

**Lights of New York**

by L. L. STEVENSON

The publicity seeker—and his name is the well-known legion—is one of the banes of the life of a New York newspaper man. Hardly a liner arrives but that an individual, or some one representing some one else, comes to the ship news reporters with the suggestion of a "good story." Experts in their line, the ship news men are quick to weed out the phoney. Occasionally one slips through and that encourages others. Ship news photographers are equally besieged. Reporters assigned to City Hall get their full share of the publicity hounds, phoney visitors there daily in the hope of wangling a line or two of print. All big trials, of course, attract them in numbers. Last year, many made the journey to Flemington, N. J., and obtained tickets to the Hauptmann trial not only because of interest in the proceedings but in the hope of mention.

Many of those whose earnest desire is publicity are meal tickets for press agents. They don't care much what is said about them so long as they get into the papers. So the press agents dig up ancient gags and attach names of their clients. Or they manufacture bright stuff and accredit to some one who never had an idea—save seeing his name in type. Many actors, fortunate enough to have engagements, do not depend on the press agent of the show but employ press agents of their own. Radio performers do the same. With them, however, it is strictly business. But they have stern competition with a lot of amateurs.

That yearning for publicity has been capitalized by others than press agents. Night clubs frequented by columnists, other scribblers and photographers play to such a clientele. All sorts of courtesies are extended to the ladies and gentlemen of the press because their presence draws a class of trade willing to spend money, and that balances up whatever may be consumed "on the house."

Down in Miami recently, George Ade, Bruce Barton, John N. Wheeler and Grantland Rice called on Carl Fisher, who developed Miami Beach and who lost his fortune in the development of Montauk Point. In the course of reminiscences, Mr. Fisher told a story of Barney Oldfield with whom he was closely associated in the old days. Oldfield was racing on a small track on a bad day with not more than a thousand persons present. The greasy track and a blowout caused him to crash through the fence and kill or severely injure two spectators. Later Oldfield informed Fisher that if every man, woman and child, who had shaken hands with him since that accident and told him they were present when it happened, had been truthful there would have been such a large and lucrative crowd he never would have had to drive again.

Another press agent yarn just bobbed up. It seems that the publicity man of a well-known night club was eager to get in touch with one of the editors of a weekly magazine in the hope of landing a radio spot for one of his clients. For three weeks he haunted the editor's office with no success. Worn out and in despair, he went to the club that employed him one evening and began to soak up his boss' liquor. While so doing, he met a pleasant companion and they drank together until 3 a. m. As they were parting, they exchanged names. You've guessed it—the drinking pal was the editor and not once had the client's name been mentioned!

The doorman of an East side apartment house told me of the cranky tenant whose tempers for six months or more kept the entire house staff in an upset state. Nothing could please him—he had a complaint concerning everything that was done or left undone. To make matters worse, he never tipped. From porter to superintendent, all willingly would have attended his hanging. Recently, he surrendered his lease and moved to the country. On his departure, he left an envelope for each employee. In each, was a final complaint, one that fairly blistered. But with it was a \$50 bill. The currency turned out to be real and all employees of that house are still going around a trifle dazed.

Bus top eavesdropping: "If I was her, I wouldn't go anywhere with him any more. When he takes her out, he treats her just as mean as he does his own wife."

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**Discovers America Has Best Dancers**

