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TV Sales

By FLORENCE JENKINS
Being right up to the minute is almost a fetish with Americans. The application of this desire is a business stimulant and results in the sale of new car models, the trading in of major appliances for the new, improved design and is now extending to television.

It is expected that nearly half of the TV sets sold in 1958 will replace sets already in use. In other words, the television sales industry is now a replacement market to a large degree.

A survey made by Electrical Merchandising, a McGraw-Hill publication, shows that retail TV sales are expected to increase by about half a million sets a year, with 1958 the lowest sales year since TV advanced from infancy.

The number of television sets scrapped each year has been growing steadily. In 1953, scrapping reached a million units for that year. By 1956, it had reached two million and last year, three million. At that rate, by 1960, the scrapping rate will have risen to a point where eight per cent of the sets in use that year will be scrapped.

However, it is estimated that more than 11 million sets in use today are five years old or older.

There are an estimated 30.8 million families in the United States today. Television manufacturers estimate there are 48.3 million sets in use. If each family had only one set, that would mean that only five per cent of the families in the nation are without television. Multiple sets per family, of course, throw that figure off.

Bringing it down to our area level projection of that figure would mean that only 500 families in Klamath County have failed to succumb to the lure of television.

Presumably there is still a potential market for new sales as long as that five per cent hold out.

And sometimes we wonder what that other 95 per cent would find to talk about if all the channels would go off the air for a projected length of time.

Remember?

By NELSON REED
Ever stop and consider how the nitwit public gets all burned up about something, says never again, and then in a little while forgets all about it? Remember back in the Depression, those of us who were old enough to go broke, how we swore that never again would we ever buy anything we couldn't afford to pay cash for?

So what happened? We had a few good years and we went nuts. (Not you and me, of course—just some of us). We bought a house bigger than we needed for five per cent down and 40 years to pay; a Caddy when a Chevy would do, 'cause we could get it for just a little more down and three years to pay. Our kitchen had all the latest gadgets, none of which we have title to yet, and in our living room we had to have a "Peek Box" that partly ours so we can hear and see a lot of nuts who are sillier even than we are.

We gave our high school kids cars to ride in to school, and then paid lousy taxes for a gym so they can get exercise. Then we took to sleeping pills and psychiatrists, worrying whether our kids were going to get killed and, if they didn't, whether they would ever amount to anything.

Every year we had to work harder and faster so we could buy more so the country could produce more so this squirrel cage we are living in won't stop spinning. And even if it doesn't stop, where are we going to end up? With a buny ticker, hardening of the arteries, and a horrible nightmare that our retirement pay won't meet all those payments?

Damascus Notes

(For HAL BOYLE)
Associated Press Staff Writer
Snaps from a traveler's album: It is only a short walk, but it crosses 2000 years and brings you back to a strange and moving story.

You leave the modern section of Damascus, the hotels, theaters and department stores, and walk toward the east. The pavement ends. Soon you come to a narrow street. There are no signs, but without asking, you know its name.

"Go into the street called Straight."
It runs straight as an arrow through the bazaar to the crumbling remains of the city's old east wall. How old? Nobody knows. Damascus, they say, is the oldest inhabited city in the world. The street, they say, has been seen by the ancient Egyptians and the Romans.

"And inquire in the house of Judas."

In that house, the story says, a man named Saul lay sightless, stunned by what he had seen. Nobody knows what it was.

You try to picture how the street looked at that time. Probably very much as it does today.

It is narrow and choked with people. A man in long, loose robes rides past on a little white donkey. A dark-eyed woman veils her face. Day and night, they mill through the street, buying, bartering, haggling, or merely gossiping with craftsmen and storekeepers.

The shops are open-fronted, without windows or doors. From the goldsmith's shop comes the tinkle of his hammer, shaping a bangle for a lady's wrist. There are stone cutters and carpenters, cobblers, tailors, leather-workers and merchants, jammed close together in a great, buzzing honeycomb. The air smells of spice, fruit and ancient dust.

You can buy everything here—gold, silver, precious gems, a saracen's armor, a spitted lamb or a yellow melon.

It is a very worldly street.

"And inquire for one called Saul of Tarsus."

It is a very mysterious story and after nearly 2000 years, men still puzzle over the meaning, and dispute the truth of it.

On the road to Damascus, the Bible says, Saul heard a voice, calling his name. Some powerful force swept over him. It left him blind and helpless. They had to lead him by the hand into the street called Straight.

For three days, he lay there stunned, unable to eat or drink.

Was it a hallucination, something Saul of Tarsus imagined?

The road to Damascus passes through bleak and forbidding mountains. Heat waves rise from the tortured rocks. The mirage floats across the desert floor. It would be easy to "see" strange things here in the heat of days.

Yet, the historical record seems clear.

This man had been a destroyer, savage and implacable. The Disciples themselves were afraid of him. Then, in that blinding moment on the desert, he changed and the story says he became a totally different man.

You walk along the street called Straight, remembering the story, and wondering.

But this is not all. You come to the east end of the street. There stands the ruin of the old Roman gate. The story says that, after his mysterious transformation, Saul's enemies determined to kill him.

"And they watched the gate, day and night. Then the Disciples took him by night and let him down by the wall in a basket." So he escaped.

Not far from the Roman gate, at a segment of the old wall, there is a kind of shrine and a sign.

"At this spot, St. Paul escaped from the city, having been let down the wall in a basket."

