

Jiffy Blouse and Skirt Done in Plain Knitting

Here's simplicity itself—a jiffy knit that not only goes fast but is only plain knitting, no purling, throughout.



Pattern 1568.

Make the blouse with long or short sleeves and a plain skirt. Pattern 1568 contains directions for making this blouse and a plain skirt in sizes 16-18 and 38-40.

Please write your name, address and pattern number plainly.

Climb the Mountains

Climb the mountains and get their good tidings. Nature's peace will flow into you as sunshine flows into trees.

30 MINUTES AFTER Eating-Drinking ALKALIZE



The fastest way to "alkalize" is to carry your alkalinizer with you. That's what thousands do now that genuine Phillips' comes in tiny, peppermint flavored tablets.



Virtue of Perseverance Whatever virtue you possess, perseverance in it makes it a double virtue.

How CARDUI Helps Women Cardui is a purely vegetable medicine, found by many women to ease functional pains of menstruation.

Watch Your Kidneys! Help Them Cleanse the Blood of Harmful Body Waste. Your kidneys are constantly filtering waste matter from the blood stream.

OF INTEREST TO THE HOUSEWIFE

Shoes Must Have Air.—Do not keep your shoes in the boxes in which they were delivered.

Inexpensive Stew.—Chop two onions and a large carrot finely, and cut a pound of neck lamb into small pieces.

Removing Blueing Spots.—Blueing spots on white clothing can be removed by boiling in clear water.

Serving Omelets.—Omelets should be placed on hot platters to keep them from falling.

Save Table Surface.—If you will place a folded cloth under a dish which contains foods to be beaten you'll find the table surface will be saved many times.

Whipping Cream.—If whipped cream will not stand up, it is often due to the fact that the cream is not sufficiently chilled.

Sealing Fish.—Fish may be sealed easily by first dipping them into boiling water for a minute.

Ox-Tail Pie.—Wash ox tail in salted water and joint; put into pan, cover with water, and simmer until almost cooked.

Old Masters The question arises as to what percentage of the paintings called "old masters" are fakes.

Yes, Constipation Is Serious But It Can't Poison You! Say Doctors

Modern doctors now say that the old idea of poisons getting into your blood from constipation is a myth.

GET RID OF BIG UGLY PORES

PLENTY OF DATES NOW... DENTON'S FACIAL MAGNESIA MADE HER SKIN FRESH, YOUNG, BEAUTIFUL

EXTRAORDINARY OFFER —Saves You Money You can try Denton's Facial Magnesia on the most liberal offer we have ever made—good for a few weeks only.

What Is the Human Mind? Is "Mind-Reading" Possible?

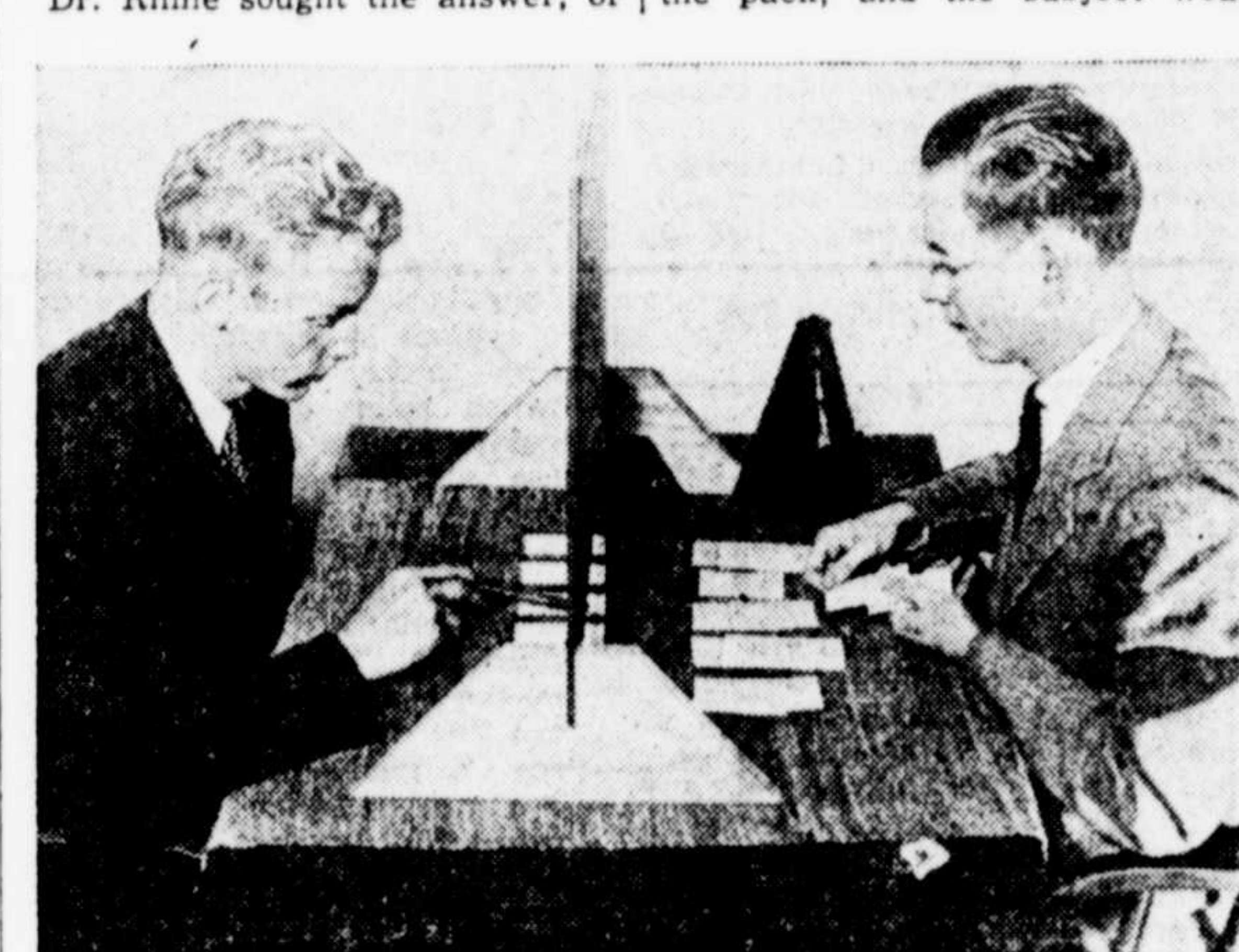
Duke University Experiments May Prove Existence of Telepathy.

