cream.

stiffen, add remaining ingredients. Turn into wet mold and chill until firm. Unmold on lettuce. Serve with mayonnaise or fruit salad dressing.

Fruit Salad Dressing.
2 egg yolks
¼ cup strained honey
Juice 1 lemon
Dash salt
1 cup whipping cream

Place egg yolks, honey, lemon juice and salt in top of double boiler and cook ¼ hour. Remove from flame, beat with Dover egg beater and cool. Whip cream and then pour the chilled honey mixture into the whipped cream—beating entire mixture with Dover egg beater. Serve with any kind of fruit salad.

Appetizers.
Cut the crusts from slices of very fresh bread. Spread bread with cream cheese generously mixed with paprika. Roll as for a jelly roll and slice in very thin slices. Brush with melted butter, salt lightly, and serve immediately.

French Dressing.
(Makes ¼ cup)
1 clove garlic
¼ (grated)
4 cups sugar
1 tablespoon salt
1 tablespoon paprika
1 cup oil
½ cup vinegar

Grate garlic on lump sugar, and let stand before using, for several hours. When ready to mix, place all ingredients in order listed in jar. Shake vigorously and serve.

Tomato Jelly Rings With Salmon.
(Serves 5 to 6)
1 tablespoon gelatin (unflavored)
¼ cup cold water
2 cups tomato juice
1 tablespoon sugar
¼ teaspoon salt
Dash pepper
1 bay leaf
1 teaspoon onion (minced)
¼ cup celery (chopped)
2 teaspoons lemon juice
13 cloves
Watercress or lettuce

Salad dressing.
Soak gelatin in cold water. Combine tomato juice, sugar, salt, pepper and bay leaf, and bring to a boil. Strain. Dissolve softened gelatin in the hot liquid. Allow to cool until the mixture begins to thicken. Fold in onion, celery and lemon juice and pour into individual ring molds. Chill until firm; just before serving unmold on beds of watercress or lettuce. Fill centers of salad rings with large flakes of salmon. Serve with mayonnaise.

Have you ever realized that every single one of us includes, in our daily routine, several hundred home-made, household tasks? And have you ever discovered by accident some simplified, easy, and practical way of doing one of these tasks? Then you know how valuable a book would be that contained several hundred just such helpful hints on housemaking.

Send 10 cents in coin to "Household Hints," care Eleanor Howe, 818 N. Michigan Avenue, Chicago, and you'll receive your copy of this helpful booklet promptly. (Claimed by Western Newspaper Union.)

Quick Green.
Green peppers, cut in halves and simmered for 10 minutes, make tasty cases for creamed or sautéed fish. After the peppers have been filled put them in the oven for five minutes or so to brown the tops.

Chiffon Spices.
For additional clothes space in the closet hang a bird-cage hook to the top of the closet door. This will hold six or eight hangers and will keep long dresses up from the floor.

WEEKLY NEWS ANALYSIS BY ROGER SHAW

German and British Airmen
Raid Vital Industrial Centers;
Political Campaign 'Roars On'(EDITOR'S NOTE—When opinions are expressed in these columns, they are those of the writer and not necessarily of this newspaper.)
Released by Western Newspaper UnionYE CAMPAIGN:
Roars On

Boss Ed Flynn of the Bronx, a man with a surprisingly free library, who likes to read, took Jim Farley's place as national chairman of the Democrats. He was the same general type as Farley, with a similar background, except that Farley was a country boy, and Boss Flynn was a city laddie. Like Farley, Flynn is respected around New York, and well liked by many.

Willkie came out and said he would not get into the personal arguments with members of Congress, individual hecklers, or anybody else that Willkie went on. He may have had very determined views about censorship, and about helping the Bullmen abroad, but he wouldn't admit what those views were. Some Republicans remarked that they felt they had signed a blank check made

out to Wendell Willkie. And yet more than 90 per cent of the newspapers of the United States were supporting him against the Hill.

More and more, people were showing themselves anti-Roosevelt, rather than pro-Willkie.

Dilemma
An evidence of this was the continued fight of Democrats, over to the Republican fold. As each Democrat moved over, Roosevelt would denounce him, but still they moved.

Lewis Douglas, Roosevelt's erstwhile budget director, had been one of the first. Now came Edmund Tolan, counsel to the house committee, investigating the National Labor Relations board. Tolan signed, in order to work for Willkie.

