

Herald and News

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CAUGHT IN THE ROUNDS

By DEB ADDISON

RETAIL MEMO:

The newest thing you'll be seeing in bathing suits, or rather, the newest kind of bathing suits you'll be seeing, will be suits made of paper. Don't get excited. This will have nothing to do with strip tease.

Actually, through adding a melamine resin to paper ingredients, it is possible to manufacture paper bathing suits, rain capes, pillow cases, kitchen aprons and baby bibs, flower pots, auto seat covers and so on—all from paper and all perfectly durable and practical.

Melamine resin, which was first synthesized as long ago as 1850, is a complex chemical compound made from coal, lime, air and water. Used in paper it increases both dry and wet tensile strength and bursting strength, and it also controls linting.

Now all that remains to be invented is something to put into newswriting so that you can double back the sheets in a quick, smooth fold without that awful struggling and cracking that goes on every evening.

It is calculated that approximately \$40 million worth of men's straw hats will be shipped this year; to perch atop the heads of approximately 40 percent of all U.S. males over 16 (21.7 million); to register a gain in wearing of straw hats by men of approximately 35 percent in the last three years.

The adoption by working buckaroos of a summer straw sombrero as a replacement for the usual felt 10-gallon for the hot months must have something to do with this.

For sure, the acceptance of this type of hat has much to do with ameliorating the process of Dressing Up for the Roundup.

Net profit in 1952 for the nation's hardware merchants was 3.3 percent on average store sales of \$90.

SAM DAWSON

NEW YORK (AP)—Detroit's optimism is spreading to Akron.

The auto industry, setting a production record in the first half of this year, is boosting its goals for the rest of 1953.

And some in the tire industry—insisting they're undisturbed that stocks of unused tires are one-fourth larger than a year ago—are raising 1953 sales estimates by three million more passenger car casings.

Counting in truck tires, many in the industry look for 100 million tires to be sold this year.

B. P. Goodrich spokesmen say passenger car tire sales this year should run six million more than last year. The auto industry's spurt gets most of the credit.

E. J. Thomas, president of Goodyear, has raised his estimates of passenger car tire sales by three million since his predictions of last November. He believes the auto industry will turn out six million cars this year, giving an original tire demand (including spares) of 31 1/2 million.

Although the tire industry entered the big sales season with inventories higher than in 1952 or 1951, Firestone spokesmen say stocks are now in normal relationship with sales.

They point out that in the two preceding years, "tire inventories were subnormal because of the tremendous over-buying of tires by motorists in the summer of 1950, a scare that the Korean war would bring back tire rationing."

Firestone, too, expects "record

155, it is reported in "Hardware Retailer." Gross margin was 28.6 percent; expenses were 24.5 percent. Expenses have increased almost one-third in five years.

Earnings in the nation's department stores with sales of over one million dollars in 1952 declined to 2.3 percent on sales after provisions for federal income taxes—the lowest net profit in 19 years with the exception of 1938—is the word from National Retail Dry Goods Association.

The fashion note for Fall is that the working girl and the housewife, as well as the college gal, are becoming more casual minded.

Flannels, jerseys, cotton denim, broadcloth and corduroy blouses with skirts will be good fall sellers. Muted grays, camel tones and browns will be leading colors.

COST OF LIVING MEMO:
Consumers' grocery bills have been turning downward for the past nine months and would have dipped further but for increases in costs of labor, transportation and higher taxes, according to P. S. Willis, president of the Grocery Manufacturers of America, Inc.

Last month prices were 4 percent under the August '52 high, and about 2 percent below those in May '52. Beef, lamb, potatoes, dairy products and margarine all are under year-ago levels. In the next few months prices will remain stable and it's expected some items are likely to drop.

The Dun & Bradstreet Daily Wholesale Commodity Price Index of 30 basic commodities was 276.79 on Thursday, June 18, against 277.11 the week before.

The Weekly Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general use, fell three cents last week to \$6.51. This was 1.4 percent above the corresponding level of last year.

high consumption of rubber this year and a demand for more than 100 million tires.

It has been production tires at a capacity rate on a six-day basis all this year.

Increased military buying of trucks and truck tires has led Thomas to raise by one million his estimate of total truck tire sales this year to 16 million tires.

The Goodyear president's guess of a total tire production of 99 million, is a little more conservative than others in the industry.

LaPointe's



Embroidered Magic 17's

By Rose Marie Reid



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They'll Do It Every Time

By Jimmy Hatlo

AFTER TWENTY YEARS' RESEARCH, DR. HUDSON TUBES COMES UP WITH A NEW SCIENTIFIC DISCOVERY....



BUT IT'S NOT ON THE MARKET TWO DAYS WHEN EVERY PITCHMAN IN TOWN IS STEALING THE ACT....



JAMES MARLOW

WASHINGTON (AP)—Rioting East Germans have dealt their Russian Communist masters major damage in the field of propaganda.

At the same time they have complicated matters for the Western Allies.

Shifting tactics after Stalin's death, the Russians talked of peace and indicated they might relax their ironhanded grip here and there.

