

The Herald and News

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New Stars Needed

By HAL BOYLE
NEW YORK (AP)—What Hollywood needs, says producer Jerry Wald, is a reforestation plan to grow new stars.
"The independent producers are chopping down the trees," he remarked, "but they aren't doing any planting."
"They are gypsies. They grab a big buck and move on."
Wald, now under a five-year, 10-picture deal with 20th Century-Fox, feels that a studio's star reforestation project is beginning to pay off.
"In another two years it should be self-sufficient. We'll have a good stock of young, well-groomed actors. We have about 50 players under contract—and it takes guts in the industry today to have a regular payroll."
It costs considerably more to grow movie stars than it does to raise Christmas trees.
"These seedlings need all kinds of help—from special training to wardrobes," said Wald. "It costs a minimum of \$100,000 for each personality you sign, whether eventually you keep him or let him go."
Although not exactly an enemy of the star system, the producer feels the presence of stars is no sure guarantee of success for a picture. To him the most important thing is still the story.
"A star without a good story is like a drowning man without a life preserver," he observed. "The most important figures in Hollywood aren't the 12 biggest stars. I'd say the 12 best screenwriters are more important."
Film star planting is a hazardous form of lumbering.
"The mortality rate is high," acknowledged Wald. "Only about one in 25 pans out."
"But there is no real shortage of talent. There is a shortage of talent to recognize a talent."
"It's like mining rough ore. Every studio has made its mistakes. No one is infallible."
"Warner's dropped Clark Gable. Fox dropped Grace Kelly. MGM dropped Fred Astaire."
"Raul Walsh once brought a guy named Rock Hudson around to see me. His name amused me, but I couldn't use him. The same with James Dean. He stood about 5 feet 4. I must confess I couldn't figure what to do with him."
"The whole thing is pretty much like playing a slot machine. Before you can win you have to put in the coin."

"Tempus Fugit"

By NELSON REED
Time flies, the Romans said, and so it seems to us to do as we get older. But I have a theory that time doesn't change. We do.
This old world, it seems to me, revolves at about the same rate, but our pace varies with our age. When we were very young, some days, like our first day in school, or Christmas when we were 8, or the Fourth of July when firecrackers were legal and plentiful, seemed a week long. We were just running faster than time was.
As we grew older we seemed to be keeping fairly even with time. Our children came along in the allotted time. The bills came in regularly, even if the money to pay them sometimes didn't. The only way you could make a Klamath winter pass quickly was to borrow money from the bank on a 90-day note.
But now that we are older the world is turning at the same rate, but we have slowed down a bit. As a result it seems almost no time from one year to the next. Children we thought of yesterday as just out of high school today bring their own children around for us to admire. We are apt to talk about things that happened "just a year or so ago," when actually it was 10 or 20 years ago.
So, between the years of our youth, when we ran like the wind, and our old age, when we barely crawl, the old world goes along about the same rate. If "tempus fugit," it is only relative.

Hopeful Note

By SAM DAWSON
NEW YORK (AP)—Production of next spring's and summer's suits and slacks for men gets under way in earnest this month on a hopeful note.
For the customers there is a chance that, with wholesale prices off about 5 per cent because of a drop in wools and worsteds, retail prices may drop by \$2.50 or \$3 a suit.
For the makers of men's clothing there's a hope that the general business advance will bring with it a 10 per cent rise in unit sales from this year's disappointing totals. In the first nine months of the year the industry was operating at 65 per cent of capacity. There are some 60 million males

over 18 in the United States. In an average year they buy 20 million suits. Naturally, the industry thinks this is far too few and has a variety of campaigns under way to get father and son to spruce up. Some appeal directly to the women folk.

This has the support, for one, of the architect of the American pavilion at the Brussels World's Fair, Edward D. Stone. He thinks women should start a slim clearance project to rehabilitate the American male, whose casual dress often reminds Stone of "an unmade bed or a one man 'slum.'"

To pep up business the garment industries tries new fashions. Stress on the Ivy League style built it up to about 10 per cent of the market and influenced other styles by trimming down shoulder pads and slimming trouser legs.

This fall some suit makers are trying a new style called the Continental Look, which sees the Ivy League and raises it. The imported version shortens coats, pinches in waists, slants jacket pockets, and has even tighter trousers.

