



THOUGHTS ON THE MARKET

Scenes resembling those leading up to the 1930 stock market crash are now visible in all brokerage offices. And they are being re-enacted in technicolor.

A burned child dreads the fire, but an adult will always go for second degree burns if the tips "are hot" enough.

There is even a more reckless mood in today's buying due to the fact this is a screwier age in which the gambling fever has never run higher. Horses, dice, gin rummy and football pools have made America risk-slappy.

Most people have more cash than they know what to do with, so they are accepting advice from strangers.

The horse players are in the market, too. We heard a fellow rush up when his stock went off a point yesterday and claim a foul.

He is the same one who boasted that he had bought Chrysler and Eastman, and thought they had a good chance in the daily double at the weights.

All some brokerage offices need is a smell of hay, a list of jockeys, an objection heard and a morning line.

In fact, it is our belief the stock market should no longer be opened with a gong. It is time to use a bugle.

Remember away back when "Never Again!" was the Voice of America so far as speculating in stocks was concerned?

Reflections on Housing

The housing crisis has reached a point where it is suggested that "Tenting Tonight" replace "Home, Sweet Home" as an American folk song.

A four-room fabricated house at \$2,399 is on sale at a New York department store. "What floor for residences, landscape gardening and cinder paths, please?"

The old-fashioned American may have been remiss and dumb in many ways, but he never confused a new home with a chicken house.

BACK HOME STUFF

Frank Bergen, ex-Princeton quarterback, is now a court magistrate back home and making quite a record for homespun philosophy. The other day, replying to a woman's complaint that the smoke from a kerosene lamp made her apartment unhealthy, Frank came out as a defender of the lamp.

"What do you mean by that?" he demanded. "I grew up in the kerosene-lamp era, and never knew it to hurt anybody. Did you trim the wick? Do you realize that it takes a lot of work to keep a kerosene lamp in good condition, but that if you do it, it's fine?"

Which brings back memories of kerosene in our boyhood. There were some pretty beautiful ones. The parlor lamp was especially high, wide and fancy. And trimming the wicks was a nightly chore. Mom was forever polishing the globes. Looking back, they seem the loveliest lamps in the world. We were sent often to the corner store for kerosene, and it just comes back to us how Lutz, the grocer, used to stick a potato over the spout as a cork.

Elmer Twitchell says there hasn't been any real happiness in the world since the old-fashioned wooden beer keg went out.

A radio program which makes phone calls at random and offers cash prizes if the subscriber answers a question had this one the other day, "Under what king was Daniel tossed into the lion's den?" Elmer Twitchell lost the pot by replying, "This is a deep humiliation, but I can't even recall the name of the lion."

"Molotov uses the American term 'Okay' and knows it means yes in English."—News Item.

But does he know what means "yes" in Russian?

Asked if he didn't want to take a look at the recent total eclipse of the moon Fred Allen quipped, "No, I'll catch it next time."

New York showmen are amazed at the development, into a hit show of 1945, of "The Red Mill," a musical first produced in New York thirty-nine years ago. It was just on for a limited run of eight weeks, but has developed into a sell-out. Many are the explanations offered, but we think the score, which is almost a grade A catalog of Victor Herbert's best known song hits, is mainly responsible. Such melodies as "In Old New York," "Everyday Is Ladies' Day With Me" and "Because You're You" not only delight grandma, but mother, too, know them, and even the kids and grandkids have felt their charm on the phonograph and radio.

Easy-to-Make Gowns Are Styled For Smart Wear in Midseason

By CHERIE NICHOLAS



THE rush and the excitement of a busy holiday season is over. Comes now the quiet after a storm when women will have opportunity to take inventory of their wardrobes. It's time to see what's needed in way of one or more smart new gowns that will accent the midseason style program with outstanding chic and charm.

If you find you need something you'll find that it will be thrifty and bring you no-end satisfaction to make your own between-season dresses. Maybe you are an expert at sewing. However, if you are an ambitious beginner you will get along fine by just taking your sewing problems to your local sewing center. You will be surprised and delighted at the wonderful facilities and helpful instruction you will receive in the art. In a few lessons your eye will be trained to fine points of cut, fit and finish, also to keen discernment in matter of selecting patterns and fabric. It's nothing less than fascinating to learn of the wonders that the modern sewing machine performs in way of short cuts to smart dress-maker tricks through almost miracle-working attachments.

