WHAT GOES ON IN THE WORLD

by Norman Blair

THE UNITED STATES

It was on August 2, 1914 that Germany started World War One; but it was not until 2 years and 247 days later that the United States was drawn into the conflict.

Germany went to war against France and Britain, to begin World War Two, on September 3, 1939; but the United States did not take part in the struggle—at least officially—for another 2 years and 97 days.

There were many who thought, and who still think, that Germany would not have started either of those aggressions had there been any certainty of swift and powerful American retaliation right from the outset. In his inaugural address last January, President Truman stated that "if we can make it sufficiently clear, in advance, that any armed attack affecting our nation's security would be met with overwhelming force, the armed attack might never occur."

On March 17th there was made public the text of a twenty-year-pact embodying the intentions and hopes expressed in the American President's words. This was the much-talked-about "North Atlantic Treaty", which means that the United States has abandoned the policy of strict neutrality which gave comfort to the aggressor in the two World Wars.

The Treaty is, first of all, an attempt to convince the Russian rulers that they dare not risk aggression against any Western European country because that would mean war with the United States. It is, second, an attempt to forestall "internal aggression"—that is to so bolster and strengthen Western European Governments so that they may effectively deal with any attempt at a sudden coup by native Communist parties.

Just how the North Atlantic Treaty will work out, in practice, remains in the lap of the gods. But all men of good-will are at least hoping that it will have the effect of bringing about what all the world has been longing for—a lengthy period of peace. Real peace, that is, not the sham variety we now "enjoy".

GREAT BRITAIN

For almost ten years the British people have been living by ration book. These little 5 by 3½ inch books have been as necessary for life in Britain as a passport is for travelling in Europe

The end of the war did not bring any relaxation of controls. As a matter of fact, in some lines rationing became even stricter as the Labor Government acted to hold down home consumption in order to build up export trade. At the beginning of 1948 an adult's allotment was 24 coupons for 6 months—enough to get an adult male either one suit, or three shirts and a pair of shoes.

In recent months the situation has improved greatly. Shoes were derationed last December, woollen goods in January. About the middle of March Britons got their best coupon news since 1940—all clothing and household textiles were completely derationed

But although the news was good it did not mean the end of austerity. Many foods are still rationed, and the meat ration has just been cut to one half the war allowance.

The trouble is a still highly dangerous dollar deficit which stands at one billion, three hundred and sixty million dollars. This is the amount by which Britain's purchases from the U.S. and other dollar countries exceeded her sales to those countries. Closing that gap is essential for Britain by 1952, when ECA is scheduled to end. If the deficit is not wiped out by then, Britain's outlook is apt to be gloomy indeed.

A man who smashed a juke box, was adjudged insane. How near to insanity a lot of us have been.

Feet Too Big—Fingers Too—The camera doesn't lie, but at times stretches the truth a bit. Clint Hartung, New York Giants' pitcher, looks as though he's composed mainly of hands and feet at the Giants' training camp. But it's the same kind of optical illusion opposing batters suffer when they face Clint's fast ball.

SPORTS &c

by A Sixbit Critic

We are some distance from being a sentimentalist of the Sam Bernard type, for that great comedian had feelings so soft and easily touched that it is reliably reported he even cried at card tricks. Still, there are occasions when we find these eyes becoming misted with non-alcoholic tears, and a lump of something bulky in our throat.

* * *

(Here we are reminded of the only really witty remark we ever heard from the lips of Tommy Daly——the name, by the way, is "Tommy", not "Tim"—— well know Maple Leaf trainer. Daly was seconding a ham-and-egg boxer who was up against an opponent who figured to halfmurder him. Just before the opening gong Daly said to his fighter, "When you get to the centre of the ring you'll feel something half choking you. But don't try to spit it out, because it's liable to be your heart.")

