

After World's Speed Record*



Kaye Don of England will try to break all records for speed on wheels with this curious car at Daytona Beach, Florida.

THE WEEK'S DOINGS

Water

Former Governor Gifford Pinchot spoke before one thousand enthusiastic water rate fighters Tuesday night in James M. Coughlin high school auditorium, Wilkes-Barre, discussed coming campaign for governor and abolition of Pennsylvania public service board now controlled by grasping corporations. Suggested establishment of "Fair Rate Board" with members elected by people on basis of direct representation. Pledged support in local fight if elected governor. Suggested three alternatives for local water fighters, own water works as Chicago, Reading, Allentown; fight rates before present Public Service Commission; wait to fight water battle before Fair Rate Board when it is established. Militant rate fighters, Monsignor Curran, City Commissioner Noble, Water Leaguer Joseph Geisler predicted sweeping victory for former governor.

Birth Control

Alice Hamilton, famed doctor of Harvard Medical school, discussed birth control Tuesday in Wilkes-Barre before 150 women, members of Luzerne County Birth Control League. Said she: "Birth control does not mean that women are advised not to have children, but rather it aids them in regulating the number of children they should have to establish a happy home. There is no need for cities to want to double their population, since it only leads to more unemployment, crime and furnishes cannon fodder for wars. In large families the older children are deprived of the attention they deserve. Dr. Hamilton expressed hope that Wilkes-Barre might soon have a Birth Control Clinic for mothers who are sent to consulting doctors by the charities. Holland, healthiest nation in the world, practices birth control unrestricted.

Reds

James E. VanZandt, State Commander Veterans of Foreign Wars, guest of Anthracite Post, American Legion, Kingston, said Tuesday night: There is no place in America for Reds. They should be sent back to the country from which they came. Urged widespread education in Americanization to offset propaganda antagonistic to the government.

BONIN TESTIMONIAL DINNER

At a testimonial dinner attended by hundreds of the newer nationalities Tuesday night in Hotel Sterling in Wilkes-Barre John Bonin of Hazleton, prothonotary of Luzerne county was called the logical successor to the late Judge Kosek for a place on the Luzerne county bench. Mr. Bonin is an able worker in the Fine-Nicholson organization and is looked upon as good political timber. Being a young man it is believed his energy would be a decided asset on the Luzerne county bench.

BROTHERHOOD MEETS

The Brotherhood of St. Paul's Lutheran church Shavertown held an interesting and enjoyable meeting Monday night when twenty-two members of the organization were present to take part in a program which included singing, specialty numbers and an address by Howard Risley managing editor of the Dallas Post, who spoke on Journalism.

Beside the entertainment program there was a brief business session followed by refreshments. Fred Eck resigned as secretary because of his added duties as scoutmaster. Raymond Malkemes was elected to fill the post. A pleasing part of the program was the piano and organ selections given by Aubrey Hargood and the vocal solos given by K. G. Laycock, George Dieroff, entertained stories and a Jewish impersonation.

SCARLET FEVER CASE REPORTED

At the Parent-Teacher meeting on Monday night Principal George T. Bowen reported that one case of scarlet fever had been discovered among the pupils and requested parents to cooperate in preventing its spread by not sending pupils to school when ill in any way, also by seeing that anyone in quarantine did not expose others. The one pupil already afflicted is Louise Frantz, daughter of Mr. and Mrs. Donald Frantz of Norton avenue.

Velocity in Falling

Actual experiments conducted by the Army Air corps have demonstrated the fact that an object falling from an altitude never attains a velocity greater than 118 miles per hour. This velocity is reached within a period of 11 seconds, and after falling 1,200 feet in quiet air. The acceleration of a falling body is progressive. It is 16 feet the first second, 49 feet the second second, 80 feet the third second, and so on.

NOT COLOR BLIND

Refusing to cancel a basketball game when a team from St. John's Reformed Church of Wilkes-Barre used a colored player, Sandy Beach Five of Lake township has been barred from the use of the Lake township high school gymnasium and all future games have been cancelled. Action came as the result of a protest made by Walter Sorber, a member of the school board.

BUYS PROPERTY HERE

Eugene Lazarus, head of the baking department of the Kingston Baking Company, purchased the Oliver Fisher homestead on Machell avenue and negotiations were made by Charles Cooke. The home will be completely remodeled. William Wilson will construct the fireplaces.

