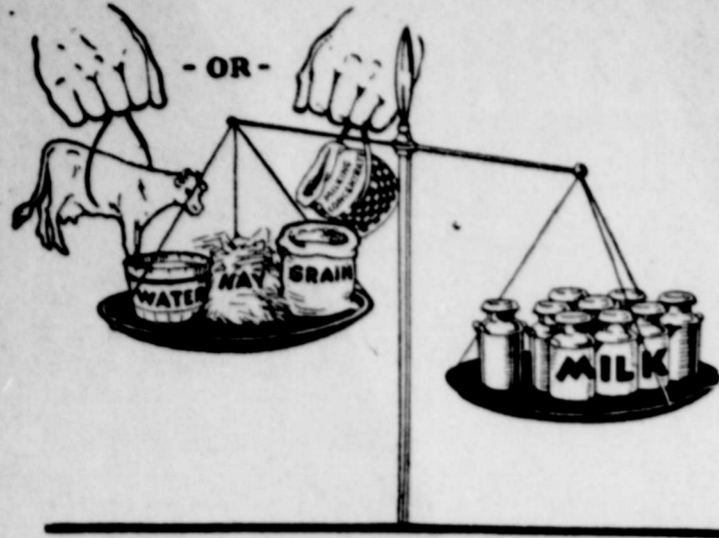


News Of The World Told In Pictures.

High Producing Cows Require Good Care and Complete Feed



To balance the scale requires one of two things. Either the cow must sacrifice herself to keep up milk production, or a good milking concentrate must be provided to give her what she needs.

"That a good cow is her own worst enemy is repeatedly proved by the great number of 'break-downs' among high producers," according to D. H. Van Pelt, prominent dairy authority with Purina Mills. "Because the making of a large volume of milk does require such an enormous amount of nutrients on the cow's part, many high producing animals sacrifice themselves to the job," says Van Pelt. "Poor cows take good care of themselves by never borrowing from their own bodies to make milk. Consequently mastitis, breeding and udder troubles, and general teardown play greatest havoc among high producers."

Good Cows Easy Victims
"In a recent test for Bang's Abortus of a Cow Testing Association herd near Washington, D. C., thirteen out of 60 cows reacted positively. Production which had been 11,950 pounds dropped to 9,876, a difference in average production of 2,074 pounds per cow of those still in production. The test had picked out the high producers—the hard workers. Tests of this nature show the serious loss in profits that may result. Operating expenses must at all times be extended to cover total production, but when the total figure is cut, the initial cost of every 100 pounds of milk is proportionately increased," Van Pelt says.

Cows Are Like Factories
"Many comparisons have been made between a cow and a factory. Both are operated for the specific purpose of turning out a profitable product. Neither can produce successfully and profitably unless attention is given to upkeep and repair of machinery. But the comparison is not complete. A properly fed cow goes further than any man-made factory in always turning out a completed product—whether she is given the materials she needs or not. A man-made factory shuts down when raw materials are scarce. A good cow furnishes the missing materials from her own body. A factory can close down— a cow can't. As a result, 'inside teardown' begins, and another good cow begins her journey to the slaughter house."

"Every economically sound and far-seeing manufacturer knows that profits depend on the way his machinery operates. Efficiency increases profits, breakdowns and inefficiency cut down the margin of

profit, and cause loss below the line. So the wise business man keeps his machinery well-oiled, repaired, and smooth running. Not so with many dairymen.

Cyclic Needs Differ
"The cyclic requirements of a high-producing cow vary in their nature," according to Van Pelt. "During each period she must be supplied with the materials she needs for doing the best job, not only during the period she is then in, but in following periods as well. As a cow freshens so does she milk. By avoiding calving difficulties, retained placentas (afterbirth), and congested and feverish udders following parturition, a cow has a better chance of maintaining high production. Intelligent herd management, and providing feeds that do the job best, prevent expensive breakdown, and inside teardown."

