



MEETING ON CIVIL RIGHTS, governors of five states huddle in conference called by Gov. Averell Harriman at New York City. From left: Gov. Robert Holmes, Ore.; Gov. Stephen McNichols, Colo.; Gov. G. Mennen Williams, Mich.; Harriman, and Gov. Orville Freeman, Minn. Seven other governors are at meeting. (International)

Things Aren't So Bad Here When Measured To Brazilian Inflation

Rio de Janeiro — The normal good humor of the Brazilian housewife is rapidly dissolving under the pressure of the rising cost of living which is shrinking her husband's salary to little more than a subsistence wage.

The government statistical office announced last week that the cost of living was being held in line in a statement which showed that while it rose 24 per cent in 1956 the increase so far this year has been only 5.7 per cent.

Since the first of the year the price of meat has risen from 43 cruzeiros per kilogram to over 100. During the same period potatoes have risen from 9.7 cruzeiros to 14, beans from 22 to 18, butter from 87 to 140. Other foodstuffs have kept pace. The frozen items disappear from store shelves in merchant campaigns to force price increases. The system was successful recently when the government price commission gave in to meat producers who refused to slaughter cattle for over a month. Rio bus companies are trying similar tactics by reducing the number of buses in service. They said they will not restore the regular service until fare raises are okayed. The result is short-tempered bitterness among rush-hour crowds struggling to get aboard the limited transport.

According to Labor Ministry figures, the average Brazilian family spends 50 per cent of its income on food, 25 per cent for housing and the remainder for clothing, medicine, transport and other essentials. However, the latest statistics were compiled in 1955 before the inflationary trend really began to gather momentum. Since then rents have gone up to the point where a three-room apartment would consume the entire 6,000-cruzeiros-per-month average wage of a Rio de Janeiro worker. Many Hold Two Jobs While unions clamor for raises and threaten strikes, Brazilian workers in the interim spend less time at home. All city dwellers who can manage it hold two jobs. Some have three. The large majority of government workers in Rio with a six-hour day also work in private clerical positions. Recently Finance Minister Jose Maria Alkmin went on the air to appeal to Brazilians to cooperate with the government and help hold down inflation by curbing Christmas buying. Newspapers commented next day that Alkmin's appeal came too late, since most families are already committed up to two years from now for time purchases of home appliances.

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The Hollywood Scene

Hollywood — If anyone has a right to hate telephones it's Don Ameche.

For the past 18 years his life has been one long party line with the joke on him.

Back in 1939 the mustachioed actor innocently accepted the title role in "The Story of Alexander Graham Bell," a characterization that changed his life. Since then his name has become synonymous with the telephone. Strangely, though, Don holds no grudge against Mr. Bell's contraption.

Loretta, Fonda Forgotten "I had no idea I would become so closely identified with the part," Ameche sighed. "But I'd have made the picture even if I had known. At least people remember me for it. They forget Loretta Young and Henry Fonda also were in the movie."

A restaurant telephone jan- gled nearby and Don recoiled. He explained that comedian Fred Allen started the long-standing joke (Formula: Ameche plus "phone minus Alexander Graham Bell equals laughs) on his radio show. "Fred clowning around with the gag for 19 straight weeks," Ameche grinned. "He had a new twist every week. I got a big kick out of it myself. I knew Fred well, and he wasn't unkind about it."

"Then other comedians picked up the Ameche-telephone jokes. They're still going strong. The jokes became a national institution when the story was printed about the school teacher asking a pupil, 'Who invented the telephone,' and the kid replied, 'Don Ameche.'"

Gis Keep Ball Rolling "Servicemen kept the ball rolling during the war when they called 'phones 'Ameches,'" Don hesitated when asked if he feels the telephone humor has hurt his career. For a moment he looked as if he heard bells ringing.

"I don't think so," he said slowly. "But I could be wrong." Now a resident of New York, the actor works spasmodically in television. He spends his free time walking Manhattan's streets searching for paintings in art shops.

"I walk as much as six miles a day," he said. "I'm often stopped by passersby or cab drivers who want to make jokes about how I invented the telephone. They're always good-natured and I don't resent the laughs."

Be that as it may, when Don rose to leave he had a look in his eye that seemed to say, "Don't call me, I'll call you."

