

They'll Do It Every Time By Jimmy Hatlo



Autos Responsible For U.S. Economy As Envy of World

New York—The stream of autos which clog the nation's highways produce tragedy, exasperation and frustration, but it represents a way of life that has made America's economy the envy of the world. As the auto industry goes so goes the economy may be overstating the case, but it is becoming increasingly evident that what is good for that industry is good for the country. Within this context the statement recently by General Motors Chairman Frederic Donner that sales of 7 million cars a year has become "the normal yardstick" for the auto industry certainly bodes well for the future business outlook. Sales Climbing Going one step farther GM's President John Gordon recently stated: "We could be looking at a situation not long from now when 8 or 9 million car sales a year will be normal."

The Medical Roundup by Walter Alvarez

Emeritus Consultant in Medicine Mayo Clinic Emeritus Professor of Medicine Mayo Clinic (Register and Tribune Syndicate, 1963)

Cigarettes and Lung Cancer I must point out again, as I have before a number of times in this column, that some 20 studies now have shown that people who are heavy cigarette smokers are much more than normally subject to the development of cancer in the bronchi (the tubes which carry air into and out of the lungs). It has also been shown that cigarette smoke contains several carcinogens—chemical substances which can produce cancer if repeatedly rubbed into the skin of a rabbit or a mouse. I have been much interested in the work of Auerbach and his co-workers who showed the marked swelling of the inner lining of the bronchi that is to be found in people who smoke two or three packages of cigarettes a day. The extensiveness of these changes goes hand in hand with the amount of smoking done. The changes in the lining of the bronchi can account for a bad cigarette cough, and they can account for the fact that sometimes when a chain-smoker gets pneumonia, he dies within a couple of days, because he has no resistance to infection. Another fact which to me is very significant is that often in the much-swollen inner lining of the bronchi of heavy smokers, one can see what are called "pre-cancerous changes;" in other words, one can see the beginnings of the cancers which will form later. Tested on Dogs Because some men have not been satisfied with the interpretation of the many studies

Wooden Water Pipes Are 153 Years Old

Chicago—UPI—Wood water pipes, 153 years old, were recently dug up from under Washington, D.C.'s Pennsylvania ave. by the construction crew of a utility company. The National Lumber Manufacturers association said the pipes were well preserved, 13-inch diameter logs of 10 feet in length with a neatly bored hole through the core. The logs were joined with cast-iron nipples that formed watertight joints by the swelling action of the wood. from automobiles, or from smog. Should Be Convincing These valuable studies were made by Drs. E. E. Rocky, F. D. Speer, S. A. Thompson, K. J. Ahn, and T. Hirose, of New York City. It seems to me that this study should convince those people who thus far have not cared to accept the very positive results of the many careful studies. Fifty years ago, when I was a young physician, cancer of the lung was a rare disease, while now it is very common. According to Dr. Bertram W. Carnow, since 1930 there has been a tenfold increase in the "age-adjusted" mortality from lung cancer; the figure for the mortality from cancer of the bronchi in smokers of many cigarettes a day was recently 137.1 per 100,000 men, while for non-smokers it was 3.4 per 100,000 men per year. As he says, this means that a heavy smoker of cigarettes has 50 times the chance of dying of a lung cancer than a non-smoker has! What do YOU know about cancer? Just what do the scientists know about cancer? How many kinds are there... and how do they strike? If you wonder about these questions and want the answers in a booklet by Dr. Alvarez called "What We Know About Cancer" send 25 cents and a stamped, self-addressed envelope with your request to Dr. Walter C. Alvarez, Dept. MMT, Box 957, Des Moines 4, Iowa.

Lesley Boss To State Penitentiary

Lesley Eugene Boss, 20, of 1204 Washington st., was sentenced Monday in Jackson county circuit court to 3 1/2 years in the Oregon State penitentiary for entering a motor vehicle with intent to steal. He pleaded guilty to entering a car owned by J. R. Whitney Motors, on March 25 and taking a radio. He waived right to a grand jury hearing and a pre-sentence report and requested immediate sentencing. District Attorney Alan B. Holmes noted Boss is currently on parole from the Oregon State Correctional institution. He had admitted to removing a series of items from cars and to entering a Sterling creek cabin on January, 1961, it was stated. New York—UPI—Of the \$94 billion in taxes the government received in fiscal 1962, approximately 84 per cent was collected by and from business, the Tax Foundation, a non-profit institution, reports.

Your Money's Worth By SYLVIA PORTER Copyright, Hall Syndicate, Inc.

Family Council

Editor's Note: The Family Council consists of a judge, a psychiatrist, three clergymen, a newspaper editor, a women's editor, and two writers. 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. (Copyright 1962 General Features Corp.) Daniel I. - He nurtures grievances instead of letting them fade. Henry I. - Some things just can't be forgiven or forgotten. Daniel I. - I'm from England, in America on a short visit to my relations. I'm shocked to find Uncle Henry still rolling out his old catalog of complaints about the "slights," the slings and arrows he's suffered from members of the family and former friends. He's in his 60s now and if he doesn't change, he'll have mighty few visitors in his old age. Henry I. - Dan has been an attentive nephew. He writes me a few times a year and has spent several evenings with me on this trip. But his American cousins and their parents have been insulting and scornful toward me, and I can't conceal my disgust with them. How would you feel about a niece living a block away who never calls?

Miss Cornell Accepts Teaching Position

Joanna Lou Cornell, daughter of Mr. and Mrs. John Henson, 2000 Westlund dr., has accepted a position as a social science teacher with the Long Beach Unified school district, Long Beach, Calif. Miss Cornell is scheduled to be graduated in August from Southern Illinois university, Carbondale, Ill., with a major in social sciences.

