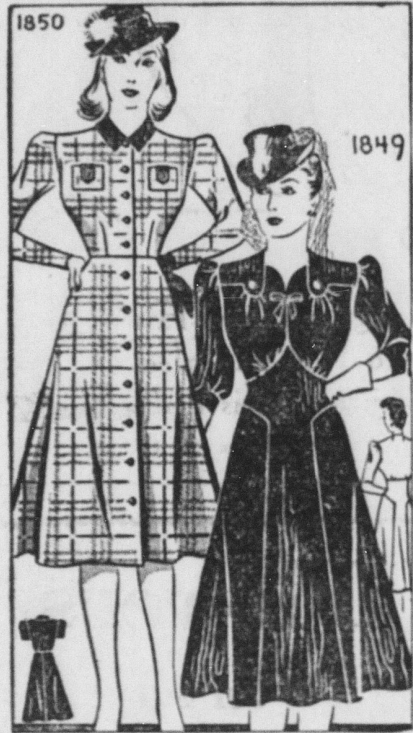


**Tailored, Practical;
Smart and Youthful**

IF YOU want a bright new every day dress that's tailored and practical, yet sufficiently youthful and gay so that you'll never tire of it even after constant wear, make it like No. 1850. It buttons down the front, coat style, is dart-fitted at the waistline, and trimmed with contrast. If this is your first attempt at home dress-making, it's a simple pattern that goes very quickly and easily. It's especially pretty in plaid wool, velveteen or challis.

Smart and Youthful.

For large women, No. 1849 has beautifully slenderizing lines, and is expertly designed to give the



round-bosomed, slender-hipped effect that mature figures look best and most youthful in. A good style for card parties and luncheons because all the detailing is on the bodice. The neckline is particularly flattering. This dress makes up smartly in velvet, faille or thin wool.

The Patterns.

No. 1850 is designed for sizes 12, 14, 16, 18, 20 and 40. Size 14 requires 4 1/2 yards of 39-inch material with long sleeves; 4 3/4 yards with short; 3/4 yard contrast.

No. 1849 is designed for sizes 36, 38, 40, 42, 44, 46, 48, 50 and 52. Size 38 requires 4 3/4 yards of 39-inch material with long sleeves; 4 3/4 yards with three-quarter sleeves; 3/4 yard ribbon.

Fall Pattern Book.

Special extra! Send today for your new Fall Pattern Book with a stunning selection of a hundred perfect patterns for all shapes and sizes. Save money and know the keen satisfaction of personally planned, perfectly fitted garments by making your own frocks with these smart, carefully cut designs. You can't go wrong—every pattern includes a step-by-step price chart to guide beginners. Price of Pattern Book, 15 cents.

Send your order to The Sewing Circle Pattern Dept., 247 W. Forty-third street, New York, N. Y. Price of patterns, 15 cents (in coins) each.

(Bell Syndicate—WNU Service.)

Creation of Idleness

It is idleness that creates impossibilities; and where men care not to do a thing, they shelter themselves under a persuasion that it cannot be done.—South.

OLD FOLKS

Here is Amazing Relief of Conditions Due to Stagnant Bowels. Nature's Remedy. If you think all laxatives get alike, just try this. It is a vegetable laxative, so mild, thorough, refreshing, invigorating. Dependable relief from sick headaches, bilious spots, tired feeling when associated with constipation. Get a 25c box of NR from your drugist. Make the test—then if not delighted, return the box to us. We will refund the purchase price. That's fair. Get NR Tablets today.

Natural Wisdom

The unselfish heart knows as much as a book on etiquette can teach.

FOR BOILS

A wonderful aid for boils where a drawing agent is indicated. Soothing and comforting. Fine for children and grown-ups. Practical. Economical.

GRAY'S OINTMENT 25¢

Beyond Teaching

Who is too old to learn is too old to teach.

666

LIQUID-TABLETS SALVE-NOSE DROPS

NEW IDEAS

ADVERTISEMENTS are your guide to modern living. They bring you today's NEWS about the food you eat and the clothes you wear. And the place to find out about these new things is right in this newspaper.

**DOLLAR MAKERS—
Showmanship
Is Essential
To Success**

By GEORGE T. EAGER

THE selling end of any business consists of a number of basic operations that are repeated over and over again. Customers are attracted and held when such routine operations are occasionally done in a different way by an added touch of showmanship.

