

21½ Million New Homes Are Built In Western World

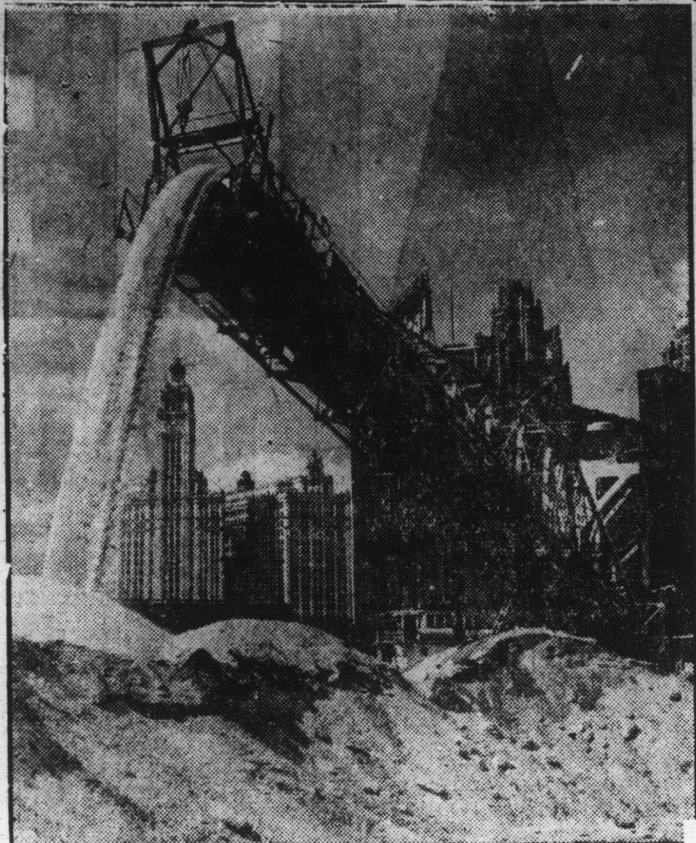
Half of New Dwelling Units Were Built In United States

Paced by the United States, the 13 principal nations of the Western World built a total of 21½ million new dwelling units in the decade from 1946 through 1955 to meet the needs of expanding populations and, in the case of European countries, to make up for housing destruction and damage during World War II.

Exactly half this total, or 10½ million new dwelling units, were built in the United States alone in this period though the American population is less than 40 per cent of the 13-nation total. This country's showing reflected a combination of favorable circumstances in which an abundance of mortgage money made available by the growth of life insurance and other thrift institutions played a major role.

Germany Leads Abroad

Of the balance of the new homes built in the Western World in the 1946-55 period, according to data compiled by the Bank for International Settlements, just under 3.4 million, or 32 per cent, were erected in Western Germany, and 2.3 million, or 21 per cent in the United Kingdom. Both these countries suffered particularly severe housing losses during the war. The other 10 nations covered in the 1946-55 home-building data are Austria, Belgium, Canada, Denmark, France, Italy, Netherlands, Norway, Sweden, and Switzerland. By contrast with the situation abroad, home-building got off to an early rush in the United States in the post-World War II period. Housing shortages, population gains, and rising levels of personal income and general economic activity were fundamental factors. Along with this, individual savings



CITY WORTH ITS SALT—Harbinger of winter is the arrival of 5,500 tons of rock salt for de-icing Chicago's streets, an important phase of the city's traffic safety program. Giant "salt-cellar" unloads a freighter in the Windy City, above, with Chicago's famous landmark, the Wrigley Building, in background.

in life insurance and other thrift mediums reached record levels during the war, and much of this went into housing.

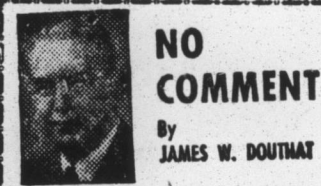
As a result, residential construction in the U. S. rose from 670,000 new housing starts in 1946 to a record total of 1,396,000 new dwelling units in 1950. The annual average for the 1946-50 period was 975,000 new dwelling units. Since then, U. S. home building has maintained a high level though under the 1950 peak.

Slow Start In Europe

Housing construction in Western Europe in the early post-World War II period was complicated by the competitive need for industrial reconstruction combined with shortages of manpower, materials, and savings and other financial resources. Inflation accentuated these problems. The annual average of new dwelling units built in the 11 Western European countries combined in the B.I.S. compilation was

only 629,000 in the 1946-50 period, or a third less than the United States annual average for those years.

Since 1952, however, these countries, taken together, have been outbuilding the United States. Their 1955 total, for example, was 1,600,000 new dwelling units as against 1,330,000 for the United States last year. Canada also established a record in 1955 with 127,552 new dwelling units.



