

"SCIENCE rescues the DEAFENED"
by Floyd Gibbons

Noted journalist describes his visit to a leading electro-acoustic laboratory. Everyone who is hard of hearing should read it. Reprinted from the Review of Reviews. Send 2¢ stamp to Dept. B 50

SONOTONE
19 West 44th St. New York City

Ancient Cherry Tree
A tree which various authorities have agreed is at least 600 years old in the Waterfall cherry tree of Miharu, Japan.

DON'T Trifle WITH COLDS

Sluggish intestinal systems lower resistance to colds. Cleanse them with Feen-a-mint, the modern chewing gum laxative. Gentle, safe, non-habit-forming. More effective because you chew it.

Feen-a-mint
INSIST ON THE GENUINE
Feen-a-mint LAXATIVE
For Adults and Children
No Taste But the Mint
INSIST ON THE GENUINE
FOR CONSTIPATION

Summing It Up
Always there is a black spot in our sunshine; it is the shadow of ourselves.

Avoid Burns from Mustard Plasters

When you have Rheumatic or Muscular Pains in the back, chest or limbs or if you have a cold coming on, try this simple treatment. It is more convenient, safer, cleaner and more effective than mustard plaster.

Get a bottle of Hoff's Liniment and apply it with brisk rubbing. Then saturate a cloth with Hoff's and apply to the painful area and in a few minutes you will feel the warming and stimulating effect of this powerful liniment.

Hoff's is different from ordinary liniments that are applied with rubbing alone. It brings a quick flow of blood to the affected area, reducing congestion and relieving pain. Get an eight ounce bottle of your druggist today for 60 cents. If you do not get relief in 30 minutes he is authorized to refund your money. Goodrich-Gamble Company, St. Paul, Minnesota.

Briefly Told
The art of life is living not next week, next month, or 20 years hence—but today.

Garfield Tea
Was Your Grandmother's Remedy

For every stomach and intestinal ailment. This good old-fashioned herb home remedy for constipation, stomach ills and other derangements of the system so prevalent these days is in even greater favor as a family medicine than in your grandmother's day.

IF SUFFERING WITH PILES, any kind. Let me help you. Drop me a line. FRED C. WHITNEY, 645 28th St., Des Moines, Iowa.

PARKER'S HAIR BALSAM
Removes Dandruff, Stops Hair Falling, Imparts Color and Beauty to Gray and Faded Hair. 60c and \$1.00 at Druggists. Hilco Chem. Wks., Paterson, N. J.

FLORESTEN SHAMPOO—Ideal for use in connection with Parker's Hair Balsam. Makes the hair soft and fluffy, 50 cents by mail or at druggists. Hilco Chemical Works, Paterson, N. J.

He who discusses is in the right, he who disputes is in the wrong.—De Rulhières.

The jests of the rich are ever successful.—Goldsmith.

Run-Down, Weak, Nervous?

To have plenty of firm flesh and the ability to do a big day's work and feel "like a two-year-old" at night, you must relish your food and properly digest it. If you can't eat, can't sleep, can't work, just give Tanlac the chance to do for you what it has done for millions.

Mrs. Fred Westin, of 337 E. 57th St. North, Portland, Ore., says: "Tanlac cured my stomach trouble completely after three years suffering. It built me up to perfect health, with a gain of 27 lbs."

Tanlac is wonderful for indigestion—gas pains, nausea, dizziness and headaches. It brings back lost appetite, helps you digest food, and gain strength and weight. No mineral drugs; only roots, barks and herbs, nature's own medicines. Less than 2 cents a dose. Get a bottle from your druggist. Your money back if it doesn't help.

Sioux City Ptg. Co., No. 10-1931.

Out Our Way



REG. U. S. PAT. OFF. NAPOLEON AND THE PYRAMIDS. © 1931 BY NEA SERVICE, INC.

By Williams

Many Make Themselves Martyrs to Bodily Ills

The intense rivalry and hostility toward relief display themselves most obviously in the martyr to bodily ills. The very familiarity of the phrase "enjoying ill health" proves how multitudinous are these victims. The rest of the world is largely composed of hypochondriacs to him who is a hypochondriac himself. Nothing annoys him so much as to hear some one else boast of his diseases. Straightway he sets about taking the wind out of his rival's sails.

Let his neighbor groan that he has tossed the preceding night because of sciatica, and the self-pityer will observe: "When one tosses with it every night, as I do, he is glad to forget it!"

There is no surer way to get in wrong with one of these afflicted beings than to tell him that he is looking well. If you expect to cheer him you are still in the ABC's of psychology. He is insulted, infuriated. To be sure, he will not show it; he will summon the pensive smile and say, in a tone of injury, "I'm glad I look well—what there is of me! I'm losing a pound a week."