A fruit packer in Kentucky sent his food broker in Buffalo a crate of carrier pigeons. As each order was secured by the broker it was enclosed in a metal band fastened to a pigeon's leg and the bird released from the customer's office. Just a different way of placing a routine order but it made both the fruit packer and the food broker better known among customers and prospective customers.

For years dogs displayed in the windows of pet shops have attracted more passersby than any other type of window display. But until recently not a single manufacturer of dog food has made use of this natural interest in live dogs to sell his product. A recently constructed billboard in Chicago combines an air conditioned kennel containing live dogs with an advertisement of a canned dog food. The crowds that are continually in front of it leave no doubt as to the commercial value of this combination of advertising and showmanship.

The acknowledgment of orders received by a manufacturing organization might seem to be a routine matter with little possibility of being made more interesting. Instead of the usual cold, formal method of acknowledging orders, one company attaches a sheet notifying the customer that the order is of direct benefit to 800 people on the company's payroll and that the raw materials used in making the goods are bought from 412 different firms employing 50,000 people.

**EXPLANATIONS
WON'T SELL**

AS A SALESMAN should know every detail about the product he is selling so as to be prepared to answer all questions. But if this knowledge leads him to think that merely explaining a product will sell it he should be prepared for serious disappointments. Successful salesmen never forget that human beings are reservoirs of emotions and desires which when touched by skillful appeals bring more immediate response than endless explanations.

Years ago Carnegie wanted to sell his steel mills. The most likely buyer was J. Pierpont Morgan. Did Carnegie call on Morgan with blue prints of his steel mills and countless figures about operating costs and profits? He did not because he was too good a salesman. He knew that details were useless until he had first aroused an overpowering desire to buy on the part of Morgan.

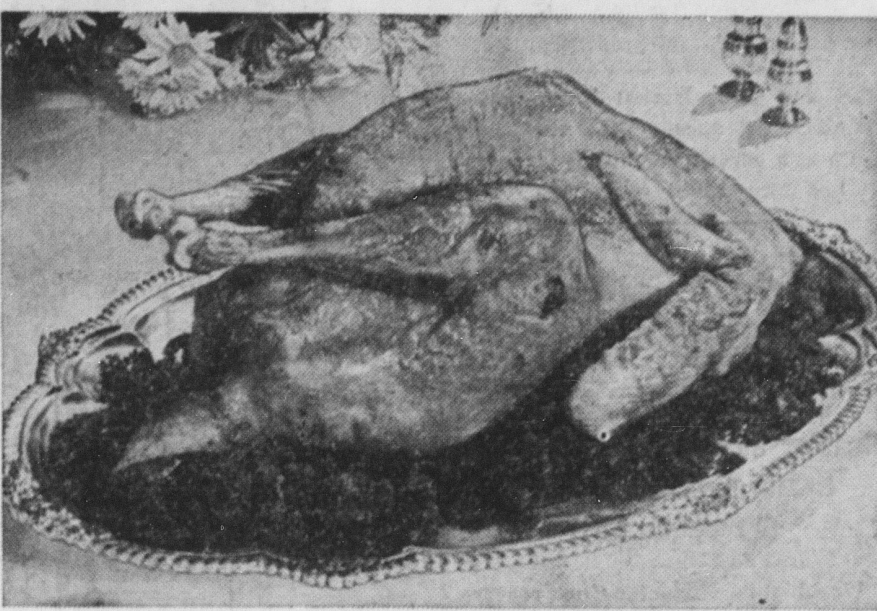
So he arranged to have Charles M. Schwab speak at a dinner in Morgan's presence and paint a picture of the great steel corporation of the future. When Morgan's constructive imagination saw the vision he was then ready to buy.

Thousands of successful salesmen are carrying out the same principle in countless small transactions that total each year more than Morgan paid for Carnegie's steel mills. The washing machine salesman talks to a woman about keeping young by saving energy before he explains the details about the motor; the oil burner salesman pictures the fun the family will have in the new game room.

**Industry, Agriculture
Harmful to Wildlife**

That nature never planned to supply game for 8,000,000 licensed hunters and approximately 7,000,000 licensed fishermen, nor to provide against the great inroads that modern industrial and agricultural developments have made upon wildlife, is the opinion of Professor Ralph T. King, head of the Roosevelt Wildlife Experiment station at the New York State College of Forestry. Professor King asserts that according to figures of the United States bureau of biological survey there are more than 13 1/2 million persons hunting and fishing annually and that the numbers are rapidly increasing, says the Hartford Courant.

