

Tale of a Mouse

By M. J. COLLINS

STAN JACKSON owned the service station beside the pine grove a few miles outside the town. It was a good location and Stan made a fair living.

This was Saturday and he'd been busy all day, and so had the cash register.

"What's goin' on now?" Highway Patrolman Clancy Burke asked as he stepped into the service station.

Stan looked up from the corner where he was bent over fixing something. "I'm trying to catch a mouse," he answered, "and having a time of it, too!"

"Listen, Stan," Clancy's mood turned serious. "There has been a lot of service stations robbed lately, youngsters seem to be at the racket, so don't leave too much cash lying around."

"Oh, they'd never bother with a place like this." Stan's mind wasn't on Clancy's warning. "Now if I could only catch that mouse." Clancy fled.

The next few hours were busy ones for Stan. It was well past midnight when he eased himself into his rocking chair for a look over the newspaper. "I'll stay open till one o'clock just in case there are a few more to come," he thought.

Hardly had he settled down when there was a "snap."

"Ah," he cried, "I've got you this time!" Jumping to his feet, he rushed back to the corner. He pushed the box aside, but the mouse was gone, and so was the cheese.



The man looked hard and grim.

Perplexed, Stan scratched his head. Getting another bit of cheese, he reset and placed the trap in position. As he turned around the mouse scurried back into a hole in the opposite wall.

"I'll get you yet!" he muttered, shaking a fist at it, and picked up his paper.

The car grinding to a stop woke him up. Before he was out of the chair, the door opened and a man stepped in, closely followed by a girl.

"Good evening," Stan said, starting to move behind the counter. The man looked hard and grim.

"Stand where you are." The voice sent chills up and down Stan's spine. "Put up your hands."

A small automatic's ugly snout was pointing where Stan had always considered his heart was. Right now it was pounding in his mouth. His hands shot up with all possible speed.

"Wise guy," the man sneered. The cash register sat on the counter at the opposite end, and Stan's eyes stole towards it. There was almost two hundred dollars in it.

"Take it easy, buddy," the man laughed. "It's going to help the poor, eh, babe?" he said to the girl. "Yeah!" from the corner of her flaming mouth.

If Clancy were only here. Stan's ears were straining for the sound of the motorcycle.

"Here," the man said curtly, "hold the gun on him." She took it while he emptied the register.

The sight of his vanishing money made Stan see red.

"Don't try it, sap!" the woman said coldly.

A pair of small, beady eyes stared out of a hole in the wall. The mouse started to run across the floor. The girl screamed and, dropping the gun, scrambled up on a chair.

Cursing, the man turned. All the fury in Stan's fist crashed into his face. He went crashing into the wall and slumped to the floor.

In the excitement the sound of the motorcycle had gone unnoticed. Clancy had stepped inside, surveyed the scene and quietly asked, "What goes on?"

Stan heaved a sigh of relief. "You're just in time."

"I think so," Clancy said, dryly, taking the gun out of the shaking hand. "This might go off and damage someone." And as an afterthought, "even you."

The two would-be thieves had been taken away. Stan and Clancy were in the back drinking coffee, Clancy asked. "Just how did you get the drop on them?"

"Well," he replied, "he handed the gun to the girl. Migosh, wait!" he cried, rushing out to the front. In a few seconds he was back.

"Look at this," holding up the trap. The mouse was pinned by the tail.

"Ah! Success!" Clancy chuckled. Setting the trap on the floor, Stan released the mouse.

"What in the world did you do that for?" Clancy asked.

"The mouse proved my argument," Stan beamed. "It saved the country two hundred dollars."

Woman's World

Economize on Clothing Budget By Making Youngster's Garments

By Ertta Haley

WHAT is more fun than sewing for children entering school? Nothing, that I can think of right at the moment, because these youngsters usually have such fine, healthy bodies, basically good figures, clear skin, and bright eyes. They look so perfect in almost anything you turn out, that it's a pleasure to sew for them.

