

SUCH IS LIFE—He's Trying!

By Charles Sughroe FROCK BETTY-LOU WILL REMEMBER



Demand for Liquor Not What Expected

Consumption Is Not a Half That of Pre-Dry Era.

Washington.—Either the American thirst for liquor is not what it used to be or the bootlegger is doing a better business than his legal competitor. Whatever the cause, it now appears that the consumption of legal liquor in the first year of repeal will be considerably less than half the amount consumed in a normal year of the pre-Prohibition era.

The legal liquor industry that sprang up almost overnight after 13 years of dryness, is finding its dream of quick profits only a dream, and heavy losses are threatening to close down distilleries and retail establishments throughout the country. Imported wines and liquors are lying in warehouses and there is more than ample liquor now on hand to satisfy even an unprecedented demand.

In short, figures issued by the Treasury department and by the code authority for the distilling industry indicate a surprising failure on the part of the drinking public to consume the amount of liquor it had been expected to consume on the basis of past performances.

Blame Bootleggers.

Spokesmen for both the government and the distilling industry were inclined to attribute this failure to the continued competition of illicit liquor, rather than to any loss of appetite on the part of drinking Americans. They blamed the high price of legal liquor

and representatives of the industry went further to blame the high prices on high taxes.

What with federal taxes of \$2 a gallon, state taxes ranging even higher in some places, and heavy licensing fees in nearly every locality, members of the industry argue, prices of legal liquor cannot be low enough to compete with the prices of illegal liquor on which no tax is paid at all.

Moreover, according to the industry's spokesmen, repeal did not completely change the drinking habits developed during the thirteen years' reign of the bootlegger. The illicit dealer is still highly patronized, they declare, and in one quarter it was estimated that for every gallon of legal, tax paid liquor consumed, two gallons of illicit, untaxed liquor had been distributed.

During prohibition, it is estimated, some 100,000,000 gallons of bootleg liquor were consumed each year, and the legal liquor industry argues that because of high prices, which they blame on high taxes, much of this huge illicit traffic still exists.

Dr. James M. Doran, chairman of the Distilled Spirits Institute, distillers' code authority, estimates that more than 36,000,000 gallons of legal liquor will be consumed this year on the basis of consumption up to June. This, he pointed out, is just about half the amount of liquor consumed in even the leanest pre-prohibition years. Annual normal consumption prior to the dry era, according to Doctor Doran, was about 84,000,000 gallons a year.

Imports Are Down.

While the domestic industry is confronting a serious problem due to the unexpectedly low demand for legal spirits, the foreign producer and importer is likewise faring badly in the American market, figures compiled by the Treasury department authorities show.

Since repeal became a reality on December 5, the treasury disclosed, imports of liquor have totaled 8,264,227 gallons. Prior to that date, some 40,111 gallons were on hand in bonded warehouses, bringing the total supplies of foreign liquor in this country up to June 30 to 8,304,338 gallons.

Only 3,743,818 gallons have been withdrawn, however, leaving 4,560,520 gallons of imported whiskies and spirits still unused in the warehouses. Allowing for present stocks on retail shelves, the treasury's figures would indicate that less than 3,700,000 gallons of foreign liquor have been consumed in this country in the eight months since prohibition ended.

At the same time the lack of demand has caused importers to fall far short of the amount of foreign liquor they expected to bring to American shores after prohibition ended. Imports have amounted to only two-fifths of the quotas allowed by the control board for the period between December 5 and April 30. Only about one-fifth of the December-April quota, moreover, has moved into consumptive channels.

Sets World Record



It has been officially announced that Sgt. A. M. Stanwix of Troop G, New York state troopers, made a new world's pistol record at Albany by scoring 45 bulls-eyes out of 45 shots, firing the army dismounted course with a .38 caliber revolver. Careful investigation showed this perfect score was without precedent.

