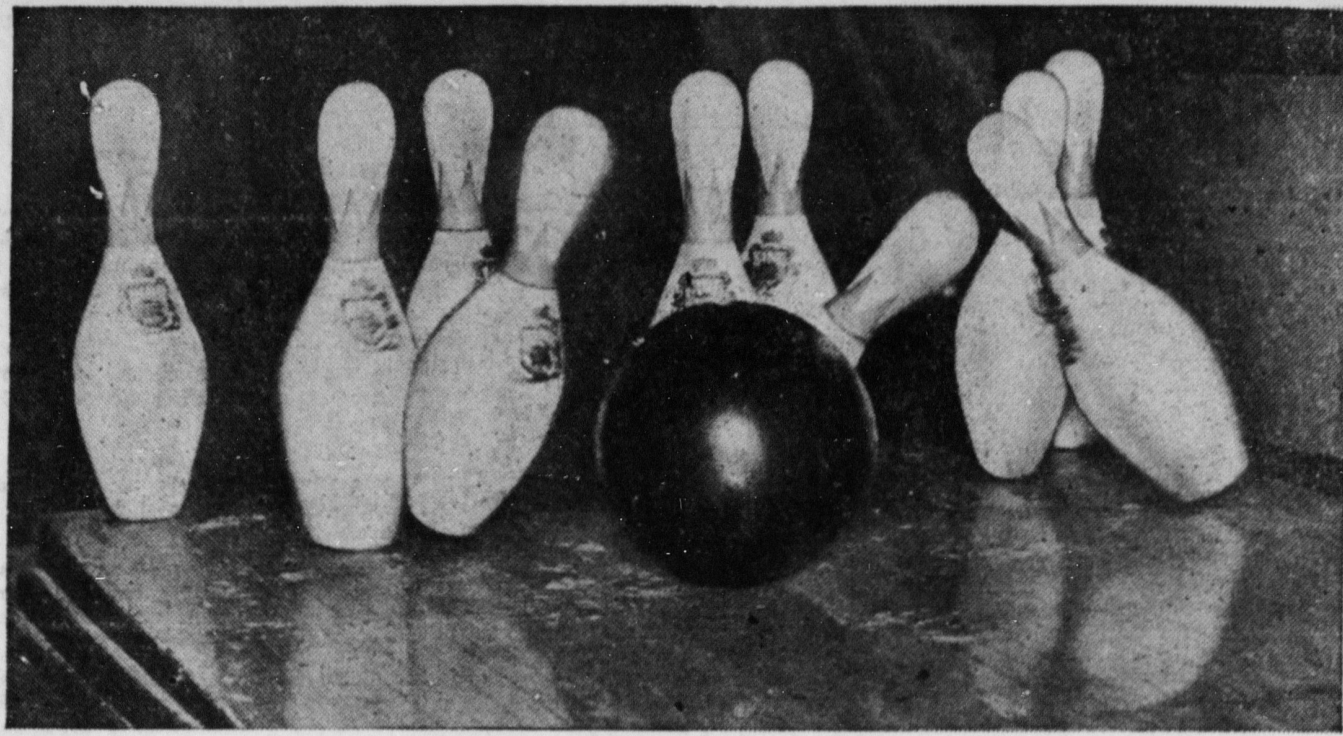


IT'S A STRIKE!!!



Sport of 10 Million Americans Nears Another Year's Climax With Two Important National Tournaments

By JOSEPH W. LABINE

Bowling, the ancient sport with 10,000,000 American participants, nears its climax for another season. From Brooklyn to Main Street pin boys are busier than ever with the game that changed America from a country of spectators to one of participants.

Forgotten is the unsavory reputation that once made bowling the sport of saloon hangers-on. As early as 1900 the more genteel folk began kegling and by 1905 women were active participants. Subsequent development was slow until five or six years ago when bowling zoomed to ace-high popularity.

Climaxing the current season are two nation-wide tournaments drawing 250,000 participants, the \$34,000 Red Crown sweepstakes and the thirtieth annual tournament of the American Bowling Congress, governing body of bowling. The sweepstakes, with weekly prizes totaling \$24,600 and grand prizes of \$9,400, has brought out 232,000 enthusiasts, a world record for any sports event. These people are now chalking up competitive scores in 1,500 towns all over the country. Winners of grand prizes will be announced shortly after March 6.

Competition Grows.