Youngsters go through their clothing so rapidly, or outgrow it so quickly, that home sewing for them is a necessity. Not only can yard goods be made up into attractive dresses, but many other things can be remodeled to fit quick as a wink.

Styles in young girls' dresses vary little from year to year, so if you have two or three good basic patterns, these can be used over and over again.

You'll discover that your little girl is very style-conscious, not of grown-up styles so much, but in her own age and social group. She wants to wear dresses like her friends, the same type, if not the same fabric. Don't steer too far off that course if you want to keep her happy.

For school dresses and outfits, your best choices of material are velveteen, light-weight woolsens and plaids. For warm fall days, cotton will still be the choice.

Styling Important in Youngster's Garment

Though basic styles do not change much from year to year in this age group, little girls have fads and fancies which you'll do well to follow. If they should like wide ribbon trimming or bows, or a certain kind of ric rac, then let them have their own way to keep peace in the family.

Princess styles are very becoming on the younger figure. If you plan to have a button front on them, the little girl will be much more able to dress herself, and will require little help from you during

the breakfast rush hour. Sew buttons on securely, but do not fasten them too tight.

Another tip to help your youngster dress herself independent of your efforts is to have necklines open down the front rather than the back, whenever possible. This makes it easy for her to slip into the garment, and she won't have to wander about the house half buttoned until you can get around to her.

One of the cardinal "don'ts" in dressing children is not to have the dresses too long, just because you don't want to take them down every year. Long dresses can give a youngster an inferiority complex if her other friends are wearing them short. Another rule is to have them fit nicely enough to allow for movement, neither too loose or too tight.

Don't select fabrics that the youngster has to be careful of always. This will make her too worried about spoiling the dress.

Whenever you sew with woolsens, remember these three pointers: Cut larger than average seams so that the material will not ravel. If the woolen does not tend to run and ravel, pinkish shears may be used. Secondly, always press out the seams after they are sewed, and have them lie flat.

The third has to do with finishing the seam. Most woolen seams should be overcast and finished with a binding tape so there is no opportunity for raveling and loose yarns.

Garment Choice Makes Wearing Easy

Just what exactly should be included in the young girl's wardrobe to give the greatest amount of wear? The answers to that question are easy. First of all there should be plenty of jumpers and blouses, or perhaps one or two good jumpers which can be converted into five or six outfits — all apparently different — just by a change of blouse.

For early fall plan to use some of the more sturdy cotton materials for both jumpers and blouses. Remember that these will have to be washed constantly, and they should be easy to iron.

Another must for the younger wardrobe is a skirt, or preferably several skirts to be worn with blouses and sweaters and even contrasting jackets when the weather becomes cool. Plaids are very popular with the younger set and these are easy to run off on the sewing machine.

If you are considering a suit for the young girl, make it very sporty for everyday wear. By that I mean have a loose jacket with a pleated skirt. Work in soft woolsens or all wool or part wool plaids. Both the jacket and skirt in such a suit may be worn separately with other things, of course.

Another good idea for a suit is the ever popular bolero style. This can be worked out attractively for the younger girl if you trim the hem of the skirt and the edges of the jacket in bright wool binding of a contrasting color, or even a decorative braided wool.

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Know-How on Fabrics

A number of chemical processes are now used on fabrics which give certain types of finishes. It is essential to know them because care of the garment differs with its finish.

A resin process makes certain fabrics — cottons and rayons — crease-resistant, but not crease-proof. This is helpful in making skirts and dresses and suits.

Some fabrics contain permanent stiffening and as such will require no starching. Look for washing directions on this type to come with the material. Some stiffening will last only through a few washings, but others will last the life of the garment.

There are some stain-proof fabrics which resist certain stains and dirt. When you buy the material, ask which has a wax finish and which a chemical finish as this information will be important when you wash the garment.

