

MAGIC MASTERS BOOM BUSINESS BY EXPOSURE

Magicians, including Houdini, have written books describing their clever deceptions...

Masters of conjuring and slight-of-hand always are delighted in exposing the tricks of magic...

How Houdini Got His Name Many people have wondered about the origin of the unusual name of "Houdini"...

It was because of his great admiration for Robert-Houdin, the brilliant French wizard of the nineteenth century...

Among other moderns who have drawn back the curtain of mystery, and given us a glimpse of the inside workings of magic show are Ottokar Elischer...

Howard Thurston, acknowledged the most brilliant performer of today, has written explanations of 400 tricks...

The Camel ads are based on explanations published by the magicians themselves, according to the R. J. Reynolds Tobacco Company.

Professional magicians were consulted before the campaign was released. They took the view that "exposures" from within the profession have always created a new public following for magic.

With schools reporting great interest in magic among the children, magic shops doing a flourishing business in magic apparatus, and publishers finding that sales of magic books are rising...

French Diplomats Pleased Over Talk With Roosevelt

Geneva, Switzerland, Feb. 22.—French diplomatic circles in Geneva, where Foreign Minister Joseph Paul-Boncour is at present, feel that the conversations between President-elect Roosevelt and Ambassador Paul Claudel opened favorable perspectives for future Franco-American relations.

M. Paul-Boncour himself is highly satisfied with the developments. It is emphasized that the talk was of the greatest value for future discussions with the United States which are expected to open after March 4.

Noiseless Descent

"Gladys, I never heard such a noise as you made coming downstairs. Now go right back and come down properly."

Jimmy—Pa, will you give me a good spanking right now? Pa—Why, Jimmy? Jimmy—Because I'm going swimming, and I don't want to be thinking about it while I'm there.

Dog Business Is Still Good

Apparently Little Upset By Depression, Club Show Demonstrates

New York, Feb. 25.—Dogdom is not worrying about anybody's old depression, one would immediately conclude after a visit to the Westminster Kennel Club show in Madison Square Garden, closing tonight.

People who simply must have dogs around them are buying and exhibiting pretty well up to the standard of former years. And the show goes on every whit as lavishly as in the past.

Some of the benching arrangements show thought and ingenuity. For instance, the bull terriers of Alexander Hayling's, Bronx, kennels have hidden electric spotlights in the top of the cages.

One of the Boston terrier exhibitors has rigged out a kennel that is decorated like a doll's house, all surrounded with a tiny picket fence and flossed up with paper and vines.

This animal is Midette de Grand Bir, which breezed into a flock of blue ribbons that almost buried the little creature.

Howard Thurston, acknowledged the most brilliant performer of today, has written explanations of 400 tricks, many of which the amateur can easily learn to perform.

Current interest in magic has received new impetus as a result of the new series of Camel cigarette advertisements which feature explanations of magic deceptions in order to bring out that Camel cigarettes contain "No tricks—just costlier tobaccos in a matchless blend."

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4-H Club News

All over the nation Kiwanis Clubs are sponsoring programs for 4-H club members. It has been found one of the best ways to promote better relations between the towns and rural sections.

The Chicago Kiwanis club turned over the entire program of their meeting held during the National Club Congress week in their city to 4-H club leaders and members.

The Kiwanians of Rensselaer county, N. Y., closed up their ninth year of cooperation with 4-H clubs with a big meeting attended by 100 club members.

The Kiwanians of LaPorte county, Ind., entertained about 125 club members, parents and guests at the annual meeting closing up the potato improvement program which they carried on the past year.

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CHECKING UP ON SPORTS

By JACK ADAMS

The American Football Coaches Association will recommend few changes in the rules to the Football Rules Committee.

Amos Alonzo Stagg, age 71, will leave the University of Chicago to become head football coach at the College of the Pacific, Stockton, Cal.

Matt Mann, coach of the University of Michigan's swimming team, has announced a war against doping of amateur swimmers, such as he says, "was done by the Japanese in the 1932 Olympic Games."

Syracuse University has dropped all spring sports. More signs of hard times hitting the colleges.

The New York Yankees have offered Babe Ruth a salary of \$50,000 for the coming baseball season. That's a cut of \$25,000.

Texas League ball players have had their salaries cut an average of forty per cent.

The State University of Mon-

tana football team went through the recent Pacific Coast Conference season without winning a game.

Bill Carr, Pennsylvania's sensational quarter-mile, will not run that distance again this year according to Lawson Robertson, his coach.

Dr. Marvin A. Stevens, head coach at Yale for five years, has been named coach of the freshman football team.

"Hunk" Anderson has been signed to a one-year contract as head football coach at Notre Dame.

To make the game of golf more exciting, Gene Sarazen proposes eight-inch cups.

Prices at hockey matches in New York have been reduced and attendance has increased materially.

