

Advertising Circles Talk of Goof Off Era

By ELMER C. WALZER
(UPI Financial Editor)

New York—(UPI)—If you walk over to Madison Avenue, which is to advertising what Wall Street is to stocks and bonds, you'll hear talk of the great era of the goof-off, the age of the half done job.

And you'll hear men and women talking about the thrill the nation has to rediscover in work well done—selling to get the nation back from the recession.

This goof-off stuff all started in Washington the other day when Charles H. Brower, president of the advertising agency of Batten, Barton, Durstine & Osborne, made a speech before the 23rd convention of the National Sales Executives.

Brower had stiff news competition with that speech what with the President and Vice President talking of things economic before 2,000 business executives, a big American Iron & Steel Institute meeting and jet ramming an airliner.

Now the speech is getting around and even Wall Street is quoting Brower who likens selling to the third stage of a rocket—the one that puts it into orbit. The other two are manufacturing and distribution.

The figurative rocket, Brower says, just sits on its pad and whimpers.

A Few Whimpers
The advertising executive had things to say about an apparent lack of desire in the American public.

"When a car becomes nothing more than transportation, when new clothes become nothing more than a protection against weather and immodesty, when a house is only a shelter—when the thrill is gone out of buying and pride fades out of ownership—we are headed for something worse than depression. We are headed for a whole new kind of economy that none of us is going to enjoy."

He finds the answer anything but simple and notes that mediocrity of salesmanship is only part of our national pattern willing to settle for something less than the best.

"For this in America," he says, "is the high tide of mediocrity, the great era of the goof-off, the age of the half done job."

"The land from coast to coast has been enjoying a stampede away from responsibility. It is populated with laundry men who won't iron shirts, with waiters who won't serve, with carpenters who will come around someday maybe, with executives whose mind is on the golf course, with teachers who demand a single salary schedule so that achievement cannot be rewarded, nor poor work punished, with students who take each course because the hard ones make them think, with spiritual delinquents of all kinds who have been triumphantly determined to enjoy what was known until the present crisis as 'the new leisure' and the salesman who won't sell is only a part of this over-all mess."

Fall of Rome
He believes the nation is making a superlative imitation of Rome:

"We may lack a few of the refinements of Rome's final decadence, but we do have the two-hour lunch, the three-day week-end and the all-day coffee break. And, if you want to, you can buy for \$275 a jeweled pill box, with a built-in musical alarm that reminds you (but not too harshly) that

Starkweather Asks Death for Caril

Lincoln, Neb. — (UPI)—"I will be glad to go to the chair if Caril will sit on my lap," mass killer Charles Starkweather told his attorneys Monday when they met with the condemned killer for two hours.

The young killer told his defense attorney, T. Clement Gaughan, that his teen-aged girl friend, Caril Fugate, is "just as guilty as I am."

The one-time trash hauler, who went on a killing spree last January that took 10 lives in two states, was convicted here last week of first degree murder. The jury recommended the death penalty.

Caril, who accompanied Starkweather during the shootings, is being held in a state mental institution in Lincoln.

CONFUSION RESOLVED

Otterton, England—(UPI)—The Otterton parish council today took over an empty fire station which stood unused for 10 years. The parish council had thought the county council owned it, and the county council thought it belonged to the parish council.

Billy Graham Speaks In Oakland Plaza

Oakland, Calif.—(UPI)—It was "Billy Graham Day" today in Oakland as the evangelist held a noontime rally in the City Hall Plaza.

The rally was sponsored by the city of Oakland and the churches of the East Bay. It was Graham's second triumphant visit to the East Bay city.

QUESTION EXPLANATION
London—(UPI)—A BBC announcer gave a report of rainy, cold and windy weather over southeast England Monday night. He said it was due to "a depression over France."

Eyes for Needy Program Hits Windfall, High Duty

By DOC QUIGG

Short Hills, N.J.—(UPI)—The good ladies who volunteered to staff the famed 25-year-old Short Hills community project "New Eyes for the Needy" are accustomed to receiving 30 mailbags full of donated eyeglasses every week.