Popular Jumper



Any girl who is handy with a needle can make this jumper, a perennial favorite, for less than five dollars. The fabric recommended for it is a rayon and aralac with a wool finish.

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Released by Western Newspaper Union.

BIG CITY ADVERTISING PROVIDES 'FREE' LESSONS
CARSON, PIRIE, SCOTT & CO., of Chicago, operates a State street department store with sales running into many millions of dollars each year. That volume of sales is attracted through the store's advertising, appearing every day in the Chicago daily papers.

One of the highest paid executives of that store is the advertising manager. He knows sales psychology; what will cause people to buy. He knows the what, when and how of effective advertising. Every paragraph, every sentence, every phrase and every word of the copy of his advertising is carefully weighed in the scales of his trained ability.

Some 100 miles west of Chicago is a good country town of some 1,500 people, surrounded by a trade territory in which there are another 1,500 to 2,000 people. That town has several good stores with adequate stocks of merchandise to meet the requirements of the people of that community, but whose sales do not represent anything like all the purchases of the town and its trade territory.

No store in that town does, or could expect to do, a large enough business to warrant the employment of a capable, efficient advertising manager. The newspaper of the town would profit from the employment of such a man as would know the what, when and how of advertising by each of those local merchants. The publisher bewails the fact that he does not get the advertising he should because the merchants do not possess the know-how of effective advertising.

It has not occurred to either those merchants, or to that publisher that the extremely capable advertising manager employed by Carson, Pirie, Scott & Co., is showing them every day, every week, what to advertise, when to advertise, and how to advertise the merchandise they have to offer. That advertising manager cannot cover up his ability. He displays it in every ad carried by the Chicago dailies. Through that advertising, circulated in that local town and its trade territory, through the distribution of Chicago daily papers in the community, Carson, Pirie, Scott & Co. is attracting sales to the people that might be buying in the home stores. Advertising of equal effectiveness would keep much of that business at home.

What is true of Chicago and that local Illinois town, is equally true of all sections of the nation. It is a condition that could be remedied to some extent, at least, if both the merchants and the publishers would but watch, and imitate, the advertising methods and copy of the effective advertising managers employed by the large stores of the nearest cities. Each day and each week these high salaried, capable men offer, for all to see, examples of what, when and how advertising, the kind that sells merchandise. These examples can easily be applied to the stocks offered by the local stores, by either the merchants or the publisher. It would mean increased profits for both.

EUROPEAN NATIONS TRY TO 'BLACKMAIL' UNITED STATES

UNCLE SAM, it would seem, has become the victim of blackmail on the part of European nations. They know we wish to preserve world peace, with no reparations or territorial demands, other than a few small islands in the Pacific as naval and air bases. They are willing to co-operate so long as we keep on paying. "Pay, or we start shooting," is the demand and threat. England would have us pay for peace in Palestine, Russia would have us finance her reparation bill against Italy. Greece, Austria, Hungary, France and others are demanding American dollars to keep them quiet and peaceable. It might be well to show them a few battleships and atom bombs, and call their bluff. We have done most of the paying, and a full share of the fighting in the effort to establish world peace for everybody. There is a limit and we have passed that limit.

THE TWO CENTS TAX on each dollar of wages earned — one cent paid by the worker and one by the employer — has been enough to meet all the expense of social security. In addition, it has produced a large surplus, represented by government IOUs. To increase the tax beyond the present two cents could mean only that the government is seeking additional general revenues to meet the federal deficit, or have more money to spend.



More Profits When Electricity Is Used

Extra Hired Hand One Of Advantages Offered

By W. J. DRYDEN

Out of the hardships of farming in wartime came a realization that electric energy could become an "extra hired hand on the farm." This realization has been carried over into the postwar period and farmers today are looking to elec-

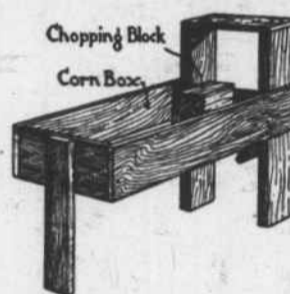


Blades and tools sharpened by electrical power grinders result in big saving of time.

