

What Irvin S. Cobb Thinks about

Summer Influenza.
SANTA MONICA, CALIF.—
 In this favored land we are now starting to celebrate the customary seasonal rite of having our summer influenza.

Summer influenza is distinguished from winter influenza by the fact that the former does not set in until September, thereby providing intervals for spring and fall to slip in between.

The symptoms remain practically the same. The eyes water copiously, but the nose runs second. The head stops up thoroughly, thus providing proof of the fallacy of the old adage—all sinus fall in dry weather. The patient barks like a trained seal, but the difference here is that the seal stops barking if you toss him a hunk of raw fish.

One could go on at length, but it's difficult to continue a writing job when you're using a nasal inhalant to punctuate with and have a taste in your mouth like moth balls smothered in creosote dressing.

The Art of Cussing.
MY OLD chum Burgess Johnson, once an editor but now a college professor, tells a credulous bunch of advertising men that Mark Twain was the champion all-time all-American cusser—could cuss five solid minutes without repeating himself.

Pardon me, Burgess, but Mark Twain never did any such thing. Once I heard him at his out-cussingest best—denouncing a publisher who had offended him. He swore for five minutes all right, but over and over again he used the same few familiar oaths which the English-speaking race always have used. He didn't introduce a new or an original one.

I studied the art of cussing, both by note and by ear, under such gifted masters of profanity as southern steamboat mates, New York newspaper men, London cab drivers, western mule whackers and north woods timber choppers.

With my hand on my heart I solemnly affirm that not one of these alleged experts ever employed any save the dependable age-seasoned standbys, to wit, seven adjectives, two strong nouns, one ultrastrong noun and one compound phrase—the commonest of all.

Romance for King Zog.
FOR about the fifth time comes a plaintive plea from Albania, one of those remote little border countries of eastern Europe where every now and then peace threatens to break out. They have a king over there. At least they had a king at the time of going to press with this dispatch. His name is King Zog. This is neither a typographical error nor a vaudeville gag. The name positively is Zog, and radio comedians may make the most of it.

For many months he has been paging the world for a wife. The qualifications call for the lady to have \$5,000,000. His majesty would also like for her to turn Mohammedan, but the main requirement is that \$5,000,000 bank roll.

California's Coastline.
WHILE it's quite a roomy coastline, California has at present only one coastline. This is a source of mortification to patriotic native sons, Florida having two such, one on either side, besides a dampish area in the middle known as the Everglades.

Still, in a way, California's silvery strand continues to excel. Within easy speeding distance we have at least one beach resort where, when Palm Springs folds up on account of the heat, many of our artistic colony go to relax. So wholeheartedly do some go in for this that often you may stand off a quarter of a mile and hear them relaxing.

Occasionally a relaxationist relaxes so completely that it takes weeks for him to get over it. His friends leave him at the seaside only to gather at the bedside.

The Changing World.
IT WAS Susan B. Anthony who dedicated her life to the cause of emancipation for her sex. But it was her grandniece who lately attained the headlines by suggesting that, with the addition of a buckle here and a ribbon there, a nightgown would make a suitable evening gown for almost any occasion.

Thus do we see how from one generation on to another is handed down the flame of genius and service to womankind.

But, although the inspired suggestion is already weeks old, there still are no signs that it is finding advocates among the queen bees of the cultural hive. Maybe the reason is that a belle of the Hollywood artistic group would feel so ostentatiously overdressed if she wore a full-fashioned nightgown to a social function.

IRVIN S. COBB.
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Finger-Waved Hereford Cops the Blue Ribbon



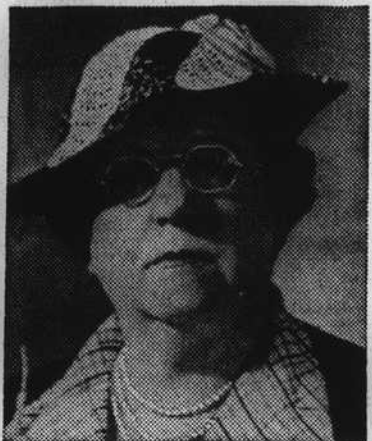
A yearling Hereford which scored in the recent fat stock show at Montgomery, Ala., after it had been finger-waved by a "beautician" is pictured above. In the picture are Allen E. Grubbs (left), cattle breeder, A. E. Thrash, who gave the wave, Allen E. Grubb, Jr., and John Hill.

Want Dimples? Device Will Make 'Em



It's simple now to have those charming dimples. All you have to do is apply this dimpling machine shown being demonstrated by Miss Evangeline Gilbert of Rochester, N. Y., on the face of Bobby Joyce of Hollywood. The device was on exhibition at the National Inventors' congress held in New York recently.

INDUSTRY'S ADVOCATE



Mrs. Anna Steese Richardson, playwright, author and associate editor of Woman's Home Companion, who has just completed a 100,000-mile trip throughout the United States, talking to women's groups and conventions, explaining the constant efforts of industrial and business research experts to perfect products for the American home and American health. Says Mrs. Richardson: "Anyone who reads the advertisements in the newspapers and magazines can see the romantic story of what industrial research and mass production have done to make this country the best on earth in which to live."

