

The Herald and News

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Sacred

By BILL JENKINS

Back in the beginnings, or so we are told by romanticists turned historians, man's most prized possession was his stone axe. It was more than a prized possession, it spelled the difference between life and death. Between hunger and a full belly. With it he hacked and hewed his way through life.

It was truly an all-important item. He protected his life with it in encounters with wild beasts, with other stone age men. He used it to subdue his dogs and his wife or wives when they became unruly. He beat logs to bits with it to feed the fire after that resource became available to him.

But then, gradually but inevitably, he hit the skids of civilization and the faithful old axe was spurned in favor of other and even more sacred possessions. He came to look on the home cave as a sacred possession. Several hundred generations peeled some of the rough outer shell off him and he even included his wife — or wives — in this category. Material things remained high in his regard, but the utility of the stone axe was no longer paramount. Intangibles began to creep in. As he developed a better brain he, humanlike, cluttered it up with a lot of foolish and unnecessary worries. The first faint glimmerings of propriety began to replace piggishness and the satisfaction of total selfishness.

As civilization and its ugly restrictions closed ever tighter about this poor deluded creature his sense of values changed again. He went back to the slave-worship of tangibles but left out the utility angle. He now began to worship possessions such as a finer coach and four (we are now out of the stone age and well into the beef-and-kidney-pie age) or a better mansion than the neighbors had.

Civilization in its usual sneaky, underhanded way scored massive gains here and he quickly entered the age of gadgetry, the lightweight suit and plastic everything.

And, oddly enough, history repeated itself and another but still familiar sense of values entered the picture again. Mankind went back to the intangible in his search for some treasured possession.

He came up with the reserved parking space.

In the world as we know it today nothing, but nothing, is so sacred as a man's reserved parking space. He will fight, bleed and quit his job for it. It is used as an enticement when hiring personnel away from a competitor. It is a job inducement of no mean proportions. It is more important, more sacred, than all the stone axes in history. It is the focal point of man's endeavor.

The average man would rather have a reserved parking space than a raise in pay.

It denotes a social position of the highest order.

Ticket holders to a reserved parking space right downtown are a caste so glorified as to be out of sight of the mere touchables on a park-and-run basis.

Possession of one is more important than a promotion. It is a promotion.

I do not have personal knowledge of how staunchly a stone-age man would fight for his hole-in-the-rock. But I am willing to wager a reasonable sum that no caveman ever fought as hard for his cave as modern man will for his parking space.

It is a way of life.

We no longer speak of the country club set. Peons at best compared to the parking space crowd.

Given his choice it is six, two and even whether a man would choose his wife and family or his reserved parking space.

Not that it is real important, but interesting. I wonder what will come along to replace the reserved parking space?

Stone axes, maybe?

Businessmen have been saying right along that too much recession talk could delay the recovery movement.

On the other side, they hold that a lull in that type of discussion, plus a bit more on the optimistic side should be a big help toward hastening the upturn.

Hence there is an apparent

strong bond with their mothers. And by all odds, one of the most colorful was Sara Roosevelt, mother of FDR. She was tall, good-looking, regal and occasionally imperious.

She called the president "Franklin" in the same tone of voice she used when he was a little boy. Not even when he was chief of state did she let him forget who was boss. And Sara Roosevelt was about as blunt a presidential mother as ever lived, with strong likes and dislikes.

They tell a story about a group of politicians visiting FDR at Hyde Park. His mother looked them over disdainfully and remarked in what amounted to a soft growl: "They look like a bunch of gangsters."

FDR was entertaining a certain senator at lunch one day when Sara Roosevelt hove on the scene, a typical entrance that was once described as "A frigate entering a harbor under full sail."

Sara looked at the senator, and then remarked in a loud voice: "Who's that terrible man sitting next to Franklin?"

She was quite a personality in her own right, was Sara Roosevelt. It has been said that the moment she died, a giant oak tree on the Hyde Park estate toppled over from no apparent cause.

Martha Truman was another colorful presidential mother and something of an unreconstructed Southerner. The president once decided to fly to Independence, Missouri, to visit Martha. The weather was foul but Truman went anyway.

When newsmen questioned him on the prudence of the trip, the president snapped that he'd go anywhere he pleased anytime.

Seems when a chief executive wants to visit his mother, he goes.

fort to play up the better side of the business news. And recently it has been better without the need of any artificial interpretation.

Automobile production has risen on a weekly basis but still is far below a year ago. There is talk that the new auto models will be pushed to get into the market before the summer is over.

Then there is housing which is being spurred by government and private organizations. Housing starts in April showed a gain of eight per cent over March.

