

The Herald and News

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Free Film

By FLORENCE JENKINS
Mass psychology is an engrossing subject. Its practical application is credited with cutting short the recession which started in the spring of 1958.

The "doctor" in this case was the Advertising Council. It is a non-profit, non-partisan business organization which serves the public interest by marshaling the forces of advertising to promote voluntary, individual actions in solving national problems.

The Advertising Council's "Confidence in a Growing America" drive last summer broke all records for volunteer support of a six-months public service campaign. During the run of the campaign, advertising media and advertisers contributed some \$25 million worth of time and space to carry the message to a worried American public.

It was the largest and most concentrated volunteer information program ever staged by the Advertising Council in peacetime.

Is there now a "vaccine" which, when administered in time, can keep small downswings from growing into economic panics?

Some people think so. In any event, a 14-minute color film, "Psychological Warfare Against Recession" tells the fascinating story of rebuilding of public confidence in the American economy's future. As everyone knows, the recession did not grow worse and public confidence increased notably as the campaign increased in intensity.

The Advertising Council now is offering to business, civic and educational groups the free loan of prints of the film. The film reminds us that we weathered the storm without emergency measures because public confidence held steady.

Applications for a print of the new film may be sent to the Advertising Council, 25 West 45th Street, New York 36, New York.

We need to be reminded now and then that individual attitudes of optimism and prosperity make up the whole of the nation's economic health and well being.

"The best place to get sick is at the Country Club. You can find more doctors there than you can at Bellevue."

"What do you mean, I ought to cut down? I had an uncle who drank a quart of bourbon every day, lived to be 104 and never went to a doctor in his life."

"We'd like to pay you, Doc, but frankly we had to send Roger to this expensive prep school and—"

"They were viruses last year, Doc. What are you guys calling them this year?"

"Don't you get bored with having people stick out their tongues and say—a-a-ah? Why don't you ask them to say Mississippi?"

"I'm sending this to you on account, Doc—on account of it's all I got to send."

Strikes
By JAMES MARLOW
Associated Press News Analyst
WASHINGTON (AP) — Each time a strike occurs in an essential industry affecting the whole economy—as now in steel — this question comes up:

Are we reaching a point where the government—meaning a majority of the people—can no longer permit and must forbid a strike in such an industry?

A strike in any industry was pretty much a private affair years ago when the government's revenue needs were smaller and the various people, plants and industries were far less interdependent than now.

But the American society is now highly complex and interdependent. A strike in one big industry can send out waves that splash thousands of workers, hundreds of businesses, and maybe drown many of them.

For example: This steel strike comes at a time when the nation is recovering from last year's slump. If it's short, it won't do much damage. It will do a lot if it lasts long.

If the strike continues long enough, other industries will use up their steel supplies and have to close, throwing many thousands out of work.

As their income—and the profits of their shut-down plants—are cut off, the national Treasury will suffer from loss of income tax revenue just when it is badly needed.

Thus a steel strike — unlike a strike in any industry in years past—is no longer truly private. It already affects and, if it lasts long enough, could paralyze a broad part of the national economy.

But individual rights—the right of employees to quit a job and of an employer to shut down his plant—and the right of both sides to work out their wages and profits must be balanced against the general welfare.

Thus the question: Is the President in the near future likely to propose or Congress to approve a law forbidding a strike in an essential industry? Very likely not.

It would be political dynamite. Both unions and employers want a minimum of government interference. If the government through law could forbid a strike, it would almost certainly then impose compulsory arbitration.

This means that arbitrators appointed by the government would listen to both sides and give an opinion both sides would have to accept. If the government did that, out of justice it probably would have to do more.

In the end it would probably have to step in and regulate both wages and prices, which would mean regulating profits too. That would be true governmental control. Eventually it might have to take over the industry.

In 1947 Congress foresaw the

national danger of a big strike some day when it passed the Taft-Hartley Act. But still, while providing machinery for stalling off a strike, Congress stopped short of forbidding it altogether.

That law lets the President prevent a strike for 80 days while efforts are made to get both sides to reach agreement. But, after the enforced delay, the strike can go on.

Army Obsolete
By FRANK ELEAZER
WASHINGTON (UPI) — Sen. Stuart Symington (D-Mo.) told the Senate this week the Army is so short of dough our boys in Berlin carry rifles 23 years old and machine guns from the First World War.

But Asst. Defense Secretary W.J. McNell, in his reply, said "the validity of the shortfall" had not been established, and in the ensuing confusion senators beat Symington's amendment to give the Army more money.

Symington probably figured the senators just didn't know what they were doing. And Sen. Thomas H. Kuchel (R-Calif.), the GOP whip and a key figure in the fight against the Symington proposal, now seems to have admitted this might have been so.

"It may be that 'shortfall' is government gobbledegook for shortage, but I do not know," he told the Senate, having cautiously withheld his remarks until after the vote. "We are English speaking people but I suggest that such phrases are no proof of that fact."