**Household News
By Eleanor Howe**



MEMORIES OF THANKSGIVING PRICELESS HEIRLOOMS
(Recipes Below.)

Cooking the Thanksgiving Dinner

Incredible as it may seem the calendar is bringing Thanksgiving time again and with it comes to every homemaker thoughts for the Thanksgiving menu—plans for its preparation and anticipation of the family's return.

Today, however, I want to reverse this whole situation. I want to suggest to you that enjoyment of your family on Thanksgiving day should be the keynote of every one of the plans that you make for the day. Now that does not mean for one minute that I am suggesting that the Thanksgiving dinner be slighted. I couldn't do that, for who of us for one minute would sacrifice those precious memories of Thanksgiving dinners at grandmothers that are really priceless heirlooms. No, I say—we won't sacrifice the dinner—but we will plan it so that you will be as free as possible on Thanksgiving day so that you too can enjoy the family and let the family enjoy you. A miracle you say? No—not really—just wise planning—plenty of work the day before perhaps—but time—no worry—and an easy dinner on Thanksgiving—and that's worth while isn't it?

How to do it? Well here are my suggestions. First, it is entirely possible to clean, prepare and even stuff the turkey the day before Thanksgiving rather than on Thanksgiving morning. Then put it on a rack in an open roasting pan and store it in your refrigerator overnight. If you have a mechanical refrigerator it will be running of course. If you have an ice refrigerator, be sure to get an ample supply of ice so that your refrigerator can really work for you over this holiday.

Vegetables—salads—relishes, including celery, radish roses, etc., even desserts, one and all can be gotten ready on Wednesday and as I say, then all that remains for Thanksgiving day is just the cooking, the table setting and later the serving of the viands.

Below I am including a number of Thanksgiving recipes which are all planned for just such Thanksgiving ease. And—a happy Thanksgiving to each one of you.

Roast Turkey.
Allow 3/4 to 1 pound of turkey per person served. Dress, clean, stuff and truss turkey. Brush well with unsalted fat and place on rack in large open roasting pan. (Store over night in refrigerator if desired.)
Roast in moderate oven (325 degrees) allowing approximately 20 minutes per pound roasting time for a 12-pound turkey, 17 minutes per pound for an 18-pound turkey and 15 minutes per pound for a 22-pound turkey.
Brush with melted butter just before serving.

Dressing for Turkey.
10 cups soft bread crumbs
1 cup butter (melted)
1 tablespoon salt
1 cup chopped parsley
2 tablespoons poultry seasoning
Mix all ingredients thoroughly and use for stuffing the turkey. Note: This amount of dressing is sufficient for a 10-pound turkey. If a larger turkey is to be stuffed the recipe should be increased proportionately.

Giblet Gravy.
Pour off liquid in pan in which turkey has been roasted. From liquid skim off 6 tablespoons fat; return fat to roasting pan and brown with 6 tablespoons flour. Add 3 cups stock in which giblets, neck, and tip of wings have been cooked; or if preferred, 3 cups milk may be substituted instead of the stock. Cook, stirring constantly, until thick; then season to taste with salt and pepper. Add giblets (cut in

small pieces), heat well, and serve hot.

Oranged Sweet Potatoes.
(Serves 6-8)
Parboil 6 medium sweet potatoes, peel and slice lengthwise. (Prepare to this point on Wednesday and store overnight in refrigerator.) Arrange slices in baking dish and sprinkle with 1/2 cup brown sugar, dot with 2 tablespoons butter and add 1 tablespoon grated orange rind. Pour over this 1/2 cup orange juice and scatter 2 tablespoons brown sugar and a little paprika over top. Bake covered for 30 minutes in moderately hot oven (375 degrees). Uncover and bake approximately 15 minutes longer.

Creamed Onions With Cream Cheese.
(Serves 6)
2 pounds small white onions
3 tablespoons butter
3 tablespoons flour
2 cups milk
1/2 teaspoon salt
1 block cream cheese
Boil onions until tender in salted water. (This can be done on the day before Thanksgiving and in this way the onions will be all ready for their final baking on Thursday.) Melt butter, add flour and stir thoroughly. Add milk and salt and stir until thick. Then add 1 block of cream cheese broken in small pieces. When blended, pour over onions in a baking casserole. Sprinkle with buttered cracker crumbs and bake in a moderate oven (350 degrees) until crackers are browned. Serve at once.

