Common Sense Will Help Smash Summertime's Heat

Dress Lightly, Eat Little but Often, Relax, Don't Get Too Much Sun at One Time, Is Way to Keep Cool.

By CLIFF LANGE
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Don't let the heat get you down!

Don't let it keep you from working, or eating or enjoying your spare time. Don't let it keep you from sleeping and getting that so very necessary rest.

Science and 1942 ingenuity have gone a long way helping you combat the heat waves. Combine this with the basic aid of forgetting the temperature, and you'll be well on the way to whipping those red hot, "mid-summer blues."

True, you can't do much about lowering the sizzling temperature. You can do a number of things to help keep yourself cool as you go through your daily routine.

For instance, the first thing to remember to do is to "dress cool." Don't wear heavy, tight fitting clothing.

Clothing has been devised—from the time when animal pelts were the style both for man, woman and grown-up children—as a protection from the elements whether sun, rain, snow, sleet or biting wind. Don't use winter style of dressing for the summertime. Shed some of those clothes!

You ladies who are handy with the scissors, needle and thread can whip together some dandy summer work, play or "visiting" dresses easily enough these days. There is still plenty of dress material to be had.

Ready-made dresses are also plentiful, and reasonably priced, too.

Take a look at your favorite store. You'll see both plenty of dresses, and material to make them.

There is no reason, either, why the men, young and old, shouldn't be dressed to combat the heat. Many men, when asked why they are dressed so "hot" in the summertime, usually give an answer which seems to suggest they "hadn't thought about it" or "were too busy" to do anything about it. Meanwhile they continue working with the sweat rolling down their temples.

Men are slow in changing to new, even a more comfortable style of clothing. Those that aren't so conservative aren't getting shoved around by the heat this year like their more backward brethren are. They were more willing—i.e., the married men, the fathers—to see their daughters going around in shorts, rather than themselves. When really it was the men, not the women that needed them!

Maybe, when shortages in cloth, dress goods begins to appear, which it hasn't, as yet, it will be the usual thing for the men to be wearing them. What difference does it make whether they are worn driving the tractor, working in a factory, or rolling a truck down the highway.

Like clothing, food in the summertime has much to do about keeping one from being knocked out, figuratively or actually.

Don't eat so much "heavy" food even though you do have to eat plenty of food, either because of your job, or your nature. "Eat but little, but often" holds more true for summertime than any time of the year.

That "little, but often" holds for the so-called light foods which you see advertised in your grocery, meat shop, fruit store and delicatessen.

In the summertime is when "acid conditions" get you quicker than any other season. It is such a condition which affects you both in your ability to work, and capabilities of enjoying your activities during the heat of the day.

Check up on yourself. See how much of the food you are eating is "acid" producing If you aren't sure, ask your doctor. He'll be able to tell you without much ado. A trip straight to the druggist from his office in case he has prescribed for you either to counteract an acid condition, or prevent one, is then in order.

If you haven't noticed already, at the druggists you'll see many preparations to prevent, allay, or stop the personal outward discomforts due to the heat.

Talcum powder, salt tablets, soaps, sunburn salves and oils—such are just a few of the many articles available which are almost a necessity around the home during the torrid time.

It is during these hot months when the very youngest, and the oldest suffer the most. Infants, not being able to express their displeasure at being uncomfortable in any other way than their only way, a reasonable crying spell, or a healthy wail, should be closely watched.

They should be dressed with a minimum amount of clothing. Either next to nothing, or nothing. The coolest side of the house, or out on the porch, or in the shade beneath the tree is the spot for them.

The old folks even though less apt to complain about the heat are more susceptible to it than those who complain. They, too, should be made as comfortable as possible. They, too, are the ones who should be reminded that what they formerly used to do, "just to help out," shouldn't be done in the hot weather. For there is a debilitating effect of the sun quickly noticeable on the aged and weak.

One of the pleasures of the summer months are the outdoor picnics, the family reunions, the parties and fishing trips both for the youngsters and the grownups.

Although rubber restrictions will cut down on many of the long auto trips on such picnics and outdoor excursions, it won't—at least it shouldn't for the ingenious—cut down on the outings held in the nearby woods, or even in the side, or back.

It is on such picnics, and side-yard excursions that real summer time meals, old style "Dutch Lunches" can be served. Meals having salads, cold cuts, cheeses, lemonade, iced-tea, iced-coffee, and other fruit juice drinks.