Dr. Hubert S. Howe has admitted to me that all of his profession are many a time hard put to it to discern the truth. These persons are so sly and clever that a physician must be well acquainted with them to make sure just how far they are (subconsciously) trying to deceive. Let a patient declare that she has a violent headache, and there is no way to disprove it.—Sarah Comstock in Harper's Magazine.

INDIGESTION GOES—QUICKLY, PLEASANTLY

When you suffer from heartburn, gas or indigestion, it's usually too much acid in your stomach. The quickest way to stop your trouble is with Phillips' Milk of Magnesia. A spoonful in water neutralizes many times its volume in stomach acids—Instantly. The symptoms disappear in five minutes.

Try Phillips' Milk of Magnesia, and you will never allow yourself to suffer from over-acidity again. It is the standard anti-acid with doctors. Your druggist has Phillips' Milk of Magnesia, with directions for use, in generous 25c and 50c bottles.

Small Army of Unpaid Observers of Weather

Thousands of men and women act as unpaid "co-operative" observers of the United States weather bureau. Thanks to the services of these persons, daily weather records are maintained at nearly 5,000 places in this country, and in many cases the records have been kept with hardly a break for 50 years or more by an individual observer or by members of the same family. These records are sent monthly to Washington and serve as the raw material from which climatic statistics are prepared for all parts of the country. The bureau supplies to each observer a rain-gauge, a maximum thermometer for registering the highest temperature of the day, a minimum thermometer, which registers the lowest, and a wooden thermometer and screen, or shelter. The observer reads his instruments once a day—usually about sunset—and enters the readings in his register, together with a record of various special weather events, such as frosts, thunderstorms, tornadoes, auroras and optical phenomena.

Knife Superstition

An amusing episode was enjoyed at the annual dinner of the British Metropolitan Grocers' association recently, when Viscount Hailsham, lord chancellor in the late government, was the principal guest. The duke of Athol, who presided, presented every guest with a souvenir pocketknife, and Lord Hailsham insisted on giving him a penny for this present. "I am a Scotsman, but absolutely free from superstition," said the duke. "Lord Hailsham shows he is still bound by its trammels by giving me the penny. However, I shall prize that penny very highly, as it is the only penny I ever got out of a lawyer."

Most people obey the laws because they don't come in the slightest contact with them. There are so many laws that never touch you.

How One Woman Lost 20 Pounds of Fat

**Lost Her Double Chin
Lost Her Prominent Hips
Lost Her Sluggishness
Gained Physical Vigor
Gained in Vivaciousness
Gained a Shapely Figure**

If you're fat—remove the cause! KRUSCHEN SALTS contain the 3 mineral salts your body organs, glands and nerves should have to function properly. When your vital organs fall to perform their work correctly—your bowels and kidneys can't throw off that waste material—before you real-



Lucky Find

When we find some slight help makes a marvelous improvement in a child, we wonder why we hadn't thought of doing it long ago.

Here's a good example: "My little girl was doing fairly well," says Mrs. M. Seifenbach, 5605 Emile Street, Omaha, Neb., "but I noticed she didn't eat right and didn't have much energy."

"Our doctor had recommended California Fig Syrup, so I gave her some. She improved so much I wonder I didn't do something for her stomach and bowels before. She has a good appetite and digestion and plenty of energy, now."

To point up a child's appetite, increase energy and strength, assist digestion and regulate the bowels there's nothing like California Fig Syrup. Doctors advise it to open bowels in colds or children's diseases; or whenever bad breath, coated tongue, etc., warn of constipation.

Emphasize the name California when buying, to get the genuine.

CALIFORNIA FIG SYRUP
LAXATIVE-TONIC for CHILDREN

The Ideal Vacation Land

Sunshine All Winter Long
Splendid roads—towering mountain ranges—Highest type hotels—dry invigorating air—clear starlit nights—California's Foremost Desert Playground

Write Geo. A. Chaffoy
Palm Springs
CALIFORNIA



Kill Rats Without Poison

A New Extremator that Won't Kill Livestock, Poultry, Dogs, Cats, or even Baby Chickens

K-R-O can be used about the home, barn or pool yard with absolute safety as it contains no deadly poison. K-R-O is made of Squill, as recommended by U. S. Dept. of Agriculture, oven-dried under the Comstock process which insures maximum strength. Used by County Agents in most rat-killing campaigns. Money-Back Guarantee. Insist upon K-R-O, the original Squill extermiator. All druggists, 75c, \$1.25, \$2.00. Direct if dealer cannot supply you. K-R-O Co., Springfield, Ohio.

