



WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON (Consolidated Features—WNU Service.)

NEW YORK.—Judging from past performances, any spot where Baron Manfred Von Killinger is operating is a good place to watch...

When Baron Von Killinger was German consul-general at San Francisco, from August, 1937, to January, 1939, Rep. Samuel Dickstein denounced him on the floor of congress as a "Nazi adventurer."

He spent nine months in jail, in 1922, on charges of complicity in the murder of the conciliatory Matthias Erzberger. Bullets like those used by the murderers, Schulz and Tillesen, had been found in his possession.

However, they could find no substitute for his legerdemain and let him out to pick up his old line of mystagogy.

IN 1933, a young man from Pottsville, planting his typewriter on his bed in a New York hall bedroom, rounded out 25,000 words of a book he was writing.

Such was the literary get-way of Young John O'Hara, author of the current hit musical show in New York city, "Pal Joey," the same being one of the most poisonous portraits of a "heel" ever etched with the steel-point of contempt.

"Pal Joey" isn't a show to which you would want to take your Aunt Tabitha, but there is a moral in the story of how young John O'Hara began to rise and shine.

IF HE can't buck a blizzard of an avalanche, a Grade A war would do nicely for big, bucko William F. Carey, New York commissioner of sanitation, on leave with the defense commission to shove through army cantonment construction.

Ten Most Outstanding Young Men of 1940 Display Leadership, Brilliant Achievement

The perennial question of "what's this younger generation coming to" this month received a far more encouraging answer than usual.

All of the men chosen were under 35 years of age. Following is a brief review of their accomplishments.

ROBERT A. BOYER, 31, is head of the Ford Motor company research laboratory. As a result of his experiments with plastics, revolutionary changes in automobile production may soon be made.

He is responsible for the development of the first practical structural material suitable for automobile bodies. This material is 50 per cent lighter than steel, 50 per cent cheaper and 10 times stronger.

Use of the plastic by the automotive industry would consume huge amounts of surplus agricultural products such as cotton, wheat, soybeans and corn.

LEO M. CHERNE, 28, is editor-in-chief and executive secretary of the Research Institute of America and author of "M-Day and What it Means to You."

Cherne offers a service to 19,000 subscribers which explains and interprets complicated government rulings. He is responsible for gathering and accurately interpreting information concerning the federal government's new laws and regulatory commissions so that business men will know how their operations are affected.

HENRY T. HEALD, 36, became first president of the Illinois Institute of Technology last July when only 35 years of age, to head the greatest engineering training college in the nation.

DR. IRVING P. KRICK, 34, is associate professor of meteorology at the California Institute of Technology and founder of the Krick Industrial Weather Service.

The accuracy of his long-range weather forecasts had been recognized as unequalled anywhere in the world. Both the U. S. army air corps and the royal air force have assigned officer personnel to study his methods.

Krick began experimenting with a new method of weather prediction about eight years ago and kept improving his technique until in 1940 he was able to forecast successfully for periods of 90 days.

EDWIN H. LAND, 31, president of the Polaroid corporation, is inventor of a practical method of polarizing light. His invention paves the way for a new and effective method of eliminating the glare of light.

Basically the new Polaroid film allows light rays to penetrate it in only one direction. If the film were installed on the lenses and windshields of every car, vision at night



Pictured above are the nation's 10 outstanding young men of 1940 as selected by the editor of Future magazine. They are, left to right: (top row) Robert A. Boyer, inventor; Leo M. Cherne, legal adviser; Henry T. Heald, engineer; Dr. Irving P. Krick, meteorologist; Edwin H. Land, inventor; (bottom row) Mark Matthews, leader of young men; Robert R. Nathan, research-economist; Oren Root Jr., "discoverer" of Willkie; William Saroyan, author and playwright; and Lyle M. Spencer, occupational research expert.

would be so glare-free that drivers could read each other's front license plates in spite of the brightest headlights.

Land developed this important invention from its very inception. He had received patents on it when only 20 years old.

In 1933 he set up a laboratory for general research in physics with the help of one of his Harvard instructors. Polaroid light control soon resulted, and light-polarizing material is now made for a long list of manufacturers.

MARK MATTHEWS, 34, president of the United States Junior Chamber of Commerce, is the chosen leader of America's young men between the ages of 21 and 35.

When he accepted the presidency of the organization last June, he became the only man authorized to speak for Americans of draft age. Although this office offers no financial remuneration of any kind, he has been serving almost full time and has practically relinquished his law practice in New York city.