The textile industry has been reporting increases in orders which wholesalers thought would continue during the next few months.

Merchants, apparently made more optimistic by the rise in personal income in April, are buying summer items in the wholesale markets. Just now they are stocking up on women's summer dresses, sportswear and beachwear, according to Dun and Bradstreet.

Also there have been purchases of men's tropical suits and sports shirts.

A weekly rise in car loadings drew more discussion than the fact that the loadings still are 26 per cent under last year.

And, to many, the stock markets apparently is saying that there will be a business recovery in the not too distant future.

same three meals in 90 minutes. Mrs. Lison and her husband, Henry, will get a chance to try some exotic dishes first-hand this summer. They leave soon for a tour of European countries.

And when they return, Mrs. Lison goes back into the kitchen... back to practicing how to cook a breakfast egg for her husband.

He likes them over easy and still a little brown around the edges.

The St. Louis woman says: "I keep telling him that we didn't learn to cook eggs like that in school. But it doesn't make any difference. That's the way he wants them."

Some have criticized the pricing policies of industry, holding that liberal wage rises were handed out freely because management felt prices could be hiked without any protest from the consumers.

Some have been critical of industries that cut back output to maintain high prices rather than looking earnestly for new markets or stimulating demand through lower prices.

And some doubt if the industrial recession will be licked until the cost of living comes down enough to let people buy again.

The government's consumer price index, due shortly, is expected to show another rise, with food prices still high and the cost of services continuing its slow but steady rise.

But cracks in the price structure are beginning to show. They have come in industrial materials which many companies can get now for less than they had to pay a while back.

Rising labor and transportation costs kept most companies from passing any of this along in the form of lower prices on their end products.

But lately weakness in sales volume has brought some changes. There have been a few price cuts, but mostly the price concessions have taken the form of discounts or the dropping of extra charges or cutting the costs of services.

And while the President warns when they happened, were mostly at the expense of the merchant's profit margin or in special sales promotions. Consumers have found that shopping around often turned up bargains.

Most makers of consumer durables have insisted that sales weakness for their products hasn't been due to higher prices. But the search for other reasons hasn't been entirely convincing either.

So perhaps President Eisenhower was saying more than just a truism when he reminded his businessmen audience that "a pricing policy designed to bring increasing volume should be nothing short of an article of faith for every businessman."

The official expectation that the cost of living should stop rising this summer is reassuring. But few in Washington seem to feel that the forces of inflation are more than just dormant. Many fear that another wage-price spiral can be kicked off this summer even with industrial output off badly from its peak.

And while the President warns against unrealistically high labor demands, he also reminds his businessmen hearers that the old American custom of looking for the widest possible markets used to work better than holding down supply to prop prices.

As a young graduate of Washington University in St. Louis, Mrs. Lison had no plans for a career in home economics. Instead, she became a proffreader for an advertising agency—a position she was sure would launch her into the journalism field.

But every time she read the proofs of recipes she got hungry. And she began spending her free time in the kitchen, trying out the more tasty dishes.

Published recipes, she discovered, don't always turn out the way they're supposed to. She mentioned that fact to her boss, and found herself back in school, studying home economics, at her boss' expense.

One of her first jobs was to teach beginners how to cook.

Young, bright-eyed brides constantly surprised her with their interpretations of recipes. She remembers fondly the young wife who thought the best way to separate an egg was to break it into a bowl, yolk, white and shell, and fish out the various parts.

In a quarter of a century spent at the kitchen stove, Mrs. Lison has noted some drastic changes in the preparation of food.

In 1940, she says, a woman spent an average of five hours a day preparing three meals for her family. Today she can prepare the

Cooks' Problem

By DOROTHY FLANDERS
(United Press)

A veteran home economist retires this month with a parting word to the cooks of the nation.

"Please the man of the house and forget the fancy recipes," Mrs. Thelma Lison knows whereof she speaks. After testing recipes for the food industry for 26 years, she still is practicing how to cook breakfast eggs the way her husband likes them.

Most women cook to please their husbands, she says. And if father doesn't like the dish, it will never see the top of the table again.

Men, explains Mrs. Lison, prefer ground beef and frankfurters to all other meat dishes. They like less lamb and liver.

They will pass up green peppers and lima beans for peas and corn. And they dislike anything coffee-flavored—except coffee.

Too Much Talk

By ELMER C. WALZER
(United Press)

This may or may not be a clue to an upturn in the economy, but observers note there is less talk of recession these days.

The No. 1 spot where this has been noted recently is in Washington. The word recession barely got a mention in President Eisenhower's press conference which probably was accounted for by the interest in anti-American demonstrations in several foreign countries.