By WILLIAM C. UTLEY MISTER, have you ever "played a hunch"? Transacted a business deal against your better judgment because "something told you to"?

Almost everyone has experienced these things or known someone else who has. Some tell of the most startling experiences with a sincere conviction that cannot be denied.

What is the explanation? Chance coincidence? Or "sixth sense" . . . "mind reading" . . . telepathy?

These are the questions investigated by Dr. J. B. Rhine and several associates in the department of psychology of Duke University.

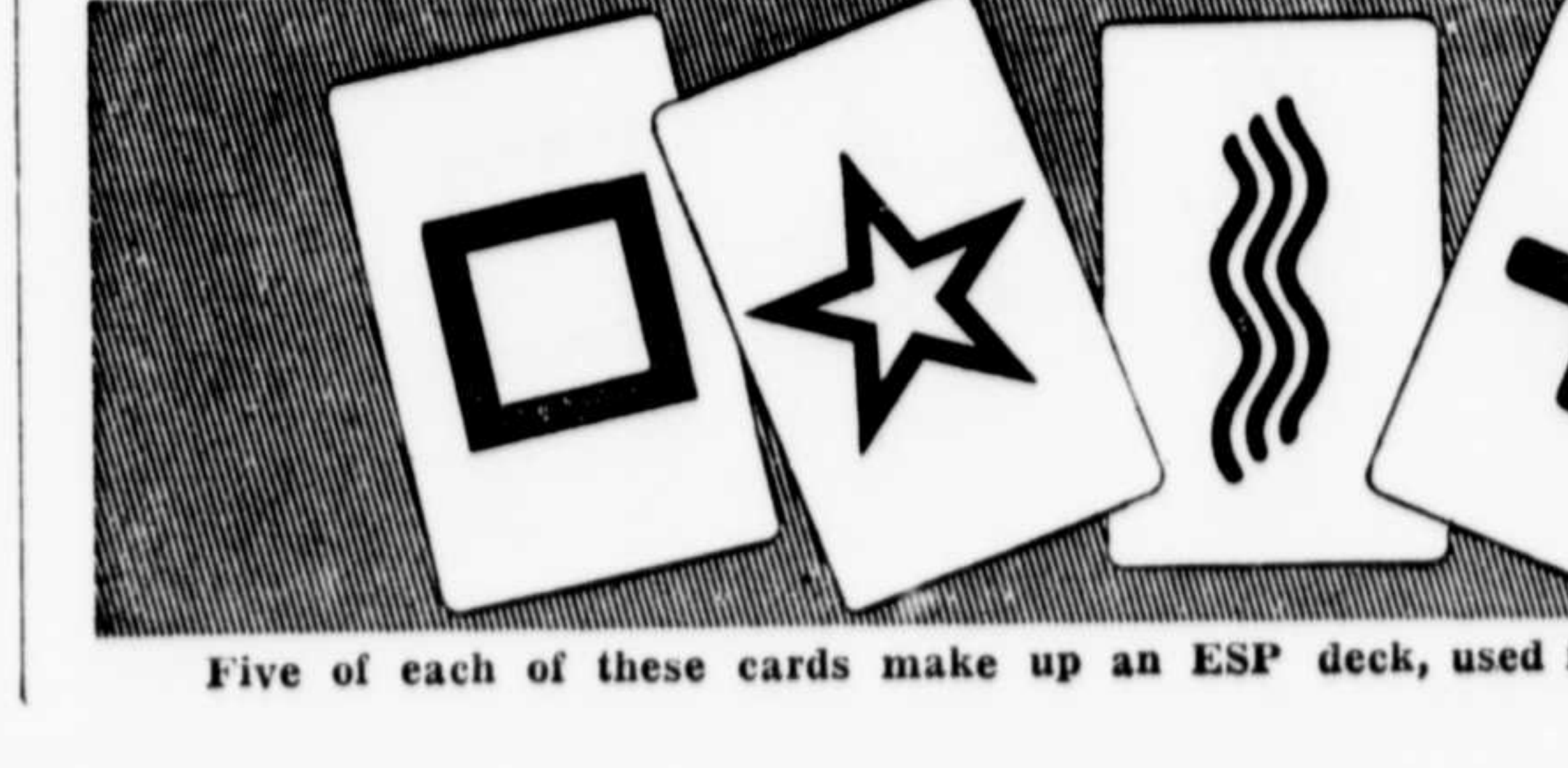


J. S. Woodruff (left) and C. E. Stuart, members of Duke university parapsychology staff, conducting clairvoyance tests with ESP cards.

rather some hope of an answer to the age-old question: What is the human mind? Where does it belong, if anywhere, in the scheme of our knowledge as a whole?

Students, faculty members and their families, in fact almost anyone who could be interested, were sought as the subjects of the tests.

How Tests Were Made Dr. Rhine and his associates devised a special deck of 25 cards as standard equipment for the tests.



Five of each of these cards make up an ESP deck, used in Duke university telepathy tests.



Dr. J. B. Rhine, whose "extra-sensory perception" tests stirred the scientific world.

whether any "guess" he has made is right until he is all through guessing. "The assumption has also been made," says this same writer, "that, in the long run, pure guessing would result in an average score of 5 guesses right out of 25."

Still, in hundreds of thousands of mechanical selections, in which the cards were admittedly called by pure chance, the Duke researchers found the average to be almost exactly 5 hits per 25 cards selected.

No cards are used. The "sender," in one room, gives the ready signal to the subject, in another room—or miles away, for that matter.

Some subjects actually made higher scores in the "telepathic" tests than they did in the objective tests. In three daily trials, one subject made scores of 19, 25 and 16.

It is telepathic tests similar in some ways to these which are being employed on the Zenith Foundation's radio program.

Unbeknownst even to the sponsors of the Zenith Foundation, the observers purposely left the third and seventh trials blank, to determine whether the public at large naturally has a preference for either black or white.

Approximately 20 per cent of those who replied called four of the actual trials correct, a mark one-third over "chance expectation."

