

Farm Homes Planned For Alaska Territory

WASHINGTON, Nov. 3 (AP)—The interior department is planning the construction of a series of full-blown farm settlements in Alaska. And the indications are, says Interior's Assistant Secretary William E. Warner, that the Kaslof area on the Kenai peninsula may obtain one of the first of these "installed communities."

Warne, newly returned from one of the most intensive tours of Alaska ever taken by interior's top brass, told a reporter he found interest in the development plans keen throughout Alaska, "especially among people who are trying to homestead land."

Good Prospects
He said studies of Alaska have progressed far enough to demonstrate that the Kaslof area "without question" would lend itself to development. Five areas of about 60,000 acres each—including the Kaslof area—have been withdrawn from settlement pending the surveys to determine whether they would serve as development project sites, Warne said.

"The Dunbar site, near Fairbanks, does not seem feasible and we are considering withdrawing our withdrawal," he added.

"The farms we propose would average 150 acres in size, and the trading center of each matured settlement would have a population about equal to that of the surrounding farms."

Population Boost
Estimates are that five initial projects could add 15,000 to 20,000 people to Alaska's population. Warne said that the U.S. homestead law did a good job in the settlement of Iowa 100 years ago, but had to be modified to provide for reclamation-irrigation projects—when arid regions of the West were put under the plow.

"In Alaska the homestead act has been ineffective—has fallen flat on its face—because conditions are more rigorous there," he said.

"Up there it takes a man a year to clear five acres, eight years to clear the 40 acres that are the minimum for subsistence living. That's the reason only 12,000 or 14,000 acres of the several million that must be usable for farms, out of 365,000,000 acres in Alaska, have been cleared."

Planes Find Ruins In Italy

POGGIA, Italy (AP)—War experiences have led a young British professor to important archaeological discoveries in southeastern Italy. Prof. John Bradford, 31, of Oxford university (Pitt Rivers museum) was a royal air force pilot during World War II. In his flights over the Gargano plateau, he noticed traces of neolithic ruins hitherto unmentioned in archaeological textbooks.

He came back a few days ago. So far Bradford has discovered the medieval village of Salpi. It is of interesting historic value and its full plan is clearly outlined from the aerial photographs. Another unknown village was discovered by the party near Torrone del Casone, on the highway Pescara Lecce. Prof. Bradford's use of aerial photography for archaeological research is completely new in Italy. The British used it widely, especially in the Mesopotamian desert to trace the ancient Assyrian towns between the two wars.

Corn Belt Draws Feeder Cattle

Movement of feeder cattle into the corn belt since July 1 has been the largest since 1939 and cattle fed this year may even exceed last year's record number, according to a department of agriculture report. Feed grain supplies have been abundant with the second biggest corn crop and a record carry over from last year. Dry weather and below average feed conditions have caused a heavy movement of feeder cattle from some sections of northern plains states.

Added to that is a modest shift to lighter weight cattle and a continued fairly strong demand for beef.

Large Video Screen 20 Years Ago

SCHENECTADY, N. Y. (AP)—What is regarded as the first demonstration of large screen theatre television was presented here two decades ago. The system used, a projector with a motor-driven scanning disc, was developed by Dr. E. F. W. Alexanderson. In the test, an orchestra in the theatre was directed by the enlarged image on the screen of the conductor who was in the studio some distance away.

The screen was seven feet high. Since then theatre projection has advanced to the point where the pictures are movie screen size.



EYE FILLER—It's hard to say whether that mink jacket will stop the wintry blasts, but it would certainly bring traffic to a screeching halt as worn by Erna Rossman. Erna was rupper-up in "Queen of Queens" contest in New York, and somewhere in her travels she picked up the title of "Miss Switzerland."



GOLD SEEKERS WORK BY LANTERN LIGHT—So eager was this group of unidentified prospectors to get to work in seeking gold, reported recently discovered at Fishwheel on the Yukon river in Alaska, that they took to panning at night by the light from a gasoline lantern.

