

Your Christmas Cards

SEVENTEEN MONTHS AGO, WHEN WOMEN'S FASHIONS WERE JUST GETTING THE "NEW LOOK", PUBLISHERS BEGAN DESIGNING THE 1948 CHRISTMAS CARDS.

ARTISTS CAPTURED THE HOLIDAY SPIRIT IN FULL-COLOR PAINTINGS. MANY GREETING CARD ARTISTS SPECIALIZE—SOME IN WINTER SCENES—OTHERS IN CHRISTMAS FLORAL DESIGNS.

SEPTEMBER 1947

SPECIAL PAPERS WERE OBTAINED—HEAVY VELLUM, RICH FOLIO, HIGH-GLOSS COVER STOCKS, SHEETS OF PLASTIC, DELUXE HAND-MADE PAPERS WITH DECKLED EDGES.

STEEL DIE ENGRAVINGS AND CAREFULLY DETAILED FULL COLOR LITHO PLATES WERE PREPARED FOR THE BIG PRINTING PRESSES. MANY DELIGHTFUL CARDS, HOWEVER, ARE STILL HAND COLORED VIA SILK SCREEN OR AIR BRUSH.

NO MACHINE CAN MATCH THE PRECISE BOWS OF RIBBON TIED BY HUMBLE-FINGERED WOMEN. SATIN INSERTS, RHINESTONES, AND OTHER ATTACHMENTS ARE APPLIED BY HAND, TOO.

GAY CHRISTMAS CARDS, PRODUCT OF A DOZEN HANDS AND SKILLS, CARRY YOUR HOLIDAY GREETINGS TO FRIENDS AND RELATIVES EVERYWHERE. AMERICANS WILL EXCHANGE ONE AND A HALF BILLION CHRISTMAS CARDS THIS YULETIDE.

The Washington Merry-Go-Round

by DREW PEARSON

Wheat Price Argument

THE blast against the British by Undersecretary of Agriculture Albert J. Loveland had more to it than meets the eye.

What Loveland was driving at was not so much Britain's wheat and cotton agreements with Canada, Australia et al, but her backstage efforts to beat down the price of American wheat in a proposed new international wheat agreement. He also was trying to atone for the bungling of the 80th congress.

Unfortunately for the American farmer, the late lamented GOP congress refused to ratify the wheat agreement at a time when Britain and other nations agreed to a top price of \$2.00 a bushel for wheat during the next five years. Since then wheat has dropped and the British have been privately plumping for a \$1.50 maximum in any new international compact.

Loveland's blast was calculated to soften them up for bargaining at a higher level. U. S. spokesmen at the 57-nation food and agricultural organization have been putting out feelers for a maximum price of \$1.75 a bushel for world wheat during the next five years. This is 25 cents above the British proposal but 25 cents under the \$2.00 which U. S. farmers were offered last summer but which the Republican congress rejected.

The mechanics of drafting and ratifying another wheat agreement by participating nations would require six to eight months, but Loveland and his boss, Agriculture Secretary Charles Brannan, are hoping to get a preliminary commitment from the FAO, so as to get the ball rolling.

If the proposed agreement falls through the alternative is something nobody wants—a return to rigid acreage controls. For if we can't sell our surpluses abroad we will have to limit production at home.

Truman and Jesse James

Harry Truman has a reputation for speaking out for his friends no matter who they are. Well known is the fact that he stood up for Boss Pendergast of Kansas City, whether in jail or out, but not so well known is how the President stands up for that famous fellow Missourian, Jesse James.

An avid reader of Missouri history, the chief executive has studied carefully the career of James, including both his robberies and his acts of generosity.

Many good-natured arguments over the character and motivation of the Missouri bandit have taken place between Mr. Truman and members of his staff and, on one occasion, the President's defense went like this:

You take Jesse James. He actually was not a bad man at heart. I have studied his life carefully, and I come from his part of the country. James was a modern-day Robin Hood. He stole from the rich and gave to the poor, which, in general, is not a bad policy. I am convinced that James would have been an asset to his community, if he had not been diverted into the lawless life.

No 'Peanuts' for China

General Al Wedemeyer, chief of army war plans, held a significant secret session with the joint chiefs of staff recently on the much-kicked-around question of what the U. S. A. can do about China.

Wedemeyer, a former Nebraska farm boy who had a great record as a war strategist, was first sent to China largely because Winston Churchill wanted him out of the European theater where the American general was too persistent in opposing the long and grueling campaign through the allegedly "soft underbelly of the Axis."

So suddenly Wedemeyer found himself appointed aide to Lord Mountbatten in India and China, despite the fact that all his training had been in Germany.

Because of this quirk of fate Wedemeyer has now become the army's chief expert on China, and as such he is vigorously opposed by his old chief, General Marshall.

