Herald and News

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CAUGHT IN THE ROUNDS

By DEB ADDISON

RETAIL MEMO:

There's something catching in the reiterated remark that you "feel better about things," just as there is, in reverse, from the spoilsports' remarks that you "don't feel so good." There has been an optimistic feeling about business in recent months and now the Federal Reserve Board tells why.

Back in March, the FRB issued preliminary data of its annual Survey of Consumer Finances which showed a generally optimistic picture of consumer buying.

Last week, FRB published the details. Among them: A rise in income was the big reason consumers felt better off financially. This year 38 percent of all consumers said that their income had risen in the last 12 months versus 33 percent in 1952.

Another major reason for feeling financially better was the leveling of prices which began last year. Folks just felt this was a good time to buy. Some consumers felt that times were bad for major purchases; but their ranks had thinned from 58 percent last year to only 38 percent this year.

Consumers gave still a third reason for feeling better off: Their savings were up. The median liquid asset for all spending units rose from $240 in early '52 to $300 in early '53.

This was a substantial increase though still below the '46 figure of $400 in both real and dollar terms.

Consumer debt also rose during 1952. FRB notes that the most prone to g. into debt are those in the middle to moderately high ($3000 to $7500) income group, especially younger married families with children. "Younger families attempt to acquire in a relatively short time the large stock of consumer durable goods that enters into the accepted standard of living."

In the next few months, as housewives are expected to shell out less money for food, sales of general merchandise will be stimulated. In 1939, the public spent 28.6 percent of its total outlays for food. It reached a peak in 1944-45 when it reached 34.9 percent. In 1952, it was 33.0 percent. And during the first half of this year, the percent spent for food is possibly lower than during the first six months of 1952.

The big question in consumer retailing the last couple of weeks was this: Can the heavy appliance market stand another price hike? Can it stand not taking one? The steel price rise started the ball of speculation rolling. One major maker announced it was preparing to increase prices on some of its large household appliances.

No one knows what the industry will do but a week after steel's increase none of the appliance makers had passed the increase along.

COST OF LIVING MEMO:

The Dun & Bradstreet Daily Wholesale Commodity Price Index of 30 basic commodities was 277.32 on Thursday, July 2, 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, three cents last week to $6.54. This is 1.4 percent above the corresponding level of last year.

HAL BOYLE

NEW YORK (AP) — Our anniversaries often creep upon us like sneak thieves in the night, and startle us.

Scores of thousands of American veterans, grayer and paunchier now, will glance at a calender this week, blink in surprise, and think:

"Why, it's ten years since we went into Sicily."

So long ago already! And yet as they look back, the years will fall away like moments. And, like a dream in technicolor, they will see themselves as they were then ...younger... stronger... trudging through swirling white dust clouds to a fast, clean, well-fought victory.

And if two or more of them get together, they will wear out the night—and the patience of their wives—recalling the little things about war that never get in the history books but live forever in soldiers' minds:

"You know there never was dust like that Sicily dust. I still cough every time I think of it."

"Yeah, I was so thirsty once I crawled out into a field to get some watermelons and got my helmet creased by a sniper on the way back. I was plenty dumb to do it—but, remember how those watermelons tasted?"

"Yep, r. remember how old Patton lost his head and slapped a private?"

"Sure do. I thought he was a real S.O.B. at the time. But you know later I was with his Third Army in France, and I got to think he was a helluva fine guy—for a general. He was all man—that one."

And Patton was all man, one who might muff a play but never lost a ball game. The errors he made were made while he was on his feet—trying to win. Defeat never was in his mind. He could conceive of nothing but victory.

The conquest of Sicily was superbly executed in 38 days by Gen. Patton's Seventh Army and Field Marshal Montgomery's British Eighth Army. It was the first campaign by Americans organized as an army—we had only a corps in Tunisia—and they never lost the taste of success gained there, or forgot the lessons learned. The overall price was cheap.

To me Sicily will always be "the island of the singing names" ... Palermo, Licata, Agrigento, Termini, Trolna, Randazzo, Messina. They ring in my mind yet like the distant sounds of bells complaining at twilight.

