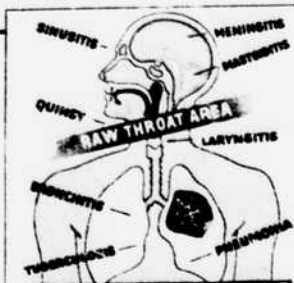


**Feverish? Grippy?
SEE DOCTOR AT ONCE**



**FOR "RAW" THROAT
USE THIS "FIRST AID"**

Doctors warn that colds can lead to serious illness. So treat the symptoms of a coming cold without delay! If you feel feverish or grippy, see your doctor at once!

For the most effective "first aid," gargle with Zonite. Zonite does 3 jobs for you: 1) Cleanses mucous membranes. 2) Increases normal flow of curative, health-restoring body fluids. 3) Kills cold germs present in the throat as soon as it comes in actual contact with them!

ZONITE WINS TEST BY 9.3 to 1
In a test to find out the germ-killing powers of the nitro most popular, non-poisonous antiseptics on the market, Zonite proved to be actually 9.3 times more active (by standard laboratory tests) than the next best antiseptic compared! This means economy because you use Zonite diluted! Zonite goes farther—saves you money.

Get Zonite at your druggist now. Be prepared. At the first sign of a cold, start gargling at once. Use 1 teaspoon of Zonite to one-half glass of water. Soon your throat feels better. But if feverish, consult your doctor at once!

Gargle with Zonite

"MOTHER makes Tahitian dishes," says Jon Hall, whose familiarity with that famous island had equipped him for stardom overnight, when it was decided to make a motion picture of "Hurricane," the exciting modern novel of adventure written by Charles Nordoff and James Norman Hall. Jon was apparently born to play the role of Terangi. He is the nephew of the author and was reared on the Island where his ancestors settled two generations ago.

Jon knows everything, therefore, about this fabulous, fascinating spot. He knows the customs and understands the character of the natives. He can ride an outrigger canoe, spear fish, swim and dive expertly. "And I know a lot of chaps pretty much like Terangi. I've lived their life and love it," he says.

That is why he also likes the food that he had there as a boy and very young man. Some of the dishes are, of course, not practical for our American tables. But others are highly delectable and easily adapted for our own use. We cannot, for instance, serve the breadfruit which, Jon says, "we eat there like bread."

But coconut cake is another matter, though it differs from ours in having shredded coconut cooked in the batter—not merely used in frosting. The cake, in fact, is excellent without frosting—but with it becomes one of the most delicious confections we have ever tasted. Here is the recipe:

Coconut Cake

- 1/2 cup shortening
 - 1 1/2 cups sugar
 - 2 cups sifted cake flour
 - 2 teaspoons baking powder
 - Dash of salt
 - 2/3 cup milk
 - 3/4 teaspoon vanilla
 - 1/2 cup shredded coconut
 - 4 egg whites
- Cream shortening and sugar together until well blended. Mix and sift dry ingredients and add to first

South Sea Savor — by GRACE TURNER



Jon Hall, motion picture star from romantic Tahiti, catches our imagination with dishes from his native island

mixture alternately with milk. Add vanilla, then coconut. Fold in egg whites, beaten until stiff, but not dry. Bake in 2 greased (9-inch) layer pans in moderate oven (350° F.) about 25 minutes. Cover top and sides with a coconut frosting.

Coconut also finds its way into

Tahitian bread. Sometimes just the coconut milk is used for this purpose, but in other recipes the shredded coconut is mixed in with the batter. The result is a bread having an elusive sweetness. "It is also moist and very tender," Jon says.

"And do people up here know about

coconut cream?" he asks. "It is not the same thing at all as the fluid you pour out of the center when you crack open the coconut. To make coconut cream you grate the coconut meat, heat it, and then press or squeeze it through a cloth. It is rich and creamy."

Cooked oranges, again, are something to try—and are extraordinarily satisfactory. Somewhat like kumquats in their exciting flavor of mingled sweetness and tartness, they are interesting either as a dessert or as an accompaniment for fowl.

Shrimps, crabs, clams and oysters come like reflex suggestions when you ask Jon Hall what he likes best to eat. They are second nature to this son of the South Seas.

But he has specialties that he likes best according to the place where he happens to be. "In New York," he says, "I always order steak. In San Francisco you can be sure of satisfaction if you stick to roast beef. In Hollywood chicken or turkey is best.

"There are other things that I recommend also," he says. "For instance, consommé is about the finest soup there is and one the palate does not tire of. There are two excellent salads to my mind: one is a fruit salad combined with pecans and walnuts, while the other is what any man likes—a green salad with a Roquefort-cheese dressing."

