

**LARGE PERCENTAGE OF FARM HOMES ARE UNDERLIGHTED**

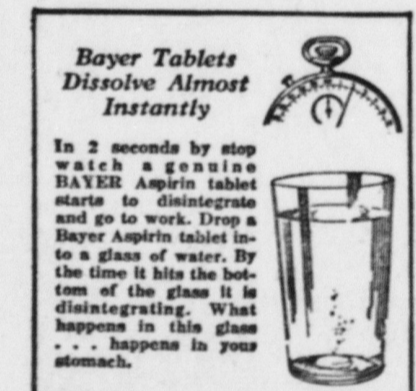
Sensational discoveries have been recently made by electrical research engineers about the saving of eyesight through better electric lighting. Their researches have caused rapid changes to be made in electric lighting facilities throughout the country. People are beginning to realize the value of priceless eyesight. The rising tide of eye troubles will no doubt decrease in the next few years.

But what's going to protect the vision of the people living in the 5,000,000 American farm homes without electricity? A large percentage of those homes are under-lighted, according to results shown by new "light meters," which register the amount of illumination at any given point. What about that?

Manufacturers of high candle-power kerosene and gasoline pressure mantle lamps are doing for non-electric users what electrical engineers have done for the users of electricity. Some of the new kerosene and gasoline pressure mantle lamps produce from four to twenty times more light than ordinary types. Burning 96 per cent air and 4 per cent fuel, they give "live," crystal-clear brilliance — proved nearest like daylight of any artificial light, by scientific laboratory tests.

**Doubts and Fears**  
Our doubts are traitors and make us lose the good we oft might win by fearing to attempt.—Shakespeare.

**GENUINE QUICK-ACTING BAYER ASPIRIN 1¢ A TABLET!**



**For Amazingly Quick Relief Get Genuine Bayer Aspirin**  
You can now get Genuine BAYER ASPIRIN for virtually 1¢ a tablet at any drug store.

Two full dozen now, in a flat pocket tin, for 25¢! Try this new package. Enjoy the real Bayer article now without thought of price!

Do this especially if you want quick relief from a bad headache, neuritis or neuralgia pains. Note illustration above, and remember, BAYER ASPIRIN works fast.

And ask for it by its full name — BAYER ASPIRIN — not by the name "aspirin" alone when you buy. Get it next time you want quick relief.

**15¢ FOR A DOZEN FULL 25¢ DOZEN**  
Virtually 1¢ a tablet  
**LOOK FOR THE BAYER CROSS**

**Their Inspiration**  
There are many "self-made" women, too. They have followed the career they wanted to.

**At Your Best! Free From Constipation**

Nothing beats a clean system for health!  
At the first sign of constipation, take purely vegetable Black-Draught for prompt relief.  
Many men and women say that Black-Draught brings such refreshing relief. By its cleansing action, poisonous effects of constipation are driven out; you soon feel better, more efficient.  
Black-Draught costs less than most other laxatives.

**BLACK-DRAUGHT A GOOD LAXATIVE**

**Have Served Well**  
So much has been stolen from the classics of literature that now the classics seem stale.



**RELIEF FROM RHEUMATIC PAINS ARTHRITIS • NEURITIS • GOUT**  
**BOSOL** The "MONEY BACK" remedy. You be the judge.  
Bottled in U.S.A. Price \$2.00.  
JOS. A. LUGAR CO.  
116 West 43rd St., New York, N. Y.

**BRISBANE THIS WEEK**

**One Human Shipload**  
**A Floating Microcosm**  
**Intelligent Mrs. Widener**  
**Mrs. Astor and Dr. Carrel**

On Board the Normandie.—The ancient writer made this admission:



Arthur Brisbane

There be three things which are too wonderful for me, yea, four which I know not:  
The way of an eagle in the air; the way of a serpent upon a rock; the way of a ship in the midst of the sea; and the way of a man with a maid.

What would that inspired writer say of this modern ship in the midst of the sea? The biggest ship he ever saw could be hung from the ceiling of the dining salon on this boat or tucked away in a corner of the sun deck, disturbing no one.

