

BANKING MEN URGE U.S. TO HELP EUROPE

American Participation in Old World Affairs to Advise Today by Bankers Association in Convention at Chicago.

CHICAGO, Oct. 1.—American participation in European affairs along the constructive lines of the Dawes commission was urged by the American Bankers Association in a convention here in a resolution adopted today. Other resolutions adopted by the convention include: Statement of a proposed loan to Germany; condemnation of the efforts to curtail the power of the supreme court; demand for lower taxes; less government interference with the nationalization of the railroads.

Wheeler Comes to Home State to Clear His Name And Talk Progressivism

ANDREW WHEELER'S SPECIAL EN ROUTE TO BILLINGS, Mont., Oct. 1.—Back to his home people, Senator Burton K. Wheeler came today to clear his own name and plead the cause of progressivism. The independent vice presidential candidate—facing indictment here for alleged misuse of his senatorial office—charged this morning as his special train rolled up through the familiar Montana hills the article in "The Nation" harrowing steps that have been taken against me to discredit my candidacies can be traced to President Coolidge.

High Waters Destroy Crops in N. Carolina

STORM INVADES PENNSYLVANIA Additional Warnings Are Broadcast Today by Weather Bureau. RALEIGH, N. C., Oct. 1.—Barrage of crops, highway and other property in North Carolina from flood waters caused by two weeks of continued rain, were today estimated to be about \$10,000,000 in value.

CALLS DAWES HANDICAP TO REPUBLICANS

Brookhart Tells G. O. P. Chairman Dawes Must Be Dropped and Demands Resignation of Vice President

CHICAGO, Oct. 1.—Senator Robert M. La Follette, head of the independent ticket, was openly attacked at the convention of the American Bankers' Association here today. Hereafter the speakers had concentrated themselves to attacking policies advocated by him.

La Follette Attacked in Bankers Conclave, Called a Liability by Edgerton

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BALL HEROES GET OVATION IN HOME CITY

Parade Down Pennsylvania Avenue Feature of Celebration Accorded Washington Team for Winning First American Pennant.

WASHINGTON, Oct. 1.—Washington's cheering throngs, the winners of the American league championship, returned home this morning from the city in a triumph for the heroes west and west home.

Bootlegging Pirates' Trust Is Discovered

REDSKIN TRIBES HOLD POW-WOW

Annual Indian Gathering Attracts Throng to San Francisco.

Black-haired Girl Gives Description of Odd Organization.

United Press cables from Brest today carried Phaf's partial confession, in which he named Adelmans and McCoy as heads of the "trust" and charged them definitely with the responsibility for the Mulsow affair.

BIG INTERESTS CUT GAS PRICE

New Retail Price Should Range From Fifteen to Eighteen Cents.

NEW YORK, Oct. 1.—"Nigeria" in the east today are able to obtain gas oil at the lowest prices since the war, as a result of price reductions announced by the Gulf Refining company, owned by the Mellon interests, Standard Oil, Sinclair and other companies.

Meeker Departs from Portland on Long Flight

DOBBIE, Heiko, Departs Portland on Long Flight

WILHAM ASKS BOARD OF GOVERNORS

Tremendous Damage to Property Done by the Elements.

WILKINSBARRIE, Pa., Oct. 1.—Flood conditions were prevalent in many sections of Wilkes-Barre, Pa., today following the heaviest and most prolonged rainstorm in years.

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SPEAKER PLEADS FOR FRIENDSHIP

Latin American Congress Opens Today in Georgia, Metropolis.

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Bandits in Auto Wound Officer; Guests See Crime

SAN FRANCISCO, Oct. 1.—White gang at the exclusive Palmont hotel and adjoining fashionable apartments looked on panic-stricken from the windows of their "rooms" Friday afternoon when a white flagging destroyed the constitutional rights of a man.

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Specials in Yard Goods, Blankets, etc.

Zephyr Gingham
32-inch ones in a splendid assortment of patterns; the yard **25c**

Zephyr Gingham
27-inch ones in excellent quality, fast color; the yard **19c**

Glennfast Suiting
Yard wide suiting in fine quality; the yard **49c**

Percales
Full 36 inches wide, fast colors, light or dark patterns; picked at the yard **19c**

New Fall Woolens
Negin suiting, the yard **\$2.23**
Potomac suiting, the yard **\$2.48**
All-wool French crepe, yd **\$4.99**
54-inch French flannel, yd **\$2.23**
All-wool midly flannel, yd **\$4.19**
54-inch velveteen, yd **\$4.98**
54-inch flannel check, yd **\$2.48**
French serge, 40-inch, yd **\$3.23**

Cretonnes, 25c to 39c
You can find here the widest assortment of cretonnes at 25c, 29c, 35c, 39c the yard, printed in good designs on good cloths.

