

EMILY POST GIVES WAY TO MODERN SOCIAL STANDARD

Etiquette Czarina Ditches Chaperone, Calling Cards — Rules Night's Sleep In Fraternity House Okay

By HARTZELL SPENCE
(U. P. Staff Correspondent.)

NEW YORK (UP)—Emily Post, who put etiquette on a paying basis back in 1922, is bending a social knee to the behavior of our times. The famous authority on good manners has rewritten completely her earlier standards to comply with a changing world.

For 16 years Mrs. Post's blue-covered book has been the final appeal on what constitutes gentility and good taste. But a new generation has kicked over the traces of horse and buggy days gentility that Mrs. Post has been forced to give ground. This she does, reluctantly, but gracefully, in a new edition of "Etiquette, The Blue Book of Social Usage," published by Funk & Wagnalls.

Mrs. Post has not been content to chop away an outmoded custom here, and relax a hidebound convention there. She has almost thrown the old edition out the window and written a new one.

Old Order Changed.

Many modern historians have pointed out the ruthless way in which Americans have taken shortcuts across the back lots of social custom. But nowhere is the process of changing etiquette as boldly apparent as in Mrs. Post's new edition. Mrs. Post almost—but not quite—casts a sigh over some of the conventions which she scraps, and there is often a note of anxiety as to where our new freedom may lead us.

Mrs. Post now accepts practices which would have created a national furore had she sponsored them two decades ago. For example: a young woman may dine alone with a young man in his bachelor flat (providing, of course, she is positive that neither her reputation nor her self-respect will be damaged thereby).

No chaperones.

The author flatly chapters chaperones to the ash-heap, concluding that a girl's best chaperone is the training she has received before she makes her debut. She even goes so far as to say that when a college boy hangs his fraternity pin on a co-ed, it may be accepted as a formal engagement of marriage. And that, as Mrs. Post almost allows herself to admit, is quite a social jump from 1920.

Actually, the theme of Mrs. Post's social dicta now is not rigid formality, but informal comfort. Just about anything that is sensible and practical and inoffensive, is (to use a

word not in Mrs. Post's vocabulary) okay. And a young modern who cannot afford either a maid or a banquet, can with decorum invite her friends to "supper" instead of dinner, and toss them up hash and scrambled eggs. It'd be "de rigueur," so to speak.

Woman Can Pay.

Here are a few other new standards of etiquette:

It is permissible for a woman to pay the dinner check when she dines with a man, if he is indigent and she has money.

It's proper for a girl to attend, unchaperoned, a fraternity house party and stay overnight in the fraternity house if the occasion is a time-honored festival on the campus. (But she should take only one suitcase.)

It is correct to leave a party early in order to go home and listen to a favorite radio program.

Smoking Etiquette.

Trends of the times can be seen in a chapter on smoking etiquette, on motoring manners, and even in a section on short ocean cruises. There's also a discussion of the young man's problem when he's invited to parties where he knows the bridge stakes will be high, or where he'll be roped in for theater tickets after dinner. Young man, the thing to do in that case, is to decline the invitation.

Mrs. Post still clings to a few positive "don'ts." Her formal dinner is as stiff-shirted as ever. Her big wedding, her coming out party, her little niceties about correspondence, are as pat as formerly. People still may not smoke at dinner, unless the hostess has signified her permission by placing cigarettes on the table. And no lady smokes on the street, even yet.

Card Etiquette Stays.

Visiting cards, too, still hang on, although it is no longer necessary to leave a whole pack of them at a door without even ringing the bell. Calling cards have disintegrated some. Mrs. Post admits. For example, instead of leaving a card, it is proper nowadays to telephone an acquaintance and say: "I have not seen you for weeks. Won't you come to lunch?" Or you may duck the conventional calls by sending people an invitation to come over to your house for a cocktail. A lot of the best people are doing that, it seems.

Now and then Mrs. Post wrestles with a problem that is almost too much for a book of etiquette. Take for example, the sub-heading from the new volume: "How can a man with almost no money take a nice girl out?"

Stones His Fish.

ALPENA, Mich. (UP)—Harold Springer, 10, of Columbus, O., discovered an inexpensive and effective method of fishing while he was vacationing at Grand Lake near here. When he saw a large pike as he stood on a dock, Harold picked up a stone, aimed and threw. It struck, and Harold waded into the water and brought his catch in. The pike weighed five pounds.

Toledo to Publish Book.

TOLEDO (UP)—A book titled "This Is Toledo" will be published as a memento of Toledo's centennial, to be held Sept. 17 to 26.

Everyday Cooking Miracles

BY VIRGINIA FRANCIS

Director Hotpoint Electric Cookery Institute

There's a bit of Jiggs in every man. Can't say much about the ability of males to tolerate nagging Maggies because we don't think there are any wives like that now—days, but where corned beef and cabbage are concerned—that's where every man's a Jiggs.

