

The November

25 Cents

# American

Magazine



## GOSSIP! B...

*The Meanest Habit in the World*

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# The American Magazine

Contents for November, 1927

Merle Crowell, *Editor*

James C. Derieux, *Managing Editor*

"HOW do you manage to get such a variety of interesting material?" someone asks us almost every day. The answer to that is easy—THE AMERICAN MAGAZINE deals with life, with real, everyday life. And, since life is infinitely varied, our material has to be infinitely varied too.

Every article in every issue strikes home to you in some way.

Do you know what the "average man" thinks? Do you know why children often lie? Do you realize how important it is for a woman to do her work, and keep attractive too? Do you know what a man in politics is up against? Do you know how to get fun out of living? Do you recognize the insidious evils of gossip? Do you know how to avoid the dangers of winter? Do you know what an artist sees—what you might see, but usually do not?

All these and many other questions are answered in this one issue of THE AMERICAN MAGAZINE. Rather close home, aren't they? Tied up with your struggles, your conversation, your desire to enjoy life and make the most of it?

Once this magazine ran a contest asking its readers what they liked most about it. In almost all of the thousands of letters that came to us were four words: *inspiration, information, entertainment, cleanness.* And what four words could have expressed better just what we are trying to put into the magazine!

THE EDITOR.

VOL. CIV	Articles	No. 5
Gossip!	Edgar A. Guest	7
Behind Nearly Every Lie There Lies a Fear	Angelo Patri	14
What a Man in Politics is Up Against	Brand Whitlock	16
It's All Right to Be a Wife if You Don't Look Like One!	Charles Lane Callen	19
You've Heard of the Average Man? Well, Here He Is!	William S. Dutton	24
Why I'm "Agin" Oratory	John Clarkson	26
"Daylight and Dark Are Mine Alike to Use"	Magner White	32
Lathrop Studied Art Behind the Plow	Sherman Gwinn	34
"The World Needs Fun and I Aim to Make Some"	Helen Christine Bennett	37
"Be Yourself, George; Be Yourself!"	Mary B. Mullett	38
A Man's Debts Are Sometimes the Measure of His Courage	Neil M. Clark	44
The Biggest Battle Americans Ever Fought	Thomas M. Johnson	46
An Ounce of Prevention is Worth Fifty Firemen	By a Volunteer Fire Chief	51
The Age of Indiscretion	Virginia Terhune Van de Water	56
Getting Ready for Winter	William S. Sadler, M. D.	62
<b>Fiction</b>		
"The Ninth Life"	I. A. R. Wylie	10
Old Hawk Eye	Chester T. Crowell	20
Growing	Nelia Gardner White	29
Where There Isn't a Will There's a Way	Ellis Parker Butler	40
"Folks Mostly Acts Like Human Beings"	Clarence Budington Kelland	52
War Drums. A Novel. Part II	Herbert Ravenel Sass	58
<b>Short Features</b>		
Us	Arthur Guiterman	24
If You Ask Me:		
Don't be afraid of a draft if you open the windows of your mind	Merle Crowell	63
Interesting People		
Steve and John Zolozzi	Article by Andrew R. Boone	64
Jim Way	Article by Earl Chapin May	65
Mrs. Shirley L. Lloyd	Article by Clyde Beals	66
Dard Hunter	Article by Neil M. Clark	67
Clara Sandborg	Article by Mary B. Mullett	68
The Person I Know Who Gets the Most Fun Out of Life		182
Prize Contest Announcement		
The Kind of Story I Like Best (Prize Contest Awards)		188
The Family's Problems		
When I Sent Our Baby to Mother My Husband Saw the Light	F. E.	210

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# Getting Ready For Winter

By William S. Sadler, M. D.

**W**HEN the frost is on the pumpkin, and the fodder's in the shock," most of us are feeling in the pink of physical condition. During the summer we have spent a great deal of time out of doors and we look forward to a good, productive winter.

It is the purpose of this article to give you some practical suggestions on getting ready for the winter season, which, with its sedentary indoor life and artificial conditions, tends to draw heavily on the strength and energy that you have stored up during the summer and fall.

Biologically, man is an outdoor animal, and he always courts trouble when he undertakes to live for long periods indoors. It is a recognized fact that we have more sickness in the winter than in the summer. But most of it is preventable.

Winter would be the most healthful season of the year if we but knew how to avoid some of the handicaps of the indoor life which the cold season imposes upon us. Cold weather is a tonic, and this is borne out by the fact that the races who occupy the earth's colder regions are in many respects more active and stronger than tropical peoples.