Washington—Politics now reigns supreme. It is the one over-riding conversation piece. With the election less than two weeks off, the campaign is now reaching its peak. Testings have been made. Both parties think they have gauged public sentiment—discovered their own strong and weak spots—probed those of the opposition. As of now the appraisals run about like this: Republicans are in trouble. Reports from around the country confirm that Democratic optimism is not merely a morale-building technique to fire up party workers. The trouble spots are wide-spread—too much so to explain as due to local situations. So, Republicans, from the President down, are revising—stepping up the campaign. Mr. Eisenhower will make more appearances. Mr. Nixon will cover more territory. Speeches will attack not just defend.

What has caused the shift? Basically one fact. It is a belated

recognition that COPE—the CIO-AFL political action subsidiary—is ready to do a job. And at the moment, the signs bear a remarkable similarity to 1948.

Polls then showed Mr. Dewey running ahead of Mr. Truman—in the face of reports that Republican Congressional candidates were in difficulty. The assumption was that Dewey would carry enough at least to pull through a slim majority of Republican Congressmen. The reverse happened. Democratic candidates, rolling up heavy local majorities, carried Mr. Truman back to the White House.

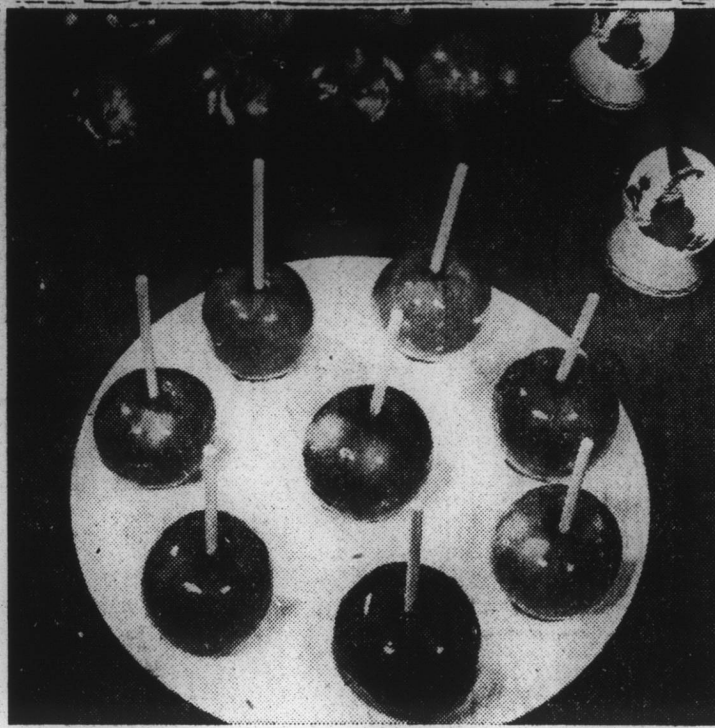
So, in 1956, Mr. Eisenhower may be in Mr. Dewey's spot. If Congressional reports are reasonably accurate, Democrats, running locally, may roll up a sufficient margin to put Mr. Stevenson over. It has the Republican high command worried—and not simply to instill a "running scared" atmosphere.

The trouble is not a matter of issues—according to Washington dopesters. And it's not a perceptible weakening in Mr. Eisenhower's personal popularity, or real dissatisfaction with the job done. It is a simple thing—organization in the right places. And COPE is proving the point for both parties from Texas to Michigan—from Maine to Oregon.

The strategy is to pick so-called marginal districts—districts where neither party has won by more than a five percent plurality. There are 93 of these districts. Then you pick the counties and precincts where you have the heaviest registration. The shoot for a 100 per cent vote of registered Democrats—whether or not needed to carry that precinct or county. The surplus in strong Democratic areas may mean the difference when the vote is counted for the entire district.

This happened in Maine, where the Democrats picked up one marginal Republican district, lost another by only 29 votes. Heavy Democratic precincts in industrial communities, worked over by the union political machine, came up with close to a 100 per cent vote.

The Maine technique is being applied in selected districts all over the country. Get voters registered—then, come election day—make up the voter lists and equip each selected precinct with cars, drivers, baby sitters, to produce 100 per cent of the party vote. From reports reaching Washington, this is what is worrying so many Republican candidates for Senate and



Halloween Apples-On-Sticks Please Trick Or Treat Gangs

By Nancy Carter

Apples, doughnuts, cider, funny faces and fancy costumes mean it's Halloween time. When the "trick or treat" gang rings the doorbell be ready with plenty of treats. If I know children, I know they'll be delighted with tart firm apples generously coated with red tinted syrup. And many oldsters will equally enjoy the fun of an apple-on-a-stick.

