

## HURRICANE HAZARD

By R. H. WILKINSON  
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"IT IS small wonder," I said musingly, "that hotels catering to seasonal trade are inclined to charge high rates for what they offer. Why, take here in Miami, for example. The season can hardly be called longer than three months, four at the most. During the remaining eight, or nine months all these hotels are vacant. There is absolutely no revenue for maintenance cost, taxes, insurance and the dozens of other expenses such a project entails."

Beside me, Col. Joel Tucker chuckled at some memory my words revived. The colonel and I are friends of long standing. Today we were seated on the veranda of his winter home at Miami beach looking out over a brassy sea, overshadowed by a leaden, cloudless sky. It was early May. The tourist season was past. An atmosphere of desolation and forlornness hung over the city.

The day was hot, though the mercury was considerably less than the average northerner is apt to think of it being in Florida, between May and November. A gentle breeze swept up from the water, and was cooled in the shade of palm trees and oleanders before reaching the veranda. To the right the top stories of the famous Beach hotel were visible above a fringe of cocoanut palms. It was sight of this man-made structure that prompted my remark, for Boris Flake, its owner, is a close friend of the colonel, hence one with whom I am inclined to sympathize.

Colonel Tucker set fire to a long black cigar and crossed his legs atop the veranda railing.

"Back in 1926," he said, "the city of Miami was nearly wiped off the map by a hurricane. You remember it. Worst storm on record. Hundreds of buildings whisked away as if they had been so many cardboard boxes. Thousands of dollars worth of property utterly ruined. The extent of the damage reached an astounding figure."

"It was a setback to Miami and adjacent cities. It meant years of work to rebuild what had been destroyed. And worse still it meant the greater undertaking of dispelling in the minds of outsiders, who had been in the habit of coming to Florida during the winter, the idea that such a storm was apt to repeat itself during the tourist season. Even now your northern papers announce that Miami is being swept by a hurricane every time the wind blows at a slightly greater than normal velocity. Up in New England you can have high tides, blizzards and 100-mile-an-hour gales and they'll never be called any more than a bad storm."

"However, Miami was confronted with the job of overcoming the hurricane hazard. She had to convince you northerners that there was a season for hurricanes and that season began in late August, and ended in late October. And, second, she had to do something to assure the folks who sometimes stayed down here during the summer months, that in the event of a second storm such as that in 1926 there were shelters that could withstand the ravages."

"Boris Flake built the first hurricane-proof hotel. (And incidentally there haven't been any built since.) It cost him thousands of dollars, in fact several thousand more than he had anticipated. When the thing was done he discovered his finances exhausted and his creditors pressing. Hopeful of realizing a profit on his investment, however, he held on during the winter season of 1927, only to discover that either the storm of the previous year had scared off the tourist trade, or Miami wasn't going to be the popular winter resort that natives had bragged about. At any rate, business wasn't so brisk that winter, and by the end of the season his financial condition hadn't improved to any marked degree."

"The outlook seemed pretty black. Boris decided to stay on the ground during the summer, however, and spend his idle time in concocting some plan whereby he could retrieve some of his investment. An old hand at the hotel game is Boris; thoughts of admitting defeat were too humiliating to be considered."

"During August of that summer Boris got a break. Weather authorities predicted that a hurricane of great velocity was making up in the Caribbean and was heading straight for Miami. The report got around that the city was again doomed. Government officials advised every one to either get out of the city or take shelter in some building that could withstand the storm."

"Folks began to look around for such a building, and it wasn't long before they discovered that Boris' Beach hotel was the only structure in town guaranteed hurricane-proof. The result was quite astounding, and satisfying to Boris. Before he realized what was happening more than half of the rooms in his hotel were engaged by frightened citizens. At this point he awoke to the situation and auctioned off the remaining beds at prices that were higher than his winter rates."

"For more than two weeks the beach was filled to capacity, while the predicted hurricane went prancing around the Atlantic, and finally sheered off the coast by reason of some climatic fluke, and spent itself at sea."

"But Boris was grateful. The money that he had taken in was clear velvet."

Moreover, the incident served as a splendid advertisement. The name of the Beach was emblazoned on the front pages of newspapers all over the country as the only hotel in which hundreds of people sought refuge against the anticipated hurricane.

"Boris opened up the next December and did a normal business throughout the winter. However, by spring he was still in the red and his creditors were pressing harder than ever. If it hadn't been for the fact that the next August another hurricane was predicted and the Beach enjoyed a repetition of the previous summer's business, he would likely have had to board up the doors and windows. But with the profits received from frightened hurricane escapades, he managed to stall off the creditors, and was able to open up for his third season."