I want you to resolve to continue your physical exercise during the winter months, and arrange that at least a part of it shall be taken out of doors.

The approach of the winter season necessitates many radical readjustments on our part. We must provide for burning more fuel in the body, in order to maintain the standard, normal temperature. Physical exercise assists us in burning up the fuel, and the resultant heat that is liberated helps to keep us warm, even in the presence of frigid temperatures. The energy which furnishes the heat to warm the body is derived from the digested and assimilated food which has been stored in the muscles. About eighty per cent of our food is burned up to keep us warm; only twenty per cent is spent in the energy of motion.

Along with the fuel stored in the muscles, nature prepares a chemical substance called *oxidase*. This is a sort of digestive ferment which contributes to the combustibility of the stored-up muscle fuel. As cold weather draws on, the amount of oxidase to be found in the body is greatly increased, thus supplying us, as it were, with additional kindling wood which can be used to advantage throughout the winter season of low temperatures.

Other changes also take place in the early fall which amount to a complete overhauling in the heat-regulating mechanism of the body. But these cold weather adjustments have nothing to do with the old exploded notion of the blood being "thick" or "thin." We used to be told that certain people were cold and chilly because their "blood was thin." It was supposed that our blood got thick during the winter. Generally speaking, the blood is the same

during summer and winter, with the exception that during the latter season it contains more of certain substances which increase the internal combustion of the fuel, thus assisting the body in the necessary task of generating more heat. It is only in some such subtle fashion that the blood is materially changed as between summer and winter. Some folks are doomed to have cold hands and feet, not because their blood is *thin*, but because of certain hereditary tendencies or deficiencies in the circulatory mechanism.

While I commend all of the outdoor sports belonging to the winter season, ranging from hiking to skating, I especially recommend the former as adapted to all ages and conditions. It's free for everybody, and there is no form of exercise that is more invigorating and healthful than walking in the fresh, crisp, wintry air, with chest expanded and arms swinging freely.

Gymnasium work, indoor swimming and other forms of indoor exercise will serve to supplement outdoor activities; but don't forget the health value of the winter hikes.

After outdoor exercise on cold days, don a sweater or overcoat the moment your muscular activity ceases. If you don't, you are inviting a cold.

**T**HE wild animals fatten up during the summer so as to provide against food scarcity during the winter. By spring they are usually relatively thin and gaunt. In the civilized human species it is just the opposite. We are more active during the summer, have more green stuff to eat—foods which are less fattening—while during the winter we tend to house ourselves, eat heartily, exercise less, and gain in weight. So it develops that around ground-hog day human beings of obese tendency begin to weigh themselves and think seriously about reducing.

But we can burn up more food in the winter than we do in the summer, provided we don't overheat our living-rooms, and provided, further, that we get out of doors occasionally. Starches, sugars, and fats are the fuels of the body. Starch and sugar are about of equal value, while fats are highest in calories. If we are not overweight and are exposed to outdoor temperatures during the winter season, we are justified in eating more butter, cream, and other fats than during the summer. We can also utilize a reasonable amount of starch and sugar, together with the usual protein allowance.

In fact, we probably use a little more protein in winter than in summer, but not a great deal more, as protein is not ordinarily used as a fuel in the body. It is utilized for tissue replacement; though protein can be burned up as fuel if there is a scarcity of the ordinary fuel supply.

And one important point to remember is that the body needs water during cold weather the same as in warm weather. The minimum of six to eight glasses of water

should be drunk every day during winter, regardless of whether or not you are thirsty. This is done to keep the blood stream clean and to prevent irritation of the kidneys by the over-concentration of the circulating fluids of the body.

The iron content of the blood tends to run down during winter. This is what we doctors mean when we say the hemoglobin is getting low. The following are foods which are especially rich in iron, and you should try to have some one of them at each meal during the winter season: spinach, egg yolks, asparagus, beef, cabbage (outside leaves), oranges, apples, unpeeled almonds, tomatoes, beets, carrots, lentils, beans, fish, peas, potatoes, cereals, bread, figs, and milk.

**T**HE question of vitamins is a more important problem during winter than during summer. This is not the place to enter into a discussion of vitamins; it is too big a subject. I merely want to say this—if you are eating something green each day, if you are using milk, you don't need to worry much about vitamins. You require only a small amount to be healthy, and vitamins are found in all our raw foods. In the case of children, vitamins are of more importance. We should remember that orange juice and tomato juice contain practically all of the known vitamins, and that even canned tomatoes are very good. Cooking the tomatoes does not wholly destroy the vitamins.

