

GROWING UP

YOUNG WOMEN (and men, too) are taller and heavier than they used to be, a University of Kentucky survey indicates. Current freshman women are 1.1 inches taller and 5.1 pounds heavier than those in 1929-30.

Both the bowl and the beater for whipping cream should be cold; they may be rinsed in cold water just before using, and need not be dried.

BARKER'S BUGLE

Smiles — and — Values

HOWDY FOLKS:

Asked the meaning of the term "dressed lumber," a western Kansas editor replied — "Charlie McCarthy."

An old lady kept a parrot which was always swearing. She put up with this but on Sunday she kept a cover over the cage—removing it on Monday morning.

One Monday afternoon she saw her minister coming toward the house; so she again placed the cover over the cage. As the reverend gentleman was about to step into the parlor, the parrot remarked: "This has been a d— short week."

Many a fellow puts up a bluff without paying too much attention to its foundation.

"You never get something for nothing in this world."

"Right! If I want a few kind words about myself, I have to go to a fortune teller."



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Cream filled — 5c each

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Dale Carnegie
5-Minute BiographiesAUTHOR of 'HOW TO WIN FRIENDS
and INFLUENCE PEOPLE'IDEAS OFTEN WORTH
MONEY

A few years ago a humble mechanic was walking through a factory room of the General Electric company. Suddenly he stopped and looked around him, for he saw something he hadn't noticed before; that many of the men working at the punch presses were missing a finger or two.

The man walked on, thinking about what he had seen. His name was Christian Steenstrup. He had been born in Denmark, and spoke broken English.

All that night he was haunted by missing fingers. The humble mechanic decided something should be done about it.

He went back to the room and studied the great punch presses. He got out pencil and paper, made sketches of them.

Then on the table in his dining room he made sketches of machines that would do the work and save those fingers.

Glowing with excitement, he showed the sketches to the foreman. The foreman looked at him pityingly. The company, he said, had highly educated engineers to make such inventions when, as, and if, they were needed. But the inventor was so enthused by this time that he went ahead and

built one of the machines and took it back to the foreman.

The foreman looked at it. He felt that the fact that such an invention had come from a humble mechanic reflected on him. So he fired this upstart. The foreman wished to pretend that his department was so efficient that it needed no outside help.

By a bit of luck, the factory manager heard about this machine which would save fingers, and asked to see it. The humble toolmaker took it to the manager's office. The factory saw its possibilities; the machine was built and put into use.

This set the heads of the company to thinking. Maybe other men had ideas. An idea department was started, a "suggestions committee" was created.

Now encouraged, other men brought in ideas. Steenstrup was made chairman of the "suggestions committee." Since he started this committee almost a third of a million ideas have been turned in, and about one out of four has been found practical and put to use. The company pays cash for these ideas—anything from \$5 to \$1,500. Steenstrup himself holds 110 patents.

It all started because one man saw other men with missing fingers and decided he would try to do something about it.

FROM NEAR AND FAR

SENORITA JOSEFITA ARIAS

sister of the president of Panama, will serve her country in the United States as council general

— Mrs. Paul Donehoo, who served as the "eyes" of her husband, a blind coroner in Fulton county, Ga., in crime investigations during his lifetime, is carrying on his work, after defeating 47 men in a special election for the position — — — the 1941 Movie Mother is Mrs. Wynonah Johnson of Los Angeles, whose seven children have all appeared in the movies — — — Ten years ago Emma Hicks took over a failing five-cab taxi company in Amarillo, Texas, and now she's the owner and operator of the Yellow Cab and Baggage company, with 19 cabs.

NUMBER PLEASE
PLUGGING IN OTHER PEOPLE'S TELEPHONE CALLS has not been a monotonous job for Phyllis White of Los Angeles, who began her switchboard operator career in Detroit back in 1919. She has found time outside working hours to write short stories, and has just had her first light fiction novel, "Twin Trouble," accepted by a publisher!

MOTION
PICTURESOne Night a Week Starting
FRIDAY, APRIL 4, 7:30 p. m.Oddfellow's Hall
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Children Under 12; 10c

1941's Official Hair-Do



NEW YORK, N. Y. . . . Leading American beauticians selected the hair-do of model Nancy Bridges as the official hair-do for 1941. According to the beauticians it is a "simple, practical hair-style designed to help the average woman to be smart looking."

TODAY
and
TOMORROW— by —
Don Robinson

INSURANCE — — — salesmen

After listening to three insurance talks in the same week, I'm ready to lend a sympathetic ear to any plan the government cares to offer for controlling the sales departments.

