Cost of Sports

The American people spend close to $1,000,000,000 a year on sports, "The Index" of the New York Trust company states in an article on sports as an industry. The estimated yearly cost of sporting and athletic goods aggregates $500,000,000, country club dues and fees $200,000,000, while the estimated 256,000,000 paid admissions for sporting events is at least $125,000,000, the article says.

"I was run-down—

". . . looked pale . . . lacked a keen appetite . . . felt tired . . . was underweight."

"What did I do?"

"MY intuition told me I needed a tonic. Naturally, I am happy and grateful for the benefits S.S.S. Tonic brought me."

You, too, will be delighted with the way S.S.S. Tonic whets up the appetite . . . improves digestion . . . restores red-blood-cells to a healthier and richer condition. Feel and look like your old self again by taking the famous S.S.S. Tonic treatment to rebuild your blood strength . . . restore your appetite . . . and make better use of the food you eat.

S.S.S. Tonic is especially designed to build sturdy health . . . its remarkable value is time tried and scientifically proven . . . that's why it makes you feel like yourself again. Available at any drug store. © S.S.S. Co.

Fruit of Cursing

Curse and be cursed! It is the fruit of cursing.—John Fletcher.

PAIN IN BACK

NEARLY DROVE HER CRAZY
Got Quick RELIEF By Rubbing

Muscles were so sore she could hardly touch them. Used Hamlins Wizard Oil and found wonderful relief. Just rubbed it on and rubbed it in. Thousands say Hamlins Wizard Oil works wonders for stiff, aching muscles. Why suffer? Get a bottle for speedy comfort. Pleasant odor. Will not stain clothes. At all druggists.

HAMLINS
WIZARD OIL
For MUSCULAR ACHES and PAINS
Due to RHEUMATISM—NEURALGIA
LUMBAGO—CHEST COLDS

His Reward

The highest praise for a man is to give him responsibility.

"Black Leaf 40" KILLS LICE
OUR "Cap-Brush" Applicator makes "BLACK LEAF 40" GO MUCH FARTHER
JUST A DASH IN FEATHERS . . OR SPREAD ON ROOSTS

Sacrifice to Win

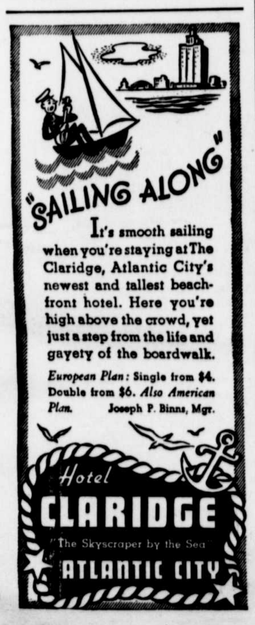
You cannot win a battle without sacrifice.

Health-Wrecking Functional
PAINS

Severe functional pains of menstruation, cramping spells and jangled nerves soon rob a woman of her natural, youthful freshness. PAIN lines in a woman's face too often grow into AGE lines!

Thousands of women have found it helpful to take Cardui. They say it seemed to ease their pains, and they noticed an increase in their appetites and finally a strengthened resistance to the discomfort of monthly periods.

Try Cardui. Of course if it doesn't help you, see your doctor.



Flat Furs Is Smart Trim for Suits

By CHERIE NICHOLAS

IF YOU are planning a new coat, costume-suit or daytime frock of handsome broadcloth (great favorite this season) or one of the new silks that look like wool or any of the smart novelty woolens, accented with trimmings of flat fur handled in clever dressmaker ways, you do well. The idea is right in line with smartest current style trends.

One of the outstanding gestures in fashion's realm today is the lavish and ingenious use of such furs as Persian lamb, astrakhan, caracul and similar pelts, for borderings, for collars, panels, bib and plastron effects, for big revers and even for entire sleeves and novel pockets.

Also highly significant is the fact of a strong British trend influenced by the forthcoming coronation of King Edward VIII, that is evidenced throughout this season's fashions.