Bungalow Cretonnes
Good fast color cretonnes in many pretty designs that will work up very satisfactorily; priced, the yard **19c**

Fancy Outings
Fancy outings of good weight in either light or dark colors; the yard **19c**

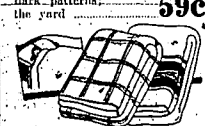
Cotton Challies
Cotton challies, full 36 inches wide in a fine serviceable material at **19c**

Scrims
36-inch curtain scrims in several designs, priced low at **15c**

Turkish Towels
A special in Turkish towels, just received; size 15x30, **15c**

Jumbo Turkish Towels
Big size 22x40 and heavy; a rare bargain in a great big **49c**

Robe Cloth
A heavy robe cloth in assorted dark patterns; the yard **59c**



Quality Blankets at Lower Prices
Pure wool blankets—Rich plaids in rose, pink, blue, yellow, lavender and tan; size 60x80; they are wonderful; at **\$9.98**

Heavy double wool mixed blankets, beautiful plaids in blue, pink, yellow and tan; full size 60x80; silk bound; **\$5.98**

Woolen plaid blankets in size 60x84; these come in refined pink, blue, tan and gray plaids, blankets which you will be surprised at; priced **\$4.98**

Army Blankets \$3.65
Heavy army blankets in plain grey or black, ideal for camping or wherever a blanket must stand rough wear; priced **\$3.65**

Cotton Blankets
Good heavy serviceable quality heavy cotton blankets in various patterns; the pair **\$1.98**

Dainty Apron Frocks
These represent a special purchase which by buying to you, dainty apron frocks and apron frocks; all sizes and 12 different styles; the pair **98c**

"Cash Buying Pays--Cash Selling Wins"

A NEW RECORD REACHED, A NEW MARK TO MAKE, LOWER PRICES ARE THE GREAT IMPETUS BEHIND THESE RECORD GAINS

We Are Answering the Call of Fall

With well assorted stocks of desirable merchandise—answering it economically, too, because our chain store buying and purchasing power puts us in an enviable position in this regard. It makes no difference whether it is a fall suit, dress, hat, skirt, coat—whether it's fall draperies, dress goods, silks, shoes—whether the wearables are for women, men or children—whether ready-to-wear or to-make-to-wear—we are prepared.

Our Ready-to-Wear Section Is Ready

Our stock of Coats this season is perhaps the largest we have ever shown and includes scores of handsome models, permitting wide range of choice and providing lower prices than you can afford to pay.

Both Plush and Cloth Coats are well represented in our present showing and you are sure to find a style that is exactly becoming and that will meet your demands for attractive appearance at a moderate price.



PRACTICAL CLOTH COATS—Extra Special at \$12.50

These coats are made of such popular and durable materials as polo cloth, broad cloth and neat mixtures and many of them smartly trimmed with fur collars.

A Big Showing of Coats at \$14.95 to \$24.50

Within the above prices you will find more every conceivable style that material to select from, including colors, formal styles, bolita cloths and other handsome fabrics. They feature both fur and self-collars as well as stunning embroidery effects. All priced the Golden Rule Way which means distinct and positive savings.

Plush Coats at \$19.50 to \$49.00

It would be hard to imagine more dressy or practical coats than these of beautiful black plush. These are Hats plushes which means that every coat carries a guarantee that of them feature heavy fur collars and cuffs, of extra light, expensive. They are well lined and fashioned right up to the minute.

NEW FALL DRESSES

Priced Golden Rule Way

We are showing large assortments of silk dresses at \$13.00 and \$24.00, representative of the best approved styles and materials.

Satin are used chiefly in the \$15.00 group and the most popular dresses in this assortment are in black, navy, brown and green.

At \$24.50 the materials are in crepe satins, bengaline and flat crepes, chiefly in black, navy, toast, cream and brown.

Handsome dresses at \$35.00 in novelty materials of cheville file, brocade file and crepe satin.