A modern ocean liner, Queen Mary, Normandie, Rex or Europa, as it crosses the ocean indifferent to waves and winds, is a small world in itself, a microcosm, with this little earth playing the role of "Cosmos." If this ship should sail to some new, uninhabited island of Utopia, it might supply everything necessary to start a new civilization better than the one invented by Sir Thomas More, who has been made a saint since he wrote "Utopia" to amuse himself and had his head cut off for his Catholic faith.

On board, with his friend, George Bacon, is Myron Taylor, head of the United States Steel company, biggest industrial unit on earth. He would supply the material for skyscrapers, ships, railroads and machinery, plus organization.

Simon Guggenheim would tell them how to make corporations profitable, by "holding on."

Various newspaper workers on the boat would be ready to start "the New Utopia Gazette"; Floyd Gibbons for war correspondent, plus members of the Edward H. Butler family, that own the Buffalo News, and the able Abraham Cahan, known to more New Yorkers than any editor in America, with one exception. And, most important to newspaper prosperity, the ship carries Mrs. George D. Widener of Philadelphia, who has traveled up and down in every corner of the earth and says to your narrator: "Mr. Brisbane, I have always wanted to meet you, because I read your articles every day."

There spoke the nucleus of a highly intelligent reading public.

Mrs. Vincent Astor, on her way back from a grouse moor in Scotland, would resume her real job of promoting deep music, finding co-operators in the passenger list—Madame Flagstad, the admirable Norwegian singer, a deep soprano able to make Isolde more impressive than Wagner ever imagined her. On board also is Arthur Bodanzky, ready to conduct the "New Utopia orchestra." Mayor LaGuardia of New York will tell you how earnestly Mrs. Astor talks to him about her plans for a great musical center. But Mr. LaGuardia will never know what shudders would sweep from Ward McAllister's pineal gland to his Achilles tendon if he could hear Mayor LaGuardia say of the young lady in question, "That Mrs. Astor is a nice, serious girl, thoroughly in earnest."

To make this list complete, P. G. Wodehouse is on board, one who could and should describe this shipload of "important humanity" going nowhere in particular, for no reason in particular, some in the steerage, some "tourist" and some, with cabins on the sundeck, whose names break up passenger list continuity to make room for the magic words "maid, valet and chauffeur."

The contest between modern ships for the "Atlantic blue ribbon," or ocean championship, held at this moment by the British Queen Mary, supplies most amazing proof of modern engineering efficiency. Consider that, in a race across 3,000 miles of water, the Queen Mary, after being beaten several times by the French liner Normandie, beat the latter and took the Atlantic blue ribbon by a margin of less than half a mile, across 3,000 miles of ocean.

The oftener you cross, the more clearly you realize that the ocean is a great deal too big for our small planet. It is all one ocean—Atlantic, Pacific, Arctic, Antarctic, all touching—water covering three-quarters of the earth's surface.  
Consider the Pacific; take your world map, Mercator's projection, fold it over from Asia toward New York and beyond. It will cover the United States, the Atlantic ocean and all Europe to the Bosphorus.  
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**STAR DUST**  
**Movie • Radio**  
By VIRGINIA VALE

**FRED ASTAIRE**, when he and his wife arrived in New York after their European vacation, staged what may be called either an outrageous attack of temperament or a burst of completely justified anger.

He was willing to pose for photographers for newspapers and news reels, but his wife was not. Somebody snapped her anyway — and Astaire proceeded to raise the roof until he got the plate.

He explained that Mrs. Astaire does not want publicity; that she is not a Hollywood celebrity, but his wife, and does not want to be anything else. She feels, apparently, that the public can have no interest in her.

Astaire would seem to be right. And there's a question as to whether he'd ever have got that plate if he hadn't made himself very disagreeable in order to do so. Perfectly calm and even-tempered people have discovered, the moment they came into contact with the motion picture business, that they weren't taken seriously unless they flew into a rage every so often.

Madeleine Carroll, whom you'll see in "The General Died at Dawn," (that is, you'll see it if you want to see it as a swell picture) is in pictures because she wants to be, not because she has to earn a living.