The models pictured carry the message both of British influence and the vogue for flat fur accents. They were selected from a collection of "classy" fashions presented by the style creators of Chicago in the wholesale district. The silk afternoon costume to the left is in royal wine shade, fashioned after the king's guard, trimmed in black astrakhan with typical old English collar, with three-quarter length coat of military bearing. The designful handling of the bordering down the front illustrates the intriguing manipulation designers are giving to the now-so-voguish flat furs.

The dress and cape-coat ensemble to the right is developed in a royal wine faille trimmed in smart black astrakhan with satin lined cape—a most charming costume for afternoon or street wear. The dress is tailored with long tight - fitting sleeves and also carries accents of astrakhan.

Chic versions of the very-new-flat-trimmed gowns are created of gleaming black broadcloth with a bordering of Persian lamb outlining the very full circular hemline and collar, from which extends a matching fur border all the way down the front from neckline to hemline. Wear one of the fashionable high toques of the same Persian lamb with a dress of this description for stunning effect.

The big hue and cry this fall is for gray-on-gray coats, the smartest types trending to the use of gray caracul or Persian lamb on rich gay cloths of sterling quality, although gray kidskin and grayish moleskin come in for a big share of the honors. The unique maneuvering of the fur adds to the zest of things. For instance a coat is apt to have a vestee that develops into a panel that travels the entire way down the front of the coat. Or perhaps the sleeves and the collar will be all of fur. The tricky ways of these stunning flat furs are too numerous to mention.

Cunning suits that sing a song of youth have hip-length peplum jackets with full "swing" skirts, all the edges being finished with bindings of the Persian lamb or caracul if preferred. These are fashioned of broadcloth, duvetyn or velvet. Black is first choice, although the autumn reds and greens and browns are competing most successfully for prestige. The latest thought is the fur - trimmed cloth or velvet dress sold with a matching fur muff.

© Western Newspaper Union.

LATEST CROCHET

By CHERIE NICHOLAS

Buttons down the back mark this advance style. Many of the newer dresses are crocheted in a quick lacy stitch that is most effective yet does not exact a heavy toll of time and patience to bring to completion. The dress shown is crocheted of knit-cro-sheen and will hold its shape beautifully. It is just the type to wear under coats this winter, and it will blossom out next spring gaily and becomingly and smartly wearable without a coat. You can turn this dress around and wear it frontways if you really wish.

STREET TWEED SUIT HAS LONGER JACKET

The conventional street suit of tweed is made this year with a longer jacket that is nipped in at the waist and then flares out in a basque. For country or sports wear, the more classic suit lines are used, length top coats shown over full or divided skirts. One house goes further and makes a bloomer dress of tweed. The dress is cut on severe, tailored lines, high at the neck and with long sleeves. Instead of a skirt, the dress ends in well-cut bloomers, which come several inches below the knees. A seven-eighths sport coat of matching tweed completes the bloomer costume.

Silk Satins Outstanding Vogue for Autumn Wear

From morning to night during the coming weeks style - alert women will be wearing silk satins, judging from the emphasis accorded this fabric in the Paris openings. Plain and novelty weaves are both endorsed.

Sleek satin afternoon frocks under modish broadcloth coats are especially good form. Satin blouses with wool suits are also in high fashion.

Printed silk satin in a pin motif or printed in a filigree patterning are among the new showings. Eyelet embroidered satin is also a new feature.

New Stocking Note

After a summer of light beige stockings, black heels strike a note that seems fresh and new. They are two-thread chiffon, with black heel, sole and toes, and seamed with black thread.

Contrast Important

Color contrast is important this season in sports costumes, skirts and sweater often being of different tones. Scarfs and belts also carry out color contrasts on knit.

Late Tips From World Centers of Fashion

Peaked hats remain smart for fall wear.

Leading in popularity is the fur swagger coat.

Jewel-like colors qill predominate in fall wardrobes.