Real Savings on Women's and Children's Fall Underwear

Women's medium weight fine-bleached white union suits in long sleeve, ankle length or Dutch neck, 40-42 sleeve, **98c**

Women's medium weight in long sleeve, ankle length or Dutch neck, 40-42 sleeve, **\$1.49**

Women's silk and wool union suits, long sleeve, ankle length or Dutch neck, 40-42 sleeve, **\$2.98**

Misses' cotton fleeced union suits 4 to 16; fine bleached cotton of good quality at the suit **\$1.23**

Misses' silk and wool unions, a beautiful garment in elbow length, long sleeve, 4 to 16; **\$1.49 to \$1.98**

Dr. Weston's sleeping garments for children are priced at **98c to \$1.19**

Boys' heavy cotton knee in all sizes; colors, black or brown, especially at low values at the **25c**

Misses' ribbed hose in all sizes; a good weight pure and an exceptional **25c** value; the pair **25c**

Women's fashioned mercerized rib hose in black or cordovan; the **49c** pair

Women's pure thread silk hose; a good weight pure thread silk, high-spliced heels, double thread sole and toe of mercerized cotton and double hantony; the pair **98c**

Girls' hose, black and this black; a good weight pure and in an exceptional **25c** value; the pair **25c**

Derby ribbed hose for larger girls in colors; black, cordovan, gray and beige. A healthy hose that gives good service; the pair **49c**

Misses' and Children's Coats For Fall

Just Received

We have just unpacked a splendid large lot of misses' and children's attractive Winter Coats. They are cut in as smart as those featured for women and come in many colors and styles. Sizes 4 to 14 years. Beautiful styles, well tailored and made of excellent materials—

\$4.98 to \$12.50

Infants' Vests
Infants' Heublen vests in part wool; all wool or silk and wool **\$3.98**

Cotton Batts
Large batts, comfort size; some plain, some stitched—**73c, 98c, \$1.23**

Crib Blankets
Pink or blue; a soft wool nap finished blanket; nice and patterns; size 30x40, at **98c**

Larger sizes at **\$1.49, \$1.98**

L. D. S. Garments
Medium light weight bleached, **98c**

Medium weight bleached, at **\$1.73**

Heavy rib double back, bleached or unbleached, at **\$1.23, \$1.49**

\$2.23, \$1.98

Heavy wool garments at—**\$3.98**

Part wool batts; large size—**\$2.73**

Women's Outing Gowns
Flannellette gowns of plain white, plain colors, or light fancy, styled in many new pleasing designs, in soft-woven fabrics that make them desirable. Priced very modestly at—

\$1.23, \$1.49

\$2.23, \$1.98

Mail your orders, we pay parcel post for 150 miles, with privilege of exchange or refund.

Men's Union Suits--Dependable Qualities, Lower Prices

Medium Cotton Unions, \$1.49
Men's machine heavy cotton ribbed union suits knitted on elastic knit machine from finest combed cotton yarns in all our sizes. This garment is peculiarly suited to Idaho climate. **\$1.49**

Fleeced Lined Unions, \$1.98
Men's fleeced lined union suits—flat knit garments with heavy cotton fleecing. It's the best fleeced lined cotton union obtainable and will stay finished after many washings in a brown or mixed color, the suit **\$1.98**

All Wool Unions, \$4.08
Men's 100 per cent pure wool union suits that are great garments for cold weather; in a grey mixed color; **\$4.98** the suit

Wool Mixed Unions, \$3.48
Men's wool mixed union suits, elastically knitted garments containing about 40 per cent domestic wool and the balance fine cotton. Wear excellently. Sizes 34 to 48; the suit **\$2.48**

Wool Mixed Unions, \$2.98
Men's medium heavy weight wool mixed union suits that are elastically knitted out of about 60 per cent domestic wool and the balance, out of highest grade, cotton, an ideal proportion for comfort and security. Kicks up excessive perspiration readily and does not permit cooling off too quickly. And they will wear excellently. In a gray mixed; **\$2.98** the suit

Silk Striped Unions, \$2.98
Men's silk striped union suits knitted from fine quality yarns into well fashioned and excellently fitting garments. The silk stripe adds a lustrous finish and gives **\$2.98** if a soft, smooth feeling; the suit

Men's Mottled Unions, \$1.79
Men's mottled cotton unions; a medium weight garment in an excellent quality; the suit **\$1.73**

Boys' Fall and Winter Unions
Boys' cotton unions in good weight and elastic rib; well made, even color; size **98c** to 16; the suit

New Falls Caps

New fall caps for men, young men and boys. Modern, attractive styles make our stock complete, giving a wide diversity of choice and making selection easy; these are materialized in tweeds, flannels and fancy suitings, made with comfortable linings. Caps are priced from **49c to \$1.98**

