

Rotenone Imports
In 1931, the first year in which this country imported rotenone roots in commercial quantities, our imports were only 8,400 pounds. By 1940 they had expanded to 6,500,000 pounds. Rotenone is used in insecticides.

Versatile Fruit
Peaches adapt themselves readily to innumerable types of desserts and salads. In addition to delicious flavor, they offer fair amounts of vitamins A and C.

Illinois Cropland
Corn, soybeans, oats and hay comprise 90 per cent of the total cropland in Illinois.

HELP BUILD UP Cold Resistance
with **HIGH ENERGY TONIC**
If you catch cold easily—because you lack all the natural A&D Vitamins and energy-building, natural oils you need—you may be amazed how Scott's Emulsion can help build energy, stamina and resistance. Try it! See why many doctors recommend this good-tasting, high energy food tonic. Buy at your drugist's.

SCOTT'S EMULSION
YEAR-ROUND TONIC

Have You Tried PINEHURST CIGARETTES
Made with Gin-Seng Extract?

Treat yourself to the pleasure of this fine smoke—a smooth, mellow, mild cigarette—made of selected tobaccos, especially blended to the popular American taste. Pinehurst is truly one of America's standard cigarettes—not a shortage substitute—enjoyed for years by smokers who demand satisfaction from their cigarettes. Pinehurst's exclusive Patented Panax Process employs extract of Gin-Seng root for modern moisture conditioning—the only cigarette permitted to do so.

The use of Gin-Seng Extract as a hygroscopic agent is an exciting, patented process of this Company. The moistening features of Gin-Seng Extract may help to relieve dry throat, cigarette cough, and other irritations due to smoking. These cigarettes may be found much more pleasant and safe for those with ordinary colds and other respiratory difficulties such as hay fever, asthma, etc.

GET A CARTON DIRECT
If your dealer cannot supply, Send \$1.50 East of the Mississippi (\$1.65 West) for postpaid carton of 10 packs to:
R. L. SWAIN TOBACCO COMPANY, INC.
Spring Street, Danville, Virginia

WONDERFUL RELIEF From Bladder Irritations!
Famous doctor's discovery acts on the kidneys to increase urine and relieve painful bladder irritations caused by excess acidity in the urine.

There is no need now to suffer unnecessary distress and discomfort from backache, bladder irritation, and run-down feeling due to excess acidity in your urine—take the famous doctor's discovery—**DR. KILMER'S SWAMP ROOT**. For Swamp Root acts fast on the kidneys to increase the flow of urine and relieve excess acidity.

Originally discovered by a well-known physician, Swamp Root is a carefully blended combination of 16 herbs, roots, vegetables, balsams and other natural ingredients. It's not harsh or habit-forming in any way—just good ingredients that help you feel worlds better fast!

Send for free, prepaid sample TODAY! Like thousands of others you'll be glad that you did. Send name and address to Department E. Kilmer & Co., Inc., Box 1255, Stamford, Conn. Offer limited. Send at once. All drugists sell Swamp Root.

easy way to UNCORK STUFFY NOSTRILS

When nostrils are clogged, and your nose feels raw, membranes swollen, reach for cooling, soothing Mentholatum. Spread it inside nostrils... and snuff well back. Instantly it starts to 1) Help thin out thick mucus; 2) Soothe irritated membranes; 3) Help reduce swelling; 4) Stimulate local blood supply to "sick" area. Every breath brings quick, welcome relief. To open stuffy nostrils, get effective Mentholatum today, the Medicated Nasal-Unguent. Jars, tubes 30¢.

TESTED AND FOUND EFFECTIVE BY A GROUP OF NOSE AND THROAT SPECIALISTS

Start a Fire But Once a Year... with a WARM MORNING COAL HEATER

Nearly a Million Now in Use!

- Holds 100 lbs. of coal.
- Semi-automatic, magazine feed.
- Burns any kind of coal, coke or briquets.
- Heats all day and night without refueling—holds fire several days on closed draft.
- Assures substantial fuel savings.
- Equipped with automatic draft control.

The amazing, exclusive, patented, interior construction of the WARM MORNING Coal Heater has won acclaim by owners throughout the Nation. It's famous for the abundance of steady, clean heat it produces. And you'll be pleased with its remarkable fuel economy and ease of operation.

SEE YOUR DEALER—He will gladly show you the many remarkable merits of the WARM MORNING... the coal heater that outsells them all. If he is temporarily out, remember... a Warm Morning is worth waiting for.

