

Legionnaires Become Boys of '17 Again



Just as they lined the streets 18 years ago to see the boys of '17 come back from victories in France, thousands crowded New York's Fifth Avenue to see the same boys, grayer now, parade in an American Legion procession that was recorded as one of the most spectacular the city had ever seen. This was the view at 42nd street and Fifth Avenue.

American Legion Opens Annual Session



This was the scene in New York as the American Legion opened its annual convention in Madison Square Garden with state banners proudly designating where the boys come from.

U. S. DEFLATES VANITY - BAITED 'SUCKER' TRAPS

Federal Trade Commission Censors Extravagant Advertising To Safeguard Public's Health, Money.

By C. L. SULZBERGER, U. P. Staff Correspondent. WASHINGTON—(UP)—You can't learn to croon in 10 days, live forever, or "pack a 16-inch arm in your sleeve." The benevolent federal trade commission says so.

Philadelphia firm to stop advertising its muscle builder as "the greatest exerciser made; the choice of champions and the emblem of power; it quickly stimulates muscular growth... by its use one can pack a 16-inch arm in his sleeve and duplicate the chain-breaking or iron-bending feats of Breitbart, Marx, Sandow, Moerkel, Travis or Norquist."

Wisdom of East Out. And it got assurances from a Los Angeles concern that it would no longer represent that its founder "was taught by masters of the far east in Tibet, and is today an authoritative interpreter of the ancient wisdom" offering "a secret method of the actual technique of rejuvenation because old age is only a chemical change which the concern is able to instruct its students to overcome."

The commission is charged with guarding honesty—in its strictest sense—in all business practices. Under its regulatory powers it is thus able to crack down on what it considers false or misleading advertising.

Official of the body recalled that the commission has been quietly moving in to combat improper advertising and the various forms of shell games built on P. T. Barnum's assumption that "There's a sucker born every minute." These are some of the results: The commission has obtained an agreement from a Florida dentist to cease representing that artificial teeth purchased from him by mail order are better than any others or are the only means to obtain "your real individuality."

that among the innumerable acts taken by it during the present year, to enforce "honest representations," were to prevent:

A New York author from selling a book designated "The Grape Cure" and describing it as "a competent treatment or an effective remedy for cancer, diabetes, paralysis, pneumonia, heart trouble and other ailments."

A Chicago promoter from advertising a booklet which "will enable one to learn to sing or croon and to have a trained singing voice or become an accomplished singer or crooner in 10 easy home lessons."

No Snore Preventer. A Washington manufacturer from

What Caused the Riot in the Lingerie Shop?

ONLY "TOPPER" KNOWS!

HELPS TO AVOID COLDS. Specially designed for the nose and upper throat, where most colds start. Used in time, helps prevent many colds. VICKS V-A-T-R-O-NOL

POSTAL SERVICE CALLED UPON IN JOBLESS CENSUS

Expect Count To Be Completed By December 1—Expenditure \$5,000,000 Authorized For Project.

HYDE PARK, N. Y., Sept. 23.—(AP)—John D. Biggers, administrator of the unemployment census, announced today that President Roosevelt had approved final plans for the voluntary enumeration. He added he expected the count to be completed before December 1.

Radio Talk Planned. He added the president would make a radio address at a date to be selected explaining the job and appealing to all to cooperate to get a fair result.

Biggers said the postoffice department was being used because it would be the "simplest and easiest way for the unemployed."

They won't have to go to registration centers and stand in long lines waiting their turn. Second, the postoffice department has a fine, trained personnel, largely under civil service, which should be able to do this difficult job better and at less cost than any other organization, he said.

He said the registration would be completed before December 1 because the postal Christmas rush deadline is around December 6 and from December 1 on there is a heavy seasonal unemployment, especially in agricultural centers.

"We want to get in ahead of that to get a fair picture, not a seasonal one," he said.

