

Little Fellows Give Tips on What To Do In Stock Market

By ELMER C. WALZER
United Press Financial Editor
New York—The way to operate in the stock market, according to some of the experts, is to watch what the little fellows do and then do the opposite.



The little fellows are supposed to be the odd lot traders. They are said to be buyers most of the time. When they buy, the experts often sell, and when they sell, the experts buy the market.

If this is a true evaluation of the situation, this is the time to buy stocks. Jacques Coe, of the stock exchange firm that bears his name says, the liquidation of stocks of the past few weeks has been of the poorest quality. Usually, says the firm, the public buys more than it sells because perennially the public is bullish. "It keeps on buying over

a period of time until the whole market becomes overbought in every department." The Exception

Coe said he does not criticize mass mind opinion or mass mind behavior—except when it comes to buying or selling securities.

"There were plenty of indications this summer that the business curve would be turning down in the fall and that there would be increased unemployment and smaller profits," says Coe.

"If the selling had been well thought out, it should have taken place at that time—but it did not.

"On the contrary, measured by odd-lot transactions, the public was still a heavy buyer on balance, notwithstanding the fact that all serious statistics showed that we were running into a period of overproduction of automobiles, copper, steel, oil, and many other things.

Levels Discounted
"These levels we believe have substantially discounted the publication of poorer earnings for the first and second quarters of 1958.

"The informed buying which will be and should be taking place in certain securities at these levels, looks ahead to an upward business curve sometime this summer or fall.

"In any event a sufficient atmosphere of pessimism has been assembled to warrant the very strong belief that the stock market, measured by any of the accepted averages, should not be very much lower than it is now.

"Within a matter of a short while, stocks should move higher. Concentrated opinion as expressed by odd-lot transactions, seldom if ever forecasts the true direction of security prices."

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SAVED FROM FLAMES

Memphis, Tenn.—An unidentified Negro truck driver saved a blind white man from possible death at a street intersection Thursday. The blind man was tapping his way with a cane across a street that had been torn

up for repairs. He walked dangerously close to the open flames of warning flare pots that ringed the repair site. The truck driver saw that the blind man was in danger of catching fire, stopped his truck and guided him to the curb. Then he got back in and drove away.

Constant Struggle in Merchandising Keeps Tooth Paste Business Going

By DOC QUIGG
United Press Correspondent

New York—Americans are the world's greatest merchandisers, and the constant struggle of industry to repackage and rebuild its product into a new image of worth every 20 minutes is wondrous to behold.

A recent review in this column on push-button cans and squeeze bottles drew some blithe comment from a big man in toothpaste about the joys and brain-storms of that valuable business.

"The toothpaste industry is great fun," he said. "Somebody sold that leading medical journal, the Readers Digest, an article on ammonium ion as a great tooth-saver. So all of us in the manufacturing business had to rush out an ammonium ion toothpaste whether or not our research showed it did or did not help the teeth.

Then another writer sold the Saturday Evening Post a piece revealing that chlorophyll really was the priceless ingredient. So we all had to

come out with a chlorophyll paste, called "the greens" in the trade.

Press Discovers Town
"Then the press discovered a little town in Texas where nobody had any cavities. The answer: They had fluorides in the reservoir. So we all bought a little fluoride and stuck it in—the public demanded it. This fad lasted a couple of months.

"Now you can't sell ammonium iron or chlorophyll or fluoride, just as we suspected. This makes it easier for the druggist too because he doesn't have to carry four variations of each brand. But lately there has been a dearth of lay articles on new ingredients to excite the public. Guess the writers have turned their attention to rockets.

"The result was, the consumer having returned to the white toothpastes, things got pretty dull, I can tell you. So we thought about packaging... some of the boys now are going in for bombs— aerosol cans.

Great Fun
"These are great fun. Give a child a bomb and the little darling can have a great deal of innocent amusement. The best of them will squirt 10 feet. Then you whale the hell out of the brat.

"Confidentially—and don't tell the Blatnik committee about this—we're working on a 20-gallon tank filled with toothpaste. This fits on the outside of the house and a hose runs into the bathroom.

"You simply hold your brush under the hose, turn it on and there you are. Our service wagons deliver the tanks as they are needed. We are also setting up a home service so you can send your teeth in to us and we will clean and return them, painted in stripes or any design you may specify. One day service if you call before 8 a.m."

Quotes From the News

By UNITED PRESS

Washington—Defense Secretary Neil McElroy, saying he knows of no military advantage in getting a rocket to the moon:

"We are interested in the moon as an objective, but mostly for psychological and scientific reasons. I can't say how soon we are going to do it, but it shouldn't be too long."

New York—Dan A. Kimball, president of Aerojet-General Corp., saying his firm has a rocket that can shoot a satellite around the moon in a "short time":

"We are past the point of deciding whether we will do it or not—it has to be done."

Miami—James R. Hoffa, Teamsters Union president, explaining why he disregarded advice that he turn down an invitation to meet with the International Longshoremen's association executive council:

"I told them the day you start running there is no returning, and that the newspapers and television could make of it what they could."

Cleveland—Vice President Richard M. Nixon, on the state of the economy:

"Because the economy is basically sound and because of action the administration has taken and is prepared to take, the American people can make their plans for 1958 with confidence rather than fear."

Chicago—Dwight Guilfoyle, paraplegic president of a manufacturing firm which employs only physically handicapped workers and has had to lay off all but 18 of the normal staff of 80 to 100 workers because of a business slump:

"They'll have a rough time now."

Jacksonville Gets New Playground

Jacksonville—A new cement playground area has been installed at the Jacksonville Grade school through efforts of local townspeople, the Jacksonville Parent-Teachers association and students.

The area, which measures 45 by 82 feet, began as a grade school project which would allow the young students a dry area on which to play winter games off the muddy playground areas.

It will serve as a tennis court in the summer as part of the school district summer recreation program according to Francis Guidry, elementary school principal.

Proceeds from the grade school student body's annual magazine sale began the \$1,550 project. Further help came from the PTA, the high school student body, the district school board, and contributions of money and material from individuals and companies.

School officials have expressed their appreciation to the numerous individuals and companies who made the project a reality.

OIL EXECUTIVE DIES
New York—Dr. Nelson J. Crowell, 57, an executive of the California Texas Oil Co., Ltd., died at his home of a heart attack on Wednesday, it was learned today.

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