

Trading Stamps And Other Gimmicks

A savings bank has just made an interesting offer — if I will start a new deposit in the amount of \$50, they will give me some green or yellow stamps. So, I think if I had \$50, instead of depositing it in a bank, I would try to buy some stock in a green or yellow stamp company. Defended as "just a savings scheme," the trading stamp thus emerges victorious and has been embraced by its competitors, the savings bank. In the face of dire national peril the American people may not care to ponder on this to the full, but I would be derelict not to give them an opportunity.

I think the trading stamp people have gooded on their greatest chance. Stamps should be redeemable for taxes, in these times, and not a single move has been made in that direction. It opens up a whole new field of incentive and should have the support of the government. Here lies the greatest area of service they built up the expectations by telling how the artist was commissioned, how he was coming along, and how the lithographers in London were at work. When the print-job was done, the departure of the ship bringing the stamps to Canada was announced, and its arrival was followed by ecstatic delight from those privileged to see the picture. All this was aimed at a late-fall subscription drive, and those who renewed could send 25 cents extra to "cover cost of mailing" and receive a copy of this well-promoted painting. Inasmuch as millions of copies printed cost the magazine but a few cents each to put in the hands of subscribers, the matter becomes "trading stamp" material.

"Here is a different-to-make-and-taste lemon pie made from ingredients that are available everywhere in any season," writes Rose Alberta Bairpaugh in the Christian Science Monitor. "My friends always ask for the recipe when I serve it as a party dessert—and my family compliments me when it appears as the conclusion to an everyday meal."

Over a great many years the Family Herald (which, incidentally, had at one time a Boston publication office and a Boston editor) distributed many such art premiums which still hang in many homes. Little Sweethearts was the most popular, and probably was the most popular magazine premium ever, but another similarly sentimental one was "I Fell From the Nest." This showed a child, bird in hand, gaining the Battle of Balaklava," with the "Charge of the Light Brigade." Queen Victoria on her diamond jubilee was the subject of another. As the "free premium" drew results the magazine prospected, although editorial quality sometimes fell off as the staff spent its time rolling up pictures by the hundreds of thousands. Yet there was something to pay for a free gift that cost about a dime. —By John Gould in the Christian Science Monitor.

of the great publications of North America. It built its circulation by offering "family art" to the precept subscriber.

The present staff of the Family Herald and Weekly Star, known little about Little Sweethearts, except that accumulated dignity surrounded a copy of it hanging over the editor's chair in the inner sanctum. But with a will they dug through old files, and what we found out is amazing.

The painting was done by an English artist named Millais, who at one time was president of the Royal Society, and who is hung in the Tate Gallery in London. However, because this is so apart from his other work the museum seemed reluctant to admit the ever painted it, and the conclusion left is that he did it as a bread-and-butter job for the Canadian magazine and regarded it as unimportant. It is, to say the least, "sweetly sentimental" and hardly an English landscape.

Thus denied, the Millais painting was "milked" hard by the Family Herald. For almost a year they built up the expectations by telling how the artist was commissioned, how he was coming along, and how the lithographers in London were at work. When the print-job was done, the departure of the ship bringing the stamps to Canada was announced, and its arrival was followed by ecstatic delight from those privileged to see the picture. All this was aimed at a late-fall subscription drive, and those who renewed could send 25 cents extra to "cover cost of mailing" and receive a copy of this well-promoted painting. Inasmuch as millions of copies printed cost the magazine but a few cents each to put in the hands of subscribers, the matter becomes "trading stamp" material.

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A phase of this study would be the magazine and newspaper "premium." In our living room we cherish a lithograph called "Little Sweethearts." It shows a young boy and girl in the rhapsody of a first love sharing a basket of wild strawberries, and it was a "free premium" from the Family Herald and Weekly Star back in the 1890's. This magazine, still publishing in Montreal, is aimed at the English-speaking rural Canadian, although it is wider read than that, and is one

Some Useful Hints About Frozen Foods

The last thing into your shopping cart at the grocer's should be your frozen food packages, and the first thing into your cold storage at home should be these same packs, say the people at Seabrook Farms, a leading frozen food firm.

Ice creams should be stored not over 1 month—the children will see to that.

Peaches and strawberries, steaks, whole chickens, are good for a year.

Don't hold vegetables longer than 8 to 10 months.

Fish and shellfish (cooked or fresh), cooked meat, hamburger, bread, may be a little "tired" if stored over three months.