They even appeared to be moving in that direction by shifting their occupation control in East Germany from military to civilian hands.

But the discontent of the East Germans had long been plain.

The steady flow of refugees into West Germany was proof of that.

And, with less publicity, the Russians held the screws tight on the East Germans.

Last week's rebels demanded lower work quotas, lower consumer goods prices, freedom for political prisoners, free elections, and reunification of East and West Germany.

Since Russian suppression of the revolt with troops, tanks and firing squads was testimony only to their power and not to their persuasiveness, the cause of the revolt remains: fierce hatred in East Germany of the Russians.

And it was the greatest demonstration against Russian control of the satellites since the war. It was encouragement to other satellite peoples to do the same, if they dared.

This break for the Allies, making hash of Russian claims for the wonders of communism, nevertheless created a serious problem for the Western Allies on the question of reunifying Germany.

This was a haunting question ever since the war, when Russia held East Germany and the United States, France and Britain occupied three zones which make up West Germany.

Eventually the Western Allies set up the West German Republic; the Russians created a puppet East German government. On both sides of the line, millions of Germans longed for a single, reunited Germany.

But a new, free independent and united Germany—linked in with the economic and military barrier to any Russian moves against Western Europe.

It is no wonder the Reds have stalled on agreements to let the Germans, East and West, have free elections to set up their own, single government. The public display of how the East Germans feel about them will probably make them now even more reluctant to permit reunification.

The West Germans, or many of them, felt a need for some military defense against Russian ambitions in the West. The French wanted no part of a new German army on their frontiers.

When the groundwork was laid for setting up a single Western European army—uniting under one command troops from various Western countries, including Germany—Western Germany's Chancellor Adenauer agreed.

But France backed away from even that kind of setup. And the single European army idea has been losing ground. Now as a result of the riots Germans, East and West, renew their demands for unification.

This makes tougher going for the U. S., which supported and urged the single European army plan when it became plain reuni-

fication was a long way off.

To quiet the East Germans, whose uprising displayed their attitude toward Moscow, the Russians may talk more about permitting unification. It is difficult to see their agreeing to it.

But by talking unification, holding out bait to the Germans, the Russians can try to mess up any U. S. efforts to push for the single European army at this time.

So while American problems get complicated in Korea they get complicated in Western Europe too.

Saturday Afternoon Log Trucks Okayed

SALEM (AP)—Log trucks will be allowed to operate on Oregon's highways on Saturday afternoons this summer, the Oregon Highway Commission said Monday.

The commission decided to let the trucks operate Saturday afternoons because many mills are out of logs because of the wet spring.

Operations on Saturday afternoons will enable them to increase their log supply. Highway Engineer R. H. Baldock said.

For many years, log trucks have been banned from the highways Saturday afternoons and Sundays. The Sunday ban will remain in effect.

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The Doctor Says

By EDWIN P. JORDAN, M.D.

In the not-too-distant past strange herbs, crushed beetles and all sorts of loathsome mixtures were given to people who were ill. The cures were often considered "miraculous." Naturally, those who recovered were in a better position to boast of their cures than those who did not.

Actually, nature was doubtless responsible, both for the recoveries and the deaths. The fact that so many of these patients lived was in spite of the treatment, rather than because of it.

Nowadays, there are other cures which are quite similar. Again wishful thinking and the strength of the human body is usually responsible for recovery in those patients who do survive.

But a different type of treatment is sometimes referred to as a "miraculous cure." Many of the newer discoveries of preparations like insulin for diabetes, or penicillin, have been referred to as miracle drugs. Actually, this is most unfortunate, since there is nothing miraculous about them.

The discovery of insulin, for example, was based on careful laboratory studies and animal experiments in many parts of the world. When it finally became possible to use insulin in human diabetes, this boon to humanity was the result, not of the efforts of a single genius, but of many investigators.

It does not dim the great achievements of Banting, who received the Nobel prize for the discovery of insulin, to say that others had done much of the preliminary work. The same thing is true of penicillin, although in that case two groups of workers were primarily responsible.

The discovery of penicillin, however, was no accident, but rather the result of years of patient labor in the laboratory by highly trained minds and skilled hands.

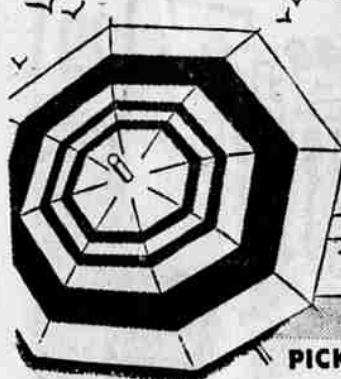
Thus, there are two kinds of so-called miracle cures—one of them based on pure superstition which unfortunately is pushed on an unsuspecting public usually in the hope of financial gain; the other is the result of hard mental work and long-continued observation.

Although the results of the good, new drugs and treatments are sometimes described as "miraculous," they have been made possible by hard work and hard work only.

The medical profession is properly skeptical of new and unproved "miracle" cures. Too many disappointments and even harmful effects have come from preparations foisted on the public as the result of a hunch.

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