* * *

To get back on the rails again—one of the occasions we speak of was right after Joe Louis caught up with Jersey Joe Walcott in their second fight, and sent a message over the radio to his mother saying that he was through fighting for keeps. We were so sentimentally touched that we resolved to sit right down at the typewriter and write, for the delectation of our readers, a real sob story about "The Passing of a Great Fighter" or some such. Now, we're glad that we refrained.

* * *

Not that we don't still hold the very highest opinion of Joe Louis's abilities as a scrapper, and of his conduct over fifteen years or so—under circumstances and amid temptations that might have been an excuse for a few lapses—which made him a real credit to his race, and to the game. The only trouble is that we can't help having a sneaking feeling that some day—perish the thought—Joe will try a comeback. And one thing we hate is writing obituaries for guys who are apt to turn up alive and kicking after they're written.

* * *

What makes us think that Joe may someday be enticed back into the ring is the fact that, in spite of all the millions he made, little of that money stuck to Louis. That is to say, what he has might seem like a fair pot to folks like us, but not to Joe, who can get rid of money about as fast as the next gent. (He never went in for wine, women or warbling to any extent, but it is said that he regularly loses anything from $500 to $1,000 a week betting on his golfing skill.)

Then again, Joe has just gone into the boxing business as a promoter;; and while he was almost undoubtedly one of the three greatest heavyweights that ever lived—second best in our book, Jack Johnson being tops—we greatly doubt that he has the mental agility to match wits with the double-crossers and seconddealers who are up around the top in that smelley larcenous racket.

* * *

Louis is quite a dresser and possesses a large and very complete wardrobe. But before he gets through with promoting heavyweight fights, don't be surprised if he hasn't even got a shirt to his back. That is when the tempters will be whispering in his ear, "Come on Joe—you can lick all these rumdums without raising a sweat, so why not get yourself a soft half-million or so?" And, human nature being what it is,—well, you know as well as we do what the outcome will be.

* * *

We hope, of course, that we're wrong, and that Louis will not only do well as a promoter but also stay out of the squared circle except to take an occasional bow. His place is right in the line of the really outstanding heavyweight champions—John L., Jim Corbett, Bob Fitzsimmons, Jim Jeffries, Jack Johnson, Jack Dempsey and Gene Tunney. And it would be nice to remember him as he was at his best—in the second Schmeling fight, for example, or in his battle with Max Baer; and not some fat, short-winded shadow of his former greatness, in there not because of any love for battle, but just to get back some of the money he should have saved when he had the chance.

* * *

As to the merits of Joe's first proposed heavyweight promotion? Well—some months ago, on the occasion of the 25th anniversary of the Jack Dempsey-Primo Carnera fight, we tried to bring back some memories of that unforgettable encounter. We think we ended that piece with words something like this—"And now they're smoking up the likes of Ezzard Charles and Jersey Joe Walcott as fit to wear the mantel which once draped the shoulders of Jack Dempsey."

* * *

Well, the bout Joe Louis is promoting for the heavyweight championship of the world will be—it appears at this writing—between Ezzard Charles and Jersey Joe Walcott. If they don't send us passes, we won't worry too greatly.

HE KNEW

A fellow we know who goes to work at 6:30 every morning told us that as he left the house one day recently he saw a neighbor fumbling drunkenly with the key to his front door. The cop on the beat came to his aid and asked, jokingly, "Where are you going at this hour?"

"To a lecture," replied the drunk.

Are You You?

Are you a trailer, or are you a trolley?
Are you tagged to a leader through wisdom and folly?
Are you Somebody Else, or You?
Do you vote by the symbol and swallow it "straight?"
Do you pray by the book, do you pay by the rate?
Do you tie your cravat by the calendar's date?
Do you follow a cue?

Are you a writer, or that which is worded?
Are you a shepherd, or one of the herded?
Which are you—a What or a Who?
It sounds well to call yourself "one of the flock,"
But a sheep is a sheep after all. At the block
You're nothing but mutton, or possibly stock.
Would you flavor a stew?

