

J-M Asbestos Products Greatly Reduce Fire Hazards

Sullivan, Sammon Direct Asbestos Products Co.

Under the direction of Jerome Sullivan and E. D. Sammon of the Asbestos Products Company, 623 Williamson Street, Madison, home-owners are offered a scientific and nationally-recognized service on home insulation. In fact their services through the application of the products of the Johns-Manville Company are adding comfort, convenience and permanent improvements to many Madison homes.

In recognition of National Fire-Prevention Week, October 2nd to October 9th, it is fitting to point out that the Johns-Manville Company has spent many years in scientific research and experimentation in developing many fireproof products adaptable to homes and public buildings. One of the products is the Johns-Manville Rock Wool for home installation. Here is what Mr. Smith (address on request) has to say about "Rock Wool":

"I suppose I was like every home owner in thinking that my home was comfortable. I knew it was well built, for I built it myself. When the bedrooms got unbearably hot in summer, the thought never occurred to me that I could do something about it. And when I paid my winter fuel bills, they seemed pretty high, but it never occurred to me that I could do anything about that.

"One day a friend of mine in the building material business, asked me if I had ever thought of insulating my house to make it easier to heat in winter and more comfortable in summer.

"In our discussion I learned that heat leaks right through ordinary building materials like that while wood, brick, stone and plaster can make a house weather tight, they do not make it heat tight. He pointed out what a thin barrier any room is against outside temperatures—how freezing cold most attics set in winter—how stifling hot in summer—and that only the thinnest layer of plaster and board lies between attics and the rooms beneath.

"I learned how easy it was to insulate my attic. That insulation would cut down this 'heat leakage' in winter and save on my fuel bills. That it would keep summer heat from pouring into my upstairs bedrooms, making them like ovens.

"What my friend told me sounded so promising that I was naturally a bit skeptical. I asked him what experiences others had had with J-M Rock Wool. Here are only a few of the many statements from satisfied home owners he showed me: '30% saving on my fuel bill.' 'My bedrooms 10 degrees cooler on hot summer nights.' 'Less than one degree difference in temperature anywhere in the house.' 'I would never build another home without it.'

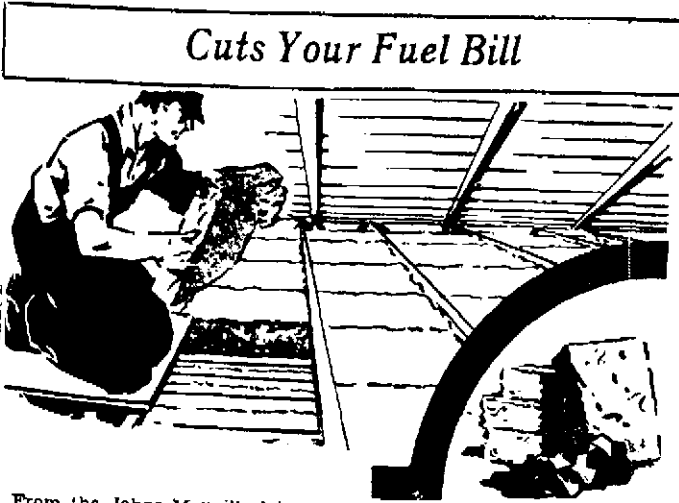
The Best Investment I Ever Made

"That decided me. I had my attic insulated and now I truly believe I have the most comfortable home in town. Those cold bedrooms that I had so long taken for granted, are now just as warm as any other part of the house. And my fuel bill was 25% less than before. But I found the most astonishing improvement was in summer. Last year we could hardly sleep on hot sultry nights because of the heat in our bedrooms. But now these rooms are cool—as cool as my living room downstairs.

"I can tell you frankly that I have never made an investment out of which I got as much satisfaction and pleasure as I have out of my small investment in J-R Rock Wool Home Insulation."

For further information phone Mr. Sammon or Mr. Sullivan today.

The ancient Greeks made heroes of their athletes and sculptors made bronze statues in their honor.



Cuts Your Fuel Bill

From the Johns-Manville laboratories, has come an amazing new insulation, a light, fluffy wool-like substance that is actually blown from rock. It looks like cotton, but is a pure mineral, with all the characteristics of its stony origin—clean, fireproof, vermin-proof, permanent, odorless.

When installed in your attic floor or ceiling, it forms a heat-proof barrier more than 3 inches thick. Results are astounding. Hot homes become delightfully cool, and you can depend on savings of from 20 to 35% on your fuel bills in winter. Experts agree that only thick rock wool will protect homes against heat and cold in a truly scientific way.

Barney Oldfield Sets A.A.A. Tractor Record of 39.045 m.p.h. at Indianapolis



Barney Oldfield, with Denny Duesenberg, left, and Charles Louis Chevrolet, right, sons of his leading rivals of auto pioneer days.