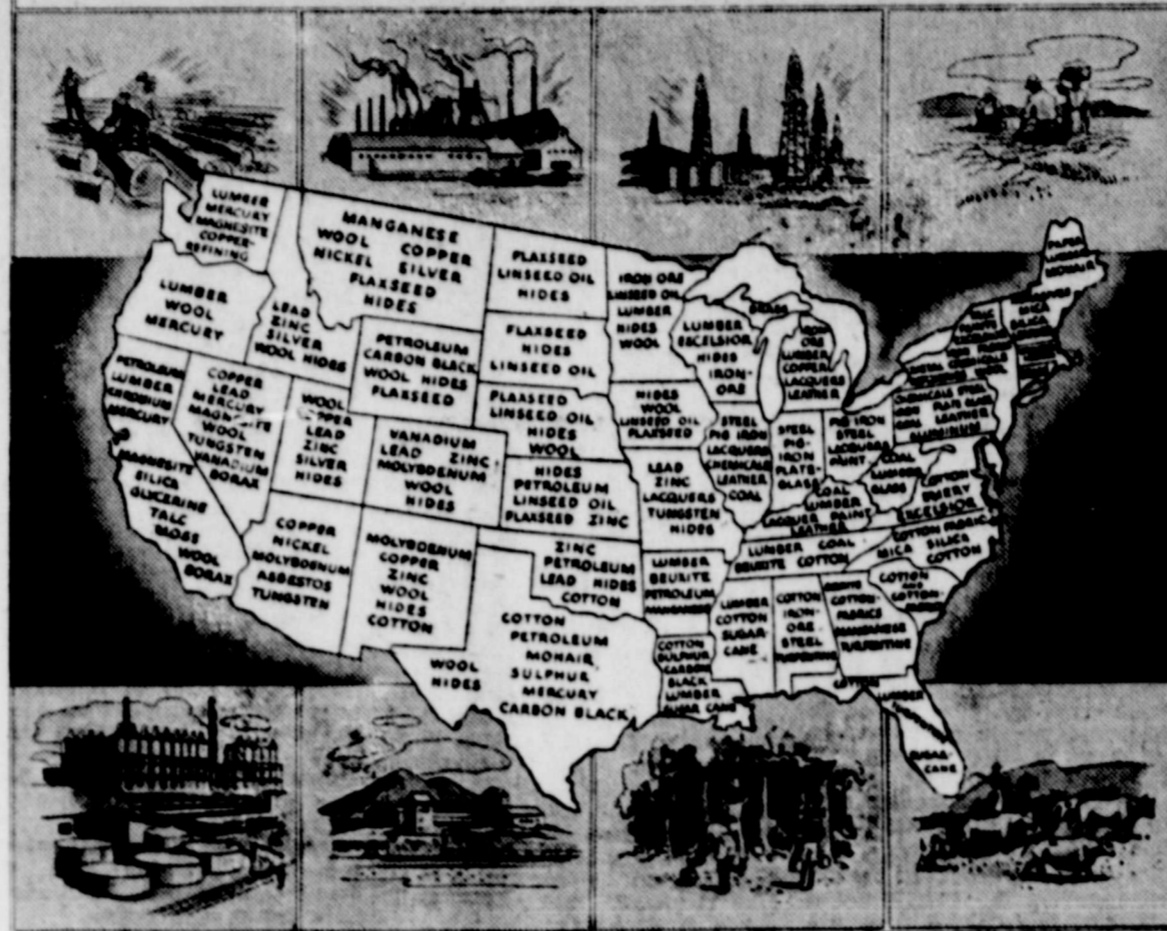
"Following calving, milk production becomes an exaggerated maternal function. The urge to supply food becomes predominant. This is a perfectly normal urge, stimulated by nature. The stimulation to produce, however, may become so great that the cow needs protection against excessive production at the start. Lowered body weight and excessive demands on body vitality at this time, are particularly harmful and carry in their wake potential cow losses later on."

Milk Flow Must Be Curbed
Following freshening, body building rather than milk production should be supplied in feed, and stimulation of milk flow should be held down as much as possible. Checking excessive milk flow and building up body weight, strength, vigor and vitality during this period pays dividends in the form of money-making cows later on.

"During the milk-making months cows must still be watched carefully to prevent body sacrifices, for supplying deficiencies in feed. To insure an easy and money-making performance, a completely balanced ration should be supplied. Only a ration that gives a cow everything she needs for making milk will protect her against 'putting herself in the pail'."

