

HOME OWNERS FORUM

By ABNER GORDON

DUSTING or flaking concrete floors often cause much unnecessary annoyance. This trouble can be easily corrected by a chemical treatment which hardens the concrete, binding the loose particles. Several good commercial hardeners are obtainable at paint stores or from dealers in masonry supplies.

An effective hardener can be prepared on the job by dissolving 3 lb. zinc sulfate crystals in 1 gal. water. The crystals are inexpensive and widely distributed.

Pour hardener on floor and spread out well with a broom until entire dusting area is saturated. Allow to dry thoroughly before walking on the concrete.

When hardener is not available, waxing will prove effective preventive for dusting. Use liquid wax as it has greater penetrating powers than paste variety. When wax is dry finish off by rubbing surface well.

Q: Suggest formula for painting celotex to obtain a flat, washable finish. Can same paint be used on plaster?

A: Use same formula for painting both celotex and plaster. Be certain both surfaces are dry, clean and plaster properly seasoned before application of paint. Apply three coats on new work, one or two as may be necessary for redecoration.

A mixture of soft paste white lead, and a flattening vehicle—such as lead mixing or lead reducing oil—will produce most durable, washable flat finish.

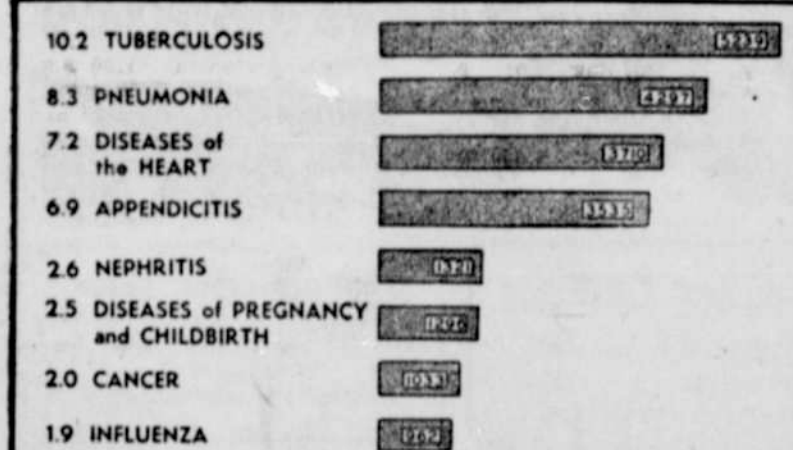
For priming coat apply 3 parts by volume white lead and 4 parts flattening vehicle.

For body and finish coats on new work and for all re-painting purposes apply equal parts white lead and flattening vehicle.

Pick Your Own Color, Please!

The world may forgive you for being green, it may even forgive you for being blue, but

"White Plague" Ranks Foremost Among Diseases as Killer of Youth



Above chart shows that in one year in the United States tuberculosis took a toll of 5,239 victims between the ages of five and twenty. Although deaths from accidental causes outnumber those from tuberculosis, there is no disease that constitutes a greater menace to the youth of our nation than TB. Figures at left indicate percentage of deaths caused by other leading diseases.

FOOD FACTS AND FOIBLES



PLANT GROWTH IN EGYPT BEING SPARSE, IT IS A CUSTOM TO TRANSPORT HIVES OF HONEY BEES IN BOATS TO VARIOUS FLOWERING SPOTS ALONG THE NILE.

A RECIPE FOR ENGLISH STILTON CHEESE APPEARED IN COUNTRY HOUSE-WIFE AND LADY'S DIRECTOR, PUBLISHED IN 1736. THE CHEESE IS, HOWEVER, BELIEVED TO HAVE BEEN KNOWN BEFORE THIS DATE.

PER CAPITA CONSUMPTION OF CHEESE IN THE UNITED STATES WAS ALMOST SIX POUNDS IN 1938—AN ALL-TIME HIGH FOR THIS COUNTRY. THIS IS AN INCREASE OF ABOUT 100% SINCE 1918.

FAMOUS GOURMETS OF HISTORY

THE COOK OF NICOMEDES, KING OF THE BABYLONIANS, COULD CONVERT TURNIP DRESSED WITH OIL, SALT, POPPY SEED AND OTHER SEASONINGS INTO A FAIR SEMBLANCE OF ANCHOVIES FOR HIS ROYAL MASTER.

The Youth in Business

By C. E. Johnston

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AMERICA is suddenly faced with a real shortage of men competent to fill junior and senior executive positions. Now awake to the evils that may befall our democratic institutions through the triumph of European dictators, we find that our rearmament plans may be hamstrung because of lack of men capable of directing production. With many industries changing from working one shift a few days a week to a 24-hour basis, there is a dearth of qualified men to supervise operations.

Industry needs trained men, now, not only to operate machines and to direct workers, but also in offices and in the highest ranks of management. Business leaders long have been aware of a coming shortage of qualified personnel, but have been unable to do much about the problem. There has been little opportunity to train young men for high positions when for a number of years few promotions have been made.

It has been suggested that experts can be "loaned" from certain companies to other concerns where their services will be more urgently needed. Successful experience in one type of industry, however, does not always mean that a man will do a good job in another line of work. Intensive training plans for employees who have shown unusual ability is the best means of overcoming the shortage of skilled personnel. Expanding the number of skilled operators and executives from within is the answer to the question, how can production be increased in the immediate future.

only your mother will forgive you for being yellow.

Playing Post Office

"Got emmy mail for me?" piped the Sweet Young Thing.
"Wotshure name?" came back at her.
"It's on the envelope," she smiled very sweetly.

