

THE CHEERFUL CHERUB

I wonder what you think of me. And all the little thoughts I've sprung. Oh, gentle reader, please be kind; I may improve—I'm very young.

WNU Service.



WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON

NEW YORK.—Many years ago, in South America, this writer was always hearing somebody mutter "Perros!" (dogs), as he passed by. It expressed dislike of all North Americans. Upton Sinclair's book, "The Jungle," about the Chicago packing houses, had been carefully mistranslated, in a widely circulated version, which made multitudes of South Americans believe all North Americans ate dogs. Even in remote jungle towns, I found European trade scouts and salesmen making diligent use of the book. It was the neatest trade propaganda trick of the century.

The one-sided battle has continued through the decades. Late reports are that South American radio stations are belting Uncle Sam with everything at hand, and, to the same degree, apostrophizing Italy, Germany and Japan.

For this reason, there appears to be more than meets the eye in the printed story of our new airwave rearmament, and the assignment of a new short-wave channel for broadcasts to South America.

With Secretary Hull, Dr. L. S. Rowe, director general of the Pan-American union, pleads for "stronger cultural ties" in the first broadcast. Spanish translations follow the English version.

While all this is in the name of "peace and good-will," and official announcements carry no hint of a defensive propaganda war, it appears to be the answer—perhaps the only possible reply—to the widespread smearing campaign against the U. S. A. in Latin American countries.

The sixty-six-year-old Dr. Rowe is a happy choice to head America's "cultural," if not propaganda, outreach in this direction. He has become widely known and decidedly persona grata in South America in his 32 years of pleading and proselytizing for solidarity, friendship and understanding in the Americas.

He has fraternized with South Americans more than any other northerner, lecturing, writing, evangelizing and expounding his doctrines of friendly co-operation—always on the high plane of cultural and intellectual intercourse. He has been head of the Pan-American union since 1920, succeeding John Barrett.

LIFE begins at forty for Gracie Fields, English Music Hall actress, who curtsies to the king and becomes a commander of the Order of the British Empire. It is another Jane Alger story, this tale of the Lancashire mill girl who became the highest-paid entertainer in the world.

Her earnings from her 5,000,000 gramophone records, and from the stage and cinema have reached \$750,000 a year.

She lives simply with her mother, who manages her affairs, and never has anything more than pocket money. Every so often she visits Rochdale, the mill town where she sang for pennies at the age of seven, and has a rollicking time, singing for her old friends.

She was a "half-timer" in the cotton mills, half the day in school and half at work.

In 1930, she made a brief appearance at the Palace theater in New York. It wasn't much of a success.

Act Spoiled by Fear of Gum-Chewers She explained afterward that she had been warned in England that entire audiences in America chewed gum together and in time, with dreadful facial contortions. This frightened her and spoiled her act.

She was glad to land safely in England, where she is widely beloved and known as "Good Old Gracie."

Just a few days before her fortieth birthday, she returned home from a party at four o'clock in the morning. The milkman, the policeman on the beat and a street-sweeper ceremoniously handed her a morning paper with her name in the king's honor list.

Consolidated News Features. WNU Service.

DIZZY DRAMAS—Now Playing "HIS FRAU"

By Joe Bowers



How Often Should Your Furniture Be Polished?

Housewives differ on the question of "when to polish their furniture." Some have no set time for it—polishing when they think of it—or when, casting a glance about, they decide that the furniture can "stand it." Others, polish every cleaning day—which ordinarily occurs once a week. Others dedicate but one day a year to this important procedure. And still others, polish the furniture in their home regularly, once a month. This last group is the largest—but their schedule is not sufficiently frequent. Furniture can not be polished too often! True, the outward benefit of the best oil polish—the luster—will last through a single week—and more—but this same polish, with its light oil base, preserves and "feeds" the furniture; it revives it, prolongs its life! So that every application is highly beneficial to woodwork and the various pieces of fine wood in the home. Our advice, therefore, for the sake of endurance, as well as appearance, of your furniture, is "polish up" with a good oil polish at least twice a month!

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POLISHES,
PRESERVES—
KEEPS
FURNITURE
LIKE NEW

More women use O-Cedar Polish and Mops than any other kind—for furniture, woodwork, and floors.

