

WEEKLY NEWS ANALYSIS BY JOSEPH W. LaBINE

Short Congress Held Unlikely As Controversial Issues Arise; Farm Tax Fight Splits Cabinet

(EDITOR'S NOTE—When opinions are expressed in these columns, they are those of the news analyst and not necessarily of this newspaper.)
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What They're Saying About:

Third Party

WASHINGTON wisecracks see trouble ahead for the LaGuardia-Ickes-Murphy "third party" movement which would presumably draft President Roosevelt to run again. Reason: All third party movements have failed, the nearest thing to success coming in 1912 when Theodore Roosevelt started the Bull-Moose-Progressive movement after losing the G. O. P. nomination. This campaign divided the opposition (G. O. P.) and enabled Democratic Woodrow Wilson to win. But this year the G. O. P. is united, and a third party would split the Democrats, thus aiding the Republican cause.

Reich Wrecks

Germany's serious train wrecks are viewed as a good indication of the Reich's serious economic plight. Nazidom's railroad extension and repair program has suffered since 1936. Meanwhile Hitler's economic program placed new burdens on the rails, climaxed by heavy troop and ammunition movements since the war started. In the latest wrecks (nine in all since September 1) there were 182 killed and 139 injured—all within a few hours.

Tariff Walls

State tariff walls which discriminate against out-of-state products are apt to fall in 1940 if the Council of State Governments goes through with its anticipated program. At least 43 of the states (all except Arizona, Idaho, Missouri, North Dakota and Washington) already have interstate co-operation commissions which will begin holding sectional conferences.

Dies Blunder

Many in official Washington believe the Dies committee erred grievously in waiting until the last minute before releasing its report on alleged Communist penetration in the Hollywood motion picture colony. Reason: The un-Americanism hearings automatically end when congress convenes, making it impossible to hold a public airing of the charges. With or without foundation, there is bound to be a complaint that persons named in the report have no opportunity to defend themselves. This will hurt the committee's drive for new funds.

Davies' Job

Anti-Roosevelt forces are making political capital out of the appointment of Joseph E. Davies, former ambassador to Russia and Belgium who has just been named "special assistant" in the state department. The current story: Davies is married to Mrs. Marjorie Post Close Hutton, cereal heiress, who reportedly didn't like the bleakness of Moscow when her husband was granted that ambassadorship for helping the Democratic war chest. Apparently disappointed when Joseph Kennedy was named ambassador to London, Davies was given Belgium as a consolation prize. Still dissatisfied, says the story, he was brought back to Washington and given the new post in an effort to keep the Davies-Post interests in line for 1940's election. Even if the story is true, Davies' knowledge of the European situation may nevertheless prove helpful to the state department. He has an intimate picture of the Moscow situation.



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THE WARS: In the North

Already a queer war in which soldiers wear ghostly white robes and travel on skis, the Finnish-Russian conflict took on a new note: Finns sent their night patrols across frozen lakes on ice skates. Next day their field guns blasted holes in the ice as Russians began crossing. Soviet troops drowning like rats. Generally speaking, battalions of 600 superior Finnish soldiers were holding off Russian divisions of 18,000 men, all the way from Petsamo on the north to the Karelian isthmus on the south.

But a month of such humiliation was enough for Russia's Dictator Josef Stalin. While the Finns chuckled over their success in penetrating Soviet soil almost to the Leningrad-Murmansk railroad, the Kremlin was reported throwing 300,000 fresh men into the fray under a new command. The officers were said to be Joe Stalin's "personal friends," who now have their choice of winning or being personal friends no longer.

In the West

Said a French communique: "There was nothing important to report . . ."

Said a German communique: "With the exception of weak enemy artillery fire, the day was quiet."

DISASTER: Turkish Quake

At Geneva, London and many other points, seismologists found their seismographs awry, indicating an earthquake somewhere in the vicinity of southern Russia. A few hours later word leaked out of Ankara, Turkey. From the north, where Turkey borders the Black sea, came news of a major catastrophe in which upwards of 10,000 had probably died.

PEOPLE: Royal Speech

Opening a parliament which must appropriate the largest budget in Japan's history, Emperor Hirohito

hailed an "improvement" in foreign relations, yet indicated his army should make the most of Europe's war: "With the outbreak of disturbances in Europe, the . . . situation has become extremely complicated. You must therefore make a close study of conditions . . . and direct your efforts to expand the national power so the conviction of the empire may be realized . . ."

