

BROADWAY AND MAIN STREET

Uncle Charlie and Leopard Had Much in Common; They Both Preferred Lunch to Love—Or Did They?

By BILLY ROSE

Some weeks ago when the newspapers front-paged the story of the leopard which strolled back into its cage after being AWOL for three days, a lot of people wondered whether it returned because it was hungry or because it was lonely for a certain lady leopard in the next enclosure.

It so happened that around the same time, by a strange double-take of destiny, my Uncle Charlie also went on the prowl, and his return a few days later raised the identical question on the lower East Side—was it lunch or was it love?

It all began when my Aunt Frieda got the social bee in her babushka, joined the Delancey street chapter of the Daughters of Deborah, and went off to Atlantic City for its annual convention. Knowing Charlie for what he was—a man with his feet in the clouds and his head on the ground—Frieda began to worry that he'd get ptomaine from eating a tainted blintz in a restaurant, and so one afternoon she boarded a bus and made a quick trip to New York to see if everything was all right.



Billy Rose

is away the cat, is playing the mice—and they ain't playing kibbiash.

"You are implicating my Charlie is a rat?" "Rat, schmrat! Ask the widow Greenhouse."

A bit shaken, Frieda posted herself inside the candy store across the street, and when Charlie, wearing a carnation, came out she followed him—and sure enough, he high-stepped down the block to the home of Mrs. Greenhouse.

"YOU MISS ME, Charlie?" "Why should I miss you—you're here. What gives in Atlantic City?" "In Atlantic City is giving speeches," said my aunt. "Tomorrow we are deciding about the hydrogen bomb, yes or no."

On the street, Frieda met a gossip neighbor who said, "When

"I'm not doubting," said my aunt. "From the medicine chest is missing a full box bicarbonate."

ON THE WAY BACK to their flat, Frieda got right down to cases. "What is between you and Mrs. Greenhouse?" she asked.

"Strictly a cash arrangement," said Charlie. "Seven suppers for 10 dollars."

"You can't pull the wool behind my back," said my aunt. "Just to eat, a man does not take a bath and wear a whole flowershop in the buttonhole."

"I am also enjoying her company," my uncle admitted. "On many things we are seeing eye to eye."

"If for widows you got such a liking," said Frieda, "I could maybe become one myself."

When they reached home, Frieda pulled the pin out of her hat. "Tomorrow," she announced, "is roast duck on the menu. Monday it gives sauerbraten; Tuesday, chicken with mandarin soup."

"The widow makes a grade-A goulash," needed by uncle.

"Let her make," said my aunt, "and let her eat."

And that ended Charlie's life on the loose and Frieda's career as a clubwoman.

As for the question: "Is love or lunch more important to the male animal?"—well, the leopard is dead and my uncle isn't talking.



NEW OUTFIT . . . Home from Europe for a brief stay before she left for the Wimbledon tennis matches, Georgious Gussie Moran poses coyly with a sketch by Balmain of Paris of a new tennis outfit.

This is Your Paper Advertising Is Integral Part

By William R. Nelson

ADVERTISING is as much a part of American newspapers as the paper upon which they are printed. Without advertising this newspaper would be a very different publication. Not only would it be less interesting, but it also would cost subscribers considerably more.

Advertising is commercial news. It is as valuable to readers as every other feature of a newspaper. It is so interesting, in fact, that there are papers in many cities devoted exclusively to advertising.

The commercial and professional announcements of this community's business' civic and professional people are important to all who live here. They are also timely cross-sections of the needs, interests, hopes and desires of the people of this locality.

In some communities there are those who apparently do not fully grasp the importance of the role advertising in the home town paper plays in their daily lives. There are merchants, for example, who seemingly do not realize that failure to acquaint people with their goods and services handicaps both the store and its customers.

Those who advertise in this or any other newspaper actually rent space in which to publish their own, generally commercial, news. The space is the property of the newspaper. That has been confirmed by court decisions upholding newspapers in their refusals to provide space for certain advertising uses.

Space rented for advertising is the principal source of revenue to virtually all newspapers. Such revenue makes possible delivery of the paper to subscribers for less than the actual cost of the blank paper in each copy.

