



"Psychology," explained Ducky. "Puttin' Your Personality Across. You gotta know how to do it"

But on the Contrary

By Kyle Crichton

ILLUSTRATED BY EARL BLOSSOM

The job looked simple—just to get a ballplayer hot and bothered. How was she to know that he'd read a book?

AT 4:27 of an afternoon in August at the Polo Grounds in New York, Ducky Brandon came up to the plate for the third time in a game against the Chicago Cubs. Mr. Brandon had struck out on his first trip to the plate; he had struck out on his second trip. He now proceeded to strike out again.

He missed the first pitch by a foot. He swung at the second pitch, a wide curve, and missed it by two feet. By

this time the boos were ringing beautifully clear through the Polo Grounds, but this seemed to worry Mr. Brandon not at all. In fact he was in the gayest of moods. He stepped out of the batter's box, smiled ingratiatingly at the umpire, exchanged a few jolly words with the opposing catcher—and then struck out on a third strike for which the catcher had to jump three feet in the air.

As Mr. Brandon returned to the dug-

out with his bat swung nonchalantly on his shoulder, he was humming a tune to himself. Fortunately, Mr. Bill Terry, manager of the New York Giants, did not also have a bat in his hands. The laws of the state of New York are very strict in the matter of assault, even when assault is committed by an overly tried manager who has just seen his best hitter strike out three times in a row, with a song on his lips after each offense.

"What the heck do you think you were doing up there!" cried Mr. Terry, feeling in his own heart that the query was purely rhetorical. He knew very well what Mr. Brandon had been doing up there.

Mr. Brandon merely looked at Mr. Terry and smiled engagingly. He gave the bat a careful swipe with the sleeve of his uniform and slipped it into its slot in the bat rack.

"You take a cut at a ball a mile over your head and then you come in here singing!" cried the tortured Mr. Terry.

"Well, Mr. Terry," said Ducky consolingly. "You wouldn't want me to let those Chicago people think we were

worried about anything, would you?"

THE crowd had long been gone and the last of the players had left the clubhouse, but Mr. Terry still sat in his office with his uniform on. He was in conversation with a large gentleman known as Poodles O'Hara, scout for the New York Giants.

"You brought him up here and you're responsible for him," said Mr. Terry hotly. "Three weeks ago he was hitting .382 and now he is down to .235. In the last nine games he hasn't got a foul tip. If we take him out, you say it'll break his spirit. I say to you that if he strikes out one more time and comes back to the bench singing Beat Me Daddy, Eight to the Bar, I'll brain him."

"Maybe he's in love," said Poodles.

"Love, my eye," replied Mr. Terry. "He sits in the lobby of that hotel every night smoking a three-for-a-nickel stogie. When that's done, he goes up to bed and sleeps twelve hours. In the morning he comes down, has his breakfast, smokes another stogie and goes out to the ball park. That's what he does

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Famine Fighter

By James Rorty

Food for a year for \$22—that's what's promised by No. OOX. No one is going to make you eat it, but it may prove to be one of the weapons that will win the war for England

ONE of the nightmares thought up by fiction writers is food in capsule form. That nightmare hasn't come true. Probably it never will. But the demands of war have produced something that will remind you of it—a streamlined nutritional weapon known for the moment as Food Mixture OOX.

It is a complete food, containing everything necessary to sustain life at a "buoyant" level of health and energy. Being dehydrated and concentrated, a pound and a half of it constitutes a day's rations as against an average of four and one quarter pounds of ordinary foods. It is, in short, the last word in the science of nutrition, designed with engineering precision to meet the requirements of the present emergency.

It looks like any ordinary precooked cereal; a bit on the oily side, perhaps, and heavier than most. Its taste is nothing special—though there are people who claim they like it.

Being precooked, it requires only the addition of water, thereby eliminating the time and expense of refrigeration, cooking and dishwashing. Being balanced and checked at the source to assure a full complement of vitamins, minerals, proteins and calories, it guards against morale-sapping deficiency diseases.

The immediate purpose of Food Mixture OOX is to supply England with food in the most compact and easily transportable form. The long-range purpose is to raise the level of nourishment among the ill-fed third of our own population.

But the most important advantage of this nutritional weapon remains to be stated. It is cheap—incredibly so. Its base is a scientifically proportioned mixture of cereals—oats, corn and wheat, which are our cheapest foods and of which we have huge surpluses. Other ingredients are soybeans and peanuts, production of which may readily be stimulated, especially in the South.