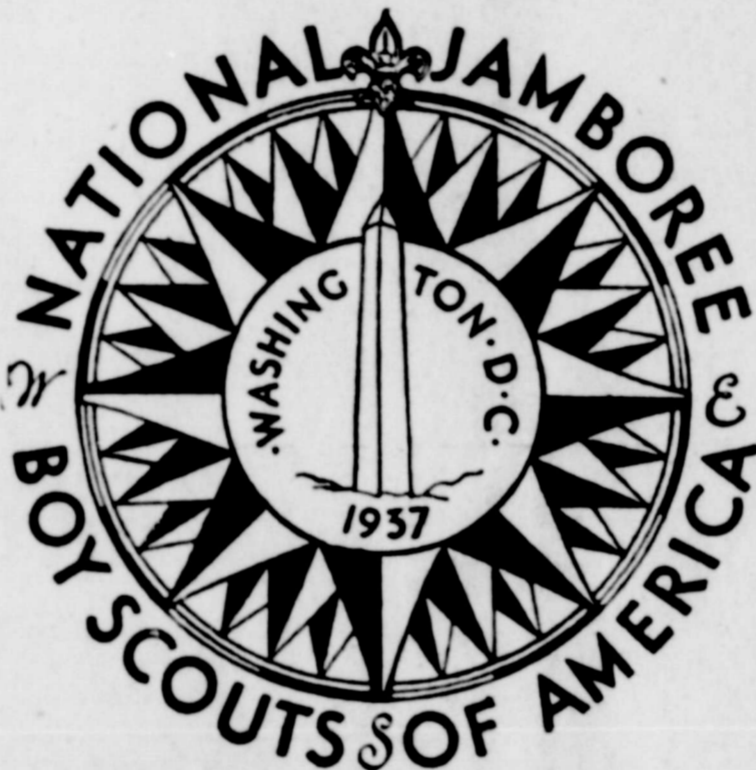
"Supplying efficient and completely balanced feeds in every cycle of the cow's development insures a longer, more profitable life to every herd member, reduces turnover, and steps up milk production."

AUTOMOBILE STRIKES AFFECT EVERY STATE IN THE UNION



The automobile industry is one of America's largest buyers of raw materials and manufactured products. The map above shows a few of the principal products bought by motor manufacturers in each of the 48 states, at a total cost for 1936 estimated at more than \$1,600,000,000. Significant as this is in indicating the nation-wide effects of a strike, it is far from complete. Another map might show, state by state, the thousands of dealers and salesmen directly affected. There is no way to picture indirect losses in retail sales and in government revenue through reduced taxes and increased relief.

Boy Scouts Adopt Jamboree Insignia



In connection with the 27th annual Boy Scout Week, Feb. 7 to 13, the Boy Scouts of America has released the design of the official insignia more than 25,000 boys will wear at the National Scout Jamboree at Washington, D. C., where they will camp together from June 30 to July 9. The compass is used in the design because the Scouts will come from "every nook and cranny" of the nation in response to President Roosevelt's invitation.

"It's a Boy"



LONDON, Eng. . . . Mu Swai, of the Burma tribe whose women wear huge rings around their necks, is shown above with her newly arrived seven-pound son, at a hospital here. "Thank goodness he's a boy," says Mu Swai, "no neck rings for him."

Marriage of Child Bride, 9, Denounced



KNOXVILLE, Tenn. . . . Bitterly assailing the mountain marriage of 9-year-old Eunice Winstead to 22-year-old, 6 ft., Charlie Johns, January 19, Tennessee club women, ministers and jurists are asking the state legislature to act to prevent such 'disgraceful unions' in the future. Photo shows 9-year-old bride (arrow), with her father, mother and other members of the family, before their mountain home. The father and mother said "they planned no interference with the children" when asked if they would seek annulment of the marriage.

8-Year-Old Inventor



NEW YORK . . . Perhaps many boys of 8 years have invented worthwhile gadgets, but Norman B. Bierman of New York (above), filed his application for patent on a closet clothes rack when he was 7 1/2 years old and now at 8 has been granted a U. S. Patent on his rack, making him one of our youngest inventors.