Any one of the modish gowns pictured will inject new "pep" into your midseason wardrobe. And what a grand and glorious feeling it will give you to have made it yourself! In choosing your patterns keep in mind as a guiding star that soft styling and easy silhouettes strike high-fashion keynote for smartest midwinter clothes. Keep in mind, too, that no styling detail is of greater importance than are sleeves. In fact, it might well be said that a dress or a blouse or a coat is no smarter than its sleeves. It's the deep armhole sleeves that are creating the big sensation this season, especially the new wedged sleeves, such as style the gowns pictured.

Classic and new details are combined in the wedged sleeve frock of



This dashing felt hat in beige is perfect to wear with your tailored clothes, especially with the suit you are wearing under your fur coat during the cold midwinter months. Later on it will top your unfurred cloth coat or your classic wool frock with infinite chic. The high crown has interesting detail in its soft draped manipulation. The two handsome quills in natural tones are placed at exactly right angle to flatter.

beige gabardine as shown centered in the trio. This stunning model takes its "casual" cue from such tailored accessories as its wide leather belt, shoulder-strap bag and square-brimmed sailor. This is a type of basic dress that can lead a double life just by deft accessory changes. Hip-slurring, curved slot pockets and high-riding inverted center front pleat are good fashion aids to stress below-hip flatness.

For truly dramatic accessory changes the model shown to the left presents an unbeatable basic dress that's collarless. Its wedged sleeves of contrasting color fan out in simple mandarin lines, and its minimized waistline is accented by a shapely curving stitched belt of self fabric. The skirt front interest is heightened by inverted pleats that are stitched down to well below the waistline.

Another midseason sure success project is a two-piece wedge-sleeve dress that dramatizes the new rounded look in easy-to-wear lines, after the manner of the smart model pictured to the right. Raspberry spun rayon is used for the bow-tied blouse, and black rayon for its curved waistband and full-gathered skirt. The rounded raglan shoulders are contrived to form a diagonal bodice yoke that wings out into deep armhole sleeves. With the aid of dolman shoulder pads such as are featured at local sewing centers, in a variety of colors and sizes for dresses, coats and suits one can more easily achieve perfected rounded shoulder and deep armhole lines.

Among other style details played up in last-minute midwinter fashions, the idea of drawingstring belts makes wide appeal, for you are assured of a perfect fit, in that the waistline may be adjusted to any size.

Released by Western Newspaper Union.

Felt Suit Hat

All Plastic Sandals Latest in Footwear

An up-to-date version of Cinderella's slippers has been designed and they surely will enchant the modern Prince Charming. These intriguing and novel sandals are of crystal-clear lucite, and they are here for party-goers as well as for women who like to relax luxuriously at home. This amazing new footwear comes with colorful ribbon laces, run through slots to form criss-crossings and ankle ties. Squared-toe soles are cut in a single piece. The firmly fastened hollow heel is 2 1/2 inches high. Colors are also available, including translucent black, red, green and blue. Ribbons range from multi-color stripes to solid colors in royal blue, green, red, gold, black or white. In addition to its beauty, the plastic has the practical value of being lightweight and virtually unbreakable.

High Colors Competing With Subtle Neutrals

You will see high color in the new wool jerseys, which are being neatly tailored in resort toppers and suits, which of course assures their style prestige in the spring fashion picture. Vivid coral is on the new color list, and tangerine, royal blue and a lovely cornflower blue as well as chalk blue, also striking green tones and startling new reds and bright copper shades. Just as important, however, are the subtle neutrals stressing soft grays and light beige, such as putty or string beige.



Released by Western Newspaper Union.