The use to which advertisers put the space they rent is of equal importance to the community as a whole. Advertising is the lubricant that keeps the commercial machine of the community functioning at maximum efficiency.

Advertising in the home town newspaper is a sound investment, like buying a bond so a school can be built. The advertiser gets direct return in more business and goodwill, and the community benefits from the information.



Summer Rains Can Be Serious Soil Robbers 88 Per Cent of Loss Occurs During Season

Summer rains can be "soil robbers" that cause serious erosion losses unless farm land is protected by good conservation safeguards, Ohio State University soils research men point out.

A 10-year study of erosion damage at the Zanesville, Ohio experiment station, showed that more than 88 per cent of the soil loss due to rainfall occurred in the six summer months. Farm soil is most vulnerable in summer be-



cause clean-cultivated row crops during those months provide only a small amount of protection.

High intensity summer rains cause soil losses in two ways, the Ohio research men say. Large-sized drops strike the earth with such force they break the surface soil into small particles that quickly fill all surface pores. This seals the soil surface into a hard crust that water cannot penetrate.

Excessive runoff and erosion losses are the result. Also, high intensity rain beats down so fast that even unsealed earth cannot take it as rapidly as it comes.

Thick stands of deep-rooted legumes and grasses will provide a soil-protecting cover that will enable the land to take high intensity rains in stride. To produce dense, leafy stands, the legumes must be well fed. That means liming, where needed.

Five-Point Program



A five-point program to "balance the soil's needs" and obtain maximum crop yields per acre at lowest production costs, was outlined by O. T. Coleman, Missouri university extension soils specialist.

Here are the steps Coleman suggests:

1—Provide plenty of plant food in available form for growing crops. 2—Have soil tests made to find out whether the plant food supply is in balance. Growing crops need a balanced ration the same as do humans and livestock. A soil test will be a guide in adding the kind and amount of plant nutrients the soil needs.

3—Get the soil in condition so crops can use the plant foods. This means building up the organic matter supply. Organic matter can be added and soil tilth improved by growing well-fed deep-rooted legumes such as alfalfa or sweet clover in the rotation. When the soil is well stocked with plant nutrients and organic matter, minerals are released so that plant roots can more efficiently use them.

4—Keep water, plant nutrients and soil at home by conservation methods. Where needed, these may include terracing and contouring to reduce runoff and erosion losses on upland soils.

5—Follow a well-balanced cropping system. Rotate pasture and green manure crops regularly with grains. Livestock is a "must" to properly make use of pasture and roughage crops. Tests have shown that where a crop is pastured off, about 75 per cent of the organic matter is returned to the soil through manure.

Remodeled Farm Kitchen Saves 45 Miles Yearly

Mrs. George C. Wheatcroft of Warren county, Kentucky, recently had a farm kitchen remodeled into a u-shape, saving an estimated 45 miles of walking a year.

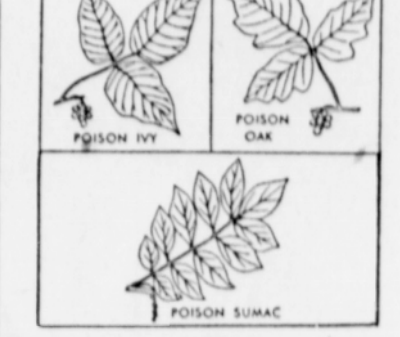
She says: "I can now prepare three meals and take only 250 to 300 steps where it did take 300 to 500, and that means a saving of 45 miles a year. Besides saving miles it saves time and is much more attractive."



Itchless Summer

Are you going to join the thousands who will spend their summer itching and treating blisters because they didn't show proper respect for poison ivy, poison oak, or poison sumac?

"Talk about the dangerous wild life—these three silent partners cause more misery every summer



among folks who seek recreation in the "great outdoors" than all the bears, bobcats, and poisonous reptiles combined.

Most important in avoiding their "bite" is your ability to recognize these plants. They give no warning growl or rattle, so it's up to you to note their presence and stay clear.

There are numerous remedies in case you become infected, but the best is to recognize the plants and to stay away from them. Study the above illustration and it may be a happier summer for you.

