

They'll Do It Every Time
By Jimmy Hatlo

LISTENING TO THE FORMER YO-YO SALESMEN LIE ABOUT THE GOOD OL' DAYS...
THANKS AND A TIP OF THE HAT TO B. MURRAY, 5574 BORDEN AVE., MONTREAL, CANADA

Mass Distribution System in Food Chains Increase Standard

By HENRY J. BECHTOLD
UPI Financial Editor

New York — One thing the heads of the nation's food chains are sure of is that their modern technique of mass distribution has overtaken mass production as the most important factor in raising our standard of living.

This was one of the points brought out at the recent 27th annual meeting of the national association of food chains in Miami Beach, Fla.

Myer B. Marcus, chairman of the meeting, and executive vice president of Food Fair stores, said that while 27 million Americans are engaged in production of goods, more than 33 million are employed in performing services. And the food industry, he declared, should take much of the credit for the development of the mass distribution system.

Purchasing Power Increased

In summarizing the four-day meeting, Marcus said mass distribution was responsible for a sharp increase in the purchasing power of the consumer's food dollar.

He said Americans now can buy three times as much food for an hour of work as in 1916, the year self-service was introduced. Figures released by the association showed that a basket of food that could be bought for \$8.80 today would have cost \$9.12 in 1952.

Food chains with four or more stores have accounted for about 40 per cent of total food sales for the last 30 years.

Mass distribution, Marcus asserted, has resulted in Americans eating much better than a generation ago. But he added that we are actually eating less in terms of pounds of food.

Stabilizing Effect

Mass distribution is having a stabilizing effect on economic downswings, according to Claude B. Edwards, president of Alpha Beta Food Markets, Inc. He cited the 1954 and 1957 recessions when factory employment fell from 9 to 10 per cent while personal income dipped only slightly.

He explained that employment in distribution and services is likely to remain fairly steady during a recession. Payrolls in these industries in effect provide a cushion and a stimulant which dampen the wide fluctuations in national income and push demand for durable goods back to normal much more quickly.

STAR GAZER
By CLAY R. POLLAN

Your Daily Activity Guide According to the Stars

To develop message for Wednesday, read words corresponding to numbers of your Zodiac birth sign.

ARIES 21	1 March	31 People	61 Hour
APRIL 21	2 Your	32 Underp	62 Dealin
4-15-29-34	3 An	33 Neede	63 You
42-53-57-59	4 Work	34 Inter	64 Makin
MAY 21	5 You'll	35 Som	65 H
5-9-30-54	6 Old	36 Disci	66 Sympho
54-58-61-83	7 Associate	37 Turbu	67 You
JUNE 21	8 Attitud	38 T	68 With
8-14-23	9 Be	39 Day	69 Respec
35-37-40-45	10 With	40 Elem	70 Tak
60-73-75	11 Give	41 Of	71 Can
JULY 21	12 H	42 You	72 Can
13-17-24	13 Or	43 A	73 Aroun
33-34-43-48	14 Towar	44 In	74 Help
AUG 21	15 May	45 An	75 You
16-18-25	16 Chica	46 Cranc	76 Influe
32-39-44-50	17 The	47 Figh	77 An
60-70-83-84	18 A	48 T	78 You
SEP 21	19 Emanci	49 M	79 Fu
20-22-28-31	20 Right	50 Many	80 New
32-33-41-46	21 Keep	51 Y	81 Mon
OCT 21	22 Part	52 Wh	82 Oblig
23-24-30-35	23 Part	53 But	83 H
36-37-42-47	24 Out	54 In	84 Easy
NOV 21	25 Fight	55 A	85 Probl
26-28-34-36	26 Possi	56 Chang	86 Tou
43-45-51-56	27 Can	57 Tou	87 All
DEC 21	28 Assoc	58 He	88 T
29-31-37-41	29 Nur	59 In	89 W
42-46-52-58	30 Capab	60 Work	90 Bank

Good Adverse Neutral

Girl Babies Found To Be Less Costly Than Boy Babies

Ithaca, N. Y. — (UPI) — Every one knows that babies are costly, but here's something that may come as a surprise. Girl babies are cheaper than boy babies.

Many young couples who are having their first child usually guide themselves by the old household rule that a boy baby costs less because he requires less fancy frills, cute decorations and extra clothing than a little girl.

But not so, says Louise Archbold, who did quite a bit of research on the problem working on her master's degree at the State College of Home Economics at Cornell University.

