

The Dallas Post,

ESTABLISHED 1889

TELEPHONE DALLAS 300
A LIBERAL, INDEPENDENT NEWSPAPER
PUBLISHED EVERY FRIDAY MORNING
AT THE DALLAS POST PLANT
LEHMAN AVENUE, DALLAS, PA.
BY THE DALLAS POST INC.

HOWARD RISLEY General Manager
HOWELL REES Managing Editor
TRUMAN STEWART Mechanical Superintendent
The Dallas Post is on sale at the local news stands. Subscription price by mail \$2.00 payable in advance. Single copies five cents each.
Entered as second-class matter at the Dallas Post-office.
Members American Press Association; Pennsylvania Newspaper Publishers Association; Circulation Audit Bureau; Wilkes-Barre-Wyoming Valley Chamber of Commerce.

THE DALLAS POST is a youthful weekly rural-suburban newspaper, owned, edited and operated by young men interested in the development of the great rural-suburban region of Luzerne County and in the attainment of the highest ideals of journalism. Thirty-one surrounding communities contribute weekly articles to THE POST and have an interest in its editorial policies. THE POST is truly "more than a newspaper, it is a community institution." Congress shall make no law * * * abridging the freedom of speech, or of Press.—From the first amendment to the Constitution of the United States.
Subscription, \$2.00 Per Year (Payable in Advance)



THE DALLAS POST PROGRAM

THE DALLAS POST Will lend its support and offers the use of its columns to all projects which will help this community and the great rural-suburban territory which it serves to attain the following major improvements:

1. Construction of more sidewalks for the protection of pedestrians in Kingston township and Dallas.
2. A free library located in the Dallas region.
3. Better and adequate street lighting in Trucksville, Shavertown, Fernbrook and Dallas.
4. Sanitary sewage disposal system for Dallas.
5. Closer co-operation between Dallas borough and surrounding townships.
6. Consolidated high schools and better co-operation between those that now exist.
7. Adequate water supply for fire protection.
8. The formation of a Back Mountain Club made up of business men and home owners interested in the development of a community consciousness in Dallas, Trucksville, Shavertown and Fernbrook.

That the public learned through the memorable depression years to be more discriminating; that people will demand quality and pay what they can afford; that merchants have learned to be more considerate of customers and to extend to them a heartier welcome, are conclusions of a committee of the National Retail Dry Goods Association which is considering, on a long-range basis, methods of appeal through advertising.

The phenomenal statements of earnings by the large distributors and decline in failures of small retailers to the lowest point in a great many years prove the soundness of the President's advice to business men when, upon signing the Recovery Act, he asked that "first consideration be given improvement of operating figures by increased sales." He reminded them that "the pent-up demand of the people is very great" and they "need not fear a lagging recovery", provided prices were not inflated beyond the actual margin of increased costs.

Henry Ford's thesis, recently reiterated, that "when prices go up, business goes down", seems to have been in the minds of merchants who have passed out of the red ink into the black. This vital subject is discussed by the New Haven Register as follows:

"Those who are wondering how much the cost of setting the family table is going to increase from this point on have an answer from an unexpected source. It comes from the War Department and the Appropriations Committee of the House of Representatives. The current ration cost is 31.5 cents per day. In the new appropriation bill for the fiscal year ending June 30, 1935, the allowance for subsistence was increased to 35 cents. The anticipated increase, therefore, is less than 10 percent."

The greatest potential business development in this section today is that of building, equipping, and furnishing better homes.

Hundreds of persons in this section live in homes without plumbing of any kind—without kitchen sinks, running water, indoor toilets or bathtubs. Rural homes are particularly bad in this respect—lack of modern conveniences and comfort is the rule in many sections. And more than half of the entire population of the nation lives in houses that do not meet the accepted requirements for a decent level of living.

Here is a great need—and a great opportunity. It's not only an opportunity for raising the standards of housing and attracting untold numbers of new residents, but for providing jobs and payrolls, for stimulating a thousand industries, for putting money into circulation.

Dallas and the sections around it need homes—and they need the jobs and investment opportunities that home construction and modernization will provide.

When the boom starts, costs are going to rise—and rise fast. The wise property owner, by building and repairing now, can spur recovery—and obtain a genuine bargain for himself.

A. P. Cope, county school superintendent, received a high tribute by his reelection without opposition. It is a long time since a county superintendent has been elected here by the unanimous vote of the school directors convention.

Mr. Cope is well qualified by training and experience to head the county schools, and he has shown the executive conducting the affairs of a big school office. His eight years' experience as county superintendent is a valuable asset and administrative capacity needed in for the work he will continue for another four year term.

Mr. Cope has proved himself to be a capable educational leader. The schools have progressed under his leadership and we believe they will continue to make progress during the next four years.

