

NEW FLOOR COVERINGS
New Rector—Do you have matins
ere now?
Vergier—No, sir. Linoleum all the
way up the aisle.—London Tit-Bits.

Jed Hopkins says—
BEFORE YOU BUY
LOOK THROUGH YOUR
GENERAL STORE FOR IT

"Seen' Is Believin'" Is A
Good Rule To Follow

WELL folks, yu know, it's some-
times hardest fer a feller to see
what's right in-
der his own nose.

Take th' other
day fer instance
when I stepped
over to Lem Paw-
ley's general store
to mail a letter fer
a gadget I read
about. Lem's got
th' post office too.
Well, jus' as I wuz
gonna buy me a
stamp fer th' let-
ter, what shud I
see but th' very same gadget I wuz
sendin' in fer. An' then Lem comes up.

So I sez to Lem, "Lem, how come
yu got these gadgets in here. Didn't
think anybody run, these parts had
such things. An' . . . ."
"That's jus' it, Jed," Lem sez, "Yu
didn't think. But I don't know as I
blame yu in petticular, becuz that's th'
way with most folks. They just don't
seem t' know that they c'n come in
here and get pretty nigh anything they
want. An' maybe after they seen it,
maybe they wouldn't want it. Fer in-
stance, now, yu take this here gadget
an' . . . ."

Well, folks, I wuz sure some sur-
prised. Lem gits out a hull case an' lays
about two dozen different kinds o'
gadgets on the counter an' says, "Now
Jed, I wants yu to pick 'em up and
helt 'em. An' then I'll leave it up to yu
which one's the one yu oughta have."

Say, yu coulda knocked me over
with a feather. Fer the first 3 I picked
out wuz jus' no good to me at all. Nossir!
But th' 4th one wuz a daisy. So I
bought it right then and there. An' I
been mighty happy with it ever since.

Course now there's a moral to this
story like there is to everything. An'
it's this—"Seen' is believin'" is th'
best policy. Becuz yu ain't so likely to
be disappointed none.

Anyways it's kinda unfair to fellers
like Lem not to stop in an' look over
what they got. Speshully considerin'
how Lem's kind always goes to so much
trouble to please. An' gives yu a chance
to see and helt things before yu buys.
An' if it ain't right yu c'n always take
it back to Lem. An' Lem, well, Lem he
always makes good—with a smile.

Well, I reckon the world's a lot bet-
ter off havin' fellers like Lem around.

Jed Hopkins' Homely Philosophy Is
Published In The Interests of American
Merchants By General Mills, Inc.,
Makers of Gold Medal "Kitchen-tested"
Flour, and Gold Medal "Farm-tested"
Feeds.

Sinus Trouble
Makes Life Unbearable

Last year a prominent New York judge
and his wife committed suicide because sinus
trouble made life unbearable. Prevent sinus
infection. If nose is stuffed, head hurts
across the front, throat is lined with
phlegm, use SINASIP-TEC, the marvelous
discovery of St. Louis doctor. SINASIP-
TEC makes breathing easy, keeps head and
throat clear and protects against colds,
catarrh, hay fever and sinus infection. Tear
this out. Get a large bottle of SINASIPTEC
from your druggist and use it in warm
water as directed. Say it:—Sina-sip-tec.

Said by Ancient Sage

When poverty comes in at the
door, love flies out at the window.

Woman's Weakness



NOTHING gives
a woman such a
wan, pale, tired-out
look as periodic
pains, drains and
sideaches. There is
no need for the girl-
or woman to suffer
so, because Dr.
Pierce's Favorite
Prescription will overcome these evils.

Read what Mrs. Mary J. Hardman of
1055-6th Ave., Des Moines, Iowa,
says: "When I used to suffer so much
with pains in my side and back and with
headache, I always found relief by taking a
bottle or two of Dr. Pierce's Favorite Prescrip-
tion. Of course I did not have to take that
much before relief came, but I continued tak-
ing it for my general health." All druggists.

Write Dr. Pierce's Clinic, Buffalo, N. Y.

Smoke and Fire

If you "suspect" it year after year,
it is likely to be so.

Tired.. Nervous
Wife



HER raw nerves
were soothed.
She banished that
"dead tired" feel-
ing. Won new youth-
ful color—restful nights, active days—all be-
cause she rid her system of bowel-clogging
wastes that were sapping her vitality. NR
Tablets (Nature's Remedy)—the mild, safe, all-
vegetable laxative—worked the transformation.
Try it for constipation, listlessness, head-
aches, dizzy spells,
colds. See how re-
freshed you feel.
At all druggists—
25 cents.