Roaring around the track at Indianapolis State Fair the old "master driver of the world," Barney Oldfield, recently set a new world's tractor record of 39.045 miles per hour, handling the wheel of this "iron plow-horse" with all the skill and daring that has made his name the synonym for speed. He drove an Allis-Chalmers standard farm tractor with high speed gears and Firestone pneumatic tractor tires.

It was an amazing race—amid a strange scene, for the driver who pressed him closest all the way, and the A.A.A. timer who scored the event were sons of two great rivals of Oldfield's racing career.

The lad on the tractor was Denny Duesenberg, who is already a show racing head and has entered cars in the Indianapolis 500-Mile Classic several years. His father, the late Fred Duesenberg, automobile manufacturer and famous builder of racing creations, raced against Barney in the days when they were bicycle champions—then on through the pioneer racing days that brought on such amazing advancement in automobiles, dating back from

Radio Telephones Used on Bridge

SAN FRANCISCO.—(U.P.)—For the first time on a construction project, high frequency radio telephones were in use today for communication between workers on the San Francisco Bay Bridge. Twenty-two of them were installed to link offices on both sides of the bay with boats, piers, caissons and other

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Monona Distributing Company Efficiently Serves Many Dealers, Enjoys Rapid Growth

"Andy" Myers Distributes Many Products

If we carefully study the commercial and industrial history in any community in effort to determine the progress made by the many institutions over a period of the past 10 years, and if our research should delve into the individual history of each institution, we would find that many firms enjoy a greater growth within a few years' time than do some pioneer firms whose history dates back to the days of pioneers.

Naturally we can find many reasons for the different strides of these firms in their growth. Without question, however, the most outstanding reason for rapid growth is the institution's ability to efficiently serve the needs of the community.

In Madison, the Monona Distributing company, directed by Andrew (Andy) Myers, has enjoyed a most remarkable growth over a short period of time.

As distributor of nationally known, highest quality food products, the Monona Distributing company is efficiently serving a need in our community. The efficient service includes whole-hearted cooperation with the retailer, prompt delivery service and the maintenance of reasonable prices, all in which gives your neighborhood store every opportunity to better serve

- you and your community.
- As distributors of Hellman's and Best Foods Mayonnaise, Borden's Cheese the firm also distributes—
- Bulk Cheese
 - Longhorn
 - Wisconsin Brick
 - Pasteurized Brick
 - Colby Cheese
 - Twins
 - Daisies
 - Old New York
 - 5 lb. Roquefort
 - Loaf Cheese
 - American
 - Brick
 - Pimento
 - Brie-Denzer
 - Swiss
 - Veri-Sharp
 - 1 lb. Pkg. Cheese
 - Brick
 - Chateau Swiss
 - Chateau Pimento
 - Limbarger
 - Pkg. Cheese
 - Fabstet
 - Hand Cheese
 - Sau-Sago
 - Swiss Gruyere
 - Port Camembert
 - Primos
 - Goat Cheese
 - Liederkrantz
 - Grated Cheese
 - Anona Sharp
 - Anona Pimento
 - Continental Dessert
 - Port Roquefort
 - Edams
 - Goudas
 - Blue Moon Cheese
- 3 oz. Borden's Cream Cheese
 - 2 lb. Loaf Cream Cheese
 - Plain
 - Pimento
 - Relish
 - Jar Cheese
 - Limbarger
 - Relish Cream
 - Pimento Cream
 - Camembert
 - Appetite
 - Liederkrantz
 - Hellmann's Salad Dressing
 - Grocery Specialties
 - Cellophane Noodles
 - Plain or Horse Radish Mustard
 - Horse Radish
 - Relish
 - Honey
 - Richardson's Ass't. Mints
 - Mrs. Fanning's Bread and Butter Pickles
 - 6 o'clock Dessert
 - Trippol Chicken and Egg Noodle Dinner
 - Trippol Italian Luncheon
 - Quinlan's Pretzels
 - Cheese and Butter Sticks
 - Smoked and Spiced Fish in Season
 - Asst. Jar Fish
 - Spiced Fish in Pails
 - Smoked Fish
 - Spring Chicken Codfish
 - Frank's Specials
 - Chow Mein
 - Chow Mein with Chicken
 - Goulash
 - Cooked Noodles
 - Potato Chips
 - Shoe Strings
 - Mince Meat
 - Blue Ribbon Bouillon Cubes
 - Candy Draws

Youthful Santa Sued School for \$15,000

VISALIA, Cal.—(U.P.)—It was an unwelcome Santa Claus who brought the Walnut Grove school district and Edna Reed, principal, a \$15,000 damage suit.

