WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON

NEW YORK.—Gen. Saturnio Cedillo, the feudal chieftain of the province of San Luis Potosi, is moving out of the ruck as the No. 1 menace to the Cardenas administration, according to all one can glean at this crossroads.

Gen. Cedillo No. 1 Menace to Cardenas

A friend of this writer, an oil operator who has reasons for remaining anonymous, brings news from Mexico that the big, swarthy Mestizo, the most conspicuous hold-out on the state agrarian program, is gaining a following in a long sweep of Mexican provinces, and, in this view, dissident factions will swarm in behind him, if there is a further drift toward civil war.

He has the friendship and backing of various foreign interests, according to my informant, and around his huge, stolid, grim person there is gathering powerful opposition to the government.

He is a self-made fighting man who served his apprenticeship in various minor work-outs, before the big upheaval of 1910, when old Porfirio Diaz was overthrown. He joined this revolt, but called himself a "conservative revolutionist."

He never liquidated his personal army, now numbering about 10,000, and his autocratic state is firmly encysted in the constitutional commonwealth. When he resigned as secretary of agriculture on August 16, of last year, it was reported that he had made a truce with President Cardenas, but that talk seems to have been premature.

He Keeps Up Own Army of 10,000 Men

He was a member of the National Revolutionary party committee of 1934, which drafted Mexico's six-year agrarian and economic plan, but has been a determined and effective opponent of such fixings, particularly the Cardenas agrarian plan.

My friend picks Senors Cardenas and Cedillo as the two strong men of Mexico, one being driven left and the other right by the present social tension.

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THE Swiss bell-ringers, the one-armed trap-drummer, the circus ring-master and all such supposedly busy and preoccupied people are just snoozing along compared to Dr. Morris Fishbein, goal-keeper against medical quacks, heresies, panaceas, innovations, utopias and unsanctioned experiments.

Tap-Drummer Has Nothing on Fishbein

When Dr. James H. Means, retiring president of the American College of Physicians, drops a few provocative words about self-imposed medical reform, they scarcely hit a press wire before Dr. Fishbein swings a devastating counter-assertion.

Dr. Fishbein is elaborately equipped and organized for timely blasts against any encroachment of subsidized or socialized medicine. As editor of the Journal of the American Medical Association, with headquarters in Chicago, he commands a large staff of secretaries and assistant secretaries, trained like a fast ball club to field any challenge or dissent.

He is undoubtedly the most highly publicized medical man in America. Through the journal, he reaches the nation's 125,000 doctors; through Hygeia, the more popularized medical publication, he carries his message to many more thousands and is a prolific writer for national magazines.

He wolfs hundreds of exchanges and eight or ten medical books every week, lectures, speaks on the radio, reviews books, writes books and, always enjoying a fight, keeps up a fast running fight against the quacks.

Finds Time for Fights on Quacks

When he finished Rush Medical school, at the age of twenty-three, he had the choice of becoming a pathologist for the state of Indiana, or an assistant editor of the Journal of Medicine.

He chose the latter. Mrs. Fishbein, who was Anna Mantel, serves through the war with him, traveling with him and assisting him in the biggest and busiest job of medical journalism ever attempted. They have three children.

Dr. Fishbein, plump, affable, bald, and forty-eight years old, also is deep in art, music, literature, the drama, bridge, golf and public affairs, exercising a sharp critical judgment in all these fields. He is a magnificent demonstration of how a knowing doctor can build up his basal metabolisms.

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Speaking of Sports

Deal for Dean Recalls Jinx On Cub Trades

By GEORGE A. BARCLAY

MORE words have probably been written about the Dizzy Dean deal than any sporting event since the Dempsey-Tunney fight. In all the writing there's a little word called "If" that is going to be important in the months to come. For "If" looms mountain-sized in the trade that brought Dean to the Cubs in return for $185,000 in cash and Pitchers Curt Davis and Clyde Shoun and Outfielder George Stainback.

If Dizzy returns to great pitching form he will deserve the title of "$250,000 beauty." Phil K. Wrigley will be called the David Harum of baseball and Cub fans can start ordering their world's series tickets.

Jerome "Dizzy" Dean

If Dizzy causes Charley Grimm no jitters, if he settles down to business, if he pitches for the best interests of the team, if he gets along well with his teammates and his employers, then Chicago will have cause for rejoicing.

Aids Box Office

The Cubs have acquired a great, but eccentric pitcher, a baseball personality more colorful than anything since Babe Ruth and a box office attraction of first magnitude. But at best he is hard to handle.

Some authorities have viewed the deal with skepticism, for Branch Rickey and Sam Breadon are noted for their canniness.

