

Herald and News

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CAUGHT IN THE ROUNDS

By DEB ADDISON

I am a country newspaper. I am the friends of the family, the bringer of tidings from other friends, I speak to the home in the evening of summer's vine-clad porch or the glow of the winter's lamp.

I help to make this evening hour; I record the great and the small, the varied acts of the days and weeks that go to make up life.

I am for and of the home; I follow those who leave humble beginnings; whether they go to the greatness or to the gutter, I take them the thrill of old days, with wholehearted messages.

I speak the language of the common man; my words are fitted to his understanding. My congregation is larger than that of any church in my town; my readers are more than those in the school.

Young and old alike find in me stimulation, solace, comfort. I am the chronicler of man's existence.

I am the word of the week, the history of the year, the record of my community in the archives of state and nation.

I am the lives of my readers. I am the country newspaper.

— Bristol Adams in Canton Sentinel.

Ah, the Want Ads!

It is not possible to let National Newspaper Week go by without considering the classified advertising section, one of the most important parts of a newspaper.

Some readers may skip the sports, the society, the comic pages. It is even rumored that every reader does not read the editorials religiously.

But the classified columns are a day in and day out "must" for most newspaper readers.

Primarily, of course, they serve as a central market place where persons with things to sell and persons with things to buy can complete their transactions. These range from lavish country estates to second-hand bicycles or outgrown highchairs.

But classified ads serve many other purposes equally well. It is to them that the homemaker turns to find the house he wants to rent or buy. It is to them that the job-seeker turns to look for the job he needs. It is through them that one can get any kind of message to another person or to the entire population of the community.

The other day a lady friend (or a friend of the feminine gender) said, "Deb, I'll take back all the justifiably nasty things I've said about your lousy paper. I'll apologize for everything I've thought, since your want ads got back the gloves I lost."

No higher praise...

The Republicans were at such low ebb in California in 1946 that a committee of 100 citizens in the 12th California district inserted a Want Ad for a candidate.

A young man answered it. He was elected and reelected. In 1950 he was appointed to fill the unexpired terms of the retiring Senator Downey. He won the seat for himself in the next election.

The young man who got his start in politics through a Want Ad is today's Vice President of the United States... Richard Nixon!

No finer testimonial...

JAMES MARLOW

WASHINGTON (U)—From what can be seen of his tactics, Pierre Mendes-France, the French premier and foreign minister, has proved himself a superb gambler.

At the nine-power London conference which agreed to let West Germany rearm, Mendes-France played one of the toughest, shrewdest and most daring games of diplomatic poker in recent years.

France could have come out of that game discredited, isolated and perhaps forced to watch her allies let the Germans rearm, whether the French liked it or not, and without any French say about how much rearming Germans could do.

The result could have swept the French into a backwater of history, reducing them to the status of a truly second-rate European power.

But at the same time, Mendes-France knew the enormous stake which his allies, particularly the Americans and British, had in this game. They wanted quickly a real, and not illusory, defense against Russia.

To make it real called for a Germany rearm in alliance with the French, not a Germany rearm at the expense of an angered France.

So, although Mendes-France knew how much France could lose if he lost, he knew also that his allies would have to choose between losing the chance for a firm defense or making concessions to him.

He went into the London conference with the United States, Britain and Germany more than a week ago demanding concessions. One of the biggest concessions he wanted was from the British.

He wanted the British to reverse an age-old policy and promise to keep British troops on the European continent as a guarantee against the day when perhaps a rearmament Germany might turn on her French ally.

The old British policy had been to make alliances with European nations, balancing one off against the other, while never committing her own troops to service on the Continent.

The United States and Britain had both tried to push the French into joining a single European army with rearmament Germany. This would have meant, for the French, giving up their own national army.

That was one of the reasons the French Assembly voted down the single-army idea. Among other reasons was the British refusal to heed the French request that they keep troops in Europe permanently.

The British might have saved the single army if they had given that promise. Instead, they sat on their hands.

Mendes-France sat on his hands too while the Assembly did its work. He didn't lift a finger for the single army. He must have known the assembly action would create a Western crisis.

The Allies would have to seek an alternative fast or face the prospect of a hollow defense against Russia. They did seek the alternative in a hurry. They called the London conference.

There, last Wednesday, British Foreign Secretary Eden promised British troops would be kept on the Continent. Some of the diplomats there reportedly wept, knowing they were participants in a historic moment.