In 1937 Mark Matthews was appointed assistant corporation counsel of the city of New York, in charge of the city's legislation. Only 31 years of age, he was the youngest man ever selected for this important post.

In his present capacity he serves as the outstanding leader of America's young leaders in a thousand communities throughout the nation.

ROBERT R. NATHAN, 32, is chief of the division of economic research of the department of commerce, and is now on leave from that position to survey defense requirements of both the United States and Great Britain for the national defense council. In this capacity he probably holds the most important technical position in the nation.

This young research-economist is responsible for ascertaining the military and non-military requirements in terms of both finished products and raw materials, and scheduling military needs by time intervals.

OREN ROOT JR., 29, is the "discoverer" of Wendell Willkie and the "one-man campaign" who put him before the Republican convention. And win or lose, Willkie was un-

doubtedly an important figure in 1940. Root obtained several million signatures single-handedly by inserting small classified advertisements in newspapers throughout the country.

At the age of 28, and with only state-wide acquaintance in politics, he undertook the campaign for Willkie. Everyone knows how successful he was.

WILLIAM SAROYAN, 32, is the only playwright to win the Pulitzer prize and the award of the Drama Critics' Circle both in the same year—and to win the Circle award unanimously. He was given this recognition for his play, "The Time of Your Life." In addition to winning both these coveted awards, last year he had three plays running on Broadway at the same time—an outstanding distinction for any playwright.

Although only 32 years of age, he has a phenomenal ability to excel simultaneously as both a playwright and an author. He has had 24 books published during the past nine years.

LYLE M. SPENCER, 29, is co-founder and director of Science Research associates. In this capacity he has become the nation's outstanding specialist in popularizing occupational information scientifically obtained.

With the aid of Robert Burns, 31, he founded an organization in 1937 to offer young people reliable and understandable information on occupations. He endeavored to obtain facts that would enable them to train themselves for expanding occupations, rather than selecting their careers to fit their talents, only to find their chosen field too overcrowded.

Economists Predict Farm Income Rise

The big guns of war in Europe are leveling a continent of markets for U. S. farm products, but figures on defense spending indicate the same war may help American farmers sell many extra bushels of apples and pecks of spinach in home markets this year.

America will spend about \$5,000,000,000 extra for national defense in 1941, latest government reports show. It is calculated that about half this amount will represent added purchasing power, and the U. S. bureau of agricultural economics predicts farm income will rise as the demand for health-giving foods increases with bigger payrolls in defense industries.

The decline in number of foreign outlets is also offset by the greatly increased efficiency of America's surplus-disposal machine for moving crop excesses into domestic consumption, farm experts point out. Accomplishments of the surplus marketing administration and statistics regarding retail "producer-consumer" campaigns are cited in this connection.

Marketing reports show chain stores and other mass distributors, with the co-operation of independent merchants, have helped boost consumption of some crops as much as 25 per cent by "producer-consumer" campaigns held during emergency periods of the first eight months of 1940.

With department of agriculture reports indicating that export markets will decline even further next year if war abroad continues, farmers expect the surplus marketing administration will play a more important part than ever in 1941 in handling crop excesses. The effectiveness of this organization is shown by reports indicating that administration of the stamp plan gave low-income groups an added buying power of nearly \$5,000,000 for buying surplus commodities in September alone. This is indicative of the benefits throughout the year.

Here's a Change From Old Stand-Bys: Cereal Cookies; So Tasty, Low in Cost

DID you ever hear of a "cerealia"? No, it's not a breakfast food. It's the festival that the ancient Romans staged every year in honor of Ceres, Goddess of the Grains. You can have a cerealia of your own; a Cookie Cerealia, for when it comes to turning out those batches of cookies, there's nothing that adds so much taste and variety at such a low cost as the well-known morning cereal.

Nice part about making cereal cookies is that the cereal is already cooked and tested in the manufacturer's ovens. All you need do is mix it in according to directions. But nicer still are the gorgeous-tasting delicacies that you can produce from just ordinary, every-day corn flakes and the like. Sort of a change from the old stand-bys, the sand-tarts and ginger snaps.

Bran Butterscotch Cookies. 1 cup butter, 1 cup all-bran, 2 cups brown sugar, 3 cups flour, 1 egg, 2 teaspoons baking powder.