Smallmouth Bass

IN NEARLY every section of the United States more and more anglers are joining the hundreds of thousands who have matched wits and muscles with the smallmouth bass. The reason is simple. "Inch for inch and pound for pound, the gamest fish that swims," wrote Dr. James Henshall in his "Book of the Black Bass". That is exactly what sportsmen have decided.

Known to scientists as micropterus dolomieu, sportsmen call him by a number of names—black bass, black perch, bronze back, brown bass, gold bass, little bass, redeye, swago bass and tiger bass. On light tackle the last of these fit about as well as any for he is a fighting fool when hooked.

The smallmouth is really a member of the sunfish family, along with the crappies, rock bass, green sunfish, bluegill, longear sunfish and others. As a rule, our hero is easily separated from his two close relatives, the largemouth black bass, and the spotted or Kentucky black bass, because he has smaller scales and his mouth extends only to the middle of his eye instead of beyond the back edge of the eye. He does not have the black stripe along his sides that causes the other two to be called linesides. Instead, the smallmouth has vertical black blotches or bars of darker color.

The smallmouth favors cool, flowing streams and clear lakes. Along with several other fish, it prefers lakes in the northern portion of its range and clear, cool streams in the south—streams with gravel or rock bottom, preferably boulder stream, with large pools between riffles. It still occupies much of its original range in east central and midwest states.

In the spring, when the water temperature reaches about 60 degrees, the males begin nest building. The male then finds a female and drives her over the nest, where the eggs are laid and fertilized.

If there are more females than males, there may be eggs from two, three, or four females in a nest. The male guards the nest, keeping off intruders and preventing the attacks of small fish on the eggs. The eggs hatch in three or four days and the males continue to care for the young until they are about an inch long. At that time they disperse and are then legitimate prey for any larger fish—including their parents.

Their growth is rapid. They will reach about 3 inches in the first year, 5 1/2 to 6 inches the second, and 8 or 9 in the third. A small mouth 18 inches long may be anywhere from 7 to 13 years old, depending on his home river and local conditions.

Minnows are the most successful lure for smallmouth in northern lakes, followed by spinners, plugs and worms. Plugs generally take the larger ones. The tendency now is toward smaller plugs.

Squirrel Meat Value

West Virginia conservation officers estimate that hunters in that state annually eat about \$650,000 worth of squirrel meat. Using the 1946 kill as a base, technicians estimated the annual kill to total approximately 1,300,000 pounds on which they place a money value of 50 cents a pound. It is the number one game animal in the state by preference and by number killed.

Each With Your Own Initial!

4 Signature Silverware Teaspoons Only 75¢

with white star and from KELLOGG'S VARIETY PACKAGE

• Lovely silverware with your own script initial. Old Company Plate made and guaranteed by Wm. Rogers Mfg. Co., Meriden, Conn. With spoons, you get prices on complete service—offered by . . . Kellogg's VARIETY of 7 cereal boxes. Delicious anytime!



SEND TODAY! Kellogg's, Dept. FF, Wallingford, Connecticut. Please send me . . . "Signature" teaspoons with following initial . . . For each unit set of 4 spoons, I enclose 1 white star and from Kellogg's VARIETY PACKAGE and 75¢ in coin.

Name Address City Zone State Offer good only in U. S., subject to all state and local regulations.

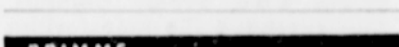
WHEN SLEEP WON'T COME AND YOU FEEL GLUM

Use Chewing-Gum Laxative—REMOVES WASTE... NOT GOOD FOOD

• When you can't sleep—feel just awful because you need a laxative—do as MILLIONS do—chew FEEN-A-MINT.

FEEN-A-MINT is wonderfully different! Doctors say many other laxatives start their "flushing" action too soon . . . right in the stomach. Large doses of such laxatives upset digestion, flush away nourishing food you need for health and energy . . . you feel weak, worn out.

But gentle FEEN-A-MINT, taken as recommended, works chiefly in the lower bowel where it removes only waste, not good food! You avoid that weak, tired feeling. Use FEEN-A-MINT and feel fine, full of life 25¢, 50¢, or only 10¢.