I like to look back at Sicily, too, because it was there I got to know well three men I hold, for their special qualities, a lifelong respect: Gen. Patton, for stubborn courage; Gen. Bradley, for Gibraltar integrity; Ernie Pyle, for human understanding.

I remember, as we sailed toward Sicily, the brief ceremony at which Patton's Seventh Army flag—his first— was unfurled, and the fire of pride in his eyes. It was to him not a ship deck he stood upon but a peak of glory.

I remember later, visiting him ashore, and finding him in a towering rage. He held up an Army poster showing a soldier with an intrenching tool, that warned in big letters: "Dig or die."

"That is the way to get soldiers killed," Patton cried angrily, in his high shrill voice. "Once they dig in they freeze—and then you have to go up and kick them out of their foxholes to get them moving again."

Patton always held an Army suffers fewer casualties rolling forward in attack than if it halts and digs in.

I never saw "Georgie" Patton slap anybody, but in a hospital in Palermo I saw him honor a young medic who had severed his own shattered arm, and then crawled to rescue another wounded soldier.

"I have pinned medals on many brave men," Patton told the boy, "but none braver than you."

Then, close to tears, he wheeled and stomped out. George was a real sentimentalist about men hurt under command. In Tunisia he wept openly at the news of the death in combat of his young aide.

On the morning of Aug. 17, I walked with an infantry patrol into Messini, the end of the line in Sicily. Montgomery's crestfallen tankers rolled in two hours later amid Yank cries of:

"Where you tourists been?"

Gen. Patton rode in himself soon after. German gunners, firing from across the Messian Straits, tried to destroy his motorcade but didn't upset Patton. He was still grinning when he rode back out of town. All along he had been racing to beat Montgomery into Messina, and was proud his troops had reached there first—and on foot, at that.

Only ten years ago? Wonder what's doing on Pork Chop Ridge in Korea?

SAM DAWSON

NEW YORK (AP)—The department store—that downtown tradition of American cities—has been having its troubles. America has been changing its way of life and its spending habits. And the big department store has been slipping in getting its share of the elusive consumer's dollar.

There are a lot more of these dollars around now than at the end of World War II. But after the consumer pays his much higher taxes and his rent, he has been giving a larger share of his remaining dollars to the food store, auto dealer, gasoline station and fuel dealer than to the department store.

The big rush to live in the suburbs also has hurt the department store. Traffic congestion in most cities has made downtown shopping trips less appealing.

To combat this trend, downtown stores have tried many things. There was a great rush to staying open evenings to catch the trade of the families where both husband and wife work. To get the suburban trade stores have opened many branches since the war.

This week, Gimbel's, one of the few holdouts against branches, announced plans for a large suburban department store near Philadelphia. It stressed this would be a complete department store, not a branch. Gimbel's didn't have to tell Macy's because its big rival already has similar projects established in this field.

Department stores have also felt the effects of changing levels and distribution of income since the war, which have syphoned off more of the consumer's dollar to travel, amusements, insurance and many other things that stores don't sell.

Within its own merchandising field, however, the department store hasn't done so bad, in comparison with stores with which it really competes. The National Industrial Conference Board offers some figures to prove this thesis.

In competition for the retail sales dollar in all fields—food, autos, beverages, lumberyards, gasoline fuel and so on, as well as the department and similar stores—department stores show up poorly.

In 1945 they were getting 8.3 per cent of that dollar. In the first quarter of this year department store business was at a new low of only 6 per cent.

Since 1945 total retail sales have more than doubled. And while the department store share was going down, retailers who don't compete with these stores were taking more: 63.5 per cent in 1945, and 70.7 per cent in the first quarter of this year.

But in that part of retail trade in which department stores are competitive—that is, sell the same kind of goods that smaller, specialized stores do—the big stores have suffered only a slight decline.

Total sales in these competitive markets came to 28½ billion dollars in 1945. The department stores got 6½ billion dollars of that, 94 22.8 per cent. In the first three months of this year, the total competitive trade was at an annual rate of 48 ¾ billion dollars, with department stores sales estimated at an annual rate of 10 billion dollars, or 20.6 per cent.