CO-OPERATIVES ORGANIZED FOR HUMAN RIGHTS

WISCONSIN was the first state to enact legislation providing for the "one man, one vote" form of corporation, under which a large portion of the state's co-operatives are organized. When enacted the law was considered radically socialistic. Shortly after its enactment I had the opportunity for a conversation with the promoter of the idea. He was an Irish born, but naturalized, American citizen. A professor on the faculty of the state university. A disciple of the elder LaFollette. Uncouth in appearance, but with a mind as sharp as a needle point. I well remember the explanation he gave me of his basis for the idea. He said: "The American government is a big, a very big, business. It is operated by selected officials of those who own the business, the citizens of the nation. Those selected officials, the President, senators and representatives, are picked on a 'one man one vote' basis. Those who have millions of the national wealth have but one vote, as do those who have practically nothing. That system works.

The same thing will work in any other corporation. The man who has 100 cows has one vote, the man with but one cow has one vote." In Wisconsin it is optional to incorporate under the law, or the older established one of representation by invested values, but where it is used I understand it has worked. I cannot visualize it working as a basis of organization for our large industrial corporations. He classed it as representing human rights as opposed to property rights.

Emery Reeves, considered the keynoter for the world state proponents, insists the only way of preventing international war is the formation of a world government to include all nations. He bases his claim for the effectiveness of such a world government on the federation of our states. What can such a federation of nations accomplish that UNO cannot accomplish? We can have a world civil war quite as easily as a world international war. We demonstrated that in the eighteen sixties.

WE NOW HAVE 15 government bureaus concerned with the problem of housing. On the claim they are not doing an efficient job congress is considering the creation of another. The bill, however, does not provide for the elimination of all, or any one, of the present inefficient bureaus. That is how government grows.

A WORLD-WIDE FEAR of utter destruction may prove a preventive of war.

INFLATIONARY PRICES mean but the decreased purchasing power of money. We have better than a 50 per cent decrease now.

EDUCATIONAL ADVANTAGES cannot always be measured by what it costs. It is what fundamentals the teacher puts into the mind of the student that counts.

PAY DEDUCTIONS AND EFFECT UPON PRICES

WHAT COMES OUT of the pay envelope before the worker receives it? There are four main deductions, and, in a limited and decreasing number of instances, a fifth. The employer must deduct 1 per cent of each wage for social security, and another for unemployment insurance. To these the employer must add an equal amount, which to him is a part of his business cost. The employer must also deduct from each weekly or monthly payment such portion of the worker's pay needed to cover the worker's federal income tax. These deductions are made on demand of the government. On demand of the union the employer deducts such dues, assessments and fines as may be charged against each individual worker by his union. In such cases as still exist where the worker is purchasing government bonds on a payroll deduction basis the employer takes out that payment.

Deductions from the pay of the worker as a collection method on the part of government or the unions means an added expense for industry and distribution. That expense is added to the cost of doing business, and we, the consumers, pay it as a portion of the price of the commodities we buy.

It is a phase of the regimentation with which we are being inflicted. It is unAmerican. The unions, in demanding the check-off system as a means of collection, refuse to recognize the honesty and integrity of their members. Such a system is as unAmerican as would be the deduction of payments due on installment purchases. There would be more "take home money" in the pay envelopes if the check-off system was discontinued, and the cost of commodities would be less for all of us.



Sheep Rid of Ticks By Improved New Dip

Rotenone Basis of Effective Treatment

Sheep ticks are widely distributed throughout the United States. Unlike the true tick, they do not stay attached to one place, but move about in the fleece, making a new puncture each time they feed.

An economical and effective dipping solution for ridding sheep of



Enlarged male sheep tick. They are easy to kill by the new rotenone dip.

these ticks has been developed at the University of California. It consists of six ounces of derris powder containing 5 per cent rotenone to 100 gallons of water.

Considerable labor is saved as the solution is easy to prepare and one treatment is sufficient. The rotenone kills not only the adult tick but the eggs as well, and remains effective in the fleece for several weeks. The cost of the new dip should not exceed 20 cents per 100 gallons. Allowing for replacement of dip, the solution should not cost more than 1 1/2 cents for each animal.

Improved Machinery Silent Tractor

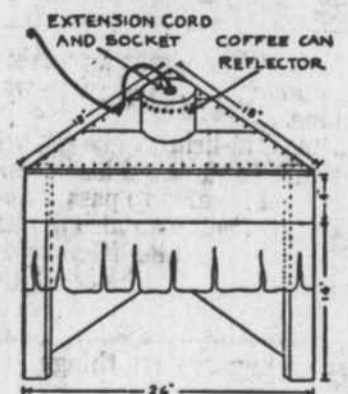


New silent type tractor which has recently been placed on the market.

