

THE READER'S DATE BOOK

Seventh Annual Sunday School Week Scheduled for April 9-15

One of the most important observances for the home towns of America during the coming month will be the observance of National Non-Sectarian Sunday School Week, April 9-15. Sen. Styles Bridges of New Hampshire will serve as chairman of the 1951 observance.

The acceptance of Senator Bridges to be chairman during the week of the observance which is designed to increase by hundreds of thousands the regular attendance of children in Sunday schools of all

faiths, was made public by Dr. Alfred P. Haake, chairman of the layman's national committee, a non-sectarian, non-profit organization, sponsoring the activities for the seventh year.

Senator Bridges in accepting the post of chairman said:

"Ever since its inception, the National Non-Sectarian Sunday School Week has been a growing movement. It has the single objective in mind of impressing upon every American man, woman and child his responsibility to God and country."

"America was founded upon the principle that every nation's ultimate trust must be in God."

"Today, in face of the world situation, I am more convinced than ever that that faith which was so much a part of the lives of the founding fathers of our country, must find a rebirth. In the minds of those who are trying to build a sane and peaceful world our nation and the other free nations of the world today are committed to a life and death struggle with atheistic communism. This battle can never be won alone by force of arms or diplomacy. The ultimate strength which America brings to this struggle must come from a people consecrated to the principle that spirituality is the final reality."

"I believe, without hesitation, that the layman's national committee, through the National Non-Sectarian Sunday School Week, can make a much needed contribution to the strengthening of the spiritual life of our nation."

"I have agreed to serve as chairman of this very important movement. Our task this year is to form a 'committee of 100,' consisting of 100 outstanding executives, representative of 100 different industries to serve as honorary vice chairmen."

People in all walks of life, in the home towns and cross roads of the nation, will be encouraged by proclamations and statements of their governors and mayors to make this week a major one in their communities. Veteran groups, industrial organizations, labor unions, civic and fraternal organizations, women's clubs, youth movements, chambers of commerce, and other organizations have been asked for personal participation.

Gen. Dwight D. Eisenhower, in a statement read at the recent convention of the American association of school administrators, expressed one of the purposes of the observance when he declared the development of integrity and civic responsibility in all American youth is an essential element in the defense of the American system of government and democratic life.

RURAL ELECTRIFICATION

Efficient Use of Electricity Is Vital in Time of National Crisis

BY CLAUDE R. WICKARD

Rural Electrification Administrator

Adequate supply and efficient use of electricity on the farm in time of national crisis can well spell the difference between ample production for wartime needs and serious shortages.

In the last decade and a half, electricity has proved itself an effective tool in producing more food with less human labor. The nation consequently has much to be thankful for because there are 3,000,000 more farms now than at the time of Pearl Harbor wired and ready to use the power of electricity.

An increasing number of farmers know what electricity can do for them. This is shown by how quickly they put this new power to more and more farm tasks once service is available.

Farm labor already is hard to find, and many materials important to the farmer will increase in scarcity. Electricity provides a means of offsetting these shortages because it enables the farmer to do more with less.

With nine out of ten farms already connected to the high-

lines, and construction being speeded to reach most of the others, farmers are in a better position than ever before to meet the nation's emergency needs. They have an opportunity to use electricity for their benefit. They have a responsibility to use it for the nation's benefit.

We know that in many tasks a one-horsepower electric motor, using a few pennies worth of power, can do as much work in an hour as a man can do in a day. We know that poultry and egg production, for instance, show 10 to 40 per cent increases with the use of electricity. A simple homemade pig brooder, made largely of a light bulb and some odds-and-ends of lumber, will cut losses at farrowing time by 30 per cent.

Electricity works through machines and appliances. Now there is a good possibility the farmer's electrical equipment will not be as easy to replace as has been the case. Repair parts may even be difficult to get if the emergency lasts any length of time.

This makes it highly important that farmers do everything possible to keep their power equipment in good running order. We strongly urge farmers to check over every piece of electrical equipment on their farms—clean it up, oil it as required, replace worn cords and broken plugs.