Cabbage-Pineapple Gelatin Salad.
1 tablespoon unflavored Gelatin
1/2 cup pineapple juice (canned)
1 cup water (boiling)
1 1/2 teaspoon salt
1 1/2 tablespoons vinegar
2 cups cabbage (shredded)
1 cup pineapple (diced)
Soak gelatin in the cold pineapple juice. Add to hot water and stir until dissolved. Add salt and vinegar. Chill. Add remaining ingredients and pour into mold. Chill until set.

Pumpkin Pie.
(Makes 2 pies)
3 cups pumpkin
4 eggs
1 1/2 cups brown sugar
3/4 teaspoon salt
3/4 teaspoon grated nutmeg
3/4 teaspoon ginger
3/4 teaspoon cloves
3/4 teaspoon allspice
1/2 teaspoon cinnamon
4 1/2 cups milk (scalded)
To cold canned or cooked pumpkin add the eggs (slightly beaten). Blend salt and spices with the brown sugar. Mix pumpkin mixture with the brown sugar mixture, and to this add the scalded milk.

Pour into pie plate lined with pastry dough. Bake 10 minutes in a hot oven (450 degrees), or until crust is set. Then reduce heat to a moderate oven (350 degrees), and bake until filling is firm—about 45 minutes. (These too can be baked on the day preceding Thanksgiving.)

Don't Miss These Household Hints.
"Household Hints" by Eleanor Howe contains as helpful a group of time-saving suggestions on every phase of housekeeping as one can ever expect to find. To secure a copy—to be able to put these ideas to work in your own home—send 10 cents in coin to "Household Hints," care of Eleanor Howe, 919 North Michigan Avenue, Chicago, Illinois.

Homemade Bread for Young and for Old.
All the world loves homemade bread and what is more homelike than the old-fashioned hot butterscotch rolls, hometade bread, parker house rolls, etc., that mother used to make? It's just those kind of recipes, (simplified though) that you will find in this column next week. Be sure to look for them.

WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON

NEW YORK.—Somebody was always turning in a riot call when Igor Stravinsky's "Fire Bird" and "Sacre du Printemps" were first played. He was the Earl of the salons and musical conservatories, but now he's as respectable as Nicholas Murray Butler, as he takes his post as professor of poetry at Harvard. As he writes his fourth symphony, he enjoys full and complete academic sanction for what were once considered the wild vagaries of his compositions.

In Russia, his parents wanted him to be a lawyer. Rimsky-Korsakoff was the Pied Piper who lured him from law books to outlaw music, but who unleashed his genius and himself profited as Stravinsky became one of his most knowing and gifted interpreters.

The frail person of Professor Stravinsky, as he may now be called, has been shaken and racked by the torrent of his genius, and every so often he has found it necessary to take time out in Switzerland for repairs. But, at 54, he still has furious vitality and is still at mid-way in his creative career.

With a sharp pencil he spears supersonic sounds. Marshaling them in a symphony, he looses demons, to slay them with his baton. This demoniac dissonance caused riots in France when his compositions were first produced. It took quite a few years for discerning critics to discover that he "planned it that way," and that there was law and order in his music.

MUCH is being written currently in comparison of the intellectual climate of America today with that of the immediate pre-war period of 1917. Eugene G. DeBanks War as Grace, president of the Bethlehem Steel corporation, offers something possibly worthy weighing in this balance in his vehement repudiation of any desire for war profits.

"We don't want any war to inflate Bethlehem's business," says Mr. Grace. "We prefer peace. We are in a position to be war baby number one, as in the last war, but I can tell you that our directors and associates don't want that kind of business. I'd like to see the war stop today. Bethlehem would be better off if it did."

In contrast are the words of another great industrialist, now dead, who, at a New York luncheon club in January, 1917, spoke as follows: "America has come of age. Its ships cannot be driven from the seas; its citizens will go wherever their trade or business leads them. No insolent challenge to our enterprise will stay us in our peaceful pursuits whenever and wherever we choose to go. And I say to you that our great business establishment will remain world business for whatever profit may legitimately accrue. It is not only our right, but patriotic duty to seize opportunity to maintain the full solvency of this nation."

Mr. Grace, as president of both Bethlehem Steel and the Bethlehem Shipbuilding corporation, had special charge of all production of cannon, armor plate and munitions during the World War. Last summer, he rounded out 40 years with Bethlehem, one of the great steelmasters of the country. After his graduation in electrical engineering at Lehigh university, his first job at the company was operating an electric crane. He became general superintendent, manager and a director in 1911. He became president in 1913. He is 63 years old.