LOCKE STOVE CO., 114 West 11th St., KANSAS CITY 6, MO. (W-41)

Blooming Hats
It took clothes-ration points for an Australian girl to buy a hat. Knowing this, United States soldiers often brought to their dates specially made headpieces of fresh flowers. This custom, started by our troops, became the rage in hat-scarce Australia.

Barometer and Thermometer
The barometer and the thermometer were developed in the 17th century.

Heating Safety
One of the most notable innovations in safe heating is the wet base boiler in which water circulates under the ash pit. The fact that the boiler can be placed on a combustible floor is of interest in connection with the trend toward the basement-less house. In such houses it is often desirable to install the boiler on a wooden floor in a utility room or kitchen. Other safety features of modern boilers are foot-treadle door openers, ball-shaped, air-cooled handles and side shakers, making it easier to open and close doors.

Lucky Stones
Emeralds were once believed to be beneficial to the eyes and amethests were thought to prevent drunkenness, according to Encyclopaedia Britannica. The belief in lucky stones still exists.

Bath Banishes Blues
According to etymologists, the English word "bath" comes indirectly from a Greek word meaning "to drive sadness from the mind." Which goes to prove again that the classic Greeks were a modern people and that they knew the full value of bodily cleansing. Bathing frequently and thoroughly, and thus "drive sadness from the mind."

Plan Baths
If the man of the house has been accustomed to taking his daily shower in the morning, reserve this time for him. The children might bathe in the evening, allotting the time according to their ages and when they go to bed. The younger children might be bathed before dinner, older children later. Plan your own bath for whichever hour will give you the most relaxation.

Eggs Nutritious
Eggs help keep the body healthy. They make strong muscles and red blood. A child needs four to five eggs a week. An older person needs three to five eggs a week. Eggs may be eaten plain, or mixed in other foods.

Whip Soap Flakes
Whip your soap flakes in a little hot water with an egg beater and you will need fewer flakes and get better results.

USE 666 COLD PREPARATIONS
LIQUID, TABLETS, SALVE, NOSE DROPS
USE ONLY AS DIRECTED

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

WNU 45-45

Dramatically Styled Furs Have Look of Luxury and Distinction

By **CHERIE NICHOLAS**



THIS is a season of fabulous furs distinguished by dramatic styling. It would seem almost as if miracles are being performed in fur manipulation. The regulation coats of the past, designed for the most part to keep you warm, are no more. A new era dawns in fur coat design, one that is breath-taking in luxuriousness, in top-flight styling, in assured winter warmth and in all the fineness that women of fashion seek in fur coats.

Never a lovelier evening wrap could fancy picture than the exquisite stole of precious white Russian ermine shown in the magnificent fur revue presented recently in Chicago by the State street council. Note in the illustration herewith the superb grace and beauty of this enchanting evening wrap. The full deep cape at the back flows into wide front panels, which are heavily tipped with ermine tails. It is in such gracious modes as this that fur artistry reaches the ultimate.

The handsome coat illustrated at the right was also in the showing. This sumptuous model in black Russian Persian lamb brings a most important message in that it is high style this season to trim one fur with the same fur in striking color contrast. In this instance, natural gray Persian lamb is used in banded treatment about the wide bell sleeves of this very elegant black Persian coat. There is also a trend this season to trim one fur with another.

As to the kinds and types of fur in the fall and winter fashion picture, the list of fine peltry is most versatile. Coats of opossum, mouton, muskrat, raccoon, nutria and natural leopard have the look college girls want. Beaver is also high in favor and gray furs are very popular. The new "rage" among the younger set is daytime coats of white fur. Street furs stress mink of every type, which tunes right into the "brown" vogue that is sweeping the country. Mink-dyed muskrat makes a good showing too, while Persian lamb is a stand-by with women who like elegance without ostentation. Beaver has high fashion rank this season, and quite a little natural squirrel and seal are on the list.

Released by Western Newspaper Union.

Smart Costume Suit



It's big news that the costume suit has returned to the fashion picture. The new note of elegance that prevails in current fashions is reflected in the revival of the old-time favorite that calls for a handsome two-piece done in quality-kind wool and choice fur trim with the thought in mind that it will, together with a wardrobe of intriguing blouses and various costume jackets and bodice tops of rich fabric plus versatile accessories, sum up to almost a wardrobe in itself. The good looking fine wool costume suit pictured selected from a collection by Chicago Fashion Industries, declares in favor of the new fitted tunic-coat version.