But most interesting of all is the fact that a sizable number of listeners who sent in all five answers correctly also designated blanks on the third and seventh trials, although they were not told that these trials were blanks!

Dr. Rhine does not attempt to explain what "extra-sensory perception" is—whether it is akin to radio waves (a theory he rejects for reasons too detailed to recount here) or some other transference of energy.

But at present he will continue his amazing work and follow the advice of Sir Isaac Newton: "Let hypotheses alone until the facts require them."

Fashion's Triple-Threat



HERE'S something new in the way of triple-threats, Milady: This trio of smart contestants in the thrilling game of Sew-Your-Own!

Pattern 1997 is designed in sizes 14 to 20; 32 to 44 bust. Size 16 requires 3 1/2 yards of 35-inch material.

Pattern 1353 is designed in sizes 36 to 52. Size 38 requires 4 1/2 yards of 39-inch material.

Pattern 1357 is designed for sizes 12 to 20 (30 to 40 bust). Size 14 requires 2 1/2 yards of 54-inch material.

Send your order to The Sewing Circle Pattern Dept., 247 W. Forty-third street, New York, N. Y. Price of patterns, 15 cents (in coins) each.

What if your knowledge of bugs or battles, or what have you, is limited? You can count on a certain coquettish smile and a certain smooth-lined frock (above center) to take you through any inquiry.

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Big moments come fast and furious when you're rooting for dear old Alma Mater, but you

Prize in Perfection A GREAT deal of the joy of life consists in doing perfectly, or at least to the best of one's ability, everything which he attempts to do.

There is a sense of satisfaction, a pride in surveying such a work—a work which is rounded, full, exact, complete in all its parts—which the superficial man, who leaves his work in a slovenly, slipshod, half-finished condition, can never know.

It is this conscientious completeness which turns work into art. The smallest thing, be it well done, becomes artistic.—William Matthews.

Remember, please—when you take a Smith Brothers Cough Drop (Two kinds—Black or Menthol-5), you get an extra benefit—Smith Bros. Cough Drops are the only drops containing VITAMIN A

CHew LONG BILL NAVY TOBACCO 5¢ PLUS

LIFE'S LIKE THAT By Fred Neher



"The coach's idea is that they'll all tackle me and one of you go through with the ball."

Smiles

Hit and Run Pat—What is the idea of 54 B. C. on the mummy?

Modern Miss "Well, Mary," said the mistress to her new maid, "I hope that you will prove to be an efficient servant."

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