BRIMMS PLASTI-LINER

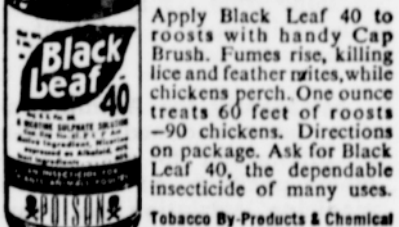


One application MAKES FALSE TEETH FIT for the life of your plates

If your plates are loose and slip or hurt, here's the answer! Brimms Plasti-Liner strips. Lay strip on upper or lower plate . . . bite and it molds perfectly. Hardens for lasting fit and comfort. Even on old rubber plates, Brimms Plasti-Liner gives good results from six months to a year or longer. Ends forever rest and bother of temporary applications that last a few hours or days. Stops slipping, rocking plates and sore gums. Get anything! Talk to your dentist for one plate. \$2.25 for both plates. At your drug store.

PLASTI-LINER COMPANY, Buffalo 11, New York

TO KILL Chicken Lice AND Mites



Apply Black Leaf 40 to roosts with handy Cap Brush. Fumes rise, killing lice and mites. Kills chickens perch. One ounce treats 60 feet of roosts—90 chickens. Directions on package. Ask for Black Leaf 40, the dependable insecticide of many uses.

Tobacco Products & Chemical Corporation - Richmond, Virginia

3 Generations of Cows Praise Crazy Crystals

Mrs. C. C. Cowan, 1507 Trice Ave., Waco, whose bright, cheery personality is a source of joy to the whole neighborhood, says her family and her mother's family have, as long as she can remember, never been without Crazy Water Crystals.

It doesn't matter how old you are or where you live—Crazy Water Crystals are good for you because they are nature's own product. Faulty, sluggish elimination is so often the cause of many ailments folks suffer from—upset stomach, gas pains, headaches, rundown, played-out feeling, nervousness and body aches and pains can often be attributed to faulty elimination. Don't endure these hardships any longer; get effective, pleasant relief today from nature's own Crazy Water Crystals.

The only and only genuine CRAZY WATER CRYSTALS have been produced and distributed to your drug store for over 70 years by the CRAZY WATER CO., INC., of Mineral Wells, Texas.—Adv.

Star Dust STAGE SCREEN-RADIO

By INEZ GERHARD

DAN SEYMOUR, despite his busy radio and television schedule, still manages to find time to lend a helping hand to those in need. The emcee of NBC's "We the People," CBS's "Sing It Again" and other programs has accepted the invitation of the National Cancer Foundation



DAN SEYMOUR

to be the national chairman of its 1950 fund drive. This on top of his active participation with the Boy's Clubs of America and other public organizations. And Seymour has no intention of being merely an honorary chairman and letting other people do the work. He's busy as a beaver, lining up to peoples in all fields to act as his assistants; they're accepting gladly.

Bonita Granville plays the piano in Eagle-Lion's "Guilty of Treason," and actually plays! No off-stage double performs for her, as is usually the case. Originally she intended to be a concert pianist; experienced musicians say she easily could become one now if she would give up her motion career and buckle down to practicing and studying.

Eve Arden, winding up her stint in Warners' "Tea for Two," has both eyes on Broadway. Richard Whorf has written a comedy about life in a Boston boarding house, "The Birds Were Up All Night;" she wants to play in it.

The newspaper plant operated by Macdonald Carey in the Pine-Thomas in "The Lawless," which is wrecked by a mob, was a real one. Bill Pine, on location, saw that it was what he wanted, told the owners he'd have to wreck it for the picture, but would rebuild it afterward. They agreed. So he went ahead with scenes in the plant, it was wrecked, and he had it repaired, for \$25,000.

Mary Murphy has also hit the road to stardom—perhaps. Until recently she was wrapping parcels in a swank shop in Beverly Hills; she'd come to Hollywood from Cleveland in 1942. Now she has signed a long-term contract with Paramount.

John Close, as doorman at Grauman's Chinese theater some years ago, spent his evenings handing ticket stubs to John Garfield and other Hollywood celebrities. Now he's playing an important role opposite Garfield in "The Breaking Point." It's his third picture. He is a Los Angeles boy, a graduate of Hollywood High, where he appeared in class plays with Alexis Smith.