Arrivals Surveyed

Miss Archbold surveyed the arrival of 50 "first bundles of heaven" here and found they cost a total of \$33,934. That, she said, broke down to an average of \$678 per baby, including gifts, medical and hospital insurance, what the expectant mother buys or makes.

Thus, for example, an even 7 pounder (babies usually weigh-in at first in fractions) would be worth almost \$97 a pound.

Miss Archbold turned to current mail order catalogue prices to figure the dollar value of infant goods and furnishings, plus mama's maternity outfits. She also counted up the usual gifts, borrowed cribs and things the expectant parents — frequently, a mother-to-be who knits — makes at home.

On that basis, a girl costs a little less, or about \$235. Miss Archbold said she can't explain why.

Miss Archbold also reported finding:

- Younger parents received more gifts
- Older couples borrowed

more.

— Student families bought less but made more baby things.

Toys led the special gifts received by babies, she said, but there were exceptions.

Gifts of Practical Nurse

In her research, Miss Archbold found one infant — or new mother — who enjoyed a gift of the services of a practical nurse for two weeks.

There also was a baby who received a heifer from his grandparents.

"My father's hobby is farming," the baby's mother told Miss Archbold. "Every time he learns of an addition to the family-to-be he selects one of his choice calves and fattens same."

The mother said that the parents can either leave the animal on the farm for the child or have it sent to market.

"We chose the market and the baby received a check for the amount it brought," she said.

"However, all is not lost when the money is spent. When the baby is five years old he, personally, will receive a heifer from grandpa."

Woman Sentenced To Penitentiary

Salem — (UPI) — Mrs. Carol Irene Hankel, 46, of Salem was sentenced to 10 years in the Oregon State Penitentiary Monday for the July 18 slaying of her friend, Helen Sarah Ped.

Mrs. Hankel earlier pleaded guilty to a reduced charge of manslaughter.

At a presentence hearing before Circuit Judge Vai Sloper, Mrs. Hankel testified that the slaying followed an all-day drinking party in the St. Paul area.

Mrs. Ped's body was found near the Wheatland ferry area the morning following the slaying.

The Family Council

Editor's Note: The Family Council consists of a judge, a psychiatrist, three clergymen, three editors and a women's editor. Each article is a summary of an actual case history. The Council reports on problems that have been dealt with by responsible agencies and counselors.

Alice R. — I want my nose done over. I could be beautiful.

Mr. G.R. — She's beautiful now. Why look like everyone else?

Alice R. — I can't convince my parents how important it is to me to get my nose remodeled. I'm 19 and, to them, I'm gorgeous. But to me I'm Miss Schnozzola.

My other features are good and if it weren't for being all nose I could change my hairdo and wear exciting hats. Now I'm limited to styles that, in the words of the fashion columns, lead the eye away from the nose.

But the deeper reason is my self-consciousness and unhappiness. Ever since I was a child I felt nobody saw any part of me except my nose. I haven't been to a plastic surgeon yet. I'd rather go with my mother. But if she and my dad continue to pooh-pooh the idea and try to talk me out of it, I'll go alone and figure some way to swing it. It would make me a different person.

Mr. G.R. — Alice is just looking for trouble. She doesn't know enough about surgery to let well enough alone. We've seen some botched jobs come out of the plastic surgeon's offices. The boys and girls wind up looking worse instead of better.

It would be different if her health were at stake. But this is just vanity, a whim. She's a good-looking girl, if I must say so myself, even if she has my nose. It's the family nose and it's never been a handicap to any of us, as far as I can see. All the girls got husbands, and all the boys made their mark.

Let her concentrate on her education and develop her personality. She'll be so attractive no one will notice her nose.

The Council: Mr. R. should agree to having Alice consult an accredited plastic surgeon for a professional opinion and decision. As a matter of ethics, these physicians probe for the reasons behind the desire for change, and they usually turn down patients who come out of whim or emotional illness. Surgery is always a serious undertaking and when it's cosmetic rather than restorative or reparative, one has some choice in the matter. Today almost any physical attribute can be changed. The question is: should it?

Alice's longing may turn out to be completely valid. An operation would not make her a different person, of course, but it might help the person she really is come through more clearly. Nature plays unesthetic tricks and while Alice may have her father's nose, which looks fine on her father, she may have her mother's dainty face.

On the other hand, she may be obsessed with looking like everyone else and ignoring the fact that, from an artistic point of view, her nose makes her face interesting, distinctive and perhaps aristocratic. Does she want to look assembly-line or custom-made?

The real criterion is Alice's mental health. If it's in good shape a plastic surgeon will discuss the pros and cons of a change. Otherwise he'll insist that she have psychotherapy first, because a psychosis will not be cured with a new nose.