Neil Hats \$3.98
Our famous Neil hats have been value leaders for years. Featuring a Neil and you will possess more hat value for less money. There are greys, greens, and browns and plenty simple shapes for the most conservative. Neil hats are priced from **\$3.98** Others **\$1.98, \$2.48, \$2.98**

Boys' Hats
New cloth hats in green, brown and tan mixtures. Priced low at **98c, \$1.23**

Men's and Boys' Belts
Genuine bridle leather with sliding buckles, black, brown and grey; priced each **49c**

BOYS' SUITS FOR \$5.95

Good suits that are made to give long service, they are styled to please young lads that are particular what they wear. The materials are exceptional and there are a number of good patterns to select from. If you are looking for good, low-priced boys' suits, be sure to see them.

Boys' Two-Pant Suits, \$7.98, \$8.98
These suits are ideal for school wear. The extra pair of pants means just double the service because boys always wear out the pants long before the coat.

Boys' Sweaters
Boys' cotton sweaters; coats with shawl collar; sizes **26 to 34**; each **\$1.23**

Boys' Bulckovers
Combination cardinal and black, black and orange, and many other pleasing combination of colors; the price **\$2.49**

MEN'S AND BOYS' WEAR

Boys' Mackinaws
Heavy wool mackinaws in assorted plaids to meet the popular demand for these popular warm coats. They're priced low at **\$4.98, \$5.98, \$6.98**

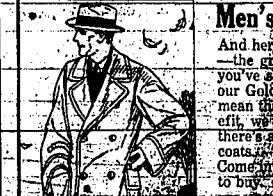
Leather Vests, \$9.98
Men's all leather vests, made with a fine grade chocolate colored Jerkin leather body and leather leathers. Are lined throughout with heavy all wool blanket lining and are 27 inches long. Have knit collars with fur cuffs and wrist warmers. Good looking, suitable vests in size 38 to 50; priced each **\$9.98**

Lace Knee Pants
Well made heavy khaki riding pants at **\$2.98**

Extra good whipcord riding pants; a very serviceable number; the pair **\$3.48**

Boys' lace knee pants; a new number which is heavy weight khaki; the pair **\$2.23**

Men's Khaki Pants
Good quality, medium weight khaki cloth in dark laurel shades, belt loops, suspenders, buttoned cuffs bottoms; the pair **\$1.49**



Men's Overcoats, WELL WORTH INVESTIGATING

And here's what you'll find when you investigate—the greatest Overcoat values for the money you've seen in years. We bought these coats in our Golden Rule yards at big concessions and we mean that our customers are going to get the best value for their money. We've priced them so that there's a saving of \$10.00 on every one of these coats. They're priced at \$17.50, \$19.50, \$21.50, \$23.50 and \$25.50. Come in and look; you'll not be unwilling to buy to buy.

Men's and Young Men's Suits

Good Appearance and Economy
You can't get a better style suit in the Twin Falls area for less than \$10.00. We've priced them so that there's a saving of \$10.00 on every one of these suits. They're priced at \$17.50, \$19.50, \$21.50, \$23.50 and \$25.50.

Golden Rule
MERCANTILE COMPANY
TWIN FALLS, IDAHO

SOCIETY

Call Mrs. H. B. Doiss, Phone 522

Twelveth Century Dance—The annual dance given by the Twelveth Century club Tuesday evening was one of the best ever given during the fall season. The decorations were the same as last year and the afternoon of the reception. Lunch was served by the club and the evening was enjoyed by all. H. E. Vogel, Alvin Casey, B. L. Price and Charles Casey. Music was furnished by the Elks band orchestra and there was a large crowd present.

Fraternity Meeting—Work was done at the meeting of the Phi Kappa Sigma fraternity at the University of Washington in Seattle.

The Missionary Society of the Christian church will meet in church parlors Thursday afternoon at 2:30 o'clock. A good attendance is desired.

Large M. W. A. Class Enjoys Fine Program

The meeting of the Modern Women of America that evening in what was known as the "Ladies' Club" drive, in honor of the state jubilee, J. W. Babcock, was a very successful affair. The program was given by District Deputy Paul Smith and his talk was greatly appreciated. P. R. Jones of Des Moines, national director, made a brilliant talk to the largest number of Woodmen ever congregated together here and before the highest class of address. The national director spoke on fraternity. The work was put on by the Twin Falls team in a manner that evoked rapturous applause from the waiting crowd. The speaker also voted warm praise for the work of Deputy Paul Smith. His lecture "The M. W. A. Key" took an active part in the program.