THE FICTION CORNER CITY COPS

By Richard H. Wilkinson

I'VE INVESTIGATED some queer cases but the jewel robbery up at River's End Lodge topped them all. Tracy and I were dumb; we're ready to admit that, but after all, we're city cops not primitive wilderness natives.

The reason we were called in was because Homer Livermore's wife had lost \$50,000 worth of gems, and neither she nor Homer trusted or had faith in Eben Jackson, the local constable. Jackson met us at the station, and it wouldn't take a sleuth to see he was sore at the Livermores.

"I'll show you what I already found out," he told us briefly, "then let your smarties dope out the rest."

He took us up to the lodge and showed where a ladder had been placed against the house. Then he showed the thief had probably taken his loot and skunk off in the woods to hide.

Then Tracy had an idea. "If we gotta browse around through the bushes we ought to have a native guide."

Eben recommended Bronco Pete, who, it seemed, was a guide who didn't have enough money to buy a license for himself, hence was out of work. We explained our predicament to him and he shrugged indifferently. Then Tracy flashed a \$20 bill and he changed his mind.

He took the twenty, and a promise of two more after a week's work, and went away. He came back the next morning dressed up in new high-laced boots, riding breeches, a checked shirt and a big hat. He was mighty proud, and



He was mighty proud, and looked like the pictures you see of northwoods guides.

looked like the pictures you see of northwoods guides. Well, sir, we started out. We trekked through the woods for a whole day. Then Bronco Pete led us to a deserted shack. Outside we found a set of fresh footprints, the heels of which were marked with a common iron cleat.

"Chances are," said Eben, "if we find the owner of these here boot-marks we'll have us the thief. I seen tracks like that around the lodge beneath the window."

Pete set off through the brush like a hound on the scent. Tracy and I followed wearily.

Pete led us straight back to the lodge, and there, sure enough, were marked footprints beneath the bedroom window.

"The thing to do," Eben told us, "is for you two nannies to make yourselves comfortable in the shack, an' nab the thief

when he comes home." IT WASN'T a pleasant prospect, but it seemed like the only bet. So Tracy and I bought ourselves some supplies, and moved into the shack.

The third day, Eben dropped around to see how we were doing. We told him in no uncertain terms, and if he wanted to spell us for a day we'd split the reward.

"Mean it?" he said. "Sure we mean it. You lay your hands on the thief, you get \$2500 cash."

"Come with me," he said. He took us directly to the jail and pointed through the bars at a prisoner, Bronco Pete.

Well, sir, this was it: Bronco had committed the theft all right, but it didn't do him much good, because he couldn't dispose of the jewels. Nor could he spend the \$50 in cash he'd swiped along the rocks, because he hadn't worked for months, and to do so would have aroused suspicion. Then we came along and advanced him \$20 and he bought himself a new outfit with it, including a new pair of boots with cleat marks on the heels.

Eben was suspicious because he knew you couldn't buy a fancy costume like Pete had for less than \$50. But Eben let us go ahead with the case, as per the request of the Livermores, till we got fed up; till, in fact, we offered to split the reward.

CROSSWORD PUZZLE

- ACROSS 1 Mountain pass (India) 5 Line of junction 9 Method of learning 10 Otherwise 11 Papal letters 12 Corrodes, as iron 14 Singularity 16 Slat 17 King of Bashan (Bib.) 18 Sweet potato 20 Eskimo tool 21 Overseer 24 Young hen 26 Rowing implement 28 Obtained 29 Little parcel 32 Largest continent 35 Skill 36 Loose-hanging point 38 Two (prefix) 39 One of the apostles 41 Sloping timber of roof 44 Hillside dugouts 46 Scorches 47 Combining form meaning Indian 48 Nymph (Persian myth.) 49 Tax (Scott.) 50 Spirit lamp

LAST WEEK'S ANSWER

INCA JAMES NORW ABET SHOR WOODS TU GIB FIE AMA OUTLAND GARS GOA SNAIL MILAN FOR CORE SCATTER BOW GLEB DIP US GORE PANSY SUNE ERRE STYX NARS