QUICKIES By Ken Reynolds



"...ran into John Jones today, and that used car he got in the Herald & News Want Ads!"

They'll Do It Every Time

By Jimmy Hatlo



The Doctor Says

By EDWIN P. JORDAN, M.D.

A notable medical triumph is that over the disease known as pernicious anemia. Until about 1926 people who were ill with this disease eventually died from it, and the average duration of life was only a little over three years after the onset.

Today, death from pernicious anemia, if the diagnosis is made reasonably prompt and the proper treatment employed, is exceedingly rare.

The remarkable improvement in outlook for pernicious anemia victims is due principally to the fundamental observations and dog experiments of Whipple, Minot, Murphy and Castle, although knowledge has continued to advance with the investigations of others.

This disease is not caused by overwork, as one correspondent appears to think. Put in as simple terms as possible, the cause of pernicious anemia is now considered to be the result of a deficiency of certain important elements in the diet. This, in turn, leads to a slowing down in the production of new red blood cells, and since these cells continue to die at the regular rate of age, an anemia or blood lack gradually develops.

This is not the whole story, of course, since the disease is associated with changes in the stomach and often the liver. Nevertheless, the discovery that in essence pernicious anemia is a dietary defect led first to its treatment with liver or liver extracts.

The development of a substance known as crystalline vitamin B-12 is now of highest value in treatment. When given in the right quantities and fairly early in the disease, vitamin B-12, sometimes combined with liver or other substances, is highly effective.

Perhaps this does not seem so remarkable to the average reader, but to the medical man—especially one who can remember the fate of a person with pernicious anemia before the introduction of liver treatment—it constitutes a proud record, and particularly because the disease was described and set apart as long ago as 1855 by the famous English physician, Thomas Addison.

Following this for nearly 75 years, the disease could be recognized and accurately diagnosed, but nothing more could be done until then Addison could do. When I started my medical training, pernicious anemia was a fatal disease; when I finished it could be treated with a high degree of success!

Fortune Left To Build Library

LOS ANGELES (U)—Thanks to the will of a wealthy spinster, the town of West Brookfield, Mass., will have a new public library, complete with staff.

Nearly all of Miss Helen Elizabeth Gilbert's \$412,000 estate has been earmarked for West Brookfield and Amherst College. She left \$100,000 for construction and maintenance of a public library. Real estate which she owned here is to be sold to create a trust fund to pay salaries of a librarian and assistants.

Miss Gilbert, 50, died last September. Her fortune was inherited from her father, Vernon P. Gilbert, Amherst '89.

ALONG NATURE'S TRAIL

by KEN MCLEOD

The question of the loss of State Rights to the federal government by the construction of great public works for the control of water, and the setting up of a bureaucratic control over the people benefited, becomes an extremely difficult problem to master. It is a problem that cannot be over-simplified by merely stating that the federal government should conform to the water laws of the State since any single state cannot rightfully dictate the actions of the federal government. If the federal government alone is to construct the construction of great public works, it becomes an inescapable fact, and rightly so, that the federal government must assume responsibility over the economy of the people of the region to be benefited. And, when the federal government assumes this control over the area's economic structure — it naturally follows that bureaucratic control will seek to reach out for political as well.

The people of the community benefited become more the children of the federal government than of the state in which they live.

In the years to come the American people will have ample opportunity to attempt working out a solution to this dilemma because it becomes an ever increasing problem as public works under federal control become larger and larger. In the past, the problem was not so acute as it is today since public work proposals were for comparatively small sums embracing small areas not running into the multi-billion dollar class sweeping across state lines. Out of this program of great public works covering many states came the idea of the Valley Authority, a federal dictatorship which would be able to sweep aside the cumbersome problem of state boundaries — streamlining the economic system under control of the Authority only responsible to the federal government.

The planners of the Valley Authority program deliberately ignored American tradition, custom and the basic fundamentals of American liberty — their chief concern was to get a job done in the most feasible fashion that they could devise. They had been reared in the atmosphere of federal bureaucracy — employees of the federal government charged by the American people to accomplish tasks approved by the people. State boundaries became merely symbols of troublesome road-blocks and of even more frustrating state politics, in the eyes of the federal administrators — an archaic system that merely functioned to slow down the task and increase the cost of construction.