Five thousand teams will enter the ABC tourney at Chicago during March and April. Something like \$200,000 in prizes furnishes incentive here. Figures may bore you but ABC membership spurted from 10,000 teams in 1936 to 60,000 in 1937, a pretty good indication of the trend.

Why this popularity? One of the best reasons for enjoying the game was given by Jack Dempsey, once prominent in another field of sports. Said Mr. Dempsey: "The main thing I like about bowling is that when you knock the pins down they stay down."

Dempsey, you may recall, had a little trouble keeping a fellow named Tunney down in a Chicago ring a few years back.

The satisfaction of knocking the stuffings out of ten innocent pins at the other end of the alley undoubtedly accounts for much of bowling's popularity. Unlike other sports, anybody can be nominally successful on the alleys, which also helps.

Women like it for several reasons. They're deserting bridge clubs because one can make more social contacts on the alleys. They find the game "fascinating," and it's one of the few winter sports open to women. Anyway, it's being "done" nowadays so why not join the crowd?

Exercise and Relaxation.

Men also like the social contacts they make at the alleys but there's an even more important factor for tired business men who can't indulge in strenuous athletics. Bowling is hard work—don't get us wrong—but there's a chance for relaxation between bouts with the ball.

Historians tell us bowling is the world's oldest sport, dating back to dinosaur days. In that misty period Stone Age sportsmen were heaving round boulders at piles of rock, the purpose being to sharpen one's aim before going hunting. A few centuries later Sir Francis Drake is supposed to have defeated the Spanish Armada and saved England because he was filled with confidence—confidence instilled by a successful game of bowling just before he took to sea.

The modern game is related to nine-pins, originated by the Dutch and brought by them to Manhattan island in 1623. New York's famous Bowling Green was their first rendezvous before nine-pins became a year-round game and had to be moved indoors.

Paradoxically, bowling took a new lease on life through legislation aimed to stamp it out. In the Seventeenth century New England Pilgrim fathers banned nine-pins because it wasn't elevating. So the boys decided to add another pin and beat the law.

Toss It and Wait.

The game is really simple and you can leave your inferiority complex at home. It's merely a matter of tossing a 16-pound mineralite ball down a glass-smooth alley at ten neatly arranged pins that are

just waiting to be knocked down the gutter. Your first toss may very possibly be as successful as that of a seasoned player.

There is no physical hazard. Barring persons with ailments prohibiting any exertion, there is no muscular prerequisite. Often people with physical handicaps become amazingly proficient and blind bowlers are far from uncommon. In a recent New York match between a blind team and another group with normal vision, the blind bowlers lost by a mere 16 points.

Balls are fashioned to fit any hand. The usual type is bored with a thumb hole and two finger grips. Primo Carnera's ball carries the largest grip ever made; the finger span is five and one-eighth inches. A perfect score is 300 points, requiring 12 successive "strikes." A



"strike" is made by knocking all ten pins down with the first ball thrown in each "frame." Try it some time—or try getting ten successive holes-in-one on the golf course. Less than 20 per cent of America's good bowlers can boast an average score of more than 180.

If you don't make a strike you get another shot at the remaining pins, constituting a "spare" if you succeed in knocking them down. The two rolls constitute a "frame." On a strike the total of the succeeding two rolls is added to the ten scored for the strike; on a spare the pins felled on the next single roll are added.

Stay Away From "Splits"!

Failure to get all ten pins with two rolls constitutes an error unless a split occurred on the first roll. A split is the sad fate of a man who

leaves two or more pins standing with the intervening pins knocked down.

You needn't develop a "form" to look at home on the alleys. Some people walk up to the line, take a couple of weak swings and let their ball roll slowly down the alley; others—the more deliberate bowlers—get as long a running start as possible, then try to slam the ball through the opposite end of the building.

Karl Keyerleber of the Cleveland Plain Dealer recently visited a bowling alley and returned to compile the following classification of bowling forms:

"They include the dying swans who collapse on the alley after each roll, the kickers who almost lose a shoe as one foot goes after the ball, the bouncers who make alley owners tear their hair by dropping the ball on the middle of the alley, the mowers who try to sweep the pins over by remote control with a mighty thrashing of the arms after delivering the ball, the wavers who blow them down with their hands, the straight-ball addicts, the boys who 'bend' them and those who back them up."

Cleveland, incidentally, is among America's top-rank bowling cities, boasting Harvey Braatz and Mrs. Joan Radtkin, holders, respectively, of men's and women's world championships for three games.