They'll Do It Every Time

By Jimmy Hatlo

ALONG NATURE'S TRAIL

By KEN McLEOD

No National Park can possibly exist without its complement of Indian myths and legends and this is true of Crater Lake. It is an old custom demanded by the American public and the demand is met either by fact or by fiction by those who would satisfy the American whim. Fortunately for Crater Lake there is a legendary Klamath myth for the mountain was the home of Lewa, one of the giants. There are probably a number of versions, or, possibly different stories regarding this giant and his exploits; it is unfortunate that so few of these ancient stories have been recorded.

One of the stories regarding Lewa was published by Steel in 1885 as the "Legend of the Llaos." There is considerable difficulty in translating Indian words to English and so we find different forms of spelling unless one stays with one authority on the Indian Language. The main authority on the language of the Klamath and the Modocs is Albert Samuel Gatschet, of the Bureau of Ethnology in the Smithsonian Institution, who spent several years in the study of the Indian language and his work, "The Klamath Indians," completed on June 25, 1890, this was published as Volumn II of "Contributions to North American Ethnology" by the U. S. Department of Interior.

Gatschet uses the Lewa spelling with the "e" accented. O. C. Applegate used La-o and to Steel it sounded like Llao. Gatschet, however, does not recognize the double "ll" as occurring in the Klamath language except as a great rarity.

Steel's story was obtained from Allen David at Fort Klamath in 1885, he states that: "When telling the story, David placed his partly closed hands before him to describe the rock on which the Indian's throat was cut by Lloas. Next day Llao Rock was named, and needs but to be seen, with this explanation, to understand the reason why."

This was David's story. "A long time ago, long before white men appeared in this region to vex and drive the proud native out, a band of Klamaths, while out hunting, came suddenly upon the lake and were startled by its remarkable walls and awed by its majestic proportions. With spirits subdued and trembling with fear, they silently approached and gazed upon its face; something within told them that the Great Spirit dwelt there, and they dared not remain, but passed silently down the side of the mountain and camped far away. By some unaccountable influence, however, one brave was induced to return. He went up to the very brink of the lake and started his campfire. Here he laid down to rest; here he slept till morn—slept till the sun was high in the air; then arose and joined his tribe far down the mountain. At night he came again; again he slept till morn. Each visit bore a charm that drew him back again. Each night found him sleeping above the rocks; each night strange voices arose from the waters; mysterious noises filled the air. At last, after a great many moons, he climbed down to the lake and there bathed and spent the night. Often he climbed down in like manner, and frequently saw wonderful animals, similar in all respects to a Klamath Indian, except that they seemed to exist entirely in the water. He suddenly became hardier and stronger than any Indian of his tribe because of his many visits to the mysterious waters. Others began to seek its influence. Old warriors sent their sons for strength and courage to meet the conflicts awaiting them. First they slept on the rocks above, then venturing to the water's edge, but last of all they plunged beneath the flood and the coveted strength was theirs.

"On one occasion the brave who first visited the lake killed a monster, or fish, and was at once set upon by untold numbers of excited Llaos (for such they were called), who carried him to the top of the cliffs, cut his throat with a stone knife, then tore his body into small pieces which were thrown down to the waters far beneath, where he was devoured by the angry Llaos."

Czechs Latest Beneficiaries Of Softer Russian Handling

VIENNA, Austria (AP) — Soviet communism's new policy of leniency to its subject millions in East Europe moved today into Czechoslovakia, the fifth Russian satellite to ease up on underfed, rebellious masses.

Prague radio announced the Red Czech government is abolishing a decree ordering terms in forced labor camps for workers who stayed away from their jobs without good reason.

The law had been enacted a week ago, apparently to counter widespread absenteeism which followed repressive measures taken after riots and disturbances against the Communist government in June.

The broadcast today said the Central Committee of the Czech Trade Union Federation had declared the absentee law "unnecessary" and had promised to keep the laborers at work.

