

Behind The Scenes In American Business

VEGETABLE "ICE CREAM"

A New Jersey maker of ice cream has put on the market what he calls tomato sherbet. He announces that he will shortly have for sale ices with other vegetable flavors, such as lima beans, green peas, and spinach. The public may decide that the whole thing is spinach; but that remains to be seen.

NEW WONDER METAL

A new wonder metal which is rapidly proving a boon for many industries bids fair to revolutionize engineering practice wherever great strength with extreme lightness is required.

This new metal which makes even aluminum seem heavy and yet which can be alloyed to have the strength and tenacity of steel is making many a designer's dream come true. This new metal is only two-thirds the weight of aluminum and approximately one-fifth the weight of steel. It is known as Magalloy. Its basic ingredient is magnesium, which is one of the metals most commonly found on the earth's surface.

By the use of Magalloy airplane manufacturers have already begun to produce planes which fly higher and faster and carry more passengers at a lower cost than ever considered possible. In other transportation fields such as transcontinental buses, interstate trucks and other units engaged in long-haul work, Magalloy parts have reduced the weight of the vehicle so greatly that the payload ratio to total weight has soared beyond all expectation. The result is less wear and tear on the vehicle, more mileage from gasoline and tires and greatly reduced costs because of the elimination of dead, useless weight. Probably no development in the material world will have such a widespread influence on transportation engineering than this new wonder metal—Magalloy.

BUSES THAT BEND

Competition for passenger traffic between railroads, airlines and bus companies is bringing a new era in transportation equipment. Latest vehicle for mass movement of passengers is a lightweight aluminum-alloy bus capable of carrying up to 140 persons. The first bus ever built with trolley car capacity, it is nearly 50 feet in length and steers with both front and back wheels like a hook and ladder fire-engine. To enable the bus to negotiate bumps and depressions in the road, engineers of the Twin Coach and the B. F. Goodrich companies cooperated in designing a flexible rubber hood and mid-joint. This takes the strain off the bus by allowing it to bend in the middle. After completion of test runs, it will be first placed in service in Baltimore, Md.

THINGS TO WATCH FOR

Men wearing neckties with bold initials imprinted on the silk, a new novelty from Paris . . . Beer marketed in seven ounce bottles for five cents to meet soft drink competition . . . A new drug being experimented with at Yale Institute of Human Relations which is said to raise a person's "level of living," both mental and physical. Stream-lined bird cages to go with modern furniture in the home. . . New poultry and cattle feed called "semi-solid produlac," a by-product of whiskey-making . . . An electric baby blanket which automatically adjusts itself to varying nursery temperatures.

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THE POOR AND RICH ARE STILL WITH US

If you turn back the pages of history to the times of the Colonies you will find that the Washingtons, Adamses and Jeffersons were among the rich one per cent in their times, and the poor were poorer than they are today.

Now the National Resources Committee finds that one-third of the population has an average annual income of \$471; that another third has \$1,076 and an upper class has \$3,000. Five per cent of the population gets 27.2 per cent of the total national income, or more than one quarter of the total. One per cent of the rich get 13.8 per cent of the total. One-half of one per cent of the population, consisting of 197,000 family groups and single persons receive as much as the poorest third of our countrymen.

GODS OF THE HARVEST

Secretary Henry A. Wallace came into the New Deal as a discontented Iowa Republican. He brought with him a plan of his own, put it on trial and called it an "experiment." It finally came to be known as the Ever Normal Granary. The great truth that "man proposes, God disposes," has warped the Wallace granary, as the boundless yields of crops glut the

markets and give one a dull, sickening pain in the pit, as he reads the daily market prices offered for the golden grain, the snow white cotton, the tasseled corn, the sustaining potato, and other products of our farms.

Wallace challenges the farmers—challenges them to face and conquer the new challenge. He declares, with apparent confidence that the farmers can still win. We all hope that he is right.

COLUMBUS—WITH REVISIONS

The production reprinted below was written by a third grade pupil in a Cumberland county school and was first published by Mary Vaughan, who writes for the Fayetteville Advocate. We want our readers to have the benefit of reading it—and, incidentally, we want a few more copies of it for our friends. Only genius could have so mixed Christopher Columbus, the prophet Jonah, and Robinson Crusoe. We commend the article and urge that you read it.

(Associate Editor Record).

"Columbus thought he could go to India by going west. God sent him to a certain place and Columbus went to another place. Then the captain come along and said haven't you sinned against God? Columbus said yes, sir I have and the captain said I will haft to throw you in the ocean and did.

Jest then a grate big fish swallowed him while he was a praying to God and God answered his prear and the fish swam to land. Safe on land and when he got out of the fish he wen rite there and preached to the people and one day while he was on that island he saw some canibles and he went to shooting at them and he ran them away and he went down to the ship that the canibles had left and there was a colored njan.

Columbus greeted him and it was one of his frens and Columbus gave him a gun to shot at the canibles and they come again Columbus and the colored man shot at them and they went away again and there was that colored man's pappu. Before Columbus went home he sharpened his tools to bild his house he made a flat to hall him some needful things he didn't have but a dog and a

cant before that colored man come, he had him a fence and he thrown durt in between the middle and Columbus had a lader to go over with When he got over he pulled the ladder back over again he shot a bird and it was a halk it was not no wild beast, first night he slep in a tree the names of the ships are Santa Marin Pinto there was 30 men to a ship."

NEW YORK—Within the 200-ft. eighteen-story Perisphere of the New York World's Fair 1939, the steel structure of which, weighing 4,300,000 pounds, is now completed, visitors to the Exposition will be able to step upon a "magic carpet" and ride "two miles" above a perfectly integrated garden "City of Tomorrow."

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