In the field of more conventional fashions, a drive by industry moguls is urging corporations to see that their salesmen are as well packaged in a clothing sense as their products are in the usual sense.

In cooperation with the National Sales Executives Inc., the American Institute of Men's and Boys' Wear Inc. has brought out a book called "How to Dress Right—what to Wear When."

Teamed with the National Assn. of Men's Apparel Clubs the institute has a 14-minute color film called "The Cut of Your Jib" which has been shown to sales personnel of drug, steel, business machine, paper, food, aircraft and camera companies, as well as to church and civic groups.

The Clothing Manufacturers Assn., which keeps tabs on industry production, is hopeful of a 10 per cent increase in unit output of the new spring and summer lines for two reasons.

For one, it notes that production in the first nine months of 1958 has been well down—about 17 per cent, top and overcoats off 7 per cent; pants off 8 per cent. But retail sales during the period slipped less than 5 per cent. It deduces that retail inventories must be low and stores ready to buy.

For another, rising personal income totals and fairly steady prices of many consumer products leads the clothing makers to hope that there will be more money left over in the family budget for fixing up father come spring.

Lack Of Confidence
By JAMES MARLOW
Associated Press News Analyst
WASHINGTON (AP)—The Republicans had better begin examining themselves.

Their defeat by the Democrats Tuesday for control of Congress—the third time in a row—shows a clear lack of voter confidence in the party.

It shows most distinctly in the sharp choice the voters have made among President Eisenhower, his party and the Democrats.

Eisenhower was elected overwhelmingly in 1952 and 1956. But in the three congressional races since Eisenhower took office, the voters have given the Democrats control of the legislative branch.

Tuesday's beating forces the Republicans to face this gloomy question: "Unless we can somehow regain voter confidence, how can we possibly hope to win the presidential and congressional elections in 1960?"

No Republican in sight, from Eisenhower down, seems to have the answer.

Despite all the campaign urging by Eisenhower and Vice President Nixon—some of it pretty shrill—the voters still put their faith in the Democrats at run Congress.

This sometimes gets difficult to understand since both parties are basically conservative except that the Republicans, or many of them, seem even more so.

One conclusion seems fair:

That the voters definitely think the Democrats more truly represent their views and interests, and are more responsive to their needs, and in these days of vast social changes are more progressive.

That can explain to some extent why the voters elected Eisenhower while defeating his party in Congress, for he has tried to follow a moderately progressive line in his administration.

But neither he nor his party can claim that a majority of congressional Republicans could or perhaps would want to, be called Eisenhower Republicans.

It seems difficult to think that either Eisenhower or Nixon can give their party more political sex appeal by 1960.

Both men have had six years in which to lead their party down a road that pleased the voters. They couldn't do it.

There's no reason to believe the two men can do better these next two years.

Therefore, the Republicans as a party seem to face this problem: 1. Either change their views to conform more to what appears to be the voters' desires, or— 2. Just wait to see whether the Democrats will make such a mess of things that the voters demand a change. That looks like wishful thinking.

Since Eisenhower has adhered—between election campaigns—pretty much to an above-the-strife political attitude, it can hardly be expected he will try very hard in his last two years to reshape the party.

Nixon has tried different tactics. He's been a very active political partisan. But he may have to concern himself greatly with his own political fortunes these next two years.

The victory of millionaire Nelson Rockefeller in the New York governor's race gave Nixon a sturdy political competitor for the Republican presidential nomination in 1960. The result of this new competition may be a change in Nixon's tactics.

They'll Do It Every Time

By GAY PAULEY
UPI Women's Editor
NEW YORK (UPI)—Each year for the last 35 years, they've called the event the women's international exposition. But this year, it's a misnomer. The guys have joined the dolls.

Officials of the Women's National Institute, which sponsors the annual display of handicrafts from the world over, said the decision to let the men participate was sort of a turn-about-fair-play.

"We thought somebody should recognize their skills," said Mrs. Rebecca Feinberg, a lawyer, and coordinator of the exhibits. "After all, the men are letting the women in. Look at Mary Roebbling."

(Mrs. Roebbling, president of the Trenton Trust Co., last week became the first woman on the board of governors of the American Stock Exchange.)

The 11 men represent only a small portion of the overall show, which opened today and will run through Nov. 9.

There are 404 exhibits, from 46 nations including Hungary and Czechoslovakia.