Western observers in Vienna speculated that this was only the first in a series of concessions for the Czech workers, who have been reported rioting in various cities following a currency revaluation which wiped out most of their savings.

Of the Kremlin's East European satellite governments, only Poland and Bulgaria have not yet announced policy modifications to counter the wave of unrest and rebellion reported sweeping the 70 million Red-held non-Soviets.

East Germany and Hungary have decreed an about-face from their previous emphasis on heavy industry, a slowdown in collectivization of agriculture, less police terror and return to some degree of private enterprise.

Romania has increased food rations and ordered amnesties for prisoners, many of them political offenders.

Tiny Albania late in June told her peasants she would forget about their failure to fill quotas of grain, eggs, wool and meat in the 1949-52 period.

The biggest disturbances in Czechoslovakia have been reported from Pilsen, home of the giant Skoda armament plant. Following announcement of the currency change workers reportedly lasted for five days in early June until troops and police set up machine-gun emplacements at strategic points. Refugees reported large-scale walkouts and slowdown strikes continued in the Czech industries.

Kidney Slow-Down May Bring Restless Nights

When kidney function slows down, many folks complain of nagging backache, headaches, dizziness and loss of pep and energy. Don't suffer restless nights with these discomforts if reduced kidney function is getting you down—due to such common causes as stress and strain, over-exertion or exposure to cold. Minor bladder irritations due to cold or wrong diet may cause getting up nights or frequent passages.

Don't neglect your kidneys if these conditions bother you. Try Doan's Pills—a mild diuretic. It's amazing how many times Doan's give happy relief from these discomforts—help the 15 miles of kidney tubes and filters flush out waste. Ask for new, large economy size and save money. Get Doan's Pills today!

JAMES MARLOW

WASHINGTON (AP)—If the State Department would finally take a stand, in unmistakable language, on what is the purpose of the U. S. overseas libraries some of the confusion about book purging might end.

This country has almost 200 libraries overseas, with perhaps 100,000 books on their shelves, run by the International Information Administration (IIA), which is part of the State Department.

Months ago Sen. McCarthy charged 30,000 of these books were by Communists or pro-Communists and demanded their removal. The State Department began to do so.

Altogether it issued at least 10 directives to its overseas librarians on what books to remove and how to judge a book as Communist or pro-Communist. A number of books were moved from the shelves. A very few were burned.

News of the burning unloosed a storm in this country. The American Library Association upheld the "freedom to read." President Eisenhower contributed no clarity in the confusion.

On June 14 at Dartmouth College, he said: "Don't join the book-burners." Some people interpreted this as a dig at McCarthy but if Eisenhower had any such thought in mind he certainly didn't mention the senator.

Actually, the only book burners were the librarians, carrying out orders from the State Department. If Eisenhower didn't like what what they did he could have fired them or their superiors who gave the orders.

Shortly afterwards, at a news conference, he said it would be silly for the government to spread books urging its overthrow; as for burning any such books, he said the State Department could suit itself.

If the State Department, or IIA, simply contents itself in its directives with new guidance on what books to remove it will be avoiding the main issue and the main question:

Just what is the purpose of these overseas libraries? Are they, basically, meant to be propaganda agencies of the U. S. government? or are they meant to be libraries in the highest sense of the word, which might be defined this way:

A place where a man can find on the open shelves the whole range of mankind's thinking—the hateful idea as well as the benevolent, the radical and revolutionary and conservative, the authoritarian and the democratic, one idea lined up against another—and exercise his right as a free man to examine, judge, accept or reject as he pleases.

Removal of books because of their content or authorship from that kind of a library would be an act of intellectual tyranny or cowardice. But no one is seriously suggesting or pretending that the U. S. overseas libraries are meant to be libraries in that highest sense.

One section of the 1948 law creating the information service and the libraries says that the purpose of the service is to:

"Disseminate abroad information about the United States, its people and policies promulgated by the Congress, the President, the secretary of state and other responsible officials of the government having to do with matters affecting foreign affairs."

