

Publishers of Paper Bound Books Seek Answers To Couple of Money Questions

New York — U.P. — Publishers of paper bound books are scratching their heads for the answers to a couple of \$100,000,000 riddles: How to make books as popular and easy to buy as a package of cigarettes and what brand of reading the public prefers.

The answers to these questions may decide whether paper bound books go on with their bonanza or turn into a bust.

The only thing consistent about the history of paper bound book publishers of the past before 1939 is that they all went bankrupt," said Freeman Lewis, executive vice president of Pocket Books, Inc.

He conceded that the paper bound book industry which was revived 16 years ago had a better chance to survive than any previous ventures.

There are plenty of bright spots in the paper book publishing field and almost as many jet black ones.

Bright Spot
The bright spots include spectacular sellers such as Dr. Benjamin Spock's book on baby and child care. It sold only 50,000 copies in its hard cover edition and made over a million dollars for its paper cover publishers.

with sales of more than 8,000,000 copies.

"Who would have predicted that book would outsell all the others?" said its publisher. "That's the way the business is—unpredictable."

On the dark side are such facts that although paper bound books are on sale in nearly every subway supermarket and general store, cloth bound books sell almost eight times as fast. And the dollar volume of textbook publishers is almost three times as great as it is for paper bound books.

"Our toughest problem is competition from other forms of entertainment and from other books and magazines," one publisher said.

Most book racks hold only 35 paper books and more than 100 new titles are coming out each month in paper covers. If a title doesn't sell it doesn't stay on the rack. If it's taken off the rack it has to be relocated or destroyed.

Unsold books cost publishers huge losses. They figure some 30,000,000 books were "stripped" (destroyed) last year for want of buyers.

With losses like that paper book publishers are having a hard time holding the bargain price line that catapulted sales to about 250,000,000 books a year.

Most publishing houses complain that only a gambler would go into the paper book business. But the early success of paper books has attracted 58 pub-

THAT SOMETHING EXTRA

Washington — U.P. — Gen. Nathan F. Twining, Air Force chief of staff, said the Russians aren't revealing very much about their planes. During his recent trip to Moscow, Twining asked the Russians about the range of a light bomber and was told it couldn't fly as far as the heavier Bison. Twining then asked how far the Bison could fly. "A little further," was the reply.

Quotes From the News

By UNITED PRESS

Alexandria, Egypt—President Gamal Nasser on seizing control of the Suez Canal:

"Whatever Washington may say, I'll answer: you can choke with frustration... just as King Farouk was thrown out in 1952, the Suez Canal company goes out today."

Geneva—U. N. Secretary General Dag Hammarskjold commenting on the recent wounding of three United Nations truce observers on the Israel-Jordanian frontier:

"I am grieved by the injuries suffered and I extend my warm sympathy to the United Nations observers who have been seriously injured while on duty in the cause of peace."

Warsaw—Polish Premier Josef Cyrankiewicz asking the government for emergency measures to improve the living conditions of the workers:

"The plenary session should instruct us as soon as possible to present a program for such action."

Parris Island, S. C.—Lt. Robert J. Atcheson, a Navy doctor, testifying at the court martial of Sgt. McKeon:

"Sgt. McKeon was not under the influence of liquor, not drunk, not intoxicated through any impression I could gain clinically."

New York—John A. Stephens, U. S. Steel Corp. vice president and chief industry negotiator in the current steel strike:

"If you don't agree on everything, you don't agree on anything."

Washington—Air Force Chief of Staff Gen. Nathan Twining asked about reports that Red party chief Khrushchev was drunk at a Moscow party:

"We all know the Soviets have a custom—many speeches with toasts in vodka and cognac. It's a custom of theirs and I don't like to criticize it. We have customs too. Along in the evening (at a Russian party) things develop."

A TWO-EDGED SWORD

Muskegon, Mich.—U.P.—John Hoos decided today mice were real sneaky creatures. The mouse he used to frighten several girls bit him instead.

Back Stairs: Secret Service Boss Proud

By MERRIMAN SMITH
United Press White House Writer

Washington — U.P. — Back stairs at the White House:

U. E. Baughman, chief of the U. S. Secret Service, has reason to be proud of the way his agents performed during President Eisenhower's recent visit to Panama. Under trying circumstances, his men kept their heads through

some incidents where less-trained agents might have succumbed to the frenzy and excitement around them.

Examples:

The Sunday when all the presidents at the conference were assembled in public meeting, someone discovered "a bomb" turned out to be part of a burned-out fireworks display from a gala festa the night before.