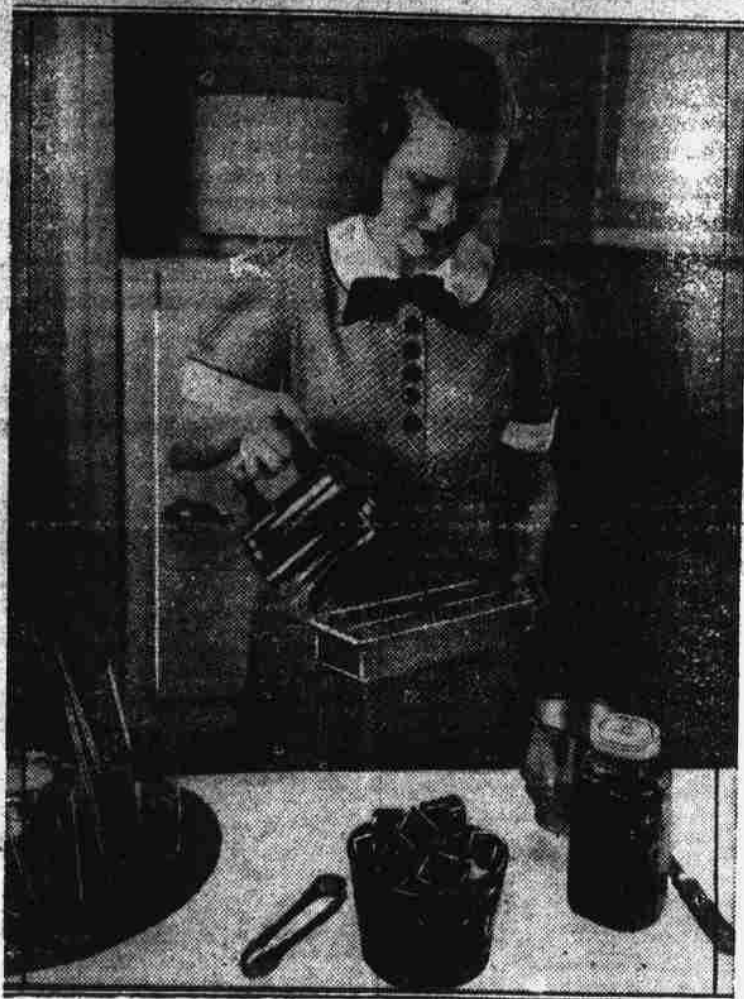
London—American girl dancers are still way ahead of their English sisters, declares Mistinguette, darling of the French music halls and owner of the "million-dollar legs."

In London for a brief visit, Mistinguette, at sixty-five years, is still the same gay, vivacious person who for so long has been the idol of Paris and other world cities.

"I am looking for some 'attractives' some English girls, for a new revue in which I am to appear in Paris next month. But I have not been lucky," she stated.

"The girls are pretty, certainly, but they have not got that gaiety, that chic, that sparkle that American dancers have."

**Frozen Coffee Cubes Insure Full Refreshing Flavor in Iced-Coffee**



Prevents Diluting of Flavor. Many Housewives Keep Tray of Coffee Cubes in Refrigerator During Summer Months.

HAVE you ever used frozen coffee in place of the usual ice cubes or chipped ice, when serving iced-coffee? It is one way to prevent loss of the full refreshing flavor in this popular summer beverage which might otherwise happen because of the ice diluting the drink.

Frozen coffee cubes not only add a decorative touch to your coffee service but will cause your family or guests to enjoy this universal drink more than ever before.

Many housewives list iced-coffee as one of their favorite summer beverages because of its ease of preparation, the fact that it goes well with any meal and can be made from staple supplies which are always on hand in every kitchen. Iced-coffee makes an excellent summer drink especially because of its invigorating qualities.

In preparing iced-coffee, make it in the same manner as you would the coffee for every meal, using the usual proportions of coffee and

water. Be sure the coffee you use is fresh, in order to obtain the finest flavor. Vacuum packed coffee in resealable glass jars is a sure way to insure freshness of coffee. The beverage should be placed in a refrigerator and allowed to chill. Fill one or two ice trays with coffee and allow them to freeze. When serving iced-coffee, pour it into tall glasses and add several frozen coffee cubes to each glass.

If coffee ice cubes are not used, prepare the coffee double strength, and while still hot pour over crushed ice to cool. Sugar syrup and cream should be served as accompaniments to this beverage. A tip for housewives to remember in preparing cooling drinks is to prepare a simple sugar syrup for use in sweetening the drink. It reduces the amount of sugar needed because it mixes thoroughly with the beverage and does not settle at the bottom of the glass as is often the case when sugar is used.

**FIND RECORDS OF XERXES' CAMPAIGNS**

Unearthed by University of Chicago Scientists.