NR TO NIGHT
Quick relief for acid indiges-
tion, heartburn. Only 10c.

"TUMS" Quick relief for acid indiges-
tion, heartburn. Only 10c.

AUTHOR TELLS
OF VILLA TALE

El Paso, Tex. —(UP)— Shooting
of a mother and three children to
keep a loyal follower of Pancho
Villa in his ranks was no worry to
the famous bandit chieftain, ac-
cording to J. Frank Dobbs, Texas
author, who recently visited here
after a tour of northern Mexico.

As Dobbs relates the incident, it
occurred thusly:
The captain, a loyal officer at-
tached to Villa's brigade, disap-
peared.

Villa later found his former
captain in a house where he had
stopped to get a drink. He ques-
tioned him about his desertion,
and when informed the captain
had given up his command be-
cause of a wife and three children,
demanded to see them.

The bandit chieftain looked
them over.

"Is this all that detains you?"
he asked.

The captain nodded.

Villa calmly drew a pistol and
shot all four.

"Is there anything else to de-
tain you?" he questioned his offi-
cer.

"No, my general," replied the
captain, and saddled his horse
and rode off with Villa.

Dobbs will include in his books
on legend of Northern Mexico
several tales of Villa.

GLORIFYING
YOURSELF
By Alicia Hart

RAISING THE EYEBROWS INTO
FASHION

It is quite all right to raise your
eyebrows. That startled ap-
pearance which the gesture some-
times gives may do a lot to make
you look at beauty in an uplifted
manner.

If you keep the line of your
brows smooth and even you will
be surprised at the increased num-
ber of glances you will take. If
the line of your brows doesn't go
the way that you want it to start
to create the line that you want.
Buy a small brush, especially de-
signed for the purpose, and brush
the hairs into the approved line.

If your line naturally is round-
ed, giving a winged effect, you are
fortunate. There is allure, intelli-
gence, and charm in such lines.
If the line is straight and narrow
and persevering try to shatter its
too-rigid dignity by performing
avarice with the brush. After a
while, your eyebrow line will re-
spond.

Plucked eyebrows are no longer
appearing on the nicest faces. The
thin, artificial line had no real
beauty to it. But superfluous hairs
are no more welcome than they
ever were. When a hair strays
away from the place where it be-
longs by all means pluck it. If
you do not, anyone noticing will
have a desire to take some twee-
zers and perform the task for you.

Vaseline and special creams for
hair will make your brows thick
and add lustre to them.

Eyelashes, too, will respond to
the same process. An eye often
has more appeal when the eyelash-
es curve upward. Begin to brush
your eyelashes up when you are
removing the surplus powder from
them.

The habit of darkening eye-
brows and eyelashes which are too
light help many eyes take a new
view of life. Their setting is im-
measurably increased. However,
if your eyelashes and brows are
dark you won't need this extra
aid. Go in for health rules and
watch how eagerly your face re-
sponds.

Former French Army
Member Returns Home

New Bedford, Mass. — (UP) —
Ernest A. Ellis, Jr., returned home
recently after serving a year's
compulsory military service in the
French army.

Ellis, an American-born citizen,
went to France in 1931 with his
parents, natives of France. They
lived at Hericourt for five months
and then decided to return to
America, but just at that time
Ernest was drafted by the French
army.

The youth gained 14 pounds
during his year's service.

Saturday Leads Sunday
With Fatal Accidents

Harrisburg, Pa. —(UP)— While
597 fatal accidents are recorded
by the division of Safety, Depart-
ment of Revenue, for Saturdays
and Sundays during the first 11
months of the year, Saturday
leads the Sabbath with a total of
300 fatal accidents, while Sunday
had 297.

The department stated, how-
ever, that Sunday is ahead of
Saturday in the record of non-
fatal accidents, the figures being:
Sunday, 4,385, and Saturday, 4,-
217. Total accidents for Sunday
are 6,739, and for Saturday, 6,481.

Illinois Horses to Get
Hitching Racks Back

Macomb, Ill. —(UP)— The day of
the horse is coming back in Ma-
comb.

A city council committee an-
nounced plans to contract a pub-
lic hitch rack on the public
square. Their action followed loud
protests heard last spring, when
time-worn stalls were removed.
The new racks will accommodate
15 horses.

EDDIE, THE AD MAN

BUYER IS WISE TO PATRONIZE
THE AMBITIOUS MERCHANT
BECAUSE HE WILL SERVE
YOU BETTER—YOU CAN TELL
WHO THE AMBITIOUS STORE
KEEPERS ARE—THEY
ADVERTISE



© 1933, Western Newspaper Union.

