

The Monster in the Box
$H^{\text {ELLO }}$ It sems to
ing characters in the world and girls, that all the interestours to tell us the big experiences of their lives. Take, for
instance, Moe Aarons of New York City. Moe has been a circus man for most of his life, and for a good part of that
time he has held down one of the most intriguing jobs in he circus business.
And did Moe lead the band, or swing the flying trapeze, or whiten
up his face and do e clown act in the big arena? Not on your life. Moe
didn't even travel with the show. For 25 years he has toured the Far time, Moe has seen plenty, and had plenty of things happen
Sut none of his experiences can ever touch the one he had in O
1931, with a 20 -foot monster from the dark fungles of Burma. Python Twenty-Six Feet Long.
 $\stackrel{1}{2}$

Again and again Minnie thrust that tail back in the box, but
each tme it lashed out again to coil Itself around Moe. Meanwhile,
Moe was on the verge of each time it lashed out again to coil itself around Moe. Meanwhilie,
Moe was on the verge of exhaustion. The coils that were already
around him were all but crushing the eife out of him. "My
strength was ebbing fast," he says. "I was wringing wet with perspiration. Blood was flowing from my nose and ears. The folds
of the sanake had encircled every part of my body from head to
foot. Lord, how could people stand around and see me crushed
"But no one made a move to help me. By now the place was
crowded with onlookers, but they stood as if hypnotized-rooted to
the deck." Snake Prepared for Final Squeeze.

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\begin{aligned}
& \begin{array}{l}
\text { Snake Prepared for Final Squeeze. } \\
\text { Moe's wite alone stuck to him to the bitter end. And Moe claims } \\
\text { that it was she who saved him. It seemed as it the snake were pre- } \\
\text { paring tor one last, fnal squeeze. He had his tail around Moe, and } \\
\text { Minnie was working with all her might to pry it loose again. Moe was } \\
\text { ready to give up, but hope dies hard. By that time he had worked him. }
\end{array} \\
& \begin{array}{l}
\text { self close to the wooden box in his struggles, and with every ounce o } \\
\text { strength he had left in his body, he threw the python's head and one or } \\
\text { two of its coils into it. }
\end{array} \\
& \begin{array}{l}
\text { At the same moment, Minnie succeeded in unwrapping the } \\
\text { snake's tail. She threw that into the box, too. With his free } \\
\text { hand, Moe slammed down the tid of the box and sat on tit. That } \\
\text { did the trick. Part of the sanke was still outside the box, out } \\
\text { when he felt the lid slam down on him the straightened out and } \\
\text { began drawing the rest of him inside to keep company with his } \\
\text { head. } \\
\text { "When it was over," says. Moe "I was all in-more completely }
\end{array}
\end{aligned}
$$

## "When it was over." says Moe, "I was all in-more completely hausted than 1 thought a man could be and still remain conscious. felt as though I didn't have strength to keep on living another minute

 felt as though I didn't have strength to keep on living another minI couldn't open my fists and there was a vivid red line encircling every
part of my body-marks of where e the snake had entwined me. In In
to lie in hot water for weeks before I was entirely recovered. though, toda
recollection


Embroidery Is Lavished on
Gowns of Rich Silk Weave
By CHERIE NICHOLAS


## the "dresssup" mood of "a lady." Yes. and the term "layy" has been revived along with other elegancies of the past. Fabrise especially bespeak a new era of elegance. There is sthat state. ly something that "stand-ane" quality about the new silks that re- <br> ly something, that "stand-alone" quality about the new silks that re- flect the glories of the romantic

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 these handsomente with the peauty otish embellish isment of the lav
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 tarm germantown wol it toal
tures bot horizontal stripes in two
contrasting enlors.