When my temper is normal, as I recollect it, I'm in favor of the government keeping its hands off private business. But right now, I'm in a radical mood. And I don't know anyone who can get me in that mood as easily as those "counselors" who pretend they are trying to help me protect my family at minimum cost when all they really give a darn about is making a sale and getting a nice fat commission.

Perhaps I suffer from an overdose of sentimentality in regard to friendships. For when an old school mate stops in to see me, even though I have heard he is in the insurance business, I'm apt to think that he just wants to talk about old times.

Maybe he does want to—but if he's been in the insurance business long, he has learned that the definition of "friend" is "prospect" and that the old saying about "A friend in need is a friend in deed" refers to a friend in need of insurance.

BANKING — — — commissions

The trouble with a big insurance company, from the consumer's viewpoint, is its dual personality. One minute it appears to be a large dignified banking institution and the next look we see it as a training camp for high-powered sales gangs.

When a salesman's bread and butter depend on his dragging us to the pay window of his institution, he can't be blamed very much for using any bait he can lay his hands on. But that's not the way banking should be done. And to most of us, insurance represents a lot bigger banking transaction than any dealings we have with the banks themselves.

If the president of your local bank called in a dozen young men, gave them a few weeks intensive training course in his complicated profession, and then sent them out to get your money in his vaults or lose their jobs, it would be quite comparable to the policies of many insurance companies.

The insurance companies can talk themselves hoarse about their representatives being employed to help us plan our insurance needs and it will never mean a thing so long as that commission arrangement exists. No matter what kind of whiskers the representatives may wear, we'll recognize him as a guy whose whole interest is getting his hands in our pockets.

MONEY — — — safety

From the banking standpoint, the insurance companies seem to me to have done a notable job. Most of us feel, when we buy insurance, that there is no doubt that the terms of our contract will be carried out in every detail and that there is no chance of our losing money deposited in a large insurance company.

PARISIAN HEELS

SHOE LEATHER IS PROHIBITIVE in Paris. But women demand shoes. The answer is wooden shoes for m'lady. The most original feature of this new fashion is the heel, which is merely a thin wooden triangle.

But insurance companies have a tremendous problem in that they control so much of this nation's capital and yet, for the protection of policy holders, must take no chance with their investment of these funds.

It is estimated that investments and loans of life insurance companies amount to about \$30,000,000,000. They are limited by state laws as to what investments they can make of this large proportion of the people's money. But right now they are investing a large percentage of their funds in United States government bonds, which is of definite assistance to the government, and therefore to the people, in financing the defense program.

A large part of their other investments are in big business—railroads, public utilities and leading industries. But they do make many mortgage loans and policy loans which are of assistance to small business firms and individuals. Over 50 per cent of their mortgage loans are to people who want to borrow less than \$5,000.

CURBS — — — faith

Complaints are often heard that the insurance companies are retarding business and employment by tying up so much money. But if the government took over insurance companies as has been suggested, or put drastic controls on them, it is difficult to see how the situation could be improved.

The government might loan that money more freely, but that would mean losses and therefore increases in insurance rates.

In recent years, due to the uncertainty of the future, people who have accumulated savings are more and more hesitant to make private investments of their savings. They are also wary of starting new business ventures with their money. But they do have faith that if they put their money in insurance, it will be ab-

solutely safe, and institutions which have built such faith should be left free to continue their policies. It is quite probable that they know how to protect our money better than does the government.

If the government wants to do any curbing in this field it seems to me they should confine such curbs to the selling policies and not the banking policies of insurance firms.

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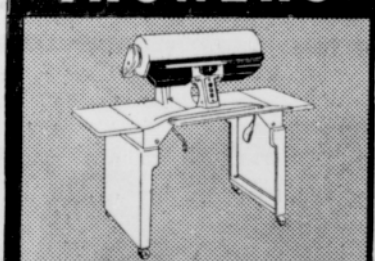
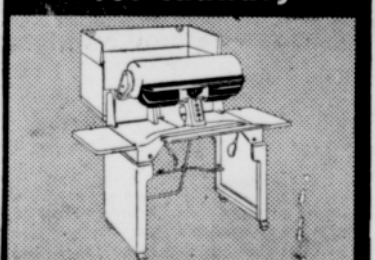
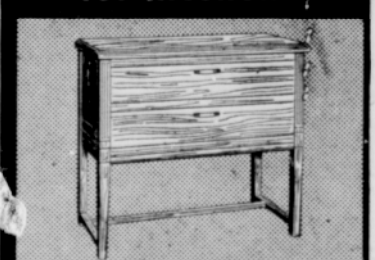
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