The SNAPSHOT GUILD

USING THE SELF-TIMER



A self-timer enables you to get shots of yourself—such as this breakfast-table study—without having someone else snap the shutter. Such a device is a great convenience in the camera kit.

HAVE you ever tried taking informal self-portraits—or perhaps a story-telling sequence of shots of yourself, busy at some hobby or everyday activity about the house? It's an entertaining camera pastime—and with the aid of a self-timer, you can shoot such pictures easily.

The self-timer is a small "delayed-action" device which clips on the cable release of a camera, and trips the shutter after a brief time interval. Some fine cameras even have a self-timer built into the shutter. You simply place the camera on a firm support, press the release catch of the self-timer—then step into the picture, and pose as you wish, until the shutter clicks.

With a couple of photo bulbs, a self-timer attached to the cable release of your camera, and a short "scenario" of a half-dozen or so pictures to act out, you can have no end of fun all by yourself. For example—taking the picture above as a cue—you might show yourself at a hurried breakfast, putting salt in the coffee by mistake, burning the toast, spilling milk on the newspaper, and then discovering it's Sunday and you don't have to work after all.

Or, if you're interested in character studies and make-up, self-portraits with a self-timer may be even more fun. Set up the camera just below a mirror, in which you can check your expressions. Put on the make-up—work out the most suitable lighting—then release the self-timer and it does the rest while you pose.

The great advantage of using a self-timer, in photography such as this, is that you can take as much time as you wish on details—and not keep someone else standing by just to trip the shutter for you.

If you make a hobby of building ship models, or airplane models, or similar construction work, the self-timer is also useful. With it, you can get snaps of yourself at various stages of a job, and these will provide a welcome addition to your hobby record. In family pictures, the self-timer is likewise a great help. You need no longer be "just the photographer." With the aid of this little gadget, you can appear in any picture you take.

The self-timer, of course, can only be used on a camera that has a fitting for a cable release. If your camera is so fitted, you should by all means have one of these devices—and you'll find it one of the most generally useful items in your kit.

John van Guilder

The SNAPSHOT GUILD

TAKE A PATTERN PICTURE



The pattern effect adds interest to this puppy shot. Keep your eyes open for natural or "accidental" patterns. Or, arrange some patterns yourself—they make novel pictures.

PATTERNS make interesting pictures—and there are subjects for pattern pictures all about you. I don't mean formal, ready-made patterns, such as you find in cloth or wallpaper; but rather the pattern effects which occur through a grouping of objects, or through the action of light and shade.

For example, do you have an ornamental iron gate, or know where there is one? Then study the shadow it casts on a sunny day. This shadow will "repeat" the outline of the gate—and if you include both gate and shadow in a picture, you can get an interesting pattern effect.

The same holds true of a stairway railing, a window grille, or a child's tricycle. Shoot a scene through the window grille—using a small lens opening—and you'll have a novel pattern picture. Shoot the tricycle with its shadow on the sidewalk—not at noon, but a few hours earlier or later—and there's another effect.

plant in the shaft of sunlight that slants through your window. Note the shadow it casts. Picture the two—and you'll find the shadow adds "pattern interest" to the subject. This is especially true if shadows extend toward the camera. Pointing away, they're not so effective. Naturally, when shooting toward the light, you must take care that bright direct rays do not strike the camera lens.

Often objects can be grouped for a pattern effect. Sometimes they arrange themselves—as, for example, in the picture of the puppies above. Here, you have an informal "wheel-spoke" arrangement, a very effective type of pattern. Note that the shadows extend toward the camera. Since the camera was pointed downward, the lens was protected from direct light.

Try some pattern arrangements—using flowers, dishes, books, eggs, or other handy objects. They make interesting pictures, with nice decorative quality—and they'll add variety to your picture collection.

Advertising IS Good News

Specially now, when the world is so full of strife, misery and anxiety, it's good to be able to get the pleasant news that comes in the ads.

About a light-hearted summer turban... sportswear coolly stolen from the men... a refreshing hot weather beverage...

A pipe that promises a smoke-treat... a light straw hat for the steaming brow...

The ads are reminders that life can't all be woe... reminders to be as normal and comfortable as possible... reminders to which you can sensibly respond. For the ads lead you to sound values.

Courtesy Nation's Business

We Call It Romance

IT'S JUST a can of soup. But during a long lifetime, the man who made it found some way to advertise it. At first, just a sign over his little soup kitchen, a few newspaper ads, a few billboards. But as the advertising grew, so did the business.

Now the business employs thousands of workers, helps to support tens of thousands of retail clerks and transportation men, and gives the housewife a better, cheaper soup than she could prepare at home.

Back of every heavily advertised article is a romantic story of this kind—the kind of romance that built America.

Courtesy Nation's Business

EAST through CALIFORNIA for no extra rail fare!

BELIEVE IT OR NOT, you can go to New York, Chicago and most other eastern destinations through California for not 1c extra rail fare! See San Francisco, Los Angeles, Southern Arizona. Enjoy warm sunshine all the way.

For details about this amazing bargain, see your own S.P. agent or write J. A. Ormandy, General Passenger Agent, 622 Pacific Building, Portland, Oregon.

S-P Southern Pacific



Advertisers Live in GLASS HOUSES

WHAT they promise in their advertisements, and what they deliver in their merchandise, are right there for all to see.

If they deliver what they promise, they make friends and steady customers. If not they make enemies, lose patronage and finally go out of business.

Those are the cold, hard reasons why honesty is the best policy—especially in advertising.

But the real fact is that advertisers as a class are humanly jealous of their good names. The trade-marks of manufacturers and the published recommendations of merchants are only accorded to products which they can offer you with confidence and pride.

You can trust the ads to lead you to sound values.

Courtesy Nation's Business