HIGH SCHOOL GRAD



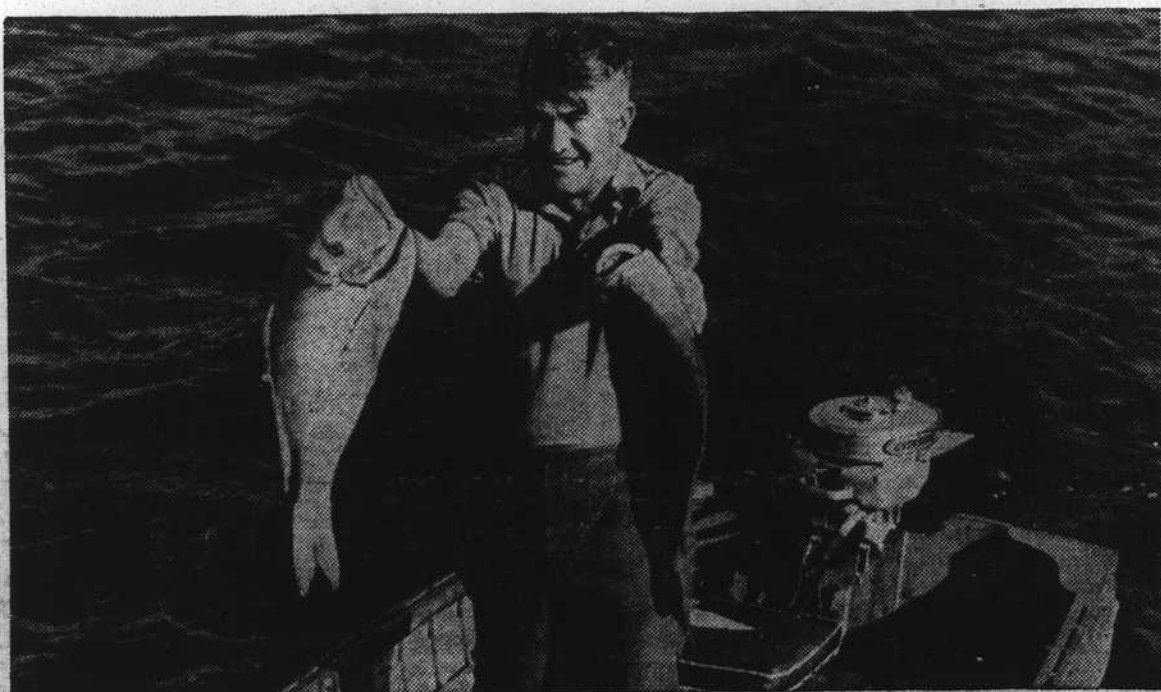
Edward P. Kearney, thirty-six years old, father of two children, a successful business man, and holder of several town offices, who was one of 16 seniors graduated from the Bellows Free academy of Fairfield, Vt., recently.

Wins Coveted Architect's Award



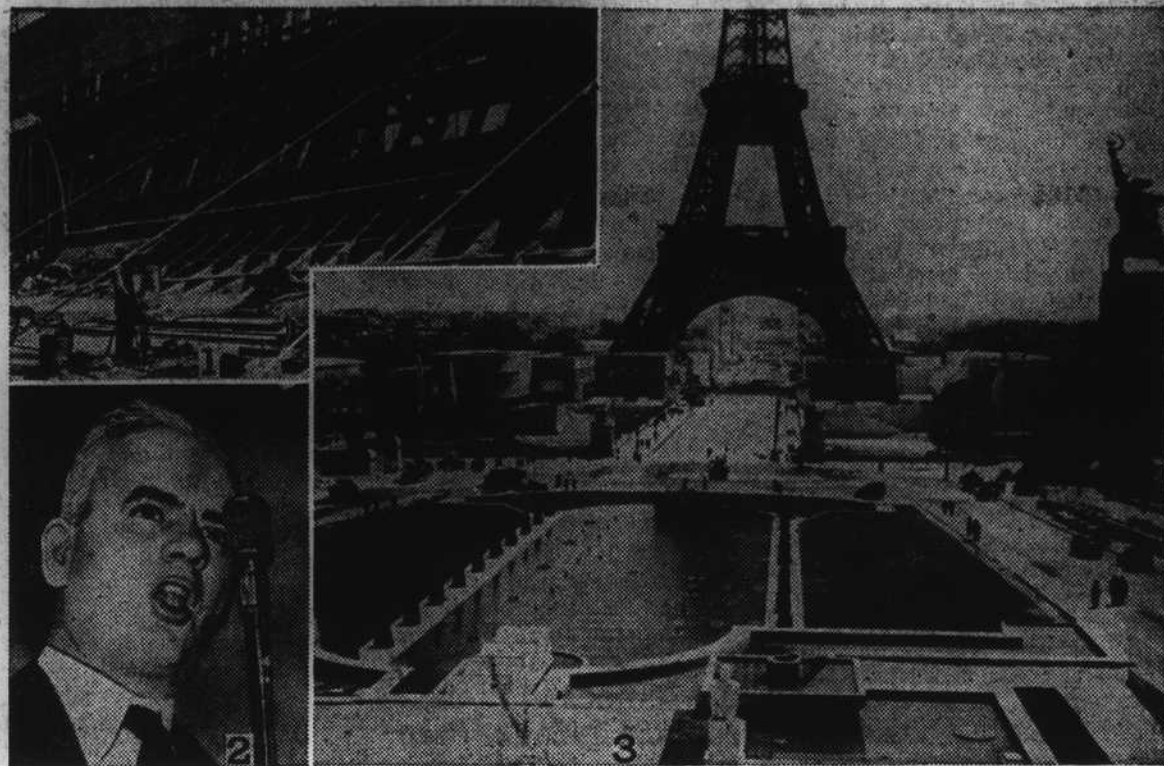
Henry A. Jandl of Princeton university and Spokane, Wash., is pictured with some of his prize-winning works after he was awarded the thirtieth Paris prize scholarship in architecture at the headquarters of the Society of Beaux-Arts Architects in New York.