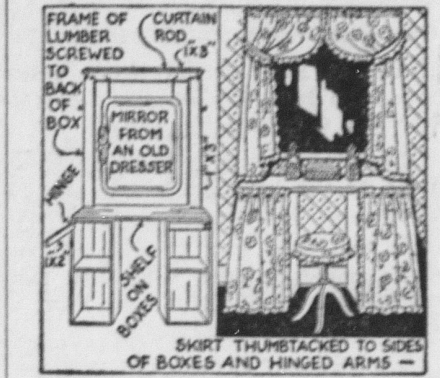
COMPARISONS are dangerous, but it would appear that Walter A. Wood, wearing the colors of the American Geographical society, has romped away with the mountain climbing sweepstakes.

His currently reported achievement in mapping the peaks of the Elias mountain range in the Yukon territory caps a list of hazardous assignments of the last six years, in most of which Mrs. Wood has shared. Last March, he led several companions up a 19,000-foot peak in the Alpine jungles of the Sierra Nevada de Santa Maria range in Colombia. With the Louis Boyd expedition to east Greenland in 1933, Mr. Wood has traversed many countries, in the last six years, on research missions for the American Geographical society.

**Now for the Mirror
And Old Piano Stool**

By RUTH WYETH SPEARS

THE illustration shows what became of the mirror and piano stool which the bride had left over last week. To the mirror and stool were added two wooden boxes from the grocery. These were placed on end about 18 inches apart and a shelf of 1/2-inch pine screwed to the top. A frame was then screwed to the back of the boxes as shown here. A curtain rod was placed across the top and the mirror hung



lengthwise under it. An arm was then hinged to the front of each box. White paint was used next. The flowered chintz in tones of rose and blue-green with narrow frills of the plain blue-green tone matched the window curtains. The dressing table skirt was made with a one-inch heading at the top and tacked along the ends of the table and the hinged arms with thumbtacks through a double strip of the plain material.

NOTE: Readers who are now using Sewing Books No. 1, 2 and 3 will be happy to learn that No. 4 is ready for mailing; as well as the 10-cent editions of No. 1, 2 and 3. Mrs. Spears has just made quilt block patterns for three designs selected from her favorite Early American quilts. You may have these patterns FREE with your order for four books. Price of books—10 cents each postpaid. Set of three quilt block patterns with out books—10 cents. Send orders to Mrs. Spears, Drawer 10, Bedford Hills, New York.

Use All but Whale Spout

The Japanese use all parts of the whale, instead of the blubber only, selling the best meat to those who cannot afford beef, making the scraps into cattle and chicken food and the blood into fertilizer. Consequently, large blue whales, which once sold for approximately \$40, now bring around \$4,000.—Collier's.

Dr. Pierce's Pleasant Pellets are an effective laxative. Sugar coated. Children like them. Buy now!—Adv.

Alone in Poverty

Whilst you are prosperous, you can number many friends, but when the storm comes, you are left alone.—Ovid.

Isn't This Why You Are Constipated?
What do you eat for breakfast? Coffee, toast, maybe some eggs? What do you eat for lunch and dinner? White bread, meat, potatoes? It's little wonder you're constipated. You probably don't eat enough "bulk." And "bulk" doesn't mean the amount you eat. It's a kind of food that forms a soft "bulky" mass in the intestines and helps a movement. If this is your trouble, may we suggest a crunchy toasted cereal—Kellogg's All-Bran—for breakfast. All-Bran is a natural food, not a medicine—but it's particularly rich in "bulk." Being so, it can help you not only to get regular but to keep regular. You won't have to endure constipation, you can avoid it. Eat All-Bran daily, drink plenty of water, and life will be bristlier for you! Made by Kellogg's in Battle Creek.

Life's Thirst
Life's thirst quenches itself With draughts which double thirst.—Anon.

Children's Colds...
MOTHER GRAY'S SWEET POWDERS
A mild laxative and carminative. At all drug stores. Send for Free Sample and Walking List. Mother Gray Co., 176 Boylston St., N.Y.

An advertisement says: "Cut your tailor bill in half." What's the use. He'd send another.

Miserable with backache?
WHEN kidneys function badly and you suffer a nagging backache, with dizziness, burning, scanty or too frequent urination and getting up at night when you feel tired, nervous, all upset... use Doan's Pills. Doan's are especially for poorly working kidneys. Millions of boxes are used every year. They are recommended the country over. Ask your neighbor!
DOAN'S PILLS