You'll Need Plenty of Jackets and Skirts

A big vogue is on for the jacket and skirt costume. The fashion, besides being a most practical one, offers endless possibilities for a variety of costumes from the mix and match viewpoint. Something different this year in way of a fashionable skirt is the new wrap-around that comes in black, also in stunning bright colors. You get the jacket in a smart color contrast, orange with black, Mexican pink jacket with brown skirt, and so on. The blazer jacket is "tops" for practical wear, and the college girl buys this type first of all. Jackets in bizarre plaids or stripes vie with those made of plain fabric that play up one vivid color against another. The exciting new jacket theme this year is seen in the new corduroy models in either narrow or wide wale. Their colorings are most attractive. New also are handsome little velvet jackets. The jacket and skirt costume is highly important.

Fabric Squares Are Used In Many Versatile Ways

You might like to know that you can buy patterns especially designed for making the beautiful fabric squares so popular this season into stunning blouses, skirts and a host of other items that will add to the glory of your wardrobe. It's amazing what you can do with these glamour scarves. There's real excitement in a gay dirndl skirt which you have made out of two colorful printed squares. Once you have begun you will want to keep on creating smart dress accents such as a charming blouse, contrast sleeves for a dress that needs uplift, and so on. You'll want to learn dozens of ways to use these squares and the instructions that accompany the patterns will help you to do just that.

Plug Shakers
When refilling salt and pepper shakers that have corks in bottom, or which have fallen inside, remove the cork and discard. Then paste muclage paper over the hole. Or use adhesive tape.

Fires Costly
Every day in the U. S. there are 1,800 fires, 28 deaths caused by fire in 1,000 homes, 130 stores, 100 factories, 7 churches, 7 schools and 3 hospitals.

Bike Passenger
You invite disaster when you carry another person on your bike.

Clever Washcloth
Here's a clever way to use up those left-over slivers and scraps of toilet soap. Put them into a small Turkish towel bag when taking a bath; this bag full of soap can be put into the tub and you'll have wash cloth and soap in one.

Cleaning Diamonds
To clean diamond rings, cover them with wood alcohol and let stand for five minutes. Remove and polish with white tissue paper.

Hanging Trousers
Best way to hang trousers is up-side down using a hanger with clips.

The READER'S DIGEST OFFERS dignified work—extra income to people with a little spare time

America's most widely read magazine—The Reader's Digest—can use a few more Community Representatives in this locality.

The work is pleasant and will take little time. It offers an easy way to make money. Our Community Representatives—young and old—are from every walk of life; busy, intelligent people who welcome this easy dignified means of adding to their income. They do not need to be the salesman type.

Although our readership is growing rapidly, still 4 out of 5 families are not yet subscribers to The Reader's Digest.

By introducing the magazine to friends and acquaintances, you'll earn their hearty thanks... as well as liberal profits. By approaching strangers, you can also acquire new and valuable personal contacts.

Further, we have decided—for a limited time—to accept sub-

scriptions from men in the service... or who have been in the armed forces and are now discharged and back home... at half price.

In addition, many people whose subscriptions are about to expire will be entering their renewals at this season. By calling these people and forwarding their orders to Pleasantville, you receive generous profits.

For complete details of this Community Representative plan, mail the coupon below or a penny postcard to **ALLAN SCOTT, THE READER'S DIGEST, Pleasantville, N. Y.**

Please send me details of your **EXTRA-INCOME PLAN**

Name _____ (please print in pencil)

Address _____

City _____ State _____

EXTRA FRESH BREAD!

INSIST ON FLEISCHMANN'S ACTIVE FRESH YEAST

Fresh active yeast goes right to work!

No lost action—no extra steps. Helps give sweeter, tastier bread flavor—light, smooth texture—perfect freshness! IF YOU BAKE AT HOME—always use Fleischmann's active, fresh Yeast with the familiar yellow label. Dependable for more than 70 years—America's tested favorite.

Always fresh—at your grocer's

MUSCLES that Run Our Railroads rely on SLOAN'S

In America, East meets West, North meets South, through a great network of railroads. Sloan's salutes the workers who keep our transportation humming, day and night. Their muscles strain that we may travel... that we may receive the products of 48 states. To the dignity of their labor, we pay respect.

FOR QUICK RELIEF FROM

Tired Aching Muscles • Sprains
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What you NEED is SLOAN'S LINIMENT

Snap, Crackle, Pop!

Kellogg's RICE KRISPIES

"The Grains Are Great Foods" — **Kellogg**

Kellogg's Rice Krispies equal the whole ripe grain in nearly all the protective food elements declared essential to human nutrition.

Kellogg's RICE KRISPIES