Strike Possible At Rocket Center Cape Canaveral, Fla. — A union official asserted Saturday the Air Force, showing "discrimination," has refused to approve back pay for some missile workers as agreed in a new contract. As a result, he said, there is new danger of a strike at the big rocket test center here.

An Air Force spokesman said, however, that military officials were only acting under the "law of the land" in disapproving a specific portion of the contract. But he added that Pan American Airways, which operates the missile base for the Air Force, has asked for reconsideration of the decision and that this may solve the dispute.

Walter T. Coleman, general chairman of the Air Transport division of the AFL-CIO brotherhood of Railway Clerks, said he has called a meeting of his union's executive board in New York Monday "to decide what to do about this development."

Audience Would Miss Many TV Commercials

By VERNON SCOTT
United Press Hollywood Writer
Hollywood — Whether you realize it or not, gentle television, way down deep in your heart you are genuinely fond of TV commercials, or so says veteran announcer Wendell Niles who has spent 32 years pitching products over the airwaves.

"Commercials are like movie double features," he argues. "Audiences didn't want 'em. They cried and yowled for single features."

"Then when theaters tossed out the double bill the same people screamed to get them back."

"This is also true of commercials. The American public has been conditioned to them. They'd all feel cheated if they are dropped."

A Punctuation Mark Because Niles makes his living peddling products currently on NBC-TV's daytime "It Could Be You" show he is not exactly objective about video's hard sell. He was announcing for crystal radio sets before commercials were born.

But c'mon Wendell, why on earth would anybody miss a TV sales pitch. "I'll tell you why," he answered defensively. "Because the commercial is a punctuation mark in a program. It breaks into the show and gives viewers a chance to relax."

"Commercials also give people time to fix the furnace, pour a beer or let the dog out. Without them you'd never get those things done."

Wendell was reminded that his words indicated viewers do not listen to commercials, that they're busy doing other things when his pear-shaped tones persuade them to buy his sponsor's product.

Announcers Old Friends "Not so," says he. "The home audience hasn't taken to 'blab off' gimmicks for silencing commercials. They were a novelty at first, but it

drove people crazy to see somebody talking on the screen without knowing what was being said."

"Besides," he plunged on, seeking to prove his point, "announcers like Harry Von Zell and Don Wilson have become American institutions. They're considered old friends who stop by for a chat. I know darned well viewers look forward to seeing them every week."

Even the spectre of pay TV fails to dim Niles' enthusiasm. "I'll make a bet right now that if pay television does become popular it will include happy to pay to see good commercials," he said. "Just wait and see."

Gruenther Sees Capacity To Smash Soviet Attack

New York — Gen. Alfred M. Gruenther said Saturday night the United States still has the capacity to smash a Soviet attack, despite the Russian Sputniks and missile advances.

Gruenther said American strength lies in its superiority of offensive airpower and airbases scattered around the world.

AERIAL ESCORT Des Moines, Iowa — A J. Fulkerson gave his daughter new fashioned guidance Saturday. She didn't know the way home from an emergency landing near Creston, Iowa, in her plane, so Fulkerson had to make a round trip from Des Moines in his plane to guide her back.

Quotes From the News

By UNITED PRESS

New York—Vice President Richard M. Nixon, saying American parents must assume responsibility for improving public education:

"Whether it takes more classrooms, better teaching, salaries, fewer frills, more algebra and less square dancing, this responsibility cannot be passed by the people to Washington."

Paris—News dealer Emile Cordy, 48, when asked what he thought about NATO:

"I can't tell you exactly what it is. I don't have time to read the papers, mister."

Washington—Sen. Mike Mansfield (D-Mont.) calling for a "shakeup at the Pentagon" to get rid of military politics and improve the efficiency of the missile program:

"There is duplication, waste and overlapping and the result is... where we are now, we were two months ago."

Washington—Rep. Kenneth B. Keating (R-N.Y.) urging a new wiretap law to permit tapping by authorized FBI and state agents and use of wiretap evidence in federal courts in national security cases:

"It is time we brought our wiretap laws up to date so that our law enforcement officials can effectively combat criminals and subversives now operating under the shield of the present statute."