Colorful nightdresses are being

Crown gold, king purple, regal blue and royal red will be among the spring shades in women's gloves.

Rough, nubby woolens will be used for winter frocks.

Black velvet, that most romantic of fabrics, takes its place in the autumn mode.

shown by leading designers.

Coiffures continue to follow the upward trend.

Shoes of black suede are a smart choice for footwear that will look well with any daytime frock.

Value of Persuasion

VIOLENCE ever defeats its own ends. Where you cannot drive you can always persuade. A gentle word, a kind look, a good-natured smile can work wonders and accomplish miracles. There is a secret pride in every human heart that revolts at tyranny. You may order and drive an individual, but you cannot make him respect you.—Hazlitt.

The true past departs not. Nothing that was worthy in the past departs—no truth or goodness realized by man ever dies, or can die.—T. Carlyle.

What Luck the Lady Did Not Have Quinsy

It was the evening of an interesting family event, and the master of the house, who hoped it would be a son, had been pacing the floor, anxiously awaiting the doctor. When the physician entered the room the father seized him by the arm and demanded: "Is it a boy or a girl?"

"Tr-tr-tr——" gasped the doctor, who stuttered rather badly.

"Triplets!"

"Qu-qu-qu——" stammered the doctor.

"Quadruplets! Man alive! What is it you say!"

"No-n-no. Tr-tr-try to take it qu-qu-quietly. It's a girl."

Training Babes

To be perfect, the training of children must begin with the very cradle. The saying that man is a bundle of habits is as true of babies as it is of grown children.

Clean System Clear Skin

You must be free from constipation to have a good, clear complexion. If not eliminated, the wastes of digestion produce poisons and the skin must do more than its share in helping to get rid of them.

So for a clear, healthy skin, remember the importance of bowel regularity. At the first sign of constipation, take Black-Draught—the purely vegetable laxative. It brings such refreshing relief, and tends to leave the bowels acting regularly until some future disturbance interferes.

BLACK-DRAUGHT
A GOOD LAXATIVE

Your Work

When you see how much you can put into your work, you will be surprised to know how much you can take out of your work.—V. A.

CHECK THAT COUGH BEFORE IT GETS WORSE

Check it before it gets you down. Check it before others, maybe the children, catch it. Check it with FOLEY'S HONEY & TAR. This double-acting compound gives quick relief and speeds recovery. Soothes raw, irritated tissues; quickly allays tickling, hacking. Spoonful on retiring makes for a cough-free sleep. No habit-forming, stomach-upsetting drugs. Ideal for children, too. Don't let that cough due to a cold hang on! For quick relief *and speeded recovery* insist on FOLEY'S HONEY & TAR.

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Small, quiet and select. One half block from 5th Avenue stores. Home of the famous Collingwood Chestnut Room. Single from $2. Double from $3.
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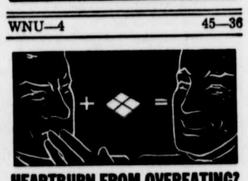
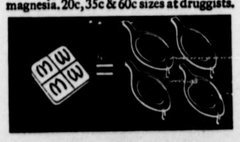


HEARTBURN FROM OVEREATING?
Hurried or overeating usually causes heartburn. Overcome heartburn and digestive distresses with Milnesia, the original milk of magnesia in wafer form. Thin, crunchy, deliciously flavored, pleasant to take. Each wafer equals 4 teaspoonfuls of milk of magnesia. 20c, 35c & 60c sizes at druggists.



Mental Distress

By STANLEY CORDELL

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"I AM going to relate a true experience," said Orion Pratt, "for the benefit of you who seem to feel that psychology is of no value to the development of the human race. This story concerns Dr. Enoch Vaughn, who, as most of you know, has won fame and homage as the result of his research and discoveries in the field of mental diseases. It is one of the many cases with which he has had to deal.