Pressure Is Heavy.

Braatz made his record by rolling 276, 300 and 288, the hottest three-game stretch ever recorded in league competition under ABC standards. We mentioned awhile back how unusual a 300 score is. The perfect score is "par" to a bowler, but it's much harder than par in golf. On the links you can slip now and then, recouping your losses with a few exceptional shots. But "par" bowling must be perfect bowling from start to finish; the kegler must toss 12 straight balls correctly and the pressure gets pretty strong about the ninth or tenth ball!

Bowling is much like golf in its appeal to your "never-say-die" instincts. After a few weeks of poor trundling you may throw five or six

Comely Alice Faye is reputed to be one of Hollywood's most enthusiastic bowlers, but the press agent who arranged this picture neglected to remind Alice that she shouldn't step over the black line. Below: Mont Lindsey of New Haven, Conn., one of the all-time high ABC bowlers, talks it over with Jack Dempsey of heavyweight fame, also a trundling expert.

straight strikes. Or you may fall again but where there's life there's hope, so you'll be back next time to massacre those elusive pins, or else—. The gods of luck rule the alleys and they play no favorites.

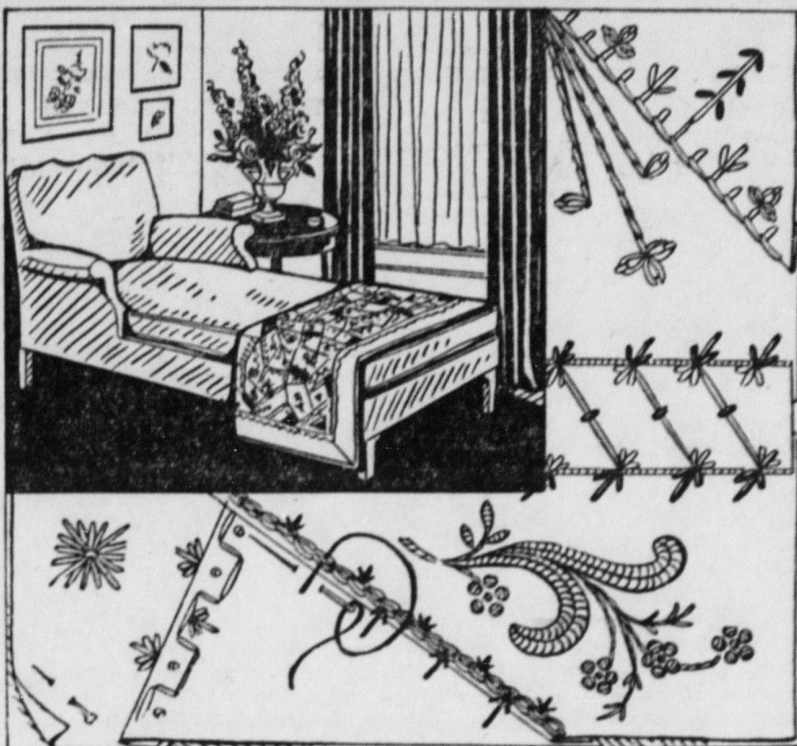
Maybe down your way the favorite is candle-pins, tall and less robust than the regular ten-pin, for which a smaller ball is used. Or maybe it's duck pins, choice of the South and Southeast, where much outdoor bowling is done. But it's still bowling, the favorite sport of 10,000,000 Americans.

You'll never appreciate it until you feel that ball jump from your hand and thunder down the glistening maple, eventually crashing pell-mell into a neatly arranged bunch of pins. It's a real thrill, Mr. and Mrs. America!

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HOW to SEW

By RUTH WYETH SPEARS



If You Are Making a Crazy Patch Quilt.

MAKING an old fashioned silk crazy patch quilt is a simply fascinating thing to do. From the moment you start collecting bits of silk and satin and velvet until the second you invent your last combination of embroidery stitches it holds your interest.

This type of quilt is not quilted after piecing, but tied like a comforter. No padding is needed if soft warm material is used for the foundation. The pieces are always in irregular shapes—often very tiny and the largest is seldom more than four or five inches long. They are pinned or basted to a foundation of soft muslin, flannel or an old wool blanket is good to use. One patch shown here is a piece of ribbon and the selvages are not turned or covered. It is best to arrange a number of patches before you start to sew them in place with the embroidery stitches.