Reporting to the joint chiefs of staff, General Wedemeyer predicted that the Chinese Communists could capture Suchow, Nanking and even Shanghai, pretty much when they want to.

Wedemeyer believes the Communists are deliberately holding off until economic conditions in China become even worse. Then they can move in almost at will. Despite this, however, Wedemeyer still believes China can be saved by pulling Chiang Kai-Shek's battered armies south and defending a new capital at Canton.

No one who knows Secretary Marshall, however, thinks the Wedemeyer plan has the slightest chance of approval. Marshall thinks pouring aid into China is like throwing peanuts at an elephant in the zoo.

Farm Topics

Plants, Like Humans, Are Finicky Eaters

Isotopes Tell Amounts Of Fertilizer Utilized

Atomic scientists have learned that some plants, like some human beings, are finicky eaters.

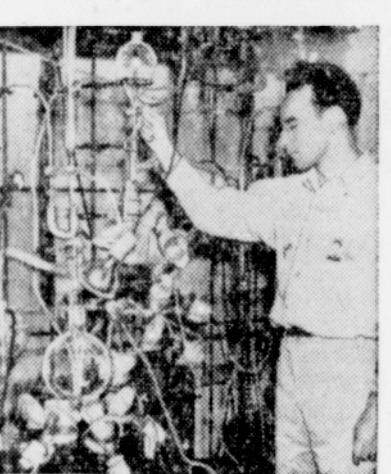
This new knowledge, important commercially, is the result of exhaustive tests with radioactive isotopes of phosphorous in fertilizers. Radioisotopes, sometimes called "tracers," are atoms whose nuclei emit high-energy rays that can be detected by sensitive instruments. Thus, the movement of substances containing such atoms may be followed or traced at all times.

Before radioisotopes were used, it was impossible to tell how much fertilizer a plant would absorb. But by using radioactive phosphorous in phosphate fertilizer, for instance, scientists know the amount each plant takes.

As a result, a scientist now can tell a farmer who spends \$50 to put phosphate fertilizer on his land whether the plant only "nibbles" or takes a bite big enough to repay his expense.

During these experiments, scientists were surprised to discover that plants sometimes have distinct likes and dislikes for certain "meals."

For example, it was learned from tests in North Carolina that corn liked the phosphate from fertilizer for a time, then would switch to



This man works on an extraction apparatus in Oak Ridge, Tenn., as part of the program for the nationwide distribution of beneficial radioactive isotopes from the uranium chain-reacting atomic pile.

the phosphate which had been present before fertilization. In Maine, the potatoes preferred the fertilizer phosphate all the time.

In other cases, plants would seem always to prefer the phosphate already present in the ground, instead of the meal prepared by the farmer.

One of the world's foremost producers of baby foods, chewing gum, coffee and peanut-butter recently became the first representative of the food industry to become a member of the atomic research program at the University of Chicago.

Small Turkey Talk



The young lady poses a close-up on a very young turkey—one of the streamlined variety created to meet modern demands for small birds to suit small families and to fit kitchenette ovens. Each of several of the older varieties contributed one or more of the desired characteristics to this small white variety, characterized by a compact body, short legs, long keel and plenty of breast meat. Careful records on thousands of birds from carefully selected stock were necessary before the "apartment size" turkey was developed.

Summer Milk Slump Costs Farmer Plenty

"Summer slump" in milk production costs farmers plenty in good, hard cash. On the average farm there is about a 30 per cent drop from May until early fall.

Some of the loss in production arises because a higher percentage of cows are dry or approaching the end of their lactation period, but many dairy specialists believe that much of the loss could be prevented by better management.

Spotlight

by GRANTLAND RICE

World's Best Golfer

IN THE midst of this weird, wild and woolly football upheaval, now reaching a magnificent anticlimax, the time seems to be ripe for a much quieter and much more sensible game known as golf.

Golf is played by a great many more people than football has ever known in any single year. It is a much sounder game for the average citizen. It is also a game that doesn't lend itself to as much bickering and vituperative conflict as football does.

Also it has a top man who stands far above any top man in football. His name is Ben Hogan, the 137-pound Texan who today is by all odds the greatest golfer in the world.

Hogan has proved his worth, not in a few games each autumn, but in many tournaments from the Pacific to the Atlantic and back, from the massive lakes of the North to the Gulf, month after month after month. He competes against the pick of the field—not nearly so many setups as football knows—in the main.

Why is Ben Hogan the world's best golfer? We discussed this matter with Al Ciuci, veteran golf pro, star instructor and one of the ablest students of the game.

"Let's take the fellow apart," Al said. "What makes a great golfer—first, a fine swing. Second, a smart head. Third, a stout heart on the competitive side. Fourth, ability to work for the top."

