

Velvet Is Smart for Daytime Wear

By **CHERIE NICHOLAS**



keep velvet epic and span. The velvet day fashions here pictured are to be recommended from both the practical and esthetic point of view. Wearing any one of these handsome types you are sure to look properly costumed the whole day through. Dashing and very Spanish-fashion is the youthful daytime dress posed to the left with its gayly striped velvet blouse and simple straight skirt. The Spanish sailor is the type young girls delight in wearing this season. The velvet gloves are tres chic. The plaque of the exotic looking bracelet simulates old coin. Which reminds us to remind you to look to your costume jewelry! Bracelets are huge, necklaces have big pendants, clips are gorgeous and so on and on.

MORE velvet and more and more and still fashion keeps calling for more. All signs point to a record breaking season for the wearing of velvet. In the majority of couturier collections velvet predominates. Everything is being made of velvet, hats, shoes, gloves, bags, blouses, daytime suits, coats and street ensembles, evening dresses and wraps, hostess gowns, lounging robes, pajamas and negligees—all is velvet. Yes, and "nighties," if you are wanting to know, for there are velvets that wash easily as a pocket handkerchief.

Why do women make velvet a first choice? Answering by asking another question—is there any material more flattering, more kind to maid and matron than velvet? Then, too, velvet has that luxurious look that fits especially into the scheme of things this season, for the whole trend of fashion is toward greater elegance such as has not been equalled for years.

However, it is not merely feminine vanity that is inspiring the present vogue for velvet, back of it all there is an intensely practical explanation that can be told in two brief words with a hyphen between—crush-resistant!

It is an age of scientific discoveries and crush-resistant velvet is one of them. Heretofore the one great barrier to wearing velvet for other than important dress occasion was that it would crush and wrinkle easily. To maintain it without blemish entailed an upkeep program of repeated steamings and coakings which was both costly and wearing upon the nerves. The advent of crush-resistant velvet gives promise, to a reasonable degree, of doing away with this anxiety to

Floyd Gibbons' ADVENTURERS' CLUB



HEADLINES FROM THE LIVES OF PEOPLE LIKE YOURSELF!

"Killer Elephant"

By **FLOYD GIBBONS**
Famous Headline Hunter

HELLO, EVERYBODY: This year stars Ike Rosen, our latest club member. But Ike would have given a couple of million dollars to have been left out of the cast.

First we go back to the early days of moving pictures—1915 to be exact—when Ike was employed as a technician at the Universal studios in Hollywood.

Animal pictures were going great in those days and there was a complete zoo on the lot. The king of that collection of beasts was Charlie, an elephant bought from a circus. Charlie was a good actor, but no body could handle him except Curley, his personal trainer.

Well, Ike stepped into the dramatic part of the picture when Director Smalley began staging the wedding procession of an Indian prince. It was comedy, and, for the parts of the Indian prince and his bride, two actors, weighing nearly 400 pounds each, were cast. Ike's job was to build a huge canopied chair in which the prince and princess were to ride in state on the back of Charlie, the elephant.

Charlie Didn't Like Ike.

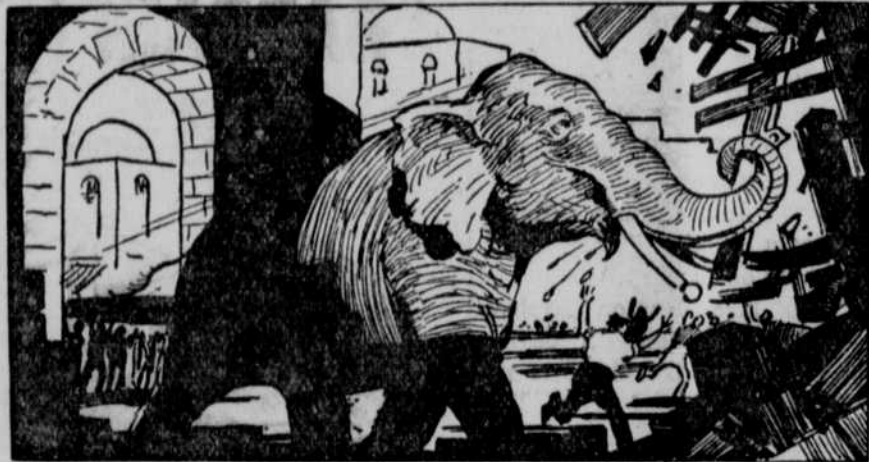
Ike finished the royal howdah. Workmen tried to budge it and found that it weighed nearly 2,000 pounds. Twelve men heaved and struggled to saddle Charlie with the gorgeous structure. Then, 700 pounds of prince and princess went up the ladder.