A TRIBUTE TO MARIE CURIE

By LEONARD A. BARRETT

No discovery has contributed more to alleviate human suffering than the research work of Mme. Curie in the field of radium.



What Paderewski does for music, Mme. Curie accomplished for science. Both were born in the little country of Poland. The same spirit of perseverance permeated both of these Polish subjects, and the same altruistic passion motivated their tireless work.

Paderewski continues to interpret to the world the finest in music, while the work of Mme. Curie came to an end in her recent death at the early age of sixty-six.

"With pernicious anemia sapping her vitality, the little Polish woman did not have sufficient strength to overcome,"—so read the press dispatches; but, from the French scientists come the words, "A long accumulation of radiations during her career as a scientist was a contributing factor to her death."

Marie Curie was born at Warsaw in Russian Poland in 1867. Although the

"Absolute Leader"



Hubert Schnuch, testifying before the congressional committee investigating un-American activities, described himself as "absolute leader" of the Friends of New Germany in the United States, a pro-Nazi organization. He was elected to the post at a national convention held in New York on July 1, he revealed.

wife of a celebrated French chemist, Pierre Curie, she won distinction in her own name. Among the most notable honors conferred upon her was the Nobel prize, which was given to her on two occasions, the only person who was ever thus favored. After the death of her distinguished husband she continued her research work at the Sorbonne in France.

It is very frequently argued that a career for a woman is incompatible with the responsibility of being a wife and mother. Not so with Mme. Curie. Between her husband and herself there was a bond of great love and admiration. She was her husband's helpmate in his professional work as well as the mistress of his home and mother of his child, for Mme. Curie did have a child, a daughter, who married a scientist. Rumor has it that the daughter and her husband will now continue the work of her celebrated parents.

The disease which has baffled the skill of physicians has been cancer. With the discovery of radium an important advance has been made in effecting a cure. When this dreaded disease is finally conquered, humanity will owe much to the name of Curie. Simplicity is characteristic of genius. The request of Mme. Curie was that no display take place at her funeral. Observing this request her frail body was laid to rest in a little cemetery in Paris. It is beyond reason to think that either France or Poland will ever let the world forget its great debt to the discoverer of radium.

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Old Army Game

Jud Tunkins says it's the old Army game for a man to act proud and haughty when you ask him a question, the object being to conceal the fact that he doesn't know the answer.

The Household

By Lydia Le Baron Walker



Interesting Examples of Plaited Plaid Trimming on Frocks, Sofa Cushions, and Draperies.

PLAITED plaids are novel. They form attractive ornaments for useful and fancy articles and for frocks. The plaids are open showing the foundation material as a background. They are of the simplest construction. They require either a very accurate eye—or a ruler. The latter is advised, as with it the work is made very easy. Rule the lines straight with a pencil. They will be concealed entirely by the material sewed over them.

This material may be very narrow folds of a contrasting textile, of rickrack braid, of ribbon, fancy braids, etc. Rickrack is a favorite medium for making these plaited plaids. One color alone may be used or two or three, each different from the color of the foundation, as well as from each other. Narrow ribbon is another medium ready to use, and so also are trimming braids.

Textiles can be made into narrow strips for plaiting by cutting strips from 1/4 to 1 inch wide and seaming the lengthwise edges together. This can be done without basting if edges are even and are pinned together at intervals. Run a small safety pin through one end of a strip and shut it securely. Push it down through the tubing and when it comes out at the other end of the strip the tubing will be turned right side out and all raw edges be concealed.

Ruling the Lines.

Rule lines in parallel rows on the material to be ornamented. Cross these lines with equally spaced lines extending over the first ones at right angles. Allow plenty of room between lines. Just what this distance shall be is determined by the width of the braid, ribbon, or textile strands. When using rickrack it must be reckoned as wide as the distance between tips

on one edge and the other. The braid is undulating, and so, while narrow in itself, this waving line spreads to two or three times the actual width of the braid.