The men are showing oil paintings, character dolls, crystal candleholders, and weaving.

Ceramics, art, hand-wrought jewelry, cuddly toys and other works of children are included for the first time. And special awards will cite the younger set for their work in community betterment.

Exposition Allows Men To Show Work

By STEVE LOWELL
Associated Press Staff Writer
ATOMIC TEST SITE, Nev. (AP)—Lt. Bill Krull flew me through an atomic cloud.

Bill, who is 27 and from George, Iowa, is a member of the 4950th Test Group from Kirtland Field, Albuquerque. His job is flying observers to check radioactivity and pick up samples of particles in the usually awesome clouds.

Bill's plane is a twin-engine B-57 jet bomber. On the tips of the wings are containers which look like wing tanks. They hold filter paper screens through which the air flows and which catch particles as the craft flies through atomic clouds.

In the back cockpit are dials to register the peak radioactivity encountered in a cloud, the average radioactivity of each pass, and the total radioactivity piled up through one whole flight.

Bill took me along Thursday as the observer so I could see how his unit has been sampling nuclear clouds in atomic tests for six years.

We went out to take a look at a pint-sized cloud. It was about 1,000 feet through and came from the explosion of what is called a safety experiment. That is a proposed nuclear bomb design set up for testing to see what strains it can stand in case it is in an accident like a fire, crash, or fall.

Conventional explosives are used to try to set off the miniature nuclear charges.

We wore lead vests and flew on 100 per cent oxygen throughout the half-hour mission. We flew over to Yucca Flat where the explosion took place and led down to about 2,000 feet.

Associated Press Reporter Flies Through Atom Cloud

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Consumer Buying Habits Being Studied, Judged

By ELMER C. WALZER
UPI Financial Editor
NEW YORK (UPI)—The little old consumer is being measured, studied, tested, and almost dissected in the whirl of efforts to find out what he's going to do in the future.

Will he change his buying habits from stressing soft goods to a new spurge in hard goods like autos, washing machines and the like?

Manufacturers, economists and bankers—among others—would like to have the answer to this question.

Somehow these groups set up the consumers as if they represented a separate group in the population instead of the whole 175 million of us who surely are consumers.

Anyhow that's the way it's done and there's no use in arguing against the experts. Industry has put a halo over the consumer because he's been buying right along to the point where retail trade is at a record high.

He bought stocks when every body said the market was crazy—and it's said he did all right, too.

Now he's being praised all around as a pretty important fellow.

Says International Statistical Bureau: "Consumer spending was the most important factor in moderating the 1957-58 decline, as it was in the other two post-war recessions. Consumer spending will also have a marked influence on the rate of recovery in 1959."

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The late Mrs. Julia Elmira Kimball, a wealthy New Yorker, started the exposition in 1923 with two aims — to promote international understanding, and give woman an opportunity to communicate through the creative arts.

Mrs. Feinberg said that weaving apparently rates as number one craft in popularity polls today. The number of entries jumped sharply from last year.

Hand-made rugs are perennials at the fair. But one exhibit pulling droves of visitors is a 24-inch doll, a replica of Queen Elizabeth II of Great Britain in her coronation gown.

A Bayside, N.Y., housewife, Mrs. Charles Bosansky, said, "Eleven thousand seed pearls sewn on that dress...three thousand gold and silver beads," Mrs. Bosansky counted off. She said an exposition rule that any item has to have been made in the last year gave her some trouble on timing. The sewing was long and tedious, and relatives came to visit as the deadline for entries drew near.

"I finally had to suggest that they go home," she confessed.

The exposition's youngest exhibitor is 5-year-old Jeannie Janowski, of the Bronx, N.Y., who made a rag doll, with curls from bronze steel wool scrubbing pads.

Each year, the exposition is concentrated proof that today's woman is just as apt with her hands as her mother or grandmother.

"I sometimes think even more so," said Mrs. Feinberg. She said the exposition gets bigger and better each year, and that more women are taking up handicrafts not only to satisfy the creative urge but "because they're bored with all those bad shows on television."

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Quotes
United Press International
WASHINGTON — State Department press officer Lincoln White in debunking Red Chinese charges that 14 of their soldiers were overcome with poison gas fired by the Nationalists and supplied by the United States:
"I should like merely to say that if any Chinese Communist soldiers are affected by gas, it is as a result of the noxious gas emanating from Radio Peiping."