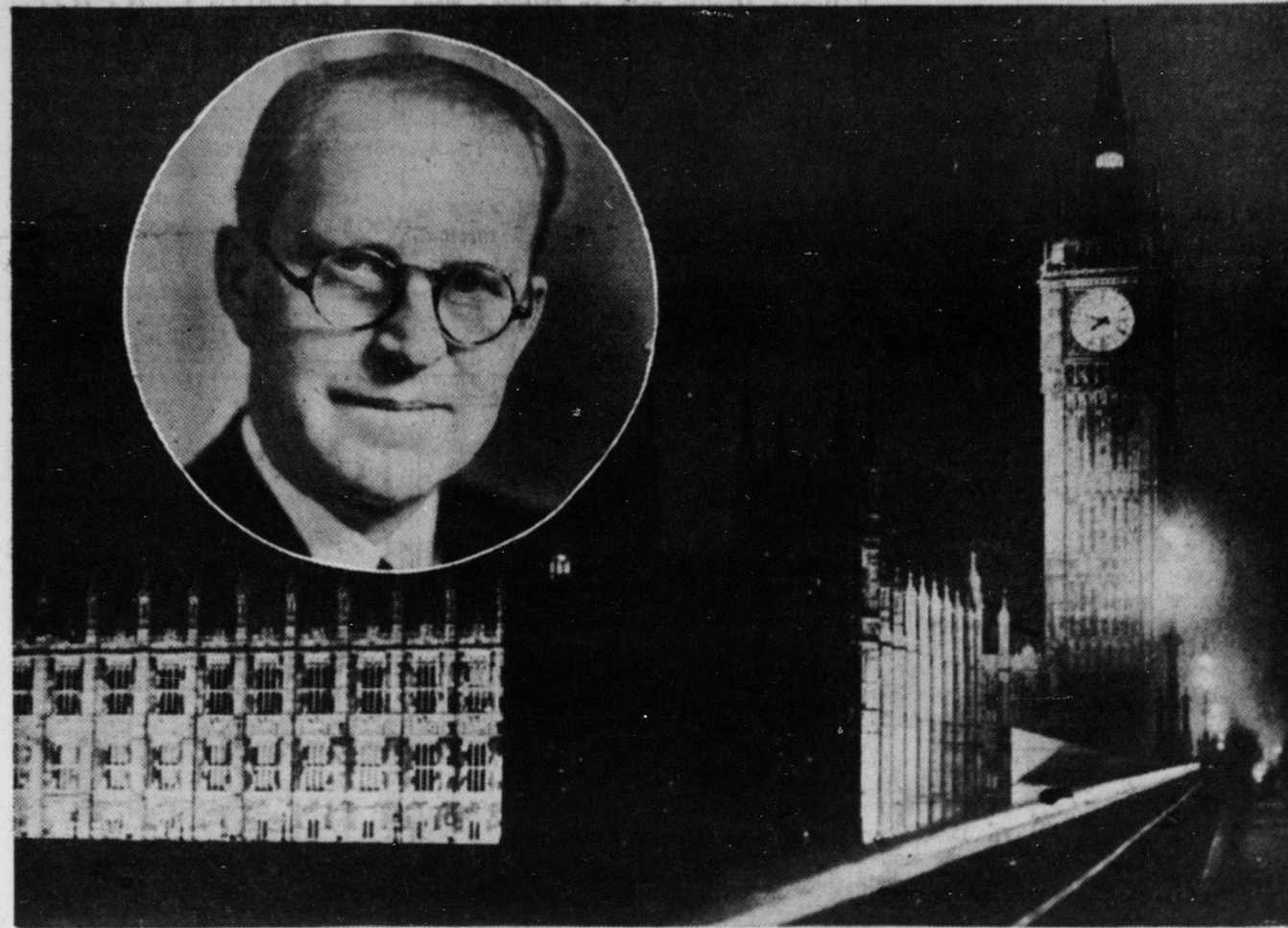


BOSTON YANKEE GOES TO COURT



'Joe' Kennedy, Red-Headed Irishman, Will Be New Type Ambassador to England's Austere Court of St. James

By JOSEPH W. LABINE

A red-headed American business man, the blood of old Erin coursing through his veins, is creating a sensation at Great Britain's austere Court of St. James.