The colonel paused in the telling of his tale and looked out across the lawn and over the fringe of cocoanut palms toward the top stories of the famous Beach hotel. I saw the twinkle in the old man's eyes and said: "Boris was never closed out, then? The hotel is prosperous now; a paying proposition?"

Colonel Tucker nodded. "No," he said thoughtfully, "no, Boris never had to close up. But it was the summer trade that kept him going; still is, as a matter of fact. He couldn't compete with the other hotels during the winter because his overhead was so great." He paused, and the twinkle developed into a smile. "Every August, now, folks move into the Beach and stay there until after the hurricane season is over. Boris makes a regular business of the trade, sells his rooms out in advance and has never failed to have a full house."

"Which means," I suggested, "that, every summer, weather officials predict a storm making up in the Caribbean and heading toward Miami with disastrous intent. That hardly seems possible."

Colonel Tucker nodded amusedly. "It isn't possible, and yet the rumor somehow gets around." He paused abruptly, looked at me with a shrewd expression in his eyes. There was also in his tone a note of reprimand. "Didn't I just tell you that Boris was an old and accomplished hand at the hotel game?" Suddenly he laughed. "Excuse me. I forgot we three are all good friends. You see, the weather officials don't always report the coming of a destructive storm during August. But Boris does."

### Additional Coinages for Estonia, Finland, Poland

Several of the post-war states in the Baltic region have added to their coinages. From Estonia appears a new one-kroon piece in aluminum bronze to replace the one-kroon silver coin minted in 1933. The obverse shows an ancient ship of the Viking type, reminiscent of the days when the Estonians, along with the Norse and Finnish sea-rovers, were the scourge of the more peaceable nations to the west. The reverse bears the shield of the country with the inscription "Eesti Babarlik" and the date.

Finland has issued a large 20-markkaa piece, also of aluminum bronze. The obverse shows the well-known Lion of Finland encircled by a wreath of pine needles and cones, with the date at bottom. The reverse bears the denomination and the inscription "Suomen Tasavalta."

The metal, aluminum bronze, used for these pieces is a new alloy for coinage purposes and has been commonly used since the World war as a substitute for silver, especially in those countries which have suffered severe currency depreciation. It was first extensively employed by the French for the Chamber of Commerce tokens of 2, 1 and ½ franc pieces issued in 1920. The metal is a golden color when new, but changes to a brassy hue with use. The proportions of the alloy in the Finnish coins are 92 per cent copper, 8 per cent aluminum and 2 per cent nickel.

New 5 and 10 zloty pieces from Poland show a bold profile of Marshal Pilsudski, emphasized by the lack of any inscription other than an almost microscopic date placed beneath his shoulder. The reverse shows a small crudely fashioned Polish eagle in a burst of rays and surrounded at some distance from the edge by the inscription "Rzeczpospolita Polska," with the value at bottom. Marshal Pilsudski's portrait appeared on stamp issues some years ago, but these are the first coins to bear the portrait of Poland's national hero.

### "Most Accurate" Clocks Made

Declared to be the four most accurate clocks in the world, novel timepieces are being exhibited by the Reichs Institute for Physics in Berlin, where they were made. They are operated by the vibrations of a quartz crystal, and are said to deviate from the right time only 0.002 seconds in six months. The crystal is hung in a vacuum glass tube which is placed inside a box surrounded by a second box. The walls of both boxes are composed of copper tubes, air, aluminum and feathers, which keep the temperature within unchanged. An electric current is sent through the crystal which vibrates 90,000 times a second, and these vibrations influence an alternating current which keeps the clock going.

### Deciding on Name U. S. A.

The name United States of America was agreed to by the Constitutional convention on August 7, 1787, in considering the report of the committee of detail. The selection of this name was logical, since it was composed of states which were uniting, and the whole country was commonly termed America.

## Linen Suit a Midsummer Favorite

By CHERIE NICHOLAS



THE present vogue for linen is nothing short of sensational. Whether you go dining, dancing, swimming, flying, motoring, golfing or shopping, or play tennis, there's a linen for every occasion from rustic crashes and peasant weaves and colorful Tahitian prints to alluring novelties in stripes and plaids and in sheer lovely effects for high-style evening wear.