On the other hand, the Cub record on trades in the last five or six years has been one headache after another. The Dean trade may break the jinx. Only one of those deals was really satisfactory and in the process the Cubs tossed about a million dollars in cash and players around the league. That was the trade that brought Tex Carleton, at present top pitcher on the staff to the Cubs from St. Louis in the off season of 1934 in return for Pitchers Bud Tinning, Dick Ward and a bundle of cash.

Worst bust of all was the Chuck Klein deal. The Cubs laid out $125,000 plus three players to the Phillies for the National league's then prize slugger. His cleanup attempts were pathetic and three years later a disillusioned management traded him back to the Phillies along with Pitcher Fabian Kowalik and cash for Curt Davis and Ethan Allen. Allen was of little use and went to the St. Louis Browns. Davis developed brittle tendencies that kept him out of action and made him an in-and-outer.

Chuck Klein

Babe Herman

Another deal that soured was the one that sent Lon Warneke to the Cardinals in return for Pitcher Roy Parmelee and First Baseman Rip Collins. Parmelee has gone to Minneapolis and Collins up until now has not played the brand of ball expected of him by Charlie Grimm.

Camilli Headache

The Dolph Camilli-Don Hurst swap was fine business for everybody but the Cubs, particularly in view of the fact that Hurst didn't last the season out and Camilli became a fence-buster.

The Babe Herman deal added another sour note. He came to the Cubs from Cincinnati for a reported $75,000 and is now at Jersey City. Another trade was the one that sent Infielder Woody English and Pitcher Roy Henshaw to Brooklyn for Infielder Linus Frey. Frey, far from top-notch caliber, was shunted to Cincinnati this spring. English is still an able ball player.

But dismissing all this gloom, you cannot help but regard this latest deal with optimism. If he does nothing else, Dean will draw a good share of his purchase price back in the treasury via the turnstiles in a few games.

Baseball Centenary

JUST one hundred years ago this spring, Col. Abner Doubleday laid out the first baseball diamond on the commons at Cooperstown, N. Y., and the first game was played. In the early days baseball was called "One Old Cat" and was then re-christened "Rounders."

Although Doubleday's diamond has remained to this day, he did not perfectly devise rules at the same time. The first set of rules was formulated and played under by the Knickerbockers of New York City who were the first team to wear uniforms. They began to play regularly in 1842, and a few years later appeared on the field in blue trousers and white shirts.

In the early days there were eleven players to the side, including two shortstops and two second basemen. They didn't have innings in the old days. The first team to score 21 runs won the game and the batter could keep chasing around the bases and score as many as two or three runs on one hit until the ball was found.

The first extra inning game was played in 1852, the Knickerbockers beating the Gothams 22 to 21. The game was popular during the Civil war and there were hot contests between selected teams of the Union troops and the Confederate army. The games were played on neutral territory and attended by thousands of soldiers.

Al. J. Reach was the first ball player to get a salary and the first to be sold from one club to another. Brooklyn sold him to Philadelphia in 1864 for $275. The Cincinnati Reds were the first team to employ all salaried ball players. George Wright, the shortstop, was the star and drew down $1,400.

Moody Comeback

OFF to Wimbledon in quest of her eighth tennis championship as well as the first step in an international comeback campaign is Mrs. Helen Wills Moody.

The story still persists that Helen's ultimate goal is the ranks of the professionals. It was whispered a while back that she very nearly turned pro and joined up with a troupe that features Fred Perry and Ellsworth Vines. Then, so the tales go, she considered her long layoff might be a detriment and resolved to fight her way back to the top of the heap in the amateur ranks and then as the ace woman player of the world demand a fat contract from the impressario of the pros.

This would all seem to add up, except that Helen may find her path to the comeback filled with a number of tough hurdles, not the least of which are her arch enemy, Helen Jacobs, and Helen Marble who may be playing sensational tennis again in a short time. Then there is that Polish juggernaut, Jadwiga Jedrejowska, who has a habit of steam-rollering any opponent who shows fight.

Helen Wills Moody

Have You Noticed—

THAT there are a good many athletes who are standouts at one game who are also mighty handy at others? That would seem to indicate that athlete proficiency is an innate quality. Most big league ball players are expert golfers. Babe Ruth was one of the standouts in this direction, as is Sammy Byrd. On the other hand, Walter Hagen, Lawson Little, Bobby Jones and Tommy Armour are also expert marksmen with guns and pistols. Craig Wood and Eddie Loos, the figure and speed skating stars, are equally at home on a golf links, as are Ellsworth Vines and Fred Perry, the tennis stars, Johnny Weismuller the swimmer and Mush March, the Blackhawk hockey star. Jim Crowley, the coach at Fordham, who was quite a football player in his own day and more than average success as a coach, is a good enough handball player to have competed successfully in championship tournaments.