His name is Joe Kennedy, the son of a one time Boston politician and saloon keeper, new United States ambassador to England.

Joe Kennedy is placing his sturdy business shoes in the footsteps where formerly walked philosophers, poets, historians and members of the social elect. He is not America's first business man ambassador, but he is the first business man to get the job without first showing his listing in society's "Who's Who."

Joe Kennedy, who made a million dollars before he was 35, who organized the successful Securities Exchange commission and served as chairman of the Maritime commission, may be ushering in a new type of diplomacy. Others claim this right-hand man of the Roosevelt administration is being exiled by his appointment to St. James. Still others say the ambassadorship is a springboard to the Presidency.

More likely is the answer that President Roosevelt recognizes the need for a British ambassador of exceptional business ability, a man who can maneuver the proposed reciprocal trade treaty to a successful conclusion. Joe Kennedy, more than any other New Dealer, is the man who can do it.

Red Tape Bothers Him.

This dynamic American is apt to shock St. James. As SEC chairman and head of the Maritime commission he showed his distaste for official red tape and soft-couched procedure. In diplomacy as nowhere else, he will find just such conditions.

The Kennedy career reads like an unbroken success story, in which love and family life have played an important part. At forty-nine he is the father of nine good looking children. His wife, the former Rose Fitzgerald of Boston, is so attractive and slim at forty-seven that John Boettiger, Roosevelt son-in-law, blurted out when he first met her:

"At last I believe in the stork!" Kennedy started as a Boston newsboy in a career that stretches from New England to Hollywood and back again. At Harvard, where he finished in 1912, he was a star baseball player and made \$5,000 driving a sight-seeing bus during summer vacations. By the time he graduated he decided on a banking career, became a state examiner for 18 months and—when only twenty-five—was actually a bank president!

He Fought With Roosevelt. Kennedy's first meeting with President Roosevelt came during the war when the Irish Bostonian was assistant general manager of the Fore River shipyards and the President was assistant secretary of the navy. It is recalled that the angry navy official dispatched troops to take over a ship which Kennedy refused to release.

Next came three years as manager of the stock department at Hayden, Stone company, a Boston banking house. It was there that Kennedy got the bright idea of buying American option rights on foreign motion pictures. That started his movie career.

Kennedy was new blood in Hollywood, one of the first young business men to approach the movie industry from the banking end. From 1926 to 1930 he was in the center of mammoth mergers and shifts in the big companies. By 1929, just before the crash, he decided to get out of the movie business. But during his brief Hollywood career he had been president of the Film Booking Offices of

died film companies in need of overhauling. He settled \$73,000,000 of mail contract claims of 23 shipping companies against the government for \$750,000 and laid down the rule that future government subsidies to shipping should be made only where there was a chance of accomplishing something by it.

Then last November, he released a sensational report listing the needs of American shipping, a report that will probably go down in history as another example of Kennedy foresight and common sense. When every other nation was building huge liners, Joe Kennedy predicted the day when fast aircraft would make liners impractical. Therefore he recommended emphasis on trans-Atlantic airplanes, together with construction of small and sensible ocean vessels.

He's "Pep" Personified.

To staid Brits Joe Kennedy may be the perfect example of American "pep." Big and tall, he likes to work in his shirt sleeves, make instantaneous decisions and ride airplanes instead of trains. He is a go-getter, equally at home with any kind of an audience.

It is significant that Joe Kennedy is one of the few New Dealers who still retain the respect of business at large. President Roosevelt is sacrificing an important window dresser on the home front when he sends this Irishman to St. James.



Built originally for Pierpont Morgan, the new United States embassy at London should be large enough for the Kennedy family—mother, father and nine smart youngsters.

first to board President Roosevelt's bandwagon, while the present Chief Executive was still governor of New York and Jim Farley was still a small time politician.