O-Cedar POLISH
MOPS • WAX

Joy or Grief
Contentment furnishes constant joy. Much covetousness, constant grief. To the contented even poverty is joy. To the discontented, even wealth is a vexation.

For Chest Colds

Distressing cold in chest or throat, never safe to neglect, generally eases up when soothing, warming Musterole is applied.

Better than a mustard plaster, Musterole gets action because it's NOT just a salve. It's a "counter-irritant"—stimulating, penetrating, and helpful in drawing out local congestion and pain.

Used by millions for 30 years. Recommended by many doctors and nurses. All druggists'. In three strengths: Regular Strength, Children's (mild), and Extra Strong. Approved by Good Housekeeping.

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Shining Qualities

Many individuals have, like uncut diamonds, shining qualities beneath a rough exterior.—Juvenal.

CONSTIPATED?
To keep food waste soft and moving, many doctors recommend Nujol—because of its gentle, lubricating action.

REGULAR AS CLOCK WORK

INSIST ON GENUINE NUJOL

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WHAT TO EAT AND WHY

Food Provides the Key to Mental and Physical Power

You Can Be Strong, Beautiful, Wise, Rear Healthy Children Only If You Know How to Combine the Right Food Materials in the Diet

By C. HOUSTON GOUDISS

6 East 39th Street, New York.

SINCE the world began, food has been man's first consideration. For it he has fought and died. To find it he has traveled over great continents and braved unknown dangers. His quest for food has changed the map of the world and colored the history of nations. But in all of these historic struggles, he has been motivated solely by the desire to get enough food to satisfy hunger.

Today, actual hunger is rare. But hundreds of thousands of people starve in the midst of plenty because they do not realize the tremendous power of food for good or for evil.

They do not realize that as a man eats, so he is, and that his choice of food materials gives or takes away the power to live vigorously—to think clearly—to feel warmly—to be strong, healthy and wise.

It can be truly said that your food is your fate. It has the power to shape your body—to make it strong and beautiful, or weak and ugly. It has the power to influence your language, your gait, your tone of voice, in short—your life. With the right food, life becomes a glorious adventure, for it increases your leadership, intensifies your magnetic qualities, strengthens your morale, and increases your physical defenses and resistance.

Food—the Fuel of Life.

The body machine cannot be run efficiently without proper food fuel any more than a car could be run without gas, or a house could be heated without oil, coal or wood.

Food also has the power to speed up or slow down the workings of the mind. It likewise influences the state of our nerves, the warmth of our affections, the type of characters we possess.

Finally, the power to have strong, healthy children is based on proper food. And nutritional scientists have discovered that the wrong food can even take away from us the greatest blessing that Nature has bestowed—our earthly immortality. For it can deprive us of the ability to bear children who will carry on after we are gone.

Six Groups of Food Substances.

What food substances are necessary to build and maintain top health—to develop the greatest physical and mental power?

1. **PROTEINS** which build and repair body tissues. These are found in such foods as milk, eggs, meats, fish, cheese and nuts.
2. **FATS** which yield heat and energy. The fats are represented by butter, cream, oils and the fat of meats.
3. **CARBOHYDRATES**—the starches and sugars. These also supply heat and energy, and are found chiefly in such foods as bread, potatoes, cereals and sweets.
4. **MINERALS** which build, repair, protect and regulate. Among the minerals which are absolutely necessary to health and vigor are calcium, phosphorus, iron, copper, iodine, sulphur, manganese, magnesium, sodium and potassium. These are found in varying amounts in milk, eggs, fruits, vegetables, whole grain cereals and meats.
5. **VITAMINS** which are necessary for body regulation, and as a protection against dread deficiency diseases. Six have



C. Houston Goudiss, outstanding food authority, author, and radio lecturer, author of "What to Eat and Why." He knows food from soil to serving, from table to tissue. Watch for his articles each week.

follow will be better or worse than those that went before, depends largely upon what you eat.

Within a few hours the bread, meat, vegetables and liquids that you swallow are transformed into your personality. They begin to think, feel and act. They become YOU. What was food yesterday, today is carrying on the important business of the world.

Each meal that you eat helps or hinders the efficiency and ease with which these various duties are performed. That is why it is true that as you eat, so you are. And that is why I say that three times a day, at your table, you SIT DOWN TO LIFE.

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Smokers know that **LUDEN'S** Menthol Cough Drops 5¢

"... soothe a raw throat instantly."

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