New York—Mayor Robert F. Wagner, in a special radio and television broadcast on the subway strike:

"It is the strike of a group which has submitted its case to an impartial board and now seeks to use economic force to compel the city and the Transit Authority to overrule the board's decision. The city of New York cannot, and will not, permit itself to be blackmailed into such action."

Ipswich, England—Joan Forsdike, 5, on being awakened by a burglar:

"Santa Claus is early this year, mummy. I just saw him climbing in the back bedroom window."

Co. in Brooklyn claims it is manufacturing with a straight face.

That is, the claim is made with a straight face. It is hard to see how you could manufacture them without busting out laughing. Actually, only one pilot model has been made. But, believe it or not, since word got around that the thing was on the market inquiries have been received from potential customers in two states.

It figures: Texas and Oklahoma.

Agency Put On Ice By U.S. Air Force Washington — The Air Force Saturday put on ice its plan to establish a disputed space projects agency until Defense Secretary Neil H. McElroy returns from Europe.

Defense officials said McElroy, who is attending the NATO meeting in Paris this week, probably would straighten out a hassle over the agency which has flared between Pentagon brass and the Air Force.

Air Force Secretary James H. Douglas has set aside the order that started the jurisdictional battle over space.

He said the order was issued "prematurely" last Tuesday as the "result of a misunderstanding" between Air Force officers and defense officials.

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Crossword Puzzles Appeared Dec. 21, 1921

By DOC QUIGG
United Press Correspondent

New York — The world is so full of a number of things:

Exactly 36 years ago this week, four days before Christmas, this country started getting ro, ti, eke, gat, nib, pip, yak, era, epi, emu auk, roc and gnu conscious.

On Dec. 21, 1921, the New York World began publishing the first crossword puzzles.

By the way, what fugitive from a torture rack composes crossword puzzles, anyway?

Blow me down, gents, if you don't learn something new every day around this town: I am wearing today a pair of invisible suspenders — an item of clothing most people would swear didn't exist. They're white and are worn underneath the shirt.

How do they get fastened to the pants? Simple. They utilize the same gadget that fastens the garter to the sock. The A. Sulka Shop, which carries them, was asked just how new they are.

"Not new at all—matter of fact, they're rather old fashioned. Occasionally an old guy buys a pair, a guy who wants to take his coat off but doesn't want his suspenders showing. Or, sometimes, a customer will do a double take at the box and say: 'What the heck is that? Lemme have a pair!'"

Another item that should be just fine for your Christmas shopping list is a \$2,500 gold-plated oscillating lawn and garden sprinkler, which the Melnor

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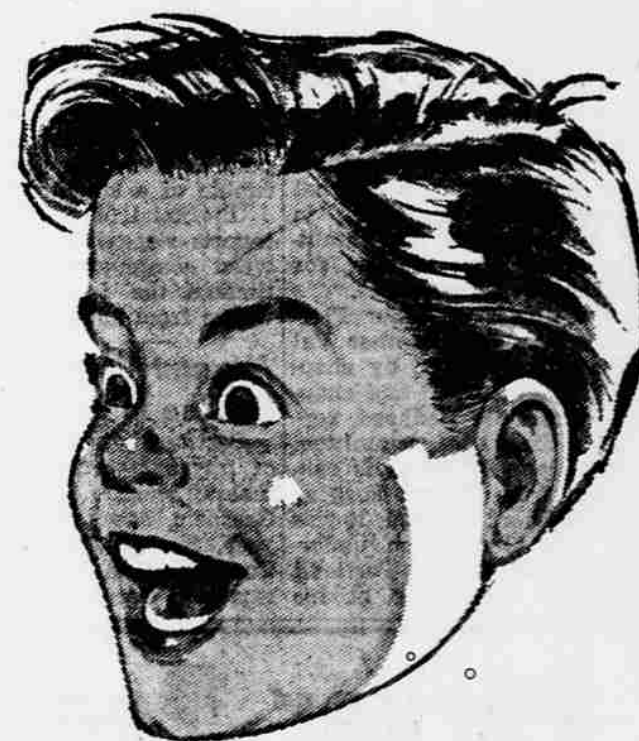
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Courtesy Mail Tribune

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