Unlike the henpecked cartoon character, however, the modern husband devours his corned beef and cabbage at home, where it has been prepared and cooked to a piquant savor by the one and only "little woman." If she makes it in the thrift cooker of her Hotpoint



An electric Thrift Cooker meal to make a man's mouth water—corned beef and cabbage, with chocolate puff pudding for dessert.

electric range there will likely be Chocolate Puff Pudding for dinner, too, for in this deep insulated kettle two or three foods may be steamed at one time without exchanging flavors. Imagine cooking cabbage and pudding together!

This particular corned beef and cabbage is uniquely different from the conventional variety, but only in manner of preparation, never taste! Canned corned beef has been used in this recipe, though the economy thrift cooker makes little work and expense of tenderizing fresh corned beef if you prefer to use it. The shape and size of the cooker enables you to place the whole head of cabbage, which is gashed several times and filled with corned beef, in the cooker, steam it for 45 minutes and remove it intact. Here is the way to prepare this dish which we have named:

Jiggs Junior
(Serves 6)

1 medium-sized head cabbage
1 can corned beef
1 cup water

Ten per cent of the residents of Fall River, Mass., are illiterate.

Irene Bordoni was born on the island of Corsica.

POWER COMPANIES SHOW HEAVY GAIN IN STATE VALUES

Railroads Also Increase Holdings—Portland General Electric Expansion Is Heaviest in Oregon

SALEM, Ore., Oct. 15.—(UP)—Oregon's power companies showed a \$3,829,037.15 increase in full valuation for 1937 over that of 1936, the state tax commission announced.

The commission estimated that railroads would be shown to have increased their holdings between \$7,000,000 and \$8,000,000 when final figures are available, with other public utilities showing small gains.

Biggest expansion in the state was by the Portland General Electric company, which added \$1,497,708.50 to its valuation. Next came the Northwestern Electric company with \$511,500, and California Oregon Power company with \$744,847.

Only three small power companies—the Benton Utility company, Cascade Utilities, Inc., and Sumpter Power and Water company—showed curtailed holdings.

The little Port Oxford Light and Power company expanded 66 per cent to lead in percentage expansion. Among the larger companies the West Coast Power company, with a 14.5 per cent increase, was the leader.

A surprise to the tax commission was the fact that the greatest improvement in earnings of the companies was made by the small power companies along the coast and in eastern and southern Oregon, rather than in Portland and around the Bonneville dam development.

"Hearings this year in all fields of utilities showed that most utilities are not increasing their income in proportion to gross revenues," the commission remarked. "This may be due to strikes, competition of other electrical developments, buses and passenger cars, increased costs for labor and supplies and higher federal and state taxes."

Top Other States

Oregon utility valuations compare favorably with those of other states, the commission said.

"Increases by Oregon power companies, railroads and other utilities on the whole were larger than made by the sister states of California and Washington in recent years and much greater than the other states are making this year," the commission said.

Vegetable Quints

POTTSVILLE, Pa. (UP)—A cabbage "quintuplet"—five heads on one stalk—has been raised here by Herman T. Thomas, local gardener.

DELICIOUS BREAKFAST MENUS

Has the knack of preparing delicious breakfasts become a lost art? In grandmother's day the family thought nothing of sitting down to a breakfast of oatmeal, ham and eggs, flapjacks, jam, biscuits and coffee—with perhaps some chops, bacon or steak.

The thought of such huge breakfasts is enough to stagger most modern housewives. But on the other hand, breakfasts of just toast and coffee aren't a very substantial way of beginning the day.

Recently, a west-side contest was conducted by Albers Bros. Milling Co., Western breakfast cereal millers, to discover new and unusual breakfast menus suitable for average Western homes. Outstanding home economists judged the hundreds of entries—and selected as prize winners same delicious menus, which are easily prepared and are wholesome and nourishing as well.

If breakfasts are a problem in your home, you'll find some helpful suggestions in this prize winning list of a week's menus:

Monday

Albers Corn Flakes with Crushed Figs
Country Fried Eggs
Whole Wheat Toast
Coffee

Tuesday

Sliced Bananas in Orange Juice
Albers Peacock Buckwheat Cakes with Bacon Curls and Maple Syrup
Coffee

Wednesday

Half Grapefruit
Albers Corn Flakes
Baked Sausages
Marmalade
Coffee

Thursday

Apple Sauce
Albers Pearls of Wheat
Eggs, baked in Bacon-lined muffin tins
Coffee

Friday

Stewed Prunes
Albers Corn Meal Muffins
Fried Ham
Coffee

Saturday

Tomato Juice
Fried (left-over) Albers Pearls of Wheat
Quince Jelly
Coffee

Sunday

Poached Eggs
Toast
Fruit Cup
Coffee

Albers Flapjack Waffles with Maple Syrup (or Warm Honey)

Lamb Patties wrapped in Bacon Strips

Costly Cigarette

OROVILLE, Cal.—(UP)—Throwing away a cigarette stub that starts a fire can cause a list of complaints in California longer than a Chinese cigarette holder—unless you happen to have taken out a permit to start a fire. H. M. Rother overlooked the permit before throwing away his cigarette stub and the warrant issued against him charged him with burning brush, stumps, logs, fallen timber, pine needles and even trash.