Ike On The Spot

By JAMES MARLOW
Associated Press News Analyst

WASHINGTON (AP)—President Eisenhower is on the spot, put there by the Supreme Court and Southern states.

For years he tried to soft-talk the problem of school integration. It didn't work. Now he has to act.

The court, in ruling on Little Rock last Friday, did more than say mob violence and community opposition can't block its ban on public school segregation.

The nine justices, by their unflinching stand, said in effect to the Eisenhower administration: the next step—enforcing our order—is up to you.

Enforcement—or the lack of it—was a central theme in the court's hearings on the Little Rock school board's request for a 2½-year delay in integrating Central High.

Richard C. Butler, attorney for the board, criticized the Eisenhower administration for not prosecuting mob leaders in Little Rock. He also criticized the city and state authorities for not preserving order.

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points may land. Many workers are understandably more interested in their take home pay than in the problems of the boss.

And now and then Uncle Sam looks over your shoulder. He has some do's and even more don'ts as to what you can say about unions, wages and working conditions.

But beyond these legal barriers, there are many fields in which management can commune with labor—and does so with an increasing number of words and an increasing annual cost.

Experts in the field of labor relations estimate that the nation's corporations are spending more than 30 million dollars this year in attempts—successful or just hopeful—to communicate with their employees and the communities in which they operate.

The two most popular devices: The company house organ and the company bulletin board.

The house organ has waxed greatly, both in number and in performance. An estimated 4,000 are now regularly issued. Take in the now and then issues and those by the smallest firms and some think the total number might be 20,000.

The company bulletin board takes all manner of employee communications. It may hold news photos aimed at building worker morale, or scores of plant bowling or baseball teams (aimed less directly at the same target), or safety appeals (aimed both at doing good and saving money).

Newspapers and radio stations in the areas where plants are located are offered stories about the company and about its employees. Beyond their news value is the hope that the items will win friends for the firm among its workers' families as well as the community in general.

In times of stress companies resort to telling their story in stuffers in payroll envelopes, or letters directly to workers' homes. Personal contact is sought through supervisors or over public address systems. Some firms use closed circuit TV during lunch hour or coffee breaks.

On happier occasions a growing favorite with management is the open house or visiting day. Some are designed to let the family see how dad and mom spend their working hours—and how important the firm says they really are. Others try to get the town folk to see that the company is a community asset and really has a heart.

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They will pretty much be voting in the dark.

De Gaulle's constitution for a fifth French republic is shaped to accomplish two major things: put more backbone in the French executive and provide a new arrangement—anything up to independence—for vast areas of French Africa and Madagascar.

The course of Algeria—France's No. 1 headache for more than three years—is not charted.

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Eisenhower, in the four years since the court's original ruling that segregation by race was unconstitutional, had given no indication his Justice Department had plans for coping with local or statewide defiance of the court.

Instead, he kept calling for patience, although in those four years hardly any integration had occurred in the South. It was as if he had set himself the policy of not irritating Southerners.

But while he talked patience and understanding, the Southern states were bitterly erecting massive barriers of defiance to the court with new laws of their own for blocking integration.

There had to be a showdown sometime. Now it's come in Arkansas and Virginia.

In both states the governors, acting under their new laws, have closed schools ordered integrated by federal judges.

What the administration intends to do is not yet known.

But at least Atty. Gen. William P. Rogers seems better prepared to meet the days ahead than his predecessor in the Justice Department, former Atty. Gen. Herbert Brownell.

Since Rogers has arranged for a number of extra U.S. marshals to work in Little Rock, he may be planning legal steps like court injunctions, to force compliance with the court order. Marshals could arrest violators.

This indicates more foresight than was shown by Brownell when he headed the Justice Department last September at the time opposition of Arkansas Gov. Orval E. Faubus caused violence that blocked integration of Central High.

The Eisenhower-Brownell answer was to send troops—a move Eisenhower had previously indicated he never wanted to make—to back up the court.

That was an extreme step. It's one the administration may have to use again, but probably not before it has taken intermediate steps it didn't try before.

The administration's plans for Virginia are also still up in the air.

Guesswork

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They'll Do It Every Time

By Jimmy Hatlo



Former President HST Stresses Press Accuracy

NEW YORK (AP)—Harry S. Truman said today "the myth of Democratic extravagance and Republican thrift would be exploded" if the press did a better job of informing the public about the budget.

"Of course, the dollar was worth more in 1939, but even if you double and triple Roosevelt's peak New Deal budget, you don't come to more than a third of today's programs."

"And now let's take the idea that the Democrats never balanced the budget," he went on. "Over the four peacetime fiscal years between 1946 through 1951, the budget ran a net surplus of over four billion dollars. In fiscal year 1951, the first year of the Korean conflict, there was a budget surplus of 3½ billion dollars."

"The great defense program of 1952 and 1953 unbalanced the budget again. But in the so-called peacetime years of my successor in the presidency, the budget has shown a surplus in two years only, and the net deficit for the period—until fiscal 1959—is over six billion dollars. For fiscal 1959 I believe a deficit of over 12 billion dollars is expected, which will be the biggest deficit in history, except for the years of World War II."

"I cite those figures not in a spirit of partisan pride or animosity, but simply to suggest that if they were widely known, as they ought to be, the myth of Democratic extravagance and Republican thrift would be completely exploded."

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