The county extension agent and other workers in the extension service either at the county or the state office will have information in this field of farm operation.

SHOPPER'S CORNER

By DOROTHY BARCLAY

HOUSEWIVES, ALERT

HAVE YOU been watching the ads for dress and suit sales? Housewives alert! For clothes-prices are going higher and higher, with the government prying up that lid on retail price-controls. So hurry, hurry, hurry to your favorite dress-store! And if you can't find just what you want for that spring wardrobe, why not whip up your own?

Home sewing has become the American woman's top hobby, and a most practical one it is these days of mounting clothes prices. Today 28,500,000 women are stretching their budgets by making their own clothes—and many of their home furnishings.

There never was or never will be a better time to join the 28,500,000 than today. Tomorrow, with the drain for defense needs, fabrics may not be so plentiful, but today there's a larger selection than ever before. Wool jersey, double-layered for the tubular treatment, flannels, colorful prints in both rayon and silk are all available for spring.

RIBBONS AND BOWS

Plentiful too are ribbons and other trimmings to dress up your old clothes or give that good suit a new touch, and to furnish the new clothes you make or buy. There



are patterns galore published in your newspapers and magazines, and available at your general or dry-goods stores. And think of the saving of cost and taxes!

Even that new bonnet would be a cinch for your creative imagination and capable needle. You'd never see another like it, at least until your friends asked "Where did you get that hat? Make me one like it!"

While you're about it, why not make your own slip-covers? After all, they're just chair dresses, aren't they? Fabrics for slip-covers and drapes are also new and many, and with furniture getting scarcer and more expensive, why not preserve what you have with new slip covers?

As for knitting—that's the one form of dress-creation possible to the TV fan.

Larger Number Of Small Town Students Urged

CHICAGO, Ill.—An increase in the number of medical students from rural areas was suggested as a means of increasing the number of physicians practicing in such areas. This might be accomplished either by preferential consideration of applicants from rural communities or by encouraging and assisting well-qualified students from small towns to attend medical school.

This opinion was expressed by Dr. Harold S. Diehl of Minneapolis, dean of the medical sciences, University of Minnesota. Dr. Diehl was a speaker at the 47th annual congress on medical education and licensure.

Dr. Diehl reported the results of a study of the present practice location of 545 graduates of the University of Minnesota medical school in relation to the type of community in which they grew up. For the purpose of tabulation and analysis, communities were divided in three groups: (1) with a population of less than 5,000; (2) with a population of 5,000 to 100,000, excluding Rochester, where the Mayo clinic constitutes a special situation; (3) Minneapolis, St. Paul and Duluth.

Of the 199 doctors who grew up in small communities of less than 5,000, 116 returned to small towns to practice, 35 went to towns with a population of 5,000 to 100,000, and 48 went to one of the three large cities.

Of the 104 doctors who grew up in towns of 5,000 to 100,000 population, only 25 went to small towns and rural communities. Of the 242 who were raised in large cities, 53 went into rural community practice.

This tabulation, Dr. Diehl pointed out, indicates that the chances of a student brought up in a small town of returning to such a town are more than 2½ times as great as the chances of a student from a large city going into a small community to practice.



Starter Fertilizing Insufficient for Crop Use of Fertilizer Alone Won't Build Corn Yields

One reason why some farmers swear at and not by fertilizer, is that they don't use enough plant food, the middle west soil improvement committee points out.

Adding a small amount of "starter" fertilizer at planting time may get corn off to a quick start. But scanty applications often fail to



Well-fertilized deep-rooted legumes grown in rotation will build a reserve of plant food in soil and increase corn yields.

provide sufficient nourishment to carry the crop through the season on low fertility soils.

Without a reserve of plant food in the soil, the corn crop will starve in midsummer and not have enough nourishment to make ears.