FARM PROBLEMS BASIS OF THREE EXTRA SESSIONS

Hoover Convened Congress in 1929 to Create Federal Farm Board — Roosevelt Call in 1933 for AAA

WASHINGTON, Oct. 15.—(AP)—When congress meets next month, it will be the third time in less than nine years that it has been called into extra session to legislate on the "farm problem."

President Hoover, redeeming a campaign pledge, called an extra session April 15, 1929, to consider farm relief measures. Creation of the federal farm board resulted. It lasted only a few years.

President Roosevelt, on March 9, 1933, called congress together to consider much emergency legislation, including an attempt to increase the purchasing power of farmers. The agricultural adjustment act, later invalidated by the supreme court, was enacted.

To Tackle It Again.

At its session next month, congress will tackle again the problem of putting agriculture on a permanently profitable basis.

The principal approach suggested to reach that goal is the "ever-normal granary" fostered by Secretary Wallace. The granary idea, similar to that of the biblical Joseph when he was a Pharaoh's adviser, proposes the storage of surplus crops for use in years of slim harvests.

Most of the debate is expected to center on the methods of obtaining individual compliance with crop control.

The knotty farm aid problem has never left the halls of congress since 1921, when the aftermath of the World war brought falling agricultural prices and mounting surpluses, together with higher prices for articles the farmer needed.

The first response of congress to appeals from farmers was enactment of an emergency tariff act in 1921, placing high temporary duties on all agricultural imports.

Long Debate Fruitless.

The McNary-Haugen bill was first recommended by the senate agriculture committee in 1924. It was debated and revised in congress for five years without becoming law. Twice President Coolidge vetoed it.

The Hoover farm board was authorized to stabilize the price of farm products by purchasing surpluses to be resold when market conditions became more favorable.

The AAA, which became law in 1933, provided for voluntary control of farm production, in return for which the producer was paid cash

benefits, derived from taxes laid on processors.

Invalidation of the processing taxes by the supreme court led in 1936 to the present soil conservation act, under which farmers are paid for conforming to approved land use programs.

The soil conservation system, however, has not met the problem of surpluses to the satisfaction of administration economists.

MEDFORD GIRLS HIGH IN TESTS

CORVALLIS, Oct. 15.—(AP)—Jeanne Hartman of Dallas, freshman in education, and Everett Coe, Corvallis, freshman in engineering, tied for top honors in the English placement tests given 1193 entering students at Oregon State college.

A total of 115 placed in the select group which, records show, produces most of the school's honor students.

The group included: Douglas F. Mordoff, Thomas A. Johnston, Margaret West and Marjorie Patrick, Klamath Falls; Frances Wimberly and Frank Lilburn Wells, Roseburg; Tom Vaughan, Helen Breeding and Wilma Breeding, Pendleton.

Marjorie M. Cameron and Marjorie L. Talbot, Grants Pass; Caroline Cook and Erma Niedermeyer, Medford; Charles P. Schumann and Robert Palanansky, Baker, and Ralph G. Leedy, Salem.

TOMATOES WILL KEEP LONG AFTER FROSTS

CORVALLIS, Oct. 15.—(AP)—Professor A. G. B. Boquet of Oregon State college told today how to have fresh ripe tomatoes long after frost has killed the plants.

When your favorite weather indicator shows frost in the offing, he advised, gather the tomatoes showing the slightest trace of yellow or pink color and others entirely mature, and store them where the temperature remains between 50 and 55 degrees Fahrenheit.

Tomatoes so handled will ripen slowly to a full red color, and the process can be speeded by bringing them in quantities as needed into a warmer temperature, of around 65 degrees, he said.

Eight days are required to bring those in the yellow stage to the proper red ripeness.

CLEVELAND AIR RACES YIELD \$60,684 PROFIT

CLEVELAND (UP)—Profits for the 1937 national air races, recently closed, were reported here by John C. McHannan, director, as totaling \$60,684.

The four-day show brought a total attendance of 170,717, netting \$262,546 for ticket sales.

\$1,050.00 IN PRIZES!

