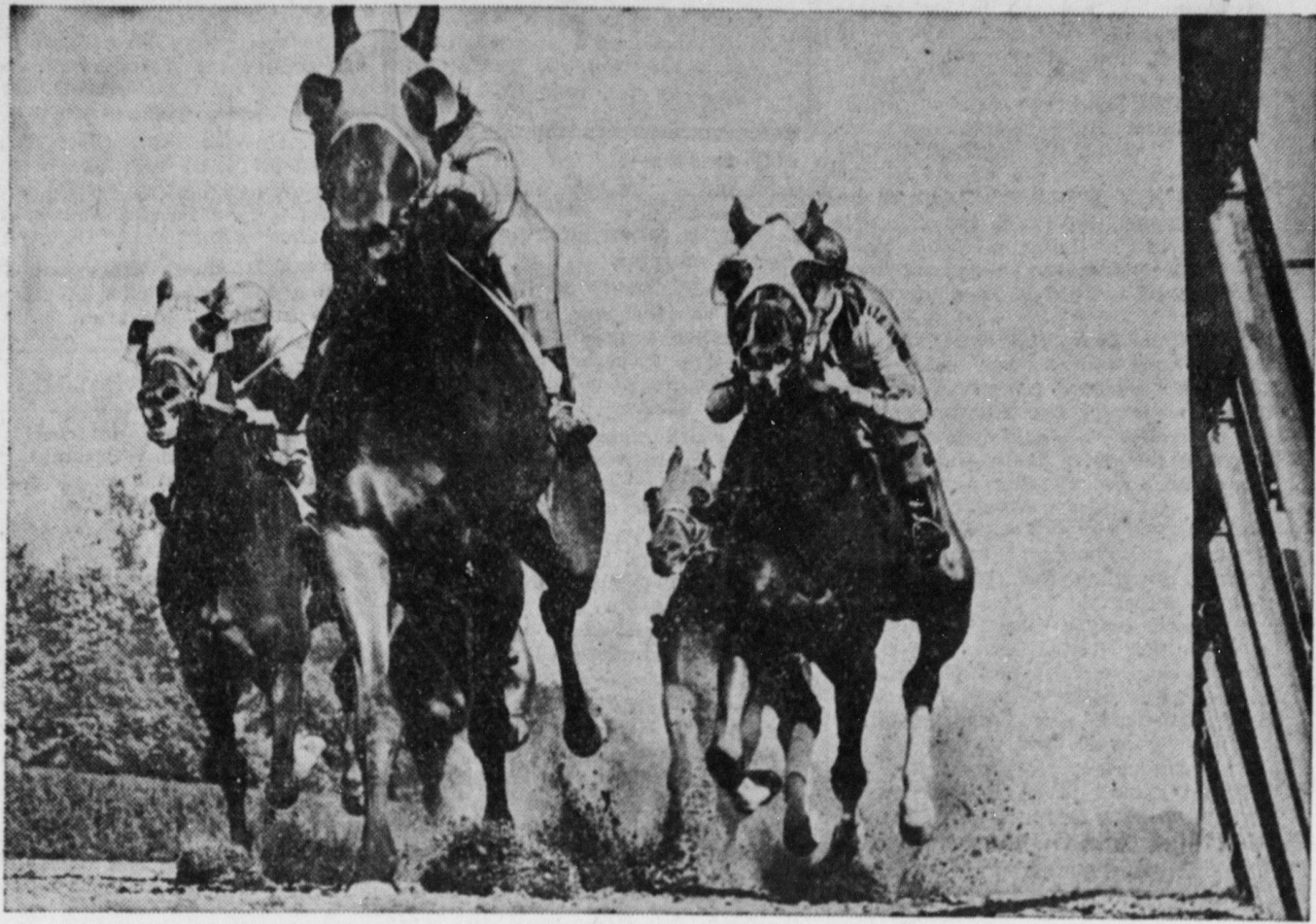


MUST THEY GAMBLE? WHAT to EAT and WHY



Men Aren't the Only Devotees of This American Institution; Women Like It, Too!