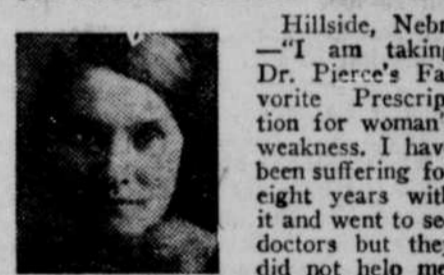
K-R-O
KILLS-RATS-ONLY

Memory Saved Him

Judge Clifford McLaughlin of Buffalo, N. Y., believes that a person who knows a national hymn, and can sing it from beginning to end, is entitled to some consideration. So when a man of sixty-four proved in court that he knew all the stanzas of "America," he won the court's consideration by getting a suspended sentence on an intoxication charge.

Put your faith in the plodder rather than in the plotter.

ADVISES WEAK WOMEN



Hillside, Nebr. —"I am taking Dr. Pierce's Favorite Prescription for woman's weakness. I have been suffering for eight years with it and went to see doctors but they did not help me. Then I started taking Dr. Pierce's medicine and now my side is not hurting me. Before I began taking the 'Prescription' there were days at a time I could not stand on my feet. I surely cannot praise this medicine enough and I wish all women suffering from any feminine disorder would try the 'Prescription.'"—Mrs. John E. Leake, All Druggists.

Every package of Dr. Pierce's medicine contains a symptom blank. Fill it in and mail to Dr. Pierce's Clinic, Buffalo, N. Y., for free medical advice.

Signs Loans



A. ZAPPONE

Farmers impoverished by the drought last summer are receiving loans from the government from the recent \$45,000,000 appropriation passed by Congress. This picture shows A. Zappone, chief of the division of accounts and disbursements of the U. S. department of agriculture, signing the first check for drought relief.

JUST WRITIN'

I've written for not quite two years a daily bit of verse; And some was good, and some was bad, And some was even worse.

I wish I might a standard find, A standard I could keep; But thoughts, I note, are not as like As are a lot of sheep.

For moods I have and tenses, too—The latter mostly past—Expressing some of which would make "Dear readers" stand aghast.

And writers have the blues, you know, Days when they're in a funk; And what they'd write on such a day, An editor would junk.

On other days it seems to them The word is all a-wry; But if they wrote what then they felt, The world would pass them by.

I wonder how a song bird can Hit e'er his cheery note; Put beauty in his singing, too; He couldn't if he wrote.

Of am I wrong, about the birds Such folly to indite? Perhaps a wren might steal my job, If it could learn to write.

And if it could, and if it did, Now wouldn't that be bliss? For then you'd never have to read A lotta stuff like this. —Sam Page.

Partiality in Snooping.
From Kearney, (Neb.) Hub. Why in the name of Heck's pup does Attorney General Sorensen keep pickin' on Omaha when there is need for law enforcement all over Nebraska?

It is recalled that the attorney general did but in at North Platte once upon a time and that he went out "on his ear," threatening vengeance but ever afterward keeping the town at a safe distance.

The attorney general apparently has his own peculiar concept of

Women Have Varying Tastes.
From Kansas City Star.

What do women like to read? Are their interests fundamentally different from those of men? These questions are suggested by the experience of Lord Northcliffe in establishing a newspaper in London for women, as told by Hamilton Fyfe in his newly published life of the great British publisher.

With his restless energy Lord Northcliffe, already the publisher of numerous successful newspapers and magazines, decided there was one large field untouched by the newspapers—the field of women's interests. He believed there was a

Co-Ops Win Added Converts in Reducing Corn, Wheat Acreage

Dakota, Nebraska Wheat Area Joins in Move to Help Farmers

Chicago — Converts to the agricultural gospels of co-operation and reduced acreage have been the most numerous this year in the plains states of the upper Missouri and Mississippi valleys.

In Nebraska, North and South Dakota wheat plantings were sharply cut, and in the Dakotas, Minnesota, Iowa and Wisconsin, livestock and dairy interests have increased their co-operative marketing agencies.

Weather Governs Corn
Last summer's drought touched only the fringe of the corn belt, southern Indiana and Illinois. Corn prospects in these states depends, according to A. J. Surratt, agricultural statistician at Springfield, Ill., upon spring conditions.

Wet weather will mean curtailed acreage; dry weather, no reduction. "Farmers largely will forget the plight of last fall if their crops show improvement," said Surratt. "We usually forget our past hardships when times are good."