Experts note, however, that even the politicians are less vociferous over the recession than they were not long ago.

There is less talk of a tax cut at this time to aid the economy. Such a trend, it was felt, might indicate that the lawmakers are convinced that a cut isn't necessary to bring back the nation's economy.

Also there is less talk of plans for devaluation of the dollar through the process of raising the price of gold. And, apparently less worry over the steady loss of gold to foreign nations that has been reducing the nation's gold hoard by 800 million dollars worth of the metal so far this year.

Fewer plans are being put forward for spending the nation out of the recession, and this, says the conservatives, is all to the good. They consider the current budget situation inflationary enough with the prospect of a 10 billion dollar deficit.

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On the other side, they hold that a lull in that type of discussion, plus a bit more on the optimistic side should be a big help toward hastening the upturn.

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By UNITE PRESS

BERKELEY, Calif.—Larry Fanning, assistant executive of the Chicago Sun-Times, in saying newspapers must cover the broad middle ground between magazines and TV:

"If our newspapers are to be really good enough we must operate in a climate of continuing self-criticism; a climate in which new ideas and experimentation are not merely countenanced but encouraged; a climate in which we strive always to think first of our readers and how best to get through to them."

Pogo



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They'll Do It Every Time By Jimmy Hatlo

A CARLOAD OF WIDGET WASHERS HAVE JUST BEEN GATHERING DUST IN BIGDOME'S STOCK ROOM... SO...

WELL... THEY JUNKED THEM... THAT WAS YESTERDAY... BUT COMES IT TODAY... THEN THE FUN BEGAN...

THEM WIDGET WASHERS WE PULLED A BOOBY TRAP WHEN WE STOCKED UP ON THEM... HAVEN'T HAD A SINGLE CALL FOR 'EM... SEND 'EM BACK TO THE MANUFACTURER OR SOMETHING...

YEAH... WE CAN SURE USE THE SPACE...

RUSH ORDERS FOR SEVEN GROSS OF WIDGET WASHERS!

THIS IS BULLGRAVY AND GO-SHIPAIR FREIGHT EIGHTY-FIVE AND A HALF GROSS WIDGET WASHERS!

ERSATZ CONFETTI WANTS A CARLOAD OF WIDGET WASHERS!

THANKS AND A HAT TIP TO LARRY C. WILLIAMS, 1050 WILLIAM ST., BUFFALO, N.Y.

STOCKROOM 5-2

Red Artists Visit U.S.

By SAM DAWSON

NEW YORK (AP)—The still rising cost of living plagues more people than its strange stalemated slowdown in industrial output.

And President Eisenhower has warned a gathering of leading industrialists against going along with the theory that just because prices have kept rising steadily for so long "the consumer is not price conscious any more."

He also has reminded them that the nation's great economic strides in the past were due to "the daring of this nation's businessmen in pricing for volume and taking their chances on profits."

Others have gone much further along this road than the President.

Some have criticized the pricing policies of industry, holding that liberal wage rises were handed out freely because management felt prices could be hiked without any protest from the consumers.

Some have been critical of industries that cut back output to maintain high prices rather than looking earnestly for new markets or stimulating demand through lower prices.

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Local Boy Listed On Honor Guard

Company K-2 at the U.S. Military Academy, West Point, to which Cadet Tarey B. Schell of Klamath Falls belongs, will serve as honor guard at the Memorial Day services to be held at Arlington National Cemetery, Arlington, on May 30.

The services this year will be particularly solemn, as they will include the burial of two unknown soldiers of World War II — one from the Pacific Theater and one from the European — beside their earlier fallen comrades of World War I. Company K-2 will guard the remains of these two

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12'x7'	Tweed Wilton, spice	126.00	86.00 40.00
12'x7'8"	Axminster, Neutria	125.00	85.00 40.00
12'x8'2"	Viscose Tweed, bl. & wh.	60.50	25.50 35.00
12'x11'10"	Viscose Tweed, gold and brown	88.00	33.00 55.00
12'x13'10"	Axminster, brown and lime	223.10	73.10 150.00
12'x15'9"	Wilton, Tweed neutria	283.50	88.50 195.00
12'x15'	Textured tweed, neutria	199.00	54.00 145.00
12'x15'9"	Chromspun, charcoal tweed	157.50	32.50 125.00
12'x15'11"	Cobbletux, wheat	329.38	134.38 195.00
12'x17'9"	Viscose, br. & bg.	166.80	41.80 125.00
12'x19'7"	Cobbletux, cinn.	404.76	154.76 250.00
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