There are plenty of other examples. Glenn Cunningham, Don Lash, Johnny Woodruff and Joe McCluskey, all of whom set speed records in track events, are better than average swimmers. Birger Ruud, the world's ace skiier, is a champion high diver. It's the same way with famous girl athletes, of whom the standout example is Babe Didriksen. Eleanor Sears and Mary K. Browne are as good or better at four or five sports than are most male athletes. Glenna Collett Vare, the golfer, is an expert at blasting crockery pigeons.

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WHAT to EAT and WHY

C. Houston Goudiss Discusses

FOOD PRESERVATION and Explains How to Protect Your Family Against the DANGERS of TAINTED FOOD

By C. HOUSTON GOUDISS
6 East 39th Street, New York.

A DISTINGUISHED nutritional scientist once remarked that it is a small favor to keep people alive on a poorly chosen diet. For with the wrong food, they may not get one-fifth of their potential efficiency into their lives; they will drag themselves through miserable days, never knowing the joys of physical fitness nor enjoying the abundant health that comes from a perfect balance of nutriment.

The Perfect Diet May Not Be Safe to Eat

But even the homemaker who plans an ideal diet may be undermining the health of her family by feeding them spoiled or tainted food which carries the deadly germs of disease.

We frequently hear stories of death or serious illness caused by food contamination. And it is significant that the improper care of food in the home is most often responsible. One physician has gone so far as to state that there is no estimating the number of persons who, while not sick in bed, feel "rather poorly," "not strong," or "kind of run down" because improperly preserved food gives them insufficient nourishment and their strength is exhausted in combatting the action of germs.

Homemaker's Responsibility For Food Sanitation

An enormous amount of time and money is expended to put foodstuffs in your kitchen in a fresh, palatable and safe form. Laws govern the manufacture, transportation and merchandising of every food product and an elaborate system is maintained for the inspection of meat. But all this care can be undone if food is not adequately refrigerated in the home.

From the moment that meats, fruits, vegetables and groceries reach your kitchen, the responsibility is yours, and you will be guilty if your husband and children suffer ill effects from eating tainted food.

Causes of Food Spoilage

Spoilage in food is due to the ravages of a vast army of micro-organisms which cause it to sour, decay or putrefy, depending upon the nature of the food.

There are three classes of micro-organisms which develop in food—bacteria, molds and yeasts. All three are notable for their minute size, rapid growth and wide distribution. Yeasts and bacteria can only be seen with the aid of a microscope.

Not all micro-organisms are the enemies of man; some are useful in the preparation of foods such as cheese, sauerkraut and bread. These need not concern the homemaker. But the harmful bacteria will flourish wherever conditions are favorable to their growth.

There are two important factors governing food preservation. One is the maintenance of a constant temperature of from 40 to 50 degrees Fahrenheit—under no circumstances should food be stored at a temperature higher than 50 degrees, or bacteria will multiply so rapidly as to make it unsafe to eat. The other is to maintain the proper degree of moisture in the air—neither too much, which encourages the growth of micro-organisms, nor too little, which dehydrates fruits and vegetables.

Appearance of Food May Be Deceptive

The great danger of food that is improperly stored is that it may become spoiled without advertising that fact. Appearance is seldom a reliable guide and unless your refrigerator is efficient, food may become unfit for consumption before spoilage can be noted by sight, taste or smell.

All types of protein foods harbor bacteria which multiply rapidly at temperatures higher than 50 degrees. Under favorable conditions of moisture and temperature, bacteria double their number every 20 to 30 minutes, and a single bacterium can produce a million bacteria in 15 hours.

Safeguard Children's Milk

Milk is the most perishable of all foods, because it is an ideal medium for bacterial growth. If this master food is to be kept safe for children, it must be stored at a temperature not higher than 45 degrees.

Careful studies show that there is very little increase in bacteria when milk is held for as long as 48 hours at a temperature of 40 degrees. But when the temperature was allowed to rise to 50 degrees, almost 30 times as many bacteria developed, and at 60 degrees, the bacteria multiplied more than 8,000 times in the same period.

Foods That Spoil Easily

The rapid multiplication of bacteria also occurs in other foods having a high protein content, including meat, meat broths, fish, gelatin, custards, creamed foods, peas and beans. It is important that all these foods, as well as milk, be kept in the coldest part of the refrigerator, as a few degrees in temperature make a great deal of difference in preventing spoilage.