Job Is Big. He said the job was a big one and administrators would have to contend with lots of handicaps, including illiteracy and foreign language groups. It may be necessary to print thousands of cards in other languages and provide personnel to assist the illiterate.

the central statistical board and the census bureau have been working nights as well as days with me, and have shown the finest spirit of cooperation."

Biggers said he would build up an organization to do the job, but would rely largely on this technical group for help.

Closing time for Too Late to Classify Ads is 1:30 p. m.

POSITIVELY 8 Hours Only SATURDAY. Eastman's Sensational Deal FREE. This beautiful \$3.50 High-Powered, Wonderfully Constructed Field Glass. An indispensable field glass for all occasions. Absolutely FREE. Notice To Authorized Distributor. In accordance with our agreement you are authorized to deliver a \$3.50 Field Glass FREE with each purchase of a package of Eastman Blades at 59c and this Coupon, signed.

THE TOGGERY Has Set the PACE FOR STYLE for More Than a Third-Century. STYLE and QUALITY Come FIRST at the TOGGERY! Months ago style authorities predicted that Fall 1937 would be the most important style season in years, so The Toggery stepped ahead and in our Fall suits have emphasized style and quality to a greater degree than ever before. FALL SUITS at The Toggery are an outstanding collection of brilliant new models and sizes to fit every type of man and young man. Every suit a notable expression of Society Brand's and Hyde Park's traditionally fine tailoring. SOCIETY BRAND and HYDE PARK suits are America's most brilliantly styled quality clothes, and yet, they have the practical appeal of being offered at the same prices you often are asked to pay for clothes of unknown make, of mediocre style, and of doubtful quality. \$29.50 \$40.00 and up. OTHER SMART, NEW—FALL SUITS At Exceptional Value Prices \$24.50 - \$27.50 to \$35. The TOGGERY HEADQUARTERS FOR MEN'S APPAREL.

telling his public that he has a device which prevents snoring and eliminates asthma, catarrh, hay fever and insomnia. A Worcester, Mass., oil company from guaranteeing that its fuel powers Gar Wood's and Sir Malcolm Campbell's engines and runs the Graf Zeppelin.

The first real piano was developed in 1709 when an Italian, Bartolomeo Cristofori, invented a system of hammers which when striking the strings of the harpsichord drew forth marvelous rich tones.

LISTEN, MY FRIEND—STICK TO A BLEND FOR MELLOW FLAVOR... BUT DON'T OVERSPEND!



YOU CAN'T BEAT OLD DRUM! 80¢ PINT. Calvert's OLD DRUM BRAND. BLENDED WHISKEY—50 PROOF. 75% Grain Neutral Spirits.

GAMBLING EVIDENCE LACKING IN PORTLAND

PORTLAND, Sept. 23.—(AP)—The Multnomah county grand jury ended, without action, its investigation into alleged gambling activities in Portland.

The jury said in its report to Circuit Judge James Crawford that neither City Commissioner James E. Bennett, nor any other witness submitted concrete evidence of gambling.

No mention was made of Bennett's charges that connected members of the police department with the operation of Chinese lotteries.

The report said gambling establishments had been closed for a period of six weeks, and could be closed permanently if "vigilance on the part of the police is exercised."

THESE TWO TIRES COST THE SAME BUT THIS ONE MULTIPLIES YOUR mileage. ONLY "TOPPER" KNOWS! SINGLE CURED vs DOUBLE CURED.

Goodrich Cavalier. CUT YOUR TIRE COSTS THE SAFE WAY. When a tire is cured properly it's tough. And extra toughness means extra mileage. That's why it's money in your pocket to buy Goodrich Cavaliers. They're double-cured—made tough all the way through. EASY TERMS. YOUR CREDIT IS GOOD HERE. Goodrich Cavalier DOUBLE-CURED. LEWIS SUPER SERVICE STATION. 8th and Front WE NEVER CLOSE Phone 1300