Chicago.—Army records of Xerxes, ancient Persian emperor whose legions were defeated by the Greeks at the battles of Marathon and Salamis, have just arrived at the Oriental Institute of the University of Chicago. The records, inscribed on 20,000 clay tablets in cuneiform characters, were found by the university's expedition at Persepolis, Persia.

The army records were found in a room of the army garrison east of the Great Palace terrace at Persepolis, the "Versailles" of ancient Persia, construction of which was begun by Darius and finished 40 years later by his son, Xerxes, some 2,400 years ago. Persepolis is being unearthed and reconstructed by the Oriental Institute.

Dr. George G. Cameron, instructor in Oriental languages at the university, who will undertake part of the task of translating the army records, pointed out that the repulse of the Persians by the Greeks was vital to the national life of Greece. It was not a crushing blow to Persia, for the Persians, dominating the largest empire the world had seen up to that time, had armies of imperial conquest on many fronts from time to time.

The tablets bearing Xerxes' army records were coated with paraffin before being shipped, to aid in their preservation. They were discovered by a party digging under the direction of Dr. Erich Schmidt, field director of the institute's expedition.

The Oriental Institute announced recently the discovery of seven stone tablets, "cornerstone" documents at Persepolis, in which Xerxes listed his provinces. In this list, obviously inscribed before the battle of Salamis in 485 B. C., Xerxes lists "the Ionians that dwell in the sea and those that dwell beyond the sea" as among his tributary peoples.

**NO ONE ELSE LEFT**

"What position did you hold in your last situation?" the manager asked the small applicant for the post.

"I was a doer, sir," said the boy seriously.

"A doer!" exclaimed the manager.

"What ever's that?"

"Well, sir," said the small one, "when my boss wanted anything done he would tell the cashier, the cashier would tell the bookkeeper, the bookkeeper would tell the janitor clerk, and the clerk would tell me."

"And what would happen then?" asked the manager, quite mystified.

"As I hadn't anybody to tell, I'd do it," said the boy.

**WEEK-END AT HOME**

Miss Martha Elizabeth Jordan, who is a student at a Norfolk business college, spent the week-end with her mother, Mrs. R. S. Jordan, in Hertford.

**RETURNS TO CREEDMORE**

Miss Jessamine Bullock, who has spent the winter with her aunt, Mrs. R. S. Knowles, left Friday for her home at Creedmore.

**VISITING IN FAYETTEVILLE**

Mr. and Mrs. H. G. Winslow and their two children, Katherine and Hillary, motored to Fayetteville on Friday to visit Mrs. Winslow's parents. Mr. and Mrs. Winslow and Hillary have returned. Katherine is remaining for a longer visit.

**ATTEND EDENTON WEDDING**

Mr. and Mrs. R. N. Hines attended the House-Badham wedding in Edenton on Saturday night.



Your hair tells your age! If your hair is drab or streaked with gray you look older than your years.

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My beautician is \_\_\_\_\_

**Those Pioneers Weren't So Dumb!**



No wonder the young men went West in the troublesome 1800s, if this is a sample of what the covered wagons carried. The photograph is of a rehearsal for "The Cavalcade of Texas," the re-enactment of Texas history to be presented daily on the world's largest stage when the \$25,000,000 Texas Centennial Exposition opens in Dallas June 6.

