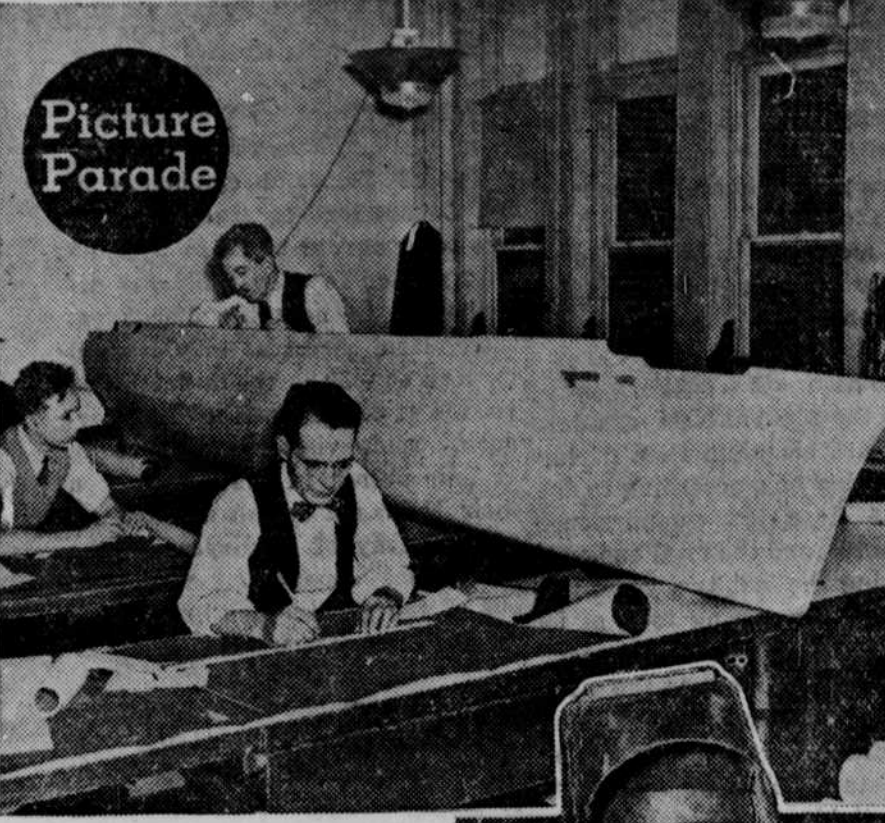
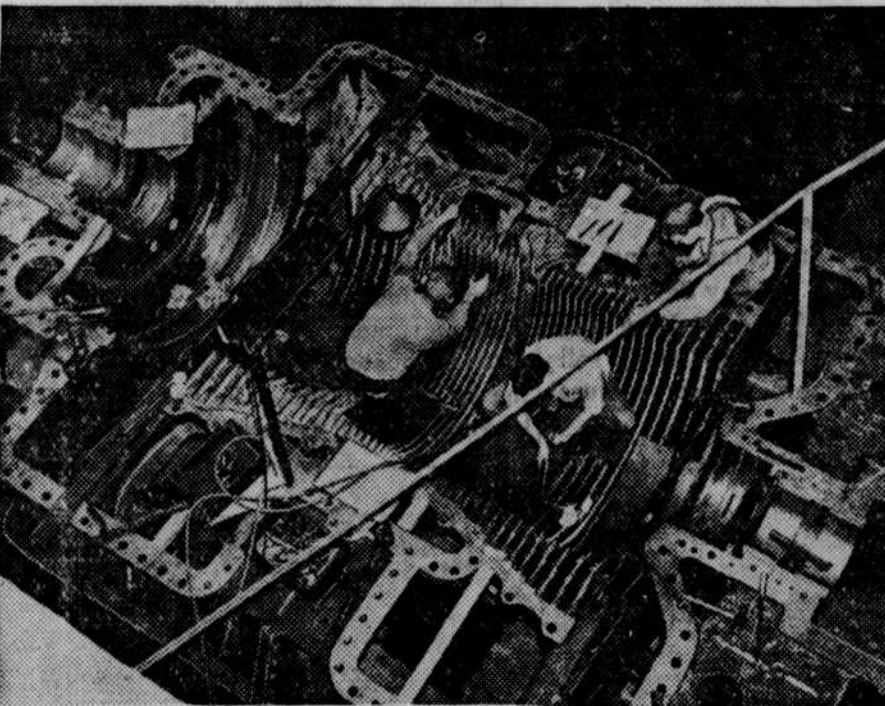