In a former generation some families were wont to have a certain date, like October 20th, as the day on which every member of the family was to don the winter flannels. Young and old had to put on the winter underwear, no matter how warm the day or how much these old red or other colored flannels might "itch us." This business of putting on flannels on a certain day was almost as much a ritual with some people as was the habit of taking molasses and sulphur in spring-time to purify the blood.

Now, if there is any one thing that needs to be thoroughly revised about our notions of winter clothing it is the idea of wearing the same amount of underwear, no matter what the temperature. Clothing should be a matter of constant adjustment with reference to the weather.

I am more and more convinced that it is best for indoor workers, city dwellers, to wear the same type and weight of underwear the year around. This may not be sound advice for farmers and those who are out of doors in low temperatures many hours each day. I still think, though, that many of our outdoor workers would do better to wear lighter underwear and to provide for heavier outer garments, overalls, leggings, sweaters, and coats, so that when they do come indoors they will not be overheated.

Many of us maintain our indoor temperatures at almost summer heat. Most homes are kept at 75 degrees Fahrenheit

of above. One caution in such temperatures, wearing heavy underwear, and not bring about that constant state of perspiration which predisposes to chilling and catching cold, when suddenly going from such a warm temperature into the colder outdoor air.

There is one exception I want to make to this advice about wearing the same underwear winter and summer, and that is with reference to socks and stockings. Men and women who are in the habit of wearing thin silk hosiery in the summer need to wear something a little heavier during the winter.

The main thing about dressing in the winter is to keep the arms and legs well clothed. The greatest opportunity for chilling is in the extremities, and it is chilling that does the mischief, contributing to internal congestion, colds, and sinus trouble. There are plenty of blood vessels to be found in the skin of the face and even on the neck and chest. It's not the low-necked dresses that cause trouble during the winter. It's the exposure of the arms and the legs to wintry blasts.

Women who are in the habit of wearing satin or thin-soled leather shoes during the summer should turn to low-cut oxfords in

the winter. The important point in the dressing of the feet is that we should do our best to keep them warm, without overdressing them. Those individuals who "catch cold" every time their feet get wet should form the habit of wearing rubbers. This is also good advice for those who have chronic sinus trouble.

And don't be afraid, if the temperature goes up, to leave off your heavy winter overcoat and wear one of lighter weight.

**T**HE biggest problem of our indoor life during the winter season is that of humidity. I think the majority of our colds, troubles with the nose, throat, and lungs, are due to breathing air that is too dry. In the case of the hot-air furnace the water pots can be kept filled, and this helps a little; but it doesn't entirely solve the problem. Where there is steam heat, attachments can be put on the coils automatically to liberate steam in the room and thus the humidity problem is largely solved. In the case of hot-water heat this is not possible. If your home is heated by stoves, keep kettles of water boiling on the top.

Humidity is best indicated by means of the combined thermometer—that is, a wet

and dry bulb thermometer. If the air becomes over-humid it is depressing, and such conditions are very undesirable.

A good practical test for humidity during the winter is to observe whether or not the windows are frosted. Janitors don't like to have a humid atmosphere, because it makes the windows "sweat." But this is all wrong from the standpoint of the health of the people who live in the house and breathe the air. When the air is around 70 degrees Fahrenheit and has fifty per cent humidity, it is not far from right. Whenever such air falls down to 52 degrees Fahrenheit, the dew point is reached, and water will precipitate on the cold window surface. Of course, on cold days the window glass is far below 52 degrees Fahrenheit, and so it follows that if there is no frost on the glass there is little water in the air of the room—too little for the health of its occupants.

Of this one thing you can be sure—the house where the windows do not sweat and frost during the cold weather is not fit for human habitation. The school with clear windows is wasting the taxpayers' money, the teachers' time, and the pupils' health. The office with clear windows is a place where employees (Continued on page 108)

## If You Ask Me:

*Don't be afraid of a draft if you open  
the windows of your mind*

**O**N a recent rainy night, Carl Lomen, the reindeer king of Alaska, told me a true story. It has stuck in my crop ever since. And now I'm going to pass it along.

"A certain Greenland Eskimo," said Lomen, "was taken on one of the American North Polar expeditions a number of years ago. Later, as a reward for faithful service, he was brought to New York City for a short visit. At all the miracles of sight and sound he was filled with a most amazed wonder. When he returned to his native village he told stories of buildings that rose into the very face of the sky; of street cars, which he described as houses that moved along the trail, with people living in them as they moved; of mammoth bridges, artificial lights, and all the other dazzling concomitants of the metropolis.