**Texas Carries Coals to Newcastle**

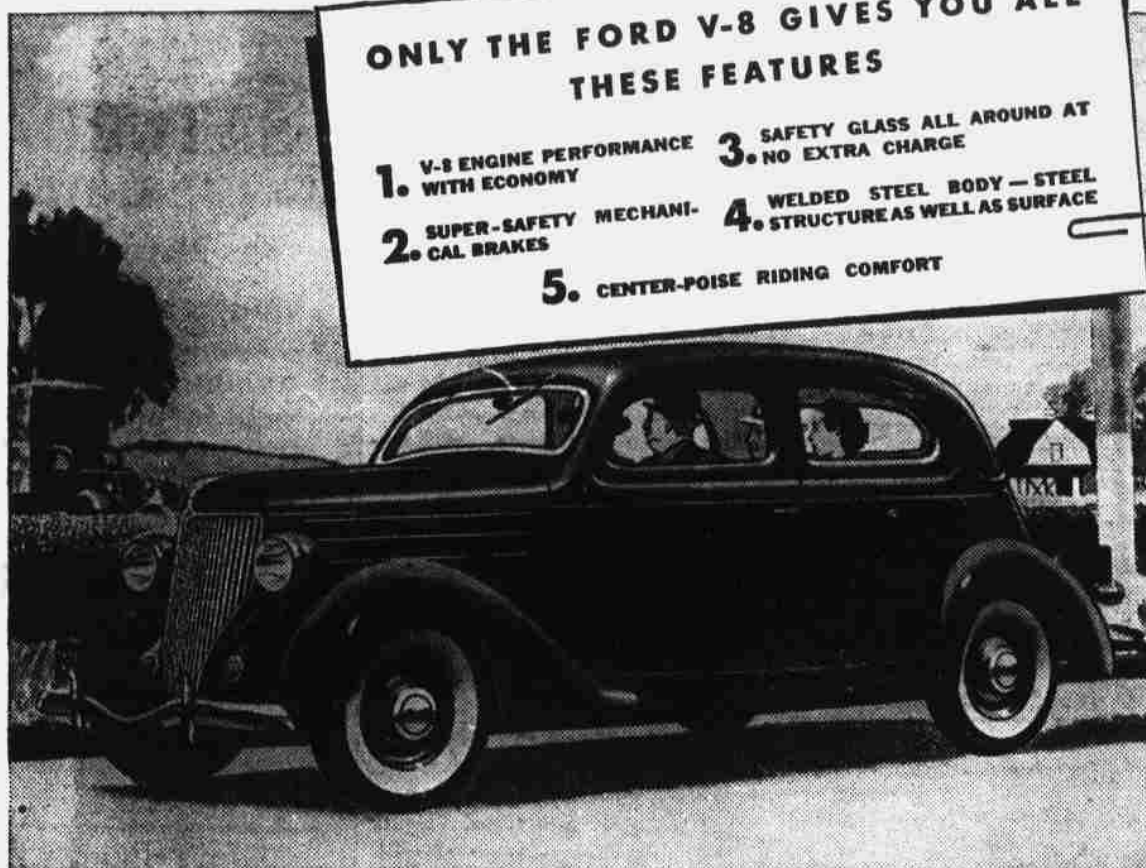


Here is Margarette Frances Nalle, of the Texas Centennial Exposition, as she taught Oscar of the Waldorf-Astoria Hotel's menu on her return from New York. Miss Nalle was the title of "Dishwasher Girl" for the Exposition, which opens in Dallas June 6.

**FORD V-8 ECONOMY MEANS HIGH "Dollar Mileage"**  
(MORE MILES PER DOLLAR)

ONLY THE FORD V-8 GIVES YOU ALL THESE FEATURES

1. V-8 ENGINE PERFORMANCE WITH ECONOMY
2. SUPER-SAFETY MECHANICAL BRAKES
3. SAFETY GLASS ALL AROUND AT NO EXTRA CHARGE
4. WELDED STEEL BODY—STEEL STRUCTURE AS WELL AS SURFACE
5. CENTER-POISE RIDING COMFORT



NO MATTER how you classify your expenditures for car up-keep—it's your total expenditure that counts. How much "dollar mileage" is your car giving you?

Dollars do go farther in the Ford V-8. Modern improved carburetion gives you unusual gasoline mileage with brilliant V-8 performance. Most owners of today's Ford change oil only every 2000 miles and add none between changes.

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It gives you more miles per dollar because it gives you all-round economy—low first cost, low up-keep cost, low depreciation and long life—as well as low gasoline and oil consumption. All these are big items if you aim to buy the most economical car.

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\$25 A MONTH, after usual down-payment, buys any model 1936 Ford V-8 car—from any Ford dealer—anywhere in the U. S. Ask your Ford dealer about the new Universal Credit Company 1 1/2% per month Finance Plan.