The braid or textile strands, etc., when basted to the foundation must weave alternately over and under the crossing strands, leaving the openwork spacing. Narrow strands can be stitched by machine through the lengthwise center. Rickrack is generally so sewed on. When strands are wide enough to curl when sewed down so, have each edge stitched down.

The trimming is delightfully effective in corners of sofa cushions and table covers with two or three of the middle strands running straight and uncrossed between the corner pieces. Or the plaiting can be in triangular form across opposite ends of a square sofa cushion cover, with an untrimmed diagonal section through the center. A row of plaited plaid makes a smart finish or border around the lower part of a blouse, down shoulder seams and for cuffs.

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Hay Fever Caused by Russian Thistle

Salt Lake City, Utah.—The Russian thistle is the greatest single source of hay fever in America, Dr. Ray M. Balyeat of the University of Oklahoma told physicians from western states gathered here in their annual convention. The female cottonwood tree, also a prolific source of the ailment, should be banned by law, he declared. Cedars and elms likewise spread irritating pollen, he said.

First "New Deal" Cabinet Baby



Little Marcus Woodring, son of Assistant Secretary of War and Mrs. Harry Woodring, has the honor of being the first baby born in the Roosevelt cabinet. The photograph shows the boy with his parents at their estate near Clinton, Md.

ODD THINGS AND NEW—By Lane Bode

CONCENTRATED WEALTH—
THE TINY AREA OF THE
SUDBURY FIELD IN ONTARIO HAS
YIELDED HALF A BILLION DOLLARS
OF NICKEL AND PLATINUM.

FIGHTING PORCUPINE—
A PORCUPINE ATTACKS
ITS ENEMY BY RUSHING AT
IT BACKWARDS, IMPLANTING
ITS BARBED TIPPED SPINES.

LUNG USE—
ALL YOUR BLOOD
GOES THROUGH YOUR
LUNGS 2,000 TIMES
A DAY.

WNU Service.



Not every mother keeps in mind all the time quite how important a little girl's frocks are. Of course she should look pretty every day of her young life . . . that goes without saying! But don't you remember your "little girl" frocks? Well, Betty-Lou is going to do the same thing. Here is a charming thing for her to recall. Epaulets that flare crisply over youthful shoulders and turn into a little cape in the back . . . neat, trim pleats which look smart and permit a girl to play to her heart's content. Lovely in swiss or dimity or voile.

Pattern 1913 is available in sizes 6, 8, 10, 12, and 14. Size 8 takes 2 1/4 yards 36-inch fabric and 3 1/4 yards edging. Illustrated step-by-step sewing instructions included.

Send FIFTEEN CENTS (15c) in coins or stamps (coins preferred) for this pattern. Write plainly name, address and style number. BE SURE TO STATE SIZE.

Address orders to Sewing Circle Pattern Department, 243 West Seventeenth Street, New York City.

HARD LUCK

"I lost my pocketbook at the races."
"Was there much in it?"
"How do I know what was in it? I had not had it five minutes."—Hummel Hummel (Hamburg).

Constancy

Farmer—An' how's Lawyer Jones doin', doctor?
Doctor—Poor fellow, he's lying at death's door.
Farmer—That's grit for ye: at death's door, an' still lying.

His Standard

Woman—Have you any good calves' brains?
Butcher—The very best, mum! Why, we supply several college boarding houses.—Brooklyn Eagle.

Would Be Safe

Poet—After my death the world will realize what I have done.
Editor—O, well, you don't need to worry; you'll be out of danger then.—Stray Stories.

Saves Embarrassment

Brokeman—Yes, there's one good thing about the auto.
Speeder—What's that?
Brokeman—It's made it so that a mortgage on the home is no disgrace nowadays.—Brooklyn Eagle.

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WRIGLEY'S SPEARMINT GUM
THE PERFECT FLAVOR

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AND
WORTH IT!