But never before in one shipment such a whopper of a windfall as they've got now. This will be 175,000 specs—new and used frames and lenses—from New England, Northern New York, and Tennessee. Collected by the Lions

Clubs of those areas, they have been stacking up steadily for two years.

The target was to be India—for use by the poor. But suddenly, when the eyeglasses were assembled, it was discovered that the target wouldn't cooperate. The discovery was made by the Tewksbury, Mass., Lion Club, which had volunteered to supervise the drive. The Indian government required a duty on the shipment too high to be met.

Got Powerful Boost
So, the whole collection is going to "New Eyes for the

Needy," the organization which got a powerful boost in its infancy from enthusiastic endorsement by such persons as Mrs. Eleanor Roosevelt and the late Alexander Wollcott. It supplies eyeglasses to charity cases throughout the United States and in Africa, Indonesia, Burma, and the Philippines.

The India situation was explained by Mrs. Arthur Goat, chairman of the "New Eyes" group: "We ourselves sent glasses to India up to two years ago. We were able to get quantities of them in. But

at that time, customs became so high and so difficult that the missionaries and hospitals—we were sending to about 15 of them—requested us to stop because they couldn't pay the fee."

The Lions Club shipment will go through the regular channels of the "New Eyes" organization. About 75 women, young housewives with children, work in the donated basement of Christ Church to handle the 300,000 contributed pairs of glasses received each year. Each woman, volunteering her services, works

two and one-half hours a week.

Some Mistakes Made
The plastic frame glasses are destined for overseas. They select the simple near and far-sight glasses and grade them as to strength. These go to hospitals and welfare agencies for new prescription glasses. This is financed from selling the metal from the donated metal-framed glasses—along with odd bits of jewelry, cufflinks, and the gold and platinum of dentures that come in.

Indeed, through the years there have been many cases

of people mistakenly sending in their own glasses, instead of discarded ones, as well as watches, and then writing to get them back. Once a woman's gird sent in bits and ends of sandwich lunches. Oops—wrong box.

"We never ask for a cent," says Mrs. Goat, "never any donations of money—and if we get any we send them back. But glasses we want—addressed to New Eyes for the Needy, Short Hills, N.J. We are getting many more requests for help in 1958 than any other year."



More Value! Less Cost! WIZARD

Bargain Buys . . . for the big Holiday weekend!



One-Gallon Picnic Jug **2.55**
Reg. 3.45

Keeps contents hot or cold for hours! Aluminum cup top. Plastic handle. 7G5234



24" Brazier on Wheels **7.88**
Reg. 10.95

Adjustable grid, 5" wheels. Non-slip 30" height. 7G5450. Charcoal Grills from 3.45



Charcoal Briquettes **98¢**
Reg. 1.45

Burn evenly with slow, hot fire. Big 10-lb. bag. 7G5434. Complete line outdoor goods