The use of fertilizer alone will build corn yields on most farms. But for maximum yields, the farmer needs to build the soil's tilth structure and organic matter supply. When well-fertilized deep-rooted legumes are grown regularly in the rotation, the soil is mellowed and conditioned for high corn yields. There are extra reserves of crop-feeding organic matter available.

Iowa Factories in 1950 Outproduced Iowa Farms

For the first time in 11 years, Iowa factories outproduced Iowa farms.

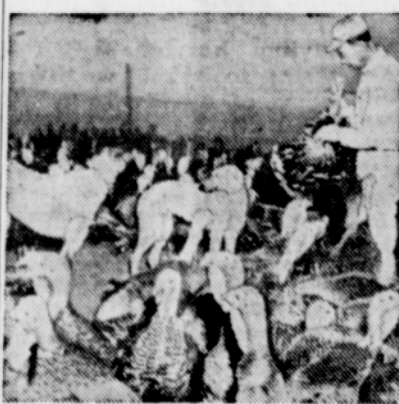
As of January it was estimated that Iowa factories turned out 2½ billion dollars' worth of food products, machinery, chemicals, drugs, printed matter and other goods. Sales of farm products in 1950 were estimated at more than \$2 billion, but no estimate was as high as \$2½ billion, even including the value of produce eaten and used on the farm. Factory products frequently nosed farm products out of the number one spot in Iowa's economy between 1924 and 1939, although it usually was a close race.

In 1924, for instance, cash receipts from farm marketings totaled \$666,333,000 and manufactured products sold for \$685,276,088.

Farm production is expected to increase in Iowa during 1951, as elsewhere in the nation, but with the increased rearmament program in full swing, factory production will also increase.

Clip Dairy Cows—Care of the dairy herd includes clipping. Clipping helps produce clean milk, reduces labor needed in care of the herd, helps control cattle lice, and improves appearances of the cattle.

Flock Protectors



A pair of fleet-footed greyhounds accompany Harold Jamieson, Oshkosh, Nebraska, turkey raiser as he inspects part of his flock of 2,000 broad breasted bronze turkeys. Jamieson explains that the dogs are poison to coyotes which abound in that part of the country, but never bother the turkeys. A pair of huge dogs like these are standard equipment with many turkey raisers in southwestern Nebraska.

Neglect of Dental Care Lowers Milk Production

Ivan H. Loughary, dairy specialist, reports too many dairymen neglect dental care of their cows. When a cow is about two to three years old, the second set of teeth come in. Occasionally, one or more of these may come in crooked and when this occurs the cow will not eat well and her production is retarded. Proper care by a veterinarian will eliminate this defect in many dairy herds.

DOING BUSINESS ON MAIN STREET

—A Weekly Newsletter

CONDITIONS FAVORABLE

Despite unsettled condition of the economy as result of materials scarcities, a survey concluded by the Office of Business Economics of the Department of Commerce indicates conditions "very favorable to small firms which constitute the great bulk of the business population."

The report points to an increase of about 50,000 business firms during 1950 and a 10 per cent increase in income of unincorporated and partnership firms such as line the Main Streets of the country.

Expansion in profit opportunities not only fostered a rise in the number of new enterprises, but cut down number of failures or discontinuances which averaged 10 per cent below the 1949 number and were lowest since 1947. The 50,000 increase in new business is in contrast to a 30,000 net decline in 1949.

The report indicated government restrictions introduced late in year on consumer and mortgage credit, non-residential building and on use of critical materials, had no noteworthy effect on business closings. From now on, however, uncertainties about prospective supplies of labor and materials may slow down establishment of new firms. Total concerns in country exceeds 4,000,000, or gain of more than 625,000—19 per cent, over 10-year period since 1940.

CASH RESOURCES UP

Tip to small business as to prospective consumer purchase is fact that cash resources of individuals as of Jan. 1, 1951, amounted to \$145,000,000,000—\$5,000,000,000 higher than at start of 1950. A large proportion of this vast sum is in cash resources of rural folks.