On the other hand, a fair number of liberal Republicans were none too sure about Willkie. They stressed his "non-savory" background, and his "Anglophile" was expressions.

THE WAR:
Aircraft
While the world waited wearily for the German invasion of England, air fighting raged to and fro between the Royal Air Force, biggest of the Goering flying circus, the Germans between the port of London, biggest in the entire world, to close, and also the ports of Newcastle, Plymouth, Hull, and Newcastle. This meant that all sorts of commodities had to be unloaded in the still soggy west of England, and shipped east, which dislocated the British timetable.

On the other hand, the British claimed they had peppered Hamburg to a really serious degree. This is Germany's third biggest city after Berlin and Vienna, and by far the friendliest city to England of them all. Its inhabitants speak a

dialect closely akin to Anglo-Saxon, and its sea-going and commercial ties with John Bull have always been strong. After the Napoleonic wars, Hamburg's republicans sent a petition to England to take them over.

Bremen, Hamburg's sister city, also got it in the neck, but not so bad. So did Dusseldorf, Essen, West, and Duisburg, in the valley of the river Rhine. Essen is the German Pittsburgh, where the steel complex of the Krupp works spreads out. It is an easy aerial target. Sheffield, the English equivalent of Essen and Pittsburgh, was scheduled to be "on" on the list, while Welsh Cardiff and English Portsmouth were reportedly already being gutted. One ex-Englisher was excited by all this. He was living in faraway Chicago, but he bought a Spitfire fighter and presented it to his home town, Leamington Spa, in Warwickshire.

Anti-Aircraft
In the German service, the anti-aircraft department is an integral part of the Goering flying circus, which is an independent branch of the national defense, co-equal with army and navy. (In the American service, anti-aircraft is part of the army's coast artillery.) During the first 11 months of the present war, the crack German anti-aircraft brought down 1,250 enemy planes, knocked out more than 400 tanks, sank 10 ships, and damaged 10 more of them.

The Catch
There is a catch to all this aerial warfare, between the British island fortress and the land seacoast under German domination. It is this: the British are raiding by day, and the British do it by night. Air raiding by day is much more dangerous to the flyers, but it is also much easier to hit land targets when the sun is up. Night bombing is safer for the pilots, but it is far harder to hit targets when the sun is down. This accounts for the much heavier German air losses. The Germans outnumber the British in the air by perhaps 3 to 1, so they can afford to "take" it. The Royal Air Force has to be economical in its expenditure of men and machines.

U. S. ARMY
Parachutes
At Hightstown, N. J., some 50 regulars from Fort Benning, Ga., gave a parachute jumping demonstration from two 125-foot steel towers. High army officers looked on with grave attention, for it was

termination to use our national defense—our army, our navy, our air force—in protecting not only our own shore lines, but the shore lines of our sister nations of the Western Hemisphere.

In other words, the conference which is described as "the Pan-American Agreement on Colonies," these things: (1) It determined steps to be taken if any European power should attempt to establish a possession in the Western Hemisphere were threatened with transfer of sovereignty to a foreign nation; (2) it established a new base for inter-American trade and economic relations so that trade with the United States would be made more difficult; (3) it prepared the way for dealing with the United States and its powers seeking to carry on subversive activities against the New World.

Agreement Establishes
World Solidarity
Under this structure of international agreement, there is set up machinery which will provide something of a guarantee of world solidarity for British and French and Dutch Guiana. The British section of that three-part country, of course, is still subject to British rule. No body knows exactly the status of the French and Dutch sections, since President Roosevelt has not yet received word from their respective governments as to whether they will stand with the United States and its sister republics simply have said to Hitler and the others in Europe: stay on your own side of the Atlantic. We don't want you over here and you shall not come here.

No, any fair interpretation of the Havana international meeting means that (1) a principle has been established, (2) that means of supporting and enforcing that principle have been created, and (3) that any of the nations of North or South America can go on when the United States and its sister republics are in a position to do so, and will do so with the approval of the others. It is a powerful thing and, if it holds, there is established an entirely new solidarity within the New World.

Headache
The U. S. army had a new headache. It found that its 800 best airplane reservists were being used as commercial and transport pilots. Here they are vitally needed, and so is the flying equipment. Some of these top-notch pilot pilots are military, some are civilians, and some are marines, but all of them will have to stay in—case of war—right where they are. This was the U. S. general staff verdict.