It is estimated that a day's ration of Food Mixture No. OOX, once volume production is attained, will cost about six cents per person. Compare this with the findings of government studies, based on the use of ordinary foods, which show that each person must spend 24 cents daily for food to assure himself of a passable dietary. (This means, incidentally, that today about 27 per cent of the nation's families would have to spend more than their total income for food if they were to be fed properly.)

By this time you are perhaps asking: "Where do I get some of this remarkable food?" The answer is: Nowhere, at

present. Food Mixture OOX is neither patented nor trade-marked and won't be, as far as its creator is concerned. He is Robert S. Harris, Associate Professor of Nutritional Biochemistry at the Massachusetts Institute of Technology, and he is definitely not interested in the commercial exploitation of what he calls simply "this type of feeding." Food Mixture OOX is still in the experimental stage, but it may be said without breach of confidence that the Army and the Department of Agriculture are both keenly interested, and that Dr. Harris is by no means the only research nutritionist working along this line.

A Side Dish of Health

Food Mixture No. OOX is one of a series which includes not only concentrated food rations, but also food supplements. The latter are designed not to provide complete meals, as do the food rations, but merely the essential nutrients required to bring up to par the inadequate diets of beleaguered or destitute people. These supplements, all of which are prepared from the same cereal and legume materials as the food ration, supply not only the essential minerals and vitamins, but also a scientifically balanced mixture of proteins. The cost of the constituents is estimated at one-half cent for a day's supply, consisting of two thirds of an ounce, or \$1.80 per

person per year. Nutritionally they are deficient only in Vitamin C—this because of the extreme difficulty of embodying this most fragile of vitamins in a dehydrated concentrate. But this lack can easily be supplied by the consumption of a few ounces of orange or tomato juice daily in addition to the supplement and the miscellaneous calories required to satisfy "hollow hunger," as distinguished from what Paul DeKruif calls "hidden" or nutritional hunger, which causes deficiency diseases.

Because people's food habits are extraordinarily inflexible it may be necessary to camouflage the nutritional weapons now being fashioned in the laboratories by giving them the outward forms to which the British are accustomed: crackers, for example, which they call biscuit, and sausages, which they eat universally.

Purely from the nutritional point of view, of course, such compromises with popular taste are open to more than one objection. They are relatively expensive; they reintroduce the time-and-space-wasting factors of cooking and refrigeration and since the strenuous steam processing to which sausages are subjected destroys a part of the vitamin content, added fortification of the food mixture is necessary.

During the last war the fat shortage was fatal to Germany and, during the height of the U-boat campaign, endangered Britain. This, however, was not because fats in themselves were necessary to nutrition, but because they contain certain fat-soluble vitamins (A, D, E and K) which are necessary to health.

During the last war it was necessary to consume natural fats containing these vitamins in order to retain health. This is no longer essential, since these vitamins can and are being synthesized by the chemist, and artificially incorporated in the diet. Human beings have lived for a year on diets devoid of fats without any damaging effect.

Another nutritional discovery, of equal or greater strategic importance for the Germans, was that although the protein of meat is much superior to that

of cereals or vegetables, it is not indispensable; by carefully mixing cereal and legume proteins, it is possible to produce a vegetable dietary that is equal to a meat dietary.

This is the secret of Food Mixture OOX and its companion formulae. In these food mixtures the essential elements are not so much the vitamins and minerals, of which the lay public has recently heard so much, but the proteins, or more specifically the amino acids of which the protein molecules are composed.

Of the twenty-two or more amino acids, the majority can be manufactured by the body, but ten must be obtained in food. Eliminate any one of these from the diet and protein-deficiency disease results.