A silent tractor, particularly good when the power takeoff is used around the poultry or dairy barns. There are 52 known uses for the power take-off, such as churning, separating, feed grinding, pumping and spraying.

The Bear Cat tractor, made by Ellinwood Industries, Los Angeles, is 80 per cent quieter than standard models, due to new improved type of muffler.

New Lamb Brooder



Most of the materials needed for this electric lamb brooder can be found about the yard or farm. A one-pound coffee can is suggested for the reflector. If available, instead of wood, celotex or plywood is ideal material for this type of brooder.

A 100-watt light bulb will prove satisfactory, with hardware cloth to cover reflector hole. Burlap, canvas or similar material may be used for curtain.

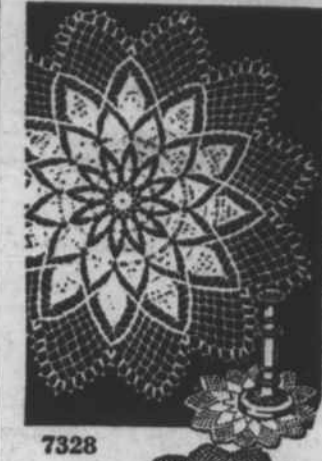
Result of Terracing

Farmers have had the value of terracing, along with other improved farming methods, brought home to them forcefully by the war and its requirements.

Better yields result when sloping lands are terraced to control erosion and conserve moisture, particularly when supplemented by the best cropping practices. The type of soil, degree of slope and amount of water to be handled determines the type of terrace best suited.

SEWING CIRCLE NEEDLECRAFT

Chrysanthemum Doily to Crochet



CROCHET this chrysanthemum doily, singly or in sets, for lovely and lasting gifts. Easily done.

Household Hints

If you want to make your letters absolutely sure-seal, glue them shut with colorless nail polish. These can't even be steamed open by unscrupulous persons.

Stiff brushes and brooms will last longer if wetted now and then. This prevents fibers or broomstraw from becoming too brittle and consequently breaking off.

You've resolved to stretch the family stocking supply by keeping up with your darning — and then your favorite aluminum darning egg disappears. Next time a light bulb burns out see if it doesn't make a perfect substitute.

To tighten cane seats and prevent sagging, sponge the surface with salt water occasionally.

These doilies, simple enough for a beginner to make, take less than a ball in either size doily. Pattern 7328 has directions; stitches.

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

Sewing Circle Needlecraft Dept. 21 Eighth Ave. New York

Enclose 15 cents for Pattern

No. _____

Name _____

Address _____



Trouble with gossip women is, they usually begin to believe that half of what they say is the gospel truth.

Them two words—"Table-Grade"—sure tell a heap of things 'bout Nu-Maid Margarine. Yep, Nu-Maid Margarine is made especially for the table. As fine a spread as money can buy.

Don't cry 'bout all your troubles—you'll never see a way out through the tears.

Cousin Irma sez what you use for seasonin' vegetables should be real tasty by itself. That's why she uses Nu-Maid.



EXTRA FRESH BREAD!



Fresh active yeast goes right to work!

No lost action—no extra steps. Helps give sweeter, tastier bread flavor—light, smooth texture—perfect freshness! IF YOU BAKE AT HOME—always use Fleischmann's active, fresh Yeast with the familiar yellow label. Dependable for more than 70 years—America's tested favorite.

Always fresh—at your grocer's

Why MUSCLES that Labor Long Hours rely on SLOAN'S



When outdoor work and chilling winds leave muscles aching and sore—take the tested way to fast, happy relief. Just get on Sloan's Liniment, warm away those stubborn muscular pains. No slow, painful rubbing. You'll feel this "best treatment" go to work—penetrating instantly, stimulating circulation, relaxing tight muscles. Your handy way to solid comfort.

FOR QUICK RELIEF FROM

Tired Aching Muscles • Sprains Stiff Joints • Strains • Bruises

What you NEED is SLOAN'S LINIMENT