There were a number present from Boise, Hansen and Helen.

Early Canadian Industry—The first clock factory in Canada was established in the village of Cote de Neve, about two miles west of Montreal. The machinery was driven by water power, supplied by a small stream fed by springs at the western base of Mount Royal. The proprietors of the factory were J. and W. D.

MASTERY OF DETAILS IS ONE SECRET OF SUCCESS

By G. W. STRAUSS, President American Society for Thrift.

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The Methodist Ladies Aid society will hold their general meeting in the church parlors Thursday afternoon at 2:30 o'clock.

There will be a reception in honor of Mr. and Mrs. Humphrey in the Methodist church parlors Friday evening, October 3, to which all teachers and new people are cordially invited.

The Parkville Sisters Social club will meet Friday, October 3, at 2 p. m. at the home of Mrs. Janice Woodhead, 622 Second avenue west. Bring your sewing.

The Catholic Women's League will hold their regular meeting of the year at the home of Mrs. Susan Macaulay, 212 Third avenue north, on Thursday afternoon at 2:30. All members are urged to be present.

ELKS SHOW IS BEST EVER IN CITY HISTORY

The best show ever staged in Twin Falls, Idaho, is this afternoon for your behoof and wherever you hear the motorist frolic mentioned. After a week of hard roadwork every member of the club is enthusiastic and talks of nothing else. Ask Jack Flynn, grandeur, blackface, white team in a manner that evoked rapturous applause from the waiting crowd. The speaker also voted warm praise for the work of Deputy Paul Smith. His lecture "The M. W. A. Key" took an active part in the program.

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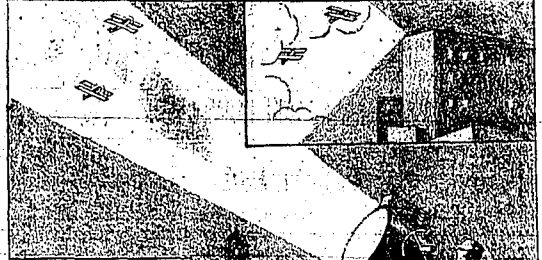
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Newest Aeroplane Beacon Throws Ray 150 Miles To Guide Night Voyagers.



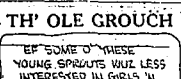
STATIONS ON THE NIGHT AIRWAYS OF THE UNITED STATES

Now include Minneapolis, Minn., which has just acquired beacon stuff to show how placed by the government in cities where the planes of the Air Mail Service stop on their trips across the continent. This beaconlight, created by the Washburn Crosby Company on the top of their revolving elevator, will make it possible for night flying pilots to locate Minneapolis landing fields at night with ease and safety. The work of installation was completed in the Northwest and will be soon at distances varying from 10 to 150 miles, depending on the atmospheric "visibility" and the height at which the plane is flying. Minneapolis, traveling through it, is a beacon of light.

This new, heavy beacon has been installed at the top of the revolving elevator, and the light beam is directed through a lens which is 150 miles from the top of the tower.

TH' OLE GROUCH

IF SOME OF THESE YOUNG SPRIGS WUL LESS INTERESTED IN GIRLS IN TOWN 'N' GE SHEKES 'N' MORE IN STRONG 'N' ADVANCE THEMSELVES, THEY'D BE FEWER WIMMERS 'DOWN IN WASHIN'. A FEW YEARS FROM NOW, EF YOU GIT WHAT I MEAN!



Fast Flyer

Major Carl Spatz flew from Selfridge field to St. Cloud, Minn., 3 hours and 2 minutes. Flying conditions were reported as "only fair." He had been called in for a conference with Major General Mason M. Patrick, chief of the air service.



SAVES GIRLS

Sherman Kelly, state manager for the production, will arrive the latter part of the week with the same trunk full of costumes and scenery and will work on the production of the scenic part of the show early in the week.

A. Chapin announced today that tickets would be on sale within the week. If you don't like the film would be asked to dispose of a few of the passboards. Judging from the comments there will be a good advance sale for this benefit, so if your public want good seats, they should secure their tickets early. Ask any Elk for ticket and will be glad to give you the same.



Discovery of Oxygen

The American Chemical society says that Joseph Priestley, an Englishman who came to America in 1740, discovered not only oxygen, but also ammonia, hydrogen chloride, sulphur dioxide and nitrous oxide. In the course of his various experiments, which are now generally used in the arts and in the manufacture of military gases and as a cure for cold.



