

Keep 'em Sober at Office Party, Liquor, Traffic Directors Advise

Washington—(U.P.)—Here's a season-of-cheer thought for the boss:
Go ahead and throw that office party. But don't let anybody get stiff.
Instead, give all hands a bottle with this instruction: Do not open until you get home.
That is one of several ideas distilled at a lunch attended here this week by a group of traffic authorities and representatives of the liquor industry.

In a space of 54 hours during the holiday season last year 515 Americans were killed and 10,000 were hurt in traffic.
So Paul E. Burke, director of the Maryland Traffic Safety Commission, thought it would be worthwhile if he and others concerned with mayhem on the highways had a talk with the people who sell liquor, by the bottle or drink.
Dangerous Season
It turned out that the liquor people had been giving about as much thought to this most dangerous season as the police had. They had, in fact, come up with what they say is the best possible drink-for-the-road:

anybody takes one too many, take his car keys away from him and put him up in a hotel."
George E. Keneipp, director of vehicles and traffic for the District of Columbia, said the season of the office parties is a "time of foreboding" for authorities. His advice paralleling Rappaport's is:
Sober Bartender
"Appoint a non-drinker to be vice-president-in-charge of the bar. If anybody calls for a drink-for-the-road, give him a shot of black coffee."
It was Frank De Sando, secretary of the National Licensed Beverage association, who proposed that the boss keep his party guests sober and "Give 'em a bottle to take home."
Representatives of local tavern keepers said the word has gone out to bartenders to give drunks a jolt of coffee for the road—"free."
Max Dorfman, president of the District Retail Liquor Dealers association, recommended this thought for everyone who buys a jug of Christmas cheer: "Drive this bottle safely home without opening it."

Japan Strikers Fail To Halt Rocket Test

Tokyo—(U.P.)—An attempted labor strike by Japanese demonstrators in the target area failed today and the U.S. rocket carried out its third test firing of the "Honest John" missile launcher.
Only about six of more than 100 labor demonstrators managed to sneak into the impact area at the foot of Mt. Fuji. Japanese police ejected them and the launcher was fired only 45 minutes behind schedule.

Christmas Season Finds Holy Land With Uneasy Armistice

Jerusalem—(U.P.)—Another Christmas season finds the Holy Land still divided and living under an uneasy armistice, as it has been for five years.
For seven years, the young state of Israel has clung to its beachhead, hemmed in by Egypt, Jordan, Syria and Lebanon. A large area of erstwhile Mandate Palestine fell to the Hashemite kingdom of Jordan, including Bethlehem and the "old city" of Jerusalem.
But despite the tension and distrust marking the Arab borders, Christmas has sufficiently overcome ill-feeling to secure the safe passage of pilgrims from Israel to Bethlehem in Jordan.
At dawn on Christmas Eve, whole families of Christian Arabs will begin crossing the frontier separating the "new city" of Jerusalem, in Israel, from the "old city" in Jordan. This is one of the only two occasions in the year when pilgrims may cross into Jordan and return by the same route. The other is Easter. Normally, the Jordan government permits one-way traffic only.
Open 36 Hours
On Christmas, the frontier post stays open for 36 hours, with a strong supplement of officials to check the identity of pilgrims and inspect their baggage. Several thousand Arabs, mostly Greek Catholic with a sprinkling of Maronite, Protestant and Latin Catholic, will travel from all over Israel to make the annual crossing.
On the other side of the checkpoint, shouting delirious welcome, will be their relatives. Arab families resemble small tribes and many Israel Arabs

have a horde of cousins over the border.
When the 36-hour reunion is over, the pilgrims will go home to Nazareth and Jaffa, laden with coffee, rice and various Oriental sweets hard to buy in Israel. Those with relatives in Jordan are spared the trouble of hunting for accommodation. Hotels and homes with rooms to let enjoy golden prosperity over the festival—in sharp contrast to the normal stagnation prevailing in the "old city" and Bethlehem—and are booked up for weeks before Christmas.
Both Israel and Jordan authorities examine applications to cross the lines and reject anyone suspect on grounds of security.
The only pilgrims to approach Bethlehem along the road traditionally used by the Three Wise Men will be diplomatic and United Nations' personnel, for


most of this road lies in Jordan territory and is normally barred by a stretch of mine-fringed no-man's land.
UN People Participate
Jordan allows these neutral groups to ride down the desolate highway from Jerusalem to Bethlehem. Both Israel and neighboring hostile states afford uncontrolled exit and entry to the officials, and the white-painted UN jeeps can be seen whizzing by the frontier posts at all hours.
This Christmas more than ever, the UN staff seems to be holding the balance which precariously keeps in check attackers and counter-attackers along the Israel border. One of the guests in Bethlehem will be E. L. M. Burns, UN truce supervision chief of staff who will leave his residence in Government House, a black-and-white marble mansion built for the

British Mandate commissioner, to join the pilgrimage.
Arab Legionnaires patrol the massive wall encircling the "old city," not a stone's throw from the modern municipal offices of the "new city." A few meters from the piled rubble around the frontier between Israel and Jordan, the "old city," a cramped criss-cross of alleys and stopping houses dwarfed by the great Moslem Dome of the Rock has hardly changed since New Testament times. Here lie the shrines of three faiths.
No worshippers pray at the Wailing Wall, last vestige of the Jewish Second Temple, and few Christians from abroad manage to pace the Hill of Calvary. Only at Christmas does the "old city" regain its traditional religious life, thronged with celebrants and echoing with joyful bells.
In the "new city" also, Christmas brings its cheer to the

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In the Day's News

By FRANK JENKINS
Over in Prineville a while back the city council decided to try out a be-kind-to-motorists project. So it instructed the city's cops, whenever they found a meter with the EXPIRED sign up, to put in a nickel. At the same time, they left in the usual place on the windshield an envelope containing a coin card which the motorist was supposed to mail in to the city WITH A NICKEL.
Thus he escaped the four bit fine for overtime parking.
IT WORKED beautifully for a while. But—
As the novelty wore off—
The motorists QUIT SENDING IN THEIR NICKELS.
SO THE city fathers, sadder and wiser as a result of their experiment in philanthropy, have scrapped the project. Hereafter the overtime parker will be socked with the usual 50-cent fine.
STILL—
The Prineville city council's experiment points a moral that is of considerable importance in the business world—and it is a BUSINESS world that we live in. The moral is this:
YOU CAN'T SELL IT IF YOU'RE WILLING TO GIVE IT AWAY.
Parking space is a part of the modern city's stock in trade. By selling it at so much per minute and COLLECTING THE PURCHASE PRICE the city gains revenue with which to pay its operating expenses, such as police and fire protection, street repair, etc.
Looked at in that light, the collection of parking fees is a strictly business transaction. But when business principles are not followed—that is to say, when it is left up to the customer to pay or not to pay—it assumes the shape of a Lady Bountiful gift.
I EXPECT that if a general merchandise store left it up to its customers to pay or not to pay, as they chose, it would probably come in time to be looked upon as an EASY MARK, and too many of its customers would fall into the habit of walking off with the merchandise and not paying for it.
I doubt if these customers who walked off without paying would properly appreciate what was being done or them. I'm afraid that a majority of them would come to look upon the establishment with a certain amount of contempt.
LET'S close this with this thought:
For nearly a decade, the United States of America has been shelling out money in large sums for what it calls foreign aid. It has demanded little, if anything, in the way of payment, merely hoping that the good will it would gain throughout the world would repay it for the money it has given away.
Is that hope being realized? I wonder.
There are times when I doubt it.

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