



FOOD SALE held recently at Malin cleared \$152 for Red Cross relief. Shown at the sales booth are, from left: Mrs. Ted DeMerritt, Louis Kalina and Mrs. Kalina. Mrs. Gerald Quinn was also a member of the committee.



The latest figures that I possess upon population and the world area upon which it exists would indicate that there are slightly under 18 acres of land, not counting the area perpetually under snow, for every man, woman and child. Somewhat less than one half this land surface has been subjected to careful statistical study. The half that has been studied includes all of Europe and North America, but great areas in Asia, Africa and South America are excluded, though there is a steady trickle of information being gathered about these great sections of the world. The best known portions of the world include the great part of the continent, together with those parts of the Orient which have come under the dominion of Occidental people. No doubt a large part of the land behind the Iron Curtain now has been studied, but the knowledge of what has taken part in this great vacuum in the exchange of world thought is not available to us. In the Oriental region where the occupation of the land is known to us we might consider a country such as India. India is an area in which the per capita occupation of the land is to the extent of about 15 acres per person. About one acre of this land is plowed each year and thus only a part of the plowed area is used directly for the production of human food, much of the land is used to produce meat, fat, milk, butter, cheese and eggs at the expense of a considerable part of the potential of the land to produce food energy. Some of the plowed area is used to produce fibers.

I can remember back when it was not so many years ago that there was considerable worry in the land that we would not be able to produce enough cotton to meet the demands of the world. Such fear, as we look back upon it now while faced with a tremendous surplus of cotton and with the knowledge that other agricultural lands in the world are likewise faced with similar problems, indeed appears exceedingly foolish, yet we had agricultural leaders in the past who seriously preached a world shortage of cotton. We now know there is no danger of any permanent shortage of cotton because in looking at the world in general we see that the area upon which cotton can be successfully cultivated is exceedingly large and compared to which the area upon which cotton is now grown is almost negligible. Today the worry of the cotton grower aside from the problem of over production is competition from mechanically made fiber which does not require the alchemy of nature and the farmer's hand to produce.

The situation in regard to wool as compared to the problem of cotton is different. No one knows how much land is dedicated to sheep husbandry—it may be 600 million acres while there may be something in excess of 60 million acres in cotton. Other agricultural industries compete for

Smaller Giveaway TV Shows Stay Alive Despite \$64,000

By ALINE MOSBY
HOLLYWOOD (UP)—What is "The \$64,000 Question" doing to other giveaway shows on radio and television? One show has admitted its prizes this year will be bigger and better.

"That \$64,000 is murdering quiz shows," moaned Jackson Stanley, the idea man for the "People Are Funny" giveaway program on NBC-TV.

DESAPIO REELECTED
NEW YORK (AP)—Carmine G. Desapio, New York's secretary of state and Democratic national committeeman, last night was re-elected executive committee chairman of Tammany Hall, New York (Manhattan). Democratic county organization.

"Suddenly little prizes don't look like much. But we're not hysterical," he added with a brave smile. Stanley insists, however, that "People Are Funny" boss Art Linkletter decided to up the ante on his program before "The \$64,000 Question" took over the nation. But, at any rate, "People Are Funny" graduated to giving away such rich items as automobiles and diamond wristwatches this season.

"Back in 1952 we gave away \$100,000 on one radio show," Stanley points out. "But 'The \$64,000 Question' is on every week."

Other quiz shows have served notice they don't intend to up the ante the contestants can take

home. Grönch Marx says his prizes stay the same because "The show doesn't depend just on money." "Place The Face", "This Is Your Life" and "Truth Or Consequences" will continue to give away their paltry hundreds and thousands. "What's My Line" is still a hit with a \$50 prize.

Besides using fancier loot, "People Are Funny" will spectacularize its stunts this year. Stanley's job on the show is to draw up antics the "funny" people have to do for the venetian blinds and washing machines. This fall the show will feature stunts that Stanley filmed in Europe on a "location" trek.

The idea man gets his inspirations to make people look funny from current events, cartoons and

just plain brainstorms. Once he had a man selling hamburgers from a stop a lower (the food was lowered to customers on a string). Stunt shows such as "People Are Funny" often are criticized for lowering human dignity. But, says Stanley, citizens clamor to get on the program—knowing in advance they may have to throw eggs at each other. One girl actually agreed to bring her two suitors to the show so she could choose between them while millions of viewers watched.

"It's amazing what people will do for money," says Stanley, "or even just to get on television."

"Once Linkletter went through the audience looking for a man who would be dunked in a tank of water for \$5. Then he asked if

somebody would do it for \$1, then a nickel. They just wanted to get 50 cents. He even found takers for on TV."



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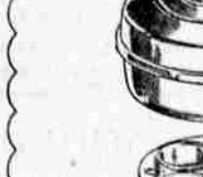
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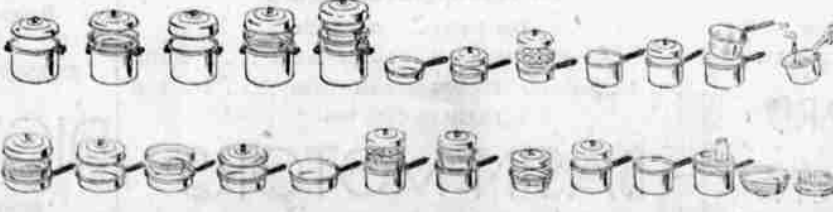
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