

Significant Points In Tobacco Industry Noted

By ELMER C. WALZER
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NEW YORK. (UPI) — Wall Street notes two significant points in the tobacco industry—an apparent insulation against cancer scare talk in connection with cigarette smoking, and the prospect that there could be a swing away from filters to conventional cigarettes.

Value Line in its current investment survey says that in the last year and a half tobacco consumption has regained the lofty heights attained before the great cancer scare.

"These gains may be permanent," says Value Line. "The public may have become relatively insensitive to health scare talk."

That service believes that future scares may do little more than accelerate the shift to filter-tips.

MAGAZINE REPORTS

The current U.S. News World Report has an article entitled, "Cigarette Story: Sales Go Up Despite Health Studies."

"People are puffing cigarettes faster than ever," says the article. "Americans, it seems, are difficult to scare of smoking."

U.S. News also finds more and more Americans are turning to filter tips.

Wall Street is paying more attention, however, to a leading article in the July Reader's Digest on "The Cigarette Industry Changes Its Mind."

This article also talks of the "filter-tip revolution" of 1957-58, how the tobacco companies produced filters that cut down tars and nicotine. But it adds a new slant:

"The development which may have the farthest-reaching effect

on cigarette making is Lorillard's reduction of the tar and nicotine in the smoke of plain Old Golds. "Now called Old Gold Straights, the new 80-millimeter cigarette yields 41 per cent less tar than the former King (85 mm) size, (shorter length obviously accounts for some of this reduction). The regular (70 mm) size yields 28 per cent less tar than its predecessor."

BLEND CHANGED
This improvement has been achieved entirely by a change in the tobacco blend. However, from a health standpoint, the tar and nicotine reduction in plain-tip cigarettes directly benefits the millions of smokers who have not switched to filter-tips.

Market men recall another article in Reader's Digest a year ago on "The Facts Behind Filter-Tip Cigarettes."

That one gave Lorillard's Kent filter a boost. Kent sales soared and the other tobacco companies quickly brought out filter-tips or revamped the filter tips they had.

The filter-tip revolution was on. The financial district recalls that it took a bit of time between the period the article was released and the demand increased for Kents.

It scents a similar move in the Old Gold Straights and wonders if this article will set off a new change away from filters.

Wall Street estimates that smokers will consume nearly 410 billion cigarettes in 1958, about three per cent more than in 1957 and a new record high.

Keen competition among the various companies is making for heavy advertising outlays which are expected to continue, and possibly grow if a change comes away from filter-tips.



"Herbie's on my mind a lot—keep thinking how he must be missing me!"

New Zealand Cattle Ship Due Shortly In San Diego

SACRAMENTO (AP) — A ship bringing 1250 live cattle from New Zealand—the first such shipment in history—is due in San Diego next week.

How can Californians afford to bring animals 7,000 miles to market?

"Meat prices here are high," explained an agriculture department spokesman, "and we're going through a period of rebuilding herds."

A California cattleman bought the steers in New Zealand; and plans to fatten them in the Imperial Valley. If it proves profitable, a lot of down under steers can expect a long ocean voyage.

Choice steers bring 28 cents a pound in California markets. That price has held fairly steady since March.

It zoomed up in September, 1957, when the market began to feel the effects of a seven-year drought in the Southwest states. Pasture had become so poor, calves had been slaughtered and herds depleted.

Although the experts say there is a beef shortage in the United States a record 534,000 head of cattle was reported in California feedlots on July 1. But only 9 per cent had been on the lots for 90 days or more. That means they won't be hitting the market for a few months.

The expected shipment from New Zealand isn't a drop in the bucket. Cattlemen say they're not worried about it. But they are concerned about another type of shipment from New Zealand—

trozen low grade beef. High prices in the United States have meant a bonanza to New Zealand cattlemen. They expect to ship about 30 million dollars worth of frozen low grade beef to America this year—nearly triple their 1957 exports.

Will increased domestic production and low-grade imports mean lower beef prices at the corner store? Nobody will say.

Nationally California cattlemen, with a 325-million-dollar-a-year business to protect, hope the high price for good beef will hold. But sometimes, they say, the sale of their cull cows, honer bulls and old beef can make the difference of profit or loss for them.

They don't want New Zealand to corner that market.

Boy Admits Killing Pal

ANN ARBOR, Mich. (AP) — A 14-year-old boy today admitted severely beating an 11-year-old neighbor youth and drowning the bound boy in a pond near their homes.

Sheriff Robert E. A. Lillie said Frank Hogan Jr. of nearby Pittsfield Township was being held for investigation of homicide.