Are you a being and boss of your soul?
Or are you a mummy to carry a scroll?
Are you Somebody Else, or You?
When you finally pass to the heavenly wicket
Where Peter the Scrutinous stands on his picket,
Are you going to give him a blank for a ticket?
Do you think it will do?

—Edmund Vance Cook.

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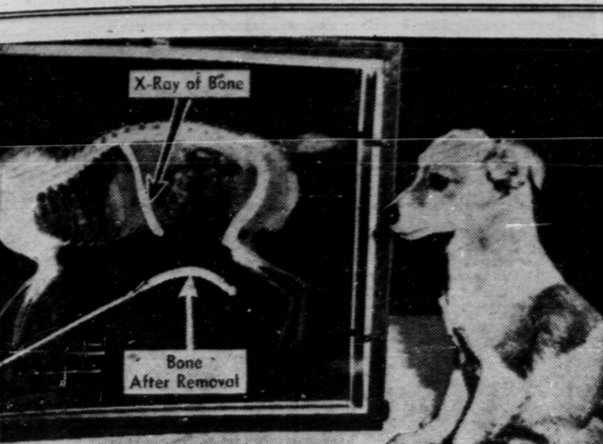
ISSUE 14 — 1949

REG'LAR FELLERS

By GENE BYRNES



He'll Get Ribbed For This Boner—Tootsie, a 6-months-old terrier, looks at more bones than he's seen in a long time—and all of them, except one, his own. He's studying an X-Ray of a 4½ inch pork chop bone he swallowed—which was removed at a clinic with the forceps shown holding it. When Tootsie came out of the anaesthetic he barked happily and licked the vet's hand.

THE FARM FRONT

by John Russell

Although not many of them play the horses or shoot dice, every farmer is a natural-born gambler. He has to be, or he would not keep on matching wits with such unpredictable things as hungry bugs, bad weather—to say nothing of that cold beam you see in a livestock buyer's eye.

* * *

Such being the case, says Jim Roe, it makes it all the harder to understand why so many apparently smart farm operators pass up a sure thing year after year. That sure thing is a sweet clover inter-crop.

* * *

Time after time such an intercrop has proved its ability to give a terrific increase in yield—an increase reaching, in the case of corn, as high as 15 to 25 bushels per acre. This, in return for a planting cost of three or four dollars per acre.

* * *

Just why should this be? Well, high-priced seed is part of the answer. But sweet clover costs only from a third to a half as much as the highest priced clovers. And ten POUNDS of that sweet clover seed can produce twenty TONS, green weight including roots, of some of the finest green manure you ever turned under.

* * *

As an intercrop—sown in small grain this spring, plowed down next spring for corn—it doesn't take the field out of cultivation for a minute. It's a bonus, pure and simple, and easy to collect.

* * *

Lots of well-intentioned folks have been scared out of trying to grow sweet clover because they failed to get stands. Nine chances out of ten their only trouble was lack of lime in the soil, as sweet clover is more sensitive to this than most of the other clover varieties in general use.

* * *

Proof of this was seen in a field on a farm I've heard of. A couple of years ago this field was split for a season—half in corn, half in wheat. In August the wheat half was limed. Then the field was switched back and farmed as one unit. A year ago sweet clover was seeded on the entire field. On the limed side the sweet clover grew rank and strong. On the unlimed side you couldn't see a single clover plant.

So test the soil in your small grain field. If it needs lime, add it. Then inoculate the clover seed, and seed it carefully. Broadcast fairly early in the spring, so that a freeze or two will cover the seed for you. Or sow shallowly, on a firm seed bed.

* * *

Sweet clover makes a slow growth in the spring. But by the first fall its taproot is big and deep. The crop makes nearly all its nitrogen that first season. So, for a green manure crop, it may as well be plowed down then and there.

* * *

Some like to plow it down in the fall, some the next spring. Experiments made over in Iowa indicated that sweet clover adds the most nitrogen to the soil when plowed down between May 3 and May 18th. Next largest amount was when the clover was plowed down between November 1st and 13th.