The embroidery is really used to give balance and unity to the whole design. If a patch seems too light make it darker by embroidering it in dark thread. If it seems too plain you can trace the little forget-me-not design shown here onto it and embroider it in natural colors or use some of the more simple designs shown here as fillers.

Many more authentic old patchwork stitches are in a new leaflet which is now included with the book offered herewith. This book also tells you how the draperies in today's sketch are interlined.

Every Homemaker should have a copy of Mrs. Spears' new book, SEWING. Forty-eight pages of step-by-step directions for making slipcovers and dressing tables; curtains for every type of room; lampshades, rugs, ottomans and

other useful articles for the home. Readers wishing a copy should send name and address, enclosing 25 cents (coins preferred) to Mrs. Spears, 210 South Desplains St., Chicago, Ill.

Favorite Recipe of the Week

For Winter Meals.

SCALLOPED dishes are favorites for cold weather because it is a pleasure to use the oven, and because the blended flavor of foods makes such delicious finished products. The tartness of tomatoes complements most any meat that is being served, and while there are almost unlimited ways of making the dish, you may enjoy trying the following recipe:

Scalloped Tomatoes.

1 No. 2½ can tomatoes
1 tsp. salt
1 tbs. sugar
2 cups bread crumbs
4 tbs. butter

Combine the tomatoes with the onion and arrange a layer in a baking dish. Mix the salt and sugar with the bread crumbs and blend with melted butter. Place a layer of crumbs over the tomatoes, add another layer of tomatoes, crumbs, and so on until the dish is filled and ingredients used. Leave crumbs on top. Bake about 30 minutes in a moderate oven (350 degrees).

If you happen to have some sweet cucumber pickles on hand, slice two or three and add them to the above ingredients.

MARJORIE H. BLACK.

AROUND the HOUSE Items of Interest to the Housewife

To Whiten Skin of Chicken.—Rub the skin of chicken with lemon juice to whiten it.

Sprinkle Dahlia Tubers.—Look over tubers in the storage basement and if they are shriveling sprinkle lightly.

To Clean Leather.—To soften and clean leather use a mixture of one part vinegar to two parts linseed oil—applied with a cloth.

Boiling Preserved Eggs.—Before boiling an egg that has been preserved in water glass, prick a small hole through the large end of the shell. This prevents a bursting of the shell from the expanding air inside.

Removing Iodine Stains.—If iodine-stained linen is soaked in a solution of ammonia and water, a teaspoon of ammonia to a pint of water, stain will quickly disappear.

Peruse the Seed Catalog.—This is a good time to check over the seed catalog and send in your order for spring planting. Remember, there are many new varieties in both flowers and vegetables

this year which you might not be able to procure in April.

Treating Cane Seats.—Sponge off cane seats occasionally with salt water. It will tighten them up and prevent sagging.

Time to Plan Your Garden.—The best new garden is the one planned first on paper, and set out according to plan. Use ruled paper in making the plan.

Mistake-O-Graph Answers

1. Boy is ballyhooing his wares while show is on.
2. "Exit" and "No Smoking" signs are placed wrong.
3. Men are smoking.
4. Automobile is parked in audience.
5. Cow is seated in audience.
6. Radio announcer is asking radio audience to note the color of flower.
7. A phone receiver is attached to radio "mike."
8. A snore sound is mixed in with taps from the dancer.
9. A candle is placed on the stage among electric light bulbs.
10. Quart measures are not used in timing music.
11. Music rack is not fastened on stand.
12. Fleas are not being used in this show.
13. Man is playing cornet with violin bow.
14. Drum is not resting on stand.
15. An oversized man is seated in the audience.

Pepsodent with IRIUM wins over Dull-Looking Teeth

Irium contained in BOTH Pepsodent Tooth Powder and Pepsodent Tooth Paste

What a "kick"!... When your mirror shows you teeth that sparkle and shine with all their glorious natural radiance! How thankful you'll be that you decided to try Pepsodent containing Irium! See how wonderful Irium helps Pepsodent gently brush away dulling, clinging surface-stains from tooth enamel. See your teeth glisten and gleam as they naturally should!... And Pepsodent containing Irium WORKS SAFELY! Contains NO BLEACH, NO GRIT, NO FUMICE. Try it today!



Mistake-O-Graph



While at the theater the other night our aspiring young artist made this picture of what he saw around him. There are, however, fifteen mistakes in the drawing. Can you find them? Answers will be found above.