Wonderful Gospel!

They were on their knees and had the temple full of the most wonderful things that had ever happened. The people were so happy and so full of joy that they could not believe what was happening. The Lord was with them and they were all saved.

Buying a Car

Don't buy a car until you have read the "Buyer's Guide" which is free to all. It tells you everything you need to know about buying a car, from the engine to the wheels. It's the best guide you can get.

Shirley's Warehouses

Procure and Drain Shippers Since 1903. Twin Falls, Idaho.

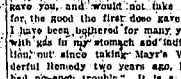
His Conscience Troubled Him

"I know, I have done wrong," please forgive me for not doing my duty and writing you before. I am thankful to God and the good remedy I have you, and would not take \$500 for the good the first dose gave me. I have been bothered for many years with gas in my stomach and indigestion, but since taking Murr's Wonderful Remedy two years ago, have had no more trouble. It is a simple, harmless preparation that removes the stomach mucus, from the intestine tract and eases the indigestion, which causes practically all stomach, liver, and intestinal ailments, including appendicitis. One dose will convince or money returned." At all drug stores.



And He Did

WELL, DID MRS. DAVE HAVE A NICE PARTY? AND DID YOU GET LOTS OF INVITATIONS? I HAD A GOOD TIME.



HOW COULD I? YOU'D MET ME! KEEP MY MOUTH SHUT!

KEEPING WELL

WHAT CAUSES MALARIA

DR. FREDERICK H. GREEN

MANY of us can remember, as children, when our mothers, after evening meals, told us to "keep out of the night air."

The idea at that time was that "night air" was dangerous, although why night air should be any more dangerous than day air, we did not know.

For the same reason, people used to shut doors and windows tightly, especially in their sleeping rooms, so as to "keep out the night air."

The same kind of fear, most of these were forms of malaria. The same kind of fear, most of these were forms of malaria.

Malaria is caused by the bite of a mosquito, which is a very small insect, but it is very dangerous.

In 1859, Laveran, a French physician, was the first to discover the malarial parasite, which he called the "malaria germ."

The germ is a very small, rod-shaped organism, which is about 1/1000 of an inch in diameter.

The germ enters the blood stream and causes the patient to have a fever, which is the main symptom of malaria.

Quinine, taken into the stomach or injected into the blood, kills the parasite and cures the malaria.

The best way to mind your own business is to tell others about it through their newspaper.

MOOSE MEETING PROVES SUCCESS

The description of Mooseheart and the wonderful things done by the great institution of the F. O. C. M. were described before a large audience at the Moose hall last night by F. F. Dittendorf representing the supreme lodge of which he is supreme leader.

There are 3100 children in Mooseheart now. Children cannot be adopted out of the institution and mothers remain until the children are grown up. Mooseheart for the past year and a half ago, he said.

State Representative Benjamin Brick accompanied Auditor Dittendorf.

MARCEL AND CURRI, last longer after a Golden Gate Shampoo.

Try Turkish Baths for rheumatism. 210 Main St. Phone 623—adv.

Commissioners' Proceedings

In Twin Falls, Idaho, Aug. 23, 1924, 10 a. m. Regular July Session.

The Board convened at this time and was called to the order of the day.

In the matter of the resignation of Miss Selma Johnson, Supt. of County General Hospital.

In this matter, meeting was called for the purpose of considering the resignation of Miss Selma Johnson, Supt. of the County General Hospital, filed a few days ago.

After present discussion it was moved and duly seconded that said resignation be accepted and name to take effect from and after Sept. 15, 1924. Clerk instructed to notify Miss Johnson of such action of the board.

There being no further business to come before the Board at this time, adjourned until next subject to call of the chairman.

CHICHESTER'S PILLS



The best way to mind your own business is to tell others about it through their newspaper.

THE ELZADA

In all the world of fashion there's no smarter effect than the exquisite design of the ELZADA gleaming black against the silken lustre of your ankle. It's the Calendar style for October—ours and yours—alone!