* * *

The best all-round time to plow it down—to kill all the plants and yet save as much nitrogen as you can—seems to be fairly early in the spring when the clover is knee-high or a little shorter.

* * *

So, when planning your farm work for the year, it might be an idea to give some thought to this sweet clover proposition. It will give you free nitrogen, excellent ensilage and lush midsummer pasturage. Its taproots will punch holes in tight sub-soils. The leaves and stems slow down the spring and fall rains, protecting the surface soil. And those same leaves and stems, when plowed down, can make tight soils loose, wet soils better drained, and poor soils rich and fertile again.

* * *

In short, according to those who know, sweet clover is the cheapest fertilizer you can buy—and just about the surest sure thing on which you ever risked a dollar.

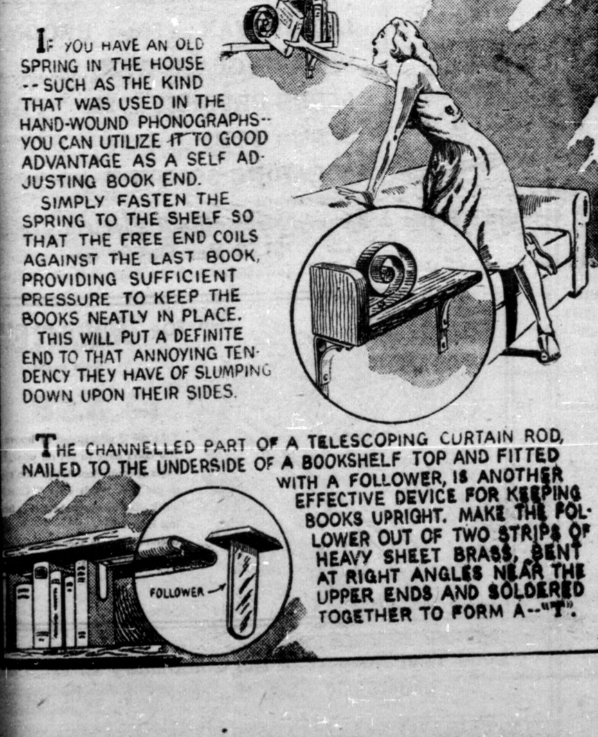
FUNNY MANS

Years ago, when Mark Twain was doing his best to entertain his guests at a dinner party, a woman turned to the young daughter of the humorist and said: "Your father is a very funny man."

"Yes," responded the child, "when we have company."

HOW-TO-FIX-IT

By TOM GREGORY



The GREEN THUMB

by Gordon Smith

GARDEN NOTES

SAVE YOUR MONEY

It is a waste of money, time and effort in trying to grow flowers and shrubs only suitable for the Southern States or the warmer parts of Europe, in most parts of Canada. Our climate, soil and other conditions are not suitable. To guard against discouragement one is advised to stick to those flowers, shrubs and vegetables that are specially recommended for Canadian conditions. These are the varieties and types listed in an Canadian seed catalogues. These have all been tested under Canadian conditions and recommended by Canadian authoritise.

*

INFORMALITY USUALLY BEST

In garden layouts, the informal type is almost invariably the best. This is built around a piece of lawn. Even in the very tiny city gardens this makes the most effective treatment, the level stretch of green grass setting off the flowers, shrubs, vines and trees which surround it. If at all possbile one should avoid straight lines in these surrounding beds of shrubbery and flowers, though rigid fence lines and driveways sometimes make this difficult. Experts advise, however, a curving front to the flower beds rather than a straight one, and both flowers in this and any shrubbery should be planted in clumps rather than in rows. Generally small flowers and smaller shrubbery are brought to the front, though there should be a little variation in this rule just for variety.

