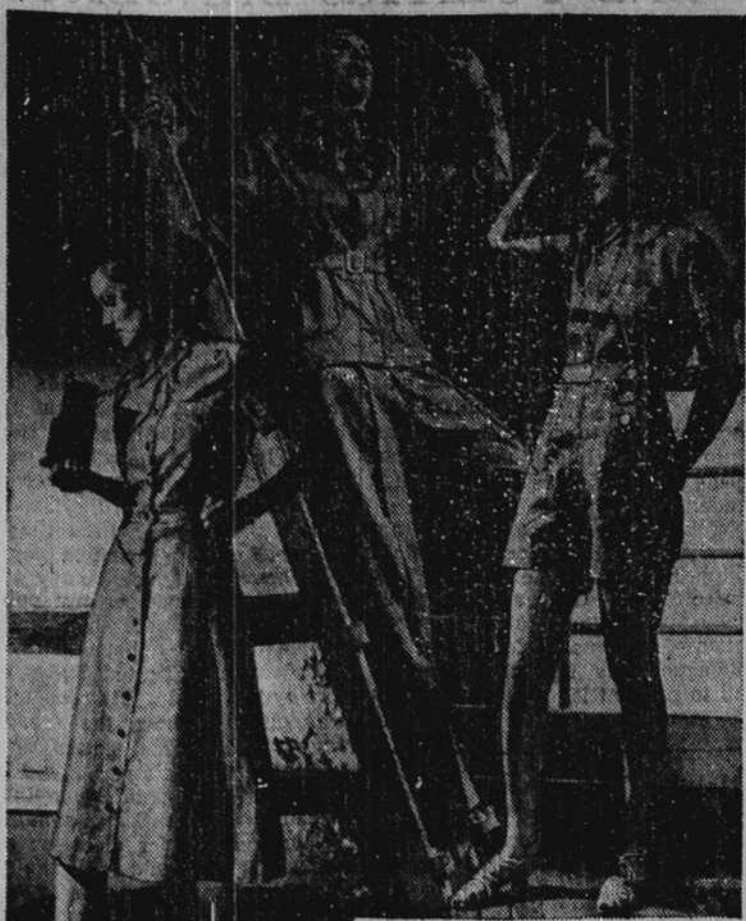


Blue Denim Stylish for Sportswear

By **CHERIE NICHOLAS**



with an outfit that is made of denim. A two-piece dress (shirt and skirt) of denim, as illustrated to the left in the group, will not only give untold service but it stands for style personified in the sports clothes realm. Every line and detail of this outfit reflects exquisite standards of tailoring plus perfection of fit and finishing touches.

HERE'S big news! It's all about denim, just plain ordinary, sturdy blue denim. Believe it or not, after all these years that blue denim has been associated in our minds as a mundane material devoted for the most part to the making of men's workaday overalls, we awake to the astonishing realization that this sturdy fabric has, in this summer season, gone style-high for women's wear. Just how Dame Fashion could have been so blind these decades past as to fail to recognize the style possibilities of denim as a medium for ladies' apparel will forever remain a mystery.

However, the fact remains denim has unmistakably come into its own in the feminine realm, not only for the making of play clothes, but designers are turning out the smartest-ever suits meticulously tailored of this never-wear-out attractive weave. In consequence of which we now see clever little classic jacket-and-skirt talleurs of blue denim worn by women who register among the best dressed. These suits are stunning worn with a white pique blouse or a dainty, frilly white lingerie type, with accessories in white. Equally attractive are these suits with accents of bright color such as a Roman striped blouse with striped sandals and hand-bag to match. Scarlet or bright yellow buttons, belt and gloves is another way of doing it. The tailored linen blouse in vivid color also goes well

Ship ahoy! See the lovely recruit for the sailor's life centered in the picture. All togged out is this mid-summer siren in sturdy denims that never lose an item of perfection no matter how many the big waves that wash over them—old demon shrinkage doesn't have a chance. And what a wealth of style these sturdy denim togs do pack.

Even if the girl pictured to the right took an unexpected dive into the sea she need not be concerned about her outfit, for neither salt spray nor suds will make the sturdy fabric shrink. Note the nautical symbols, the pipings, braidings, all smart details of this grand garment that promises to remain true "for better or worse" wear.

By way of offering a few extra suggestions for the styling of denim we don't mind telling you that a bolero dress of denim will prove a positive treasure in your outing or vacation wardrobe. You vary the blouse to suit the occasion and it's "on again, off again" to suit the changing temperature, so far as the cunning bolero is concerned.

