

This Example of 'Art Serves Commerce' Linked Together the Names of Two Men, Both Famous in Annals of the Frontier

By ELMO SCOTT WATSON
(Released by Western Newspaper Union.)

RECENTLY a New York art gallery held the first public exhibition of a collection of paintings of unusual historic interest. Not only were these canvases the work of George Catlin, the famous painter of Indians, but associated with them is another man's name, well known on the frontier. He was Col. Samuel Colt, inventor of the six-shooter which played such an important role in the winning of the West.

The linking of the names of these two frontier notables came about in this way: At the beginning of the Mexican war a detachment of American dragoons was ambushed by a Mexican patrol and the only man who escaped was a Captain Thornton who shot his way to freedom with a brace of Colt revolvers.

When Gen. Zachary Taylor heard of this, he was much impressed and asked for more information about these weapons. Capt. Sam Walker of the Texas Rangers, who was guarding Taylor's lines of communications and who had influenced Colt to develop a .44-caliber revolver in addition to the .34-caliber which he had been manufacturing, told the general that the only thing wrong with the revolvers was that there were not enough of them.

Thereupon Taylor sent Walker to Washington to make known to the President the need of his soldiers for more weapons of this sort. The result was an order on Colt for 1,000 of his guns, which he at once supplied. More than that, Colt, who was an early-day "super-salesman," put over as clever a publicity campaign as any modern press agent could have devised.

"It was not the sales of his revolvers to the army that made Sam Colt," writes Jack Rohan in his "Yankee Arms Maker: The Incredible Career of Samuel Colt" (Harper and Brothers). "It was the manner in which he capitalized the victories of the Americans over numerically superior forces. The revolvers in use at Resaca de la Palma, Monterey and Buena Vista were few and far between. But those few, when Sam Colt got to spreading the story around the world, accounted for the defeat of the Mexicans. And the latter, glad of any excuse for their humiliation, cheerfully corroborated his claim!"

Soon after the close of the Mexican war came the discovery of gold in California. Emigrant trains began streaming across the Western plains, heading for the new diggings in California or for the rich lands of the Oregon country. The result of this epic migration was the inevitable clash with the Indians who had already learned to fear and hate the land-hungry white men.

Sam Colt, the Yankee arms-



Catlin, the Artist, Shooting Buffalo With a Colt Revolving Pistol—"I gave five shots to the right and left, four of which were fatal to the heart and all in less than half a minute."

pictures of village and hunting scenes, of Indian games and ceremonies, of the scenery of the plains and mountains. Although Catlin went among the Indians on this peaceful mission, it was still a dangerous business. So "just in case"—he went armed, and the guns which he carried were made by Sam Colt.

Catlin's "North American Indian Portfolio," published in London in 1844, was proof of his ability to make the kind of pictures of wild life in the West that would appeal to men likely to purchase Sam Colt's product. So he commissioned the artist to paint some pictures for him in which Colt guns would be prominently displayed in scenes illustrating their usefulness in hunting or Indian fighting. The result was a dozen such canvases, painted between 1854 and 1857, which Colt used for display and from which lithographs were made for advertising promotion.

After they had served that purpose, the paintings were hung on the walls of Colt's residence, "Armsmead," in Hartford, Conn. Later they were relegated to an unused room on the third floor of another Colt home in Newport, R. I. It was only recently that they emerged from this obscurity and were placed on public exhibition in the New York gallery, there to be hailed as a rediscovered "find" of American "primitive" art.

For with the passing years the fame of George Catlin has grown. Before his death he presented to the Smithsonian institution more than 500 of his paintings. Some of these were destroyed or injured in a fire which swept the institution in 1865 but the remainder of the collection now housed there is valued at more than \$1,000,000. There is no way of estimating what the paintings which he made for Colt are worth but some clue may be obtained from this fact:

Some time in the sixties the English firm of J. M'Gahay made lithographs from the six paint-

ued at \$250 it is safe to estimate that the original paintings are worth easily ten times that amount.

No doubt George Catlin would be surprised if he could know what a high value is placed upon his work today. Born at Wyoming, Pa., in 1796 the son of a lawyer-father, his boyhood, according to his own statement, "was whiled away, apparently, somewhat in vain, with books reluctantly held in one hand, and a rifle or fishing pole firmly and affectionately grasped in the other."

His father was ambitious for him to become a lawyer, too, so he obediently studied for that profession and began practicing in Philadelphia. But, being a lover of the outdoors, he found his



GEORGE CATLIN

office duties irksome. He began painting as a recreation but had no idea of making it his life business.