STOCK RACCOONS

Game protectors recently have released 142 raccoons, the first attempt at such restocking made by the Game Commission.

800 BEAVER COLONIES

A survey made recently indicates 800 beaver colonies in various parts of the State, officers of the Game Commission report. The beaver was introduced in the State in 1919. Killing a beaver or disturbing a beaver house carries a \$100 fine.

TRY NEW DEER TRAP

A new type of trap for taking deer in sections where they are too plentiful is being tried out by game protectors in Milfillin and Westmoreland counties. The traps are constructed so that it is impossible for the trapped deer to injure itself.

TREE PLANTING

Mining companies of Pennsylvania have planted almost 13,000,000 trees and 10,000,000 have been planted by water companies for the protection of their watersheds.

RELEASE WILD TURKEYS

Fifty-eight wild turkeys raised on the Game Commission's farm have been released in seven counties. Turkeys retained at the farm will be used for breeding purposes.

REPORTS GOOD BUSINESS

R. M. Scott of Trucksville, manufacturer of Postograf duplicating machines, reports orders coming in freely and thinks this an indication of better business conditions throughout the United States, where he sells his machines.

Among the larger orders received during the past few days was one for twenty machines to go to Houston, Texas; six to Los Angeles; six to Portland, Maine, and other single orders from various parts of the country.

MILK PRICES PAID FARMER HIT NEW LOW LEVEL

The net pool price of \$2.51 per 100 pounds for 3.5 milk at the 201-210 mile zone paid by the Dairymen's League Cooperative Association, Inc., for February milk reflects the unusually low sales prices that prevailed during the month and the price cutting carried on by dealers handling unorganized supplies, says a statement from the League.

Not in many years have prices of condensed milk, butter, cheese and other surplus commodities been so low as during January and February. Conditions were worse in the latter month than in January. Although members of the Dairymen's League held production on an almost even keel during the first two weeks, and although the surplus was not abnormally large for that season, the difficulty of disposing of it forced the association to put a considerable amount of milk into cheese and other lower classifications.

Although fluid shipments to the metropolitan territory showed the usual increase over the previous February, so much of the milk came from unorganized sources and sold at such low prices that it offset to a large extent benefits which otherwise would have been gained.

Worth-While Thought

It is easy for anyone to give up, to say that the buffeting waves of this mundane experience are too much for him, and to live a miserable and complaining life. This is low thinking. Just as a man is endowed with a spirit that can soar above the animals, so this spirit can bring him down to the animal level. Let us think high thoughts, cultivate high emotions and indulge in high pleasures.—Chicago Daily News.

Follows His Old Chief



Hon. Edward Terry Sanford of Tennessee, Associate Judge of the Supreme Court of the United States, who died within a few hours of the late Chief Justice Taft.

And the Parrot Said—



"Old Soak," the parrot brought from the Philippines by Secretary of State Stimson, greets former President Coolidge at Santa Catalina.

FRUITS FOR FROSTY DAYS



JUST in between the mid-winter desire for rich pastries, and the summer urge for fruit desserts, there come some frosty days when we don't know just what we do want for dessert. Try combining fruit and pastry, and make some of the newer pies and tarts and charlottes that are good both for your health and your pocket-book. Did you ever go into the French bakery, just around the corner, to buy a little of this and a little of that, and find that your few pastries had cost more than your porterhouse steak? And the next day when you went into the kitchen and made your own pastries, did you discover that there was plenty for two pies instead of one and that the extra crust made a whole dozen of tiny little tarts to tuck away for luncheon another day? That's economy.

Economical and Good

If fresh fruits soar in price a bit beyond your budget, you will find canned fruits quite as delicious, with two real advantages—first, that the fruits are always healthful because they have been gathered at the correct degree of maturity, and second, that it's always strawberry time on the canned foods shelf.

Suppose we take advantage of

the pep that's in the air these frosty days and see what we can do with a sack of flour, a few cans of fruit and the other "makings" of pastry goodies. We'll pass up grandmother's apple turn-overs and the old-fashioned pies, and try some brand new fruit pastries recently evolved by an expert dietitian. The first one that passed the test as 100 per cent O. K. is

Grape-fruit Pie: Scald one cup milk in a double boiler. Mix one cup sugar, one-eighth teaspoon salt and one-third cup flour; add to the scalded milk. Stir until thick and creamy. Cook ten minutes, covered. Add two slightly-beaten egg yolks and one tablespoon butter. Stir. Add one-half cup canned grapefruit syrup and one tablespoon lemon juice. Allow to thicken again, then cool and pour into previously baked crust. Cover with meringue made of the two egg whites, three tablespoons confectioner's sugar and one-half cup moist coconut. Brown in a slow oven, 300 degrees, for fifteen minutes.