 Smart for dinner and theater wearms. Smart for dinner and theater wear
is the black silk crepe dress with a
fitted long-sleeve jacket heavily
bead-embroidered as illustrated to he right in the group. Note the
ert squared shoulders. The sim. pert squared shoulders. The sim-
ple dress underneath is unbelted and
is worn with adarge gold pin at the neckline.
The afternoon dress shown to the
left is of rust uncut silk velvet with
riangle shirring at the waistline triangle shirring at the waistline.
Gold leate mbroidery extends across
the fatering bateau neckline with
particular aceent on shoulder inter est. A persian velvet turban and a
velvet bag add beguiling finesse.
One of the most pleasing tashions One of the most pleasing fashions
nomon dred this season is the after-
not of fine qualitykind silk crepe on whatever mate-
rial you may choose, the sleeves of which are entirely and elaborately
allover embroidered. With a touch of embroidery at the waistline and
wearing clips or other costume jewlry at the simple untrimmed neck-
line, you'll be gowned most becom-


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# HOW. To SEW 

by - Ruth Wyeth Spears OD

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Uncle Phil 3 Sas:
Says:
Too Often He's Wrong It is perhaps best to throw celd
water per the yeung man who
out to set the world on fire. out to set the world on fire.
Historians explain the men
who make history, but the who make history, but
makers of it do not under-
stand what they are doing. It is easier to take medicine
han it is to make up your mind

## Thereby We Gauge Them

 A man's salary is as secretlysacred to him as a woman's age is Welcome an unpleasant ex-
perience. Ten to one it will perience. Ten to one it will
make a good talking point in
future conversations. future conversations.
Native wit in a backwoodsman Native wit in a backwoodsman
delights the cultured more than
all the smartness of their associates.
Looking Into the Future? Are we grateful for the favors
the past, or for the favors we ex pect later on?
When we bump into hard luck,

People without a sense of hu-
mor act very funny at times.
mor act very funny at times.
Thought makes its mark in line Thought makes its mark in lines
pon the face. Absence of thought
ows itself in broad blank spaces.

## I UESTITN <br> Why do Luden's con- <br> ANSWER <br> To help build up your alkaline reserve when vou have <br> LUDAN'S $5^{\circ}$

"POOR TRUST IS DEADBAD PAY KILLED HIM"

## This sign with picture of "doggie.", gone where all "doggies"


 good their H . O. U's. The owner of that North Carorina store ethe
kids called "OLD MAN CASE." What the grown-ups called him, 1 dumno.
It was said that he was a mind reader because he was always
able to arrange to be at the spot where you had to took at that sigin, and him, too, when you wawted creidit. His colot stare and
that sign caused stuttering of "the promise to pay tomorrow," that sign caused stuttering of "the promise to pay tomorrow."
It was tod that some could not even utter the stutter when facing him and his sign.
In later years, atter his retirement, speaking of his experience,
he said, "There was a time when $I$ was a santa claus and some foiks seemed to think every day was December twenty-fifth, and no week had a pay day and no month, a frrst. It was then I
decided to change my store habits and if possible the habits of some
After thinking things over amhile, I made up my mind to adver-
 policy of paying, would hit everybody and it would help me save
shamefaces- some might feel sheepish while reading my adver-
I got interested in advertisisg. 1 found other people, some of them my customers, read advertisements, so I helped it along
the best I knew how. I put gingersnap words in my sdvertise-. ments and some humor, and that's how the idea came for the
POOR TRUST IS DEAD sign. I also found that good-name goods had repeat sales and that
started me concentratitng on staples with the result that tussiness
 efforis, wasting time and costing money passed o
Customers bought baking powder, soda, flour, soap and other
articles bearing identification marks. Kids called them pictures. articles bearing identification marks. Kids called them pictures.
Products put up in neat, convenient, honest weight and measured cartons, boxes, bottles and cans. What an improvement in busi-
ness and the dispositions of the customers. I even improved with ness and the dispositions of the customers. I even improved with
conditions so greatly changed for the better.
W. E. MOFFETT


