



REVIEW OF A NEW AUTOMOBILE

The first 1946 model—automobile has been unveiled to the public. Thousands visited the showroom, and shouts of joy went up as the American buying public saw the many new features. These included fenders on both sides, bumpers in the proper position and brakes that really worked.

Departures from the trend of the last four years were numerous, a marked leaning toward having the chassis directly in line with the body, instead of partly askew being especially noteworthy.

Further sensations included exhaust pipes that were not dangling, and a tendency to have all shackles and bolts in the proper position. Nothing like this had been seen on automobiles since Pearl Harbor, and the reception was terrific.

Outstanding innovations, too, were windshields with the glass intact, wipers that really worked by pressing a little gadget, as directed, and a dashboard clock that did not register 8:15 permanently.

The first view of the new wonder car made it plain that a score of surprises were in store for the man who has been driving what has passed as an automobile since 1941. For one thing—and this is important—doors are back! Definitely!

Much comment was caused by the discovery that after closing the door windows you can no longer stick your hand out without lowering it again. The public is expected to get used to this after a while. The idea of having one or more panes of glass missing has been completely dropped.

Salesmen explained, however, that if customers through habit wished to have a door with the glass missing, they could arrange it.

Nineteen forty-six models will have paint on all parts, much of it with a gloss. Steering gears will be quite firm, it being no longer necessary to give them four or five complete turns to control the wheels.

General approval of the new cars was expressed; but there was one sign of disappointment. It was discovered that the companies would make no departure from the 35-year rule of never providing a jack or a bit of tools adequate for even a minor repair.

RADIO TREATS FOR G.I.s
(Servicemen frequently ask for specific radio broadcasts. One man asked for Lana Turner and the sounds of a steak sizzling. —New Item.)

Out in the tough routine of war—
Out where we're cooking "on one burner."

This of the airwaves I implore—
Gimme a steak and Lana Turner!
Out where the Japs now shed their tears,

Out where the Krauts discern their better,

Know what will get my loudest cheers? . . .
Fillet mignon—and certain sweaters!

What do I pine for on the air?
Opera, forums, night club ditties?
Soles and talks on falling hair?
Fep talks by people in their fifties?
Plugs for a physic or a beer?
Songs by some dog-track Myrt or Mabel?

Gimme the sound of broiling steak,
Simmering spuds . . . and Betty Grable!

Market reports and a campaign talk?

Uplifting stuff by great musicians?
Quizzes? Away from all I walk!
Phooey on facts and statisticians!
News from the game the Dodgers cop?

Okay with me, but I'd rather take, kid,
Sizzling sounds from a red-hot chop
Likewise the same from Veronica Lake, kid!

Survivors of the Big Boom
Dr. Einstein says that two-thirds of the human race may be wiped out some day by atomic bombs, but that "there will always be enough thinking men and books left to start all over again." Nice talk! And, anyhow, we will bet the professor a box of cigars against a fifty-word explanation of the theory of relativity that the "thinking men" who survive will be left with their thinking apparatus too twisted to do anything.

Shortage
I used to call her sugar—
In fact I do it yet;
But since the stuff has been so scarce
She's playing hard to get.
—Jessie S. Barrie.

Gene Tunney says that he thinks the Louis-Coxey fight will be a fiasco, due to the fact the boys will meet after four years away from real competition. Mr. Tunney has the quiet idea that a fight promoter today worries over details like these.

Stunning Fur Accessories Are Worn With Unfurled Costumes

By **CHERIE NICHOLAS**



FUR is playing a spectacular role in the fashion world this season. There are so many breath-taking ways in which fur is being maneuvered by designers, adjectives fail to do justice to the theme. Only seeing is believing how smartly and attractively fur accent is being worked into the scheme of costume design.

This year fur craft is making a striking new gesture in way of accessorizing the unfurled suit or coat or smart wool dress with a striking fur hat-afid-bag ensemble, or the fur hat may be teamed with a muff or a belt of matching fur that gives a nipped-in waistline to a smart wool tunic coat.