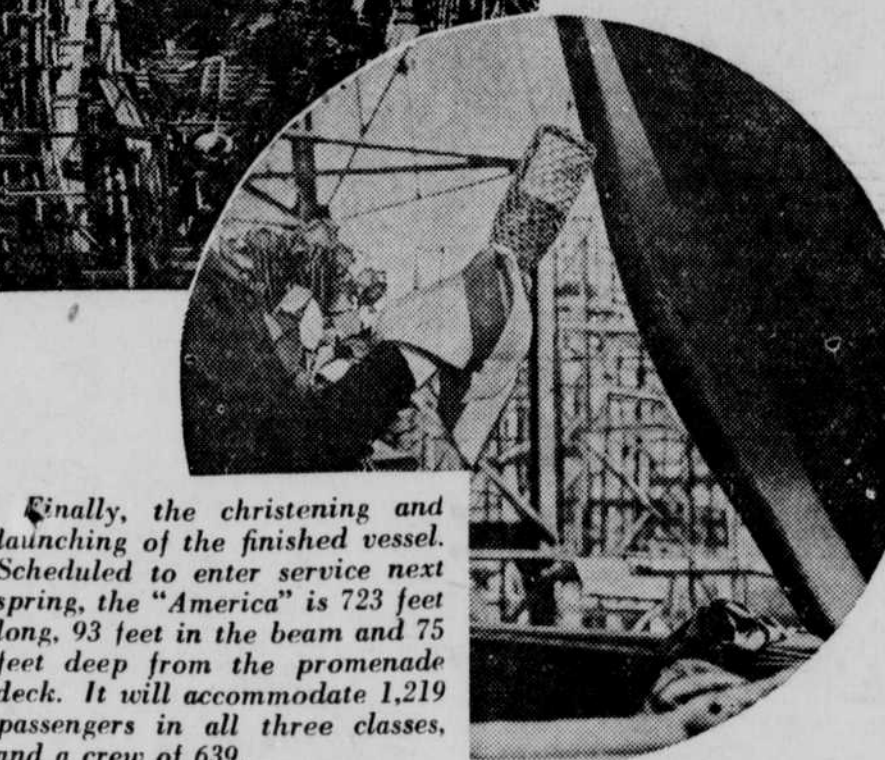
'America,' Largest U. S. Boat, Is Launched at Newport News



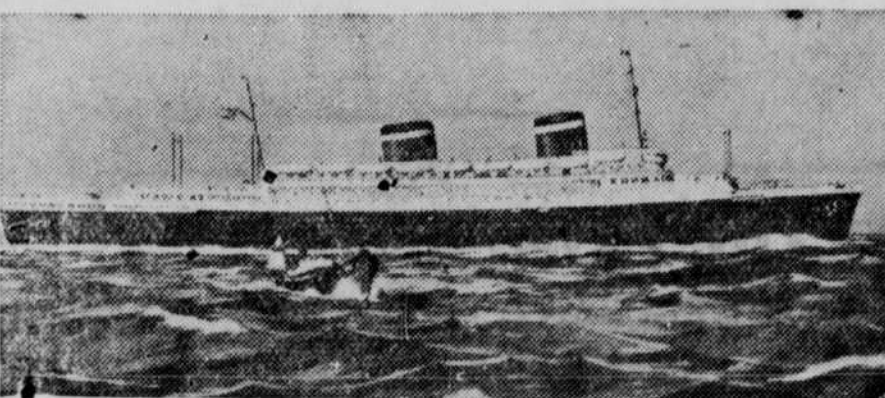
JULY 15 is the proudest day in American maritime history. On that day the "America," new flagship for the United States lines and largest liner to be built in this country, slides down the ways at Newport News. How is a modern steamship built? These pictures tell the story. Above: Scale drawings of each plate on the "America" were made on a 15-foot working model of the hull. These models were used in making full-size patterns of the plates. Right: The man who welds the plates electrically. Note his Martian-looking helmet, leather outer sleeves and heavy gauntlets, weapons of protection.



Above: Blading the low pressure turbines. Some 15,000 of these delicate metal blades are required for the turbine casing shown here, arranged in semi-circular parallel rows. Some 15,000 more blades will be fitted into the rotor which fits into this casing. Left: An early construction picture at Newport News where seven cranes swung to and fro amid a clatter of riveting machines that would put most July Fourth celebrations to shame.