3 ALLSWEET TWO-WEEK CONTESTS

on the West Coast. Prizes awarded every two weeks:

\$1,000.00 CASH 1ST PRIZE 70 SETS OF CHINA
EVERY 2 WEEKS 70 EVERY 2 WEEKS

1000 MIRACLE MIXING KNIVES

FIRST ALLSWEET CONTEST STARTS TOMORROW — ENDS OCTOBER 30. GET YOUR OFFICIAL ENTRY BLANK AT YOUR DEALER'S WITH A PACKAGE OF DELICIOUS ALLSWEET MARGARINE. ENTER NOW — ENTER ALL THREE CONTESTS!



WRITE 25 WORDS OR LESS TO WIN!
"I prefer the new Allsweet Margarine because..." (Complete this statement with 25 words or less)

• What a prize list! 1071 chances to win — every two weeks! You can win... anyone can win! There's nothing to it. Why not get a head start towards the first generous \$1,000.00 prize? Go to your dealer tomorrow. Get a package of Allsweet Margarine, America's marvelous new thrift spread. With it is your contest entry blank, containing full details.

FUN — EASY! ENTER AS OFTEN AS YOU LIKE!

• This is the easiest contest you ever heard of. Just tell in your own words why you like delicious Allsweet. No fancy language is required or desired. A statement as natural as this might well win a \$1,000.00 first prize:

"I prefer the new Allsweet margarine because it tastes so good and costs so little, and because it's made of fresh pasteurized

milk and pure domestic oils from products of American farms."

AMERICA'S FASTEST-GROWING THRIFT SPREAD

Allsweet tastes as fine as high-priced spreads — yet it sells at thrifty margarine prices. Creamy-rich, fresh and delicate in flavor, Allsweet is delicious on hot toast, muffins, biscuits, hot cakes... wonderful on hot vegetables, and for cooking.

Allsweet is made of American vegetable oils churned in fresh pasteurized milk. Its purity and wholesomeness have been tested and approved by Good Housekeeping Bureau and accepted by the Council on Foods of the American Medical Association. It's a West Coast Product.

SPECIAL AWARDS FOR DEALERS, TOO!

★ READ THESE SIMPLE CONTEST RULES ★

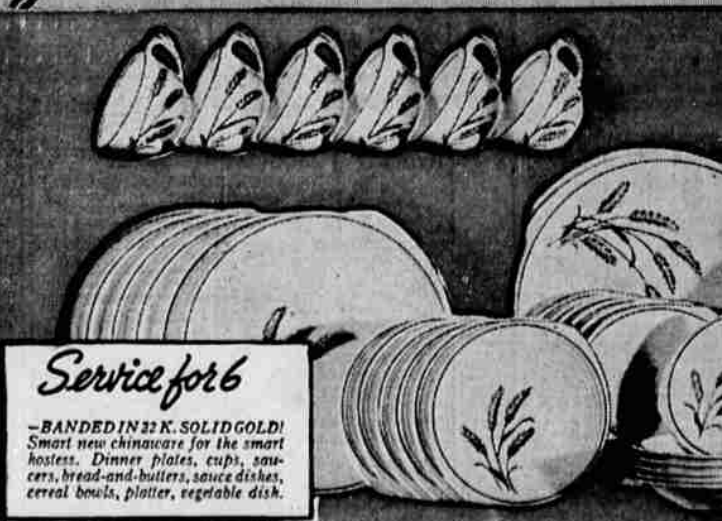
1. This contest is open to anyone, except employees of Swift & Company or their advertising agencies and their families. Entries must be written on official entry blanks found with packages of Allsweet Margarine, and must include name of dealer from whom purchase was made. Only one consumer prize will be awarded to any individual, in each contest.
2. There will be three 2-week contests, each with a separate list of prizes. Opening and closing dates follow:

	OPENING	CLOSING
1st contest	Oct. 15	Oct. 30
2nd contest	Nov. 1	Nov. 15
3rd contest	Nov. 15	Nov. 27

3. Contestants may enter as often as they like. Entries for each contest must be postmarked before Saturday midnight at the close of that contest. Entries will be entered in each two-week contest as received.
4. Entries will be judged on the basis of uniqueness, originality, and availability for advertising. Neatness and legibility will help judges' decisions are final.
5. In the event of a tie, each tying contestant will receive the full amount of the award. All entries become the property of Swift & Co. None will be returned.

210 COMPLETE 38-PIECE SETS OF CHINA IN THE SWANK NEW

Golden Wheat Pattern



Service for 6

—BANDIED IN 24 K. SOLID GOLD!
Smart new china for the smart hostess. Dinner plates, cups, saucers, bread-and-butter plates, serving dishes, cereal bowls, platter, vegetable dish.



Official contest entry blank with every package