JOGE GITH



A GRIN CAN GET YOU IN WHERE A POUT WILL KEEP YOU OUT....



Sunburn And Freckles Can Be Prevented With Care

SUMMER is dreaded by many women, for they know it does unpleasant things to their faces. Many skins are quite lovely until summer comes, when they suddenly become very temperamental, and look shiny and spotty soon after powdering. Some women even complain that their faces feel hot and irritated after the least exposure to the sun.

The change a hot summer works in your skin often is so gradual that you may not notice the damage until it is done. Neglected skins suffer most, so it is wise to accept the fact that hot weather may spoil the texture and color of your skin, and then try to prevent this.

Foundation cream has very good protective qualities. Spread plenty of it all over your face and neck, wipe off the surplus cream with cleansing tissues, and then put on your face powder. Or, if you prefer a liquid foundation, apply a generous coating of powder lotion. Wipe off the surplus powder with a bit of cotton, and then put on your powder.

Naturally, these simple preparations will not protect your skin from burning if you insist on staying out in the sun for hours at a time. But if you are sensible, and expose your skin no longer than necessary, you will not need to be in despair about sunburn or deep freckles. Many women never have freckles until their skins are painfully sunburned. And it is difficult to get rid of these deeply-laid freckles, for they have formed under severe conditions, and almost seem to be there to stay.

Of course it is best to start the summer with a good, clear complexion. Then if the sun or wind can create a sunburn or irritate the skin, you can start with the right corrective treatment. The right course of home preparation will keep your skin healthy and will help to protect your skin from undue burning or irritation.

An Appeal



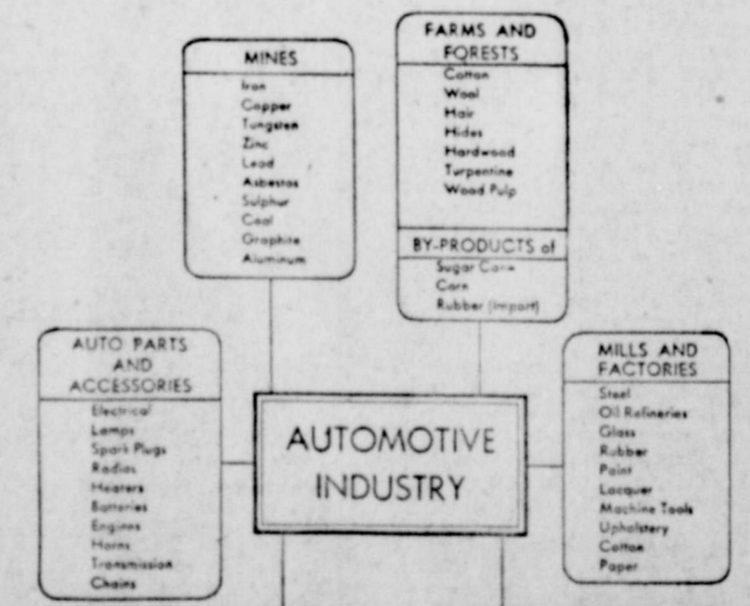
TOWSON, Md. . . . Joseph H. (Toots) Finkelstein, 17, has been missing from his home here since Sept. 24th. . . . His parents beg assistance in locating him. Joseph is 5 ft. 5 inches tall, weighs 140 pounds, has dark brown curly hair, olive complexion, freckles and hazel eyes.

To Be Hoover Bride



Hoover, Pa. . . . A young woman here has announced for the wedding of her fiancé, a member of the Hoover family.

TYPICAL PRODUCTS AND SERVICES AFFECTED BY AUTOMOTIVE INDUSTRY



steel manu- 35% of lead in glass manu- automobiles. Rail- 2,500,000 in Ala. parls, etc., which since 1930 has been manufac- tured in Ala. Of course steel finished cars.

Parasites, Germs and Worms Extract Enormous Farm Toll

Farmland, U. S. A. DATE Every Year NO. 1937
Bank of U. S. Agriculture
PAY TO ORDER Germs, Parasites and Worms \$2,000,000,000
Two Billion --- DOLLARS
American Farmers

A better place for this two billion dollars is in the farmer's pocket-book. Following a farm-tested sanitation program will put it there.