ROYAL HOBOES — The royal court of the nation's hoboes — King, queen and princess — take the salute of their subjects in convention at Brit, Iowa. Proper designation for the hoboes' group is Tourist Union No. 63. King David I (Harry Beeson, Ashland, Neb.) is flanked by prince, "Brown-eyed Susan," left, and Queen "Boxcar Betty" Link.

TABLE TALKS

By Jane Andrews

The U. S. Food and Drug Administration has recently announced the seizure of several packages of food which it charges are short of weight, or otherwise improperly labeled. The average consumer who sometimes wonders about the empty space in some packages will be glad to know that someone is checking.

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Has Science Been Stopped? Can't Penetrate Mystery of Visions

By WARD CANNEL
Newspaper Enterprise Assn.

Hanover, N.J.—Can it be that the fragile human mind has finally defied invincible science? For after 15 years and thousands of astounding experiments on mentality with a remarkable drug, psychiatry appears to be stymied by what it has learned in the "inner and outer" worlds.

Another subject, Jane Darrow, calls her experiences with LSD "cosmic" in her book on experimental visions, "Exploring Inner Space." She progressed, she reports, from visions of evolution to visions of paradise.

Well, experiences like these are very trying for scientific researchers. Dr. Harold Himel, one of the world's leading experts on brain function here, says: "What does it prove? Nothing. That woman could just as well have gone from paradise to evil, perception disturbances, clouding of consciousness, a tendency to euphoria."

In real life, this means you have visions when you take LSD. Now, visions have been very important in the history of man and his religion, art philosophy—and even science. But nowadays they are called "paranormal" and "psi" and "ESP." At no time do the researchers armed with balunions, have been everywhere conjuring up visions of the past, all things that are not, and all things that are, in the laboratory conditions of course, noting each word, movement, brain wave, corpuscle, etc.

Fashion Hint

Another hot weather special is a frozen cottage cheese and pineapple salad. It's easy to make. Drain the excess moisture from 1½ cups cottage cheese and beat with a fork or electric mixer until smooth. Whip ¼ cup cream until stiff and fold in the cottage cheese. Add ½ teaspoon salt, ¼ cup well drained crushed pineapple, ½ cup finely sliced dates, ½ cup mayonnaise and 3 cups fresh lemon juice. Beat into a freezing tray and freeze. Cut into slices for serving and arrange on salad greens. Allow about 4 hours for freezing this salad. It will serve 6.

These two recipes which I concocted with honey I thought might be of interest to readers, writes Ada Vinton. The Honey Blondies were prize for me at the Beekeepers Convention in 1938, in Fort Pierce, Florida.

With the exception of the shami loaf, they are made from whole wheat or corn and match in color the mud houses in the Egyptian villages and countryside, the old mosques and but dings of Cairo, and the waters of the Nile at flood time. They consist of two thin layers of dough about seven inches in diameter, with an air pocket separating the two layers. The shami loaf is leavened and allowed to remain longer in the oven, which causes the upper layer to rise like a dome and become very crisp.

Yesh shami is lighter in color and about ¾" thick, with a crumb

Upward to Prevent Peeking



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Q. What is a good way to clean a hot soldering iron while working with it?

A. Fasten the shell of an electric lamp socket to your workbench with a screw. Then all you have to do is force the hot iron into the wood and, once clean it, wood screw through the hole in the bottom.

Just Where Is That Old-Time Bread?

For the first time in Egypt's history, white bread, sliced, wrapped, untouched by hands, made its appearance in Cairo recently.

A "red" printed on the paper wrapper increases the moisture which breathes in a d e with pure, white, enriched flour containing an impressive quantity of vitamins.

It is produced in the Misout bread bakeries at Shobra, one of the many of the new factories that have sprung up in that area in the last two years. Here everything is done by modern machinery: we grind and sift the flour, mix the dough on belts to gigantic electric mixers, cut and shape the loaves that remain on the conveyor belts until they are baked in a steam oven.

In the meantime, however, we still enjoy watching the baker kneading the dough with his hands, shaping the loaves by the deft movements of a presidiator, and placing them with incredible speed on the baker's peel about 15 feet long, to slide them into the earthenware oven along with wood embers that have preheated it. In large bakeries the oven is heated by a powerful gas jet that hisses and roars continuously, like a fine-spraying dragon.