Then one day on the streets of Philadelphia he saw a party of Indians who were en route to Washington for a conference with the "Great White Father." He was delighted with their picturesque dress and their splendid physiques and then there was born in him a determination that "the history and customs of such people preserved by pictorial illustrations are themes worthy the lifetime of one man, and nothing short of the loss of my life shall prevent me from visiting their country and of becoming their historian."

Although Catlin was married by this time, neither the opposition of his wife nor arguments of other relatives could dissuade him from his purpose. He set out for the Indian country and lived among the Indians for eight years during which time he sketched or painted 3,000 full-length figures, made 33 portraits in oil and gathered together a collection of Indian costumes "and other manufactures from the size of a wig-wam down to the size of a quill or a rattle."

With these pictures and curiosities which he had acquired at such a cost of time, work and danger he traveled throughout the United States and exhibited them in all of the leading cities. Everywhere he went he attracted crowds. Then he crossed the Atlantic and exhibited in England, Belgium and France where King Louis Philippe was so much interested in his work that he proposed to buy the entire collection for the French nation. Then came the Revolution of 1848 and, fortunately for America, the sale fell through.

Catlin returned to the United States and later visited South America and Central America to paint the Indians of those countries. Although his last years were spent in poverty, he presented to the Smithsonian his entire collection, so that future generations of his fellow-Americans might enjoy the record of an era that was rapidly passing. He died in Jersey City, N. J., on December 22, 1872, at the age of 76.

New Silk Jersey Gives Illusion Of Slim, Sculptured Silhouette

By CHERIE NICHOLAS



of real distinction and charm.

Sleek and sleeved dinner gowns of silk jersey made with molded torsos and sculptured drapery in the inimitable Alix manner call forth the plaudits of the fashion world. Romance and loveliness and feminine allure are at their height in a gown of soft gray-tone silk jersey as shown centered in the group. The bodice has a deep V-neck with much drapery coming from the shoulder to give fullness over the bust. The straight-falling generously full skirt slims into lines of infinite grace. Long sleeves accent the new "covered-up" look so definitely high-fashion for dinner gowns this season. The wide figure-flattering, tight draped midriff is enhanced by buckles jeweled with lovely pink moonstones.

Bi-colored silk jersey evening gowns continue to be fashion firsts. These have bodice and apron drapery in one color with midriff and skirt in another, in such dramatic combinations as flame red with black, accessorized with jet jewelry. Black magic also continues in gowns fashioned with sheer silk jersey tops with silk crepe for the skirt or black transparent lace bodices topping heavy black silk jersey skirts—enchanting and slightly wicked.

A "word to the wise" about caring for your silk jersey garments. Because it is a knit fabric, it is best to lay your blouses and dresses out flat in a drawer. And did you know that silk jersey practically never requires pressing as the "live" elasticity of silk reduces wrinkle to a minimum? In case an iron does have to be used, be sure just to place the iron on the spot you wish to press without rubbing back and forth, which would stretch the fabric. Silk jersey cleans beautifully, too, for the inherent characteristics of the fiber means that if the garment is properly cared for, it will not bag or sag or pull at the seams, but will return to its original size and shape. Delightful to wear under winter coats is sleek silken jersey, never too warm, never too cool—just right!

(Released by Western Newspaper Union.)

Shows Pompadour



Smart hats for fall and winter are fashioned and worn to show off the new pompadour hair-do. Here are two hats that do just that—play up to the fashionable pompadour coiffures. The one at the top is a youthful version with a big brim that lifts off the face and swoops low to the nape of the neck. The foundation of the hat is black felt with gold, maroon and navy stitching over its entire surface. A trio of quills in gold, red and blue puncture the up-lifted front brim. The black velvet dinner hat below was especially designed for the new pompadour hair-dress which shows off the forehead so becomingly. It promises to become increasingly popular.

Spotted Furs Have Become the Vogue

If you keep seeing "spots before your eyes" don't be alarmed. It is simply fashion making a demonstration of what's what in fur coats and fur trimmings.

The tremendous vogue for leopard and ocelot and other of the spotted type pelts is developing almost to an epidemic of spots. When in doubt as to the fur to enhance your new cloth coat, use the spotted kind and you will be fashion correct.

The way spotted furs will crowd the grandstand this year is something to marvel at. There will be entire coats of leopard or ocelot. There will be muff and neckpiece sets with matching hats of the spotted fur. There will be more than that, for huge pockets of spotted fur are adorning cloth coats.