I-Told-You-So

Announcing a 20-year contract for sale of Bonneville (Wash.) dam's power to the Aluminum Company of America, Secretary of Interior Harold Ickes called it "a factual answer to those skeptics who claim there is no real demand for power" from government plants on the Columbia river. It was revealed Alcoa plans a plant at Vancouver costing several million dollars.

ASIA: Army in the Saddle

U. S. business men in China were cold to Japan's announcement that foreign shipping in the Yangtze river would soon be resumed. This new concession would probably mean little; indeed it might never come to pass if the U. S. refuses a new trade treaty when the present Japanese pact expires January 26. But there was a growing opinion among Occidentals in the Orient that their biggest enemy was not the Japanese government of Premier Nobuyuki Abe, but rather the powerful army. Therefore it would be smart to play ball with Premier Abe, for his cabinet must fall if the trade talks fail. This would place the hostile army in command, leaving U. S. business men stranded. Some hint of the situation was dropped in Washington where Japanese Ambassador Kenesue Horinouchi intimated that already his government must seek the approval of army officers in China before granting the U. S. any new concessions.

RELIGION: Peace Drive

A marked theological flutter followed President Roosevelt's appointment of Myron C. Taylor, former U. S. Steel head, as his "personal representative" to the Vatican. Well-timed at the Christmastide, the President's message to Pope Pius XII, Dr. George Buttrick of the Federal Council of Churches and Rabbi Cyrus Adler, president of the Jewish Theological Seminary, sought to unite world spiritual forces in a peace drive.

Said Dr. Buttrick: "We share the President's confidence that men and women in every land have a basic faith in God and therefore in human brotherhood, and that even in the present chaos . . . they are preparing a better day."

Down in Atlanta, Baptist Rev. Louie D. Newton questioned the move, asking (1) if Taylor's salary is to be paid by the government; (2) if congress has passed such an enabling act; (3) if Taylor will consider the Vatican a religious or political body; (4) if the President has a right to send him.

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DOLLAR MAKERS Small Services Keep Clients Well Satisfied

By GEORGE T. EAGER

ADVERTISING may bring new customers to a business but it is held by the small and little-known services rendered by employees who come in direct contact with customers.

An old lady recently stood at the curb of a New York street. She was afraid to cross and was bewildered by the heavy traffic. A big cement truck came by. The driver noticed the old lady, slowed down his big truck, steered it into a position that would stop other traffic and motioned to her to cross. That evening the old lady mentioned the incident to her son and recalled the name of the truck. "I'm glad you told me this," said her son, "those people are going to get an order for a large amount of cement which I am placing tomorrow."



One of the railroads leading out of New York takes passengers to its main terminal by busses which leave various ticket offices in the city. An important government official, having bought his ticket, had left the ticket office intending to meet the bus at a corner some twenty blocks away. He had been waiting at this corner for a few minutes when a young man stepped up to him and said, "I overheard someone give you the wrong directions. The bus does not stop here but one block east. You still have time to make your train."

When the president of the railroad had some important negotiations with this same government official two years later, he found that this one little incident had made him a loyal friend of the road.

THERE'S GOLD IN WINDOWS

THE display manager for a chain of drug stores who has devoted his business life to making windows pay a profit, has discovered some interesting facts about displays.

The value of a window is determined by the number and character of people who pass. About 10 per cent of the population of a town or city will pass a window of reasonably good location in a day. In other words, such a window in a town of 10,000 will have about 1,000 passers by per day or 7,000 per week.

Properly used window space is worth 20 per cent to 50 per cent of a store's rent.

In warm weather about five people will use the shady side of the street for every four who use the sunny side.

It takes the average person seven seconds to pass a window and those who stop to look at a display will rarely remain longer than 30 seconds. Displays must therefore be built around interesting ideas and tell the selling story in not more than 30 seconds.

Window displays are important because 87 per cent of all purchasers are based on sight. Shopping is mostly seeing and seeing is believing.

When a store has windows on both sides of the store entrance, the right hand window always receives more attention than the left.

It pays to display goods advertised in local newspapers. There are more than 500 brands of toothpastes but a dozen well advertised brands represent 80 per cent of the total toothpaste business.