By JOSEPH W. LABINE

She might have been hypnotized, but slot machines don't actually hypnotize people. The girl with the little red hat tossed quarter after quarter into a mechanical pickpocket, drunk with her desire to win. If she had paused for a moment, if someone had taken pencil and paper to show her how slot machines work, how 80 cents out of every dollar goes to line somebody else's pocket—

But the girl in the little red hat was playing a hunch. She thought hunches always win because last week she won \$5 on a horse called "Rainy Weather,"

having placed the bet in the middle of a thundershower. Women will gamble, it seems, and if you think daddy is the only one who spends his paycheck at a bookie, take a look at the record!

Gambling, the law notwithstanding, has grown into an institution of the first water, filching millions of dollars a year from the pockets of those who can ill afford it. Some favor legalized lotteries on the theory that people will gamble anyway. They claim it offers the poor a chance to get rich, thereby making for less dissatisfaction. What they forget is that "small money is sucker money" in the gambler's parlance. Big winners in the betting racket are those who start with big stakes and can afford to lose.

Big Business in Bookies. A two-minute tour around the country shows that bookmaking on horse races is thriving despite its illegal status. Chicago's city council set a precedent last winter by legalizing bookies to operate outside the race tracks provided they pay an annual license fee. But the state of Illinois clamped down on this scheme to fill Chicago's coffers, just as Ohio, Maryland, California and Michigan have rejected similar proposals in the past.

Several southern California cities recently decided to license bookies at fees ranging from \$2,500 to \$5,000. Then the appellate court stepped in and ruled the ordinances violated California's racing act. New Orleans is a bookmaker's paradise even though they operate illegally. In Louisville between 250 and 500 bookmakers work openly and in Miami, Fla., they operate at ease despite threats by the state.

But this is a story about gambling in general and women in particular. The story is more interesting because a few years ago there were social and moral taboos against gambling, while today Mother leaves Junior's buggy on the sidewalk while she walks into the corner bookie and places a bet on the fifth race at Suffolk Downs. Fortunately this situation isn't commonplace throughout the country. It's confined mostly to large cities and for laboratory purposes let's put New York under our microscope.

Here is a town where it was once unladylike to sit down on the floor and throw the dice.

Housework Is a Bore. In this metropolis, where Friend Husband spends his days at the office it's often easy for the wife to become bored with housework, knitting and reading. To satisfy her desire for something new a huge gambling business has arisen, catering exclusively to women and making good money at it. A conservative estimate is that New York women invest half a billion dollars a year in gambling.

The "policy racket" or "numbers" game, a polite form of larceny responsible for the rise and downfall of many a big-time racketeer, is the New York woman's favorite form of gambling. This is true because you can invest any amount from one cent to a hundred dollars. Wash women down in Harlem and

go up and down. This situation has produced a queer type of woman customer. One wizened old lady arrives promptly each morning at a brokerage house and sits in silence until closing time, seldom trading. Women are suckers for horse races. They play hunches, placing their money on a horse because they like his name or because he hasn't won a race for two years. There's no way of estimating how much money they bet, or what percentage of the total annual investment comes from them. But half the 300,000 daily calls coming into telephone rooms of dope sheets in New York are from women. If women are allowed only 10 per cent of the annual \$350,000,000 total bet at New York tracks and bookies, it still amounts to \$35,000,000, which isn't chicken feed.

Sometimes They Win.

Sweepstakes take millions out of the country every year and half of it is said to be paid by women. The figures for New York stand at \$40,000,000 grand total per year. A favorite plan is for several women employed in the same factory to buy "shares" in a sweepstakes ticket.

Bridge, the genteel game of club women, has become a high-powered gambling business in New York and other cities. Sometimes the stakes are only a dime for the entire afternoon's play; sometimes a twentieth of a cent a point. Again, some women play for 25 cents a point but they must be "well heeled" before trying it.

New York is infested with bridge "sharpies," professional players who make their living gambling. Sometimes they sit in as partners to men (always poor bridge players, they say) who want to make an impression.

From bridge it's only a short jump to poker, a traditionally masculine game that is winning women followers in New York. "Poker

stenographers in Queens contribute their daily share to a business that grosses \$100,000,000 a year. A conservative estimate is that women are responsible for half this investment.

Next most popular game—and New York isn't alone in this—is the sport known as Bingo. From Portland, Ore., to Portland, Maine, men and women alike gather nightly, often at church socials, to gamble for small stakes at the Bingo board. You buy a board, probably for 25 cents, on which are printed a group of squares, each carrying a number. As the announcer calls numbers you look for them on your board. If you have an unbroken line of numbers called up and down, across, or diagonally on your board, you win. That is, provided nobody else in the game calls "Bingo!" before you. The prize is probably a \$2.00 blanket and the total "take" for the game may be \$5.00. It's pretty fair profit.