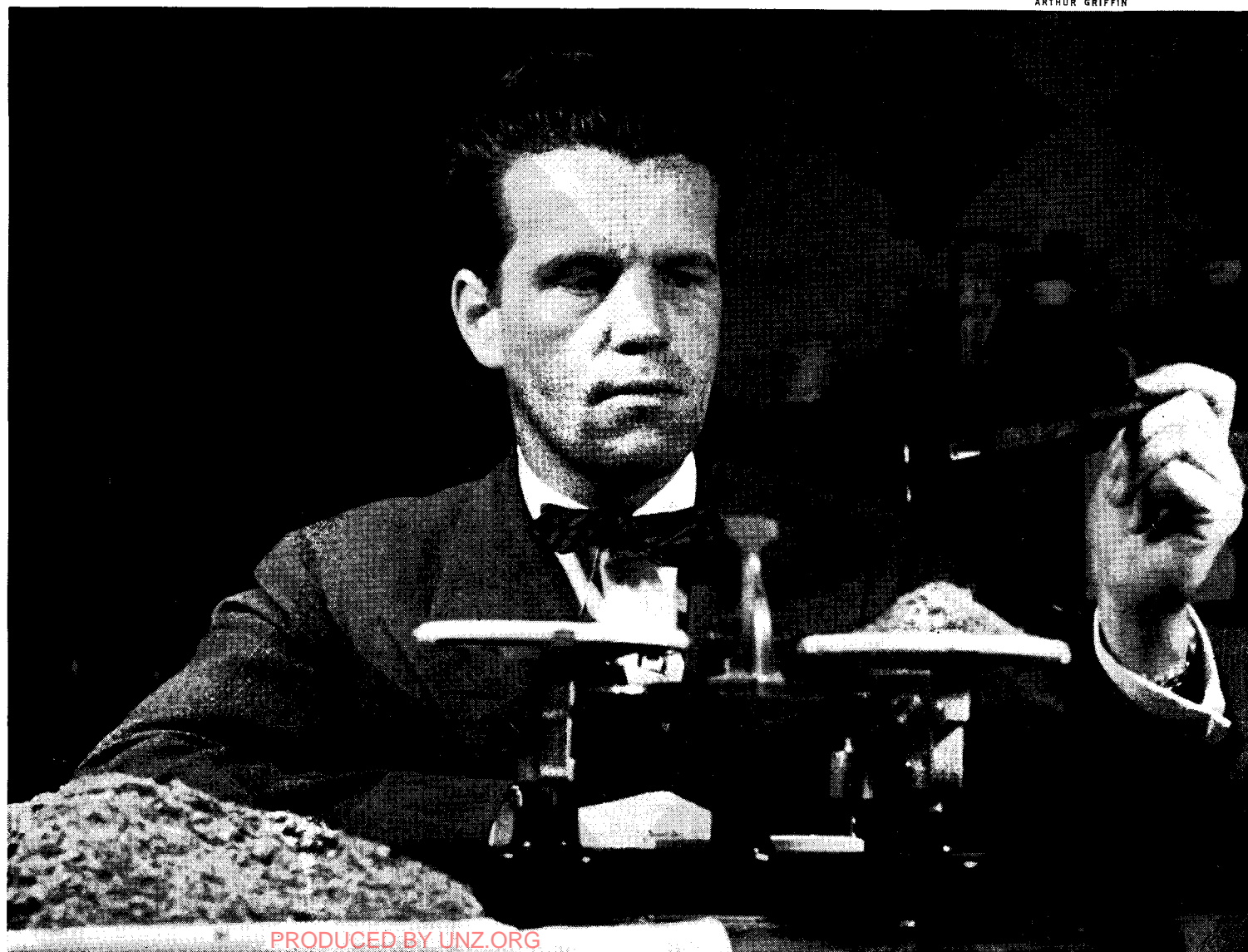
You Needn't Worry

This does not mean, however, that at the end of the day you have to ask yourself agitatedly: "Have I had my quota of phenylalanine?" Protein-deficiency disease ordinarily afflicts only impoverished peoples, or those whose dietaries are restricted to one or two types of foodstuff. If you eat a varied diet, including plenty of animal proteins (meats, eggs and dairy products such as cheese and skim milk) you can be sure that you are getting a fine mixture of the necessary amino acids. Cereal and vegetable proteins, on the other hand, are commonly deficient in one or several of these essential amino acids. The proteins of the peanut and soybean are unusual in that these legume proteins are almost as good as animal proteins.

In the feeding of distressed populations, therefore, care must be taken to furnish all of the amino acids required and in proper quantities. This can best be done by supplying sixty grams or more of meat, egg, milk or cheese protein. Should these foodstuffs not be available, peanut and soybean protein would rank next in importance. If these cannot be obtained, then the proteins of

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ARTHUR GRIFFIN



Creator of the remarkable new food that provides a low-cost balanced diet is Dr. Robert S. Harris of the Massachusetts Institute of Technology