"The incident occurred in Fairidge, where Dr. Vaughn's laboratories are located. The doctor had been holding consultations throughout the morning. All were of a routine nature, and so when Irma Hastings appeared and told her story it was something of a relief. Miss Hastings was perhaps twenty-three years old and extraordinarily pretty. However, her beauty, at the moment, was somewhat subdued by signs of suffering. There was no doubt in Dr. Vaughn's mind but that she was in a far from mentally healthy condition.

"She told her story haltingly, reluctantly. She was suffering from a strange malady: An aversion for odors that, to other people, were not in the least offensive. What kinds of odors? She didn't know.

"Gradually he began to question the girl about her past life, her work, her ambition, her love affairs. And there the psychologist hit upon a clue. Miss Hastings had had love affairs, but only one of any importance. The memory of it brought a frown to her face. She would, she stated, rather not talk about it.

"Dr. Vaughn veered away from the subject, but after a time came back to it again. The girl seemed annoyed, but this time the psychologist was persistent. He declared that the incident might and probably would aid him greatly in his analysis. Miss Hastings hesitated. She didn't see what difference it could possibly make. She would rather forget the episode. It did not yield pleasant memories. Still, if the doctor insisted. . . .

"Three years before, Miss Hastings had been employed by a Mr. Paul Whitney as companion and governess for his two small daughters. Mr. Whitney's wife had died the year before, and as the widower was busy with his law paractice he felt unable to give the children the attention they needed.

"Miss Hastings was especially fond of children. She made a good governess. Her association with the youngsters proved a good influence.

"Paul Whitney was grateful, and he expressed his gratitude by showering Miss Hastings with gifts, by writing her notes and a dozen other gestures. Occasionally they went out to dinner together.

"Before six months had passed it occurred to Miss Hastings that Paul Whitney's interest in her was prompted by something more than gratitude. He was, she was sure, falling in love with her. This possibility was exciting and thrilling, for Mr. Whitney was young and handsome, and a picture of herself as Mrs. Whitney, step-mother to the children, was something that aroused in the governess a feeling of ecstasy. In fact, Miss Hastings had fallen quite deeply in love with Whitney.

"Another six months passed, and Miss Hastings knew that things would soon reach a climax. Whitney was still showering her with gifts and favors and small attentions. True, he occasionally went out with other women, and had never hinted that his interest in the governess was more than that prompted by the devotion to his children. But even so, Miss Hastings was wholly unprepared for what happened.

"Whitney gave a party one night and asked Miss Hastings to attend. Among the guests was one Joy Markham, a young and pretty society girl, with whom the lawyer had occasionally been seen. At the conclusion of the dinner, Whitney rose and announced his engagement to Miss Markham.

"Miss Hastings recovered from the shock, and two days later left Whitney's employ. She had succeeded in the interim in putting the incident from her mind, and any affection that she might have held for her former employer had long since died.

"Thus Miss Hastings finished her tale. Dr. Vaughn looked thoughtful and presently asked her what Whitney had been doing at the time he announced his engagement.

"'Doing?' Miss Hastings said in some surprise. 'Why, nothing, except smoking a cigar.'

"'Which,' said Dr. Vaughn, 'is the key to the whole mystery.'

"And that, gentlemen, proved to be the case. Miss Hastings remembered the brand of cigars Whitney smoked. One was secured and lighted in her presence. Immediately she made a wry face, a face that changed from wryness to pleasantness and relief. She admitted that the cigar odor in particular was offensive, and with little trouble she overcame her aversion.

"The explanation, of course, is the association of ideas in the subconscious mind. And the solution lies in bringing such ideas from the subconscious to the conscious by methods similar to that employed by Dr. Vaughn. Once identified, the cause of mental distress is not difficult to cope with."

The Four Estates

The three "estates of the realm" in England — the three separate classes, having different public rights and duties—were the clergy, the nobility and the commons. Edmund Burke is said to have applied the term "fourth estate" to the newspapers.