"Free" Bathroom Scales.

New York's estimate for Bingo is \$35,000,000 a year spent by women alone. It becomes a fiendish



Miss Ethel Jupp, 21, one of three New York sisters who won \$150,000 on an Irish sweepstakes ticket, shown at the doorway of her apartment as she received a cablegram announcing her good fortune.

urge, something like dope, and they go back night after night, satisfied if their \$3.00 investment nets them a \$2.00 bathroom scale.

Stock market speculation isn't exclusively a man's game in New York and there are those who claim it isn't speculation at all. But women are heavy customers along Wall Street—call it speculation or just plain "investment"—and many of them spend five hours a day in brokerage houses watching the ticker tape and the exchange boards.

The stock market is a big money game and most women gamblers are small players, being content merely to sit and watch the lines

flats" are commercial institutions where the girls may gather of an afternoon. Then there's dice, mah jong and backgammon, besides such ill-mannered pastimes as rummy, pinochle, hearts and euchre.

Maybe the men taught them to gamble and after all it's probably no more sinful for women than men. But lady gamblers merely add to an already large population that spends its money recklessly and eventually gets into trouble. Maybe legalized lotteries are the answer because mankind has been gambling since Biblical days. It seems to be human nature.

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C. Houston Goudiss Discusses CALCIUM The Captain of the Minerals

Nationally Known Food Authority Explains How to Include This Vital Food Element in the Daily Diet

By C. HOUSTON GOUDISS

6 East 39th Street, New York City.

A FEW years ago there was an earthquake in the Far West. When the tremors were over, the frightened people looked in dismay upon the damage that had been done. In some places they were saddened by the loss of a great number of their buildings, and in one community, mingled with their sorrow—almost crowding it out of their emotions—was indignant ANGER. For they observed that their schools had suffered greater damage than any other group of buildings in the city.

On every side, the cry of indignation arose. It was all too plain that poor materials had gone into the construction of those schools which were supposed to house children in security.

The most vehement cries went up from the mothers, not only in that community, but all over the country. That is natural, for all mothers believe they have the children's welfare at heart. Unwittingly, however, they may be doing them irreparable harm by failing to feed them the foods that will construct sound bodies, able to withstand the stress and strain of life.



Calcium Starvation

The mineral calcium is to the human body what steel and stone are to a building. It is necessary to construct the bony framework. The mother who fails to consume adequate calcium before her baby is born, or fails to give the child adequate calcium throughout the growing years, is as guilty as the contractor who constructs a school building of poor materials.

Without sufficient calcium, the bones become soft and porous. They break easily and knit slowly after they are broken. They may bend and twist during growth, so that the child who is a victim of calcium deficiency may become bow-legged and deformed, with a malformed chest or enlarged forehead. Rickets—that horrible deficiency disease which causes stunted mis-shapen bodies—may develop. And so may tetany—another scourge of childhood.

Crooked Defective Teeth

The teeth, too, depend upon calcium for the soundness of their structure. When this precious mineral is inadequately provided, the baby teeth may soon decay; the permanent teeth may come in crowded and unsightly—and quickly develop cavities.

There are also many other ways that calcium deficiency may handicap your children. For this mineral is intimately concerned with all the body processes. It increases the strength and pulsations of the heart; helps the blood to coagulate in case of injury, thus effectively aiding in preventing hemorrhage. It strengthens the resistance of the body in fever

and other diseases. It tones up the nervous system, lessening nervous tension.

Adults Require Calcium

Adults have a vital need for calcium. A lack of this mineral not only results in defective teeth, but may also be responsible for nervousness, quivering and twitching of the muscles and defective heart action.

To be normal, the full-grown human body must contain more calcium than any other mineral element. Yet, every individual is, of necessity, born calcium-poor. For if the bones were as rigid as they must eventually become, the ordeal of birth would be too difficult for both mother and child.