After almost six hours of questioning, Hogan admitted beating and drowning John Thomas Winslow, Lillie said.

He said Hogan told him he and Winslow went into the pond on a raft after they had quarreled on shore.

"There was a lot of bitter blood between the two kids," Lillie said. "Hogan said he struck Winslow with a homemade paddle and then pummeled him."

Lillie said Hogan bound Winslow's hands behind him with his own belt and tied his feet with a rope.

"Hogan then held his head under water and probably choked him, but saw that didn't work too well," Lillie said. "So he tied Winslow to the raft and pushed it over him."

Young Winslow was found face up in three feet of water by his father George, 44, about three hours after he was last seen last night.

Lillie said questioning produced no evidence of premeditation.

"I don't know. I just suppose it was just what kids 11 and 14 fight about."



OPEN SEASON

Store Planning To Reset Clock

PARAGOULD, Ark. (AP) — A department store advertised that it will turn back the clock, price-wise, to the good old days.

As part of a 75th anniversary celebration, West's Department Store today and tomorrow will sell a suit for a 100-pound hog, a pair of men's shoes for a bushel of tomatoes, a pair of dress trousers for a bushel of fresh peas and a straw hat for a gallon of molasses.

JUST A BARN
FLORIDA, N. Y. (AP)—The birthplace of the man who bought Alaska from Russia for the United States in 1867 now is just a barn. William Henry Seward, former secretary of state, was born in this Orange County community in 1801. A marker designates the barn, at the rear of a house.

Man Promotes Hawaii Measure

SAN FRANCISCO (AP) — In a truck carrying a Liberty bell replica, Jackson McBride of Honolulu plans a one-man motor march to Washington to promote support for immediate statehood for Hawaii.

McBride, 35, begins his drive with a one-hour appearance with the Hawaii Liberty bell at City Hall today.

McBride, Atlanta-born advertising and radio executive, said the Hawaii bell march is supported by Hawaii citizens protesting any further delay in Hawaii statehood. Congress voted admission of Alaska last month.

IT MEANS STOP
OAKLAND, Calif. (UPI)—It will be four days in the cooler for Manuel Fernandez, who was unable to pay a \$20 fine levied on him Thursday for running through a red light on his bicycle.

Took Just Seven Hours For Baghdad Rebels To Secure Power Over Iraq

WASHINGTON (AP) — It took seven hours last Bastille Day for the Baghdad rebels to seize and secure power over Iraq. And then, for the rest of the day, the mobs took over.

That was the picture of the Middle East's fateful July 14, as shown in a chronology based on the best available publishable information here. Officials informed on the situation assembled the pieces, some admittedly sketchy, this way:

Baghdad was sleeping. It was 5 a.m. and the first faint rays of another sun were just beginning to appear. Swiftly and silently, Brig. Gen. Abdel Karim el-Kassem led his 20th Brigade into the unsuspecting city.

Whispered orders. Detachments dropped off at the railroad, at the bridges, at the telegraph office, at main street junctures, at the post office, at Baghdad radio. Quietly, efficiently, the troops took over without firing their rifles and machine guns.

More whispered orders. This time, names of those to be arrested. Other detachments going around to the specified addresses, knocking and arresting, with orders to shoot if resisted.

In an hour the secrecy, locked in the hearts of fewer than two dozen men for two months, was no longer necessary. It was 6 a.m. The first phase of a classic coup was over. Baghdad radio blared the city awake with the news: "Citizens of Baghdad, the monarchy is dead, the republic is here!"

And then, the names of 15 men, mostly young army officers. The 12-man cabinet, headed by Kassem as premier, and the three-man Sovereignty Council, the new strategy-making supercabinet, topped by Lt. Gen. Najib el-Rubai.

A detachment, led by two officers, went to the royal palace. By now, a mob was gathering, mystified, curious, excited. With the mob trailing, the soldiers forced their way into the palace.

They were brought up short by the sight of their young King. The 23-year-old Faisal, a pistol strapped to his side, stood beside his 46-year-old uncle Abdul Ilah, crown prince and exregent. With them, rifles drawn, were two members of the palace guard. They were ordered to surrender.

Abdul Ilah, also armed, was disdainful. He and Faisal had arisen early to fly to Ankara, Turkey, for a Baghdad Pact meeting — not to be arrested. He ordered his guards to shoot. The soldiers fired first and the guards fell dead. Abdul Ilah went for his pistol. Another fusillade and both he and Faisal crumpled to the floor.