Cranberry Ice Box Cake: Put the contents of a No. 2 can of cranberry sauce, one-half cup seedless raisins, one-third cup chopped nuts, three chopped dates and one-third cup water in a sauce-pan, and heat slowly and carefully until the cranberry sauce is somewhat thick. Put

alternate layers of sliced sponge cake and cranberry mixture in a buttered mold, finishing with cake. Pack down well and let stand overnight in the ice-box. Unmold and slice. Serve with cream or any desired sauce.

Attractive Desserts

Pear Pastries: Cut plain or sponge cake in squares and split in half-inch layers. Put two layers together with icing, jelly or jam. Cook contents of one can of pears in a thick syrup made of one-half cup pear syrup and one-third cup sugar, basting often as the pears cool, to glaze them. When cool, place a half pear on each piece of cake and pipe around edges and sides with whipped cream.

Apricot Raisin Charlotte: Remove crusts from eight slices of bread and spread liberally with butter. Crush the contents of a No. 2 can of apricots, retaining the syrup as well as the fruit. Add two tablespoons sugar, two tablespoons lemon juice and one slightly-beaten egg yolk. Bring to boiling, stirring constantly. Cook until slightly thickened. Then put alternate layers of bread and the hot fruit mixture in a deep dish. Press well and place something heavy on top. Let stand several hours in the ice-box. Unmold, cut in wedges, and serve with cream.*

For Community Merchants only

Being one of a series of chats with local community businessmen in which they are told how they can increase their volume of sales.

Attracting Shoppers To Dallas Stores

HAVE you ever watched some of our local citizens go riding off away from here to do their shopping? Have you ever watched them come riding back, loaded up with supplies? Have you ever, while you watched, wondered why they passed up your stores right here in our community.

Sure you have. So have all of us, whose first and deepest interest is here.

Yes, we've watched. And we've wondered. And we've felt badly about the fact that these good citizens of Dallas and vicinity chose to shop outside of their community.

It isn't that you merchants of Greater Dallas don't offer shopping means just as good as those of the stores in the nearer bigger towns. No, that's not at all the reason. Your merchandise is just as good. Your service, too, is every bit as good. Maybe better.

One reason is that the nearby bigger towns do a better job of attracting some of Greater Dallas' citizens to their stores.

Your job, then, you merchants of Dallas, is to do some attracting of your own.

Puzzled wondering won't do it. Neither will mere talk. But advertising will. Not only your own advertising. But the

advertising of the manufacturers whose goods you try to sell, as well.

You immediate job, as you can well see, is to get into your local, home newspaper the advertising aid of the manufacturers whose goods are on your shelves. And you can help get this aid easily enough.

After all, merchandise can be sold only in ratio to the amount of selling effort expended. Advertising is selling effort. It performs all the functions of selling but that of supplying the personality which the merchant himself does.

One of these days, maybe today, you'll be visited by the salesman of the manufacturers whose goods you stock. Whenever they come, interest them in your locality. Interest them so that they stay interested. Interest them so that they'll want to interest their sales managers.

Once you've injected this interest into the salesmen, it will spread. And spreading it will prove extremely helpful in bringing into your local, home newspaper the advertising support of the manufacturers whose interest it is that you sell more of their goods.

Once you've got this advertising support, you'll have a decided advantage in attracting customers to Greater Dallas stores.

THIS newspaper has joined small town newspapers all over the country in a nationwide campaign to convince national advertisers that they can best assist small town merchants by advertising in the local, home town newspapers of the small town merchants.

You need the advertising aid of the manufacturers whose goods you stock—urge their salesmen to recommend your local home newspaper

The DALLAS POST

LET'S ALL Support THE Dr. Henry M. Laing Fire Company By Attending The MINSTREL SHOW At The Dallas High School MONDAY MARCH 31 1930

A garment built without side sections of elastic, yet enables you to wear the latest, most flattering styles and to look remarkably slim and attractive.

KATHERINE-K THE ELENDRIZING

Rooms 409-410 Meyer Bldg. Wilkes Barre

CORSET

PHONE W.-B. 2-1203

404 Select Furniture Bldg. Scranton