

FANCY COCKTAILS LADIES FAVORITES SAY AUTHORITIES

Heads Of Capital Cafes Declare Fair Drinkers Chiefly Interested In Color Of Drink Concoctions.

By Mary Greiner Kelly
(In Washington Post)

Women are sentimentalist when it comes to drinking liquor. Fancy names and pretty colors usually mean more to them than content. But with bargain-hunting proclivities and feminine curiosity as their guides, they bid fair to outstep their brothers in discriminating choices.

This symposium of opinion comes from 23 cocktail room captains, liquor store operators and cafe managers interviewed on the subject recently. All confessed they had run the gamut of feminine interrogation during the past seven weeks since repeal.

Asserting the average woman selects her cocktail because of sentimental associations, Austin Peterson, manager of Child's Gingham Club, with a twinkle in his eye, describes the process.

"A woman goes down the cocktail list as though the selection of a drink were her life work. Invariably, there is the flutter of an eyelash at the word Orange Blossom. She gives further pause to such names as Old Fashioned, Paradise and Pink Lady. Then she ends up by taking a dry martini or a whisky sour."

As to their bargain-hunting tendencies, "Ed," salesman at Auerback's Liquor Store on Fourteenth street, has this to say:

"Quantity and low price are what women look for at the liquor store. Saturday afternoon, women comprise the majority of the liquor store customers, so we have to offer bargains on that day to please them. Preferring mixtures to straight drinks, they are content with whisky blends, if they get enough of it for their money.

Don't Ask for Bonded

"With the hundreds of women customers who have purchased liquor since repeal, I have never heard one ask for bonded, whisky. It isn't enough. Men, on the other hand, always call for bonded stuff if they have the price. They drink it straight and know the difference."

Discriminating? Feminine curiosity makes them just that, when they come to a liquor store, counter-challenges Manager A. H. Berman, of the Famous Brands, Inc., on H. street. Catering to feminine patronage always keeps a stock of complimentary novelties on hand for women customers.

"Women are never ashamed of asking questions about liquor," he said. "They want to know everything there is to know before they make their purchases. Consequently, they are finding out more about the better class goods than men will ever know. The fine Bacardi rum and imported vermouths are purchased in greater quantities by women than men. Cocktail parties, taking the place of teas, are turning women into true connoisseurs."

Lots of variety prompts women to sample all the new concoctions offered in the cocktail salons, according to proprietors. But first, they must know the contents. Between sips, they analyze and question. They leave knowing the recipe.

Fancy names, pretty colors, mysterious blends are also a challenge to the feminine imagination, and, to a certain extent, guarantee the popularity of those operators who cater to women's trade.

Eve M. Quispe, captain of the attractive Willard Hotel Bamboo Room: Go for Artistic Drinks

"Women are becoming our best customers. But we have to serve them artistic drinks. If a cocktail is at once beautiful to look at and pleasant to the palate, our women patrons are satisfied."

D. G. Lam, manager of the Lotus Club finds women also appreciate flavor. Women patronize his place order Old Fashioned more often than any other cocktail, he says.

"That is because it is sweet and flavorful," he explained. "Women are partial to sweet, light, aromatic drinks. They prefer mixtures to straight liquor. For that reason, they are our best cocktail customers."

CROWN ARIZONA COED QUEEN



Charlotte Guy, 17-year-old granddaughter of Mrs. Ernestine Schumann-Heink, was crowned with a cowboy hat as desert queen at the University of Arizona. She was elected to the honor in a poll of men students. The queen and her maids of honor in a desert setting are (left to right) Estelle Thompson, Miss Guy, Frances Davis and Anita Knott. (Associated Press Photo)

TRIO OF NEW SEA DENIZENS PULLED FROM LOW LEVEL

Weird Creatures Found In Ocean Near Puerto Rico Interest Scientists—One Boasts Artificial Eye.

By Alfred Berthelot
(United Press Staff Correspondent)

NEW YORK (UP)—Three weird denizens of the sea, hitherto unknown to scientists, have been found among the fishes obtained from the deep waters of the Atlantic off Puerto Rico.

Described by Dr. George S. Myers, assistant curator, division of fishes, of the U. S. National Museum, the first has been named *Johnstonia ericomma*. It is the "big eye" fish. Each eye is about one-fifth as long as the diameter of the body. A man's eye, in the same ratio, would be about a foot long and about eight inches high. In addition, this creature has two false eyes on its side near the tail.