Madeleine Carroll

She is the wife of Capt. Philip Astley, who was considered one of the greatest catches in England before they were married. At that time she had not made a name for herself; she was just one more girl who was doing all right in pictures.

She went right on doing all right in them. Hollywood discovered her, and claimed her. Beautiful, intelligent, talented, she manages both her career and her marriage very well indeed. One thing she couldn't manage—she and her husband had planned to go to their castle in Spain last summer, and the revolution spoiled their plans.

We're always hearing about the effect that the gowns worn in pictures have on fashions. So it may interest you girls to know that at the presentation of "Fashion Futures" at the Waldorf-Astoria in New York, held recently by fashion authorities, these were among the dresses chosen from pictures which, it is said, will be modified for the rest of us to wear this year: Joan Crawford's red velvet robe, worn in "The Gorgeous Hussy"—it has huge sleeves, mink reverses, and braided cuffs and shoulders. Loretta Young's blue challis, with shirred skirt and sleeves and a ruffled petticoat, worn in "Ramona." And Olivia de Havilland's bouffant organdie, with a pleated sounce for a hem worn in "The Charge of the Light Brigade."

When the football broadcasts get under way Albie Booth, who was chosen for the All-American team when he played at Yale, will describe them for WHN, New York.

Last fall he attended one of the big games in the party with your correspondent. And, unlike many men at football games, he just watched the game. He didn't call plays, he didn't express opinions about players, he didn't even say what he thought of the game.

Jane Hamilton, RKO actress, bought a new coupe the other day and went into a huddle with the salesman over having it painted a special shade of gray. She couldn't decide on the shade, and was thinking it over when a gray car was driven in.  
"Well," said Jane. "I think that color will probably do."  
"It should," retorted the salesman. "That's Clark Gable's \$20,000 Duesenberg."

**ODDS AND ENDS . . .** Joseph M. Schenck, who is chairman of the board at 20th Century-Fox, has imported a Shetland pony for Shirley Temple. . . The pony's name is "Samuel of Spleen." . . They're making pictures just with Shirley these days, because she's growing up. . . In two years Robert Taylor has become Metro's most popular player. . . If you've read "Gone With the Wind" don't you think that Miriam Hopkins ought to have the role of the heroine when the book is filmed. . . And Clark Gable is perfect for the hero. . . Loretta Young has gone off to Honolulu, alone. . . Rumor had it that she and Eddie Sutherland would travel there on their honeymoon. . . "Singing Time" has been held over for the third week at New York's Radio City Music Hall—that's how good it is. . . Jack Oakie is very funny on the radio (did you hear him with Bob Burns during Bing Crosby's absence?), but for some reason sponsors don't appreciate him.  
© Western Newspaper Union.



**A Little Bit Humorous**

**KNEW RIGHT SIZE**

The old shepherd's daughter was going to marry a town dweller. Wishing to make her father look smart when he gave her away at the altar, she got him to agree to wear a hat, London Tit-Bits relates. The shepherd went to an outfitter's and asked for a hat.  
"What size, please?" asked the assistant.  
But the old man did not know.  
"We'll try six-and-a-half first," suggested the assistant.  
"Six-and-a-half be hang'd," said the old chap. "I wear a 15 collar, and I know my head be bigger than my neck."

**TIMELY REMEDY**



"How's that summer cold of yours, Tom?"  
"Oh, I got rid of it."  
"What did you take?"  
"A fresh one."

**Fatherly Advice**  
"My boy," said the business man to his son, "there are two things that are vitally necessary if you are to succeed in business."  
"What are they, dad?"  
"Honesty and sagacity."  
"What is honesty?"  
"Always—no matter what happens, nor how adversely it may affect you—always keep your word once you have given it."  
"And sagacity?"  
"Never give it."—Santa Fe Magazine.

