

PUT FEET ON DESK FOR BRAIN WORK IS ADVICE OF SCIENCE

ADVERTISING BEST TO FIGHT POLITICS INDUSTRY IS TOLD

Experiments Show Mind Works Faster When Blood Has Chance to Flow — Big Lunch Slows Thought

Bruce Barton Sees Business and Politics in War for Leadership of American People — Story Untold

By HOWARD W. BLAKESLEE
Associated Press Science Editor
HAMILTON, N. Y., Dec. 4.—(AP)—Justification for the man who likes to work with his feet on his desk was suggested today in experiments at Colgate university showing that feet higher than the head posture speeds mental work.

NEW YORK, Dec. 5.—(AP)—Picturing business and politics as rivals for the leadership of the American people Bruce Barton, nationally known sales consultant, urged industry today to choose advertising as its weapon for the conflict.

He may be taking an easy way to get more blood to his brain. A few months ago Dr. Donald A. Laird, Colgate's professor of psychology, found that office workers slowed down mentally after a heavy lunch more than after a light one. He suspected the explanation might be that the digestive process was drawing blood from the brain.

In an address prepared for delivery before the Congress of American Industry, in conjunction with a convention of the National Association of Manufacturers, Barton said: "Fundamentally, the people of the United States think they should have a better life, more comfort, more security, more opportunity, more hope."

Try Thinking on Cot
To test this, he had six young men assigned to mental arithmetic while lying on cots, alternately tilted so that their heads were a foot lower than their feet and a foot higher.

"What they are likely to do is to make a choice between industry and politics as to the easiest method of achieving all these benefits. Industry and politics, at the moment, are competitors for the confidence and favor of the same patron—the public."

They made 100 successive mental additions in each position. With heads low they were 7.1 per cent faster and 14.1 per cent more accurate. "The erect position of human beings," said Dr. Laird, "apparently gives them a moderate perpetual handicap of cerebral anemia, a handicap which many probably accentuate by unwise eating while mental work is to be done."

Pointing to the accomplishments of the automobile, farm implements, electrical and steel industries as examples of the benefits of business leadership, Barton said: "We have a story to tell, but we do not tell it."

Statue Cited
Dr. Laird suggested Rodin's statue of the thinker, with bowed head, might be a natural gesture of escape from this handicap.

"Should Tell Story"
Barton then asserted: "This story should be told with all the imagination and art of which modern advertising is capable."

"Some of the implications," he explained, "are profound. The superior size and structure of the human brain may be an evolutionary over-compensation to make up for this slowing and the inaccuracy the upright position brought in its wake."

"We have great benefits to confer upon the people if they will give us the opportunity, but we must persuade them that we are more reliable than the politicians; that we will work for them more cheaply and with more satisfaction."

MRS. VANDERBILT TO APPEAL CASE

NEW YORK, Dec. 5.—(AP)—The bitter legal battle of Mrs. Gloria Morgan Vanderbilt to regain custody of her 12-year-old daughter Gloria, heiress to a \$4,000,000 fortune, appeared headed today for the highest court in the land.

Body Found
FLORENCE, Ore., Dec. 5.—(AP) The body of Royal Putman, 4, missing two days, was found in a cabin near his shingle mill here. His wrists and throat were slashed.

Mrs. Vanderbilt's attorneys announced her decision to appeal to the United States supreme court last night after the state's highest court refused to hear her appeal from a lower court ruling which denied her guardianship of the child.

Later, the appellate division exonerated Mrs. Vanderbilt of misconduct, but ruled she was guilty of "persistent indifference" toward the child.

For about a year, little Gloria has been in the custody of her aunt, Mrs. Gertrude Vanderbilt Whitney, under an order of a lower court which heard Mrs. Whitney's witnesses accuse Mrs. Vanderbilt of improprieties and of being unfit to care for the child.

He advised industry for 1936 to "spend half as much time with our lawyers trying to circumvent the politicians, and twice as much time with our sales managers and advertising agents seeking to make ourselves popular with the boss of the politicians—the public."

Penney's AMAZING Gift Values



A gift he'll need... priced for anyone in the family!

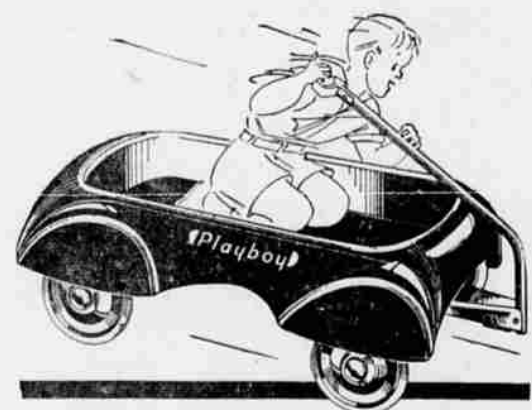
50c package of 50

Every Blade Is Guaranteed!