The seeming millions of kids who tried to jump, leap or ram their way into cars of the presidential motorcade. No danger to Mr. Eisenhower was particularly involved, but the agents realized that one broken leg of a Panamanian child could destroy the good will supposedly created by Mr. Eisenhower's entire southern trip.

pliers assigned to the White House also returned from Panama with deep gratitude for Maj. Gen. Howard McC. Snyder, Mr. Eisenhower's doctor. Snyder saw to it that dozens of bottles of remedies for dysentery were provided quickly for the newsmen who were suffering in large numbers.

D. E. Long, the White House transportation officer, accomplished some sort of not-so-minor miracle in getting the enormous White House party out of Panama. Heavy equipment scattered all over the city, much of which had to be used right up to the last minute of the chief executive's stay, had to be loaded in a hurry on three planes in time for the late night takeoff for Washington.



"SURPRISE" is expressed by Massachusetts Gov. Christian A. Herter (above) over suggestion Vice President Nixon withdraw in favor of Herter. (International)

Cross Burned at Rayburn's Home

Bonham, Tex.—U.P.—A Texas highway patrol guarded today House Speaker Sam Rayburn's home where a cross was burned Thursday night in the driveway.

Rayburn was in Washington but a brother and two sisters were at home.

The seven-foot-tall cross with arms about four-and-one-half feet across was made of wood. The lumber apparently came from an Air Force base, the initials USAF were stamped on one of the crossarms.

Investigation showed the cross had been wrapped in cotton with an outer covering of burlap held in place with baling wire. The wrapping had been saturated with gasoline.

Neither the brother, Tom Rayburn, nor the sisters, Mrs. S. E. Bartley and Miss Lu Rayburn, saw who planted the cross. But Mr. and Mrs. Lloyd Green, who live across the road from the Rayburn home, saw the cross placed and lit.

Green said a pickup truck stopped in the Rayburn driveway and a man got out playing a flashlight on the tires as if he were looking for tire trouble.

A woman got out and a few minutes later the cross flared up, Green said. Then the couple got into the pickup truck and sped off, he said.

Britain produces about 40 per cent of the food it consumes each year.

PRO-RATED JAIL TERM
Paterson, N.J.—U.P.—John Schafer was in jail today because he tore a notice to appear on a support charge in four pieces. Judge Milton Schamach sentenced Schafer to four days—one day for each piece.

About three-fourths of all oil wells drilled in the United States since 1859 have proved productive.

During the past 10 years the automotive industry produced 13 billion dollars' worth of defense products.

ECONOMY MARKET

WHERE YOUR DOLLAR MAKES MORE CENTS IN CENTRAL POINT

"Tropic Isle" Crushed PINEAPPLE 5 303 \$1 cans

Van Camps Grated TUNA FISH 5 No. 1/2 CANS \$1 00

PERFECT FOR SEA FOODS Nalley's TANG Full Qt. 49¢

SKIPPY DOG FOOD 12 CANS \$1 00

FOLGER'S COFFEE ONLY 98¢ lb.

GIANT SIZE TIDE 73¢ pkg

Campbell's Tomato Soup 10 cans \$1 00

Prices Effective Fri., Sat. & Sun. July 27, 28 & 29



Put Pepsi on your shopping list!

FREE PEPSI ALL DAY SATURDAY 9 A.M. to 6 P.M.