There's no end in sight of the procession of novelty accessory items that will enliven the fall and winter style picture. You will be seeing spotted fur gloves with belts made of the same material. Hand bags to match are available, and lapel gadgets of "spots." Of course the program includes smart headgear of spotted fur to "make good" a complete ensemble.

New Wool Fabric Dress Has Hand-Knitted Section

Knitted sleeves in a wool fabric dress is big news. Attractive jersey dresses in the very new neutral colors take on sleeves and knitted sections. Details such as large pockets, belts and cuff-and-collar sets are done in yarn accurately color-matched.

FARM TOPICS

LEGUMES RAISE SOIL FERTILITY

Nitrogen-Rich Crops Need Special Handling.

By C. S. WILLIAMS
(Head, N. C. State College Agronomy Department)

Legumes plus proper fertilization hold the key to fertile, productive soils.

The most practical method in building up the productive power of soils calls for the proper growth and handling of suitable legume crops in rotation with properly fertilized major crops.

The mere growing of legumes does not assure added fertility unless these crops are handled properly. If the legumes are removed from the field, leaving on the land only the stubble and roots, their use in this manner alone will prove a delusion so far as being an effective means of increasing the producing power of the soil in a permanent way is concerned.

Effective methods of increasing the fertility of soils must be those that will leave the soil at the end of each year fairly well supplied with thoroughly decomposed organic matter and an increasing amount of readily available plant foods. This will be the effect which the proper growth and handling of legumes will have on the land.

Anyone at all familiar with the simple principles of soil management knows that fertility cannot be maintained when the crops removed take off the land more plant foods than are returned to it. That's why it's so important to turn under some of the legumes.

The best time to apply ground limestone is from three months to one year before seeding legumes. This gives the stone sufficient time to contact acid in the soil particles and counteract it.

The application of lime to cultivated land should be made after plowing, and the material should be mixed with the topsoil. Little benefit may be expected if lime is plowed under before being properly mixed with the topsoil. On pastures it is only necessary to scatter the lime on top of the sod; however, better results will be obtained if it can be worked in by light harrowing.

Good Laying Hens Do Not Die Young

The hen that lays the golden egg, and lays it regularly, can live as long as her less productive sister, according to a five-year study made at the Pennsylvania State college by Dr. Dean R. Marble, associate professor of poultry husbandry.

"Many poultrymen believe that the high mortality of laying hens is due to breeding for standards of egg production which are so high that the bird's physique is weakened," Dr. Marble stated. "However, during a five-year period we cut the mortality of selected poultry in half and proved that we can breed longer-lived poultry without any loss in egg production, egg size, or body weight. Selecting and breeding for all these characteristics is practical."

During the past decade mortality has been increasing, Dr. Marble claims. He believes that careful breeding could help to solve the problem.

Sheet Erosion Destroys Fertility of Farm Land

That crop yields decrease as soil erosion increases is shown by tests made on farms last summer by the Soil Conservation Service.

In tests made on five farms, it was found that fields with less than 25 per cent of the topsoil gone produced 51 bushels of oats or 47 bushels of barley per acre; fields with 25 to 50 per cent of the topsoil washed away yielded 42 bushels of oats or 28 bushels of barley per acre; fields with 50 to 75 per cent of the topsoil gone produced 35 bushels of oats or 23 bushels of barley, and land with more than 75 per cent of the topsoil washed away yielded only 23 bushels of oats and 17 bushels of barley.

"There is an evident relation shown here between topsoil losses and crop losses," says M. A. Thorntson, soil conservationist. "Sheet erosion removes the top, or most productive layer of the soil. With each inch that washes away, there is left a material that is not only less productive, but that is more subject to erosion."

New Worm Treatment

Phenothiazine, a new and powerful drug which is now being used experimentally for treating sheep and goats for worms, has been giving splendid results on flocks around Columbia. Flocks that have been treated twice have been doing splendidly. It takes about five days after treatment to clean the animals of worms, and all worms are killed, except possibly some tapeworms. Even the nodular worms, which are so bad in sheep on some farms, are killed.

Daisy Hot Dish Mat An Appropriate Gift

By RUTH WYETH SPEARS

IT WAS the flower handle of the tea-pot lid that suggested this daisy mat. I had been thinking of making a hot dish out of firmly braided strips of cotton cloth. I wanted it to be thick and sewn firmly like a rag rug, so that it would stand frequent scrubbing. The design had to be novel and gay so that it would be appropriate for a Christmas gift or would



attract attention if used to sell at a church bazaar. All the directions you need to make one are right here in the sketch.

