

# Redyeing Business Enjoys Boom In Face of Current Recession

By HENRY J. BECHTOLD  
UPI Financial Editor

New York — (UPI) — The once-forgotten art of redyeing has been reborn.

And the current recession has played a big role in bringing boom times to the redyeing trade.

The redyeing business picks up when the nation's householders are determined to save money, and right now the wholesale dye plants serving retail dry cleaners are busier than they have been in 15 years.

been mastered by the dyers, and therefore nylons, dacrons, rayons, etc. produce the same good results as silks, wools and cottons.

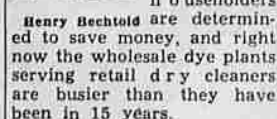
—National promotion given to recoloring by package do-it-yourself dyes.

Eliminates Concern — Pre-shrunk fabric clothing now eliminates concern about shrinkage in newer clothes being dyed.

—A big drive by hotel and motel owners, restaurants and institutions for recoloring rooms through dyeing draperies, rugs, bedspreads and table linens.

—The psychology in regard to redyeing has changed considerably. Where once some families might be ashamed of redyeing because of social implications, the modern homemaker has no such inhibitions about using a dollar-saving device for prolonging the useful life of clothes and furnishings.

Most dyers feel the above factors calling for emphasis on coloring and the perfected techniques within the industry will be their safeguard in boom times for the entire economy.



Henry Bechtold are determined to save money, and right now the wholesale dye plants serving retail dry cleaners are busier than they have been in 15 years.

The Garment Dyers Guild of America said reports from across the nation indicates that the past six months may have been the best in professional redyeing since just after World War II when millions of veterans brought their khakis, blues and jackets to neighborhood dry cleaners to be recolored for civilian use.

More Expansion Seen — With high unemployment predictions for well into 1961, guild leaders look for further expansion in the redyeing business.

In most families clothing and household furnishings are the first things economical homemakers keep off the shopping list during hard times. So refurbishing rather than replacement becomes the order of the day.

Guild members reported that the redyeing business is approximately 15 per cent above last year, which, because of increased public acceptance of improved developments, had been the best year in the previous five.

While the bulk of redyeing business today remains in garments, wholesale dyers noted that more fabric furnishings are being tossed into the stainless steel rotary dyes for stripping, scouring, recoloring and refinishing.

Permanent Trend Seen — And while most dyers term the increased attention to fabric redyeing a reflection of many homemakers' uncertainty as to when they may be able to afford replacements in the near future, many see redyeing of fabrics as a permanent home furnishings trend.

In addition to the effect of uncertain economic conditions on new garment and home fabric purchases, professional dyers listed the following as big factors in the revival of their industry:

- Most synthetic fibers have

## OF SMITH & MEN

By Jack Smith  
(c) 1960 — Times-Mirror Syndicate

One would like to think of the college student of today as an optimistic sort, brimming with vitality and joie de vivre.

I'm sorry to have to report that many undergraduates worry as heavily as the rest of us and regard the future with misgiving.

That's the conclusion I draw from the answers given by 100 students of California's Long Beach State College to this three-dimensional question: "What is your biggest worry—as a member of the international community? as a resident of the United States? as a student?"

In the international field their answers are what we might expect of any clear-thinking group.

They are muddled, confused and frightened about war, armament, Cuba, foreign policy, Laos, intolerance, sliding morality and everything else.

On the national scene they're worried about racial strife, the economy, Communism, the downgrading of integrity, inroads on personal freedom, materialism, apathy and the draft.

One lone wolf is worried about the cost of automobile insurance because it's going up.

Another is worried about Sen. Goldwater but he didn't indicate whether it was because Goldwater is going up or down.

You can see our students are a responsible group of worriers. Their worries are on a high plane, although somewhat abstract.

It's at the campus level that their worries take on flesh and color and individuality.

For example, 14 students say they are worried about parking. By extension, we must assume that 14 per cent of American college youth is worried about parking.

This is an astonishing figure. It represents a greater political force than the entire socialist party, the American Legion and the National Coat & Suit Manufacturers association put together.

There are lone wolves in the field of local worries, too. They have worries that aren't common to the group but are none-the-less poignant.

One young man is worried about how to find a girl friend. Another is worried about how to avoid finding one until after final examinations.

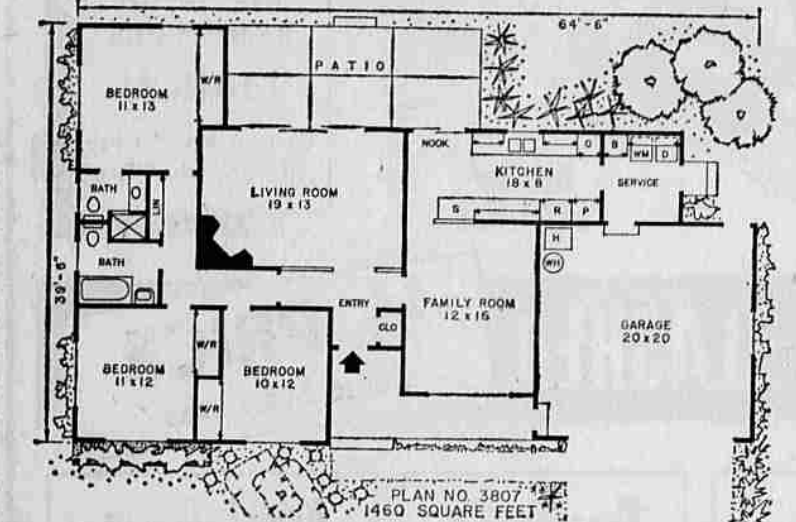
These are ageless problems. They will haunt young men when Laos, Cuba and even the United State are sandblown pieces in an archeological puzzle. That may be soon enough.