6 12-oz. Bottles Ctn. 49¢ Plus Bottle Deposit

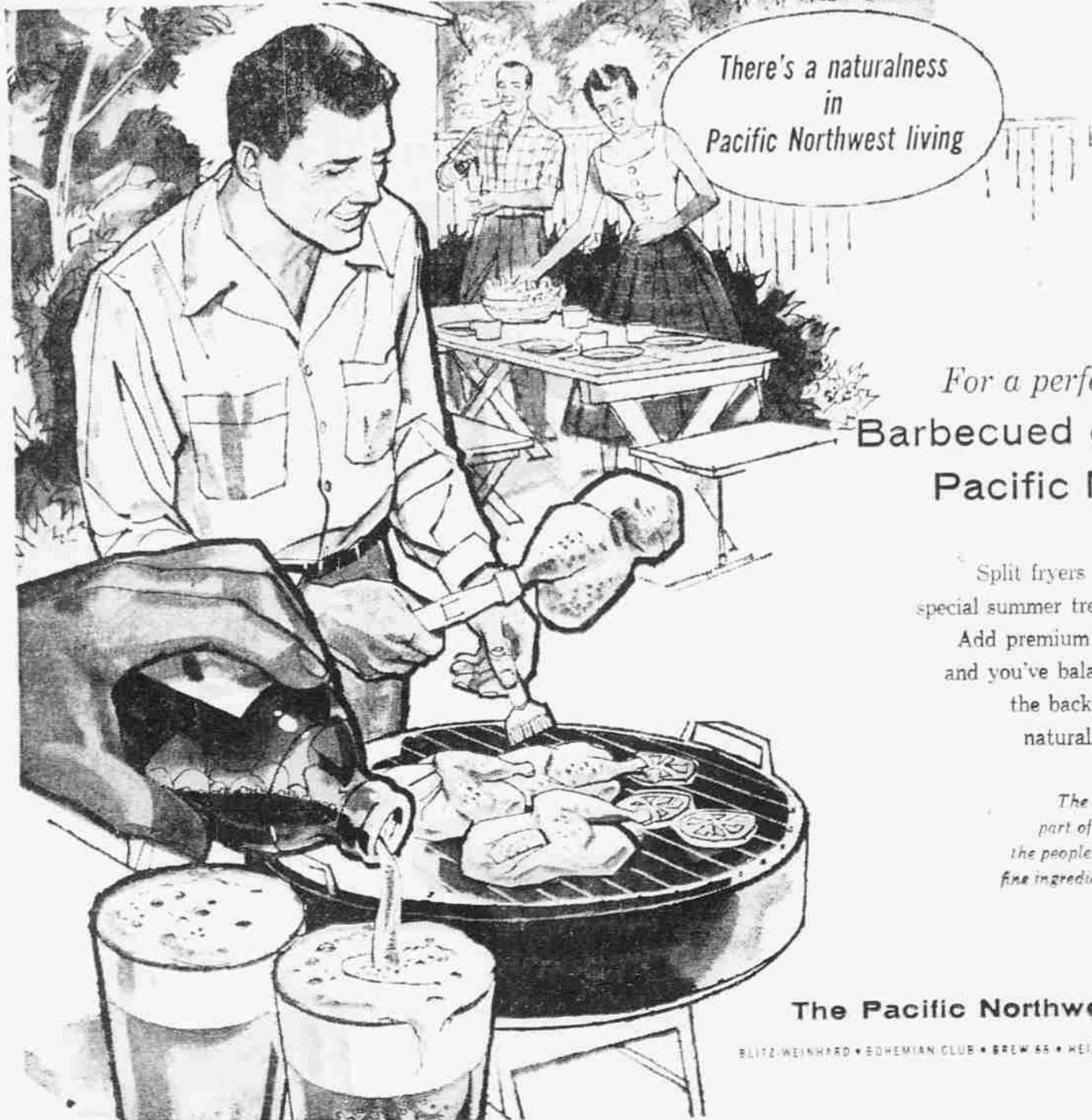
SWIFT'S PREMIUM Pan Ready FRYERS Only 79¢ ea.

SWIFT'S PREMIUM BOLOGNA Only 39¢ lb.

FRESH PRODUCE TENDER LOCAL CORN Only 39¢ doz

FIRM, RED RIPE TOMATOES 2 POUNDS 33¢

ICE COLD MELONS OPEN Sundays-9 'til 8 Week Days-8 'til 8



There's a naturalness in Pacific Northwest living

For a perfect social equation... Barbecued chicken and Pacific Northwest beer

Split fryers (half-chicken per serving) are a special summer treat, available at your food store. Add premium quality Pacific Northwest beers and you've balanced a pleasant social equation, the backyard barbecue that's part of the naturalness in Pacific Northwest living.

The seven fine Pacific Northwest beers are part of the scene, the outstanding favorites of the people who live here. Qualities that come from fine ingredients and brewing skill have made this a preference as old as the industry itself.

The Pacific Northwest Brewing Industry

BLITZ-WEINHARD • BOHEMIAN CLUB • BREW 66 • HEIDELBERG • LUCKY LAGER • OLYMPIA • RAINIER

SAVE MONEY

WITH A

Hotpoint

Automatic Electric WATER HEATER



WHEN YOU BUY IT \$99.95

Regular \$129.95

New lower price and famous Hotpoint quality both save you money

WHEN YOU USE IT



No heat loss up the chimney Operates on pennies a day. No flame, no fumes or vents so there's no costly heat loss.

- Finest fiber insulation
- Galvanized steel tank
- Cold water can't mix with hot water
- Safe, clean, dependable

CALL US TODAY!

We'll Send One Out

CITY APPLIANCE

"Jackson County's Exclusive Hotpoint Dealer" 127 NORTH CENTRAL AVENUE Medford, Oregon - Phone 3-3306 137 EAST MAIN STREET Ashland, Oregon - Phone 9-5831

OPEN WED. 'TIL 9