The boys who conceived the Valley Authority idea took a tremendous beating because in their eagerness to accomplish their dreams they flouted all the time honored concepts of the "American Way" of getting the job done.

The only alternative proposal so far presented is the "partnership" idea now getting "the works" in the present political campaign. The basic problem, of course, rests in the lap of finance, who furnishes the capital is going to have a great deal to say in how it is to be used. This is just as true with great public works

financed by money from the federal government as it is for a small business financed by private capital.

Local people who are the recipients of the federal government's blessings of the federal government don't like to acknowledge this basic fundamental factor in their debt, they cannot understand, so they profess what business it is of outsiders sticking their noses in and telling them how the local show is to be operated, they feel strongly their loss of independence. The agency of the federal government charged with the resource development is blasted for arbitrary, capricious and dictatorial treatment of local boomers who desire to make the most of their opportunities. Local people under bureaucratic control resent the yoke of domination — yet can it be otherwise? The federal agency is responsible to all the people of the United States not just those who are locally affected. This is one thing local people should consider well when they welcome the helping hand of bureaucracy, it is a difficult problem under any type of proposal "partnership" or otherwise.

The Colorado River storage project offers us a good example, there are a lot of people in Colorado who are pretty bitter that conservationists across the nation should have blocked this great boon to their area which would have brought more than a billion dollars of public funds to be spent there. What business is it of these outsiders to meddle with the affairs of Colorado?

The answer is simple — the boosters in Colorado were asking the federal government to tax people in other states to bolster the economic development and bring more business to their region. In this light the people of Oregon had something to say on the subject since their contribution would be \$16,500,000, in fact, \$2,850,000 more than the state of Colorado itself would contribute. Colorado's contribution would only be but nine tenths of one per cent of the total those who put up 99 per cent of the cash are going to have a lot to say about the subject — why then should the people of Colorado resent or even presume to dictate to the rest of us, how we should or should not act in approving or disapproving the expenditure of funds by our agent the federal government? The answer to this question is one problem the American people soon will place on paper as definite policy of resource action approved by all the people.

REPLAY

LOS ANGELES (U)—The Susan Hayward-Jess Barker divorce trial may be in for a replay, if Barker's attorney wins his move.

Atty. S. S. Hahn asked Superior Court yesterday for a new trial, contending that the evidence was not sufficient to support the verdict in Miss Hayward's favor last August.

Anybody Need A Million Bricks?

CHICAGO (U)—Chicago has a bargain in bricks—two million of them—at a penny each.

They're not gold, but granite block and weathering bricks which the city is cents each 12 years ago. But the city doesn't need them because it uses asphalt and concrete paving so they are being sold for salvage. They weigh between 7 and 12 pounds each and are, says John Ward, city purchasing agent, virtually weather-proof.

HAL BOYLE

NEW YORK (U)—Did you find your name on the list of America's 10 best dressed men this year?

Well, don't brood about it if you didn't. J. Fred Muggs, the celebrated television star, has more than 100 suits — and he wasn't nominated either.

He is making up a rival list of the 10 best dressed chimpanzees in America, and none of the men who crowded him off the custom-tailors' list even get honorable mention on his list. In fact, on his own list J. Fred Muggs has put his own name down 10 times.

There is always a bit of grumbling over the annual selection of the 10 best dressed men. The suspicion always arises that the choices are made less on what a man actually wears than on his blood (deep blue), wealth, position or current fame in the world.

So if you were by-passed this year again you might take some consolation from Leo Ullman, chairman of the Philadelphia Men's Fashion Council, who said: "It would be easy to pick 50,000 men in America who are equally well dressed."

There! Now you feel better? As a matter of fact, Ullman thinks that for \$150 "You can dress from head to foot as well as the best dressed men anywhere."

"No one could tell you from a man on the so-called 10 list." Here is how Ullman would draw up his \$150 wardrobe: suit, \$60; shoes, \$12; hat, \$10, shirt, \$4; socks, \$2; topcoat \$55. That comes to \$147.50 — leaving you \$2.50 for a belt or some handkerchiefs.

But the multi-million dollar men's clothing business is in the doldrums today because the average man doesn't even buy half a suit a year, although his wife gets from 4 to 6 new dresses or suits a year.

There are more than 50 million men in America, but we turn out only about 20 million suits a year — and this year the figure may only be 18 million," said Ullman.