Cotton flannel or heavy cotton knitted material are good to use for the braided strips. Cut the strips two inches wide if the goods is heavy or wider if light weight. Braid tightly and then use No. 3 white cotton thread to sew, as shown. A set of these mats are pretty on the table; and mats for oval dishes may be made by sewing two daisies together.

NOTE: There are directions for a hot dish mat made of cable cord in SEWING, Book 4. Books 2 and 3 also contain directions for many gifts and novelties. These booklets are a service to our readers and each contains 32 pages of illustrated directions for things to make for the home. Send order for booklets, with 10c coin for each copy desired, direct to:

MRS. RUTH WYETH SPEARS
Drawer 10 New York
Bedford Hills Enclose 10 cents for each book ordered.
Name
Address

First Postmark

Great Britain, it is said, can claim the honor of having originated the postmark. The first one, which was used in London as long ago as 1660, was a very simple affair, consisting of a small circle divided into two parts. In the top portion were two letters indicating the month, while in the lower half the day of the month was shown. No endeavor was made to denote the year, and it is only by the dates of the letters on which the mark is impressed that it is possible to fix the date of its use. The earliest known was on a letter written in 1680.

Pull the Trigger on Lazy Bowels

With herb laxative, combined with syrup pepsin to make it agreeable and easy to take

When constipation brings on acid indigestion, bloating, dizzy spells, gas, coated tongue, sour taste and bad breath, your stomach is probably "crying the blues" because your bowels don't move. It calls for Laxative Senna to pull the trigger on those lazy bowels, combined with good old Syrup Pepsin to make your laxative more agreeable and easier to take. For years many Doctors have used pepsin compounds, as agreeable carriers to make other medicines more palatable when your "taster" feels easily upset. So be sure your laxative contains Syrup Pepsin. Insist on Dr. Caldwell's Laxative Senna, combined with Syrup Pepsin. See how wonderfully its herb Laxative Senna wakes up lazy nerves and muscles in your intestines, to bring welcome relief from constipation. And see how its Syrup Pepsin makes Dr. Caldwell's medicine so smooth and agreeable to a touchy gutlet. Even finicky children love the taste of this pleasant family laxative. Buy Dr. Caldwell's Laxative Senna at your druggist's today. Try one laxative that won't bring on violent distaste, even when you take it after a full meal.

Think and Work
Do not falter or think; but just think out your work and just work out your think.—Waterman.

How To Relieve Bronchitis

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

CREOMULSION for Coughs, Chest Colds, Bronchitis

Fair Gifts
Riches, understanding, beauty, are fair gifts of God.—Luther.

KNOW FROM COAST TO COAST—NEXT TIME BUY
KENT'S 7 Single Edge BLADES 10c
KENT'S 10 Double Edge
CUPPLES COMPANY, ST. LOUIS, MISSOURI

YOUR ASSURANCE
The buyer's assurance is the advertising he or she reads in the newspaper. That is the buyer's guide. It tells the prices one must expect to pay. Let the seller who tries to charge more beware!



Catlin, the Celebrated Indian Traveler and Artist, Firing His Colt's Repeating Rifle Before a Tribe of Carib Indians in South America.

maker, was quick to realize the opportunity which this situation offered him and his product. By demonstrating the superiority of his revolver and the repeating rifle, which he had recently invented, over the Indians' bows and arrows he could sell large numbers of his weapons to the westward-faring emigrants. Although advertising was still in its infancy, Sam Colt knew that "it pays to advertise" and he also knew that one of the best ways to put across an advertising message was through the medium of pictures.

Two decades earlier an artist named George Catlin had ascended the Upper Missouri and lived among "48 of the wildest and most remote tribes," making paintings of everything that would illustrate the life and the country of those tribes—portraits of the chiefs,

ings and these lithographs were distributed by the Colt company as advertising. Last year Goodspeed's of Boston, the noted dealer in rare books and prints, offered for sale a set of these six lithographs, plus two others which were pictures of Colt's factory and armory, and placed a price of \$250 on the eight.

In commenting on these prints Goodspeed said: "Until recently the set of six drawings which George Catlin made for the Colt Fire Arms Manufacturing company was known to us by title alone. We had never owned a set and we remember seeing only one listed by another dealer. These six lithographs are, by all evidence, very rare and this is the only set we have offered in 40 years of book and print selling." If the lithographs are val-