Delectable Coconut Desserts

It isn't necessary to use fresh coconut for the unusual and attractive recipes offered here, together with recipes for other dishes named on the page. To get them, send a three-cent stamp (to cover the cost of mailing) with your request to THIS WEEK Magazine, in care of this newspaper.

The Boss I'd Like

by ROBINSON PEALE

I AM one of those employes who has always been in daily contact with the man I work for. I've given, therefore, a good deal of thought to the sort of man I want to work for:

AGE: My boss shouldn't be too old for his job. If he's that old, he's out of step with life, whether he knows it or not. Above all—when it comes to the daily, run-of-the-mill work—he must be able to take it and like it.

If he's too young, on the other hand, he hasn't had time to learn his business. The job will probably run him, instead of his running the job. He will tend to mistrust his own judgments—even, perhaps, when he thinks I'm pretty good.

PHYSIQUE: My boss shouldn't be too fat. Excessive avoirdupois may mean there is something wrong with one or more of the glands, which regulate personality as well as weight. His character, along with his corpus, may bulge in the wrong places. There's as much to the tradition of certain regiments of the British Army that the colonel must be thin and no officer fatter than his colonel, as there is to the popular belief that fat men are good-natured and broad-minded.

He shouldn't be too thin, either—or too tall, or too short. If he is, you can be pretty sure that he has often envied better-proportioned men. And, envy, at the root of a man's character, is as dangerous as dynamite.

HOME LIFE: My boss should be happily married. If he isn't, he's apt to have 'complexes, and show the effect of frustrations—throw his weight about the office, either because he can't shift his position freely at home or because he's formed the habit of "asserting himself" in the domestic circle and forgets to lower his voice when he comes to business.

Bachelors, divorced men and widowers are sometimes as difficult to work for as unhappily-married men. They seldom have the proper sense of proportion about their jobs. They blow hot and cold. Without warning, they make the office their home—with all that this means to those who have to stick around as long as they do. Again, they try to do their business on the golf course.

And I want the man I work for to have children. All fathers are brothers under the skin. Same things to worry about and to stick out their chests over! Children, furthermore, have a habit of emphasizing "home truths" until they sink in; and the better the man I work for knows himself, the better I'm pleased.

HEALTH: My boss should be in good

health. (Organizations require employes to take physical examinations. I suggest that employes be given the right to look at the doctors' certificates of their employers.) I don't require my boss to be Olympic-team material, or even an "ex-athlete." I ask that he be reasonably fit, as the life insurance companies measure fitness. The more power a man has, the more far-reaching are the effects of his illnesses. I have seen good businesses wrecked by dyspepsia.

FIRMNESS: My boss should hold me responsible for what I have to do; but he should not interfere in its doing. If he's indifferent, where are the mutual stimulus that should be part of our relationship, the incentive of merited praise, the spur of deserved blame? And if my boss makes me do in his way what I ought to be allowed to do in my own way—what will become of my self-reliance?

FAIRNESS: A man's religion is his own affair; and I realize I'm starting something when I talk about that side of the life of the man I work for. Nevertheless, I will go on record as stating that I like my livelihood to be in the hands of a man who has some religious affiliation. Perhaps this world is all there is to our existence; but I think our life here is only part of the story. At any rate, if my boss can have a better guide than the Golden Rule, it hasn't been called to my attention.

This means that I want my boss to be fair—to know capacity when he sees it—to recognize loyalty when he meets it. If he's that sort of person, he won't play favorites—even in my case. So, I may not get ahead as fast as the next fellow. But what sort of worker would I be if I were unwilling to take my chances on that?

There are exceptions to all rules. Neither a traffic cop nor a psychoanalyst can be sure of what a man is going to do. But, if my boss is substantially the man I've described—then, on balance, he's all right by me. I'll work for him and feel, in working for him, that I'm getting somewhere, and helping him to get somewhere in his business.

And it's all to the good, if my boss also has:

The sense of humor, which lightens the day's labor—for sometimes it's long.

The ability to give brief and clear instructions—for the factor of error is always with us.

The hearty handshake and robust spirits which communicate courage—for, now and then, I need a lift just as he does.

AN EASY WAY TO TAKE OFF INCHES

HEAR MARION TALLEY SING Sunday afternoon 5:00 P.M. EST. NBC Red Network and other stations.



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You can't blame men for preferring girls with clean, soft, youthful hair—such qualities enchant a man! So guard your loveliness with Admiración—the new Oil Shampoo that is different from all others. Its rich, creamy lather whisks away dirt, dandruff and dulling film—rinses away completely in water—leaving your hair clean, soft, manageable, alluringly beautiful. And remember, Admiración does not dry nor age your hair—leaves it fresher and younger! At drug, department, 10¢ stores.

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