

Supermarkets Take Place of Churches In Italian Economy

Rome —UPI— Italy is getting more like America every day.

The country that once devoted its talents and riches to building magnificent cathedrals now is putting up supermarkets.

Its people, with some of the world's great art treasures around them, have become compulsive television watchers.

They drive fast cars, eat packaged foods and spend their leisure racing frantically along overcrowded highways to get to high-priced, overcrowded resorts.

Italy is a nation in transition — slowly but unmistakably gearing itself to high-speed, high-pressure living and a quest for creature comforts.

All this has been made possible, and inevitable, by mon-

ey — a commodity which was in short supply in Italy until a few years ago.

Consumer Adapts

While Italy has a long way to go to catch up with the prosperity of the United States or even many of its European neighbors, the Italian consumer has seen the shape of the future and has proved himself adaptable. To a great extent, he spends his new wealth on what the economists call conspicuous consumption or what also is termed "keeping up with the Joneses."

Television antennae can be seen rising from the wooden roofs of shacks that lack even modern plumbing. There are now some three million television sets in the country, which has a population of 50 million.

Italian children who were ignored by the world of commerce before now are subjected to broadcast appeals to "tell Mom to buy 'brand X' with toys in every box" — so much so that a parliamentary drive is under way to ban such gifts as unfair competition.

Television commercials also apparently have stimulated a great increase in demand for electrical appliances, but the Italian home still has a far smaller range of such gadgets than are available to the American housewife.

Supermarkets

Supermarkets are a relatively recent phenomena in Italy. A score have popped up in Rome alone in the past five years and they have spread to small towns.

The supermarkets represent a radical change in shopping habits for Italian housewives. Unlike America, Italy has no all-purpose small grocery stores. There are separate stores for meat, canned goods, fresh fruits and vegetables, and bread. Making the rounds of the stores, meeting and talking with friends and shopkeepers, has traditionally been an important part of the social life of the Italian housewife.

But supermarket prices generally are 10 to 15 per cent below other shops and there are the enticements of faster shopping and wider choice.

Probably the most spectacular indication of Italy's new wealth is the profusion of automobiles on streets that only a few years ago swarmed with bicycles.

Today there are no bicycles to speak of. The less affluent Italians ride motor scooters. The compact car seems to be strictly a product of economic necessity, to be dispensed with as soon as the family income permits purchase of a larger model.

Russians Explode Nuclear Bomb

Uppsala, Sweden —UPI—The Soviet Union today exploded another bomb in its current series of nuclear tests in the Arctic region, Swedish scientists reported.

The Uppsala University Seismological Institute said the explosion occurred in the Novaya Zemlya testing area. It estimated the force of the bomb at nine megatons, equivalent to nine million tons of TNT.

The atmospheric explosion was the second by the Soviets at Novaya Zemlya in two days. On Monday a bomb of 12-megaton force was registered on instruments at the institute here.

Today's blast was the fourth in the current series, which started Aug. 5. The first of the series was a huge 40-megaton bomb, the second largest ever exploded by the Russians.

Rita Hayworth Taken To Hospital

New York —UPI—Actress Rita Hayworth, feeling "slightly anemic," was admitted to Flower Fifth Ave. Hospital here Tuesday for a checkup. Her condition was called "satisfactory."

Miss Hayworth has been rehearsing for a starring role in the play "Step on a Crack," due for introduction in Toronto next month and Broadway in October. A spokesman for the producers said she would have to be replaced in the role unless she could return to rehearsals within a few days.

Much Experimental Work Necessary on Global TV

By H. D. QUIGG

New York —UPI—We are sitting in on the start of a revolution in global communications. But don't expect worldwide instant television to burst forth all at once. There is much experimental work to be done.

Telstar, the remarkable flying communicator that is whizzing around this slightly pear-shaped globe every 157 minutes, has already televised President Kennedy and a herd of buffalo right into Europe—which has sent us back former President Eisenhower and some waiting horses, among other live images.

The first active, or repeater, communications satellite has successfully been used for both black-and-white and color television; for one-way and two-way telephone calls; for photofacsimile and high speed data transmission.