Horse Flies Killed Cattle

In early Ohio horse flies traveled in such enormous swarms that they could actually kil cattle by sucking the beasts dry of blood

Wives, Know Yourselves!—

Accurate Analysis Will Do Much to Overcome Difficulty in Wedded Life

SPEAKING on the question of trial marriages, a well known writer said, "There should be no need for trial when two people know their own abilities and have measured themselves accurately. Two people who understand themselves will never, I believe, have any difficulty living happily together after marriage."

That is a new slant on the question of success in marriage, supplements a woman writer of national fame. Not "Know thy husband" —or "wife," but "know thyself!"

And, come to think of it, isn't most of the discontent and dissatisfaction in marriage traceable to ideas of ourselves—that may be misconceptions, no less than our illusions about the other person?

How many women's dissatisfaction with their husband has as its source the thought of all they gave up to marry him, all they "might have had" if they had married a certain other man?

How many women's discontent with the role of wife and mother springs from the thought of how much more fascinating pastimes they might have had if they had followed that career?

How many girl's impossible expectations of a fulltime lover and Prince Charming originates in an exaggerated notion of their own devastating beauty and charm?

If all discontented wives would look deeply unto themselves, measure themselves, stop fooling themselves, many might discover that the other man they might have married is a self-nurtured illusion; that the career of their dreams is not a soft snap and a joy forever; but a grueling, exhausting job which might have worn them out if they had qualified for it, which they probably would have been unable to do; that they themselves are neither devastating beauties nor always charming, but women who are frequently disappointing and difficult to live with. They might discover and admit to themselves that they are greatly in debt to their husbands for many things that make life easier and better and more worthwhile—that they would not get along so well without them.

Then they might think more of doing their part of trying to make those husbands happy. And that effort on the part of one must inevitably go a long way toward a mutually happy and successful marriage.

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Our Lessons

When one has learned his lessons he may roam the fields and float on the river at his own sweet will; but so long as he is at his desk he must be deaf to the invitations of the sky and the woods. —Hamilton W. Mabie.

Quick Stitchery for the Home "Artist"

Pattern 1212

Here's a famous painting—"The Angelus," to reproduce in quick stitchery. You've no idea what a charming picture will result as you stitch away in wool or rope silk, but you're assured a speedy finish due to the plain background. So send for your pattern today and get started on this fascinating piece of needlework. You'll want to frame it, when it's finished.

Pattern 1212 contains a transfer pattern of a picture 13½ by 16 inches; a color chart and key; material requirements; illustrations of all stitches needed.

Send 15 cents in stamps or coins (coins preferred) for this pattern to The Sewing Circle Needlecraft Dept, 82 Eighth Ave., New York, N. Y.

Write plainly pattern number, your name and address.

Foreign Words and Phrases

Amor patriae. (L.) Love of country.

Contra bonos mores. (L.) Contrary to the moral law.

Dirigo, (L.) I direct or guide. (The motto of Maine.)

En fin. (F. At the end; finally.

Functus officio. (L.) Having fulfilled his office; out of office.

Genius loci. (L.) The genius of the place; the guardian spirit.

Malum in se. (L.) A thing evil in itself, inherently wrong.

Ultima Thule. (L.) Farthest Thule or land; utmost bound.

Obiter dictum. (L.) A remark in passing; such part of a judge's opinion as is aside from or beyond the point at issue, and therefore not binding as a precedent.

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Order a package of Quaker Oats by name from your grocer today.

QUAKER OATS

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OF COURSE, children should never drink coffee. And many grown-ups, too, find that the caffein in coffee disagrees with them. If you have headaches or indigestion or can't sleep soundly . . . try Postum. It contains no caffein. It is simply whole wheat and bran, roasted and slightly sweetened.

You may miss coffee at first, but after 30 days you'll love Postum for its own rich, satisfying flavor. Postum comes in two forms—Postum Cereal, the kind you boil, and Instant Postum, made instantly in the cup. Either way it is easy to make, delicious, economical, and may prove a real help. A product of General Foods.

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