



OUT OUR WAY

By J. R. Williams

Current National Hat Week Rough On Males Who Refuse To Wear 'Em

By SAUL PETT
NEW YORK—(P)—This is a rough week for us men who don't wear hats. By Saturday, if we make it that long, we'll probably feel un-American. You see, the people who make and sell hats sold only about 72,000,000 hats last year for about \$250,000,000 and this year they would like to make and sell more. So-o-o-o-o-o This is national hat week.

Will Rogers' polo helmet, Daniel Frohman's derby and high silk toppers worn by Jimmy Walker and John Barrymore. The hat research foundation, sponsors of the project, tried to get the historic campaign fedora worn by Franklin D. Roosevelt but the government won't let it out of Hyde park. The foundation did get Lincoln's stovepipe hat and a similar model worn by a man who attended his funeral as well as an admiral's black silk beaver of 1770. And one leading hat manufacturer said: "We expect to cover a covered in years." It's going to be a rough week.

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An intensive campaign to eliminate the hatless man is being waged in some 500 cities by more than 9,000 hat retailers and 135 manufacturers. The industry calls this the greatest promotional campaign in its history.

Lumber Industry Perks Up During Last Few Weeks

PORTLAND, Oct. 6—(P)—The lumber industry has perked up favorably in the last few weeks according to trade reports from Washington and Oregon mill points. The West Coast Lumbermen's association reported orders for Douglas fir in the last week of September totaled 108,547,000 board feet. This was compared with 80,554,000 the same week a year ago. Orders have been running 10 to 25 percent ahead of production for the last few weeks. The association said both production and shipments were ahead of a year ago. Demand has affected prices, too. Quotations regained some of the cut of the summer's slump in the industry. Green two-by-fours were at \$49-\$52 a thousand feet compared with \$46-\$48 in mid-summer. Last year the item was priced at \$60-\$65. The biggest demand was in plywood. Producers said the consistent rise in buying has boosted production to about 40-million square feet a week. This was at or near record levels, spokesmen said. Filling of inventories by dealers and distributors was apparently the explanation, trade sources said. They believed the trade outlets had decided prices this summer were at bottom levels.

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There are or will be more ads in the papers and more commercials on the air about men's hats than ever before. On television, they're sending fashion shows and one clinical program which takes a hat apart and shows how its made. Fashion shows with live models are planned by department stores in Chicago, Washington, Richmond and many other cities. On the air, there is talk about the "importance of hats in the history of freedom" (L. E., when Greek slaves became free they wore a felt hat as the symbol of their freedom). The mayor of Philadelphia, the "hat city of the east," is reported sending a super-deluxe model to President Truman. Danbury, Conn., the "hat capital of the country," has special plans, too. **Hats Of Great Men Shown** And in New York, up and down 20 blocks of Fifth avenue, the stores are showing hats worn by various great men in the past 200 years. In one window, you can see an orange straw top hat worn by the Marquis de Lafayette when he made his triumphal tour of the United States in 1825. A few doors down there are Daniel Webster's straw hat, Bill Cody's ten-gallon,

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War Casualty Acts Like Drunk, Returns Favor With Oral Brickbat

By HAL BOYLE
NEW YORK—(P)—It was after midnight when the fellow came in. He moved up to the bar with a loping stagger. "Gimme a beer," he said. The bartender, who had measured his walk, said: "Just ran out, bud; better try the next bar." The newcomer said: "Buth litten, mither. . . . And the bartender said sharply: "You heard me! Beat it! We can't serve anybody's who had too much." The man started to object. Then he looked down the bar and saw a gentleman, by act of Congress, wearing the uniform of an army captain. "Exhuth me, thir. . . ." he started to say. Then he saw the captain's bored look of distaste. He reached for a pencil and scribbled on a pad: "I was lieutenant in infantry. Shot through mouth—can't talk. Hit in rear end—that's why wiggle. Sorry. Not drunk. Only want drink one beer. Appreciate help straighten out." The captain read the note and flushed a deep red. "Draw the guy a beer," he said angrily. He shoved the note at the bartender, who read it and flushed. Then the barkeep said quickly: "Yeth—yes, sir—what'll you have?" "Juth a beer—remember" said the ex-lieutenant.

Mayor Summons Police In Council Session Fuss

PASCO, Wash. Oct. 7—(P)—John Beck, mayor of this city, called on police Tuesday night to maintain order during a regularly scheduled council meeting. The "fuss" at the second night session where councilmen continued to swing an axe on the mayor's proposed budget, developed after a vote tentatively slashing about \$5000 from the parks, recreation and pool allocation proposed by Beck. Councilman A. T. Hostetter put the mayor on the way to the police station, downstairs, when he used a cuss word in a verbal dispute with a spectator at the meeting. When the police officer arrived the meeting had quieted down and he returned to the station.

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