Electricity to lower production costs, reduce physical effort, to operate their farm more efficiently, boost output, increase their income and raise their standards of living.

Electric lights to reduce fire hazards, increase the workable hours in a farm building; electric water systems to save time and essential water for crops and animals when needed; corn and hay driers to save crops; ultra-violet irradiation lamps to prevent meat spoilage and increase health of brooder chicks; electric power tools in the shop to save machinery and time; electric welders which make it possible to repair or make many items for the farm — these are only a few of the uses to which electricity may be put on the farm.

Corn Chopping Block



As seen in the illustration this chopping block for ear corn is a box supported on three legs. The block is set at one end, so that the chopped corn will fall, or may be brushed off into a basket.

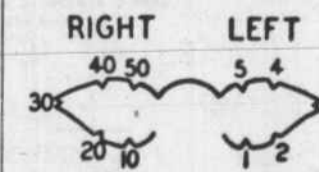
Slot Machine Milk

To Increase Volume

Coin vending machines will soon bring a drink of milk within easy reach in subway stations, office buildings, factories and apartment buildings and hotels, according to plans announced recently. Completely sterile, the milk dispenser has the approval of the New York city department of health and research laboratories. First distribution of the machines is scheduled for early fall.

Parts of the machine which come in contact with the milk, including the can and syphon, will be sterilized. Milk flowing into the container is sucked up through the syphon.

Ear-Marking the Hogs



Identification of all purebred hogs should be made before they are eight weeks of age by tattoo marking. Another method, illustrated, is the ear notching system. This system will take care of 100 different number combinations.

DDT Is Not a Panacea

For All Known Pests

The most promising insecticide discovered, DDT nevertheless has many disadvantages, says George C. Decker and Carl J. Weinman of the University of Illinois. It is not effective against cotton boll weevil, plum curculio, chinch bug, Mexican bean beetle, cattle grub, screwworm and red spider.

It does have a long-lasting effect. Applied indoors to walls, screens and floors.

NEEDLEWORK PATTERNS

Gay Appliqued Party Dress Fruit Designs to Cross-Stitch



5600

Tot's Party Dress

DAINTY and pretty and so easy for Mother to make—a charming round yoked dress for tots with a mere whisper of a sleeve and baby ducks parading around the bottom of the skirt. Ideal for parties. Use a pretty organdy or pastel crepe and make the ducks from pale yellow scraps. As cute as can be.

To obtain complete pattern for the Applique Baby Duck Frock (Pattern No. 5600) sizes 2, 3 and 4 years included in pattern. Send 20 cents in coin, your name, address and pattern number.



Sensible Hunter—Is he an intelligent hunting dog? Zip—Yassah. He gits behind a tree whenever I shoots.

Most w o m e n have a strong sense of rumor.

Real Test He was probably the world's worst golfer and was at the very bottom of his form. After a particularly exasperating hole he said to his caddy: "You know, the only reason I play this game is to develop self-control." "In that case, sir," replied the boy, "you should try caddying instead."

Wife—Did you see those men staring at that girl as she boarded that train? Husband—What men?



Fruit Motifs

LOOKING for some simple handsome pick-up work these warm days? Here are some colorful fruit designs to do in cross stitch—big pears, strawberries, bananas, oranges, apples, plums and cherries in lovely shaded effects in natural looking fruit colors. Use on tea towels, for kitchen breakfast and luncheon cloths, for place mats.

To obtain 7 transfer designs for the shaded Cross Stitch Designs (Pattern No. 5181) color chart for working, amounts of different colored flosses, send 20 cents in coin, your name, address and pattern number.

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