

Americans Seem To Take Some Pride In Waste Maker Label Of Vance Packard

By WARD CANNEL

NEW YORK (NEA) — The following morsels of information have been gathered by a reporter named Vance Packard. They come from his latest book, "The Waste Makers," which leaped halfway up the best-seller list in its first two weeks on sale.

Packard's thesis is that we have been made a nation of "voracious, wasteful, compulsive consumers." The angry screams against Packard from Madison Avenue indicate he has touched some raw nerves. And the sales of the book show how fascinated we are by illness — even if it's our own.

Packard says we have yielded to campaigns aimed at making us need more of everything. For example:

—A study shows that telephoning can be increased about 20 per cent by the use of phones in color rather than black.

—Auto mufflers are now burning out far faster than they did 10 years ago — opening the way to a half-billion dollar industry. Meanwhile, gas mileage has dropped about 14 per cent, so you need approximately 100 more gallons per year.



—A throw-away spirit has crept into our lives, Packard finds. More goods come in disposable metal cans, pans, tins, squirtable containers. Many must be thrown away with usable foods still in them. The toll is \$500 per American family a year just for packaging.

We didn't get to this state by accident, Packard finds. We are involved in a huge obsolescence campaign, often masked by confusion, chaos and credit buying.

Stereo was brought in to rescue lagging hi-fi sales. But stereo has almost saturated its market, so three-track stereo has appeared and plans are being projected now for four, five and even eight-track stereo.

A portable radio company admits its product is designed to last not more than three years. Women's styles in clothes, shoe heels and toies, hats, cosmetics are an old story in seasonal change. But men's fashions are in the same line now.

Autos again illustrate the story. A four-year-old car with two-thirds of its active life left sells for one-third of the original price. Today, the tendency to junk cars before they are 10 years old is the pattern. U.S.-made cars depreciate almost twice as fast as many low-priced European cars — which don't change their styles yearly.

The national average of service calls for home appliances is two or three a year.

A guided missile engineer says that TV sets could be built to run for eight years without need for repairs. Coin-operated washing machines are usually made to last a lot longer and take

more abuse than home models — at the same cost. Rugs used to be family heirlooms. Today, according to many makers, 10 years is the commercial promise of rug life.

By 1963 at the present rate, Americans will be spending two-and-a-half times as much for TV service, parts and installation as they will pay for new sets. A spot check of repairmen in a big U.S. city showed 20 out of 22 overcharging for work.

Appliance repairs are difficult anyway. There are more parts, less accessible, harder to purchase, more expensive than they were a decade ago.

Style naming confuses the consumer. So does "list price" and "discount." We are buying on credit more than ever — an average of \$750 per year. A typical teen-aged girl will spend \$55 on Christmas present shopping. The average U.S. child gets \$26 worth of toys per year.

New Stereo On Market

The first built-in stereo and intercom system for the home has recently been introduced. It is a complete entertainment and communications system with stereo, record changer, AM-FM tuner, two amplifiers in a single chassis, all the speakers desired, built-in record storage or tape deck, plus the intercom. The built-in matched components are framed in hand-rubbed walnut. Each component has been designed to fit standard 16-inch studding in four-inch dry or plaster walls.

Components can be arranged to suit your taste and needs. Use three of them vertically; stack four of them in a block; or use three horizontally on a long wall. The new product provides stereo or high-fidelity sound throughout the house. The intercom is available at all times for room-to-room communications and door answering. Music or radio are silenced automatically when the intercom is operated.

Remote controls for outside and inside are available.

Shelves Aid Disc Storage

A good way to use space over a music cabinet is to store favorite records in metal triangle shelves. Made in bright colors, these shelves are attached to wall with hooks and can be spaced according to needs. This keeps records readily accessible. Use for a teen-ager's room, over a desk or for den or family room. Metal shelves wear well and are easy to clean.

There are many other record accessories offered in the music stores, most of them harmonizing with players or portable stands. Portable record cases of various sizes are popular with the college set in taking their music back to their studies. Other holders are offered in wire racks which fit in with the portable stand.

Manufacturers generally are taking into account the best conditions under which the disks can be kept to save them from marbling or warping.

"NEVER DIES"

The U.S. Senate is known as the "house that never dies" since only one-third of its members stand for election at two-year intervals. Senators are elected for six-year terms and thus, in any election year, only one-third of the Senate is affected, the remaining two-thirds being members whose terms have not expired.

Its' Not Corny



CAST YOUR BALLOT
NOV. 8

The typical U.S. family is exposed to 1,518 selling messages each day. The immediate demand for goods resulting from a new marriage (the girl is an average 18) is about \$13,000.

Aside from the change waste making has made in the American character or its reputation throughout the world, this nation has used more of the planet's resources in the last 40 years than all the people of the world had used in the 4,000 years preceding.

About 26 countries are expected to take part in Japan's fourth International Trade Fair. The fair will open in Tokyo next April 17.

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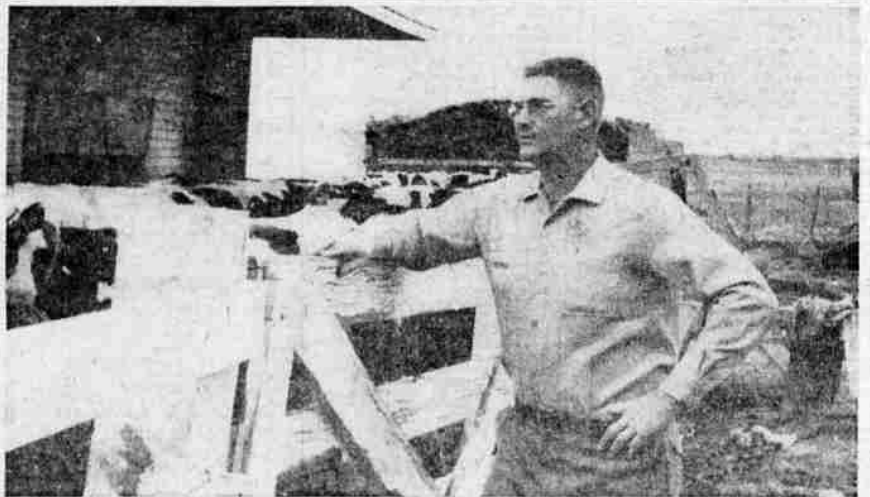
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Ferric Sulfate Breaks Up 'Dobe Clay on Irrigated Farmland

Agricultural Ferric Sulfate has proved its ability to loosen the heavy adobe clay that forms slick spots and lumpy, unworkable patches in many Pacific Northwest pastures and fields.

At Meridian, Idaho, Dairyman Joe DeWaard succeeded in getting rid of adobe spots in irrigated pasture and forage crop land with ferric sulfate. He worked his fields successfully for two seasons after treatment, and couldn't even tell where the slick spots had been. On a field of corn grown for forage, he made a good crop where adobe and alkali probably would have prevented a crop without ferric sulfate treatment.

"Before I put on the ferric sulfate, I got a grain drill and two tractors stuck in the cornfield," he said. "After I treated, I could cultivate without difficulty."

Ferric sulfate is an iron salt which changes to sulfuric acid and iron oxide in the soil. The sulfuric acid reduces alkalinity of soils which are over-alkaline, while the iron oxide coats soil particles, keeps them from sticking together, improves water penetration and the development of plant root systems.

Ask your Stauffer dealer how Agricultural Ferric Sulfate can help solve your soil problems.

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