"His people looked at him coldly and walked away. And forthwith throughout the whole village he was dubbed 'Sagdruk,' meaning 'The Liar,' and this name he carried in shame to his grave. Long before his death his original name was entirely forgotten.

"When Knud Rasmussen made his trip from Greenland to Alaska he was accompanied by a Greenland Eskimo named Mitek (Eider Duck). Mitek visited Copenhagen and New York, where he saw many things for the first time and was greatly impressed. Later, upon his return to Greenland, he recalled the tragedy of Sagdruk, and decided that it would not be wise to tell the truth. Instead, he would narrate stories that his people could grasp, and thus save his reputation.

"So he told them how he and Doctor Rasmussen maintained a kyak on the banks of a great river, the Hudson, and how, each morning, they paddled out for their hunting. Ducks, geese and seals were to be had a-plenty, and they enjoyed the visit immensely.

"Mitek, in the eyes of his countrymen, is a very honest man. His neighbors treat him with rare respect."

The road of the truth-teller has always been rocky. Socrates sipping the hemlock, Christ crucified, Stephen stoned, Bruno burned at the stake, Galileo terrified into retraction of his starry truths—forever could one follow that bloody trail through the pages of history.

Something in human nature makes us resent the impact of new ideas. We hate to be disturbed in the beliefs and prejudices that have been handed down with the family furniture. At maturity too many of us go into hibernation, and live off the fat of ancient fetishes. If a new idea invades our den we rise up snarling from our winter sleep.

The Eskimos, at least, had some excuse. They were unable to visualize the startling pictures drawn by Sagdruk. Their simple lives had been too long circumscribed by the brooding arctic night.

But there is no adequate reason why the average man should ever close his mind to fresh "slants" on life. He does, just the same. Nothing is more tragic—or more common—than mental inertia. For every ten men who are physically lazy there are ten thousand with stagnant minds. And stagnant minds are the breeding places of fear.

An old farmer up in Vermont always used to wind up his prayers with this plea: "Oh, God, give me an open mind!" If more people followed his example they might escape being hamstrung by prejudices. And what a pleasant place to live in the world would be!

*Merle Crowell*



At noon—each day  
**JAPAN  
 TEA**

Your most  
 restful drink

There is pleasure in its taste, of course, in the fragrance and flavor that only green, unfermented tea can have.

But the greatest delight in drinking Japan Green Tea is in the restfulness it gives you.

Try it at noon. Sit back for ten minutes after luncheon and linger over a cup or two, steaming hot. Relax.

You'll get up refreshed and rested, ready for a better afternoon of work or play.

Japan Tea is tea at its best—tea in its natural state, uncolored and unfermented, with all the flavor-laden juices of the fresh leaf preserved by immediate sterilization.

Specify Japan Green Tea when you buy. Packaged for the home under various well-known brands. Several grades and prices. The best you can buy will cost you only a fraction of a cent a cup.



"Archie, that's about enough. You did your algebra correctly last night. Now, you go right up-stairs. And you are going to do those examples and the rest of your lessons if you sit up all night. I've made up my mind. Now up you go."

All that Archie needed was the habit of retiring to his own room for his study period, and a little supervision of his work. His attention was constantly attracted by what was going on around him; his interest was scattered, and concentration was impossible, because he was wishing to do a host of things outside the field of his work.

Nobody knows what a child may turn out to be. Family tradition is not decisive. He is not a combination of his mother and father but rather a composition of all his ancestors. He is a new organization of old material, and as much a mystery to himself as to his people. Again the principle of education shines through the chaos. Let him follow each phase of his growth to its limit. Each feeds the succeeding one, and the combined growth strengthens the complete expression.

Few children know what they intend to do for a living before they have completed adolescence, therefore it is usually better to give them a general cultural course until graduation from high school. Then, if they are not going directly to college,

let them work for a year or two at some gainful occupation in which they gather experience in industry, in meeting people, in facing emergencies, and in applying their knowledge.

Usually, after a year or so of this training, a child has a clearer idea of what he wishes to do. Out of his wish evolves his purpose and the will to carry it through. Higher education without the creative wish and the accompanying purpose and will comes dangerously close to waste.

I hope I have made it clear that rearing a child is not the simple thing that it appears to be. It is not a matter of saying "Do this and do not do that, and all will be well." It is the complicated struggle of a soul striving toward a height which even the best and strongest among us glimpse but dimly.