That's where Charlie took a dislike to Ike. And then, when the director called for more ornaments, Ike put a stepladder against Charlie's side and climbed up. There was Charlie's chance.

He whipped his trunk around, seized Ike by the leg, trumpeted in anger and lifted him for a dash to the ground. Curley, the trainer, sank his curved elephant hook into Charlie's forehead and Ike limped away. That was his first round with his monstrous enemy.

The trainer knew elephants. He knew what to expect in the future, so he warned Ike. "Charlie's going bad," he said. "He'll kill you the first chance he gets."

Ike did watch out. But one night a wild chimpanzee cleverly opened his cage and almost killed a keeper. Ike hurried over to devise a lock that the chimp couldn't open. Charlie's big stall was next door. He sensed Ike's presence and went berserk. He lifted his iron water tub



Charlie Reduced Jerusalem to a Wreck.

and beat at his chains and bars around his enclosure. The whole zoo trembled from the elephant's fury. Curley, the trainer, again rushed to the rescue.

"For God's sake, Ike, leave this studio if you value your life," Curley said. "Charlie's turned killer. He's out for you. Lucky for you his chains held."

Ike took no more chances. He gave Charlie a wide berth. But one day, when his work called him to a remote part of the movie lot, he rounded a hill and ran smack into Charlie, tethered to an anchor of poles and railroad iron, driven into the ground.

The Elephant Really "Went Bad."

Ike had no time to turn back. The bull elephant, ears flattened against his head, eyes blazing and his trumpeting echoing from the hills, charged.

Rosen was trapped. His only chance was to dive for a shallow gully that separated the movie lot from an Indian village. He flung himself into the gully and flattened himself against the side. The earth was vibrating under those plunging feet. Ike only hoped for a quick death.

Then, there was a clank of chains—the groanings of the heavy anchor poles set deep in the ground. Charlie had reached the end of his chain. His head was jerked down. He stumbled, plowed the earth.

The maddened beast was halted only a few feet from Ike's hiding place. Rosen could see those bloodshot eyes gleaming with hatred—a lust to kill.

The long trunk slashed out in fury. Ike felt a thud on the side of his head as Charlie's trunk grazed him and snatched off his cap.

For a moment big Charlie paused to hurl his enemy's cap beneath his feet and trample it to ribbons. That pause saved Rosen. He was on his feet, running, limping and ripping with cold sweat.

But Charlie bided his time. For days he worked quietly. And then, during the making of a spectacular film in a setting of Old Jerusalem, Ike crossed the set and came face to face with his old foe.

Once more Charlie charged in an insane desire to crush the man who had tortured him with that huge, 2,000-pound saddle in the earlier picture. But this time Ike was in the clear. He ducked to safety. The baffled elephant, once more cheated of his vengeance, turned upon the set.

Jerusalem, with all its splendor—thousands of dollars worth of costly settings—crashed into a heap of dust and splinters.

This time Charlie did not quiet down. He was ready to kill anything in sight. Men with long, spiked poles, ripped his hide and jabbed him into helpless submission—but only for a moment.

How the Killer Was Killed.

A few days later he saw Ike in the distance and went into another frenzy. Rosen scurried out of sight, but Charlie, thirsting for a kill, seized his trainer, Curley, lifted him high into the air, dashed him to earth and then, with his massive forehead, ground him into the dust. Curley was killed instantly.

"Killer elephant!" The words set Hollywood trembling. It was no longer a single foe. It was the life of any human being.

Charlie must die, studio officials ruled. But how? Poison and dynamite were rejected as not sure enough. Ike Rosen's technical skill was enlisted. Despite his narrow escape, he hated to be Charlie's executioner, but many lives were at stake.

A heavy wire cable was rigged over pulleys, looped around Charlie's neck and lashed to two heavy trucks, headed in opposite directions. The trucks started. The loop tightened. Cables sang with the strain. Charlie looked sorrowfully and inquiringly at the men around him. His knees buckled, his head sank. His great bulk rolled over—dead from strangulation.