The idea of denim for children's play suits, dresses and other apparel should prove most inspirational to mothers.

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CROCHET COLLARS

By **CHERIE NICHOLAS**



A spic-and-span collar to give new life to your favorite dress is always a welcome addition in a collection of pretty accessories. If hand-crocheted so much the better for a bit of handiwork always adds an exclusive touch to a costume. The collar pictured at the top is crocheted of lightweight mercerized cotton and embroidered in contrast color. The other collar is also hand crocheted of light mercerized cotton. It is trimmed with a border of contrasting color to match the drawing of twisted cotton strands cleverly brought through open spaces in the crocheted.

Pockets Go Down

Pockets on beach togs have been lowered and lowered until now they have reached the knee.

SUMMER FURS TAKE STYLE SPOTLIGHT

By **CHERIE NICHOLAS**

Fur in summertime is just one of the charming incongruities that makes fashion an ever-abiding source of interest and enthusiasm. If you would keep pace with the mode you must acquire a white ermine bolero or a cape of pointed fox for this summer. When fall comes you will be wanting one of the new hip-length jackets in brown fur, advance models of which have already arrived. White marabou or ostrich neckpieces, boleros and capes are also proving of immediate interest.

Bed Capes Used as Evening Wraps Over Summer Frocks

Recently some very cunning breakfast-in-bed capes have been brought out that are crocheted with tiers of little ruffles from neck to hemline. They are too lovely to be secluded in the boudoir, at least that is evidently the thought of young and daring daughters of the household who conceived the idea of appropriating these delectable capes for wear as evening wraps over their summer frocks, and from all reports the idea is working out to perfection.

'Forest Green' New Color For Girl Scout Uniforms

Forest green is the shade chosen for the new costume to be adopted by the 450,000 Girl Scouts throughout America. The dressers are in one piece, made on princess lines with a flared skirt, and short, slightly puffed sleeves. They are belted at the waist and zipped up the front to a close, rolled collar.

Boleros Popular

Boleros become increasingly important for summer fashions. They are worn equally often with evening clothes and informal daytime dresses, and they are made of everything from velvet to organdie.

Fall Tweeds Stress Color

High style tweeds which will appear soon for the fall market have wine-purple-green-pink blended together in stripe or in tile patterns. Blues are especially stressed.

IMPROVED UNIFORM INTERNATIONAL SUNDAY SCHOOL Lesson

By **HAROLD L. LUNDQUIST, D. D.**
Deane of The Moody Bible Institute of Chicago.
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Lesson for August 14

THE RELATION OF TEMPERANCE TO CHARACTER

LESSON TEXT—Proverbs 4:10-23; 1 Thessalonians 5:6-8.
GOLDEN TEXT—Wine is a mocker, strong drink is raging; and whosoever is deceived thereby is not wise.—Proverbs 20:1.

PRIMARY TOPIC—What a Wise Man Said.

JUNIOR TOPIC—A Wise Man's Way.
INTERMEDIATE AND SENIOR TOPIC—How the Use of Liquor Affects Character.
YOUNG PEOPLE AND ADULT TOPIC—How the Use of Liquor Affects Character.

Childhood remembrances are commonly sweet and precious—but some of them are vivid on the pages of memory because they relate to dangerous and distressing things. Among the things decent people avoided like the pestilence when the writer was a boy was the saloon. To be seen entering such places was to mark one's character, and to be a frequenter of them was to be lost to all that was good and holy.

High sounding and very pious were the assurances that when prohibition was repealed we would never see the return of the saloon, but we have them in multiplied number, and with a shameless appeal to women as well as men, to our growing girls and boys as well as to adults. Clever advertising has sought to make it "smart" to drink, and "manly" to be able to "carry" liquor. It is for that reason that it is of the utmost importance that we develop strong and intelligent character in our boys and girls—so that they may not only appraise the vicious "booze business" for what it really is, but also have the strength of character to fight it, not only for themselves, but for their weaker brother. They should know and proclaim that the saloon, whether it be called an "inn" or a "tavern," is always a "bar"—"A bar to Heaven, a door to Hell; Whoever named it named it well."