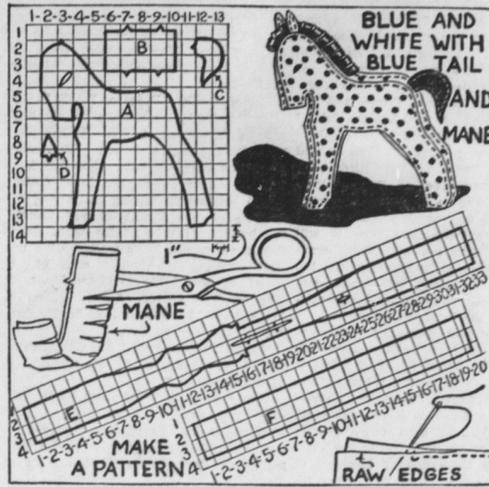
Convict Becomes Expert In 'Grafting' Technique

SACRAMENTO, CALIF.—Jack Essary, inmate of the state prison here, is making a name for himself in horticulture, and grafting especially.

His new technique of producing plants from cuttings has attracted wide attention. Unable to obtain the chemical "Harmondin A," used to treat the severed ends of cuttings, he discovered the same results are obtained by searing with a hot iron. He has perfected the grafting of tomato plants, which ordinarily do not reproduce from cuttings. He has also succeeded in producing dahlias from seeds instead of bulbs, thereby reducing planting costs 20 per cent.

HOW TO SEW

by Ruth Wyeth Spears



A washable pony.

THIS pony may be made of oil cloth or other waterproof fabric. It is stuffed with cotton or bits of soft cloth, and is a fascinating toy for a gift or to sell at bazaars.

Rule paper into 1-inch squares; number them; then draw pattern outlines, as shown. The pattern for the body is shown at A; the mane at B; tail C; ears D; the strip E joins the two sides of the body. The openings are for mane and tail. The projections show where ears are sewed. Cut two

pieces for each ear, and the tail; sew together, padding slightly. Strip F is for bottoms of feet; and under part of body and legs. The raw edges are sewn together on the right side at the lower right, with heavy thread to match tail and mane.

NOTE: Mrs. Spears' 32-page Sewing Book No. 4, contains directions for making dolls; gift items for all ages; and novelties that have sold unusually well at bazaars. She will mail copy upon receipt of name, address and 10 cents in coin.

Write Mrs. Spears, Drawer 10, Bedford Hills, New York.

AROUND THE HOUSE

An excellent cleaning "weapon" for kitchen utensils is found in a good-sized bottle cork. Moisten the bottom end, dip it in a powdered cleaner and rub the utensils.

To clean rubber sponges, put half an ounce of bicarbonate of soda in half a pint of water and soak them all night in this solution.

When using soap dyes that come in cake form, put cake into soap shaker and shake until dye is right color. It will not then be necessary to strain dye.

For Dessert.—When you have a saucer of apple sauce and don't know what to have for dessert, make a one-egg layer cake, dust the lower layer with powdered sugar and spread with the apple sauce (and this is improved if a bit of candied orange, lemon or grapefruit peel has been cooked with it). Cover with the other layer and dust powdered sugar over the top.

When you're frosting cakes be sure to have them free from any loose crumbs. In smoothing the icing, use a spatula which is frequently dipped in warm water.

Do not waste cake or bread by cutting off a burned crust. This can be removed by a flat grater, and it will leave a smooth surface, instead of a jagged crust.

Salted meat requires longer boiling than fresh. Put it into cold water, quickly bring it to a boil, then let it simmer.

To clean a griddle that has become crusted, put over a very hot fire and cover thickly with salt. After the salt has burned brown, the crust and salt will brush off together, leaving the griddle like new. After washing the griddle, grease well and heat before putting away.

INDIGESTION

Sensational Relief from Indigestion and One Dose Proves It
If the first dose of this pleasant-tasting little black tablet doesn't bring you the relief and most complete relief you have experienced and bottle back to us and get DOUBLE MONEY BACK. This Bell's tablet brings the stomach clean food, makes the excess stomach fluids harmless and lets you eat the nourishing foods you need. For heartburn, sick headache and upset so often caused by excess stomach fluids making you feel sour and sick all over—JUST ONE DOSE of Bell's proves speedy relief. Be sure you get the genuine.