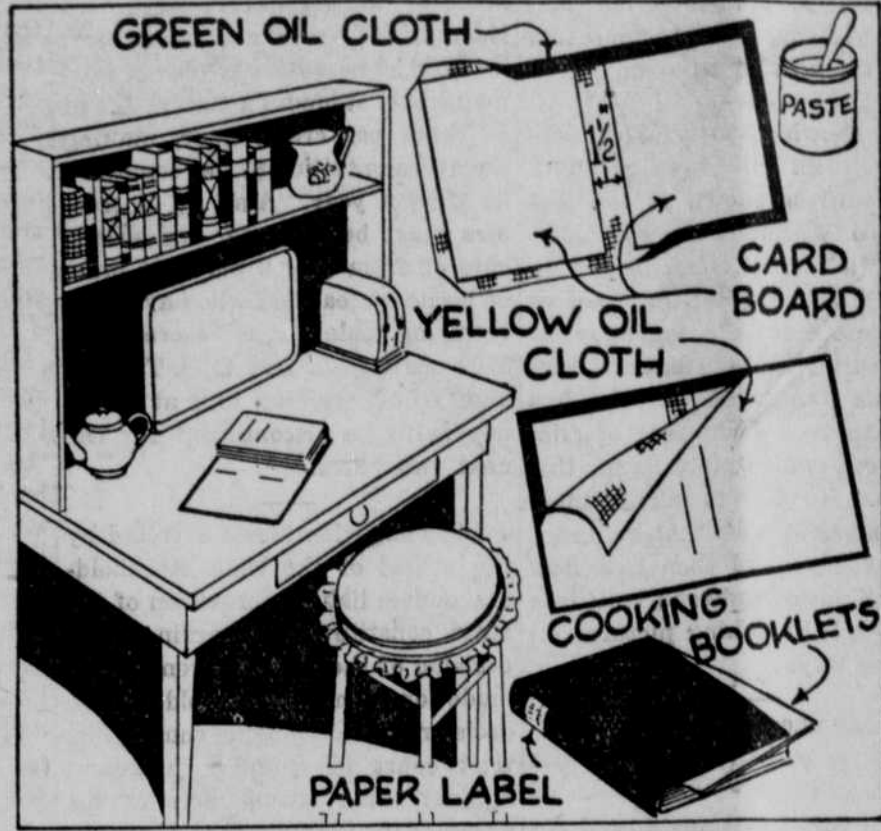


Finally, the christening and launching of the finished vessel. Scheduled to enter service next spring, the "America" is 723 feet long, 93 feet in the beam and 75 feet deep from the promenade deck. It will accommodate 1,219 passengers in all three classes, and a crew of 639.



HOW TO SEW

by Ruth Wyeth Spears



Oilcloth Folders for Your Cooking Booklets.

EVERY efficient kitchen has a book shelf. The paper back booklets that all homemakers love to collect may be placed in bright oil cloth folders so that they will make a brave show along with the bound cook books.

The prettiest folders of this sort that I have seen were made in green and yellow to match the kitchen color scheme. The diagrams given here show exactly how they were made. It is generally best to sort the booklets according to subjects rather than size.

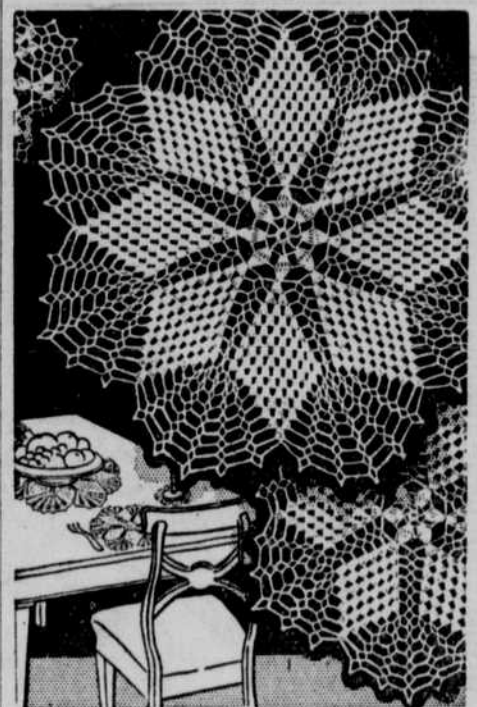
The folders are stiffened with cardboard so they hold booklets of different sizes neatly. The cardboard should be cut the size of the largest booklet in the group. The fabric side of both pieces of oilcloth should be entirely covered with paste to make it stick smoothly to the cardboard. Letter or write the general subject of the booklets on a label and paste it on the back. Place the folder flat under something heavy until it is dry.