A child must develop his own power through experience and suffering. You cannot give him the one and spare him the other. But what you can do is to stand tolerantly by, and with sympathy and understanding help him in his fight against ignorance, interpreting his experiences for him in the light of our own wider and richer life.

And, above all, hold fast to your faith that he is here for some destined good, some high calling, and he will, in good time, justify that faith.

"FIVE Years Ago He Tried to Give Away Half His Business" is one of those business romances that are always occurring in American life. The hero is William A. Burnette, who, starting out as an uneducated "poor-white" teamster in the Tennessee mountains, became a minister, and wound up as the president of an organization the sales of which amount to about one million dollars a month. The message of his life is told in a few simple words: "When a man tries, really tries, a way is made clear."

## Getting Ready for Winter

(Continued from page 63)

have more than the average of colds, pneumonia, and other infections. In mid-winter, if your windows are not frosted, get busy—something is wrong.

Another way to test your indoor atmosphere during the winter is to bring some flowers into the room. Most of you folks live in an atmosphere during the winter in which flowers will not grow. When your plants begin to die, if you go to the florist and make inquiry as to what is wrong, he will probably explain that your temperature is too high and the humidity too low.

Human beings thrive best in the atmosphere that plants grow well in—temperature about 68 to 70 degrees Fahrenheit, humidity 40 to 50, and with a reasonable amount of sunlight.

And in this connection, let us remember that the violet rays, the wonder-working rays of sunlight, do not pass through ordinary window glass. If you want a baby to thrive, it must be out-of-doors, or before an open window where the sunshine strikes it directly. The sun parlor is a joke. You cannot get a real sun-bath with light that comes through ordinary glass, since it filters out the most important rays.

The temperature of about 68 degrees Fahrenheit for indoor living seems to be that at which there is less tendency for the

skin to perspire, and therefore less danger from chilling if suddenly exposed to drafts. It isn't fair to ruin the health of the entire family in order to make comfortable one chilly or elderly person who demands a temperature around 80 degrees. Far better that the chilly or elderly one should put on extra garments and habituate himself to the enjoyment of a healthful temperature.

Occasional changes in temperature are good for the health. It isn't healthful to live in a perfectly equable temperature. The human skin should be accustomed to frequent changes in temperature. It serves to keep the circulation toned up.

Now let us turn our attention to the prevention of some of the infections and other disorders which are so commonly associated with the winter season. More than one half of the health problems of the winter season can be solved by a san régime as regards exercise, diet, clothing and humidity; but it will not be amiss to speak in more detail of the best ways to side-step colds, sore throats, influenza, pneumonia, and other winter ailments.

In general, a cold is an infection. While colds are not confined to winter, since we do have summer colds, the summer varieties generally belong to the hay-fever class.

Our winter colds are primarily due,

## WILL YOUR NAME BE ON ONE OF THESE?



ONLY a few weeks more and Postum's \$10,000 prize contest comes to a close. One thousand and one money prizes will be given away—prizes simply for writing letters! These prizes will be won by persons like yourself. Some will win \$1000 each—others \$500! Why not be one of them?

All that is wanted is a letter on any one of the three Postum subjects given below.

Others have told us, before this contest started, how they used Postum in place of coffee beverages for thirty days—and became regular Postum users forever after! "I sleep better!"—"No more indigestion." Typical comments. Give us the results in *your* case—whether you are an old-time Postum user, or only a beginner. Hundreds of prizes for the best letters!

Or write a letter about Instant Postum made with milk for children. Mothers have written: "My little girl has gained weight wonderfully!"—"My children couldn't drink milk until I discovered Instant Postum made with milk!"—"No more worries about coffee for the children in *my* family!" Win a prize by writing a good letter!

In addition, hundreds of prizes for letters on "How I make Postum—and why I like it best made *my* way." Some Postum enthusiasts won't have anything but Instant Postum, prepared instantly in the cup with either boiling water or hot (not boiled) milk. Others like Postum Cereal much better—prepared by boiling, or in a percolator. Some people like Postum strong, others weak, others "in between." Just as with other hot drinks, individual tastes must be suited in preparing Postum. How do you prepare Postum? A thousand dollars for the best letter!

The prize money is waiting to be won! Don't let another day go by! Read the rules on this page, and enter the contest!