Economy ABCs

What Hoffman Wants Europe To Do About Trade Problem

By JAMES MARLOW

WASHINGTON, Nov. 2 (AP)—Europe must "unify its economy," that is what Paul Hoffman, head of the Marshall Plan, has just told Europe.

This is a rough explanation of his meaning. The problem is not simple. The Marshall Plan, due to end in 1952, has helped Europe recover.

What may happen after the plan's help ends? Will Europe stumble, stagger and collapse? Unless it's convinced Europe is making a strong effort to help itself after 1952, congress may start cutting down the plan before then.

'Unify Economy'
So Hoffman tells Europe to "unify its economy." To understand what he has in mind, first look at the United States of America.

The 48 states all use the same money. None limits what another can send into it. Trade moves across state lines as if they did not exist. Since the 48 states have about 150,000,000 people, that a terrific market for sales in any line.

To win that market, the various manufacturers have to compete against one another by selling as cheaply as they can.

Know How
That means learning how to make their products as cheaply as possible. The efficient ones prosper, the inefficient go out of business.

The thinking behind the American system is this: by selling at the lowest possible price, through efficient production, you sell to more people.

The more you can sell, the more you want to turn out since it means more profit for you. But the more you can turn out, the greater the need for workers to turn it out.

That increase employment—which means more people with money to spend—and, in turn, creates more customers. And the more things people can buy that they want, the higher their standard of living.

Potential
Although America has 150,000,000 people, all potential customers

for American goods moving freely. Hoffman says Europe has 270,000,000 people, potential customers for European goods. But - -

In Europe goods don't move freely. There the set-up is different. To see how different, imagine an America like this:

The 48 states are separate and independent. Each has its own money. New York with the franc, and so on. Each state has its own army, language and national traditions going back hundreds of years. Over those years each state has tried to be self-sufficient, more or less.

Barriers
To protect the producers from outside competition, each state has set up barriers to make it hard for goods from another state to get in. How? By such devices as tariffs and quotas.

For example: New Jersey and New York manufacturers turn out hats worth \$5. To protect its hat-makers, New York has a tariff of \$10 on New Jersey hats sold in New York. So in New York a hat sells for \$5 but the same \$5 New Jersey hat sells in New York for \$15.

Or, as an example of the quota system: New York won't let in more than 100 New Jersey hats a year. Such a quota, plus the tariff, makes it pretty tough for New Jersey hat-makers to sell in New York.

Small Markets
So with all these obstacles to interstate trade, the manufacturers in each state turn out their goods mainly for the people of their own state. That limits the market and the incentive to produce.

If New York, say, has 10,000,000 people while all 48 have 150,000,000, the New York hatmaker is missing a potential market of 140,000,000.

Since his market is comparatively small and competition from outside manufacturers is cut off, the New York manufacturer doesn't produce on a mass basis. So his production costs are higher.

He'd have to be more efficient, producing more cheaply, if he were competing against hatmakers in all

48 states. But—doesn't he have to compete against other New York hatmakers to capture the New York trade?

Deals
Not if the New York hatmakers make deals, dividing up the New York market among themselves so all of them can stay in business. This helps the inefficient hatmaker. He stays in business, his prices stay up.

This picture of the 48 states is, crudely, the picture of modern Europe.

So when Hoffman tells Europe to "unify its economy," he's urging a European economic set-up like that of the United States: elimination of trade barriers, competitive production for 270,000,000 Europeans instead of the people of just one nation and the jobs and efficiency he thinks that would mean, plus a straightening out of the tangled European money system.

Hoffman is talking of an economic Europe something like the United States. He's not suggesting they all form one government. That might come later or have to follow.

Philippine Dollar Reserves Drop

MANILA, (AP)—The Philippines reserves in U. S. dollars dropped to a new postwar low of \$279,000,000 at the end of September. The decline is due largely to a heavily adverse balance of trade and a gradual reduction in the U. S. aid program. Reserves were \$400,000,000 January 2.