Unless they are intended to deceive the creature's enemies, the purpose of these false eyes is not known. Their existence would not have been detected had it not been for a painting of the fish by Eli Cheverlange, artist of the Johnson-Smithsonian Deep Sea expedition, as soon as it was dragged from depth of some 150 or 300 fathoms. Incidentally, at such a depth, which is just about on the borderlines of eternal darkness, eyes would be of little service to an animal. Only one other such "eye-fish" has been discovered about a half a century ago.

Strange Creature

A second strange creature of the depths is called *Peristedion bartachi*, and is a unique "armored" gurnard. It is a bottom dweller and its whole body is armored with spiny plates bearing a very sharp spine about a quarter of an inch long. There are nearly a hundred of these on the body of this particular fish, and to top of its throat to other fishes it is colored bright red.

A fish, which is known to scientists as the lantern group, constitutes the third new species. These are small minnow-like creatures who live only in the open ocean, far from any land and are never found near the bottom. Doubtless, millions of them live and die in the sea, with no knowledge that there exists shore or bottom to the ocean. When seen in the dark, they resemble the lighted porpoises of a ship. All have rows of luminous spots along their sides which, it is believed, serve as "recognition marks" in the briny depths.

NEBRASKA DRIES PLANNING FIGHT AGAINST RETURN

Forces Are Organized To Defend Cause At November Election—Side States Flowing With Beverage.

LINCOLN, Neb.—(UP)—Remmed in on two sides by states where liquor now flows over post-prohibition bars, Nebraska dries are marshaling their forces for a last ditch fight to keep this state dry.

To promote the dry cause during the coming campaign, a statewide organization is being organized under direction of R. P. Hutton of Lincoln, state superintendent of the Anti-Saloon league.

Hutton is hopeful that this organization will grow to include more than a quarter of a million voters, who will cast ballots in the election next November to retain Nebraska's prohibitory amendment.

Labor Day has been designated by Hutton as the deadline for the opening of a vigorous campaign. Local committees will handle the dry campaign in counties and voting precincts.

The assault on Nebraska's dry laws, which have stood since two years before Nebraska became the 38th state to ratify the national prohibitory amendment, was opened by the 1932 state legislature.

Over bitter protests, a law was passed to permit sale of 1.2 beer within the state and, in the final moments of the session a measure was passed calling for a vote on retention of the state prohibitory amendment in the 1934 general elections.

The policy of dry organizations in fighting for preservation of Nebraska's tradition as an arid state will not include the solicitation of dry votes, Hutton said.

County organizations already have been set up in half of Nebraska's counties, Hutton said. The county organizations are instructed to form precinct groups to get the voters to the polls.

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Deerborn; J. F. Franzen, city manager of Oregon City; and Commissioner Bean, ex president.

Legislative: Frank A. Grant, Portland; Celia Gerin, The Dalles; Elaine Hellock of Baker; Frank Farrell, Medford; Joe McCready, Hillsboro; Eugene Marsh of McMinnville; C. J. Kowin, Salem; Chris Schuchel of Oregon City; George H. Lewis of Pendleton; George P. Winslow, Tillamook; J. W. Day of St. Helena, and S. M. Calkins of Eugene.

The blue goat belt, extending southward from Kentucky to the crest of the Blue Ridge mountains in Watauga, Ashe and Allegheny counties in North Carolina, ends so abruptly that the change is noticeable within 30 feet.

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ROGERS SUCCESS AS STAGE ACTOR DECLARE CRITICS

SAN FRANCISCO, May 2.—(AP)—Will Rogers read in the newspapers here today that San Francisco critics consider him a success in his first appearance as a full-part actor on the legitimate stage.

Ten former rope-twirling vaudeville stars, who has temporarily forsaken the movies to play the role of "Nat Miller" in Eugene O'Neill's "Ah, Wilderness," drew enthusiastic applause from a capacity audience at his debut last night.

His characterization of the part, that of a sympathetically human father, "created an impression of reality," George C. Warren, dramatic critic for the Chronicle wrote. "The sincerity of his performance," the critic added, "is one of its great charms. The debut of Mr. Rogers as a serious actor was a complete success." "It gives Rogers," Lloyd S. Thompson, Examiner critic, wrote, "opportunity to be that which has made him the favorite of a nation—the shrewd and kindly philosopher. He was a distinct success."

Contrary to expectations of some of the audience, Rogers followed the text of the part word for word. He had announced beforehand that he did not intend "to try to improve on O'Neill."