"Every clothes has to turn out sport coats and slacks now — in self defense."

"People's habits have changed. They are less social. Television has been a big factor. Men don't dress up as much. They don't go out as often. They have forgotten the kick that buying new clothes gives them. They just sit at home in the evening in front of their TV sets."

"Even well-to-do men often affect sloppy or careless attire. Of course, being well-dressed isn't really as important to them as it is for the average man. They can afford to look like characters, since they already have achieved success."

Ullman thinks that the men's clothing market has fallen off mostly in small towns, where men pay less attention to clothing than they did a generation ago.

"In big cities like New York, Chicago, or San Francisco," he said, "men still buy a couple of new suits a year."

What are the style trends for the guy who still cares what he wears?

"Charcoal grays and browns season," Ullman said. "But the wedge-shaped suit with the football shoulders is out — even here on Broadway."

"The tall, narrow look is popular. The three-button suit with narrow lapels and natural shoulders is preferred. The center vent in the coat is coming back."

"Pants also are becoming narrower, and there is a trend away from pleats."

This means that Papa, whether he likes it or not, is soon going to look either like a fugitive from the Princeton campus — or a hangerover from the gay nineties.

SAM DAWSON

NEW YORK (U)—First earnings reports indicate today that the nation's manufacturing and mining companies found the going rougher during the summer months.

Early returns from the banks, however, show their third-quarter profits slightly higher than a year ago.

Railroad earnings for the first eight months of the year are markedly lower than in 1953, with every indication that their nine-month reports — to come out in the next few weeks — will show substantial declines.

At the half-year point, manufacturing and mining companies as a whole managed to break a little better than even with the same period in 1953 in net profit after taxes.

But a slow third quarter may pull the nine-month figures lower than in 1953. That year saw nine-month earnings running 18 per cent ahead of 1952. It was only in the fourth quarter of last year that the drop in industrial production began to take its toll of earnings.

So far, 27 manufacturing and mining companies have reported their nine-month earnings this year. Their combined profits after taxes come to \$72,654,552, a drop of 11.4 per cent below the \$80,025,488 the same companies earned in the first nine months of 1953.

These companies have fiscal years that do not correspond to the calendar year. For most of them the first nine months of their fiscal year ends Aug. 31.

The great mass of companies are yet to be heard from. Their earnings statements will be coming out in the next month or two. The reports of the oil-batch 27 can be accepted only as a possible indication of the earnings trend.

Eleven of them did better this year than last. In this group are makers of appliances, textile, machinery, cosmetics and brassieres, chemicals and heavy machinery, and oil producers.

Of the 18 whose earnings are down this year, one operated in the red in the first nine months. Others in this group with lower earnings include: textiles, iron, brass, copper, zinc and lead, paint, rubber and two machinery and two appliance makers.

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'March' To Aid Mac Set November 11

BALTIMORE (U)—The head of two militant anti-Communist organizations has announced here that a nationwide "march on Washington" asking senators not to censure Sen. McCarthy will be staged Nov. 11.

Rabbi Benjamin Schultz, in Baltimore to be inasmuch as a dinner honoring Roy M. Cohn, former McCarthy aide and a central figure in the McCarthy-Army hearings last spring, made the announcement.

The Senate is scheduled to reconvene Nov. 8 to begin consideration of a special committee recommendation that McCarthy be censured.

Rabbi Schultz said the march will be a "people's movement" especially for Sen. McCarthy, who is being smeared.

He said the marchers would be urged to visit their home-state senators during the day to urge them to reject the censure recommendations, then to attend a mass meeting at a downtown hotel ballroom the night of Nov. 11.

The meeting's purpose would be the organization of a "Joint Council Against Communism in America." The council objective would be not only to fight communism but also to fight "aggressive" smears of anti-Communists," Rabbi Schultz said.

Rabbi Schultz is national director of the American Jewish League against Communism, Inc., and co-ordinator of the Joint Committee Against Communism in New York.

Youth's Attempt At Death Fails

EASTON Md. (U)—Forrest Demeau, 17, drove his car at high speed into a dirt bank yesterday, state police said.

In the wreckage of the car, they said, was a note to a girl whom Demeau had broken up with the previous night. It said he intended to crash his car into the dirt bank at 70 miles an hour.

Demeau was not killed, though. He was found crawling along a road near the crash scene with a broken jaw, cuts and possible internal injuries.

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