NOTE: Book 1—SEWING, for the Home Decorator, and No. 2, Gifts, Novelties, and Embroideries, are now 15 cents each, or both books for 25 cents. Readers who have not secured their copies of these two books should send in their orders at once, as no more

copies will be available when the present stock is sold. Your choice of the QUILT LEAFLET illustrating 36 authentic patchwork stitches; or the RAG RUG LEAFLET, will be included with orders for both books for the present, but the offer may be withdrawn at any time. Leaflets are 6 cents each when ordered without books.

Everyone should have copies of these two books containing 96 HOW TO SEW articles by Mrs. Spears, that have not appeared in the paper. Send your order at once to Mrs. Spears, 210 S. Desplains St., Chicago, Ill.

Star Design Doilies



Pattern 6350.

It's such fun to have a bit of crochet under way—something that's going to add beauty to your home! Get busy on these handsome star doilies. They're perfect for luncheon or buffet sets. And so easy to crochet in mercerized string. Of course they can be used separately to beautify occasional tables as well. Pattern 6350 contains instructions for making doilies; illustrations of them and of stitches; photograph of doily; materials needed.

To obtain this pattern send 15 cents in coins to The Sewing Circle, Household Arts Dept., 333 W. 14th St., New York, N. Y.

Pearl of Contentment

Contentment is a pearl of great price and whosoever procures it at the expense of ten thousand desires makes a wise and happy purchase.

IT IS A JOYFUL WORLD

Those Joneses
Husband—I wonder why it is we can't save anything!
Wife—It's the neighbors, dear; they're always doing something we can't afford.

Shifting the Blame
A woman stood on the edge of the busy street, watching the endless stream of traffic, and biding her time until there was a clear road.

A friend came up to her and said: "Are you waiting till the traffic clears? I wouldn't bother if I were you—just turn your back on them, like I do, and if they hit you it's their fault!"

"Love bug bit girl on bus."—News item. Calling Cupid an insect?

Make It Three
"You say her father's kicked you down the front steps three times?"
"Well, twice, but I'm calling again tonight."

Came the Dawn
The inebriated one was leaning against a lamppost when a policeman found him. He shook the man.

"You can't stand around here," he advised. "Go on home to bed."

The reveler blinked a bleary eye. "What time ish it?" he inquired. The officer looked at his watch. "It's just six o'clock in the morning."

"Too late," the other hiccupped. "I get up at five-thirty."

In Cents
Customer—What is the charge for this battery?
Electrician—One and a half volts.

"How much is that in our money?"

Wife in Error
The professor had taken great pains to teach his wife to speak correctly. One day she caught him kissing the maid.

"George, I'm surprised!" she exclaimed.
"Really, really, my dear, you must be more careful," replied he. "I am surprised. You are astonished."

Strange Facts

Undersea Painters
9-Day Railroad
Thwarting Thunder

SEVERAL European artists, dressed in divers' suits and using weighted equipment and thick oil colors that do not run when in contact with water, have painted pictures while standing on the bottom of the sea, sometimes 50 feet below the surface.

The world's longest continuous railroad journey today is on the Trans-Siberian Express between Moscow and Vladivostok, Russia. Although the distance is only 5,812 miles, the running time is 8 days and 21 hours.

After 12 centuries, the house-leek, *Sempervivum tectorum*, a common evergreen plant, still is grown on roofs in many villages of several European countries to protect the houses from thunder.

The Peruvian Indians clean their tall straw hats with white-lead paint, which eventually makes the hats as rigid and heavy as steel helmets.

About 50 years ago, a number of barbershops in New York city sold advertising space on their ceilings.—Collier's.

Spirit of Progress

A country is in a good, and sound, and healthy state when it exhibits the spirit of progress in all its institutions and in all its operations; and when with that spirit of progress it combines the spirit of affectionate retrospect upon the times and the generations that have gone before and the determination to husband and to turn at every point to the best account all that these previous generations have accumulated of what is good and worthy for the benefit of us, their children.—Gladstone.

ASK ME ANOTHER ?