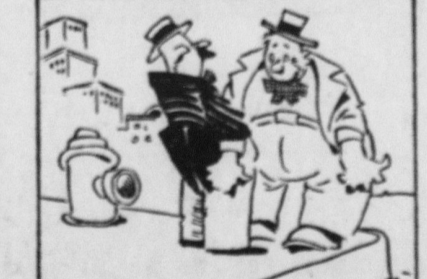
**A Good Alibi**  
An inspector, while examining a class in school one day, asked, "Who drove the Israelites out of Egypt, you?" he said pointing to a small boy in the corner.  
"No sir, 'twasn't me," replied the boy, trembling. "I only came back from the country last week!"—Knights of Columbus Bulletin.

**Sufficient**  
"Have you a smoking car on this train?" the approaching passenger asked of the brakeman.  
"Well, no, we did have one, but the conductor thought the engine was doing so well, that he took it off."—Portland Express.

**He Knew**  
Master: "Can anyone tell me what is meant by the Yellow Peril?"  
Jones: "Yes; banana skin left on the pavement."—Stray Stories Magazine.

**Quick Change**  
Gadd—That girl sings like a crow.  
Dodd—Sir, that is my daughter!  
"Yes, I was just saying she sings like a bird."

**SMALL CHANGE**



"Health is better than wealth."  
"Lend me a dollar and I'll take my chances."

**Doesn't Weigh Much**  
Husband (to wife at carnival)—My dear, I hope you have no objection to my getting weighed by this man?  
Wife—Certainly not, darling, why do you ask such a foolish question?  
Husband—Only to see, my love, if I could have my weigh once.

**Meow-ow-ow!**  
Policeman. — "Hey, you, where you going with nine buckets of water?"  
Boy—"I'm going to drown a cat."

**Useless Fabrication**  
Young Writer—The art in telling a story consists of knowing what to leave unsaid.  
Married Friend—It doesn't make much difference, my boy. My experience is that she finds out anyway.

**Greetings**  
Servant (to lion tamer in cage): "Sir, your tailor is here with his bill."  
Lion Tamer: "Tell him to come in."

**The Mind Meter** By LOWELL HENDERSON  
© Bell Syndicate.—WNU Service.

**The Completion Test**

In this test there are four words given in each problem. Three of the four in each case bear a definite relationship to one another; for example, they may be the names of animals or the names of state capitals, or perhaps synonyms. Cross out the one word that does not belong in each problem.

1. Gay, merry, dejected, frivolous.
2. Edison, Whistler, Fulton, Morse.
3. Build, erect, raise, construct.
4. Phoenix, Salem, Raleigh, Macon.
5. Arrow, bullet, cartridge, shell.
6. Inaugurate, start, introduce, continue.
7. Donate, pilfer, steal, embezzle.
8. Puma, leopard, tiger, rail.
9. Candor, duplicity, openness, sincerity.
10. Bat, mallet, racquet, gun.

**Answers**

1. Dejected.
2. Whistler.
3. Raze.
4. Macon.
5. Arrow.
6. Continue.
7. Donate.
8. Rail.
9. Duplicity.
10. Gun.

**Never Satisfied**

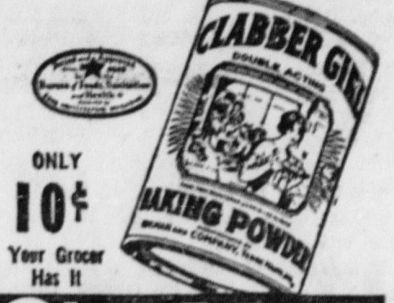
Prisoners continue to plot for escape in spite of the fact that they have been living rent free and meeting no bills for food or medicine. Wild animals often appreciate the care they find in captivity and if they wander away return gladly to their cages. As evolution continues it reveals the human being as showing the highest form of discontent.—Washington Star.

**Who Know Better**

When a man says, "All women are alike," it doesn't have a bit of influence with other men.

**FOR THOSE WHO TAKE PRIDE IN THEIR BAKING**

Here's a baking powder, tried, tested and used exclusively by experts.



**CLABBER GIRL Baking Powder**

**Rays Detect Flaws**  
X-rays and gamma rays detect incipient cracks and flaws buried six inches or more deep in steel plates and castings.