THE POST'S MOVING PICTURE COLUMN

By GEORGE HORLACHER

What constitutes the perfect girl for musical shows and pictures and how she is kept perfect, were revealed today by Earl Carroll, New York's leading musical producer, who is now in Hollywood to aid Paramount in the filming of his new show, "Murder At The Vanities."

The perfect girl is from five feet five inches tall to five feet six. More than half the time she is a blonde. She has a beautiful face and figure. She is graceful and can dance and sing.

INTELLIGENCE HIGHER

"The intellectual level of girls has risen rapidly in recent years," Carroll declared. "I remember several years ago a mother brought her daughter to me and said, 'She refuses to help at the housework and can't wash dishes, I guess she's no good for anything but the stage.'"

"Today I have many college girls in my shows.

"Real beauty is the rarest thing in the world. It is a comparative thing. Hollywood thinks it has beautiful waitresses but, when they are put beside a real beauty, you can see the difference.

ONLY NINE RETURN

"Out of fifty-six girls I used last year, only nine are in this year's show. Even I can't find enough gorgeous girls and I think I set first choice of all those thousands that come to New York."

"When I sign a girl, I decide on looking at her what her perfect weight is. There is no perfect weight for a certain height. It depends entirely on the girl. Then my medical adviser makes up diets for the girls. Each girl must stay close to her 'perfect' weight. They are weighed weekly and, if any variation shows, they must take immediate steps to regain their proper weight."

George Burns and Gracie Allen were having breakfast on the Paramount "We're Not Dressing" set recently, with George expounding the pleasure of having nice fresh breakfast eggs and hot coffee.

"Yes, George," mused Gracie, "but what gets me is how the hens know the size of our breakfast cups!"

Roger Pryor was complaining to Mae West and Director Leo McCarey on Paramount's "It Ain't No Sin" set. "I had a terrible pain in my arms last night," recounted Mae's new leading man.

"Who was she?" queried Mae.

Although production may have been shelved on the biographical opus, "Napoleon" as the result of a British court awarding \$125,000 damages to Alexandria Yousouf, plaintiff in the case against "Rasputin," there is no other indication that this decision has nipped Hollywood's new historical film cycle.

Contrary to a rumor of a decided set back being due to Hollywood's traditional fear of libel, Paramount has been going ahead with unabated effort on four productions of biographical nature.

TWO FILMS LEAD

Chiefly, of course, are the two directly historical epics, "The Scarlet Empress," in which Marlene Dietrich portrays the alternately divine and damned Catherine II of Russia, and Cecil B. DeMille's "Cleopatra" with Claudette Colbert sporting as the siren of the Nile.

The directors of these epics are said to be fully aware of the possibility of bickering descendants who stand in positions to cause trouble, and hence have taken every precaution to preclude it.

SAFEGUARD NAMES

In the DeMille production actual historical names will be used, while in "The Scarlet Empress" there will be a mixture of historical and fictional names.

Mae West's forthcoming film, "It Ain't No Sin," with its New Orleans locale, is replete with characters who were well known in the southern city during the Gay Nineties.

The precautions taken in this instance are simply aimed against telephone numbers and street addresses. The idea is to keep such numerals from implicating the new homes which stand on the sites today. Thus, the notorious Sensation House, in which Mae queens it, will have a fictitious address.

"Pursuit of Happiness," a romantic comedy of Revolutionary War days, will probably throw certain Whigs and Tories into an unflattering light. But here again, Director Mitchell Leisen insists he has history to back him up on his pictorial assertions.

HOLLYWOOD HIGHLIGHTS

Bing Crosby promoting his salfering sweater from the Paramount wardrobe—the one he wore for six weeks filming "We're Not Dressing"—an' figuring it's not only Hollywood's most comfortable warmer, but the luckiest . . . Arlene Judge having to be the obedient wife around home, then coming to Paramount with her hubby, Wesley Ruggles, to take direction from him all day in "Thank Your Stars"—an' what's more, telling the world she likes it . . . Kitty Carlisle, embarking on her first "She Loves Me Not" location trip—an' taking a swell lunch, but only going ten miles from the studio an' then getting off work at 10 a. m.

Mae West getting such a kick out of the old-fashioned an' almost-dressed pictures in her New Orleans Sensation House set at Paramount that she wants to buy a couple for her apartment . . . Jack Oakie in a huddle in Carl Brisson's dressing room, giving the double-"o" to English movie fan magazines—an' reading about Greta Garbo sending the British star flowers in Hollywood—which is news to Oakie an' he wants to get Garbo on the line to find out why she skipped him.