If congress adopts pay-as-we-go formula for financing current fiscal year's 71.6-billion-dollar budget, it will mean an average per capita tax payment of about \$475 for every man, woman and child. This will eat into cash reserve held by individuals.

"MARGIN" CONTROL

More than 200,000 retailers, most of whom operate on Main Streets of America, are affected by newest regulation of Office of Price Stabilization which shifts regulation from a dollars-and-cents figure to "margin" type of control. The order affects all items commonly sold in men's and women's apparel and shoe stores, most of items carried in furniture and floor covering stores and about 75 per cent of volume handled in department stores.

Order permits retailers to get out from under squeeze between general ceiling price freeze of OPS and rising wholesale prices. In other words, it permits retailers to use their "normal" mark-ups instead of out-of-line mark-ups occasioned by unusually high wholesale prices.

— Prepared by the Washington Bureau of WNU Features.

ARMED SERVICES

QUESTION BOX

(Send your questions about the armed forces or any aspect of military service to: Walter Sheard, Armed Services Question Box, 1057 National Press Building, Washington 4, D.C. Answers will be given in this column.)

G. N. OMAR BRADLEY, Secretary of Defense George C. Marshall are still holding out for 18-year-olds in the universal military training bill, while congress seems to be splitting hairs in the house military affairs committee stand for 18½ year-olds. Feeling here is that the military will finally win out on the controversy.

Q. If my son is given free insurance as a serviceman, will he be permitted to continue it after he again becomes a civilian?

A. G. Fostoria, Ohio.

Q. Under provisions of the bill (HR 1) passed by the house Jan. 24 and approved by a senate committee Feb. 14, he will not. Either 90 or 120 days after he leaves active duty—and house and senate committee versions vary—the free \$10,000 policy will be terminated unless the ex-serviceman is uninsurable at standard rates by regular commercial companies.

Q. Will the Veterans' administration increase my disability compensation if I go to a VA hospital for treatment of a service-connected disability? O.M.A., Ames, Iowa.

A. After you have been in the hospital for 21 days or more for treatment of your service-connected disability, VA, under certain conditions, may pay you a 100 per cent disability rating, which you would continue to receive for as long as you remain hospitalized for treatment.

Q. May I use a GI business

loan to buy a car and be exempt from credit restrictions that now apply to car purchases? G. H., Fresno, Cal.

A. The only condition under which you can get a GI business loan to buy a car would be if the car is essential to your business. You could not get it for pleasure or to travel to and from work.

Q. The beneficiary of my National Service Life Insurance policy formerly was my father. Recently I married and want to name my wife as beneficiary. Do I have to get my father's consent to change the beneficiary? K. L., Independence, Mo.

A. No. You have the right to change beneficiaries at any time.

Q. How do I apply for the special National Service Life Insurance dividends which I understand VA will pay early this year? J.M.A., Bennington, Vt.

A. No application is necessary. Instead, payments will be made automatically. If VA has any question as to your address of record, it will mail you a return postcard for verification of your proper address.

Q. Who succeeded Dr. Magnuson as chief medical director of the Veterans' administration? A.J.H., New Smyrna Beach, Fla.

A. Vice Adm. Joel T. Boone, U.S. Navy, retired, took the oath of office to succeed Dr. Paul B. Magnuson on February 28, 1951.

Q. In what way do the armed services and congress differ on extension of the draft? L.L.B., Lubbock, Tex.

A. Generally speaking, the armed services ask the minimum age for service be 18 years and service be extended from 21 to 27 months.

VA Cuts Operating Cost \$428 Million

Veterans' administration has just issued a long report on the post-war activities of that organization indicating that it had cut its general administrative operating costs from \$428,009,750 in 1947 at the peak of its expansion, to \$285,928,156 for fiscal 1950, a reduction of about 33 per cent. And according to budget estimates cost at the end of 1952 will be further cut to \$222,532,000. At the same time personnel of these general administrative offices

has been reduced from 101,960 full and part-time employees in 1947 to 64,800 at the end of fiscal 1950.

