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MARCH 3, 1963
VOL. XXXV, No. 9

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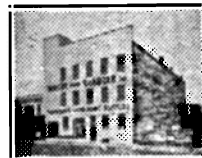
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"And that diet lecturer said that if we all chewed our food properly we wouldn't have all these wars . . ." says a matron to her husband in a "Grin and Bear It" cartoon.

The cartoon evokes a chuckle, but there was a time when many otherwise rational people did believe that each mouthful of food had to be chewed from 30 to 70 times to be properly digested. They were followers of Horace Fletcher whose motto was "Nature will castigate those who ron't masticate."

It is perfectly true that food must be chewed properly to get the digestive system into gear. However, it does not follow that the more food is chewed the easier it is to digest. By the same token, while red meat provides the body with muscle, among other things, a diet consisting only of red meat will not necessarily make you a Hercules.

Why we eat, what we eat, is a fascinating study. We Americans are surrounded by an abundance and variety of the best foods in the world. De we choose only foods that constitute a balanced diet? For the most part, no! Children given a choice of a constant diet of candy or other foods will soon adjust their menus to include the elements their bodies need. Yet we adults, left to our own devices, choose the foods we like — fods, which because of their taste, appearance, consistency, touch a warm and responsive cord in our memories.

In like manner, we resist many of those foods which mother insisted were "good for us." Take milk. Many adults insist they "hate" milk. YeYt they will happily "eat" their milk in soups, puddings, sauces, and many other dishes without even being aware of its inclusion — and consequently, without any feelings of resentment.

No member of the family is likely to insist "I hate milk" when confronted with a deliciously-moist meat loaf, crunchy oven-fried chicken or crumbed cutlets made with evaporated milk, simply because they are not aware that milk is an important part of the dish. A word of warning here. The smart homemaker won't try to make these dishes with any other form of milk. It is the smooth, thick consistency of evaporated milk that holds a meat loaf together, develops a crunchy crust on oven-friend chicken, and makes the crumbs cling to cutlets and other crumbed foods.

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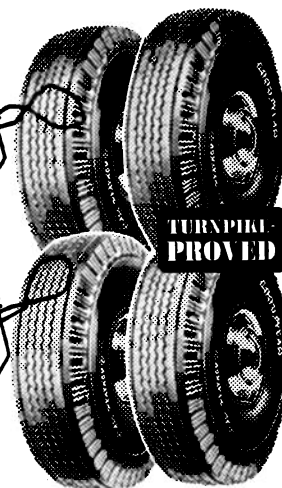
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S and H - Plaid or What Have You Trading Stamps Are Valuable

More than 40 million American families — eight out of 10 — save those gummy bits of colored paper known as trading stamps. More than \$600 million was spent last year by American retailers of trading stamps to give to their customers. Hoarded in everything from candy dishes to paper paint pails, trading stamps have sparked charity drives, aided political campaigns, even drummed up business for a Las Vegas casino! Fire engines and oxygen tents, church organs and trips to Europe are a few of the rewards recently redeemed by stamp savers.

Though the present stamp-ede is only about 10 years old, trading stamps have been around much longer than you may think. According to the Trading Stamp Institute of America, they were first introduced in a Milwaukee department store — in 1892!

Now used by 40 per cent of the nation's service stations and by the 10 largest food chains, trading stamps are even invading the banking business. Some New York banks are giving 500 to 750 stamps to customers who bring in a new account.

In one midwestern city, stamps were given out to citizens who took the free x-ray examination during a recent drive against tuberculosis.

Deciding that stick-to-itiveness was needed to win Democratic donations from a normally Republican town, the Kennedy-for-President Club of Syracuse, New York, offered trading stamps in exchange for contributions. Judging from the money that poured in, even some Syracusans who preferred to "stick with Dick" may have succumbed to the lure.

If you ask the public to give trading stamps — and offer nothing in exchange but the chance to do good — what kind of results will you get? Mighty impressive ones, judging from the example of a Hartford, Connecticut, man.

Owner of a small wallpaper and paint company, George W. Brooks decided three years ago to convert trading stamps into Christmas toys for needy children. He recognized that budget minded families would find it easier to donate stamps than cash, especially with the added financial demands of the Christmas season.

First, Mr. Brooks solicited the cooperation of supermarkets in the Hartford area, asking permission to place a plain white Lily-Tulip pail on the check-out counter for the three months prior to Christmas. A hand-lettered sign urged shoppers to donate their trading stamps to help needy children have a happy Christmas.

Taking up the cause, local newspapers and TV stations gave publicity to the Brooks campaign. The first year, Mr. Brooks was able to give toys to 22 families after cashing in the trading stamps at the local redemption center. Last year, 170 families got toys and food baskets; this year he expects more than 340 families to benefit from the community's generosity. Eventually, he hopes, scouts, church clubs and civic groups across the country will start "trading stamps for toys" campaigns.

They're already applied the idea to many other needed commodities. A Suffern, New York, hospital furnished its new wing with oxygen tents and an incubator through trading stamps. The entire library of a Millburn, New Jersey, school was stocked with trading stamps; a whole classroom, from desks and chairs to books, was equipped in this fashion by another New Jersey school. One volunteer fire company gained a new pumper, another a new fire engine; a church redeemed stamps for an organ!

Which all goes to show that, though trading stamps are individually worth only a fraction of a cent, collectively they can make quite a noise.