* * *

SOIL MADE TO ORDER

If very wet and heavy it may be necessary to drain the garden either by tile drains or shallow, open trenches. Heavy soils wil also greatly benefit if manure, rotted leaves and all other vegetable matter is dug in. Some people make a practice to sow half the garden with some green crop like rye, buckwheat or clover and dig in when well grown. Even a good crop of weeds will help if dug under. All waste matter like pea pods, carrot tops, corn stalks, etc. ,should be dug in or rotted down on a compost heap.

Strangely enough, the same treatment is good for light, sandy soil. The rotted vegetable refuse dug in adds what is technically known as humus, puts some body into the soil so it will hold moisture better.

INSULT

A man obviously in bad condition from the night before stepped up to a bar and sputtered through trembling lips, "Give—give me something for a hangover."

"What do you want?" asked the bartender.

The sufferer could only blurt: "Tall—cold—and full of gin."

"Sir," snapped a drunk standing next to him, "you are referring to the woman I love!"

Where There Is No Profit!

The Waltham Watch Co.'s Christmas circular "proudly presented" a new model, its 33 millionth watch.

Last month Waltham went into bankruptcy, and 2,300 men lost their jobs.

Forbes Magazine pins responsibility for the crack-up on the previous management and declares the business has been running down for 25 years.

Labor leaders and too many others have long been critical of management, decrying its importance to a business, protesting "big salaries and privileges." But ask those 2,300 ex-Walthamites about that now.

For workers, stockholders, consumers and the public at large, the value of able management is immeasurable and its price is inconsequential.

Reflecting that fundamental weakness is the fact that it did not apparently keep pace in modernization. To quote Forbes: "Waltham failed to provide funds to keep its machinery up-to-date. After the war, when other American watchmakers had the benefit of the best of tools and production equipment, they were able to run circles around Waltham costs. The latter tried to make decades-old tools compete with new. They hadn't provided adequately for depreciation and replacement. Imagine if Ford were still using the same equipment to turn out its cars that they had 20 or 30 years ago."

Not only for management, but for all the critics of business, and the planners of taxes, the need for constant renewal of a business—the planning, the saving and the spending of today—to make possible a profit tomorrow is fundamental.

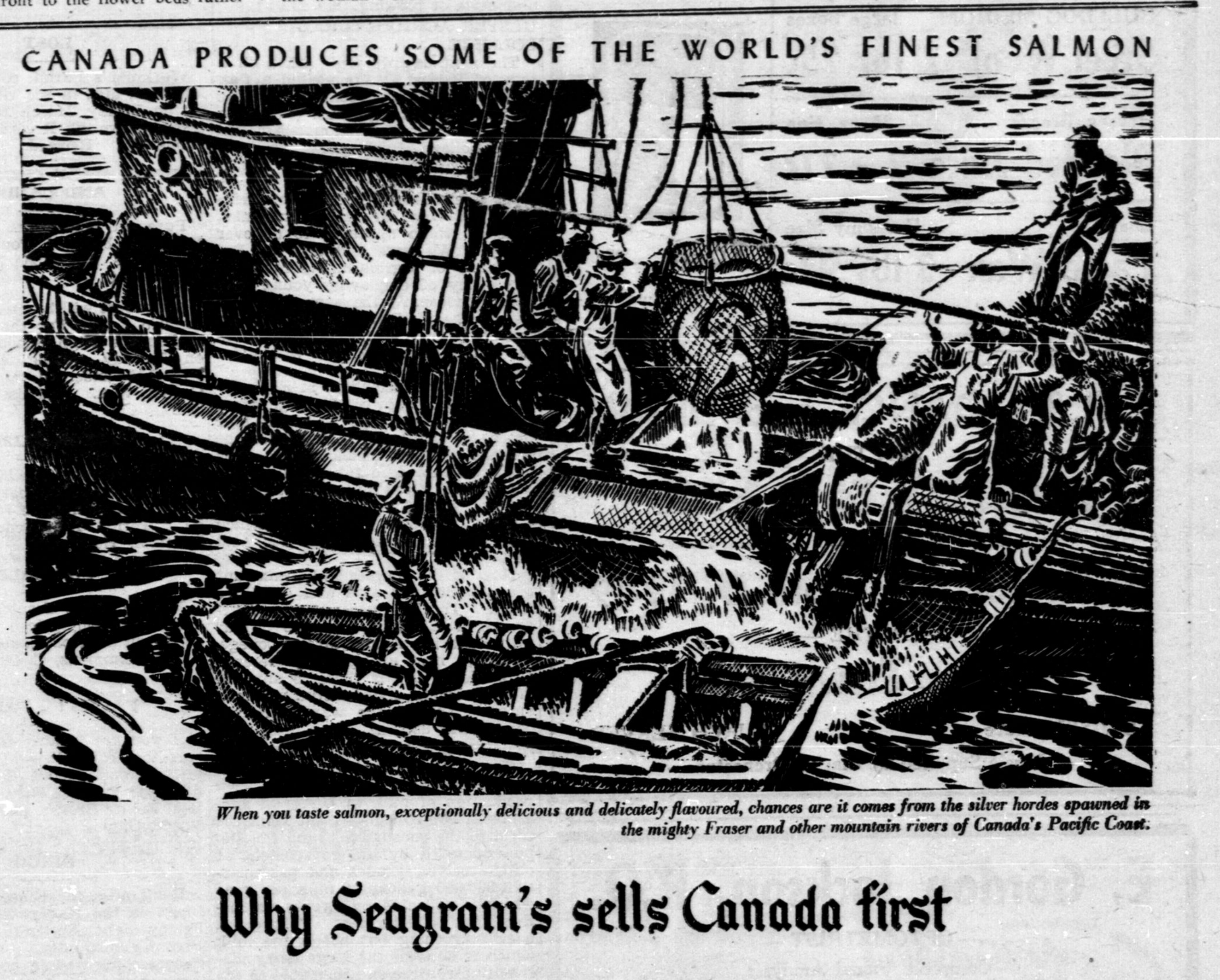
Labor unions need to have graven in stone the truth: "Where there is no profit, there can be no jobs."