That puts them in the class of special - purpose libraries. Pro-Communist books would not have a place in a library set up to spread policies laid down by Congress or the President.

Eisenhower himself has emphasized the overseas libraries are special-purpose libraries. This, he said, restricts the selection of books to those which depict the American way of life and further U. S. interests abroad.

But a library set up to depict the American way of life and further U. S. interests abroad brings it pretty close to being a propaganda agency.

If the State Department once admitted the overseas libraries were propaganda agencies, the book-burning issue would evaporate. No one contends, for instance, that the Voice of America, which is frankly a propaganda medium for the government, should broadcast the propaganda of Lenin, Stalin or Marx or slip in the Communist propaganda of the Daily Worker.

Your insurance problems receive personal attention from Hans Norland, 627 Pine St.

Telling The Editor

PRAIRIE CITY, Ore. — It is lamentable perhaps that the vast majority of us down to earth mortals would have to agree with the editorial comment on Renoir's statue as reproduced in the newspapers. One would have to have a lot of symbolism in his soul to accept it as the feminine form devine in lieu of more elegant proportion defined by even Marilyn Monroe.

Yours truly,
Carl Lange

Wife's Roughing Up Of Dog Wins Man Divorce

LONDON (AP)—Norman F. Lucas, seeking a divorce on grounds of cruelty, said the breaking point came when his wife started pushing his dog around.

"She pulled its ears and growled in its face," Lucas testified. "When it growled back she hit it with a poker.

"'You can do what you like to me,' I told her, 'but you cannot be unkind to the dog.' And I made her leave the house the next morning."

Lucas won a decree.

Canada's Lumber Strike Threat Ends

VANCOUVER, B. C. (AP) — A government conciliation board's recommendation of a 14-cent-an-hour pay boost appeared Tuesday to have ended the threat of a strike by 32,000 CIO woodworkers employed in coastal operations.

The board's unanimous report was submitted Monday to the labor of minister at Victoria. It brought a prediction from an official here that "there will be no strike this year."

Body Of Crashed Pilot Found

CENTRALIA, Wash. (AP) — The body of Vern V. Trakowski, 41, a veteran Alaska bush pilot, was found Monday near the wreckage of his light plane in rugged timber country 15 miles east of here.

Trakowski, operator of the Alaska Scenic Air Service at Seward, had been reported missing July 1 when he failed to arrive at Seattle on a flight from Bishop, Calif. he was flying alone.

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in earnings paid savers July 1st

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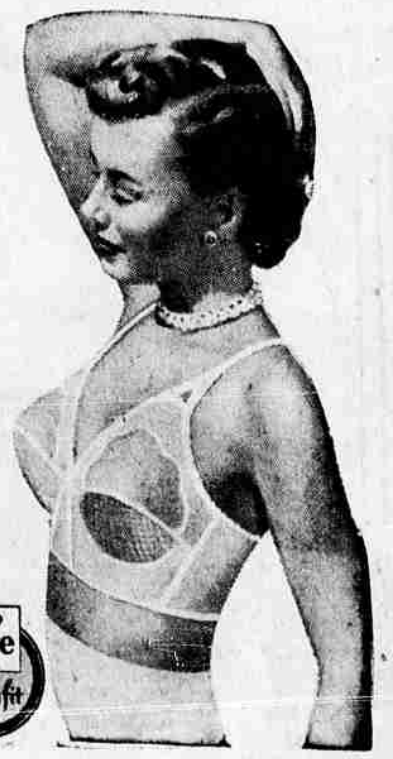

Hot, muggy days ca... extra ... to protect your comfort—and daintiness. And that means *extra* Life Bras, so you can enjoy the cool treat of a fresh one every day. Formfit's Life Bras fit you not only for bust size and cup size, but also for degree of separation—to elevate, separate, rejuvenate perfectly. Wash wonderfully well, won't shrink or lose their faultless fit. Choose yours from our wide range of lovely styles.

Life Bra shown, $3.50
In nylon marquisette and satin acetate

Others from $1.25

Life by Formfit

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IT'S A WONDERFUL STORE