Each stamp book holds 1,200 to 1,500 stamps. To accumulate this number, the customer must make purchases totaling about \$130. Popular items available for one book of stamps are lunchboxes, cigarette lighters, mixing bowl sets and pillows. But most stamp savers prefer to save for the really "big ticket" items requiring as many as 65 books of stamps: e.g. a 17" remote control TV set retailing for \$179.95. For 235 books, you can even get a two-week tour of Europe —starting with a jet flight to Paris, then going on to Belgium, Holland and England. This is offered by the Triple-S Trading Stamp Company of South Hackensack, New Jersey.

Still more enterprising was the owner of a Nevada casino. To "roll up" greater profits for the house, he offered trading stamps to all ladies who got two threes for two fours on a toss!

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HOW IT BEGAN

Credit for starting Labor Day belongs to a man named Peter J. McGuire, a co-founder of the American Federation of Labor. It was McGuire who, on May 8, 1882, while attending a meeting of the Central Labor Union in New York, proposed a celebration to honor "those who from rude nature have delved and carved all the grandeur we behold."

McGuire argued that although there were patriotic and military holidays, there was none "representative of the industrial spirit, the greatest vital force of the nation." He proposed the first Monday in September for Labor Day, "as midway between the Fourth of July and Thanksgiving, and would fill a gap in the chronology of legal holidays."

The labor union approved the general idea; the first Labor Day was celebrated on Tuesday, September 5, 1882. Ten thousand workmen marched down the streets of New York.

In 1883 another celebration was held, and by 1884 the union had agreed on the first Monday in September as the unchanging date.

Cities and towns gave Labor Day its first official recognition, and then the idea spread to State Legislatures. The first State to introduce such legislation was New York, but Oregon was the first to approve a bill — February 21, 1887. Soon other states followed suit.

It was in 1894 that Congress, without debate, got around to making Labor Day a legal holiday in the District of Columbia and the Territories. As a matter of fact, Congress can do no more than that — it's up to the individual states to establish holidays. There is no such thing as a national holiday.

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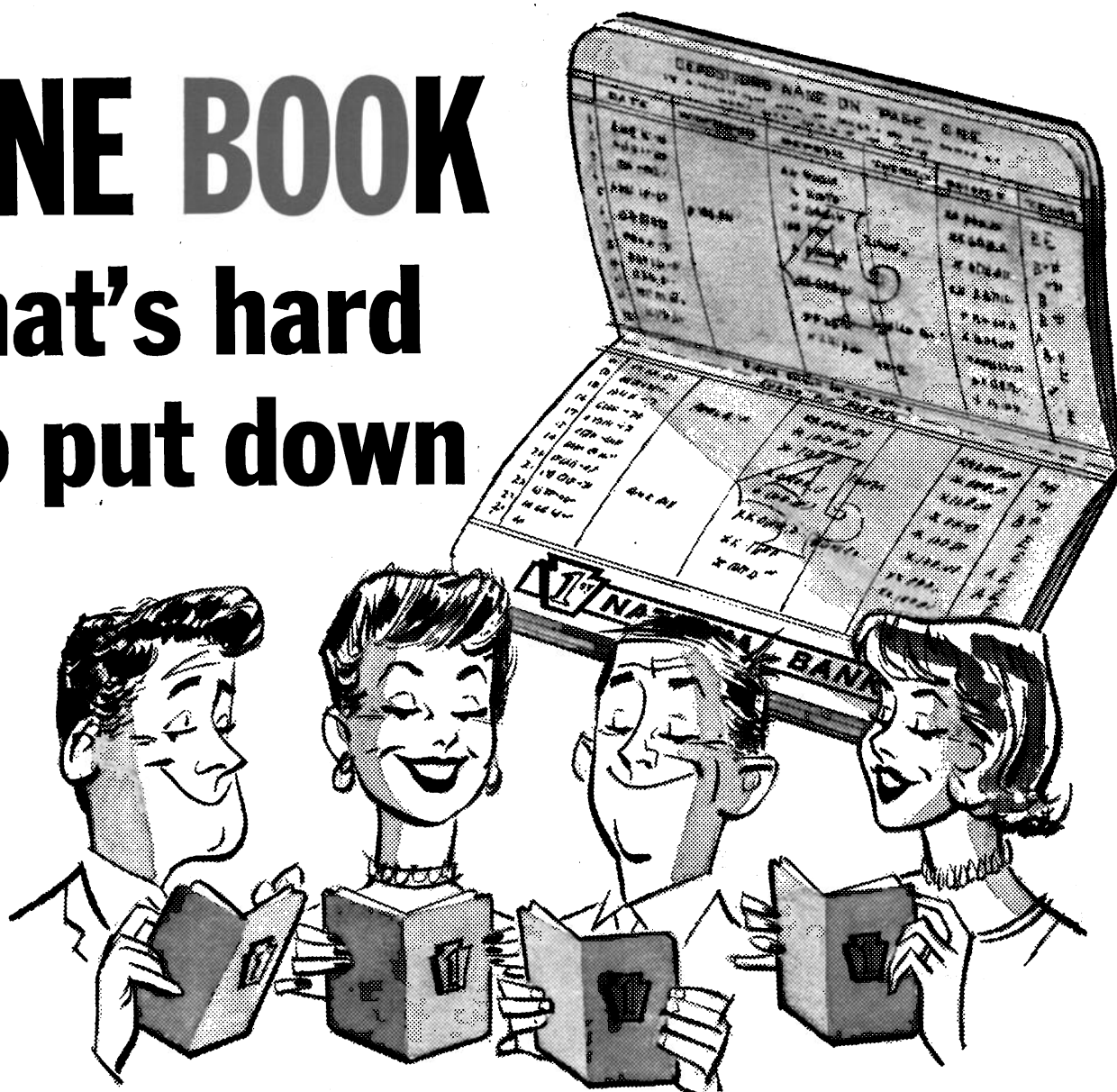
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