Part of the problem lies with the vision which alters the vision by trying to measure it. But probably the biggest part of the problem is the vision itself. Author Aldous Huxley, who has had experience with the halucinations experiment subject and now can neither explain nor understand these in his book, "The Doors of Perception," straight sense later reduced. Perception is greatly intensified, the way it was in childhood. Will and interest in space and time are greatly diminished. And the

method of baking bread and the type of loaves used today are not changed since Pharaonic days, and it is the same bread as that which Sarah baked when the three angels came visiting, and which Jesus broke and ate with the disciples at the Last Supper.

There are more than 200 kinds of bread in Egypt, if one counts the various types made in the villages, but in Cairo and other large cities, the most common, apart from European loaves, are traditional loaves known as "yesh, halladi, yesh shami and yesh halladi mefaka," names that one might expect to find in the catalogue of an art exhibition or a program of music. "Life of the Native," "Life of the Sun," "Spiral Life."

With the exception of the shami loaf, they are made from whole wheat or corn and match in color the mud houses in the Egyptian villages and countryside, the old mosques and but dings of Cairo, and the waters of the Nile at flood time. They consist of two thin layers of dough about seven inches in diameter, with an air pocket separating the two layers. The shami loaf is leavened and allowed to remain longer in the oven, which causes the upper layer to rise like a dome and become very crisp.

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Similar to that of European bread.

Another type, which one finds frequently in Cairo, is a loaf, thin, about 10" in diameter, dry and crisp, writes Irene Beeson in the Christian Science Monitor.

Ballad leaves are ideal for making the traditional Egyptian sandwiches that are not only delicious but as satisfying as a substantial meal.

The top layer of the loaf is sliced across the middle, to form a sort of elongated pouch, which is filled with mixed salad, tomatoes (small croquettes made of cooked beans ground to a smooth paste, seasoned with chopped parsley and condiments and fried in deep oil), kaheksa (ground sesame seeds mixed with oil and lemon juice), kuftha (minced meat cooked over charcoal) or foel (steamed beans mixed with butter and lemon juice).

This type of bread is used also, instead of a fork, for removing kuftha from the spit or by those who prefer to eat with their fingers, using a small piece of bread to wrap the food they pick out of the dish or plate.

Sliced white bread, which is practically all crumb and dust, degrades very easily, is obviously not suitable for either purpose.

Apart from this and other practical considerations, such as the higher price of the new loaf, the joy of eating bread begins with the wonderful smell in the baker's shop, with handling the hot loaves and fighting on the way home to resist the temptation to bite into the crisp brown crust.

It is comforting to see hundreds of loaves piled up on a counter or rack, all different, and one that knows that they were his hands shaping the dough with the deft movements of a presidiator, and placing them with incredible speed on the baker's peel about 15 feet long, to slide them into the earthenware oven along with wood embers that have preheated it. In large bakeries the oven is heated by a powerful gas jet that hisses and roars continuously, like a fine-spraying dragon.

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THE ONE THAT GOT AWAY — An unlabeled tourist identified only as "Jim," shows photographs how the reindeer "who got away" looked. He was in Rovaniemi, Finland.

THE FARM FRONT

By John Russell

If people who eat the food produced by farmers could see a small part of the work and research that keeps improving the quality of that food, they would surely be less inclined to bemoan what they call the high price of food.

We have just had a quick glimpse of the scene here at the Dickinson Experiment Station, one of eight such stations operated in the state by the North Dakota State University of Agriculture and Applied Science.

Stockmen are constantly endeavoring to improve the feeding of their animals, both to produce better meat and to hold down the cost of that production. Many research programs aim at this end, including some going on here at Dickinson.

In the six years of the trial, states the official report on the test, "the crested-alfalfa pasture, have produced an average of 12.4 pounds of beef per acre in a spring grazing period averaging about 57 days, while the crested wheatgrass pastures have produced an average of 10.1 pounds of beef per acre in the same period."

Conclusion: A farmer gets more beef per acre when he feeds crested wheatgrass and alfalfa in his pasture.

Feeding experiments for both cattle and hogs are a continuing part of the program here, writes Helen Henley in the Christian Science Monitor.

But not all experiments here are for cross commercial purposes. Mr. Conlon showed us a tiny little orchard of young apple trees—grown just to demonstrate to farmers they can have the pleasure of a fruit tree or two in their yard. Commercial orchards would not be feasible in North Dakota, not only because of climate and soil but also because of the high cost of maintaining and increasing the profit ratio. The farmer's light is similar to that of the business man. It is a fight to improve the profit margin. This alone

puts the farmer in a separate category to the unionist.