## Subjects and Prizes

1. "What the 30-day test of Postum has done for me."  
(Letters on any subject not to exceed 300 words in length)
2. "Why I think Instant Postum made with milk is the best hot drink for boys and girls."
3. "How I make Postum—and why I like it best made *my* way."

For the best letters on each subject: First prize, \$1000; second, \$500; third, \$250; fourth, 3 prizes of \$100 each; fifth, 4 prizes of \$50 each; sixth, 5 prizes of \$25 each; seventh, 10 prizes of \$15 each; eighth, 25 prizes of \$10 each; ninth, 35 prizes of \$5 each; tenth, 35 prizes of \$3 each; eleventh, 68 prizes of \$2 each; twelfth, 146 prizes of \$1 each for first and second subjects, 145 prizes of \$1 each for third subject.

## RULES

- |  |  |
|--|--|
| 1 You may write on any one or all of the subjects, and submit as many entries as you care to.    | 7 No communications will be acknowledged, and no manuscripts will be returned.   |
| 2 Write the subject at the top of the first page of each manuscript you submit.                  | 8 Employees of the Postum Company, Inc., are not eligible.   |
| 3 Write plainly on one side of the paper only. Neatness counts.                                  | 9 Address envelopes to "P. O. Box 594—F, Battle Creek, Michigan."  |
| 4 Write your name and address on each manuscript.  | 10 Manuscripts must be received before 5 p. m. December 11, 1927.  |
| 5 In case of ties, each tying contestant will be awarded the full amount of each prize tied for. | (Prizes will be awarded, and the names and addresses of prize winners announced as early as possible in 1928.) This contest is not limited to residents of the United States—it is open to every one everywhere. |
| 6 Contestants agree to accept the decisions of the judges as final.                              |  |

## THE JUDGES

U. S. Senator Royal S. Copeland, M. D., former Health Commissioner of New York City; Alice Bradley, Food Editor, Woman's Home Companion; Sarah Field Splint, Home Economics Editor, McCall's Magazine;

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my opinion, to the drying out of the respiratory mucous membrane by indoor living in an atmosphere too low in humidity. Enlarged turbinates, crooked septa, diseased tonsils, adenoids, polyps, sinus infections—all these are predisposing causes of colds. The circulation of the blood, the so-called general vitality of an individual, undoubtedly has something to do with this tendency to catch cold. I had in the study of my patients who are predisposed to colds, that it is a different group of causes in nearly every case.

The first thing to do to prevent colds is to try to be in good health, and the next thing is to try to improve the circulation of the blood, and this is where exercise and bathing come in. People who have cold hands and feet may do something to get ready for winter by the morning cold bath, or, still better, the alternate hot and cold shower. The best way is to take a shower bath, say a minute or two of hot, and then twenty or thirty seconds of cold water; alternating this way half a dozen or even a dozen times, beginning with the hot and ending with the cold. This tones up the circulation.

People who do not enjoy the morning cold shower can improve the circulation by the employment of dry friction, taking a Turkish towel and rubbing the skin until it is good and red. Regular exercise also is good for the circulation—it promotes elimination, and it helps to prevent colds.

We have learned of a type of cold which is recurrent and which is caused by too little calcium in the blood. Now, calcium can be taken in many forms, but one of the best ways to take it is in connection with the ordinary table salt. This is particularly to be recommended if you live in a goiter belt, for then you probably have too little iodine in your water, and it is best to use the brand of salt that some states now require by law to be supplied to their citizens. I refer to the ordinary table salt which contains both iodine and calcium.

IF YOU are a victim of colds, see a nose and throat specialist early in the fall and make sure that your nose is in proper condition. It is a waste of time to take baths, exercise, calcium, and vaccines to prevent colds which are due to a chronic diseased condition of the nose and throat.

Remember that there is always danger of chilling, and consequent colds, if your undergarments are wet with perspiration, and you go from a warm room out of doors into lowered temperature.

One young housewife was seized with a severe pain in the head, which proved to be sinus trouble, and in going carefully into her history we found that when she made frequent trips to the back porch to deposit paper or garbage, she always stepped out of an overheated kitchen into the cold, with no protection for the head or shoulders. She contracted a serious and painful sinus infection as a result of her carelessness.

Let us not forget that many of our winter colds and other infections are caught from crowds. When epidemics are prevalent, and when you are feeling tired and a little below par, stay away from crowded gatherings.