Economists at the U. S. embassy and the Philippine government have urged heavier import controls on luxuries and non-essentials to halt the dollar drain.

Field Mouse Hunt By Plane

HAMILTON, Mont. (AP)—Dr. J. K. Frenkel, pathologist at the federal laboratory here, needed some field mice for experiments. Fred Fullerton and Lawrence Humble said they'd go hunting for them. Fifteen minutes after they took off in Fullerton's plane, they spotted harvesters working in a hay field. They landed in the field, borrowed a jeep and soon had a bag full of mice for Dr. Frenkel.

Cattle Spray Means Shown This Week

Three livestock spraying demonstrations will be held this week to show methods of controlling cattle lice, the county agent's office announced today.

Two meetings will be held Friday at 10 a.m. at the Keith Rice Jr. ranch five miles from Bonanza on the West Langrell valley road and at 2 p.m. at the C. V. Barton "Black and White" ranch in Poe valley.

Saturday
The other meeting will be at 10 a.m. Saturday at the West and Lyons ranch on the highway about half way between Merrill and Malin.

All livestock men are urged to attend one of these demonstrations to see actual operations and discuss pest control problems.

J. D. Vertrees, county extension agent, has arranged for Bob Every, extension entomologist, to assist in the demonstration and discussion.

Old Mill Soon To Work Again

PAWTUCKET, R. I. (AP)—The first successful cotton mill in America soon will hum again, this time as an historic exhibit. Established in 1793 by English-born Samuel Slater, who employed locally hewn lumber, the mill now is being reconditioned by the Old Slater Mill association.

The association plans to re-equip the sturdy structure with ancient machinery and set it in motion early next year.

The machine most desired, however, is in the Smithsonian Institute—Samuel Slater's first machine of its kind made in America. Slater brought its intricate "plans" to this country "in his head." Its mechanism was a carefully guarded secret in England.

Detectives Dig Up Prisoner

CHICAGO, (AP)—Detective work, like mining, requires a bit of digging.

Take the case of the shadowy figure reported in Fred Banasch's drug store on a dark fall night. Police

WANT BRIGHTER COLORS?
Rain drops puts a "rainbow" round your wash line... actually reveals the hidden brightness of wash-filmed colors.

RAIN DROPS
Guaranteed by Good Housekeeping

at your Grocer's

searched the building and found no body. Then Officers Arthur Sweeney and Stephen Palmer took a look at the cool bin. They saw a shoe, began to dig and soon had uncovered one prowler.

WITH PANCAKES, WAFFLES, FRENCH TOAST...

Just taste that

"OLD TIME MAPLE FLAVOR!"

BEST YOU'VE EVER TASTED!
Economical, too!

LUMBERJACK SYRUP

VALLEY'S

FOR WOMEN (WHO BAKE AT HOME) ONLY

What makes women happy

IMAGINE—THIS NEW FLEISCHMANN'S DRY YEAST NEEDS NO REFRIGERATION AT ALL

STAYS ACTIVE FOR MONTHS ON THE PANTRY SHELF

NO MORE WORRIES ABOUT YEAST SPOILING

RISES FAST—YOU CAN DEPEND ON IT

FITS ALL MY FAVORITE RECIPES, TOO

WHEN DISSOLVED 1 PACKAGE EQUALS 1 COMPRESSED YEAST CAKE

HEY—Buy 3 packages at a time. Extra-active... always handy!

3 times as many women prefer FLEISCHMANN'S YEAST

A MEALTIME TREAT—MISSION NOODLES with CUBE STEAKS!

And here's **CHEF MERLINO'S OWN RECIPE FOR NOODLES 'N CUBE STEAK**

4 individual cube steaks (1/4-lb. each)
1 lb. dry pre-cooked cheddar cheese
1 to 2 tsp. Worcestershire sauce
2-oz. pkg. Mission Egg Noodles

Cook noodles in boiling salted water till tender yet chewy. Drain well, place in pan beneath broiling rack. Blend cheese with Worcestershire sauce as desired. Broil steaks allowing steak juices to drip on noodles. When steaks have been turned and are nearly finished, spread cheese on them. Return to broiler until cheese is melted and drips freely on noodles below meat. Serve at once, each steak on a bed of noodles. Serves 4.