Once food has begun to deteriorate, it must be discarded or it may endanger health. Cooking will not make spoiled foods fit for consumption.

How to Prevent Mold

Molds are another form of spoilage that the homemaker must constantly battle. Mold will grow on almost any substance, but is particularly likely to occur on acid foods, as lemons, oranges, tomatoes and berries; on neutral foods, such as bread and meat; on sweets, notably jellies and preserves, and on salty foods, including ham or bacon.

Molds may develop quickly or slowly, depending upon the temperature and degree of moisture. They thrive under the influence of warmth and moisture and may remain invisible to the naked eye for as long as 36 hours. All molds are white at first, but as they mature they change color, becoming blue, red, or assuming various shades of brown.

To the bacteriologist, these colors have different meanings. To the homemaker, they all tell the same story—that through improper storage food has lost its appetite appeal and palatability.

Mold growths may be destroyed by boiling temperatures. **They may be retarded by keeping food in the cold, dry circulating air provided by an efficient refrigerator.**

A good refrigerator is the best investment a family can make. It enables you to take advantage of bargain prices to buy food in quantity. And it safeguards health by preventing contaminated food from finding its way to your table.

An efficient refrigerator also preserves the flavor and texture of meats, fruits and vegetables, so that you enjoy these foods at their best. But its greatest contribution to human welfare is the preservation of food so that it will nourish your body instead of poisoning it.

Have You a Question?
Ask C. Houston Goudiss

C. Houston Goudiss has put at the disposal of readers of this newspaper all the facilities of his famous Experimental Kitchen Laboratory in New York City. He will gladly answer questions concerning foods, diet, nutrition, and their relation to health. You are also invited to consult him in matters of personal hygiene. It's not necessary to write a letter unless you desire, for postcard inquiries will receive the same careful attention. Address him at 6 East 39th Street, New York City.

Questions Answered

E. W.—It's a fallacy to assume that brown sugar is "more nutritious and healthful" than granulated sugar. It is true that brown sugar contains traces of mineral elements, while white sugar contains practically none. But the amounts are variable and never significant. Regardless of color, sugars make their sole contribution to the diet through their carbohydrate content. The caloric value of white sugar is a trifle higher than that of brown, the difference amounting to 91 calories per pound.

Mrs. S. T.—When thoroughly chewed and given a proper place in the diet, cheese is usually well digested. Experiments performed by the United States Department of Agriculture demonstrated that an average of 95 per cent of the protein and over 95 per cent of the fat of cheese were digested and absorbed.

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Do You Want to Know Where to Find the Different Vitamins?

Get This Free Bulletin Offered by C. Houston Goudiss

READERS of this newspaper are invited to write to C. Houston Goudiss at 6 East 39th Street, New York City, for his new "Vitamin Primer" which tells the facts that every homemaker needs to know about vitamins. In simple chart form, the functions of each vitamin are explained, and there is a list of foods to guide you in supplying your family with adequate amounts of these necessary food factors. *A postcard is sufficient to carry your request.*

New Beauty for the Home

Self-polishing wax for the household is practical—protective—and popular! Its already wide use is increasing yearly, throughout the homes of the country. And it is the efficient, up-to-date homemaker who regularly applies this amazing product to the floors of her home. The unusual feature of a good self-polishing wax is the maximum beauty it affords, with the minimum labor—both in application and upkeep. It's on in a jiffy—dries thoroughly in 20 minutes—and results in resplendent floors that gleam like satin, look like new, and "dress up" the entire house. A quality self-polishing wax is urged, however, for it is more resistant to dust and dirt, its richer content lasts longer, and shows up to more glowing advantage the natural color and pattern of the wood. Yes, a good self-polishing wax is truly a domestic gem that is inexpensive—time and trouble-saving—and definitely beautifying!

FLOORS POLISH THEMSELVES

...with O-Cedar Self-Polishing Wax. No rubbing—simply spread it on and let it dry—then watch your floors sparkle! Non-slippery, long-wearing—eliminates scrubbing—dusting alone keeps floors clean. Full qt., only 85¢.

Aisle of Woman's Dreams

Suppose you knew that one aisle of one floor in one store had everything you needed to purchase!

Suppose on that aisle you could buy household necessities, smart clothing, thrilling gifts for bride, graduate, voyager! How much walking that would save! How much time, trouble and fretful shopping you would be spared!

That, in effect, is what advertisements in this paper can do for you. They bring all the needs of your daily life into review . . . in one convenient place. Shop from your easy-chair, with the advertisements. Keep abreast of bargains, instead of chasing them. Spend time in your newspaper to *save* time—and money—in the stores.