Reformed Wall Street.

Kennedy money backed the 1932 campaign and the dynamic Kennedy personality gladdened many a vote-getting tour. When it was all over he spent two and a half months reorganizing Radio Corporation of America and hobnobbing with his Wall street friends, trying to convince them that the world was changed. They wouldn't listen.

Few people have forgotten the turbulent days when the Securities Exchange commission was established with Kennedy at its head. Almost to a man, Wall street brokers protested it would wreck their profession. But the measure went through and today you'll find that a majority of SEC's old opponents are its staunchest supporters.

After SEC was established he left the government and returned to making money again, only to be recalled when President Roosevelt needed leadership for the Maritime commission. He handled American shipping interests as he had han-

That is the best indication of the importance the President attached to the British post.

An equally interesting sidelight will be the Kennedy family's "invasion" of London. Never before has the United States sent an Irishman to London, storm center of English-Irish dissension. Boston blue bloods, social registerites from New York, Philadelphia and Washington will be presented next June to Queen Elizabeth at Buckingham palace by Rose Kennedy, a woman who was never invited to join the exclusive Junior League. American debutantes cannot appear before the queen of England unless Rose Kennedy sanctions it.

If Joe Kennedy engineers the Anglo-American trade agreement he will return to the United States more thoroughly in the spotlight than ever. Though some may consider him an "exile" in London, he can recall that five former ambassadors to St. James later became President. Who knows but that this "typical" American business man may follow their example? Hard headed business men also make good Presidents!

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WHAT to EAT and WHY

C. Houston Goudiss Discusses CARBOHYDRATES and FATS

Foods That Provide Motive Power For the Body Machinery ★ ★

By C. HOUSTON GOUDISS
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THE human body might be compared to a framework filled with machinery. It takes food to build the framework, food to run the machinery and food to keep it working efficiently and this food must be of the proper type.

Last week, I discussed the body building proteins and explained how to distinguish between those which build and

those that are adequate for maintenance, but not for growth. It is equally important that you should learn something of the fuel foods which are necessary to fire the body engine and furnish motive power to propel the body machinery.

Fuel Foods Keep Us Alive

The body could not function in the absence of fuel foods any more than a machine could run without power, or a car without gas. Every breath requires an expenditure of energy, and so does every movement—from the beating of the heart to the winking of an eye. Even in repose, the body machinery is kept functioning only by an ever-present supply of fuel. For, as long as life continues—even when you are lying perfectly still—you need fuel to carry on the internal work of the body.

Activity Demands Energy Foods

Every type of daily activity, including work and exercise, requires additional fuel. If you walk slowly, you expend twice as much energy as when you sit still. And when you walk fast, you may use up four, five or six times as much energy. The chief fuel, or energy producing foods, are the carbohydrates—that is, the starches and sugars; and fats. Protein also has some fuel value, but its primary function is to build and repair tissue.

Carbohydrates are quick burning. They might be compared to the flare of a match in a dark room, which gives bright light for an instant, but is soon extinguished. Fat, on the other hand, burns slowly, like a lamp whose wick is turned low.

Danger of Inadequate Fuel Supply

Recently there has been a tendency to minimize the importance of the fats and carbohydrates, due to the craze for dieting. Some of the results of disregarding the absolute necessity for these foods are extreme irritability, and a greater susceptibility to fatigue, nervous diseases, tuberculosis and other infections.

Too Much Fuel Causes Overweight

It is true, however, that an excess of fuel foods will tend to produce overweight. For if we assimilate them, and do not utilize their potential energy

in muscular effort, they will be stored—as fat—usually in most inconvenient locations! On the other hand, an excess of any food is a detriment. Therefore the goal should be enough, but not too much, of all necessary foods.

Since both carbohydrates and fats are energy foods, one might expect them to play an interchangeable role in the diet. To a certain extent, they do, although fat, being more concentrated, provides two and one-fourth times as much fuel value as an equal weight of carbohydrate.