YOU'LL SAVE MONEY

With This "AD" If You Visit: NEW YORK Within Sixty Days
... Upon presentation, you and your party will be accorded the privilege of obtaining accommodations at the following minimum rates for room & bath. Single \$2.50 • Double \$4.00 • Suites \$7.00

HOTEL WOODSTOCK
ONE OF NEW YORK'S FINE HOTELS
Two Restaurants—Famous for Good Food
43rd STREET (Just East of Times Square)



This magnificent hotel offers you one of the 700 most comfortable beds in Maryland; toothsome Maryland delicacies in either of the fine restaurants; and your "favorite" . . . mixed in the Maryland manner in any of the bars or the luxurious Cocktail Lounge. \$3 to \$6 single.

**LORD BALTIMORE
Hotel**
BALTIMORE, MARYLAND

SNAPPY

In snappy weather Smith Bros. Cough Drops soothe the throat, relieve irritation resulting from coughs due to colds. Cost only 5¢.
Smith Bros. Cough Drops are the only drops containing VITAMIN A
Vitamin A (Carotene) raises the resistance of mucous membranes of nose and throat to cold infections, when lack of resistance is due to Vitamin A deficiency.

BEACONS OF SAFETY

Like a beacon light on the height—the advertisements in newspapers direct you to newer, better and easier ways of providing the things needed or desired. It shines, this beacon of newspaper advertising—and it will be to your advantage to follow it whenever you make a purchase.

CONGRESS: Lineup for Battle

Back to Washington each New Year's day scurry the nation's lawmakers. This year they hope to scurry home again a few weeks later, for 1940 is an election year and there are plenty of fences in need of patching. But as Franklin Roosevelt began working on his state-of-the-union and budget messages, and as Henry Wallace and Henry Morgenthau carried their tax battle into the open, there was no sign that congress would be short lived.

Main Rooseveltian aims are (1) retention of all New Deal policies, including neutrality and the reciprocal trade program; (2) appropriation of \$550,000,000 which congress "owes" the treasury for farm benefits which were approved but not provided for; (3) bigger defense program; (4) as little fighting as possible, to keep the New Deal's skeletons in the closet. But no observer expected a pink tea party on these issues:

Agriculture. Formally announced was Henry Wallace's plan to siphon a minimum of \$300,000,000 annually directly from consumers to help finance his farm program. Facts of the "certificate plan": Co-operating farmers would receive income certificates valued at the difference between the market price of the crop and the "parity price." Processors and others buying crops would be required to buy the certificates, thus retiring them. This was a good scheme, except that Henry Morgenthau's treasury complained about:

Taxes. There is little hope that the President's 1940-41 budget can be balanced; even though new finance methods are found for agricultural benefits, other expenses will be on the up grade. Most U. S. business favors tax modification, and certainly the average congressman dislikes to impose new levies in an election year. But the President has indicated that new revenue sources will be left up to congress, thus washing his hands of the entire matter. As for agriculture, conservative Henry Morgenthau complained the certificate plan is really an "invisible" tax, pointing out that 63.1 per cent of all U. S. taxes are already paid by consumers.

National Debt. Raising this above the present \$45,000,000 limit is one way of circumventing new taxes. Mr. Morgenthau, commenting that the debt is already within \$3,000,000,000 of that mark, says he'll simply quit writing checks when he strikes the limit.

Defense. Though he expected little opposition to his proposed increase in national defense expenditures, the President got a hint of the battle to come when Ohio's G. O. P. Sen. Robert Taft, himself a presidential aspirant, warned against a "national defense spree."

Trade Program. Under heavy G. O. P. fire, Secretary of State Cordell Hull's reciprocal trade program comes up for renewal this session.

CONGRESS: Lineup for Battle

Both Mr. Hull and the President have vowed a last-ditch defense on this matter, which could easily produce a long and heated session. Importance: An administration defeat would mean that congress favors Republican high tariffs, giving the G. O. P. an important foothold for 1940 in the important farm areas.

Labor Act. Recent hearings before the house committee investigating the National Labor Relations board will probably result in demands for revision of the act. Unsavory things were said about NLRB, especially those allegations of C. I. O. favoritism. Business and A. F. of L. are both demanding reforms.

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NAMES ... in the news

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