Golden Rule Hosiery Company

88.00

Golden Rule Hosiery Company

Golden Rule Hosiery Company

Golden Rule Hosiery Company

Golden Rule Hosiery Company

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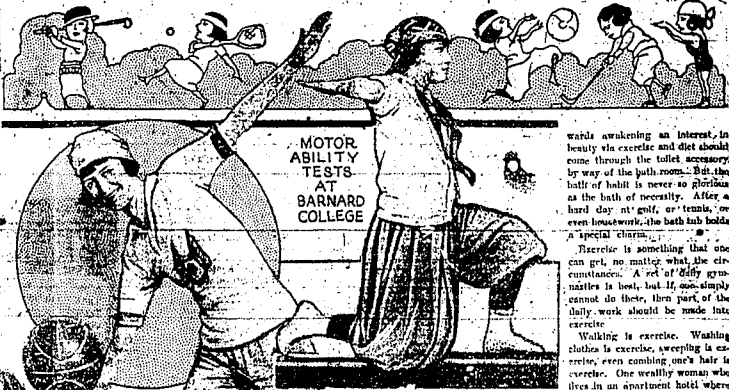
PRECKLES AND HIS FRIENDS

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REALITY THROUGH DIETS AND EXERCISE



SUNSHINE

FRESH AIR

GOOD FOOD

KEEP YOU IN

YOUTH and BEAUTY

THE FIRST OF A SERIES OF FOUR ARTICLES

By BETH JEFFRIES

THE radiance of sunlight is not the only thing that you don't get out of your bed. They are scientific physicians who establish their conclusions by the use of the radiating rays of light rays into one or more of the radiating glands—thyroids, supposed to be the real power plants of the body.

That the radiance of sunlight really accomplishes artificially what the sun does naturally. So why wait for age, and the problems with which you are troubled that which you can work out yourself with infinite pleasure? Sunlight is free, while the artificial light costs you money.

There is one great difference between the two kinds of light and youth. That is the order in which the process works out.

The artificial light gives you light, and then the desire to do some simple exercise and diet at lunchtime. But, already possessing youth, the desire and will are there for the tapping, and using sunlight, exercise and diet as a natural outcome of a wish for a better body.

So, it would seem that the first requisite in the search for beauty is the interest and the will to do

work up your interest. Find out the reason. And then proceed along that line which best appeals itself to your particular demands.

Sometimes it is not easy to find the way, even though you will desire it. However, it is not to be feared. Daily habits, though these "little things" have a little time to themselves, and a half hour is a part nearly without price. When in the professions, and themselves wrapped in a mesh of circumstantiality, but if benefit is reckoned against, it will not be a poor bargain when you can see that the time required to gain enjoyment of the process that enable you to go along in the center of the light of all interests.

This is an argument for the necessity of the body in the neglect of all duties. Too much attention to oneself is worse than none at all.

That practice that beauty and health are desired, not that the will to accomplish this is strong enough to enable you to pick out a little time for yourself each day, and the end can be accomplished. Remember that ten minutes, half an hour, or better still, one hour a day, is not too long, a little time to devote to the wish for youth and beauty. In an hour, you will show

its good results in the years when crown's feet and adipose tissue are trying to gain a hold. Let these things handle themselves in their own way.

First and most important is sunshine. True we do not have it every day, but there are many sunny days when women spend their time in dark houses and apartment buildings and thereby deprive themselves of vitality for the physical body and encourage thoughts of morbidity.

Get out when the sun shines. If it is merely to wheel a baby carriage or hang on to a coat, or go to the grocery store, or keep the front porch clean, or to go to a bank, or to a department store. If the sun shines, walk in it. Sit in it. If you can, remove your body and back to it.

And while in the sunshine, think about it. Yes, think about it. What it is doing for you. Don't carry a simulated glow, and moved behind drawers and unopened letters with you. Leave them behind. Let your body, meaningless prayers, unobtainable in a coat of chrome. It is not a mere wish, but a desire, it has been written on this



subject to fill a book seven and six-fifths times larger than the world. Of the earliest ways in which we have learned to exercise is by bathing. Only everyone who is normal, should when the body is unaccustomed to eat fruit and green vegetables, and realize that it is too fat, or too thin. And no whole bread. You lean, or too ill balanced. Again, who wish to be thin should avoid many a woman can reach her better, potatoes, macaroni, rice, anything containing starch. And when you should avoid whole grain of cereals, but butter, which is very harmful and useful at least one peck can be chosen by you. No rich desserts and candy. You are that luxurious feeling of ease who wish to be fat should eat wheat and avoid wheat, and from the very place, but you should avoid whole grain of cereals, but butter, which is very harmful and useful at least one peck can be chosen by you. You might try eating very often the poorest and last of all. Never put a full meal into your stomach. A full stomach is a full stomach. A full stomach is a full stomach. A full stomach is a full stomach.