Yield: 7 1/2 dozen cookies (2 inches in diameter). Note: One tablespoon water or milk may be added to dough if it is difficult to shape into rolls.

New Zealand Corn Flake Kisses. 1/2 cup butter, 1 cup sugar, 1 egg, 1 1/2 cups flour, 1 teaspoon baking powder, 1/2 teaspoon salt, 1 cup finely cut dates, 1/2 cup corn flake crumbs.

Cream butter and sugar thoroughly; add egg and beat until fluffy. Sift flour with baking powder and salt; add to first mixture along with dates. Mix well. Roll one teaspoon of mixture in corn

flake crumbs and flatten down on greased cookie sheet. Bake in slow oven (325 degrees F.) about 20 minutes. Remove from pan while warm.

Mince-meat Hermits. 1/2 cup butter, 1 1/2 cups sugar, 2 eggs, 1/2 cup milk, 1/2 cup all-bran, 3/4 cups flour, 2 teaspoons baking powder, 1 1/2 teaspoons cinnamon, 1 teaspoon cloves, 1/2 teaspoon mace, 1/2 teaspoon nutmeg, 1 teaspoon salt, 1 cup mince-meat powder.

Blend butter and sugar thoroughly; add egg and beat well. Add milk and all-bran. Sift flour with remaining dry ingredients and add to first mixture; mix well and chill. Roll dough to about 1/4 inch thickness on lightly floured board and cut into rounds. Place teaspoonful of mince-meat on one round, cover with second and press edges together. Bake on greased baking sheet in moderately hot oven (400 degrees F.) for about 12 minutes.

Orange and Lemon Cookies. (Makes about 5 dozen cookies). 1 cup sugar, 3/4 cups flour (sifted), 1/4 cup orange juice, 2 teaspoons baking powder, 1/2 cup lemon juice, 1/2 teaspoon salt, 1 teaspoon lemon peel (grated), 1/2 cup butter (melt), 1 teaspoon orange ed, 1 teaspoon lemon ed.

Mix sugar and fruit juices well. Add grated peel, dry ingredients and melted butter. Stir well. Dough should be firm enough to roll. Roll very thin and cut with fancy cutter in various shapes. Bake on a greased sheet in a moderately hot oven (375 degrees F.) about 10 minutes, or until lightly browned on the edges.

Camera Analyzes Reading Habits



This young lady is shown being tested on a new ophthalmograph which records on film the actual behavior of reading eyes. The reading graph at left is that of an efficient reader; the one at right, that of an inefficient reader. An average good adult reader will scan about 350 words per minute.

Marketing of Live Stock Shows Increase in 1940

With marketings of live stock somewhat more numerous this year than last, the American meat packing industry paid about \$100,000,000 more for live stock during 1940 than during 1939. George A. Schmidt, chairman of the board of directors of the American Meat Institute, stated today in the annual statement of the institute on the meat trade situation.

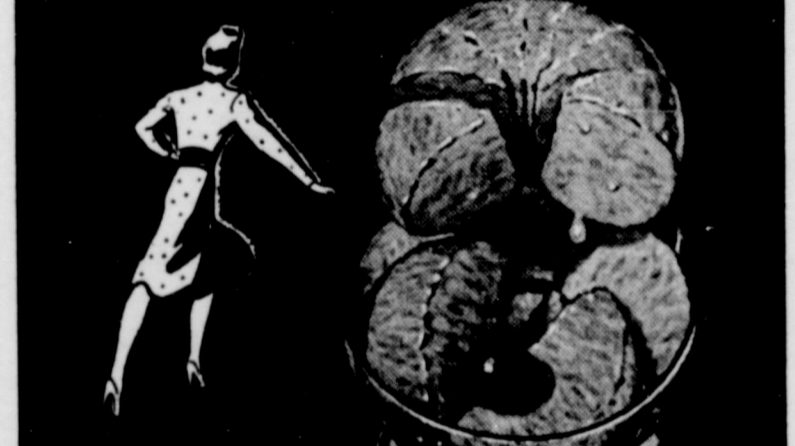
three months were the greatest on record for that period, he said. Marketings of other classes of live stock also were well maintained.

Notwithstanding unusually large production of meat during this period, the level of live stock and meat prices now is somewhat higher than at this time a year ago. Improved consumer interest in meat and increased buying power effected the improvement to a large degree.

Wholesale prices of some cuts of meat have declined from the peak levels reached last fall, however.



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