CLASS DISTINCTIONS

Exciting news from the American
Association for the Advancement of
Science: If your house has hard-
wood floors, a furnace, a library
table, magazines, large rugs, book-
cases, newspapers, a piano, a radio,
you and your family belong to the
upper classes, the scientists an-
nounce. But they say sadly, and
firmly, if you heat your house with
stoves, and your floors are soft
wood and your rugs are small, alas!
your social position is in jeopardy.
And we ask, what all that can rea-
sonably be said to do with the ad-
vancement of science? — Atchison
Globe.

In the Household

How Child's Actions Depend
on Those of Adult
During Call.

When an adult calls on a family
where there are little folk, the way
they behave depends upon the adult
as well as upon the children. It is
true that the mother has the guid-
ance, but the adult can so mark the
way that the children step into it,
and it is with difficulty that the
mother can get the guidance control.
It is well to remember this when
children are present with adults,
wherever they are. A child may
seem truly enough to make a moth-
er wonder and say, "I never knew
Jane to act like this before." It may,
indeed be true, or it may be that the
silly actions of the child have never
been apparent to the mother before.
There's a decided difference.

Children and Callers.

There are few children who want
to be ignored. If they do, they are
painfully shy. There are some chil-
dren who insist upon getting atten-
tion, and will be distracting in order
to get it. Such children will do the
most ridiculous things, surprising
parents and guests alike, in order to
force themselves into the limelight.
Then there are children who insist
on mother's attention. Usually this
takes the form of extra caresses, of
climbing in mother's lap and fondling
her, thus making it difficult for her
to carry on a conversation. There is a
note of jealousy in such exhibitions
of affection. It is hard to rebuff a
child who is being thus loving, but
a mother can help a child to under-
stand that demonstrations are in
poor taste when there are guests,
much as they are welcomed when the
family only are present.

Attitude of Adult.

It is not matters of discipline, now-

ever, that are under discussion, but
how an adult can minimize the pe-
culiar difficulties and make life easier
for a mother during a call. A child
when present does not deserve to be
ignored. After the greeting the child
should have an occasional remark ad-
dressed to it between lapses of adult
conversation. A smile directed to-
ward the little one can make her
feel she is one of the group. To di-
rect much attention to the child
brings her too much to the fore. An
adult caller often gets a child over-
excited, and without her intend-
ing to be forward she talks a bit too
much, and too loud, she hops and
dances about excitedly and is a
hindrance to conversation. It is not
always the child's fault. The caller
does well to realize this before
mentally censuring either the mother
or the child.

(©, By syndicate.)—WNU Service.

GET PEARL FINISH
FROM FISH SCALES

Chemists Have Found Uses
for Former Waste.

Automobiles and fish scales sound
as unrelated as cabbages and kings.
Yet the first two are being joined
with increasing frequency by the
alchemy of industrial chemistry.
From the scales of sardine herrings
chemists are able to obtain the so-
called pearl essence which is used in
preparing the pearl finish on expen-
sive automobiles. Pearl essence is
used also in other products, such as
imitation pearl knife handles and
fountain pens and imitation pearls
themselves.

Formerly boats transporting sar-
dine herrings from weirs to factories
would dump overboard the huge quan-
tities of scales that accumulated.
The scales were just another of the
nuisances of their business. Then

came tempting offers to purchase this
waste product, and today the fisher-
man retrieves the scales by ingenious
methods and sell them at from 5 to
10 cents a pound. The demand for
scales is steadily increasing as new
uses for pearl essence is found.—New
York Times.

Los Angeles Boy
Needed Help



Leroy Young, 1110
Georgia St., Los An-
geles, is a "regular
fellow," active in
sports, and at the
top in his classes at
school. To look at
him now, you'd think
he never had a day's
sickness but his mother says: "When
Leroy was just a little fellow, we
found his stomach and bowels were
weak. He kept suffering from con-
stipation. Nothing he ate agreed
with him. He was fretful, feverish
and puny.

"When we started giving him Cali-
fornia Fig Syrup his condition im-
proved quickly. His constipation and
biliousness stopped and he has had
no more trouble of that kind. I have
since used California Fig Syrup with
him for colds and upset spells. He
likes it because it tastes so good and
I like it because it helps him so
wonderfully!"