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Bruckart's Washington Digest

Only Time Can Test 'Advantages'
Of Havana Conference AgreementPan-American Plan for Colonies Enlarges the Scope
Of Famous Monroe Doctrine and Assures
Enforcement of Its Provisions.

By WILLIAM BRUCKART

WNU Service, National Press Bldg., Washington, D. C.

WASHINGTON.—Although copybooks long since have disappeared and the school systems seem to have omitted the "B" from reading, day writing and "rhythmic," the truth of the copy lines remains indelible. One line, "time brings changes," continues to be basic fact and it applies to nations as well as individuals. If proof were needed as to the truth of the slogan, recent developments at Havana, Cuba, surely can be used.

The conference at Havana, in which the United States and 20 other American republics participated, brought into being an agreement whereby all of the nations in North and South America, excepting Canada and the possessions of European nations, will work together in defense, military or otherwise. It was a meeting that must be placed in perspective in history because it is the whole world that the Monroe Doctrine still exists and will be enforced.

The Havana conference was notable and historical in another way. It established for the first time, as a policy of the United States, a defense of the Monroe Doctrine.

Fate of Small Republics
Has Become Very Important
These changes have taken place. Of that, there can be little doubt. But there remains the condition that confronts all of the nations in North and South America. We do not know in this country what influences are operative in South and Central America. Of course, it is known that subversive agents—Hitler and Mussolini and Stalin—are busy in Mexico. We can see various signs of the boring-from-within that is taking place in other nations. But the truth is that we have no real knowledge of how much progress has been made or whether the parasites that are within the body politic of the Latin countries are doing much to shell of solidarity on the surface for us to see.

President James Monroe
His policy has become a tradition.
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Agreement Establishes
World Solidarity
Under this structure of international agreement, there is set up machinery which will provide something of a guarantee of world solidarity for British and French and Dutch Guiana. The British section of that three-part country, of course, is still subject to British rule. No body knows exactly the status of the French and Dutch sections, since President Roosevelt has not yet received word from their respective governments as to whether they will stand with the United States and its sister republics simply have said to Hitler and the others in Europe: stay on your own side of the Atlantic. We don't want you over here and you shall not come here.

No, any fair interpretation of the Havana international meeting means that (1) a principle has been established, (2) that means of supporting and enforcing that principle have been created, and (3) that any of the nations of North or South America can go on when the United States and its sister republics are in a position to do so, and will do so with the approval of the others. It is a powerful thing and, if it holds, there is established an entirely new solidarity within the New World.

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The U. S. army had a new headache. It found that its 800 best airplane reservists were being used as commercial and transport pilots. Here they are vitally needed, and so is the flying equipment. Some of these top-notch pilot pilots are military, some are civilians, and some are marines, but all of them will have to stay in—case of war—right where they are. This was the U. S. general staff verdict.

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Go-to-School Headwear Will
Include Chic Matched Turbans

By CHERRIE NICHOLAS



at the nape of the neck is sure news that it news. You can carry out the idea as extreme as you please. Knotted and tied, the ends will stream down to the waistline at the back or stop at the shoulders. You can get in the better shoes a clever little chignon type such as Little Dache interprets with a red, white and black silk scarf manipulated as you see above to the left in the oval. Note the saucy chignon frill at the back and see the impudent bow to fore designs, to accent your widow's peak to the utmost. This type turban also adapts itself to the new pompadour hairdo.

If you like bright stripes, tell the world this fall via a stylish peaked turban together with a gigantic matching envelope bag of red, white, yellow and blue striped fabric as worn by the smartly clad young woman pictured to the right.

It adds to the glamour of the new jersey frocks that the majority of them are accompanied with turbans or toques made of the identical fabric. The figure centered in the picture demonstrates how interestingly the alliance of a striped jersey frock and a matching striped jersey draped turban work out. Here a reaver of dusty rose flannel over a navy and white striped jersey dress, navy shoes with dusty rose quilted bag and gloves add a definite style touch, the cabochon tint of the matched jersey turban supplying the final touch of chic. See how flatteringly it reveals the pompadour, which, as said before, is the characteristic feature of the newer turbans.

The Vogue for matched fabric hats is expressed not only in turbans for this fall but they will be matching brimmed sports hats made of tweeds to match suits and coats to which add a shopping bag of the same and behind a perfect ensemble for travel and town wear.

(Released by Western Newspaper Union.)