Two billion dollars wasted every year! That's the annual toll taken in the United States by worms, germs and parasites—more than is spent for automobiles. Unfortunate as it is the feeding of worms and parasites is fast becoming one of the nation's major industries.

"We've got to start cleaning up," says Grafton Lothrop, head of the Sanitation Department of Purina Mills. "A great part of the two billion dollar loss could be prevented if farmers would only perform the most basic sanitative precautions. A big percentage of the money that goes to bugs might just as well find its way into the farmer's pocket-book. Following a farm-tested program of sanitation brings more profits. Animals and fowls naturally do better in clean surroundings."

Sanitation is Insurance
"Start with good stock. Provide good surroundings. Feed well. And keep everything sanitary. Those are the four legs of profitable livestock and poultry production," the Purina sanitation expert points out. "The fourth leg is the farmer's insurance on his investment. A man can't get insurance after his house is burned. Neither can sanitation be effective after chicks and livestock are dead. That's why a sanitation program must be started early—before there is a chance to lose. Truly that old adage: 'an ounce of precaution is worth a pound of cure' never came nearer hitting the mark than it does when referring to sanitation."

"Every poultryman knows how delicate baby chicks are. It doesn't take many germs to destroy their little bodies. Many baby chick losses can be directly traced to disease and parasite. An ounce of prevention would have saved them. Every time a chick dies the owner loses. He loses not only the immediate value of the chick, and the feed that has gone into it, but also the potential value of the bird as a future money maker."

Scrub All Equipment
"Before chicks arrive, the brooder house and all equipment should be thoroughly scrubbed and cleaned."

Lothrop advises. "To disinfect the walls, floors and ceilings, a solution of one-fourth pint of cre-so-fee to every gallon of scrub water is an effective germ and parasite killer. Disease germs spread rapidly through drinking fountains and troughs. Colds, bronchitis and brooder pneumonia pass quickly from chick to chick so that every precaution must be taken to keep fountains and hoppers clean. Chloroxa (one tablespoonful to every three gallons of water) makes a germ-killing solution for disinfecting feed and drinking troughs. As a further precaution one-half table-spoonful of chloroxa should be added to every five gallons of drinking water. That's an accurate strength solution that can always be depended upon to do the job. Too strong a solution will cut down the chicks' consumption of water and slow up growth. If the solution's too weak, it doesn't kill germs."

Profits From Cleanliness
"Health and condition are important factors in the production of profitable pork, beef, milk, and wool. Animals producing these products need protection against the spread of disease and parasites. Half-way measures simply won't do the job. It's a matter of 'clean up and disinfect,'" Lothrop says. "For general disinfecting to keep down germs, spray with a medium strength solution of cre-so-fee and water. If disease is present, the strength of the solution should be increased and a more thorough cleansing job done."

"In raising livestock and poultry, you are dealing with life—and life at its best is uncertain," Lothrop emphasizes. "The health of animals and fowls must be protected if profitable production is expected. Cre-so-fee is five times as strong as carbolic acid, and has the added advantage of being soapy, so that it does a better job of cutting through the dirt. Cre-so-fee mixes readily with hot or cold water, stays mixed, and retains its strength. It is one of the government approved disinfectants for use in stockyards, livestock cars and trucks for the eradication of bovine tuberculosis, hog cholera and other diseases."

DRUGH NEWS HICOMON



Fourth installment.

NOPSIS: Ellen Mackay, on her way from school at Winnipah, was by her father at Fort Edson. The boat by which she was to travel. Hearing that the other ship was to start north in the morning, she goes to the owner, John Benham, and begs him to give her passage. To her surprise he refuses. Angry and puzzled, Ellen tells McClatchey, a kindly old broker of her difficulty, and with the help of one of Benham's crew, succeeds in getting on board a stowaway. When the vessel is well under way, Ellen emerges from her hideous place and faces John Benham, with him.

GO ON WITH THE STORY

Twice had her father called him "Squaw's whelp" — a "half-breed," and a dagger to Ellen's heart. It seemed beyond all reason that such a thing could be said of her. Benham's eyes were blue and brown. Yet . . .