Altogether, I'm proud of this generation. They are more mature worriers than I ever was. While Spain and Ethiopia were being rent asunder I was mainly worried about my girl friend and an ROTC captain named Chalmers. Subsequent events proved me right, too. She was dazzled by the uniform, I suppose.

Today's students are global worriers. Their worries may be taken as clues to what ails the nation and the world. They bear solemn consideration.

If I were President Kennedy I certainly would create a Secretary of Automobile Parking and Insurance Rates at once.

I might even try to find an unused brother or sister and assign him or her to keep an eye on Goldwater.



## Ranch Style and Modern Home Plans

By HIAWATHA ESTES

This impressive and distinctive home has been planned for outdoor living. Sliding glass doors open from both the living room and kitchen to the large patio at the rear of the house. Just think how pleasant idle moments could be, protected from interruption and observation.

A handsome corner fireplace is a feature of the living room. This room is separated from the center-hall entry by partial walls which allow light from the sliding doors to also light the entry. These partial walls will make the living room appear even larger than its already ample size.

The master bedroom has its own private bath. Both baths have been located back to back to economize in plumbing costs.

All bedrooms have wardrobes with storage drawers below. Note the extra wide linen closet and the guest

closet at the entry. Additional storage space is provided by the placing of cabinets over the washer and dryer plus a floor to ceiling pantry in the kitchen. There is sufficient space to build a closet in the garage and open it into the family room if extra storage is desired in this room.

The family room is the informal room of the house. Here the family can relax, the kids play and the young people can have their parties. It is open to the kitchen but not enough so that guests can see the sink when the family room is used as a dining area.

No kitchen can truthfully be called modern unless it is efficiently designed so that the housewife has everything at her fingertips. It should have the convenience of the newest and latest built-ins; an eating nook and plenty of light. This pleasant kitchen can boast of all these advantages and more.

Horizontal and vertical sid-

ing, a cedar shake roof, plus stone veneer and planter have been used in just the right combinations to produce a pleasing exterior. The rust free aluminum windows do not obstruct the view and are much more easier to maintain and keep clean.

Complete working drawings for this plan can be purchased at a cost of \$7.50 for the first set and \$5 for each additional set when ordered at the same time. This plan will be available until May 22, 1961. Please allow two weeks for delivery. If the above home does not entirely meet with your approval, a new home plan book, Ranch and Modern Homes can be purchased for \$2. Send all orders for either plans or books to: Hiawatha Estes, P.O. Box 404-T, Northridge, Calif.

Newport News, Va. — (UPI) — The 3,500-ton nuclear submarine "Shark" successfully completed its preliminary sea trials Tuesday and returned to port to prepare for commissioning ceremonies Feb. 9. The Shark, believed the fastest undersea craft in the world, will be used primarily as an anti-submarine weapon.



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## Portland Paper To Become Daily Week of Feb. 5

Portland — (UPI) — The semi-weekly tabloid newspaper, the Portland Reporter, plans to start publication as an afternoon daily sometime during the week of Feb. 5.

Publisher Robert D. Webb, former sports makeup editor of the Oregonian, announced Tuesday the strike-born paper had become a member of the Associated Press.

The Reporter was established Feb. 11, 1960, by union members who were on strike against the Oregon Journal and Oregonian. It is now published with equipment leased to the company by the International Typographical Union

and brought here from Miami, Fla. Staff of 250 Webb said the Daily Reporter would have a staff of 250, including 52 newsmen, all of whom will work without pay except strike benefits for as long as six months if necessary.

The paper will publish six afternoons a week with three editions daily. It will compete directly with the afternoon Journal, Stereotypes, other craft workers and the American Newspaper Guild went on strike against both the Journal and the Oregonian Nov. 10, 1959. There has been no

settlement although both papers continue to publish. The strike period has been punctuated by several incidents of violence. These included the dynamiting of 10 newspaper trucks in Portland and Oregon City last Jan. 31, the shotgun wounding of Donald Newhouse, Oregonian production manager and a cousin of Oregonian owner S. I. Newhouse, and numerous picket line skirmishes.

Both the Journal and the Oregonian are still being picketed, although the strike has been declared illegal by the National Labor Relations Board and federal courts.

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**Richard Hudnut Color Glory** Reg. \$1.50 CLOSE OUT **69c**

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**Therapeutic Vitamin** Mineral Formula **100 for \$5.95**

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## Fan Magazine Editor Kills Self

Hollywood — (UPI) — Norman Siegel, editor of a national screen magazine and former newsman and publicity chief for Paramount Pictures, committed suicide Tuesday by leaping from a 13-story building, police reported.

Siegel, 56, who managed Hollywood troupees to royal command performances in London in 1946, 1947 and 1948, plunged from the roof of the Guaranty Building near Hollywood and Vine and landed on the third-floor roof of an adjoining building. He left no notes to indicate a motive.

Police said Siegel, West Coast editor of Photoplay magazine, only moments before his death bought a cup of coffee from a commissary on the roof without giving any indication of his intentions.

## TOO MANY SCROLLS

Los Angeles — (UPI) — County supervisors had to postpone a discussion Tuesday of a way of getting more accomplished at their meetings by cutting down on the presentation of honorary scrolls. The supervisors never got around to the discussion because in addition to their regular work they had to take time to hand out embossed resolutions honoring actress Mitzi Gaynor, Wayne O. Cookus, state president of the Fraternal Order of Eagles and singer Pat Boone.

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