Genuine blue Swedish steel, the finest obtainable for razor blades! Tempered in 1800° heat. Sharpened in filtered oil. Each blade goes through 16 grinding and honing processes and is carefully inspected. They fit all well known double edge razors. Real values!

The Gift SUPREME
Anyone would like a HUDSON'S BAY BLANKET
A new shipment in colors has just arrived
\$12.50

HOUSE SLIPPERS for the Entire Family
We Ask You To COMPARE our values—we know you can save by shopping PENNEY'S



New Streamlined Penco Flyer! All-Steel Wagon \$1.98

A "honey" for style! Built for lasting service of heavy 20 gauge automobile steel! Tubular tongue, with fifth wheel steering! 6 3/8" double steel disc wheels, 1/2" rubber tires! Heavy stamped steel undergear. Wagon bed 26 1/4" overall length. Red body!

GIFT SUGGESTIONS

- Women's Silk Hose 49c to 98c
- Velvet Lounging Robes \$7.90
- Velvet Lounging Pajamas . . . \$9.90
- Women's Luggage . . . \$1.49 to \$10.90
- Women's Shoulderettes 98c to \$1.98
- Bath Mats 49c to 98c
- Madiera Napkins, half dozen . . 98c
- Linen Guest Towels 25c
- Novelty Pillow Cases . . . 79c to \$1.98
- Fancy Bath Towels . . . 29c, 39c, 49c
- Bedspreads \$2.98-\$3.98
- Luncheon Cloths 39c to \$3.98
- Women's Silk Pajamas and Gowns \$2.98
- Women's Tuck Stitch Gowns . . . 98c
- Toilet Sets \$1.98 to \$8.90
- Women's Handbags 98c to \$1.29
- Children's Balbriggan Pajamas 79c

STOCKS ARE BIGGER VARIETY IS GREATER VALUES SUPERIOR

Shop around all you like You'll Eventually Buy at **PENNEY'S**
"Where Savings Are Greatest"

HOW ABOUT MEN'S GIFTS?

- Men's Silk Pajamas \$3.98
- Men's Scarfs 98c-1.49
- Gladstone Bags \$4.98-\$6.90
- Men's Ties, boxed 49c-98c
- Men's Shirts, boxed 98c-\$1.49
- Men's Robes \$2.98 to \$4.98
- Men's socks 25c-39c
- Men's Gift Sets 49c to 98c
- Men's Novelty Pajamas \$1.49
- Men's Boxed H'dkchiefs 25c to 49c
- Men's Travel Sets \$2.98 to \$5.90
- Men's Gloves 98c to \$2.49
- Men's Leather Jackets \$4.98 to \$6.90
- Men's House Slipper 98c to \$1.98

BUY A GIFT CERTIFICATE
A merchandise order for any amount you desire. You can send these to any part of the United States.

LEST WE FORGET!

Penney's Are Clearing Racks in **COATS and DRESSES**

And when it comes to playing Santa Claus—just take a look at these prices!

One group Women's Coats . \$8.00

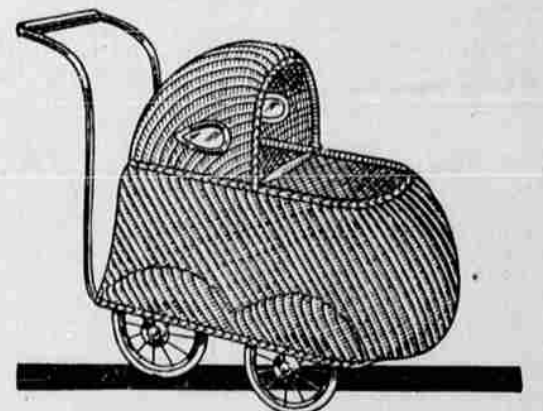
13 only of our highest-grade coats. Now priced \$15.00

37 Coats, mostly fur trimmed, the price is \$10.00

54 beautiful Dresses repriced to clear at \$4.00

36 Dresses now \$2.50

And Speaking of Sensible Gifts — No woman ever got mad because someone gave her A NEW COAT or DRESS!



Exclusive New **STREAMLINED Doll CARRIAGE \$4.98**

For the modern miss! Round fibre reed. Back and sides are upholstered. New type windows. Rubber tread tires. Will hold an 18" doll. Unusually well made and gives long service. Others, \$1.00 up.

I can run fast and I always feel good because my Mother gives me plenty of what I like . . .

SNIDER'S Pure, Pasteurized MILK

For Health Insurance Use Snider's MILK
Phone **203**

Snider Dairy & Produce Co.
North Bartlett

26-Piece Set SILVERWARE An exceptional bargain—**\$3.98**

KIDDIES! Welcome to Penney's TOYLAND!

5 pounds BOXED CANDY A real Buy—**98c**

PENNEY'S
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