Global Picture

What will be the global picture in communications with satellites two years from now—about the time of the summer Olympic games in Japan? Better. But frankly, probably not too much better. In three years? Probably still intermit-

tent service. Five years? We'll be doing pretty well to have the first full-time satellite system operating by then—24-hour service where you can pick up the phone anytime and you're there.

The foregoing estimate is a consensus. It was arrived at by interview of various experts in the private communications field. Any opinions in the short-range projection of two to five years are clouded by imponderables of politics, economics and technical competence.

The experimental shots to prove out technical competence include three in the fairly immediate offing. Relay, a satellite with twice as much electronics equipment but about two pounds lighter than the 170-pound telstar, is scheduled to be launched this fall. So is another telstar, more sophisticated than the first.

Next year, there is scheduled the launch of high-flying SYNCOM, the first of the synchronous type of communications satellites that are believed by many experts to be the ultimate system in point of efficiency, economy, years.

and operational advantage. Three could cover the world.

But the national aeronautics and space administration (NASA) does not now have booster power enough to put a sizeable payload into the orbit altitude necessary for a synchronous satellite—22,300 miles above the equator. The first SYNCOM will weigh only 40 to 50 pounds, and therefore will have no television-only one voice circuit.

A synchronous satellite stays above a fixed spot on the earth. It just hovers there because the speed necessary to stay in orbit at 22,300 miles meshes exactly with the speed of the earth's rotation. Meanwhile, the British are building a conventional—circuit cable to go around the world. A joint American-Japanese effort is extending the present U.S.-Hawaii cable across the Pacific. And one expert for the American Telephone and Telegraph Co. (AT&T), which built telstar, is convinced they'll be able to build a transoceanic cable to carry television within five years.

The AT&T expects that when the first satellite system gets in full function, it will be "one leg on a three-legged stool" that will carry global communications in this order of volume: (1) ocean cable, (2) satellites, (3) radio transmission. Radio telephony will be declining but will still have a role, as the old DC3 still does in air passenger hauling.

The market for voice transmission is big and is increasing in volume by 8 to 10 per cent a year. Data transmission is expected to increase at a faster rate than that. The satellites will add the capacity for television and also will carry voice and data. The cables will handle voice, data and facsimile.

SHOE SQUEEZE

New York —UPI—Heavy imports of footwear from Japan and Italy are forcing down prices of domestic cowhide. U.S. imports of non-rubber footwear during the first five months of 1962 rose to 23.7 million pairs or more than twice the 12.8 million imported in the same period last year.

Postal Union Votes Increase in Dues

Portland —UPI—The national convention of the United Federation of Postal Clerks, AFL-CIO, voted the largest dues increase in the union's history Tuesday.

The increase from 75 cents to \$1 a month is expected to bring an additional \$360,000 a year to the union.

Union leaders said most of the additional money would be used to pay full-time vice presidents in each of the na-

tion's 15 postal districts and to train national, regional and local leaders in collective bargaining techniques. Other money will be diverted for lobbying activities.

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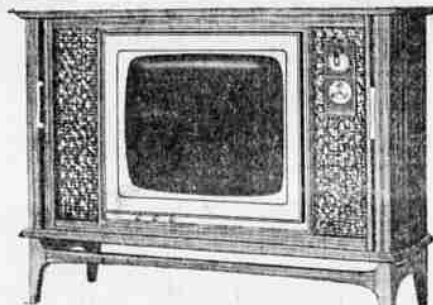
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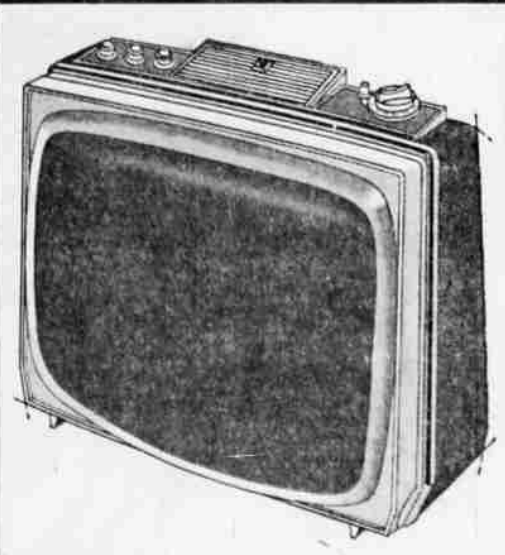
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