Pompadour Felt
Fashion Hints for
The College Girl
While the dress of the college girl may assume a casual look, yet reality it must observe most meticulous detail that insures for its style distinction.

You will thrill with delight at the sight of the new featherweight jersey dresses styled in classic simplicity but spectacular at that because of the fringed shawl of the self-jersey that is thrown nonchalantly about one's shoulders.

And then there are the newest-of-the-new pinfore frocks. Can imagination go beyond this—a navy dress with a bright red pinfore of sheer wool with pleated apron skirt and a jumper top all carried out in demure little girl fashion yet skillfully turned to form a gown? You will want to include one of the new and clever drawing models done in jersey. They are fitted to waist with drawstrings that tie in front. Another suggestion is a plaid skirt with suede shirt in bright monochrome.

Color Contrast in
Fall Wool Suits
Two-piece jacket-suit dramatic color contrasts and blends more eye appealingly than ever. Some of the new color contrast suggestions of the month are olive green and navy blue with pale blue, plum with pale blue, dark brown with soft tan, red with hunter's green and so on and on with the color spectrum fashion will make merry this fall.

The schemes are worked out with monochrome tweeds coupled with plaid and stripes. Lots of plaid is on the way for fall. It will be tailored into long coats, long separate jackets and for the costume entire.

Suede for Sports
Is Coming for Fall
Soft glove suede is being used by Voria, a West coast designer, in a collection of sports duds and fall. One dress of suede, in a pottery pink shade, is collarless and has soft, unpressed pleats in the skirt. The belt is just a wide sash of brown suede. Another dress of beige suede has a fly-front closing, a perfectly straight skirt and deep, saddle-pleated pockets on either hip.

Valuable Book
That is a good book which is expensively bound and closed with profit—Alcott.

Why Suffer?
MEN'S MAGIC REMEDY
Bridges' Blood Relief
RHEUMATISM LUMBAGO

Facts of
ADVERTISING
ADVERTISING represents the leadership of a nation. It points the way. We merely follow—follow to new heights of comfort, of convenience, of happiness.

As time goes on advertising is used more and more, and as it is used more, all profit has—It's the way advertising has—

of bringing a profit to everybody concerned, the consumer included

Showing a New Use
For Candle Wicking

Public Service Inaugurates Summer Sale

**ALL-AMERICAN, ALL-ELECTRIC
LIVING CARNIVAL TO OPEN
WEDNESDAY IN AVON PARK**

Public Service Firm Cooperating With Electric Dealers

Effecting a drastic change in New Business policy, H. R. Cloud, Vice President and General Manager of the Florida Public Service Company, today announced the opening of an extensive New Business Campaign featuring electric ranges, water heaters and refrigerators, on August 21, with an All-American, All-Electric Living Carnival in the Avon Park high school auditorium.

According to Mr. Cloud, formerly Public Commercial Manager, this activity is the first major sales drive ever sponsored during the summer months. He expressed the hope that such a campaign would serve to boost the summer business level considerably.

Details of the power company's program are outlined in an extensive advertising spread elsewhere in this paper. Generally the effort is expected to produce some 1250 major electric appliance sales throughout Central Florida. Local electrical dealers are working closely with the Florida Public Service Company in staging this unique New Business drive which makes its formal bow in the Avon Park high school auditorium next Wednesday, August 21. The All-American, All-Electric Living Carnival will feature cooking schools and free movie shows. All Avon Park residents are invited by the utility company to attend for amusement and for profit. Electrical dealers have arranged to have complete merchandise floor displays on hand, giving those attending a convenient opportunity to compare the various makes. The cooking school which is slated to begin at 3 p. m., will be led by Miss Camille Beauchamp, talented Home Economist with the Westinghouse Company. During the evening, an entertaining technicolor movie film, "The Middleton Family at the World's Fair," will be shown, and, according to advance information, other features are also planned. Various door prizes and gifts will be awarded.

Campaign Strikes Patriotic Note
This new Florida Public Service campaign is aptly termed the all-American, All-Electric Living Carnival. Current interest in the American way of life as contrasted with standards in other coun-

tries has called attention to the rapidly growing popularity of the Electrical Standard of Living. Since the forthcoming campaign features low prices and terms, thus enabling the bulk of the public to swing to the All-Electric Standard, it is just to call this activity the all-American, All-Electric Living Carnival.