I. Developing Strength of Character (Prov. 4:10-23).

Solomon, the writer of many of the Proverbs, constantly stressed the importance of gaining wisdom. A man may be a perfect encyclopedia of information and yet may lack the wisdom to apply that knowledge to life. Dr. Hight C. Moore, in Points for Emphasis, provides a most helpful outline of this portion of Proverbs 4, which will assist the reader and teacher. He suggests that we must (1) "accept the challenge of a worthy goal, v. 10," by listening as a son to a father to the words which shall give us a long and happy life. Then we must (2) "follow the way of wisdom, vv. 11-13." It is a way that has been tested by those who have preceded us, and they have found it to be the right way. This will enable us to (3) "avoid the way of the wicked, vv. 14-17." Note the dreadful picture of those who not only do wickedness but delight in leading others into their evil paths, in fact they cannot sleep unless they have misled some poor soul. Shun that path, and (4) "irradiate the path to the larger life, vv. 18, 19." The way to life is a light path "that shineth more and more." The way of the wicked is stumbling and darkness. The devil and his followers are trying to make young people believe just the opposite. Let us teach them the truth that they may (5) "heed every syllable of all the words of God, vv. 20-23." Give attention to God's Word, listen to it, read it, keep it hidden in your heart. The heart in Scripture stands for the very center of man's spiritual being, out of which are all the issues of life. Evil thoughts, unholy desires and ambitions hidden there will ultimately be revealed in overt acts of ungodliness. Even so the Word of God hidden there will bring forth life in all its abundant beauty and strength.

The young man or woman who is thus taught God's Word in the home and the church will have an impregnable defense against the wiles and temptations of the world, the flesh, and the devil.

II. Exhibiting Strength of Character (1 Thess. 5:6-8).

The Lord is coming again! Paul was constantly looking forward to the day of His coming. It was not his lot to live until the Lord came, but he was not mistaken in looking for Him. The Lord has tarried, why only He knows, but it is the judgment of many excellent Bible expositors that the next great event to take place in divine history is His return. What a glorious hope!

But while we await His coming we are not to sleep as those round about us. Watchfulness, sobriety of life, these become the Christian. Certainly nothing of the drunkenness of our day is to enter into the life of the Christian. He who belongs to Christ does not drink of the devil's "fire-water." But far more than that is in mind here, for the Christian is to go on in faith, love, and hope until he becomes "on fire" for God, burning with the passion of the Holy Spirit, not only for his own life, but for the salvation of the lost and for the development of true Christian character in those who have taken upon themselves the beautiful name of "Christian."

WHAT to EAT and WHY

C. Houston Goudiss Analyzes The Cereal Grains

Well Known Food Authority Describes Their Place in the Diet

By **C. HOUSTON GOUDISS**

6 East 39th Street, New York City.

TO ME, there is no more inspiring sight in the world than a field of nodding golden grain. It not only pleases the eye with its grace and profound beauty, but it attests to Nature's bounty. For down through the ages, grains have sustained and comforted man.

In every quarter of the globe, foods made from grain constitute the largest single item in the food supply. This

is as it should be, for no other foodstuff affords such a rich store of fuel value at such little cost. It has been estimated that during one day's labor, an American farmer, growing wheat by up-to-date American methods, can produce enough protein and calories to sustain a man for a year.

Investigators have estimated that grain products contribute 38 per cent of the total calories and 37 per cent of the protein in the typical American dietary.

Laboratory experiments indicate that the proteins of wheat, oats, maize, rye and barley are about equally efficient in promoting and supporting growth. None of them compares with an equivalent weight of the complete proteins of milk, eggs or meat, but when combined with small amounts of milk, the cereal proteins become highly efficient.

A Source of Power and Pep

Every nation depends upon some form of cereal to furnish motive power for the body machinery — to provide necessary energy to keep body and brain functioning efficiently. In the Western world, wheat is supreme. But in Oriental countries, rice takes the lead and it is the chief article of food for half

of the world's people. Rye, oats, barley, maize and buckwheat are likewise important crops.

Energy Values Compared
All uncooked cereal foods show great similarity in their chemical composition and therefore have very nearly the same energy value—that is about 1,650 calories per pound. The weight of a 100-calorie portion is about an ounce. But there is a wide variation in bulk, depending upon the degree to which the cereal has been refined.

For example, three tablespoons of patent wheat flour weigh one ounce; one and one-fourth cups of a puffed wheat cereal likewise weigh one ounce. After cooking, there is a big variation in weight, as well as measure, owing to the varying amounts of water absorbed. Thus a cup of cooked oatmeal mush supplies the same number of calories as three tablespoons of a pebbly dry cereal with a nut-like taste.

From 8 to 12 per cent of the calories in cereal foods are obtained from protein and two noted inves-

Rich in Vitamin B
The different cereal grains are quite similar in their vitamin values, but as the vitamins are very unevenly distributed throughout the kernel, there is a wide variation in vitamin content between the whole grain and refined cereal foods.