Midsummer days are proving that linen suits, especially in white and natural tones, are of first interest among best dressed women for about-town wear. A linen suit and a wardrobe of blouses and the problem of being smartly appareled during the daytime hours is solved not only for the immediate moment but for well on into the fall, since the very newest linens are in wine shades, in Dubonnet red, in beetroot, purple and orange tones.

Just now, while the weather is warm, it's the white and natural linens that are lending their immaculate and well-groomed appearance to the summer scene. The trio of stunning suits pictured represent the very creme de la creme in linens as now featuring on the style program.

The young woman seated shows that she knows fashion in that with her suit of moynashel linen, in natural color, she is wearing a dark blouse, the same being brown with white polka dots. You are doing the right thing this season if to wear with your white and natural linens you choose dark accessories. The coat is single breasted with buttons all the way up to the collarless neckline. A novel idea is introduced in the placement of deep large pockets above the belt line. Raglan sleeves add a final touch of smartness to this linen classic.

The other two suits are also of moynashel linen. It is rather inter-

esting to know in this connection that King George sends the flax grown on his royal estate at Sandringham, England (supposed to be the finest flax in the world) to Moynashel, Ireland, there to be woven, because the workmanship is so fine—quite a royal pedigree for these linens.

The two-piece centered in the group has a tight-fitting basque coat with no belt to disturb the natural line. It is of white linen with navy buttons and tie. The double binding to the coat which gives a vestee effect is new and smart. The sports flap pockets are chic, too.

Handstitching around the notched collar and the pockets gives a distinctive touch to the white linen suit to the right. The stitching and the belt are in matched coloring. The coat is double-breasted, and a polka dot shirt is worn under it.

A very fashionable thing to do is wear a bright colored linen coat or jacket with your white linen skirt. Lila-colored linens for these coats are the rage with beetroot or Dubonnet red close second.

Then, too, novelty linens with nubby surface or loose porous weave are in good style for suits and for coats. These heavier suits are mostly in oyster white. Very "nifty" ones are shadow-checked in gray and some stunning weaves are in herringbone patterning flecked with brown.

There are lovely embroidered linens shown for dressier wear and sheer striped linens are made up into fascinating evening gowns, as formally as if they were stately silks. With the new fall tweed suits designers are creating clever blouses of fine handkerchief linens in colorings related to the costume entire.

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### SMART BEACHWEAR

By CHERIE NICHOLAS



This beach ensemble is out of the ordinary. It is fashioned of purple fishnet lace over a linen foundation. Which again proves that lace goes everywhere this season. The ensemble consists of a pair of shorts and blouse with a wrap-around skirt. The large hat is of purple straw.

### SHOE COMFORT IS MOST IMPORTANT

To be footloose and free during the season of pleasant week ends and after-dark breathing spaces, one must have foot comfort.

Cool shoes with flexible construction are a likely way of getting this comfort, with preference given lightweight numbers, and those that are ventilated by perforations, lattice and cut-outs.

Novelties in shoes are always at their peak in the summer season, and they are usually far more moderately priced than the novelties thought up for evening shoes to complement formal winter costumes.

Sandals of printed linen or crash, slippers covered with gay flowered chiffon, oxfords of splendid supporting strength, perforated into lacy prettiness, plain cotton or linen shoes of any color you can name, plaid linen in natural tones, checked gingham in kitchen apron designs, lightweight suede in any pastel hue or any flag hue and crocheted string shoes are just a few of the kinds you can choose from in the shops.

### Oriental Influence Seen in Evening Clothes Styles

The Hindu influence, inspired by the Maharanees of India, has initiated a definite swing away from fitted, bias lines to softly draped designs in evening clothes. Allied influences, such as Persian, Arabian, and a new version of Grecian folds, contribute to the same effect. These flattering, age-old drapery details are difficult to make and hence are not easily copied, a point being stressed now in high style circles.

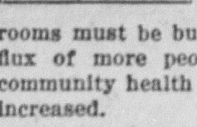
Alix, the Parisian couturiere, has turned out a thrilling array of Oriental formal gowns. Most of them are topped with seductive saris, those long, scarf-like affairs which start out by wrapping around the body and then proceed to cover the head in the manner of a monk's hood.

## Let Our Motto Be GOOD HEALTH

BY DR. LLOYD ARNOLD  
Professor of Bacteriology and Preventive Medicine, University of Illinois, College of Medicine.