Pain in Minimum With Modern Dentistry

St. Louis—UPI—Dr. Irving H. Goldstein of Atlanta, Ga., says every effort should be made "to erase the public image of the dentist as one who inflicts pain." Those days are gone, he said at the dental convention here. With modern preventative dental health and the advancement of techniques, "little or no pain is involved in modern dentistry," Goldstein said.

TRUTH IN PACKAGING

The odds now appear against passage by this session of Congress of the highly controversial "Truth in Packaging" bill, but it could squeak through—and if I were a businessman who might be affected by this precedent-shattering legislation, I'd take this as an invitation to beat Congress to the gun. I would begin at once to attract more customers and make fatter profits by telling the American consumer that I already am doing everything the bill would force me to do and not doing anything the bill would forbid me to do. I would put over this message loud and clear by every medium. I would do it in whatever role I played—as a manufacturer, distributor, designer, package or retailer of personal and household goods (the so-called "kitchen and bathroom" items). The Truth in Packaging bill is the first major legislation ever introduced in Congress to control the packaging and labeling practices of American businessmen. It is strongly opposed by the Chamber of Commerce, the National Association of Manufacturers, many individual businessmen, but it also is strongly supported by consumer groups, labor unions, top officials of the administration. A Senate subcommittee, headed by Michigan's Democratic Sen. Philip A. Hart, has completed hearings on the legislation and a subcommittee vote could come any day. "With luck," says a subcommittee, the bill could reach the Senate floor in July. A companion bill has been introduced in the House by Brooklyn's Democratic Rep. Emanuel Celler, and if the bill passes the Senate, hearings will immediately be arranged for a House subcommittee. The "feeling" is that the Senate subcommittee spokesman is exaggerating when he says, "We think there's a good chance this year." But the bill obviously is being taken seriously; it could go through. Since being introduced, the bill has been modified and Hart himself intends to recommend that provision for criminal penalties in the event of violation be eliminated from the bill. The key clauses, though, remain. The bill would demand that the net weight or unit content of a package be displayed prominently on the front panel of a package in unqualified terms. It would prohibit "deceptive" packages—oversize boxes filled far below the buyer's expectations. It would set standards for meaningful size designations and servings—a two-pound package couldn't be hailed as the super-super two-pound package, and a one-pound TV meal serving two couldn't be called a serving for four. It would ban "cents off" and "economy size" promotions which are misleading and are only connoisseurs. If and when this bill becomes law, it could be tough on the businessman who goes in for deception packaging and labeling gimmicks. But the vast majority of manufacturers, retailers, packagers, designers, etc. do not go in for this. Why, then, shouldn't an honest businessman turn the adverse publicity about practices which confuse, mislead or deceive consumers to his own advantage? Here is an opportunity to:

FREUD IN HOSPITAL

New York—UPI—John Houston's "Freud" has been selected as the U.S. entry in the 13th International Berlin Film Festival, June 21-July 2.

THE COUNCIL: What would Uncle Harry think of a fellow who wrapped his gallstones, say, in cotton batting and spent hours gazing at them, just so he has beefs, gripes and kicks (really his "millstones") strung out as the trophies of his life? Dan shows proper repugnance at the display. Mr. I. should learn the trait of personality that makes another man, perhaps an "ill-used" as he, dump his hurts down the drain and preserve instead a mental "jewelcase" filled only with uplifting memories. The difference is one of health, mental and emotional. One reason she never calls on Mr. I. may be that she knows a visit would be clouded over with whines, reproaches and recriminations such as Daniel cites. Were Mr. I. a hip-hip up-beat sort of uncle, one who counts his blessings the way a curator catalogues his art-treasures, that niece would manage to pop in. She'd know her uncle appreciated her problems, didn't just wallow in his own. Silas Marner had his Eppie to change his outlook. Uncle Henry needs a clergyman, doctor, or counselor to "spring-clean" his storehouse of reminiscences.

REVIEW ALL YOUR OWN PRACTICES

(1) Review all your own practices against the background of this Truth in Packaging legislation to make sure you are not deliberately or inadvertently carrying on unfair or deceptive practices. If you are deceiving us, we already are suspicious of your products and you should waste no time in regaining our confidence.

WORK OUT A PROGRAM TO TELL US THAT YOU ARE IN FACT DOING EVERYTHING RIGHT

(2) Work out a program to tell us that you are in fact doing everything right and nothing wrong. This sort of ad in any newspaper would impress me, and I'm a housewife and shopper. I would appreciate big prominently displayed labels on packages which I could understand quickly as I walk through the supermarket. I wouldn't miss the phony "cents off" and "economy size" sales gimmicks which never have fooled me anyway, and I'm no great brain in the grocery store.

PLAN PUBLIC APPEARANCES BY YOUR COMPANY'S OFFICIALS

(3) Plan public appearances by your company's officials and/or meetings with customers, suppliers, etc., so that all your audiences know you stand on this question of misleading consumers. You can't defend cheating consumers—so turn it around and get the maximum benefit out of not cheating us. Then no matter what happens to the Truth in Packaging bill, you'll come out ahead.



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ROOM WITH A VIEW LARK From the Advanced Thinking of Studebaker CORPORATION Room for 6 well-nourished adults—credit Lark's space-planned interior. Room for their hats—Lark's sensible roofline guarantees it. And the view from Lark's chair-high seats is magnificent. What's the four-letter word for comfort? LARK—of course.