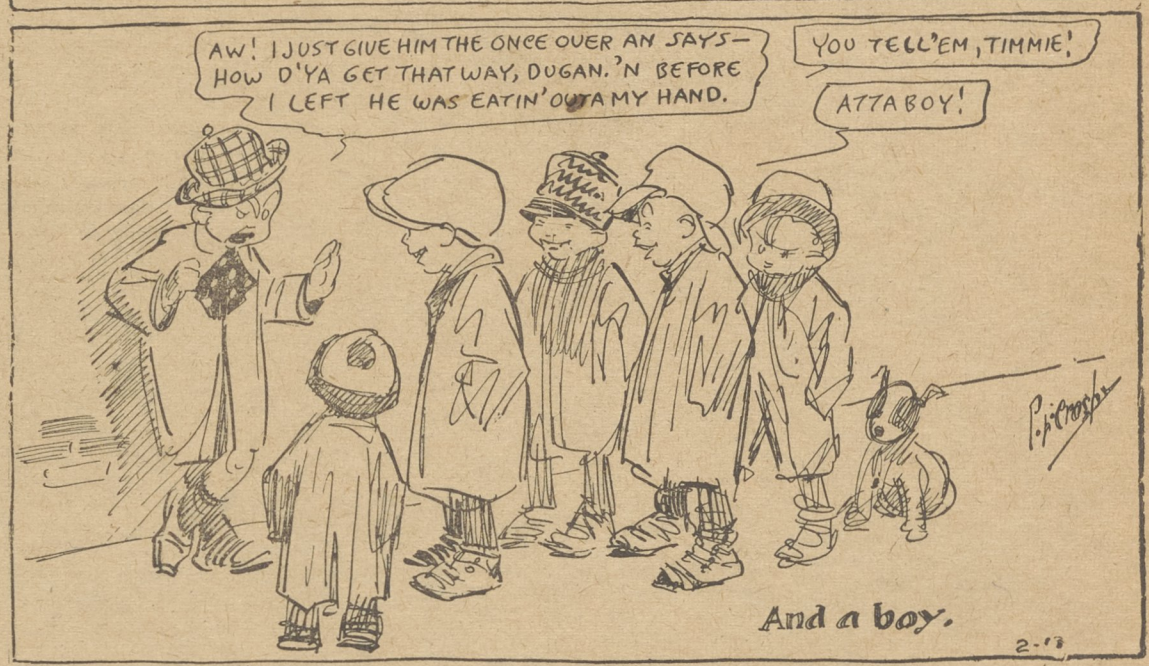
Claudette Colbert meeting Zasu Pitts on the Paramount "Cleopatra" set after being don't-know-you neighbors for many moons—an' Claudette ending up by ordering a daily pint of cream from Zasu's cow . . . John Miljan having to match the curls of Roger Pryor and John Mack Brown for Naughty Nineties masculine hair-dos with Mae

It Makes All the Difference in the World.

By PERCY CROSBY



When a girl has been sent to the Principal.



And a boy.

Another Postal Tragedy

Maryland Tercentary stamps of the three cent denomination went on sale at the postoffices throughout this section during the past week. Clerks, accordingly, swore mildly. The reason: for the first time (and for no known reason) this three-cent stamp has been engraved with red ink, the color of the two cent issue.

Heretofore, whenever a clerk found a red stamp on a first class letter, he immediately marked it: "Postage due, one cent". The new issue has knocked all that sky-high. Now, before they affix the postage due label they must carefully scrutinize the red tinted stamp. This, of course, slows up the work of the clerks. No one seems to know what to do about it.

Postal authorities, however, give promise of doing better on the next new stamp, the Mother's Day adhesive. This will be as large as special delivery stamp and is to be in three colors: black, grey and violet. The color are due, in a way, to the correct name of the stamp's design, "Study in Black and Grey" by Whistler. To most of us, it is known as Whistler's Portrait of his Mother."

CORRECT TEMPERATURE

By P. G. Riley
(Formerly Professor Poultry Extension Purdue University)

Do you have any trouble with chicks piling, feathering slowly, growing unevenly, becoming pale and with rough feathers even with good rations? If these troubles are common in a flock of chicks the trouble may be temperature. More harm is done with high than low brooding temperatures.

The only way to tell whether the temperature is too high or too low is by watching the chicks—not the thermometer. The brooder should be operated two or three days before the chicks are to arrive and the stove adjusted to hold a temperature of from 90 to 100 degrees, with a thermometer located two inches off the floor and at the outer edge of the hover or at the outer edge of the hover on a stove with a hover or at the same temperatures two inches off the floor and eighteen inches from the edge of the drum on a drum type oil stove.

After the chicks have arrived watch them as they go to bed at night and see that the inner edge of the circle of chicks is at the outer edge of the hover or eighteen inches away from the edge of the drum. The only time when this judgment of the temperature can be made is after the chicks have gone to bed because during the day they get cold and go closer to the heat in order to get warmed up quickly.

The temperature should be reduced as rapidly as possible, gauging the reduction always by where the chicks go to bed and adjusting the stove so that the inner edge of the circle or bunch is at the edge of the hover.