It is breakfast at eight, milk or fruit, or any fat bit of eleven, lunch at one, tea at four, dinner at six. If only a little of dinner is desired, eat that bit, then take nourishment before going to bed.

Remember that even a dinner with the stomach could not have endured the overfeeding that you profaned when you put a rich dessert into a stomach already over-laden with a full meal.

And now consider the question of exercise.

Bathing has just been mentioned heretofore, since it is a natural accomplishment of exercise. But in some ways it might have been mentioned under the head of exercise.

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Story-telling as an Industry

By FREDERICK PALMER

Vice-President Palmer Institute of Authorship

THE centrist concept of an author as a person who lounge about in shabby clothes staring away at his shade in a cafe, has long since been replaced by the more realistic conception of a writer as a man who occupies with other workers and strenuous ideas by persons who has as his main business the business of word-working in America.

Instead of that caricature of a manufacturer of stories we have the reality of thousands of young and old men and women living all over the country (not merely in Greenwich Village, New York), who work every day of their craft, and just such a profession as those chosen by automobile men, land brokers, and manufacturers of paper boxes. The present day writer puts his hair cut regularly, has his clothes pressed, eats three generous meals a day, and has a big automobile with the market value of his commodity and one that he can use if he finds it desirable which those of his ilk formerly were supposed to need.

Business possibilities in telling stories have led the throat of almost all of them now. Under the influence of their new destination, and in accordance with the new conditions, the public taste and appetite in the matter of fiction, there have occurred standardization and specialization in the field, but which, occurring in the early days of the new industry, and who have left school teaching, engineering, law, writing, editing, selling, promotion work, reporting, contracting, housekeeping, factory work and a score of other occupations to work in and gain the benefit of the newly organized hand.

I have known others who have been "occasional practitioners." They have been on call for their particular vocations while the majority of persons of whom I speak had nothing but practice for it. It was made possible the production of a great deal of work in every month, some of them with sufficient readers, it resulted for the first time in the production of a great mass of persons wanted to read and opened the way for thousands who had good stories to tell, but who were limited in output, and there was a large market for them. The market was large and wanted, only the occasional "hit" story, the forty and often very happy utterance, had any chance for general literature. His products could be circulated with enough to satisfy the publisher's demand for them.

When Miltons read "The Tale of the Two Cities" and the other hand, they found the writing of the above mentioned kind from the first month. They were pretty faithful reflections that

Quantity production explains the metamorphosis of the writing craft, just as it explains the change in the other industries, the general use of canned goods, and the cheapness of ready-made suits of clothes. There is in America a huge, unorganized, untrained strata and for them that appear on the moving picture screen. Thousands of them are employed every day in a public which is hungry for make-believe, for the romance and adventure which the necessities of making a living prevent them from obtaining in any other way. In the writing of the moving picture, the writer is paid as in any other industry, and he is paid in advance. He has the natural promise of a large supply and of handsome pay for the goods desired.

It is not only the writer who is paid to write the public that is in a hurry, but the publisher who has a large market for them. They have seen the bright golden sun of the promised land and have come down to the valley of the first door front.

Writing Becomes a Business.

Not only have most of the traditional breed of writers come back into the fold of capitalism and demanded the full call of the "free market," but thousands of others with that old-fashioned imagination, who under old conditions would never have dreamed of writing, have revealed the

had little relation to the rather raw, full-blooded existence that the unaccustomed to the new conditions. The high-brow delicately in thought, subtle and quiet sentences that probably meant something in the end, but which, occurring in the early days of the new industry, and who have left school teaching, engineering, law, writing, editing, selling, promotion work, reporting, contracting, housekeeping, factory work and a score of other occupations to work in and gain the benefit of the newly organized hand.

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There has been only one other thing necessary to effect this transformation. It is the same thing that applies to the lighter in any business or the proper incentives to beguile the tools with which he intends to work. These were thousands of persons throughout the country who had the proper incentives to beguile the tools with which he intends to work. These were thousands of persons throughout the country who had the proper incentives to beguile the tools with which he intends to work. These were thousands of persons throughout the country who had the proper incentives to beguile the tools with which he intends to work.

Such of the traditional practitioners of literature as were willing to reveal the nature of their profession, had complained, with the days discovered the new "literature" that practice according to the popular demand had developed. They possessed the same "literature" that had meant the salvation of the marauding through who left their stories but did not know how to get them into story form. They were in a hurry to get their work done, and they were in a hurry to get their work done, and they were in a hurry to get their work done.