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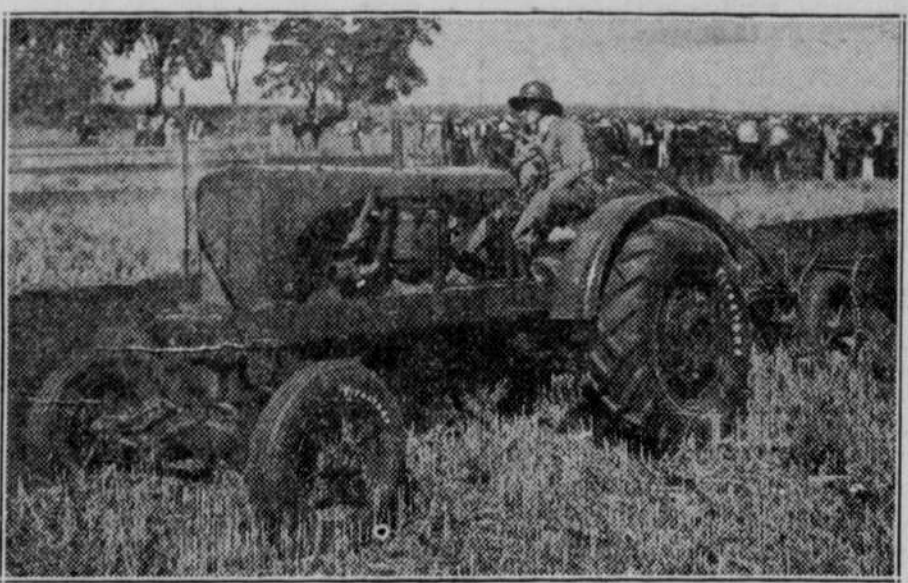
The Inns of England

The inns of England have their foundations in the depths of the Middle Ages. Some of them have seen the almost prehistoric changes from crude earthen floors to stone floors and from stone floors to mats of rushes. They have sheltered kings and pilgrims, merchants and all kinds of travelers, and between the occasions of more spectacular hospitality they have gathered about them all the richness of the social life of the neighborhood, for it is at the inn that men have always met and expanded a personal and political philosophy.

The United States Constitution

The United States Constitution is the basis of government in this country and is the highest and most permanent law. It was adopted September 17, 1787, by the federal convention and ratified the following year. It may be amended by a vote of two-thirds in congress, followed by the approval of three-quarters of the state legislatures or state conventions. It specifies how congress and the President are elected, the powers and duties of President, congress and the judiciary and the relation between state and federal governments.

Wins Tractor Plowing Contest



THE increasing use of pneumatic tires for farm tractors and implements is reflected in the equipment used in this year's plowing contests at Big Rock, Lily Lake, Troy and Wheatland, Illinois. 101 contestants out of 108 used pneumatic tires on their tractors. Individual honors in the championship class went to Paul Stiefbold, who was first in two of the contests, second in another, and sixth in the fourth contest, using an Allis-Chalmers tractor. He scored a total of 356½ out of a possible 400 points. He also had the highest number of points for

any one contest, scoring 92½ points. He was closely followed by Carl Shoger with one first and two seconds, using an F-20 International-Harvester tractor. Both men used Firestone Ground Grip Tires on their machines. In the boys' and men's classes Clarence Shoger, son of Carl Shoger, won first place at all four meets with his McCormick-Deering tractor equipped with Ground Grip Tires.

Charm of Difficulties
Providence has hidden a charm in difficult undertakings which is appreciated only by those who dare to grapple with them.—Madame Swetchine.

CLIP THIS AD! Worth \$7.50

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Wincharger turns FREE WIND POWER into electricity, brings "big-city" reception to farm homes. Eliminates "B" batteries. Ends expensive re-charging. Provides plenty of free electricity to run your radio as much as you want for less than 50¢ a year power operating cost.

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WINCHARGER CORPORATION
Sioux City, Iowa

Uncle Phil Says:

There Are Two Modes
To be praised by honest men, and to be abused by rogues are two ways of establishing a reputation.

Environment has much to do with the formation of character, but there were several among the Pilgrim Fathers who were not at all pious.

Is it possible that when men began to wipe the dishes matrimony began to decline?

Even the most moral pedestrian daren't keep to the straight path.

Some pray for guidance and then do as they please, claiming that that is the guidance they asked for.

EXTRA

Remember, please—when you take a Smith Brothers Cough Drop (Two kinds—Black or Menthol-5¢), you get an extra benefit:—**Smith Bros. Cough Drops are the only drops containing VITAMIN A**

This is the vitamin that raises the resistance of the mucous membranes of the nose and throat to cold and cough infections.

CHEW LONG BILL NAVY TOBACCO 5¢ PLUG

Your Town—Your Stores
Our community includes the farm homes surrounding the town. The town stores are there for the accommodation and to serve the people of our farm homes. The merchants who advertise "specials" are merchants who are sure they can meet all competition in both quality and prices.