Despite this, the Committee for the Hoover Report still is firing broadsides charging administrative waste and inefficiency at the Veterans' administration. The latest was the assertion by Robert L. Johnston, national chairman of the citizens committee, which included the charge VA had wasted \$200,000,000 in overpayments.

NO MORE CONSTIPATION "THANKS TO ALL-BRAN!"

"Before I started to eat ALL-BRAN regularly, I had a great deal of trouble with constipation. Now—thanks to ALL-BRAN—I'm regular!" Mrs. HESSIE HAMILTON, 2212 Millet Street, Flint, Mich. Just one of many unsolicited letters from ALL-BRAN users. If you suffer from constipation due to lack of dietary bulk, try this: Eat an ounce (about ¼ cup) of crispy Kellogg's ALL-BRAN daily, and drink plenty of water! If not completely satisfied after 10 days, return empty box to Kellogg's, Battle Creek, Mich. Get DOUBLE YOUR MONEY BACK!



IF YOU DON'T FEEL GOOD

Don't Put Off Finding Relief

HADACOL May Bring the Relief You Are Seeking If Your Condition Is Due to Lack of Vitamins B₁, B₂, Niacin and Iron.

If more folks would remember the old saying, "Don't put off until tomorrow what you can do today," there would be how much better off they'd all be. And the worst thing about it all is that folks usually put off the most important things until a later date. For instance, there are a lot of folks who don't feel like they should who put off doing something about it. Luther Harris, 516 Chestnut St., Bowling Green, Kentucky, didn't feel good for a time, but he acted when he heard how HADACOL was helping people suffering from nervousness, aches and pains and run down condition caused by deficiencies of Vitamins B₁, B₂, Iron and Niacin. Yes, Mr. Harris started taking HADACOL, and now he says he feels good. Here is what he says:

"For quite some time I was nervous and run-down, and I suffered from aches and pains. I was weak, and I could hardly do a day's work. I started taking HADACOL and from my first bottle I felt better. Now I feel good, and I can do a good day's work. I am still taking HADACOL and I wouldn't do without it. I praise HADACOL very highly."

HADACOL Attacks Real Cause

Remember, HADACOL is not a quick-acting product that only attacks the symptoms of your ailments, but actually relieves the real cause of these disturbances when due to such deficiencies.

If your druggist does not have HADACOL, order direct from The LeBlanc Corporation, Lafayette, Louisiana. Send no money. Just your name and address on a penny post card. Pay postman. State whether you want the \$3.50 family economy size or \$1.25 trial size. Remember, money cheerfully refunded unless you are 100% satisfied. Adv.



Kidney Slow-Down May Bring Restless Nights

When kidney function slows down, many folks complain of nagging backache, headache, dizziness and loss of pep and energy. You'll suffer restless nights with these discomforts if reduced kidney function is getting you down—due to such common causes as stress and strain, over-exertion or telling pours to cold. Minor bladder irritations due to cold, dampness or wrong diet may cause getting up nights or frequent passages. Don't neglect your kidneys if these conditions bother you. Try Doan's Pills—a mild diuretic. Used successfully by millions for over 50 years. While often otherwise caused, it's amazing how many times Doan's give happy relief from these discomforts. Help the 15 miles of kidney tubes and filters flush out waste. Get Doan's Pills today!

DOAN'S PILLS

Do you suffer distress from Periodic FEMALE WEAKNESS

which makes you NERVOUS several days before? Do female functional monthly ailments make you suffer pain, feel so strangely restless, weak—at such times, or just before your period?

Then start taking Lydia E. Pinkham's Vegetable Compound about ten days before to relieve such symptoms. Pinkham's Compound works through the sympathetic nervous system. Regular use of Lydia E. Pinkham's Compound helps build up resistance against this annoying distress.

Truly the woman's friend! Note: Or you may prefer Lydia E. Pinkham's TABLETS with added iron.

LYDIA E. PINKHAM'S VEGETABLE COMPOUND