The little extra equipment needed for such meals that break the monotony of eating indoors all the time is available at any of the local retail stores. It used to be during the not far past days that it was thought necessary to travel 15 to 50 miles to a favorite picnic spot. There there would be the steak fry on the fire pits, or the weiner roast.

Today, with plenty of room available, alongside or behind the house, or in the field or woods near home, there is no reason why similar "picnic" equipment isn't available. The war hasn't stopped, in fact, couldn't stop, American ingenuity.

Many times, too, in the desire to cool off there were long trips to distant pools, or "favorite" spots on lakes and rivers. Today, when rationing has stopped that there is no reason why the shower equipment at home shouldn't be given an extra workout.

You know, just because it used to be only the kids who had a good time with the outdoor shower is no reason why you couldn't enjoy one, too. Of course if you dislike the idea of imitating the kids and enjoying the whirling spray, why not rig up an outfit for you and the rest of the older persons.

Such an outfit could be dropped from one of the trees in the yard, or attached to a post used for the washline.

This war has brought the people of the nation more closely together than at any time since the advent of the automobile. This year there'll be more local entertaining, visiting, and genuine social life than ever before.

Common sense will take care of most of the heat's oppressiveness. That which can't be taken care of should be treated as a matter of fact. A matter of, "Well, this is the summertime. It should be hot."

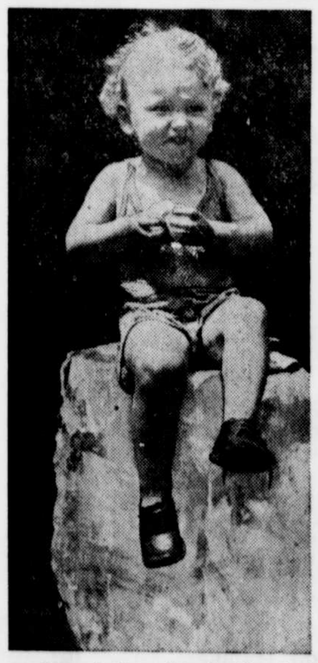
This summer has seen, and will continue seeing until the days cool off, plenty of local picnics in which various successful means to combat the heat have been achieved.

You can do more about taking care of the heat by actually doing something to counteract the effects of it. Talking about the weather, about "how hot it is" isn't doing you any good, nor the person saying it.

You got to help yourself, and those not able to help themselves, if you want to let Mr. Sun continue working while you do.

—King Cold—

This method of keeping cool (or cold, if you prefer) is just one of many hundreds of ways available. This young fellow has a look of doubt, a stiffness of form which causes a person looking at him to wonder whether this is the best method to defeat the heat of summer. Perhaps it is just a spirit of contemplation which has overcome him—lifted him above all mortals, away from mundane thoughts. Or is it?

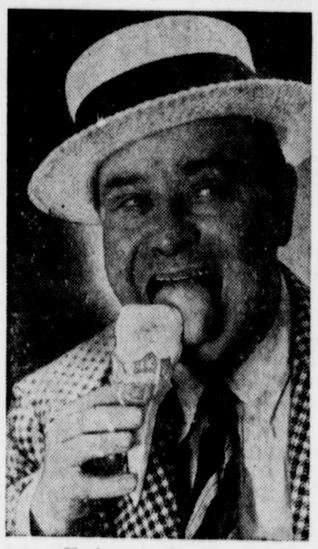


Uuum-Humh!

And this is an ice cream cone. It could be vanilla, peach, lemon, tutti-frutti, or perhaps pineapple. It doesn't make that much difference, though.

The man behind the ice cream cone is important. That man is hot. He wanted to do something about it. He did. He bought that ice cream cone. He is now about to give it a genuine workout.

When he was a little boy he learned that this was one of the more suitable ways of cooling off. He also learned that the hotter the weather the more you eat of them, and also the quicker you have to eat them or they drip over your hands.



Best Way

This is one of the nation's favorite ways of cooling off. It doesn't make any difference whether you swim in a private pool, a park, river, pond lake or sea—it does the trick.

The summer sun, in seeming retaliation, shows its resentment on thousands of swimmers every day by giving them a severe case of sunburn, or blistering.

Enjoy your swim, but don't take too much of the sun at one time.