California Fig Syrup has been the
trusted standby of mothers for over
50 years. Leading physicians recom-
mend it. It is purely vegetable and
works with Nature to regulate, tone
and strengthen the stomach and
bowels of children so they get full
nourishment from their food and
waste is eliminated in a normal way.

Four million bottles used a year
shows how mothers depend on it. Al-
ways look for the word "California"
on the carton to be sure of getting
the genuine.

NO. 5 IN THE GOLD MEDAL NATIONAL EXHIBITION OF FOODS MEN LIKE

MEN CAN'T GET ENOUGH OF

Betty Crocker's Stollen

Say 326 Out of 329 Wives Who Served This Christmas Breakfast Bread To Their Husbands

Accept SIMPLIFIED Recipe for
It and 14 Others FREE Inside
Every Sack of Gold Medal Flour.
Or, Send 10c With Coupon Below

Due to a New Milling Development—
Gold Medal "Kitchen-tested" Flour
—It's Very Easy To Make

If you would like to hear your husband say—
"My wife is the greatest cook in the world"—
then you are urged to try the remarkable new
set of 15 Simplified Recipes For Foods Men
Like, now given free inside every sack of famous
Gold Medal Flour. Or—sent for 10c and the
coupon below.

The recipes are the selection of famous magazine
cooking editors collaborating with Betty Crocker,
world-noted Gold Medal expert. Then given to
wives throughout the United States to try on
their husbands.

For instance, men can't get enough of Betty
Crocker's Stollen, say 326 out of 329 wives who
served it to their husbands.

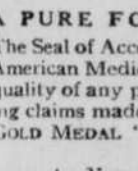
Try this recipe on your husband. What happens
will delight you both. And—you'll find Betty
Crocker's Stollen surprisingly easy to make.

Home Baking Now Greatly Simplified

By the development of a new type of flour—
GOLD MEDAL "Kitchen-tested" Flour—baking
has been remarkably simplified for the house-
wife. And the cause of most baking disappoint-
ments banished—lack of uniformity in the flour
used; the chance of two sacks of the same brand
varying greatly in results.

GOLD MEDAL "Kitchen-tested" Flour means flour
that has been tested in a home oven, just like
yours, for uniformity of results, before it goes to
you. Every batch tested for home baking of
cakes, pies, pastries, breads, by a number of

THE BEST BAKERS today are making fine cakes
on which you can rely when company comes, when
you entertain, or when you want a fine cake in a
hurry. And remember, baker's bread is still the
"staff of life."



A PURE FOOD, HONESTLY ADVERTISED
The Seal of Acceptance of The Committee On Foods of The
American Medical Association is your best guarantee of
the quality of any product and the truthfulness of the advertis-
ing claims made for it. Look for it on every food you buy.
GOLD MEDAL "Kitchen-tested" Flour has this acceptance.

experts directed by the noted cooking authority,
Betty Crocker.

"Kitchen-tested" Recipes are likewise "Kitchen-
tested" scientifically the same way. Thus the
flour acts the same way, the recipe the same way
every time you bake. No guesswork, no uncer-
tainty. Results are unvarying. Baking simpli-
fied amazingly.

For the Great Kitchen Thrill, try this way
today. Get GOLD MEDAL "Kitchen-tested" Flour at
any grocery store. The "Kitchen-tested" Re-
cipes For Foods Men Like—including the one for
Betty Crocker's Stollen—are inside the sack.

WASHBURN CROSBY COMPANY
of 1923, by General Mills, Inc.
GENERAL MILLS, INC., MINNEAPOLIS, MINN.



TUNE IN Betty Crocker's Cooking School over NBC Net-
work, Wednesdays and Fridays, 10:45 A.M., E.S.T.; 9:45 A.M.,
C.S.T.—Pacific Coast, Columbia System, 9:30 A.M., P.S.T.

BRINGS "15 WAYS TO A MAN'S HEART"
INCLUDING RECIPE FOR

Betty Crocker's Stollen

Same recipe set given FREE inside every sack
Gold Medal "Kitchen-tested" Flour. If you buy
Gold Medal "Kitchen-tested" Flour you do
NOT need this coupon.

Betty Crocker, Gold Medal Flour,
Minneapolis, Minn.

Dear Betty Crocker: Enclosed please find 10c for the "15
Ways To A Man's Heart" Recipe Set containing 15 simplified
recipes.

(Offer limited to U. S. A. Only)
Name
Address
City State 1497

Gold Medal "Farm-tested" Feeds are high in digest-
ibility, rich in vitamins and feed nutrients—they are
guaranteed to satisfy. Ask your Gold Medal Dealer.