A Quiz With Answers
Offering Information
on Various Subjects

The Questions

1. When a gun is fired, do you see the flash or hear the report first?
2. What is the difference between an immigrant and an emigrant?
3. Where are the Plains of Abraham?
4. What is a prestidigitator?
5. Define equilibrium with one word.
6. Who was Mollie Pitcher?
7. Where does ambergris, used largely in perfume, come from?
8. Who built the Hanging Gardens of Babylon?
9. Has a robot umpire been invented?
10. What is German silver?

The Answers

1. The flash. Light travels faster than sound.
2. An immigrant enters a place, and an emigrant leaves a place.



When to Shelve Patience

Patience isn't much of a virtue when it is spent in waiting for something to turn up.

When a girl discovers she can't attract attention except by being wild, she has made a dangerous discovery.

It Pleases Him More

It is much easier for a woman to mend her husband's clothes than his ways.

An adult is a person who has stopped growing at both ends and started growing at the middle.

A high degree of education sometimes makes a man contemptuous of the rest of us.

Too many people think "give and take" means the other fellow giving and their taking.

His Mind Is Elsewhere

Beware of the listener who appears eager to hear your every word.

The two most beautiful things in the universe are the starry heavens above us and the feeling of duty within us.

"First love" with a boy has a dog as its object.

Mind and Will

The mind naturally makes progress, and the will naturally clings to objects; so that for want of right objects, it will attach itself to wrong ones.—Blaise Pascal.

AROUND the HOUSE

Items of Interest to the Housewife

Mother Should Manage.—Youngsters should not be allowed to manage their money at first, while wisdom and character are still developing. Better to increase the pocket money and make them responsible for small things such as stockings, ties. After about two years the young people will have gradually learned how to manage for themselves.

Washing Artificial Silk.—Artificial silk curtains are easy to wash, but it is wise to use tepid water to which a little salt has been added to avoid the risk of the color running. Methylated spirit mixed with the rinsing water will help to retain the characteristic glossiness and the curtains should be ironed while still damp.

Separating Covers.—When jam-pot covers become glued together, do not soak in water, but pass a hot iron over them with a thin paper laid between. They will then separate easily, though the gum will remain intact.

Refreshing White Paint.—White paint which has gone yellow should be cleaned with a solution made by mixing a handful of ordinary whiting with a pint of water.

Keeping Mustard Fresh.—Mustard will keep fresh and moist much longer if a pinch of salt is added during the mixing.

Sunday Night Menu.—A delightful simple menu for Sunday night is: Hot bacon sandwiches, fruit salad with whipped cream, brownies and ice coffee.

Storing Honey.—Store honey in a warm, dry place. It should not be kept in the cellar or in a damp place as it will absorb moisture and ferment.

Removing Whitewash.—To remove whitewash from windows, rub with a cloth dipped in hot vinegar.

For Yellowed Knife Handles.—If the handles of knives become yellow soak them in peroxide for four hours, then place out of doors in the sun.



CITIZENS' RESPONSIBILITY

THE difficult task of retrenchment in government expenditures can not be accomplished without the active interest, encouragement and support of the citizens of this country. If economies are to be employed by this government—if expenditures are to be reduced—it will be because such a sentiment has been created back home and the demands made upon the Congress for such a policy.—U. S. Senator Pat Harrison.

Jerry on the Job!



Mad as a Hornet!



Mad as a Hornet!



Mad as a Hornet!



Mad as a Hornet!



GET THE RED-AND-WHITE BOX AT THE NEW LOW PRICE.

A Post Cereal—Made by General Foods



Your Heart in Your Work
If your job isn't more than wheeling a wheelbarrow, wheel it so the boss will think there's a motor under it.—Unknown.

NERVOUS?

Do you feel so nervous you want to scream? Are you cross and irritable? Do you scold those dearest to you?
If your nerves are on edge and you feel you need a good general system tonic, try Lydia E. Pinkham's Vegetable Compound, made especially for women.
For over 60 years one woman has told another how to go "smiling thru" with reliable Pinkham's Compound. It helps nature build up more physical resistance and thus helps calm quivering nerves and lessen discomforts from annoying symptoms which often accompany female functional disorders.
Why not give it a chance to help YOU? Over one million women have written in reporting wonderful benefits from Pinkham's Compound.

Warming Fire
Better a little fire that warms than a big one that burns.—John Ray.



Only
GOOD MERCHANDISE
Can Be CONSISTENTLY Advertised
BUY ADVERTISED GOODS

By HOBAN