Mr. R.'s objections, while loving and typical, aren't to the point. Surgical techniques in this field have been highly refined by now, so that the degree of success is extremely high. And if it's vanity that's pushing Alice, one might remind Mr. R. that vanity is sometimes a wholesome motivation. It can indicate interest and pride in putting forward one's best self.

As to getting a husband, that's not what noses are for! They're to complete a face. If, in addition, Alice's nose can be one that pleases her (whether the old or a new one), a block will be removed and the real Alice can function.

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Eisenhower Plans To Rent Space on College Campus

Gettysburg, Pa. — (UPI) — President Eisenhower will work from an office on the campus of Gettysburg college after he leaves the White House on Jan. 20, according to informed sources.

Eisenhower has decided to rent space in the unoccupied home assigned to College President Willard S. Paul, a former World War II command-in-arms, to serve as his headquarters. Paul is living elsewhere in Gettysburg.

Under the so-called presidential pension law, the chief executive is entitled to \$50,000 a year in federal funds to pay office salaries and rent. The General Services Administration handles the house-keeping details.

Few Miles Drive

The President's office will be a few miles drive from his Gettysburg farm and only a few blocks from the heart of this historic civil war city, the sources said.

Eisenhower already has said he will make Gettysburg his permanent base once he leaves the executive mansion although he has made it clear he also will do some traveling in the years ahead.

The President obviously will require an office, however, if only to handle the heavy flow of correspondence he is sure to receive even after his successor is installed.

One possible office would be a glassed-in addition over a two-car garage at the college president's house. But some sources said another section of the building would be converted into office space for Eisenhower's use.

Paul, wartime commander of the 26th infantry division and a staff officer under Eisenhower in Europe, became president of the college in 1956.

Rockets To Leave Colored Trails

Washington — (UPI) — The Federal Space Agency hopes to launch at dusk today two experimental rockets that will leave bright orange-yellow vapor trails visible along the East Coast from Maine to Florida.

The National Aeronautics and Space Administration said it would conduct high altitude sodium vapor experiments from its Wallops Island, Va., station.

The agency said, however, that the launchings were dependent on clear weather along the Atlantic Coast because scientific data would be obtained by optical means.

PROMOTED

First Lt. Donald D. McLaughlin, USA, assistant to the chief, post engineer division Sharpe general depot, Lathrop, Calif., was promoted to his present rank in ceremonies recently.

Lieutenant McLaughlin is son of Mr. and Mrs. L. C. McLaughlin, 3384 Jacksonville highway, Medford, and the husband of the former Susan Barnes, 2895 Hillcrest rd., Medford.

Kennedy Looks for Virginia Retreat

Washington — (UPI) — President-elect John F. Kennedy is looking for a Virginia retreat where his two children can occasionally get away from "governmental atmosphere."

But he told reporters Monday night that no decision has been made on any specific property. He has been reported to be looking for an estate in Middleburg, Va., in the Virginia horse country. His wife, Jacqueline, is an excellent horsewoman.

Kennedy said he was looking for the Virginia retreat

COMPLETE TRAINING

Two valley Marine Corps privates have completed a four weeks individual combat training program at the Marine Corps base, Camp Pendleton, Calif.

They are Ray V. Vick, ward of Mr. and Mrs. E. M. Anderson, route 4, box 465, Medford, and Ellis L. Cornutt, grandson of Mrs. Dolly Gaines, route 1, box 257, Central Point.

because it's "good for young children to get out of governmental atmosphere."

The Kennedys' three-story brick Georgetown house is up for sale. But Kennedy said last night he has not yet found a buyer.

Wall Street Chatter

New York — (UPI) — Hornblower & Weeks says that narrow fluctuations in the stock market, preliminary to a year-end upturn, would seem a reasonable prospect. The firm recommends buying in periods of weakness, especially if the Dow-Jones industrials should dip below 575.

S. B. Lurie of Josephthal & Co. comments the copper companies can do surprisingly well if the 30-cent price holds, and competent observers believe it will.

Richard T. Leahy of J. W. Sparks & Co. notes that the technical pattern of General Instrument suggests a possible near term move to the approximate 44-45 zone and feels that traders should attempt to capitalize on this prospect.

Standard & Poor's reports that although the earnings outlook of the auto industry for 1961 is not encouraging, this prospect already appears largely discounted in the market. General Motors, the most stable equity in the volatile group, remains attractive for income and ultimate appreciation. S&P says.

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