**QUICK HEAT ANYWHERE**

- CLEAN
- HEALTHFUL
- LOW COST
- PORTABLE

**Coleman RADIANT HEATER**

Plenty of quick, penetrating warmth wherever you want it... that's what you get with a Coleman Radiant Heater. Carry and use anywhere. No connections. Makes and burns its own gas from untreated gasoline. Just the thing for removing chill from home, office, store or for extra warmth in severe weather. Costs less than 2¢ an hour to operate! See it at your dealer's.

**\$5,000 IN PRIZES FOR SCHOOL BOYS AND GIRLS**

**BIG CONTEST SPONSORED BY 'blue coal' DEALERS**  
**PRIZES INCLUDE 4-YEAR COLLEGE SCHOLARSHIP**  
**Also Cash Prizes, and Scores of other Valuable Awards, Easy to Win**



**Send in Coupon Below for Full Information**

**BOYS** and girls, here's your opportunity to win a 4-year college scholarship—or scores of other valuable prizes including cash awards, bicycles, watches, Scotch terrier dogs, rings and pearl necklaces which will be given away in the big \$5,000.00 "blue coal" contest. This exciting contest for school children is so easy that every boy and girl has an equal chance to win a handsome prize—absolutely free. There's nothing to buy—nothing to sell—no strings attached.

For full information on how to win, fill in and mail the coupon below. And be sure to give the name of the teacher you select as your faculty adviser. Don't delay. Enter this interesting contest right away. Send in your coupon today to "blue coal," 120 Broadway, New York, N. Y.

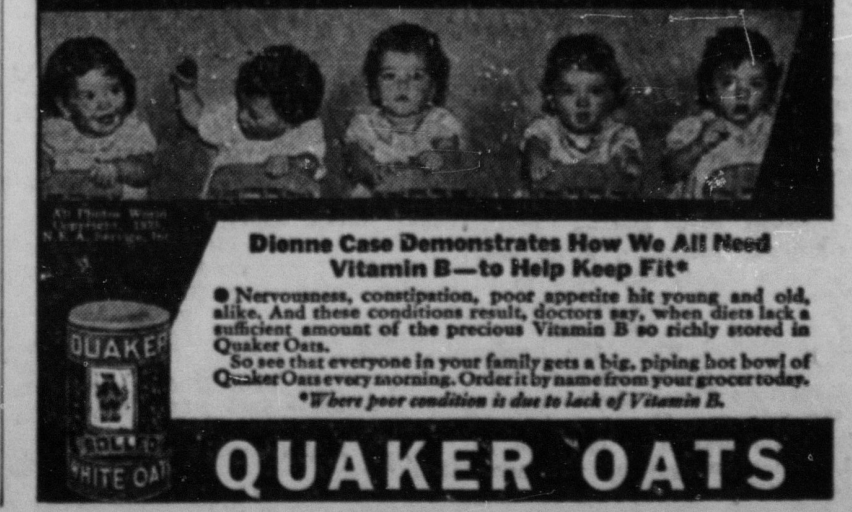
"blue coal," 120 Broadway, New York, N. Y.  
Please enter my name in the "blue coal" Contest and send me full information on how to win

Name \_\_\_\_\_  
Address \_\_\_\_\_  
School \_\_\_\_\_ Family Address \_\_\_\_\_  
(Any teacher you select)

**Easy to Excuse**  
How many times are you angry at yourself because you promised to do something?

**Make 'Em Human**  
Men in the public eye do not mind anecdotes made up about them if the anecdotes are smart.

**DIONNE QUINS EAT QUAKER OATS EVERY DAY**  
Specialists set example for mothers everywhere



**Dionne Case Demonstrates How We All Need Vitamin B—to Help Keep Fit!**  
Nervousness, constipation, poor appetite hit young and old alike. And these conditions result, doctors say, when diets lack a sufficient amount of the precious Vitamin B so richly stored in Quaker Oats.  
So see that everyone in your family gets a big, piping hot bowl of Quaker Oats every morning. Order it by name from your grocer today.  
\*Where poor condition is due to lack of Vitamin B.

**QUAKER OATS**