The significance of all this to the boys in Berlin, and the relics they may or may not be carrying, must still be determined. Meantime, however, Kuchel has warned military men, and government people generally, to start communicating in the kind of language senators understand.

He said their failure to do so will lead to "unintelligence," which unfortunately is the kind of language senators understand. Some people might have said ignorance.

Among the numerous local dialects spoken here in preference to English, pentagonese, as above, is generally considered the most difficult to master.

The Air Force recently came up with "encrypted," which some veteran House members were able to decipher as meaning put into code. The Army meantime made a logical advance from "definitize," which means "finalize," to "undefinitize," which must mean "unfinalize," whatever that means.

The foreign aid people "obligate" their money, then "subobligate" it, and despite their best efforts to get it all spent before the end of the year they owned up recently to having "unsubobligated" some millions of dollars. I am informed they will explain this to anybody with a couple of hours to listen.

Other agencies of course are always panting to stay in the race. The Commerce Department, just Wednesday, told Congress our Merchant Marine is short 200 "national" ships. The congressmen had assumed what they needed was more tankers and freighters.

Our lawmakers always deplore these new words, and practically always adopt them. So when Rep. Craig Hosmer (R - Calif.) had something special to say this week he went out of his way to make sure he didn't fall into the trap.

He put into the appendix of the Congressional Record a short speech above which was duly printed the headline he wrote: "Stop flops drop crop props."

"Mr. Speaker," he said in his eight - word undelivered oration, "the above title conveys my message."

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Dr. Schwarzschild said the picture gave scientists a new idea of the effects of the great magnetic fields surrounding sunspots, of solar explosions.

Familiar Complaints

By HAL BOYLE
NEW YORK (AP) — Remarks that doctors get tired of hearing—or overhearing:

"Boy, I wish I was a doctor—and could park anywhere I wanted to without getting a ticket."

"While you're here, Doc, would you mind looking at our collie? The poor dear has got the sniffles."

"Seen any interesting diseases lately, Doc?"

"They say he's so rich now he hides his money in the crotches of trees."

"In other words, Doc, what you mean is—you're just guessing."

"Maybe I should have come sooner, but I've never had much use for doctors."

"Where do you get those old magazines in your waiting room—from the Salvation Army?"

"Not that I'm dissatisfied in any way, Doc, but what's the name of the physician you go to when you get sick yourself?"

"My cleaning woman says vinegar and honey are better than—"

"I want some pills just like the ones you gave Mrs. Taylor—the ones that look like pumpkin seeds."

"All I asked you is a simple question — will it be a boy or girl?"

"The word's going around town, Doc, that you have been playing poker with the undertaker."

"That's funny, Doc. The pain went away the minute I stepped into your office."

"I know you don't like to talk shop at a social gathering, Doc, but lately I been seeing spots in front of my eyes, and I wondered if you—"

"But you smoke like a chimney yourself, Doc."

"Is it true that you doctors save the best medicine for yourselves?"

"My husband says I should always pay you by check."

"Never mind the examination, Doc. Just shoot me full of penicillin, and I'll be on my merry way."

"You mean you want me to take off all my clothes?"

"I just want to pay for the operation, Doc. I don't want to buy the hospital a new wing."

"How could it be gallstones? We've never had gallstones in our family."

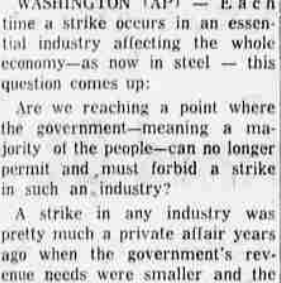
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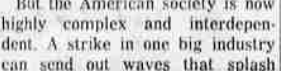
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SHORT RIBS

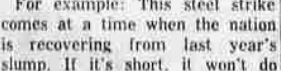
By Frank O'Neal



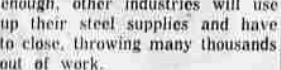
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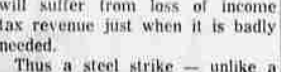
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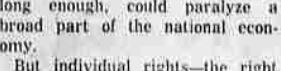
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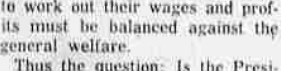
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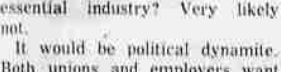
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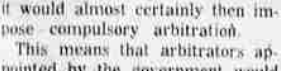
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They'll Do It Every Time



Exploding Beer Convicts Man

DETROIT (AP) — The judge jumped from his chair and several policemen reached for their guns when a sharp report shattered the stillness of Recorder's Court.

Embarrassed grins replaced looks of alarm when a geyser of foam shooting from an open beer bottle made it clear what had happened.

Pressure had popped the cork on evidence used in convicting a man accused of buying beer for a minor. Judge John P. Scallen gave John Chermers, 47, thirty days and ordered the evidence removed.

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The Klamath Cowpokes Got 'Em Tamed!
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Drastic Reduction on All-Season **Suits-Coats Dresses**

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