You will be seeing more fur hats worn this winter than you have ever seen before. The types range from youthful berets to most imposing fabulous hats styled of the choicest of furs. The big idea is to wear a fur hat with your winter costume, the simplest types with daytime wool casuals and the more elaborate fur chapeau with your most fetching dress-up gowns and evening wraps.

Centered in the picture one sees just how intriguing a fur hat can look with a brown and beige striped jersey dress which is softly tailored, with a fly-front bodice and gathered skirt. The wider brimmed hats usually have a fur facing with a felt top. The handsome mink facing for the hat tunes to the brown color scheme of the costume.

It is hard to imagine anything more eye-appealing, more refreshingly new looking, more appealing to discriminating taste than the stunning suit which is accessorized with a "last word" fur hat and bag set, as shown to the right in the illustration. It has that patrician look of elegant simplicity which is so characteristic of the better fash-

Satin-Brocade Suit



You will see a lot of brocaded satin this season. It is used here in solid black for a chic, sequin-trimmed cocktail or after-five restaurant suit. The sequins trim the collar of the jacket, which is closed with three brocade-covered buttons. These charming dress-up suits are worn under fur top-coats.

ions this winter. The suit is of soft beige wool. The four-button jacket has three bands of the self fabric applied to resemble pocket flaps. The beret and bag are beaver, a favored high-fashion fur this season. It's a grand idea, if you happen to have a worn and out-of-style fur garment, to take it to your furrier, who perhaps will find enough good fur in it to make one of the now-so-fashionable hat and bag sets.

This season's styling technique also calls for fur used in a trimming way. It's quite the smart thing to prettify the simple black velvet gown, both the formal long-skirted type or the ingenue short-length dance frock with lovely white ermine, as shown in the illustration. The deep rounded neckline and short sleeves are edged with lovely white ermine.

This is a season when scraps of fur are to be treasured and not lightly thrown away. Now that accessories and trimming accents of fur are so outstanding, it's worth one's while to turn every swatch of fur into costume decor. This year clever items that add the touch that tells to even a simple dress include a whole host of intriguing ideas. The fur headband is a novelty brought out this year. If you have a strip of ermine, tie it about your coiffure with ribbon at the back or conceal an elastic fastening under a cluster of ermine tails that dangle over one ear. A belt of spotted leopard fur will impart swank to your cloth suit or dress. If you have enough mink or Persian lamb to make a costume bow you can use it to advantage in many attractive ways, pinned on your cloth coat instead of a jeweled clip, worn on the bodice of your dress just below the shoulder. You'll find lots of ways to use a white ermine bow.

Released by Western Newspaper Union.

Hair Ornaments Made Of Feathers, Jewels

What with the many gala events planned for a brilliant winter social season, there is a steadily increasing demand for festive hair ornaments, that reflect the elegance that fashion demands. The handsome feather fantasies shown in the new collections are very "great lady" looking. Women of fashion are wearing ostrich tips, ostrich plume, simulated birds with dramatic trailing tail feathers in exotic colors and other varied feather clusters. These all have comb or clip anchorage. The new headbands are just as gorgeous as jewels and sequin embroidery can make them. These include scroll designs, butterflies and flowers worked in a solid all-over pattern. Topping everything in evening swish is a clip-on band, or call it wreath if you will, of sequin flowers in black or multi-color. Fur headbands are very attractive and new looking.

Subtle Neutral Tones Are Favored for Day Wear

In the better dress collections, the emphasis is on subtle neutral tones for daytime dresses and sweaters. The favorite soft tones are subdued grays and beiges, winter blond and oatmeal shades. Then there is a green that is grayed into a soft indigo effect that is most attractive. Dresses and toppers made in these refined tones fascinate with their striking simplicity and their patrician appearance. There is wide call for fine cashmere sweaters in these fashionable neutrals. They are perfect for the college girl.