But because of the variation in the way these materials are handled by the body, it is generally considered that health is best served when 40 to 50 per cent of the total energy value of foods is provided in the form of carbohydrate and 30 to 35 per cent in the form of fats.

Carbohydrates Are Quickest Fuel

Carbohydrates, which originate chiefly in plant life, are readily converted into heat and muscle energy. Foods rich in carbohydrates include bread, potatoes, macaroni, rice, cooked and ready-to-eat cereals, peanuts, dried and preserved fruits, sugars and syrup.

Sugar furnishes heat more quickly and more abundantly than any other food. But it has a tendency to dull the appetite and is also apt to cause fermentation. Therefore, a large measure of our heat and energy is best secured from starchy foods such as bread, cereals, macaroni and potatoes.

Quick energy can also be obtained from the easily digested sugars of fresh and dried fruits, such as prunes, apricots, raisins and fully ripened bananas.

Here is an interesting and important point which is frequently overlooked in unscientific reducing diets. Fat requires carbohydrates for its proper utilization by the body. That is why women who try to reduce without following a scientifically planned diet frequently become seriously ill as a result of cutting down on carbohydrates while overlooking the fats contained in milk, butter, and other foods.

Relation of Fat To Health

Fats are so necessary to the body economy that it is no exaggeration to say that without fat, life, in its higher forms, is impossible. The noted Arctic explorer, Stefansson, found that he could exist satisfactorily on an all-meat diet, provided he ate liberally of fat. On a diet of all lean meat, he became violently ill within a week.

Besides furnishing concentrated energy values, fats help to create the fatty tissue which cushions the nerves and abdominal organs, and forms the pleasing contours of face and figure.

Because it leaves the stomach more slowly than proteins and carbohydrates, fat retards the digestion of these food groups somewhat, and thus gives staying power to a meal. At the same time it promotes the flow of pancreatic juice and bile, thus helping in the assimilation of other foods. Foods rich in fat include butter, cheese, egg yolk, cooking fats and oils, margarine, olives, pastry, peanut butter, most nuts except chestnuts and lichi nuts, various kinds of sausage and fried foods.

Anger Destroys Fat Reserves

Experiments have demonstrated why nervous, irritable individuals are usually thin, while those with a serene temperament often accumulate weight. It has been proven that anger and fright increase the amount of fat in the blood and remove a corresponding amount of fat from its usual stor-

age place beneath the skin. A fit of anger may take off more fat than an hour's exercise, or two or three days of enforced diet. Thus the person who allows himself to become upset continually withdraws the fat reserve from his body. Such persons could profit, perhaps, by taking more of the fat-forming foods.

But whether the members of your family are good natured, or irritable, young or old, they need a constant supply of fuel foods—at every meal, every day. Fuel foods produce energy—and energy is the motive power of life and work and thought.

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"Home-Wrecking" Qualities of Poor Furniture Polish

Home-Wrecking Qualities of Poor Furniture Polish

How often a houseful of fine furniture and handsome woodwork is spoiled by the use of a poor furniture polish! There are many polishes on the market today—some fair, some good, others excellent for luster and long life of the finish! The best is non-greasy, because made with a fine, light-oil base! In time, furniture and woodwork can be ruined by the persistent application of a cheap, poor polish! Such polish will contain kerosene, harsh abrasives and harmful acids—destructive elements, that are unseen and unsuspected! The housewife may use one of these polishes, feeling that she is economically keeping her furniture polished—but this is her poorest economy, if she values her furniture (and what housewife does not?). The furniture in a home constitutes the largest part of the furnishings—and will show up like "sore thumbs" when dried out, cracked or checked. This is just what occurs, when other than a reputable oil polish is used! Too, a quality oil polish is less expensive! Less is used at one time—for it's undiluted. The resultant glow is deeper, richer, more lasting! Best of all, the finish of the furniture and woodwork is properly "fed" and kept in prime condition! So beware of harsh, "bargain" polishes—through them, the furniture suffers!

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