If you expect much benefit from nose ointments, or throat gargles, they must be used in the very early hours of a threatened cold. These preventives are most effective

Postum is one of the Post Health Products, which include also Grape-Nuts, Post Toasties, Post's Bran Flakes and Post's Bran Chocolate. Your grocer sells Postum in two forms—Instant Postum, made instantly in the cup, and Postum Cereal, the kind you boil. If you are not one of the millions who now purchase Postum, you may obtain a sample of either Instant Postum or Postum Cereal by addressing the manufacturer.

when they are used in the so-called dry stage of a nose and throat infection; that is, the stage in which there is a dry or tickling sensation in the mucous membrane of the nose and throat. After the mucous discharge starts, or after the throat has been sore for a number of hours, I very much doubt the efficacy of these remedies; nevertheless, we continue to use them and they may do some good.

Certain people are born into this world with poor and unstable skin circulation. Now, some people can almost cure themselves of this cold hands and feet tendency, but others cannot. Some of you who read this article will always have cold hands and feet; but this doesn't mean the blood is poor or that you have anemia. It means that, for some reason, the blood vessels of your extremities do not move the blood around with sufficient vigor to keep a fresh, warm supply in the skin.

Exercise is good for this condition, but you are not going to cure it. You are going to learn how to get along with it. You are going to learn that your arms and legs must be clothed (during the winter) a little more warmly than the average person's, and you will in time learn how to overcome this handicap, and will see that it in no way predisposes you to catching frequent colds.

**T**HIS question of circulation brings up the problem of winter bathing. I believe that the average individual gets along very nicely with two or, at most, three warm cleansing baths a week. Avoid taking baths too hot, for by failing to cool them down you set up a profuse secondary perspiration. It is chilling from this perspiration after going to bed or dressing that makes so much trouble.

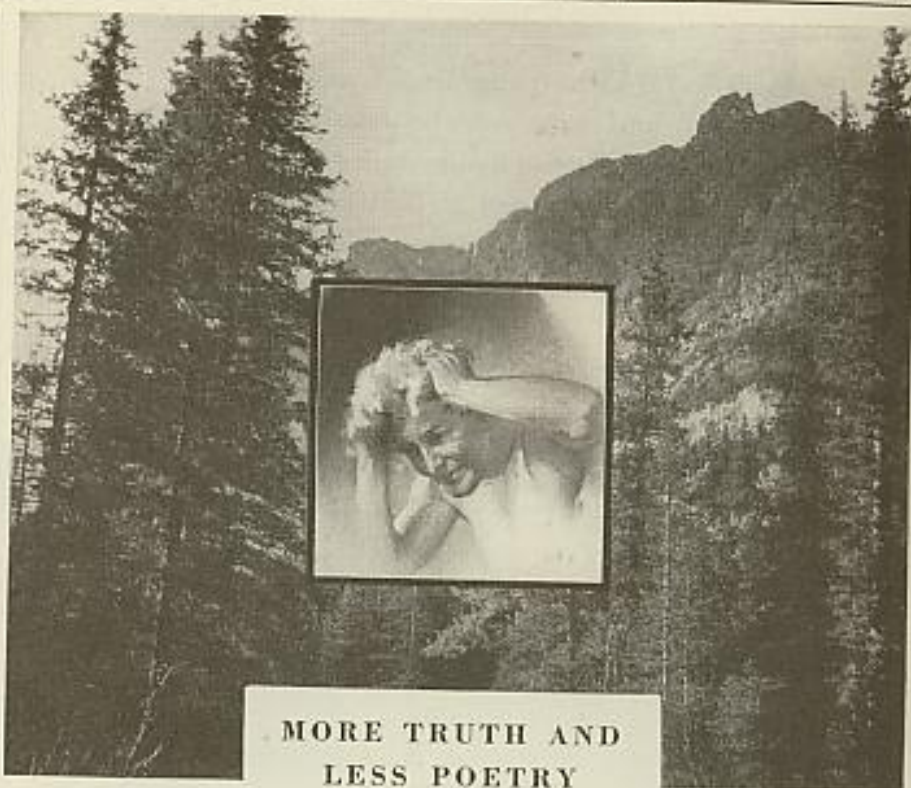
I have already paid my respects to the morning cold bath. I don't believe in advocating it as a general practice for everybody, and I see no reason why people who do not like them should take cold baths as a matter of duty. Certainly something is wrong with the morning cold bath if you have headaches following it, and are chilly until noontime. You probably can avoid these unpleasant after-effects if you take a hot bath just before the cold shower, or if you will take a little exercise before your cold shower and perhaps a little afterward—not enough to start perspiration.