FREE!
Now, exciting recipes by Chef Merlino—really good! And they are free!—Write Mission Macaroni, Seattle 4, Wash.

MISSION MAKES THE BEST MACARONI~ IN THE MOST SANITARY PLANT IN THE WEST

"20 EXTRA CUPS per pound convinced me of GOLDEN WEST'S RICHER BLEND"

MONA VAN DYKE SCHAEFER, PROMINENT WEST COAST HOME ECONOMIST, SAYS

When I tested Golden West, using 1/3 less... well, frankly, I was skeptical. And then... I tasted it. That first taste really sold me. Only a truly richer coffee can give richer flavor in the cup. Twenty extra cups of delicious, genuinely satisfying coffee per pound. It certainly makes Golden West the coffee for penny-wise homemakers who want to be pound-wise too!

For richer flavor in the cup... change to this richer blend

Your first taste will convince you, too, of Golden West's extra richness. Its luxury blend of prized Central American coffees brings a new high in satisfaction by the cup. Try it on the family tonight. Watch their eyes light up, and hear them chorus, "This is indeed the coffee of richer flavor!"

HERE'S HOW TO SAVE Make Golden West as you always do... regular, drip, Silex... there's a special grind for every method.

BUT USE 1/3 LESS.
Then note the richer flavor and figure the savings... up to 18¢ on every pound.

Golden West Coffee

Mystery Mallow Cake Mixed in just 3 minutes because **SNOWDRIFT** is Emulsorized!

ONLY AN EMULSORIZED SHORTENING GIVES YOU SUCH SPEEDY AND EASY CAKE SUCCESS!

Compliments come thick and fast when folks taste this new Mystery Mallow Cake. So rich and chocolaty! Surprisingly different! Yet quick and easy to make with Emulsorized Snowdrift.

All ingredients mixed in the same bowl in just 3 minutes. No creaming! No egg-beating! Only an emulsorized shortening can blend these cakes so quickly and successfully—and Snowdrift is emulsorized. For finer-grained, richer-tasting cakes so moist they stay fresh for days, for fluffly biscuits and flaky pie crust, for crisp, digestible fried foods, rely on Snowdrift!

Try SNOWDRIFT
PURE ALL-VEGETABLE SHORTENING—MADE BY THE WESSON OIL PEOPLE

tops for flaky pies
tender biscuits
crispy fries

MYSTERY MALLOW CAKE
Quick-method recipe
No creaming! No egg-beating!
Mixing time 3 minutes!

Blift together into a large bowl:
2 cups sifted cake flour 1 tsp. salt
1/4 tsp. soda 1 1/2 cups sugar

Add:
1/2 cup Snowdrift (Emulsorized—quick-blending)
1/2 cup milk

Mix enough to dampen flour. Beat 2 minutes. If by hand, count beating time only. With electric mixer, use "low speed"; scrape bowl often; scrape beaters after 2 minutes.

Add:
1/2 cup milk 3 squares unsweetened chocolate, melted and cooled
2 eggs

Beat 1 minute for Snowdrift-smooth batter. Turn into 2 greased 8" layer pans, lined with plain paper. Bake in moderate oven (375° F.) about 25 minutes. Cool and frost with—

MYSTERY MALLOW ICING: Combine 2 egg whites, 1 1/2 cups sugar, 1/4 tsp. salt, 1/4 tsp. cream of tartar and 1/2 cup water in top of double boiler over boiling water. Beat with rotary beater 7 minutes, or until icing peaks. Add 1 tsp. vanilla. Spread between layers. "Spike" 8 marshmallow halves on top with toothpicks, leaving enough toothpick exposed to remove easily. Then frost all over. Remove toothpicks. Melt 1 square chocolate with 1/2 teaspoon Snowdrift and drip over top.