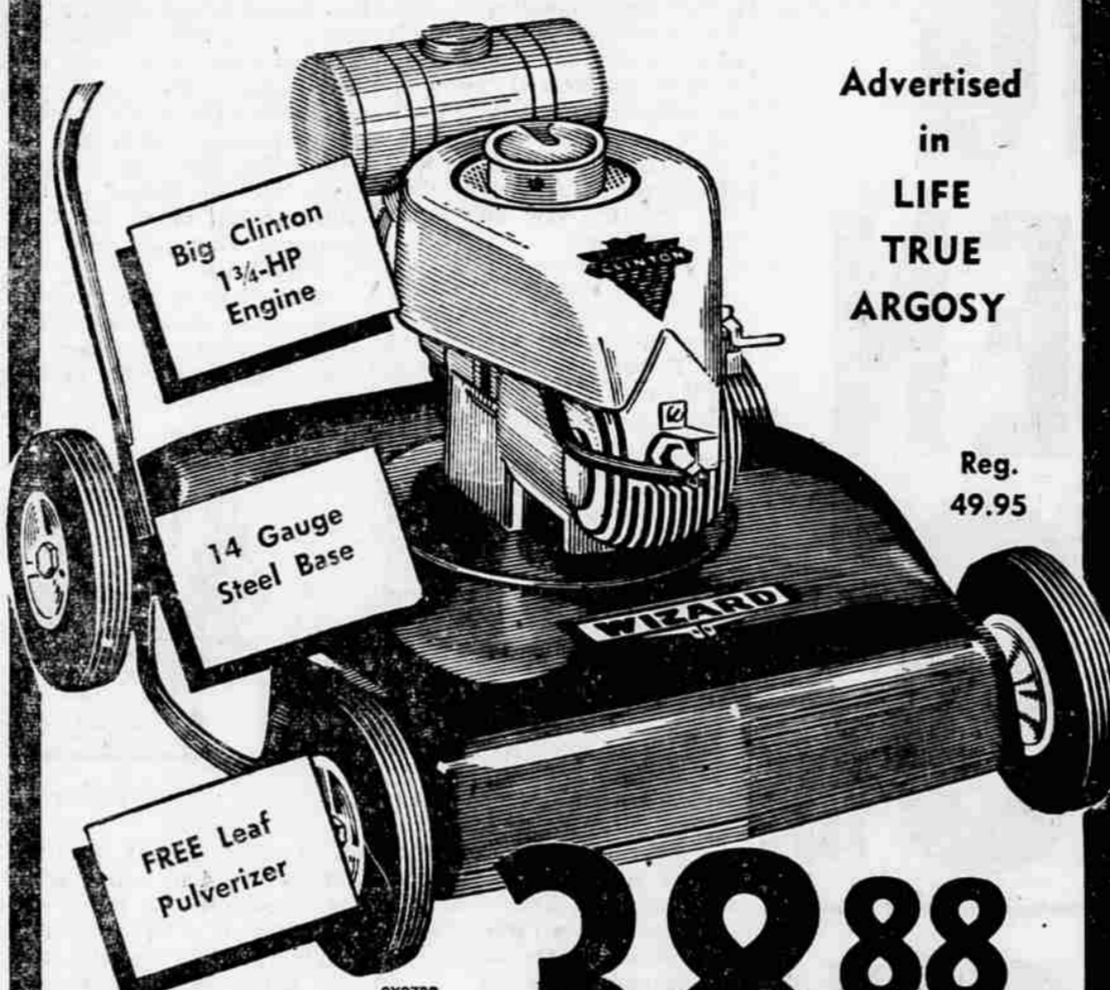
16" Cooler Chest **6.77**
Reg. 9.95

Empty all your ice trays into this one! Thick, rockwool insulation. 7G5282



Transistor Portable **27.95**
Reg. 35.95

Tru-tone's all transistor personal portable with built-in private listening jack. D3715



Wizard 18" Side Trim **38.88**
4.00 Down 1.25 Weekly

This deluxe-feature mower now available at a market-shattering price! Easy to push (only 32 lbs.), has completely adjustable "float-lock" handle (level over all terrains.). 1 1/2 H.P. 2X2708

WIZARD Saves You More!

21-Month Guarantee

Big-muscled, power - crammed Wizard Standard, with new "Silver Cobalt" protection! Outright reg. 14.10

7.95
Gp. 1, 21 with old battery



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Ride in Safety . . . Comfort . . . Silence! Nylon carcass — stronger than steel — give maximum safety, dependability. Cushions road cracks, bumps . . . even railroad tracks! Handsome design will make you proud to own this tire! 6.70x15 blackwall tube-type, outright reg. 23.50

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Enjoy the confidence of owning safety-featured tires . . . plus the satisfaction of genuine savings! Buy your Davis Safety Sentry tires today! Similar savings on whitewalls and tubeless!



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Reg. 59¢

Each, in sets of 4 or more. Tested and guaranteed for 10,000 miles. L1202-68



Utility Auto Top Carrier **5.45**
Pr. Reg. 7.75

Wood rail type, 8 large suction cup feet, 48" wide, 4 hold-down straps. CS229



Liquid Turtle Wax **1.98**

New "Brillium" ingredient imparts "hard-shell" car finish! Protects, preserves. 3P7142



Ball Type Trailer Hitch **2.59**

Perfect for average hauling! Automatic safety lock. CS112 Heavy-Duty Type CS104 5.25



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