A. E. Anderson, Nebraska crop statistician, said the 400,000 acres formerly planted in wheat, and freed by this year's acreage reduction, probably will be given over to alfalfa and clover.

W. F. Schilling and Samuel R. McKelvie, farm board members, spoke many times in the northwest, always stressing advantages of co-operative marketing. Their efforts are reflected in such statements as those of Alva H. Benton, marketing specialist, North Dakota Agricultural college, Fargo, N. D.

"Co-operative livestock shipping associations now number between 300 and 400, and over 40 per cent of all livestock passing through South St. Paul market now are

handled by farmers' co-operatives." Many crops in Dakotas

The Dakotas have such a diversified agriculture that depression in one or two crops does not materially depress the state. North Dakota produces almost half of the flaxseed crop and with South Dakota grows much of the rye and alfalfa. In virtually all the middle western states larger numbers of hogs and sheep are being fed. Iowa has a half million more hogs, while South Dakota, Wisconsin, Minnesota and Kansas have larger numbers of sheep grazing. The number of cattle on feed in the corn belt, however, is the lowest since 1921. This is attributed to the last fall's corn shortage.

Wisconsin largely is depending upon co-operative marketing to bring some relief. About 4,000 Wisconsin dairy farmers are banded together to market milk to condenseries. Wisconsin's livestock federation co-operative expects to have 50 local co-operative units before the end of the year.

Tax Burden Criticized
Earl Smith, president of the Illinois farm bureau and Charles Hill, chairman of the Wisconsin department of agriculture, believe farm taxation is one of the major problems, contending the tax burden should be shifted from real and personal property to incomes.

The financial depression has accelerated group farming in the middle west, according to C. J. Claassen of Omaha, president of the Farmers' National company, which manages 635 Iowa and Nebraska farms of 234,500 acres.

R. W. Gowland, president of the Northwest Farm Managers association, comments regarding bank, insurance and land company management: "When once established these supervising agencies will be continued to direct operations of purchasers and to counsel those to whom loans

of manufacturing their own. Just imagine how the hicktowners could swell up if able to boast of a spy or two in their midst, invisible avengers of outraged law, mysterious importees and pass-words of the great higher power who symbolizes the might, the power, the secrecy and the invisibility of justice incarnate, functioning in the official person of an ordinary attorney general!

Q. What is the area of Little America? Does it belong to the United States? M. G.

A. Since Little America is only the name of a temporary camp it cannot be said to have any area, not is the territory in which it was located properly United States territory, since this part of the Antarctic continent bordering on the Ross sea had been visited before by various explorers from other countries. The portion of the Antarctic continent (which has a total area equal approximately to that of the United States and Mexico combined) which has been claimed by the United States is Marie Byrd Land, which was flown over by Admiral Byrd and also was partially explored by his party on foot.

Q. How many coal mines are there in the United States? D. C. A. There are approximately 6,000 active coal mines in the United States.

down to 40,000 and the newspaper was losing money heavily.

It was a new and bewildering experience for Northcliffe. He knew something was the matter, but he did not know what. He got rid of the women editors and turned for help to a young newspaper man in whose judgment he had confidence. This man ventured the opinion that women's primary interests were about the same as men's; that they wanted a regular newspaper, with the news given clearly and interestingly. Later an unusual number of illustrations was made part of the scheme.

vice, et cetera, to the extent that it has a proper place as a dramatic setting for the stage play of a clever politician.

It is conceivable that the attorney general and the state sheriff can both be of service to the authorities in the cities and counties in the state, in the prevention, detection and punishment of vice and crime, through proffered assistance and co-operation, but not by action independent of local authorities and raids put on to produce a stage effect.

But why the grudge against Omaha? There is no reason for the neglect of Lincoln, and Nebraska City, and Norfolk, and Grand Island, and Hastings, and even Kearney. North Platte of course omitted as being able to shinny in her own alley and no questions asked.

If spies can be brought into Nebraska from other states to work under cover of the attorney general's office and spend the moneys of the state of Nebraska, we submit that it is not fair to spread the butter quite so thick in Omaha to the neglect of the other ambitious cities of the state.

Moreover, while the thrills are going round it is manifestly unfair that Omaha enjoy a thrill now and again, especially third-city dwellers who are not up in the trick

great opportunity here which he could meet. So he established the Daily Mirror. Contrary to his usual custom, he did not feel competent to direct its policies. So he employed the ablest women newspaper writers that he could find and put them in complete charge, with instructions to make a women's paper.

As a result of abundant advertising, the Daily Mirror made a huge splash in the British journalistic world. Curiosity was aroused and the first editions had an immense sale. But once the curiosity was satisfied the sales fell off. In two months the circulation was

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