All seeds, including whole grains, are relatively poor in vitamin A. They are entirely lacking in vitamins C and D and contain only small amounts of vitamin G. Both the germ and bran, however, are excellent sources of vitamin B—which promotes appetite, aids digestion and helps to prevent a nervous disorder. The importance of the germ as a food has been more fully appreciated since it was discovered that it is at least five times as rich in vitamin B as the whole grain or bran. There are several cereals on the market containing added wheat germ and this precious substance may also be obtained in concentrated form.

Laxative Value of Cereals
The whole grain cereals contain an abundance of bulk or cellulose and are therefore a valuable aid in promoting normal elimination. Individuals differ in their requirement for foods having a laxative effect, and in some cases one must be guided by personal experience. But inasmuch as the whole grain products furnish the body with larger amounts of minerals and vitamins B and G, a good general rule is to consume at least half of one's bread and other cereal foods in the whole grain form.

Digestibility of Grains
The whole grain products are less completely digested than those which are more highly re-

Reduce

Summer is the Best Time to—
Send for this Free Reducing Bulletin and Calorie Chart

You'll feel better, look better, enjoy better health if you get rid of excess pounds. The safe, sure and comfortable way to reduce is to count your calories, as outlined in the Calorie Chart and Reducing Bulletin, complete with menus, offered free by C. Houston Goudiss. Write him at 6 East 39th Street, New York City, and ask for the Reducing Bulletin.

fined, but as they contain larger amounts of protein, it is estimated that the amount of protein digested and absorbed from an equal weight of entire wheat or patent flours is practically the same. Thus when the two types of flours are considered as sources of protein and energy alone, they are regarded by nutritionists as substantially equivalent and interchangeable.

Many Forms of Cereal Foods

From infancy to old age, the cereal foods should, and usually do constitute the mainstay of the diet. Fortunately, there is such a wide variety from which to choose that there is little likelihood of monotony. Furthermore, because of their bland flavor, one does not readily tire of cereal foods.

In addition to the wide variety of breads, rolls, muffins, biscuits and griddle cakes that can be made from refined and whole grain flours, there are an astonishing number of cooked and uncooked cereals from which to choose. When served with milk, bread or cereals make an ideal and economical food combination.

Macaroni for a Main Dish

Besides serving as the main feature at breakfast and for the child's supper, cereal foods are useful as the chief attraction at dinner or supper when served in the form of macaroni, spaghetti or egg noodles. They are a fine source of energy and also furnish about 12 per cent protein. When combined with cheese, which adds protein, minerals and vitamins, they constitute a balanced main dish.

Cereal products of all kinds deserve a ranking place among FOODS THAT KEEP US FIT.

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Caution and Chance
Some get ahead through caution, and some do it by the opposite.

Your Town Your Stores

Our community includes the farm homes surrounding the town. The town stores are there for the accommodation and to serve the people of our farm homes. The merchants who advertise "specials" are merchants who are sure they can meet all competition in both quality and price.

UNA and INA at the Circus...

DIDJA HEAR ABOUT BOBBY MAURER? HIS DAD'S POCKET WAS PICKED IN THE SIDE-SHOW, AND THEY CAN'T HAVE EVEN ONE ICE-CREAM CONE!

MY STARS ABOVE... AND IT'S SO HOT!... BOBBY! HEY BOBBY!

COME OVER TO OUR HOUSE AFTERWARD! WE'VE GOT A FREEZERFUL OF ICE CREAM. INA N I MADE!

HOW COULD THAT PAIR OF LITTLE KIDS MAKE ICE-CREAM?

AFTER THE SHOW

SAW—THIS IS SWELL ICE CREAM. ISN'T IT PRETTY EXPENSIVE TO MAKE, THOUGH?

MY GRACIOUS—NO! WE MAKE IT WITH JELL-O ICE CREAM POWDER AND A PACKAGE ONLY COSTS A FEW PENNIES

SEE, MR. MAURER—ALL WE DO IS ADD MILK AND CREAM TO JELL-O ICE CREAM POWDER—

AND YOU CAN MAKE IT IN REFRIGERATORS, TOO—JUST AS SMOO-OOH! WITH JUST ONE STIR WHILE IT FREEZES!

OH BOY!

SECOND HELP? SURE THERE'S PLENTY JELL-O ICE CREAM POWDER IF YOU WANT. THE HANGS A WHOLE QUART AND A HALF!

ASK YOUR GROCER FOR ALL FLAVORS—MAY BE SOME ICE CREAM TONIGHT!

JELL-O ICE CREAM POWDER

STRAWBERRY - VANILLA - CHOCOLATE - LEMON - MAPLE - UNFLAVORED