A young lad in the lower grades complained to his teacher that he had a terrific stomach ache. The teacher sent him to see the principal. When the little tyke returned to the classroom, he walked in such a manner that his stomach stuck way. When the eacher asked him why he was walking that way, e replied: "I told the principal I had a stomach ache and he said if I dould stick it out till noon he'd drive me home."

Merry Menagerie—By Walt Disney

"I wish you'd go on a diet, Mom. You're squashing us!"

CANADA PRODUCES SOME OF THE WORLD'S FINEST SALMON



When you taste salmon, exceptionally delicious and delicately flavoured, chances are it comes from the silver hordes spawned in the mighty Fraser and other mountain rivers of Canada's Pacific Coast.

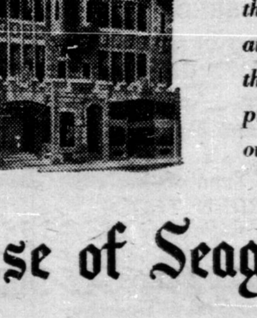
Why Seagram's sells Canada first

This is an adaptation of one of a series of advertisements designed by The House of Seagram to promote the prestige of Canada and help sell Canadian products to the markets of the world.

The campaign is appearing in magazines and newspapers published in various languages and circulated throughout the world. The peoples of many lands are told about the quality of Canadian products and see Canadian scenes illustrating these products.

The advertisements are in keeping with the belief of The House of Seagram that the future of each business enterprise in Canada is inextricably bound up in the future of Canada itself; and that it is in the interest of every Canadian manufacturer to help the sale of *all* Canadian products in foreign markets.

♦ ♦ ♦



A campaign such as this not only helps Canadian industries but also puts money in the pocket of every Canadian citizen. One dollar of every three we earn comes to us as a result of foreign trade. The more we can sell abroad the more prosperous we will be at home. It is with this objective that these advertisements are being produced and published throughout the world.

The House of Seagram

LITTLE REGGIE

By Margarita