She thought of her father, broken and discouraged, and by his own words brought to such a state of "evil machinations of this world," had taken her stand by her father's side. His battle was to be her battle; his hate was to be her hate. It was long before she finally slept and when she did so there was the moistness of tears upon her cheeks.

In the week that followed, Ellen Mackay learned the reason for her father's despair and broken pride. . .

Long hours she spent over the books of the post. A hundred lengths tallies she drew up, studied and destroyed. Her thoughts were driven to an inevitable conclusion. The fur trade at Fort Edson was no longer what it had been. Thousands of lynx, beaver, otter, marten, and other animals, the present returns were but a few scanty hundreds.

The shelves of the storehouse were piled high with trade goods that had not been moved for three years. It was simple to see the season when the decline had started. Three years ago it was Ellen's first year. Three years ago had been the peak of the seven-year cycle of the fur trade, and all old records showed that when the rabbit tide was at its height, that was the rich year. Three years ago was far below what went to the fur store. . .

Several times she had looked up from her post and looked out at the open ground and which surrounded the post buildings. A few Indians were there, a very few. And Ellen could remember when, at that time of the year, there would be hundreds. And what were camped among the hills and Yellow-knives and Hay- Indians, notoriously poor and ragged and filthy; their families did mere penury; their children were bare and haggard. . .

An overpowered discouragement flooded Ellen, particularly because she was at a loss to understand this terrible decline. John Benham was the cause. Her father claimed, John Benham who had enticed the Indians from him, had gleaned the best and richest furs and left to him only the ragged remnants.

Ellen wondered if such a thing were reasonable that one lone man could move into the territory and in three short years overthrow the reputation and prestige of such a post as Fort Edson. She voiced her wonder to her father. He just raised left her trembling and disheartened.

Angus Mackay hated all free traders violently and unswervingly. All his life had been spent in the employ of the Hudson Bay Company. He was of the old school who, though he knew full well that the Hudson Bay Company had parted with its old franchise in 1870, thought in his blind freedom and faithfulness, that any trader was still a trespasser, a despoiler, and a schemer against the interests of the mother company.

There were many others like him, scattered about into the numerous posts of the north-western, uncompromising men who had grown old in the service, and to whom the Hudson Bay Company was both life and religion. There was something appealing in this blind faith and support, yet there was something tragic also. These men, like Angus Mackay, were hurling their frail old bodies against the ponderous, inex-

orable, titan advance of progress. It was hopeless, it was tragic, but Ellen turned back and read, for the hundredth time it seemed, the brusque, authoritative letter, written on the dignified parchment, which had been the production of Fort Edson to something approximating its old-time volume. He would have to be replaced.

Sudden, hot anger gripped Ellen. Year to fight back and — one short year! To this man who had given them a lifetime of faithful, honorable, titan advance of progress. It was hopeless, it was tragic, but Ellen turned back and read, for the hundredth time it seemed, the brusque, authoritative letter, written on the dignified parchment, which had been the production of Fort Edson to something approximating its old-time volume. He would have to be replaced.



"This is Bernard Deteroux, lass," said the factor, mediator.

He stepped to the open door and in a deep resonant voice shouted an order down the slope. Then he turned back. The blankets were at your store, utter no word. And later, when the door opened, Ellen left the room in five minutes, mam'selle. . .

Presently these two advanced towards the post. Angus Mackay with a tolling of his throat and momentary dimness of his eyes, the stranger with a little smile which belied the impression of clumsiness his huge bulk gave. When the old factor stumbled, his companion steadied him with one powerful hand and after the steepest part of the trail, this warm glow to Ellen, and when the two finally reached the cabin Ellen's eyes were bright and she was smiling.

While they were still some yards away, Ellen felt the impact of the newcomer's gaze. She recalled the scrutiny of the greatest men she had ever looked upon. His shoulders were tremendously broad, his chest arched like a barrel. His flanks were lean, his legs long and slightly bowed as though prolonged under the weight of his huge torso. His arms, bared half way to the shoulders, were bulged and knotted with muscle. His face clearly cut, and dark with the combined effect of exposure and heritance. His eyes were deep and black and, to Ellen's slight discomfort, curiously hard and inscrutable. There seemed no depth to them. They were all surface. Unconsciously Ellen recoiled slightly at their cold, almost arrogant survey. Yet the man was smiling, disclosing two rows of even, white teeth.