Big Ones Are Biting This Fishing Season



Two fine fish such as these are enough to account for a happy smile on any fisherman's face. Lakes and streams are yielding bigger catches than in recent years, sportsmen report, and fishermen find their angling made easier when a little outboard motor eliminates the backbreaking effort of getting to the spot where the big ones are biting.

Scenes and Persons in the Current News



1—View of Number 552, new superliner that will be sister ship of the Queen Mary, now under construction at Clydebank, Scotland. 2—Phillip Murray, chairman of the Steel Workers Organizing committee addressing a massmeeting of workers during the steel strike at Canton, Ohio. 3—General scene of the Paris International exposition which opened recently.

First Lady in Role of Godmother



Mrs. Franklin D. Roosevelt, holding baby Eleanor Ruth Armstrong, and Mrs. Ruth Bryan Owen, former U. S. minister to Norway, with baby Robert Furman Armstrong, pictured during the recent christening ceremony of the twin children of Mr. and Mrs. Robert Armstrong, Jr., at Washington, D. C., at which they served as godmothers. Standing between them is Mrs. John Nance Garner, wife of the vice president. The Armstrongs are Washington newspaper correspondents.

DUST BOWL WORKER



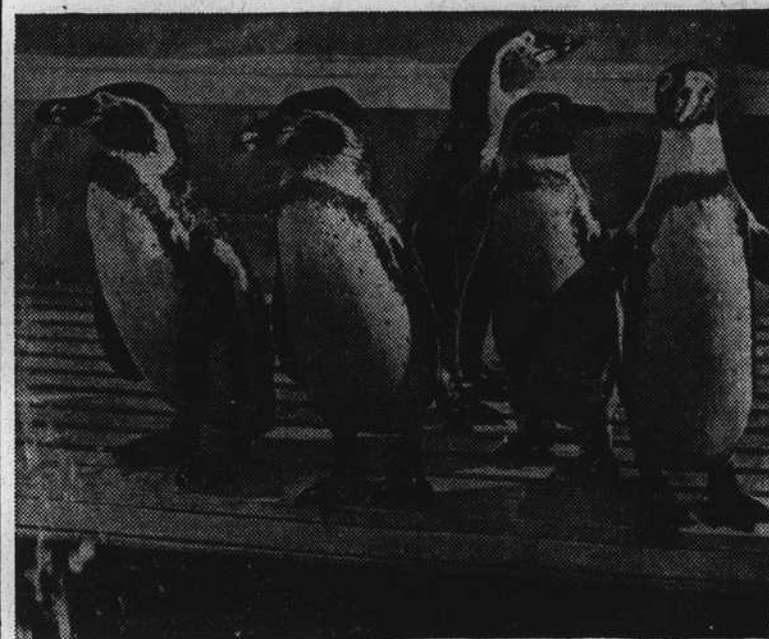
Roy I. Kimmel, whom Secretary of Agriculture Henry A. Wallace has appointed to direct a long-range coordinated program to prevent the Southwestern dust bowl from becoming a desert, in a plan which follows closely the recommendations of the President's great plains committee in erosion prevention.

MISS ECCLES TO WED



A recent photograph of Miss Eleanor May Eccles, daughter of Mariner S. Eccles, chairman of the Federal Reserve board, whose engagement to Harold J. Steele, of Houston, Texas, was announced recently. Miss Eccles is a junior at the George Washington university, Washington, D. C. Steele is associated with the electric home and farm authority. They will be married in September.

Penguins Star at Cleveland Fair



These white-vested, black coated penguins are among the most popular attractions with crowds at the Great Lakes exposition at Cleveland this summer. Exhibited on Admiral Byrd's Antarctic ship, the City of New York, they constitute a third of the present penguin population of the United States.

Londoners Ride Buses Again After Strike



Long queues form at the London Bridge station as the first buses appeared on the streets after a month-long strike recently, thus ending one of the most unpopular and unsuccessful walkouts in the history of the British trade union movement.