HICKORY MERCHANTS TO FIGHT SALES TAX

Hickory.—A resolution opposing any form of state sales tax was passed unanimously by the members of the Hickory Merchants association last week.

Copies of the resolution are being sent to the local representatives in Raleigh, and a big delegation of Hickory citizens is planning to go to the state capital and register their protests in person when a public hearing is set.

The largest acreage ever to be seeded to pasture grasses in Moore county will be planted this spring, says the farm agent.

Bees Supporting One Man's Family

Thirty Colonies Prove Profitable To Washington County Man

No alternative but to beg or starve seemed to face Garland Hardison, of Plymouth, as a result of losing his job when the small manufacturing plant by which he was employed closed down last year.

But Mr. Hardison didn't know how to beg and he could not starve because he had a dependent family. So he continued to hunt for work and would take any kind of honest job that was offered.

In the meantime, the honey flow had started in Washington county. It started early there, beginning in late July in the blacklands, and continues until frost.

Recently, C. L. Sams, extension specialist in beekeeping at State College, was in Washington county holding some demonstrations with the beekeepers when Mr. Hardison told him about his experience.

Other bee owners in Washington county did not harvest a pound of honey last year because they had their insects housed in old gum or box hives.

LONE NEGRO FAMILY IS TAUGHT PRIVATE SCRIPTURE LESSONS

Banner Elk—Uncle Pete Ganner, negro, with his wife and 18 children, constitute the only negro family in Banner Elk township, but they do not lack the facility of a Sunday school.

Each Sunday afternoon, Miss Alma Styles and Miss Sarah Rameur, two students at Loas-McRae college here, gather the family together for the weekly lesson.

The school is graded into two departments. Uncle Pete, his wife and two oldest boys are seniors while the other children are juniors.

The negroes, prevented by distance from attending services at churches conducted by their own race, are descendants of slaves who served the Banner family here before the Civil war.

Went Out The Same Way "I hear you stayed in a haunted house last night. What happened?"

"About twelve o'clock a ghost came through the wall just as if there were no wall there."

"And what did you do?" "I went through the opposite wall the same way."

Some Charge The chairman of a small southern town gas company was giving an address.

"Think of the good the gas company has done," he shouted, "and if I was permitted to pun, I would say, in the words of the poet, 'Honor the light brigade!'"

Mr. Sams says these incidents teach two valuable lessons. Bees will provide an income but they must be properly housed.

CAPES TAKE CENTER OF FASHION'S STAGE

Chicago.—Capes are floating from feminine shoulders these days.

The newest hark back to 1910. They are full length and are being sold about town to fill the need of a spring coat in the wardrobe.

The four-piece suit—jacket, skirt, blouse and cape—is a popular version of the cape theme featured by many shops.

Then there are suits in which the cape, fingertip or three-quarter length, replaces the jacket.

Found in an exclusive section of a big department store was still another treatment of the cape vogue—a green print frock with a fingertip length the predominant color was also green.

Many new silk, wool and knit spring dresses have capes or cape effects. In most instances the capes are detachable, and in many cases the addition or subtraction of a cape changes the character and purpose of the dress.

Another economical note is found in reversible capes.

NEW STYLE OF LOCK PUZZLE TO EXPERTS

Asheville.—J. A. Bradshaw, of Asheville, and his nephew, A. A. Bradshaw, of Hickory, say they have invented a lock that, if you don't know how, can't be opened with or without the key.

The lock has a key which first must be used to work a combination, then to unlock the locking mechanism.

Each tenant on the farm of G. C. Howell, of Enfield, must agree to have a garden, some chickens and hogs, and Mr. Howell is planting three orchards on the place.



ILLUSION: The Oriental girl reclines on a sheet of plate glass supported by two slaves. The magician waves a white sheet in front of the pretty maiden... pronounces a few magic words... Presto! She has disappeared in thin air.

EXPLANATION: "Disappearing" acts are among the most popular in the repertoire of the magician. Dogs, horses, girls, whole rooms disappear—whisked into wings, dropped through trapdoors, hidden by mirrors. But this "disappearance" is a bit different. One of the "slaves" is a hollow dummy. When the magician holds up the sheet the little lady disappears completely—into the convenient figure of the dummy.

IT'S FUN TO BE FOOLED ... IT'S MORE FUN TO KNOW

There is also a trick of cigarette advertising, whereby a few magic words are used to create the illusion of "Coolness."

Improperly wrapped cigarettes begin to dry out as soon as packed. Camels are cooler because they come in the famous Humidor Pack of welded, three-ply, MOISTURE-PROOF cellophane...

A cigarette that is fresh, full of natural moisture, and blended from choice, ripe tobaccos tastes cooler than one that is harsh and acrid. For coolness, choose a fresh cigarette, made from costlier tobaccos.

It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

Try Camels... give your taste a chance to sense the difference. You'll appreciate it!



CAMELS NO TRICKS ... JUST COSTLIER TOBACCOS IN A MATCHLESS BLEND