"Hogan has all these things. He has one of the finest swings in golf. He has one of the best heads golf has ever known, not even barring Walter Hagen, one of the smartest of them all. You can ask Gene Sarazen and Bobby Jones what they think of his competitive ability or his willingness to outwork a horse."

"In my opinion, Ben Hogan combines more of the factors that make a great golfer than anyone I have ever seen play in the last 30 years—on back to Vardon through to Jones, Hagen and Sarazen. At 137 pounds, Ben isn't equipped physically as well as they were, but he has always been long enough—able to hit a 500-yard green with two shots."

This statement is completely true. No one can say that from 1920 to 1930 Hogan could have beaten Jones, Hagen and Sarazen. Certainly no one can say that Jones, Hagen and Sarazen could have handled Ben Hogan from 1944 through 1948.

In the matter of scoring, Hogan is well ahead of any rival. But perhaps conditions have changed.

The Last Move

"Hogan," Al Ciuci continued, "made his last and smartest move this past season. Through 1947, Ben had been bothered here and there with a hook. Not too much, but enough to get him into trouble at times. A hook can nearly always get you into more trouble than a slice. It travels farther."

"So this last season, Hogan decided to give away a few yards and play for a slight fade, rather than a hook. You can control a fade. No one can control a hook steadily. From that point on, Texas Ben became unbeatable. Now and then he would drop a tournament against a band of brilliant scorers. Someone would get unusually hot, or Ben would have a slight lapse in concentration or determination or timing."

"No one can keep at the peak physically, mentally and emotionally all the time. They'll tell you football teams can't even do this three times a season. But Hogan plays in 30 or more big tournaments."

"Hogan has marvelous use of his hands," Ciuci continued. "His left hand remains firm and strong all the way through the swing. The left hand controls the club head. But in Ben's case his right hand has one of the finest finishes I've ever seen in golf. It lashes out with terrific force, banking on the left hand and wrist to keep the club face where it belongs."

"Then watch Ben in putting. One of the biggest mistakes most putters make is letting the body or knees move through the action of the putt. Not Hogan. Ben locks his body and knees before his hands start the putter blade in motion."

"He turns over the physical action of the putt to his hands. He has already decided on the correct line and the speed of the green. These two details are all set. So, for a final move, all he has to concentrate on is the smoothness of the swing, which is rarely hurried or turned into a jab or a stab."

"More golfers should follow this method—I mean deciding in advance what the right line is—the speed of the green—and then giving their entire concentration to the smoothness of the putting stroke."

Just For You

Refreshments, a thin sandwich and two olives, had just been served at the town dance in the hill country.

"Is your program filled?" asked a local Romeo of a hillbilly belle when the dancing was resumed.

"Filled!" glared the girl. "Look here, young feller, it takes more than a skinny sandwich and two green plums to fill my program."

Tricks of the Trade

The night was dark and the hour was late as a solitary wayfarer passed along the deserted street. Suddenly three slinking figures emerged from the shadows, marked their prey, and then attacked him.

Three to one is powerful odds, but the wayfarer held his own. One by one his assailants landed with a thud on the ground, battered and bruised, their clothing torn.

A policeman hurried up and surveyed the wreckage.

"Fine work!" he said, addressing the hero, who was calmly lighting a cigarette. "Ju-jitsu?"

"No," answered the hero. "Railway porter."

You can breeze through a good part of your Christmas shopping by simplifying your gift list. It's probably a fact that a good many of your friends enjoy cigarette or pipe smoking. You can easily please these friends by ordering several cartons of mild, mellow Camels and pound tins of rich-tasting Prince Albert from a local dealer. Both these popular gifts come ready-wrapped in gay holiday dress. No other gift wrapping is necessary. There's even space for your personal greeting. Save time and energy this Christmas season by giving cool, mild Camels and mellow Prince Albert Smoking Tobacco. (Adv.)

Beware Coughs From Common Colds That HANG ON

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

CREOMULSION for Coughs, Chest Colds, Bronchitis

Doesn't it seem more sensible?

ALL-VEGETABLE LAXATIVE

NATURE'S REMEDY (NR) TABLETS—A purely vegetable laxative to relieve constipation without the usual griping, sickening, perturbing sensations, and does not cause a rash. Try NR—you will see the difference. Uncoated or candy coated—their action is dependable, thorough, yet gentle as millions of NR's have proved. Get a 25c box and use as directed.

Nature's Remedy

NR TO-NIGHT TOMORROW ALRIGHT

FUSSY STOMACH? RELIEF FOR ACID INDIGESTION, GAS AND HEARTBURN

TUMS FOR THE TUMMY!

Relieves Distress of MONTHLY FEMALE WEAKNESS

Also Helps Build Up Red Blood! Do female functional periodic disturbances make you suffer pain, feel so nervous, irritable—at such times? Then try Lydia E. Pinkham's TABLETS to relieve such symptoms. Pinkham's Tablets are also very effective to help build up red blood in simple anemia.