PUBLIC WILL BE FAIR WHEN FACTS ARE KNOWN

HAS INDUSTRY SOMETHING TO HIDE FROM THE PUBLIC? Is there something in a discussion of its relations with labor it would not want the public to know? Personally I am convinced there is nothing the industrial executives wish to conceal. Over the years I have known a considerable number of industrial executives, and, with but few exceptions, they have had no real conception of mass psychology. They have been capable men in their own lines; they have piloted their concerns to industrial success, and they did their jobs largely by keeping still, and saying little. They knew their jobs; they are worthy of the salaries they draw as business executives, but they do not understand the psychology of the John and Mary Doaks that constitute the great majority of the American public.

Today, more than at any previous time in our history, the people of all classes insist on knowing the inside of things that affect themselves in the way of wages or prices. They want to know the costs of producing the commodities they buy, and the earnings of the concerns that make these goods.

As a general average the people are fair. They do not object to the payment of what might be considered large salaries to men of ability; they believe investors should have a reasonable return on the money that is supplied to provide plants and tools for industry.

To the average American a balance sheet is unintelligible. At the best it is merely the word of a corporation executive, and that, to the John Doaks, proves nothing. If the facts and figures a balance sheet contains could be openly discussed and analyzed the corporation would have a better standing with the average John and Mary Doaks, American citizens who vote.

We have reached a place where our free enterprise system is in danger. Those who would replace it with a form of state socialism find in any refusal of industry to openly discuss and analyze the operations of industry a weapon fit to the deeds they would do. Out of such refusal they create suspicion that breeds difficulties.

The part of government is to place responsibility on both management and labor, and in adjudicating any difference between them, to see that both sides lay all the facts on the table, face up. The John Doaks feel the operations he helps to finance, and whose products he buys, should be above suspicion, as it is in all probability, but he is not sure when management says "no" to a request for a look inside.

With our free enterprise system, our way of life, in danger industry cannot afford to create the impression of a "public be damned" policy.

ON HOLDING UNIONS LEGALLY RESPONSIBLE
WHEN THE EMPLOYER makes a contract between himself and the legally constituted authority representing those who work for him, to pay his employees \$1.00 an hour, and then reduces that pay to 90 cents, that employer has broken a contract. Any court in the land would consider, and hold, his actions as such. The court would force compliance with the terms of the contract by that employer. When his employees feel the time is opportune to demand \$1.10 an hour, and all, or any part, refuse to work unless the higher rate is paid, that, too, is a violation of a legal contract. In that case, the courts would not, or could not, force compliance. The legally constituted authority — the union — that made the contract is not responsible under any present law. That is the capital and labor situation in one paragraph.

IN A STATEMENT to its employees one of the large processing corporations said wages were paid out of profits. That is not a fact, and can create a wrong impression. Wages are a part of the cost of production, as are materials, taxes, management, power, light, heat, interest on investment, and other items without which the concern could not operate. They must be paid out of sales. Profit is what is left after all costs of production and sales have been paid. The corporation that made that statement paid as wages \$14,228,746. After all the expense of production and sales were met there was left, as a profit, \$1,763,463. That profit was re-invested to create more jobs.

NOW THAT THE WARS are over what are we to do with the army of generals we have on our hands? We can demobilize the rank and file of the army, and again make "misters" of the men. But once a general, always a general. They will be more numerous in the future than were Kentucky colonels in the past, even though some of them may be driving trucks or selling ribbons.

AN OUNCE OF PREVENTION is better than a pound of broken bone.



Protecting a Milk Herd Against Fire

Midwestern Dairyman Builds Improved Barn

Fireproof "vault" or barn is the latest development in farm construction and remodeling. Pioneer-



Interior construction of fireproof "vault" on Clarkson farm at Itasca, Ill.

The way is Alick Clarkson of Itasca, Ill. His 45 by 36 foot dairy barn has a noncombustible floor and is of such sanitary construction that quality milk can be produced with little effort. The ground floor is protected from fire by a mow floor of sheepsley, 1 1/2 inches thick, laminated gypsum board and a gypsum wallboard ceiling.

The studs are covered on the outside with noncombustible gypsum sheathing and fireproof composition shingles, and on the inside with fireproof wallboard. Clarkson's use of laminated gypsum board for flooring is something new in barn construction. The purpose of the construction is to assure him that a fire would not quickly spread to the cattle quarters, and that ample time would be given to remove the cows to safety.