Price Rise Feared by Company
Company officials also expressed deep concern over price trends. Indications point to a sharp up-turn in appliance costs this fall due to the creeping reorganization of American industry. Mr. Cloud, in announcing the opening of the current sales drive, indicated that it was planned in order to make low priced equipment available to Central Floridians now before prices rise, making purchase of electrical appliances difficult from the customers standpoint.

Campaign Will Continue Through Summer

Following the auspicious carnival opening, the Florida Public Service Company District Representative and Electric Dealer Salesmen will swing into action, bringing to the public pertinent information as to the campaign offer of electric ranges, water heaters and refrigerators. It is interesting to note that the Company has made available to all dealers as well as to its own men, long term financing. For the first time in local merchandising history three major electric appliances may be purchased over a five-year period. This will enable buying a complete electric kitchen for less than \$10 per month. According to advance information, down payments will be parred to the bone while terms will be reduced to a point well within the most modest budget.

Advertising Will Be Extensive
B. G. Duncan, advertising manager for the company, declares that advertising will "go all out" during this campaign in order to create widespread interest in electrical living. If the ad spread in today's paper is any indication, Mr. Duncan's prophecy is well stated. Electrical dealers of Avon Park are taking space in this issue to display their products. It is understood that an extensive mailing campaign will also follow and that considerable effort will be made towards store decoration.

Campaign Expected to Break Record
Company officials expect sales totals to soar well past the 1,250 unit mark. It is anticipated that this total will be made up from ap-

Demonstrator at Cooking School



Mrs. Ida Waller, Home Service Representative for the Orlando District will be the featured demonstrator at the local cooking school. Mrs. Waller has an eleven year record with the Florida Public Service Company. During this entire period she has been closely identified with Home service work and has built an enviable reputation for mastery of culinary art. Recently Mrs. Waller spent several days at a Home Economist convention in Atlanta, returning full of new ideas for the homemakers of Central Florida.

proximately the same number of electric ranges, electric refrigerators and electric water heaters. Demand for these labor-saving appliances has shown a steady gain of late and the all-American, All-Electric Living Carnival is expected to top all preceding sales in total results. It will be well worth watching the progress of the proposed sales drive as it should provide an interesting side light on the problem of the summer business lag. All in all the Florida Public Service Company all-American, All-Electric Living Carnival should be a material community building by improving the local standard of living and by giving impetus to summer business.

HIGH ELECTRIC SALES VOLUME EXPECTED AS CARNIVAL BEGINS

The local power company plans to carry its Carnival throughout Central Florida to every village and town. The Mardi Gras spirit is to keynote the first big sale which the company has ever conducted during the summer months. Great results are anticipated if business continues at its currently high level.

It may be noted from national publications that all over America people are turning to the Electrical Standard of Living. Power generation facilities are being pushed to the limit to meet the demand.

It's all right to sow a crop of wild oats, as long as you don't have it thrashed out in court.

Midnite Show Saturday Night
"Son of Frankenstein."

CARNIVAL PROGRAM

August 19
Babson Park Woman's Club
Cooking School—3 p. m.
Free Movie—7:30 p. m.

August 20
Frostproof High School Auditorium
Cooking School—3 p. m.
Free Movie—7:30 p. m.

August 21
Avon Park High School Auditorium
Cooking School—3 p. m.
Free Movie—7:30 p. m.

August 23
Bowling Green
Cooking School—3 p. m.
Free Movie—7:30 p. m.

FEATURE FILM TO BE SHOWN AT CARNIVAL

"Middleton Family At World's Fair" Is Free Movie

Feature of the evening party of the Florida Public Service Company's All-American, All-Electric Living Carnival will be the movie "The Middleton Family at the World's Fair." Critics report that this production has all the elements of romance and action necessary for a wonderful evening's entertainment. The local showing at the time and place indicated is free. Company officials pronounce that all local citizens are invited to attend this evening party. Other features of the show will include a stimulating quiz program after the fashion made popular on the radio. Valuable prizes will be awarded from the stage to quiz winners and to other lucky guests.

The feature film, "The Middleton Family at the World's Fair," was produced at great expense in Hollywood and features a cast of screen favorites. All in technicolor, the picture has fast moving action and delightful romance which may be heartily enjoyed by adults and children alike.

The Florida Public Service Company is sponsoring this free evening party as a feature of its gala all-American, All-Electric Living Carnival. There will be only slight emphasis on electrical products during the evening according to the company spokesman. "It's a party for all of us! We do plan a merchandise campaign to follow but Wednesday night is our own little Mardi Gras for fun and for frolic."