By and large Ontario farmers prefer to walk alone. They haven't reached the stage where they are going to entrust their fate to labor unions and socialists, especially those in the ranks of the latter who can be regarded, in the fullest sense, as "long hairs." Those farmers who might be attracted by the "pie-in-the-sky" programs would like to study the attractive packages some unions have been able to wrap up for their members.

Abuse of the working man paved the way for unionism. They would find especially in the ever-widening fringe benefits of some of the contracts negotiated by organized labor with the hourly rates of pay and the ever-widening fringe benefits clearly spelled out. Having cooperated in a bare, spotless container, a clear exposition of some of the contracts negotiated by organized labor with the hourly rates of pay and the ever-widening fringe benefits clearly spelled out. Having cooperated in a bare, spotless container, a clear exposition of some of the contracts negotiated by organized labor with the hourly rates of pay and the ever-widening fringe benefits clearly spelled out.

They're Paid to Break Millions of Eggs

If you think "egg-breakers" are those who kick the eggheads you are making a natural mistake, the egg-breaking business being little publicized. Egg-breakers are women who, dressed in spotless white uniforms, break eggs in a bare, spotless container, a clear exposition of some of the contracts negotiated by organized labor with the hourly rates of pay and the ever-widening fringe benefits clearly spelled out.

The greatest number of eggs is broken when the price is low—usually in the spring—or when over-production keeps prices down. Eggs laid by chickens are considered Grade B, even though they are still of good quality. These eggs are packed in crates, are also broken. Once out of their shells, they are churned, pumped through a strainer to remove any particles of shell that might have slipped by the inspection. Then the eggs are canned in 30-pound containers and stored in freezing rooms maintained at temperatures of minimum 10° F. There the eggs can be stored for long periods of time. Bakers, and spaghetti manufacturers buy whites, or yolks, or both, according to their needs.

It is interesting to note that while a political party in Canada seeks to weld farmers and organized labor into a major force, the farmers of California have just administered a resounding defeat to a fully chartered AFL-CIO union which spent \$500,000 in an effort to unionize a spring grazing period averaging about 57 days, while the crested wheatgrass pastures have produced an average of 10.1 pounds of beef per acre in the same period.

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SUNDAY SCHOOL LESSON

By Rev. R. Barclay Warren, B.A., B.D.

Titus, Serving in Hard Places
2 Corinthians 8:6, 23a;
Titus 1:1a, 4-11; 2:7-8.

Memory Selection: In all things showing thyself a pattern of good works. Titus 2:7.

Titus was a Greek, apparently of Antioch, where he became associated with Paul. When they went up to Jerusalem, some Jews insisted that Titus be circumcised. Paul's reaction to this is summed up in Galatians 2:3. "To whom we gave place by submission, no, not for an hour; that the truth of the gospel might continue with you and that the Jerusalem conference might be held in peace."

Paul sets a high standard for an elder and bishop in the church. Here it is expressed in the New English Bible. He is to be a man of unimpeachable character, faithful to his one wife, the father of children who are believers, who are under no imputation of loose living and are not out of control. For as God's steward a bishop must be of unimpeachable character. He must not be overbearing or short-tempered; he must be sober, not brawling, not money-grubber, but hospitable, right-minded, temperate, just, so that he may be well able both to move his hearers with wholesome teaching and to contend objectively.

Recently I assisted in a service in which eight people were received as candidates for membership in the church. Three were following the example of father and grandfather and one was following in the steps of both grandfathers. But more important than the human relationship in deciding for the ministry a Paul said, "For though I preach the gospel, I have nothing to glory of; for necessity is laid upon me; yet, woe is unto me, if I preach not the gospel."

To succeed in the ministry, we need to have the sense of being divinely called. It is a hard task but most worthwhile.

DRIVE WITH CARE!

CROSSWORD PUZZLE

ANSWER ELSEWHERE ON THIS PAGE

ATLANTA SCHOOLS INTEGRATED — Arthur Simmons, 16, Donita Gaines, 16, and Willie Jean Black, 15, arrive at Atlanta Northside High School, Aug. 30. Nine Negro students quietly entered four white high schools in the city. Police guarded the schools and arrested at least six persons who failed to move on smoothly when ordered to. Mayor William Hartsfield said he was extremely proud of the manner in which Atlanta integrated its schools.