Bright red Delicious or Jonathan apples are in good supply in your supermarkets now. They're the apples so perfect for eating out of hand, to be served with a little wedge of cheese for dessert, for apple-fruit salads or for making into a confection like our picture.

We tested many recipes for coating apples. Our testers thought a few drops of red food color added to the syrup made the apples look prettier. We liked a little vanilla added to the syrup also for it enhances the apple flavor. That's an old French cooking trick and one well worth remembering.

Whether you have questions about party fare or everyday food, remember I am always glad to help. Just write to me: Nancy Carter, P. O. Box 4358, Atlanta, Ga. Hefe is my favorite Halloween recipe.

APPLES-ON-STICKS

- 6 red apples
- 6 wooden skewers
- 1 cup sugar
- 1 cup white corn syrup
- ½ cup water
- Few drops red food color

Wash and dry apples; remove stems. Insert skewers in stem end. Combine sugar, corn syrup and water. Cook over medium heat until mixture boils, stirring constantly. Then cook without stirring to soft crack stage, (270 degrees on a candy thermometer), or until a small amount of the syrup separates into threads when tested in cold water. Remove from heat; add coloring and vanilla. Stir only enough to mix. To keep syrup from thickening, place over boiling water immediately. Hold each apple by skewer end and dip in syrup. Twirl around so syrup spreads smoothly over apples. Remove quickly. Place on wire rack over waxed paper to cool. Makes 6 apples.

House—and their concern is now being reflected higher up.

Some reports claim that labor is recruiting 100,000 precinct workers—paying as much as \$40.00 for each car and driver—and furnishing volunteers to check voter lists, arrange transportation, etc.

The big question in Washington today is whether the Republicans can hope to match this big union drive—whether local leaders can be aroused to the need for a real organized drive in solid Republican

Never before in history has anything

built by man traveled so far in so short a time

—by land or sea!



An announcement of decisive importance to anyone about to buy a new automobile

The most exhaustive endurance test ever given an automobile has just been completed by two stock '57 Fords—identical in every respect with cars now being offered by Ford Dealers.

Under the supervision of the United States Auto Club and the Federation Internationale de Automobile, each of these two '57 Fords traveled 50,000 miles in less than 20 days. Ford No. 1 averaged 108.16 mph for the entire run... Ford No. 2, over 107 mph. These averages include time for all pit stops.

In all, the '57 Ford smashed 458 national and international records.

This test was run on the Bonneville Salt Flats in Utah... it was the longest left turn in history.

A car, like a man, is known by its deeds, not words.

That is why, we at Ford, despite our confidence in our '57 cars, let their deeds of accomplishment speak for themselves.

Therefore, we engaged an independent engineering organization to test our '57 cars more thoroughly than any other cars have ever been tested before—in this country or abroad.

We provided them with '57 Fords—cars identical with those now offered by Ford Dealers. The rest we left up to them.

Here is what they did:

They took these cars to the Salt Flats at Bonneville, Utah.

Here, twelve of the world's greatest drivers took over.

In relays they drove these cars night and day for a distance greater than twice around the world... a distance equal

to 5 years of normal driving.

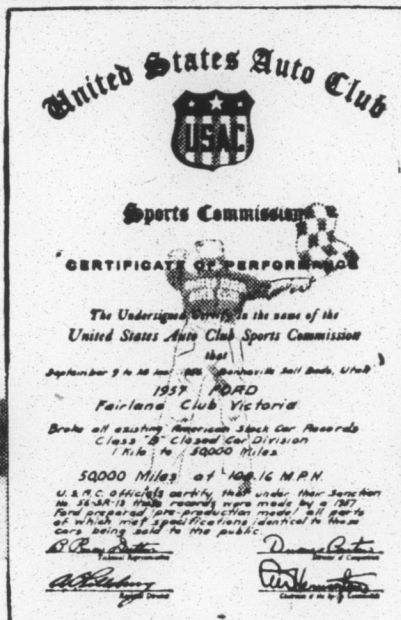
Not in all history has a man-built machine traveled so far in so short a time—by land or sea!

But this was not a test of speed—but of endurance of the "Inner Ford." A trial to take the measure of Thunderbird Y-block V-8 power without qualification of any kind. A test of running gear—of brakes, of materials in body and chassis. Of steering and roadability, yes, and comfort, too!

A test, indeed, such as no other cars have ever undergone, let alone successfully concluded.

Surely they have told you, in decisive terms, that they are worth more when you buy... and when you sell!

Your Ford Dealer will gladly place at your disposal the new kind of Ford that means a new kind of value for your car-buying dollar—the greatest the world has ever seen.



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