The suit was filed by Albert Davis, father of Theodore Davis, 10 year old schoolboy, who, the complaint charged was seriously burned about the face and hands when cotton whisks and cuffs of a Santa Claus costume caught fire in a candle flame.

The boy was enacting the role of Santa Claus in a school entertainment.

Norcross - Bartlett Expedition Chooses Sunshine Biscuits

Upon the Arctic explorer's good judgment in choosing his food supplies may depend life itself. The rigors of the icy north demand careful preparation by those challenging its frozen wastes.

This is the reason Loose-Wiles Biscuit Co. is proud of the Norcross-Bartlett expedition's choice of Sunshine Biscuits, as one of the important food stores carried by the schooner Morrissy.

The purpose of this expedition is explained in the following letter: "Norcross-Bartlett Expedition "Arctic Ocean, 1933 "June 16, 1933. "Loose-Wiles Biscuit Co. Gentlemen:

The Norcross-Bartlett expedition headed by Captain Bartlett and Arthur D. Norcross was formed in 1931 to make a two year scientific survey of the surroundings of northern Greenland and Arctic ocean, as to ice floes, currents, animal life, bird life and botanical growth. Specimens of the above with scientific data to be given to the operating museums for their educational work. The 1931 survey of the northeast coast was very suc-

Successful even though the expedition was ice bound for 40 days.

The 1932 survey was delayed until this year as Captain Bartlett agreed to give his services and the use of the schooner Morrissy to the Peary Memorial expedition which erected a monument to Admiral Peary at Cape York, Greenland, in honor of his discovery of the north pole. Therefore, to complete the work of the Norcross-Bartlett expedition we will this year complete our work in the Arctic ocean.

"We are happy to be taking Sunshine Biscuits with us on this expedition, and are sure that they will meet our requirements 100 per cent.

"Yours very truly,
"J. F. Pomphrey (Signed)
"Secretary.
"R. A. Bartlett (Signed)
"Arthur D. Norcross (Signed)."

Throughout the generation before the war, Germany's philosopher, Eucken, proclaimed a gospel of ethical and philosophical idealism to a multitude of students and readers who found guidance and repose in his words. Luckily for Prof. Eucken, he is not here to contemplate the uselessness of it all.

Pennsylvania Plans Apicaries Inspection

HARRISBURG, Pa.—(U.P.)—Before the end of this year, the 200,000 hives of bees in Pennsylvania will have been inspected by experts of the department of agriculture as provided in a state law designed to protect buyers of honey.

Inspection of the 27,000 apiaries in the state was placed on a systematic basis in 1927 when a county-wide plan was adopted to control transmissible bee diseases. When the initial inspection is finally completed this year, periodic inspections will be made of all apiaries in the state. Better quality honey and increased production have resulted from the statewide clean-up according to H. B. Kirk, chief apicary inspector.

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CIVIC CLUB INFORMATION

MON.	The "Optimists" and "Kivonia" meet at Hotel Loraine.—The "A. B. C." meets at Park Hotel.—"A Club" meets at Madison Club.	MON.
TUES.	The "Lions" meet at Park Hotel.—"Gara" meets at Madison Club. Insurance Ladies' writers meet at Madison Club (1st Tuesday of each month).	TUES.
WED.	The "Advertisers" and "Dane County Medical Ass'n" meet at Hotel Loraine.—"Yonkers" and "Airsun" meet at Madison Club.	WED.
THURS.	The "Rotary" and "American Legion" meet at Hotel Loraine. The "Cosmopolitan" meets at Madison Club.	THURS.
FRI.	The "Shrine Club" and "Real Estate Board" meet at Hotel Loraine.	FRI.



Time Is Only a Measure --- Progress Is Life

That mighty panorama of the world's work, The Century of Progress at Chicago, provides a means for retrospection through which we may look back and take stock of the achievements of the past.

In Kaleidoscope form we see the transition from the ox-cart to aviation; from the telephone to television; from the telegraph to telephoto; the strides of science, invention and exploration into the mysteries of the sea, the land and the stratosphere.

It's an inventory of the century's progress... a reminder that progress is incessant; an inspiration to carry on. And as we face forward again we see Opportunity as our guide beckoning us to follow in his train to greater achievement. It's a challenge to knowledge, to vision, to ingenuity. It spurs men on to quicken their pace to keep abreast of march and it inspires youth to key their energies and talents and bents to win laurels in the open field ahead.

It broadens vision. It proves that the dreamers are actually the doers... the inventors, scientists, explorers find ways of turning what is apparently intangible into things that are practical to better living and a higher culture.

Let's hear no more talk of inertia, industrial stagnancy, sparsity of opportunity. The denial is before us. The world moves on and every mile post is a goal to some accomplishment. The past is inspirational. The present is promise. These say to us "Chins up, chest out, square your shoulders, adjust your affairs, and Forward March."

"Let's Go Madison"