The King was dead. But the prince might have been still alive. The mob surged forward, kept a respectful distance from the King but seized the prince.

Abdul Ilah, a meticulous man who liked pink shirts with gray pinstriped suits and hated crowds, was dragged through the streets of Baghdad behind a jeep. His body was hung on a building so all could see he was dead. The King's body was exhibited later, probably on a marble slab.

But the big prize got away. Premier Nuri Said, "the Old Fox," caught wind of the coup and fled to the suburbs. Angered,

the military junta slapped a \$28,000 price on his head. It was not until two days later that he was found, disguised as an old woman with a black scarf covering his face. He shot it out and fell dead. His body, too, was hung in display.

Nuri's reported lament to President Eisenhower in Washington last fall comes back now with prophetic irony. "I am a strong man," he told Eisenhower, "but I am 70 years old and there is no one to succeed me."

Ironically, too, Nuri apparently sealed his own doom. Only last week he supplied Kassem's brigade with ammunition to march to Jordan. There, it was to help Faisal's cousin King Hussein keep order after the June 22 smashing of a similar coup with the arrest of 60 Jordanian army officers. But Kassem marched on Baghdad instead of Amman.

It was 8 a.m. Baghdad radio was pumping out news of the coup. Mobs demonstrated outside public buildings, the U.S. Embassy, the U.S. Information Library, the British Embassy. More army units were reported pledging support of the rebels — on the plains, in the mountains, outside Baghdad.

A fire broke out at the British Embassy. A British colonel was killed or manhandled. The rebels blamed the fire on the British. They said the British were trying to burn secret documents and the fire got out of hand.

By noon, things had simmered down. Soldiers were everywhere and Baghdad radio was still rolling out the word, with appeals for public cooperation. All of Nuri's Cabinet were either dead, to jail or hiding out. There was no organized resistance. The coup had succeeded, after weeks of secret hatching outside Iraq — reportedly in Jidda and Mecca, Saudi Arabia, and Bern, Switzerland.

The mobs, possibly joined now by Communist agitators, spent the afternoon venting their spleen against real or imagined ills suffered under the old regime. About 3 p.m. a mob laid siege to the new Baghdad Hotel, to root out royalists there. Two Americans were killed, probably because they just happened to get in the way.

Senator Sees Mid-East Aid For Nation's Armed Forces

WASHINGTON (AP) — Sen. Richard B. Russell (D-Ga.) said today that Congress will support the U. S. armed forces with authority and money in the Mideast crisis, wherever they are.

He said the Senate Armed Services Committee, of which he is chairman, will stand by to await developments and to consult at any time with the top defense command.

Russell told a reporter he thinks

it would be unwise to reduce any of the armed forces below existing levels, as is contemplated in budget requests now before a Defense Appropriations subcommittee.

Russell said that when Congress winds up its work, it should be subject to recall by its leaders, so it could act in any unexpected emergency.

The unexpected overthrow of the pro-West regime in Iraq and the sudden dispatch of U. S. troops to Lebanon have bolstered the case of advocates of increases in Army and Reserve and National Guard personnel.

Sen. Stuart Symington (D-Mo.) told the Senate the call for U. S. troops came at a time when effective defense efforts were decreasing.

"Our government continues to place soft living and budgetary considerations ahead of national security," Symington said. He and others are advocating a stepup in administration requests for long-range bombers, missiles and other weapons.

Sen. Allen J. Ellender (D-La.), who has visited the Soviet Union several times, said in a separate interview, "I personally don't believe the Russians will step in."

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Ike Reported Seeking Aid

TOKYO (AP) — Unconfirmed reports circulated that President Eisenhower has sent Prime Minister Kishi a message asking Japanese cooperation in the United Nations on the Middle Eastern crisis.

Kyodo News Service, quoting unidentified informed sources, said the American Embassy delivered the message to Kishi yesterday.

An embassy spokesman said he had no immediate information on the report.

Japan's delegate in the U.N. Security Council yesterday termed the American landing in Lebanon "inappropriate and regrettable" and "liable to aggravate the situation." He was reported planning to propose to the council that the U.N. observer corps in Lebanon be increased so that the U.S. Marines could withdraw. The United States has asked the council to set up an international troop force to take over from the Marines.

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baby doll pj's
july clearance only \$3.49 . . . reg. \$4.50. solid color background with small white polka dots, square neck with nylon pleated yoke, bottom self ruffle. pink or blue.

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only \$3.29 . . . reg. \$5.98. lace inserts, wide nylon pleats, pretty half slip. white only.

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