Easier Riding Seat



Leather or Canvas Covering for Seat of Riding Implement.

An easy riding seat for any implement can be made more comfortable by cutting a piece of leather or heavy canvas as shown in the illustration. Sew or lace this to the seat around the outer edge.

Agriculture In the News

W. J. DRYDEN

Tomatoes of 1946
Tomatoes, already rating high in vitamin content, being second only to oranges in vitamin C, will be "enriched" with vitamin A, following work at University of Chicago.

Tomato cannery wastes will be put to use. Oil being extracted from the seeds, cannery waste will provide an extracted ether soluble fraction of 12.4 per cent. By treating plants with the fumes of a growth-promoting acid, naphthoxyacetic, seedless tomatoes may be produced. The skins of tomatoes are being used for the valuable resin they contain. An improved method of dehydrating tomatoes promises to make them of commercial importance.

Creep-Fed Pigs Grow Bigger in Less Time

When pigs on rye pasture were creep-fed, 5.6 per cent more of the pigs survived to weaning age than when they were forced to eat with the sows, experiments at the University of Illinois reveal. The average daily gains of the pigs are greater under the creep-feeding method. The difference noted of .06 pound per pig a day is of doubtful significance, but the total gain for 100 pigs would amount to 6 pounds in favor of those fed in the creep. If fed for 40 days, the 100 creep-fed pigs would show a difference of 240 pounds more pork up to weaning time.

Farm Fire Losses

Fire extinguishers are again available for the farmer. Where fires in wood, paper, cloth or hay break out, suitable types of extinguishers are the pump tank, soda acid, foam, gas cartridge, or loaded stream types. Soda acid and foam extinguishers must be kept where they will not be exposed to freezing temperatures, or else be housed in suitably heated cabinets, and they require annual recharging.

SEWING CIRCLE NEEDLECRAFT Gay Aprons of One Yard or Less



Due to an unusually large demand and current conditions, slightly more lines is required in filling orders for a few of the most popular pattern numbers.

Sewing Circle Needlecraft Dept., 85 Eighth Ave., New York, N.Y.
Enclose 16 cents for Pattern.
No. _____
Name _____
Address _____

HEARTBURN

Relieved in 5 minutes or double strength. When you experience acid, sour, burning, or pain in the chest or throat, take one of these powerful heartburn relievers. They give relief in 5 minutes. No. 101-102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120.

OLDER PEOPLE! Many Doctors Agree

HIGH ENERGY TONIC

Older people! If you haven't the stamina you should—your diet lacks the vitamins and energy-rich nutrients you need. Scott's Emulsion helps build stamina, energy and resistance to colds. See the wonderful difference—say Scott's at your druggist's today!

SCOTT'S EMULSION

Flavor Delights Millions!
Kellogg's CORN FLAKES
"The Grains Are Great Foods" — Kellogg
Kellogg's Corn Flakes bring you nearly all the protective food elements of the whole grain declared essential to human nutrition.

Yours... FOR BETTER BAKING

The Baking Powder with the **BALANCED Double Action**
Clabber Girl is today's baking powder... the natural choice for the modern recipe. Its balanced double action guarantees just the right action in the mixing bowl, plus that final rise to light and fluffy flavor in the oven.

CLABBER GIRL Baking Powder

ANGRY

Please don't be angry at us if you can't always get Smith Bros. Cough Drops. Our output is still restricted. Soon, we hope, there'll again be plenty of Smith Bros. soothing, delicious, Black or Menthol.

SMITH BROS. COUGH DROPS
BLACK OR MENTHOL—5¢

Yes! Sweeter, Tastier Bread

with **FLEISCHMANN'S FRESH ACTIVE YEAST**

This active fresh yeast goes right to work, gives you full value because it's full strength. And bread made with Fleischmann's active fresh Yeast tastes sweeter, is lighter, more tender.

If you bake at home—Get Fleischmann's active fresh Yeast with the familiar yellow label—America's dependable yeast favorite for over three generations.

Always fresh—at your grocer's