Public Service Wipes Out Immediate Rate

Effective August 1, the immediate rate was eliminated completely from the Public Service billing structure. This announcement made recently by the local manager for the power company, means that in the future, all residential customers will be billed on the so-called objective rate. This latter scale is one of the lowest in effect in Florida. It renders extensive use of electric service so inexpensive that families will find it next to impossible to resist the lure of complete electrification. Thousands of Central Floridians who already make virtually full use of this service are splendid recommendations for the Electrical Standard of Living.

According to company officials, the dual rate plan was put into effect in 1934 in an effort to encourage the wider use of electric service. As customers increased their usage over their 1933 base consumption they became automatically entitled to the lower rate scale and were billed thereon. This encouraged a great number to use more electricity while paying only slightly more than formerly. A year ago the company announced that virtually 80% of its customers had taken advantage of the promotional rate and consequently the immediate or higher scale would be eliminated in five steps over a year's period. The final step whereby the old rate was dropped went into effect on August 1. At this time low use customers will receive the benefit of the change and will be enabled to expand their use of electricity at hardly any increase in cost.

Company officials declare their policy which provides for further rate reductions as consumption increases will be steadfastly continued in the future.

Don't Miss Sat. Mid-Nite Show.
Son of Frankenstein at the Park.

**Beat the Heat
and SAVE with this NEW**

Frigidaire

**It gives you more—yet costs
LESS to buy—LESS to operate—
THAN EVER BEFORE!**

This genuine Frigidaire at lowest price ever quoted for a new 6 cubic foot model, is so featureful that you save money not only on its price, but every day you use it. Come in and see.

**6 cu. ft. Model
SVS 6. Now only
\$117.75**

Easy Terms
The famous METER-MISER rate system costs you 12¢ a month.

LOOK AT THESE FEATURES!

- Meter-Miser, never needs oiling
- 4 Big Ice Trays with Automatic Tray Release
- Fast-Action Super-Freezer
- Exclusive F-14 Refrigerant
- Large Frozen Storage Compartment
- Automatic Interior Light
- Automatic Reset Defroster
- Stainless Porcelain in Food Compartment
- Satin-Smooth Dulux Exterior... and many other Frigidaire advantages.

See how our Midsummer Magic Demonstrations take the mystery out of refrigerator buying.

THE BADCOCK STORE
E. H. WARE, Dealer
AVON PARK, FLORIDA

**You'll Want the Electric Range with
GENERAL ELECTRIC CALROD
Cooking Units**

PERFORMANCE-PROVED IN THOUSANDS OF HOMES!

Of the millions of Calrods in use in the past seven years, less than 1/10th of 1% have needed replacement—a record that cannot even be approached by any other electric range heating unit.

New Calrods heat even faster and use less current than ever before!



THIS NEW 6-E RANGE NOW COSTS LESS TO BUY—COSTS LESS TO USE!

Lowest cost, fastest heating, finest feature offered in a General Electric Range! Beautifully styled. Completely CALROD equipped.

\$139.50

\$5.00 PER MONTH

GENERAL ELECTRIC

THE BADCOCK STORE
E. H. WARE, Dealer

Avon Park, Florida



FLORIDA HERE WE COME!

Let the drums roll out! Let the trumpets blare! We're here to chase those kitchen cares. We're bringing you the All-American, All-Electric Standard of Living.

Never before have major electric appliances been offered at such low prices, for such infinitesimal down payments, on such rock-bottom terms. This is the first All-American, All-Electric Living Carnival. There's fun for everybody and the finest in electric ranges, water heaters, refrigerators to be seen, appreciated and purchased. Don't miss our free show. It's your party, Mr. and Mrs. Central Florida.

HERE'S A CARNIVAL FOR ALL!

FREE MOVIE--PRIZES

A five-star feature film will be the big event of our evening show. Romance and action are combined therein to distribute thrills and heart-throbs throughout the audience. In addition there will be other attractions including the award of beautiful prizes. See you at the movies!

COOKING SCHOOL--GIFTS

Don't miss this free demonstration of All-American, All-Electric cooking in the afternoon. See the modern Electric Range perform culinary miracles! There'll be smart recipes to put new pep in your summer menus. There'll be gifts of cooked food.

ELECTRICAL DEALERS

FLORIDA PUBLIC SERVICE COMPANY