'War Nerves' Even Disturbing Children

The war has created for children many serious problems which American parents and teachers must face, Dr. Clifford E. Erickson of the school of education, Northwestern university, asserted in a lecture of the summer session series at the Evanston, Ill., university.

Basing his conclusions on research studies and confidential documents regarding the effect of the war on English children, Dr. Erickson warned that under present conditions it is impossible to protect children from many life situations which have formerly been "tabooed."

"In many cases we can no longer keep children from knowledge of death, dying, disease, wounds, birth, sex, and human nature in the raw," he said, adding that as a result children are emotionally disturbed.

PATTERNS
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IN SPITE of record heat—relax and enjoy life in this open top princess line frock! It has straps only over the shoulders and is cut to emphasize your slim waist. Hemmed above the knees this style makes the smartest of tennis dresses! Regular length, it is a wonderful heat defier, and, worn with a jacket, is a smart costume for any daytime occasion.

• • •

Pattern No. 8157 is in sizes 12 to 20. Size 14 dress and jacket requires 5 yards of 39-inch material, 12 yards ric rac.

All-Day Dress.

LONG straight lines running from shoulder to hem of this dignified frock give it a smooth silhouette which is flattering for every wearer. The detailing of the side piecings and the soft gathers at the waist add style interest too, to a model which is ideally suited to the season's smartest cotton materials—printed pique, linen, lawn or rayon prints. It is easy to decorate the neckline, too, with clips, a flower or a pretty necklace!

• • •

Pattern No. 8141 is in sizes 36 to 52. Size 38 requires 4½ yards 39-inch material.

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ASK ME ANOTHER?
A General Quiz

The Questions

1. Which are the world's tallest people?
2. Who was Atalanta?
3. What is the meaning of the stage direction "omnes exeunt"?
4. How many states were admitted to the Union during the Civil war?
5. What are the heaviest things known?
6. What is a touchstone?
7. How did January get its name?

The Answers

1. The Shilluks, living in the Egyptian Sudan. They average nearly seven feet in height.
2. A beautiful mythological creature, fleet of foot, who challenged her suitors to a race, death being the penalty of defeat, her hand the prize.
3. All go out.
4. Two—West Virginia and Nevada.
5. The very faint stars in our sky called "white dwarfs." One cubic inch of a "white dwarf" may weigh 500 tons.
6. A stone used for testing the purity of gold or silver. Any standard or test for determining the quality of something.
7. From an ancient Roman god Janus, who was supposed to have two heads, one looking forward, one backward.

Such a Racket Couldn't Be Kept From Landlord

The landlord was showing a prospective tenant the premises. Everything seemed to be satisfactory, when the landlord spoke up. "You know, we keep it very quiet and orderly here," he said. "Do you have any children?"

"No, just my wife and myself," was the reply.

"Do you have a piano, a radio, or a phonograph?"

"No."

"Do you play any musical instruments?"

"No."

"Do you have a cat, or dog, or a parrot?"

"No, but I feel that in all fairness I must tell you my fountain pen scratches when I write with it."

Medical officers have long recognized tobacco as an aid to morale among our armed forces. Surveys among the men themselves have shown that tobacco is their favorite gift. If you have a friend or relative in the Army, Navy, Marines, or Coast Guard who smokes a pipe or rolls-his-own, nothing would be more appreciated than a pound of his favorite tobacco. Prince Albert, the world's largest-selling smoking tobacco, in the pound can is recommended by local dealers as an ideal gift for men in the service.—Adv.

DRINK Kool-Aid KEEP COOL! Makes 10 BIG COOL DRINKS! KOOL-AID 5¢

Give Up "Makeshift" Constipation Remedies!

Why fool with constipation? Why try to combat the trouble *after* it has already made you miserable?

It may well be that your constipation is caused by too little "bulk food" in your diet, for medical science warns that lack of "bulk" is one of the commonest causes of constipation.

If yours is this kind of constipation, those purges and cathartics can give you, at best, only temporary relief. Eating KELLOGG'S ALL-BRAN regularly, on the other hand, *corrects* the cause by supplying the "bulk food" you lack and must have! Enjoy this crisp, crunchy cereal daily, drink plenty of water, and like so many others, you'll "Join the Regulars"! ALL-BRAN is made by Kellogg's in Battle Creek. If your condition is not helped by this simple treatment, see a doctor.

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