"This is Bernard Deteroux, lass," panted the factor. "Bernard—my daughter Ellen."

Deteroux bowed slightly. "I am honored, mam'selle. . .

Ellen murmured a reply and led the way into the living room. When they had seated themselves, old Angus went on with further explanations. "Bernard is one of our men. He is our roving goods at our various posts. Tell me, lass—is there anything we are in need of?"

"We have enough of everything," said Ellen slowly. "Except mam'selle. . .

"I will be pleased to oblige," said Bernard, his face brightening. "A hundred pairs, perhaps. That would be enough. Mr. Deteroux, nodded Ellen. "Good. You shall have them im-

mediately. . .

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Mt. Zion

A friend of ours was telling us that he spent a couple of weeks with his kinfolks away out in the country. He thought he'd miss the cause everyday, but he didn't. . .

There are plenty of back seat drivers here too, when it comes to directing us over the way of community progress. . .

THE SPORT OF HALF

In at least one respect, off to a bad start. Reporters not by the National Board. Underwriters show that were deliberately turned. . .

There were 154 such men and the general ing a period of sev- New York of New there were 10 real made it tremendous response to each a reduction in man- gine and one ladie- for a major cata- consider that ev- tially a big fire- and tireless wa- serious conse- "false alarm" only at rare- community ty- exists the "lit- alarms are at persons. Of- "wit" sense the one of them and re- fighting. Ada Lee starts. Saturday Mallico. Satur- the full- Coy visit- lic to of Moore- a false- visited Mrs. day evening. S. O. Slingus- Bill Moore, John- Mc Coy visited P. Blakey of Iredell. Graves Saturday- Moore visited her aunt- Joslin at Iredell Satur- Mrs. J. C. Hawshe and- visited W. K. Han- best. Saturday. Davis spent a while Sun- evening with Mrs. Tinn- Mrs. J. N. Simpson of Hico- family of Iredell. Those visiting and two companies are now fabricating purpose.

Easy Relief
COMFORT OF
ASPIRIN
THROAT



1. Crush 3 Bayer Aspirin tablets in 1/4 glass of water.

2. Gargle twice. This case occurred almost instantly.

3. Take 2 Bayer Aspirin tablets with full glass of water.

As soon as you feel yourself catching cold, follow this modern way. Your doctor, we know, will endorse it. This medicinal relief from rawness and soreness. The Bayer Aspirin you take internally will act to combat fever and pains which usually accompany a cold. Ask for Bayer Aspirin by its full name — not "aspirin" alone.



15¢ FOR A DOZEN
2 FULL DOZEN FOR 25¢
Virtually 1c a Tablet

EVERYDAY BARGAINS

IN ELECTRIC SERVICE

COFFEE Percolated 6 Cups For 1c
Electrically

TOAST Browed as 8 Slices For 1c
You Like It

WAFFLES Enough for the whole family 2c
—baked electrically for only

RUGS
EXTRAORDINARY VALUE
Vacuum-Cleaned Electrically
2 FOR 1c

All Prices Include Delivery

MEATS and other perishables refrigerated electrically 4 Hours For 1c

Spice Cake Baked in an electric cooker for only 2c

Radio Entertainment Two Hours 1c

CLOTHING Laundered Electrically 2 Tubfuls For 5c

NOTE: Prices shown above are for cost of electricity only, based on our average residential rates.

COMMUNITY PUBLIC SERVICE CO.

CLEAN & WHITEN TEETH
with Calox tooth powder which penetrates hidden crevices between the teeth. Pleasant to use, and is economical.

TRY CALOX AT OUR EXPENSE
What Calox will do for your teeth is easily demonstrated by you in your own home at our expense. Simply fill in the coupon with your name and address and mail it to us. You will receive absolutely free a test can of CALOX TOOTH POWDER. The powder more and more people are using every day.

FREE TRIAL COUPON
McKesson & Roscoe, Inc., Fairfield, Conn.
Send me a 10 day trial of CALOX TOOTH POWDER at no expense to me. I will try it.

Name _____
Address _____

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