I am far more interested in exercise as a winter health practice than in special forms of bathing; that is, for well people. I am saying nothing against electric-light baths, sun baths, and other treatments that your physician may advise because you are suffering from some ailment.

Neither do I approve of such insane practices as breaking the ice in order to take a winter dip; or sending the "kiddies" out in zero weather with socks and bare knees in order to "harden" them. Send the children out to play every day during the winter; but dress them sensibly.

Among other common ailments which afflict us in winter are chapped hands and lips. Individuals with dry skins are particularly addicted to them. Much can be done by way of protection by the use of cold creams or other ointments which will protect the skin from the wintry blasts.

If these chapped conditions are allowed to go on sometimes eczema develops, and eczema is very hard even for doctors to



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## about hair health

If poetic promises would grow hair there needn't be one bald man in the whole forty-eight states! But magic aside, what are some unvarnished facts about the day-to-day care of the hair?

The care of the hair is not a new subject. Doctors have studied it for years. As the makers of Packer's Tar Soap, we have studied it with doctors for years—over fifty years. Specialists have always recognized that pure pine-tar was very beneficial to the hair. In their books on the care of the hair and skin they have always recommended pine-tar.

The difficulty was that pine-tar alone could not be conveniently applied to the scalp. It remained for Daniel Packer, 60 years ago, to successfully incorporate pine-tar in a soap—Packer's Tar Soap. And ever since doctors have been recommending Packer's Tar Soap—largely because of the healthful qualities of the pine-tar in it.

If you talked to a doctor today about guarding your hair, he would probably tell you something like this: In the care of the average head of hair there is just one real secret. Wash it frequently with a fine soap like Packer's and—massage the scalp.

A hair soap, of course, should yield a mountain of lather—at the double-quick. Packer's does! And a great many men tell us that the piney fragrance of this willing Packer lather makes a shampoo fun—really!

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(PRINT CLEARLY to avoid misreading)

# PACKER'S Tar Soap

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cure. The remedy that will be helpful to one person doesn't always help another. In the case of the eczema of children, and even adults, ordinary crude coal tar is perhaps the best home remedy. It is employed as follows: Crude coal tar, 8 parts, and zinc oxide ointment, 60 parts. This is spread in moderate amount over the affected part, which is then bandaged for twenty-four hours. It is discoloring for the time being, but if this is applied as directed it is a simple and effective remedy. As little water as possible, or none at all, should be used in cleansing the affected skin area. Use olive oil instead.

Ordinary chapped hands will respond to simple measures. I know of nothing better than dilutions of glycerin, using one part of glycerin to four parts of water. This should be applied after each washing.

The use of a plain, uncolored lip stick, procurable at all drug stores, will help prevent chapped lips. It should be applied when going out in the wind and cold.

A great many persons, especially if they are above thirty-five or forty years of age, and live in an atmosphere that has little humidity, suffer with an intolerable itching of the skin, which often keeps up until the month of March arrives. Now, I have used many remedies for this "winter itch," but I have found the following program to be the best for the average individual: Take a fairly warm, soapy bath, twice a week, scrubbing the skin clean; dry thoroughly, and then liberally anoint the body with coco butter. Nine times out of ten you will control the itching; but if you do not, rub the coco butter on the body each day, or twice a day if necessary. If persisted in, this will usually afford relief.

Salves which contain carbolic acid will give quick relief from the itching, but they sometimes set up an irritation of the skin, so that in the end the remedy will prove to be worse than the disease. Folks who suffer from "winter itch" should avoid eating shellfish or oysters.

**P**NEUMONIA is very largely a winter disease, but not always. Proper exercise, good ventilation, control of the appetite, avoidance of chilling, exposure, crowds, alcohol, will contribute enormously to the prevention of pneumonia.

Neuralgia and neuritis, while they tend to appear and bother us more in winter, are really the result of focal infections. They are due to the action of pus-producing germs some place in the body.

It is interesting in this connection to note that some diseases, such as measles and scarlet fever, are almost always confined to the indoor season. When the fires are drawn and the windows are thrown open these diseases vanish, and then in the fall, when we lay our fires and shut up the house, back they come.

All of which leads me to repeat what I said at the beginning of this article—that man is an outdoor animal. However, since modern civilization and our climatic conditions necessitate our living indoors almost half of the year, it behooves us to do everything in our power to get ready for winter, and so to live during winter as to keep ourselves, as far as possible, above the disease line, particularly above the line of those so-called house diseases—colds, "flu," bronchitis, pneumonia, and tuberculosis.

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