### NEW PROBLEMS IN RURAL HEALTH

Something new has been happening in this country since 1930. We are having a back-to-the-land movement. Before this, ever since we became an industrial nation, we had an on-to-the-city urge. The new movement is giving the rural community a lot of new problems. There are more children to go to school, for instance, and so new school



rooms must be built. And then an influx of more people means that the community health problems are greatly increased.

We were an agricultural country during Colonial times. Almost every one got his living from the land, and practically the only industry was home industry. The only power, outside of the muscle power of man and beast, was the power of a few water wheels in the streams along the New England coast. It was at these sites that our first industrial towns and cities grew. Then came steam power, and since steam power could not be transported easily, the workers flocked to where the boilers were. And then came electricity. Electricity can economically be transported long distances, and hence the development of industries using electrical power, could be spread over a wide geographical area.

This led naturally to the rediscovery of small towns as ideal factory sites. But whether in city or small town the industrial worker did not till the soil.

During the last 40 years the population of the United States has almost doubled. For every 100 persons living in the United States in 1890, there were 195 in 1930. But for every 100 farmers in 1890, there were only 124 in 1930. In other words, there was an actual decrease in the farm population in those four decades. On the other hand, the population of towns of 25,000 to 500,000 inhabitants increased 300 times as compared to a general population increase of 200 times. The figures are still more striking in the larger cities of half a million to a million in population. Here the increase has been 700 times what it was in 1890. We were in 1930 a decidedly more urban than rural population.

Now, due to the depression, we are in the midst of a redistribution of population. It has been estimated that more than 100,000 persons a month are moving from the cities to the land. Many city homes have TO LET signs on them, but it is difficult to find a vacant farm house almost anywhere. Likewise it is difficult to find a vacant house in a small town. I heard of one town the other day of about 2,000 population. It was in the iron mining district of Upper Michigan. When the mine shut down 15 years ago because the ore had run out, half the population moved away. But a newly married pair recently could not find a home of any sort to live in. So many former residents had come back, or people from Milwaukee or Chicago, who had loaded their families into cars, hunting for cheaper living, had decided to stay in this town. The newcomers figure they can raise food, if they can't do anything else. And this condition is duplicated all over the country.

Many of these people will stay permanently in the small towns and on the farms, although the probability is that only a small proportion of them will continue farming as an all time occupation. The majority are still machine-minded. Great industrialists, such as Henry Ford, held that the solution of manufacturing slack is for the factory to be situated in the country, with the employees working their home gardens on off days to supplement, with homegrown fruits and vegetables, their factory income.

Be that as it may, the present fact is that the rural districts have had washed upon them an influx of population that has been trained to city ways. Is the migration going to be for the health benefit of every one? We believe it is. It is better for children to be brought up surrounded by green grass than by concrete pavements.

On the other hand, the city-born people have been accustomed to better sanitary health guards than the country-born people have. They have, for instance, been accustomed to safe drinking water, while in some country communities the well water is not safe.

In the cities typhoid fever has been practically wiped out. It is in the country districts that this disease now persists. Medical officials are watching to see whether there will be any flare-up of this disease among the back-to-the-land settlers.

Health authorities generally believe that this spreading out of formerly congested population will have a very good influence on the public health of this country. The city people will learn some valuable health lessons from the country people, while the country people will learn from the city. Many cities have established infant welfare stations; it may be that the country districts will now deem it essential to have these, too. Anyway, one thing is certain: there will be more children brought up with the benefits of sunshine, fresh air, and direct contact with Mother Earth.

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### THOSE "LAST WORDS"

There used to be a silly fad of attributing to every notable man on his deathbed some phrase which was supposed to epitomize his career. The stone cutter's chisel on the entablature of the public building is a bit by way of being a similar sentimentality—the attempt to provide an age with "last words." So conceived, how would this age of ours come off?

A bevy of reporters were holding what is technically known as a "death watch" on a famous man who was thought to be dying.

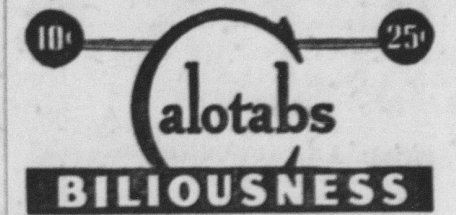
"What are his last words going to be?" asked one.

"He isn't going to have any," replied a confrere tartly. "Your city editor and mine can't get together on them."

But this story has a happy ending. The man got well.—"Uncle Dudley," in the Boston Sunday Globe.



In Permanent Discard  
Remember, people do not change seats in a canoe. It simply isn't done.



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