Easily Lost From Body

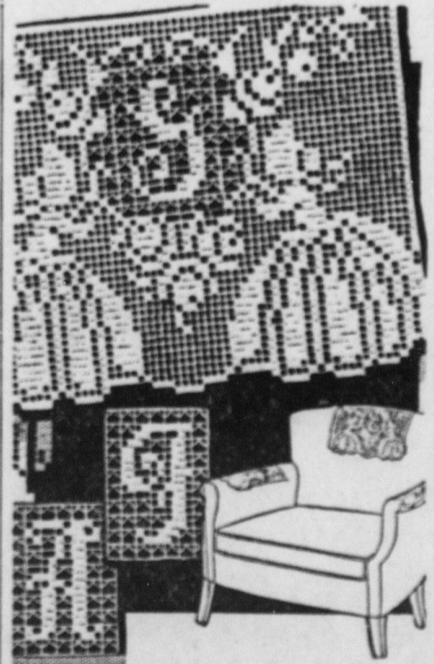
The homemaker's task of providing adequate calcium is complicated by the fact that the body loses large amounts of calcium every day, and this loss is greater during sickness, especially in fever or when one is worried, overworked or has taken too strenuous exercise.

Outstanding nutritionists unanimously agree that the American diet is more deficient in calcium than in any other element. And it is squarely up to the mothers and homemakers to correct this tragic state of affairs, which is undermining their own efficiency and threatening the present health and future happiness of their children.

How to Obtain Calcium

Milk is an outstanding source of calcium. That is why it should form the cornerstone of every balanced diet. Cheese, which is milk in concentrated form, is likewise notable in this respect, and one and one-fourth ounces of American Cheddar cheese are the approximate equivalent of an eight-ounce glass of milk. Leaf and

Chair or Buffet Set In Filet Crochet



Pattern 6091

Send for This

Free Chart

Showing Iodine Content of Various Foods

You are invited to write C. Houston Goudiss for a chart showing the foods rich in iodine and those which are poor in this substance. It will serve as a valuable guide in preparing balanced menus.

Just ask for the Iodine Chart, addressing C. Houston Goudiss at 6 East 39th Street, New York City. A post card is sufficient to carry your request.

Distinctive—this easily crocheted set, its picturesque motif and initial set off by lacy K-stitch. Excellent for scarf-ends, too! Pattern 6091 contains charts and directions for making the set and 3 1/4 by 5 inch alphabet; illustration of stitches; materials needed.

To obtain this pattern, send 15 cents in stamps or coins (coins preferred) to The Sewing Circle, Household Arts Dept., 259 W. 14th St., New York, N. Y.

Please write your name, address and pattern number plainly.

You Need This Free List of FOODS RICH IN CALCIUM

Write to C. Houston Goudiss, 6 East 39th Street, New York City, for his list of calcium-rich foods. Use it daily as a guide in planning family menus.

stem vegetables are richer in calcium than other vegetables or fruits, but while their calcium has been found to be well-absorbed by adults, it is not so readily available to children.

Among the vegetables, however, there is a wide variation, turnip tops and dandelion greens providing unusually large amounts.

List of Calcium-Rich Foods

I have prepared a list of foods rich in calcium which I shall gladly send to homemakers upon request. I urge every woman to write for this list and use it in planning the daily diet of herself, her husband and children.

You really need such a list in order to avoid the grave consequences of calcium deficiency, for so many of our common foods are calcium poor that it is possible for a diet to be abundant and varied, and still be inadequate in respect to calcium.

The list of calcium-containing foods will help you do a perfect job of building strong, fine bodies for your children.

There is no joy like the joy of creating perfect, healthy children. The architect and the sculptor stand in awe before the realization of their dreams. But you, the mothers of children, the builders of their bodies, you are the mightiest of all. A diet adequate in calcium, for you and your children, will help you build beautifully, wisely and well. Your reward will be the joy, the pride, the heart-warming satisfaction of having accomplished a worthwhile purpose.

Questions Answered

Miss D. A. E.—Broccoli may be used interchangeably with spinach, provided the leaves are eaten with the flower buds. Careful analysis indicates that the leaves are twice as rich as the flower buds in vitamins A and G.

Mrs. F. R. T.—There is no such thing as a specific brain food, but nutritionists are convinced that the quality and efficiency of the functioning of the mind depends partially on the character of the food consumed. Mental efficiency appears to be influenced by the quantity and quality of the protein in the diet, and it has been demonstrated that the vegetable proteins, including cheese, milk and eggs are superior in biological value.

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4—Add the Name and Address of Grocer where you bought FLA-VOR-AID.
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