West—an' hair-dressers getting out the old curling irons every up-to-the-minute barber used last century . . . Dorothy Dell getting offers from all over the nation from duck fanciers to send her a duckling—since news spread that a cat kidnaped Dorothy's web-footed pal.

Sylvia Sidney taking an array of gum to work with her on "Thirty Day Princess"—cause she likes a new flavor every hour . . . W. C. Fields planning a belated easter-egg hunt for Baby LeRoy—an' Joan Marsh catching him planting glass eggs for the kid . . . Evelyn Venable taking fencing lessons an' passing her pro sword info on to Grace Bradley, Frances Drake, Barbara Fritchle an' Toby Wing.

(NOTE: Films discussed here will be shown at Kingston Theatre.)

LITTLE AMERICA AVIATION and EXPLORATION CLUB
LITTLE AMERICA ANTARCTICA
With Byrd at the South Pole
by C. A. Abele Jr. U.S.N.R. President

Housekeeping in the Dark!

LITTLE AMERICA, ANTARCTICA.

April 17 (via Mackay Radio)—Now we are getting some real Antarctic weather. And, oh boy! I never knew what winter was before. You should see one of these whistling blizzards. Everything will be calm and peaceful but grey, because we are getting practically no sunshine now. The temperature will be around 60 below zero. Suddenly, in a few minutes, we'll be engulfed in a howling tempest, with blankets of snow swirling through the air before a singing 80 mile-an-hour wind and the thermometer will go way up to zero or 5 or 10 above, only to drop again when the storm is over.

The visibility during these terrifying storms is practically nil and it is impossible to travel even between the buildings in Little America without support and guidance. At present we have a life line strung up between all the buildings and the mess hall. You should see this crowd going to meals during a storm. The men come crawling up like furry ants out of the snow that covers their quarters and pull themselves along the life lines to the mess hall. Woe betide anybody caught outside the camp in one of these storms! But that doesn't happen. From now, for many months to come, we shall be confined to our buildings. You can't fool with south polar weather when it's winter time down here.

I must tell you something that fascinated me the first time I saw it. All the dogs will be frisking or lying on top of the snow. Suddenly one of these blistering storms comes up. Immediately the dogs start digging down into the snow, which covers them completely. In three minutes there isn't a dog in sight. And after the storm they come popping up again and go on frisking or sleeping. Some sight! The wind down here is something I never dreamed of. It is impossible to remain out in it for any length of time without freezing the exposed or insufficiently protected parts of the body. Already we have had several cases of frozen noses, ears, fingers and toes. Annoying, itchy and painful, but no serious cases—yet.

During these blizzards all our buildings become snowed in and our tunnels are the only answer. These are being completed rapidly. We are digging a lot of new ones

and we will use some of those constructed in 1928. Little America, a few weeks from now, will become an underground village with several miles of connecting tunnels.

George Noville and I are going to have a two-day celebration of birthdays. Mine is on the 23rd and his is on the 24th. I'll be 23 and am going to try to broadcast a radio greeting to my twin brother, Sanford, at home. The Admiral's birthday is October 25th. By the way, I don't believe I told you just where the Admiral is spending the winter in his lonely hut. Mark it on your club map. It is at 80.13 south 163.10 west. He is all comfortable and well. We talk with him frequently by radio.

I have gained sixteen pounds since leaving New York and all the men here have gained about 2 1/2 percent. We'll gain more, too, when our furious work of preparing for the winter is finished. Cooped up indoors we'll get very little exercise and already seal meat is on our diet twice a week. I have changed my mind about its taste and now find it palatable and tender. It is very fattening and contains all the necessary vitamins and calories to enable one to cope with the rigors of the extremely low temperatures. It is a very healthy life we're leading but not entirely free of discomforts. Yesterday I worked so hard I perspired and when I stopped working the moisture made my clothes freeze to my body. I had to go to the kitchen to thaw out.

I have just learned by radio that 104 school and college teachers have enrolled their entire classes in our club, and have received personal radio messages from Admiral Byrd welcoming them and their pupils. All these young people have been sent the beautiful 20 1/2 x 27 1/2 inch working map of the Antarctic and their membership cards, all free. Eventually they will also receive lapel buttons with the club name on them. The teachers must send the home addresses of pupils so our New York staff can make out cards for them.

Membership in this unusual club is absolutely free. It was organized at Admiral Byrd's request and it's only purpose is to foster a greater interest in American aviation and exploration. To join and receive our big map and membership card, send a stamped, self-addressed envelope (clearly written) to Arthur Abele, Jr., president, Little America Aviation and Exploration Club, Hotel Lexington, 48th Street and Lexington Avenue, New York, N. Y.



Aiphonse Carbone
Our Cook