ERMINE BOLERO



Queenly in its rich magnificence is this formal ensemble of black velvet with ermine bolero jacket. And you should see the gown with the bolero removed! It is perfectly stunning in that it has ermine short sleeves and looks adorable without hint of any trimming other than the superb ermine. The full skirt shows the new "up-in-front and down-in-back" hemline—as exquisite as ever a "portrait of a lady" might be. This is one of the hundreds of stunning costumes, all original designs, shown by the Style Creators of Chicago in the wholesale district.

ZIPPERS ON SHOES LATEST CREATION

By **CHERIE NICHOLAS**
Anticipating the tremendous vogue for zippers now sweeping two continents, Newton Elkin, designer of shoes, has cleverly employed the slide fastener to create the sleekest shoe of the season.

In a talk at a recent fashion meeting, Mr. Elkin said, "Women are zipping themselves into their dresses, their coats, their suits. Now, with so much emphasis on molded, sculptured lines, it is more important than ever that shoes have that neat, uncluttered look. I decided that if a zipper could be used as an ornament and practical closing device on some of the smartest, most expensive dresses and coats coming out of the Paris ateliers, fashion-conscious women would welcome the convenience of the zipper in their shoes, if it could be used in an attractive way. I tried out dozens of patterns with variations on the zipper theme, and finally created what I think is the perfect shoe—a high-cut sheath of suede, sculptural in line, with a slide fastener streaking up the instep."

Fur Is Now Important on New Winter Fabric Coats

Embroideries combine with furs for winter, running alongside them. White ermine makes a scarf that tied in a bow to front a black duvetyn suit. An ermine muff accompanies it. Both the pieces are trimmed with black ermine tails.

Many a fabric coat has sleeves made entirely of fur—in beaver or seal. Some have backs of fur and fronts of fabric.

Flowers Important
The gorgeously colored tropical flowers that bloom so luxuriantly in Miami throughout the year are being repeated in chiffon and silk for fall wear.

JOYS and GLOOMS

GETTING OUT THE GLAD-RAGS, HE'S GOING TO HAVE FUN! **WE'LL SQUELCH THAT! KILL THOSE JOYS!**

WHAT ARE YOU ALL DRESSED UP FOR? **WHY, GEORGE—HAVE YOU FORGOTTEN? WE'RE GOING TO THE THEATER—WE'VE PLANNED IT FOR WEEKS!**

WELL, I SUPPOSE I'LL HAVE TO GO... BUT IT'S JUST LIKE YOU TO PICK THE NIGHT I FEEL THE WORST! YOU KNOW HOW BAD MY INDIGESTION IS... YOU KNEW I'D BE ALL IN!

YOU'RE ALWAYS ALL IN... AND IT'S YOUR OWN FAULT! IF YOU'D DO AS THE DOCTOR SAID AND GET RID OF YOUR COFFEE-NERVES, YOU WOULDN'T HAVE INDIGESTION!

THE DOCTOR TOLD YOU TO CUT OUT COFFEE... AND DRINK POSTUM INSTEAD! IF YOU WANT TO FEEL BETTER... WHY DON'T YOU FOLLOW HIS ADVICE? **OH, ALL RIGHT... I CAN'T FEEL ANY WORSE!** **SCRAM, MEN... WE'RE LICKED!**

30 DAYS LATER **BOY, DON'T THEY HAVE FUN SINCE HE GOT RID OF HIS INDIGESTION?** **YES, SIR! SWITCHING TO POSTUM SURE DID THE TRICK FOR HIM!**

YOUR MONEY BACK... IF SWITCHING TO POSTUM DOESN'T HELP YOU!

purchase price, plus postage! (If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) Postum contains no caffeine. It is simply whole wheat and bran, roasted and slightly sweetened. It comes in two forms... Postum Cereal, the kind you boil or percolate... and Instant Postum, made instantly in the cup. Economical, easy to make, delicious, hot or iced. You may miss coffee at first, but you'll soon love Postum's own rich flavor. A product of General Foods. (This offer expires July 1, 1938.)

DON'T BE A GLOOM... DRINK POSTUM!

MANY people can safely drink coffee. But many others—and all children—should never drink it. If you suspect that the caffeine in coffee disagrees with you... try Postum's 30-day test. Buy some Postum and drink it instead of coffee for a full month.

If... after 30 days... you do not feel better, return the Postum container top with your name and address to General Foods, Battle Creek, Mich., and we will refund

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