The play, which opened for a two-week engagement, is produced by Henry Duffy. The cast includes: Anne Shoemaker, Charlotte Henry, Helen Flint, William Janney and Jay Ward.

RUMANIA FORCED TO DIG DEEP FOR PRECIOUS PETROL

HOUSTON, Tex.—(UP)—Because oil wells are drilled at such great depths in Rumania, Nic Stefanescu, official government representative, is visiting oil shows in the United States to observe latest equipment and methods.

At the Oil Equipment and Engineering exposition here he said the Rumanian fields were as well equipped as those of Texas.

He is chief engineer of the Independent Rumanian de Petroleum, government-supervised company.

The petroleum industry is the largest business in Rumania, he said. The country consumes only 20 per cent of its production, exporting the remainder.

There is no disorder in the fields, Stefanescu told delegates to the exposition here. The government assumed all ownership rights on oil-subsidized properties in 1924. Property owners now must sell surface rights when oil is discovered.

Taxes on gasoline are high in Rumania. A fourth of the retail price on a gallon of gasoline is for the commodity and the remainder is taxes. Good equipment is needed, Stefanescu said, for the deep production wells. Recently a well was completed at 2,780 meters, approximately 8,400 feet, the deepest producer in Europe. Average depth is 5,000 feet.

Gas pressure of 3,000 pounds per square inch is not unusual, the engineer said and that pressure equipment receives a rigid test.

BONES REDUCED THROUGH AGES

NEW YORK (UP)—Although the codfish is considered not too bright, he is not nearly as much of a bonehead as his predecessors of Devonian times. The present day cod has 138 bones of various kinds in his head, whereas some of the fish that swam the sea 300,000,000 years ago had more than 150.

The data is pertinent to an exhibit of the history of skulls—human, fish and otherwise—under the direction of Dr. William K. Gregory at the American Museum of Natural History.

According to Dr. Gregory, reduction in skull bones has been observed in all of the great groups of vertebrates as the changes have been followed through the ages. Some of the bones gradually become very small and disappear.

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GRANTS PASS JOBLESS JOIN MAY DAY PARADE

GRANTS PASS, May 2.—(AP)—A May day parade of unemployed and members of the United Farmers' league brought an innovation here Tuesday. A number of merchants used advertising space on banners bearing such legends as "Down with Hitlerism in the U. S. A." "The Scottsboro negroes—they shall not hang." The parade was orderly, 120 participating.

FARRELL TO AID CITY LAW GROUP

PORTLAND, May 2.—(AP) Commissioner R. E. Bean, president of the League of Oregon Cities, today announced executive and legislative committees of the league, naming mayors to the executive, and city attorneys to the legislative committee. The executive committee will consist of W. G. Rogers, Newberg; W. Y. Gray, McMinnville; A. E. Wilson,

MARATHONER NIBBLES SUGAR ALONG ROUTE

BOSTON.—(UP)—When Johnny Kelley of Arlington is competing in marathons he fortifies himself by nibbling at sugar tablets along the route.

The system seems to be a good one. After winning the Medford 20-mile race, he finished as runner-up in the Boston A. A. marathon, against a field of 192 distance men, including the outstanding stars of the United States and Canada.

Next year, he says, he'll win the classic.

Midshipmen at Annapolis are paid \$780 a year.

NRA PROVISIONS NOT VIOLATED IS RULING

PORTLAND, May 2.—(AP)—Ruling that no one had been denied employment because of his union connections, Federal Judge Fee here Monday refused to order reinstatement of two men who charged they had been dismissed by the Tidewater Timber company, Clatsop county, because they had led a strike for higher wages.

Suit to have them reinstated was brought by the National Lumber Workers' union under the contention the timber company in dismissing the two workers had violated the NRA provisions.

HOME LOAN BONDS LISTED ON 'CHANGE

NEW YORK, May 2.—(AP)—The New York stock exchange today admitted to trading the Home Owners' Loan Corp. 4 per cent bonds, due 1931, and the Federal Farm Mortgage Corp. 3 1/2, due 1934.

The Home loan issue, previously traded on the New York Produce Exchange, was fairly active, making a high of 100.14 by afternoon. The Farm bonds, which have been on the over-the-counter market, sold at 101.29.

Felix Romano, three-month-old infant, escaped death in New York City when an automobile mounted the sidewalk and smashed his carriage to pieces. The impact threw Felix clear and the blanket he was wrapped in cushioned his fall.

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