Lydia E. Pinkham's TABLETS

When Your Back Hurts - And Your Strength and Energy Is Below Par

It may be caused by disorder of kidney function that permits poisonous waste to accumulate. For truly many people feel tired, weak and miserable when the kidneys fail to remove excess acids and other waste matter from the blood.

You may suffer nagging backache, rheumatic pains, headaches, dizziness, getting up nights, leg pains, swelling. Sometimes frequent and scanty urination with smarting and burning is another sign that something is wrong with the kidneys or bladder.

There should be no doubt that prompt treatment is wiser than neglect. Use Doan's Pills. It is better to rely on a medicine that has won countrywide approval than on something less favorably known. Doan's have been tried and tested many years. Are at all drug stores. Get Doan's today.

DOAN'S PILLS

Christmas Toys For Every Need

Be a careful shopper when you select Christmas toys.

Just as there are different types of toys for each age level, so there are toys that serve different purposes in each age group.

There are manipulative toys, toys for physical development, balance and skill, toys for dramatic, imaginative play, toys to teach arts and handicrafts, and toys to encourage an interest in nature, science, hobbies and pets.

A child needs some of each in the form best adapted to his age level.

Toys for babies should be selected primarily from the standpoint of safety. They should have no sharp edges, no loose parts small enough to be swallowed. Animals with eyes glued or pinned on, toys covered with poisonous paint or made of glass or china are taboo. The best choice is something that can be washed when it becomes soiled.

Great Royal Feasts Once Marked Yule

A modern Christmas dinner is a mere "snack" compared to the royal Yule banquets of Kings and Queens in history.

For one of Edward III's Christmas feasts 2,000 oxen were prepared. The guests ate as much as they could and the vast leftovers were distributed to anyone who happened to come along. Edward was the first English king to employ French cooks for a Christmas feast.

When Henry III spent Christmas of 1241 at Gloucester, he ordered the sheriff to buy 20 large salmon to put into pies for the Christmas dinner. Richard II feasted 10,000 people at a banquet in 1399. He kept more than 1,000 cooks, each of whom specialized in one kind of food.

Hang Stockings For Santa Claus

Why have stockings come to be a traditional receptacle for Christmas gifts?

Although historians can give no authentic answer, they point out that children's stockings are usually hung by the chimney to keep warm or dry out, so it was natural that Santa Claus should pick them as the place in which to deposit gifts.

In certain regions of France it is the shoe that is put out on Christmas Eve. Some authorities say that shoes and stockings were put near the fireplace for the same reason that an old boot was associated with a wedding—in order to bring good luck and drive away evil spirits.

Good Yule Stories By Americans

Probably the most famous American story is Kate Douglas Wiggin's "The Birds' Christmas Carol." Others worth reading are Louisa May Alcott's "Christmas at Orchard House" and Vincent Starrett's "Snow for Christmas." Christopher Morley's "The Worst Christmas Story" happens to be almost one of the best.

Yule Record Begins In Fifth Century

There is no mention of a Christian observance of December 25 as Christmas before the fifth century. There is, in fact, no record to indicate what date Jesus was born.

Various researchers have set the day as January 6, March 25, May 20, April 19 and November 17. In order to win Christian converts away from their observance of the pagan mid-winter festival, early churchmen induced them to observe the birth of Christ Jesus at that time instead. Thus December 25 came to be established as Christmas.

Real Santa Claus A Youthful Saint

The name of Santa Claus is merely slurring the Dutch San Nicholas, which is, of course, St. Nicholas. American children are probably the only ones who say it exactly that way.

Nicholas was an actual person. He was Bishop of Myra in Lycia, Asia Minor, in the first part of the fourth century. He was also the youngest bishop in the history of the church.

From the day of his birth Nicholas revealed his piety and grace. He refused on fast days to take the natural nourishment of a child.

But Nicholas was not a barefoot recluse vowed to poverty. His father was a wealthy merchant, and his riches enabled him to be a dispenser of the good things of life.

The feast of St. Nicholas was originally celebrated on December 6. Later, when church people in the late Middle Ages tried to suppress the festivities which grew up around the Boy Saint's day, his festival came to be associated with Christmas day.



Mrs. Rose Maselauskas, of Chicago, makes bird cages and geometric figures of straw to trim the Lithuanian Christmas tree.

Santa's Enemies

In Newark, N. J., Santa is required to pass a stiff physical examination before he can serve in a department store. And even then it is verboten for him to kiss any of the children who perch upon his knee.

In Charleston, S. C., charity Santas have been forbidden to make a pitch on public streets on the grounds that children flocking to see them may create a traffic hazard.