

Editorial Page

Your Grocery Dollar

Times have changed for the grocer since the era of the pioneer, the period when Americans provided their own food supply. They slaughtered their own hogs, raised their own wheat and corn and operated their own flour mills, even in a log building next to the house.

The growth of urban centers gradually created a greater and greater need for processing, packaging, transportation and distribution.

It all resulted in the food business becoming the largest industry in the nation today—strangely next to government itself. Nearly a third of all Americans, according to the Grocery Manufacturers of America, are engaged in one way or another in providing the items which go on the American table.

The question is raised constantly among people in the grocery business, "Are prices rising as fast as many people believe? Are we paying a premium for so-called built-in-maintenance services? Are nutrients being sacrificed? How much does your grocery dollar buy today?"

The grocery manufacturers say we are living better today, have the opportunity for more recreational hours as contrasted with our forebears and to share the benefits of the many skills of people engaged in the business and industry of keeping America's pantry shelves stocked.

In 1939 U.S. consumers spent 23 per cent of their after-tax income for food. At today's prices they could buy the same old-style

groceries for only 15 per cent of their much larger income.

Today U.S. consumers are spending 21 per cent of their after-tax income for food products which come in greater variety and abundance.

We are paying more dollars for groceries today but it doesn't mean food prices have risen accordingly. Actually, say the people in the industry, they have stayed remarkably stable.

Here's another way of looking at it: Based on the standard "market basket" which the government uses to measure price trends, prices at the grocery store in 1960 averaged about 2 per cent lower than 1958 and about the same as in 1952.

The fact that food is a bargain shows up even more clearly in another way. The American factory worker could in 1960 buy the government's monthly "market basket" of farm goods with the earnings from 38 hours of work compared with 51 hours required in 1952 and 61 hours in 1947.

The grocery store food dollar is broken down as follows:

Farmer gets 40 cents.
Labor costs are 29 cents.
All other costs are 16 cents.
Transportation amounts to 6 1/2 cents.
Business income tax amounts to 4 1/2 cents.

The profits for both distributors and manufacturers are 4 cents.

It really does add up to food being one of the best bargains we run into today.

Poor Old Ralph C Plus!

Life in these United States has become a huge numbers racket, and it's mostly Washington's fault.

We remember reading the publications of a Luxembourg named Hugo Gernsback, the first string of "Modern Electrics" magazines about 50 years ago, in which the science fiction for boys was simply wonderful.

One of his heroes was a character named "Ralph 124 C 41 Plus." He was named that because population was so great that the same first, middle and last names were held by so many people that it was confusing. So everybody got a number.

What the "C" and the "Plus" stood for escapes the feeble memory for the moment, but no matter. "Ralph" was a handy name to yell at him, and he was "Plus" all over.

He talked and saw pictures over the radio, when in real life it was a system of dots and dashes called the wireless telegraph.

He wore space helmet and suit. He visited the distant planets in his rocket ship and he did all the things Cmdr. Alan Shepard, Maj. Yuri Gagarin and other astronauts are just beginning to do.

And he had a number for a name. Lucky Ralph. He had only one number to remember. But now, 50 years later, it turns out that everybody has to have not one number but a score of 'em. Life is dominated by numbers. And it takes a whole battery of electronic computers to keep the numbers straight.

In the beginning, man had a house number or a rural route number and the date of his birth to remember, which wasn't too difficult. Then he got a telephone number, but it was something simple like "812 Green."

If you forgot your hat, neck, chest or bust, waist, hips, socks, shoe or glove sizes, you tried something on till you got a fit and that was that.

It wasn't so bad, either, when four million Americans went into World War I and were assigned identification numbers. If you forgot for a moment who you were, your hand made an automatic coffee-scratching gesture and out came your dog tag.

Things got a little more complicated when automobile tag and driver's license numbers had to be paid for. But the real trouble began in the New Deal 30 years ago, when Social Security was introduced and everyone insured was given a number.

The original intention was that everyone except the bookkeepers could forget Soc-Sec numbers until the retirement age of 65 was reached. Then the number could be dug out to collect benefits, which was compensation.

But next the Internal Revenue Service took over this number system and required it on income tax forms.

What's worse, they're going to assign income tax account numbers to people who don't have Social Security numbers.

And according to a new law which President Kennedy is signing, anybody who forgets to put his number on his tax return can be fined \$5.

This is going too far, but it is only the beginning of what's ahead in this world of numbers.

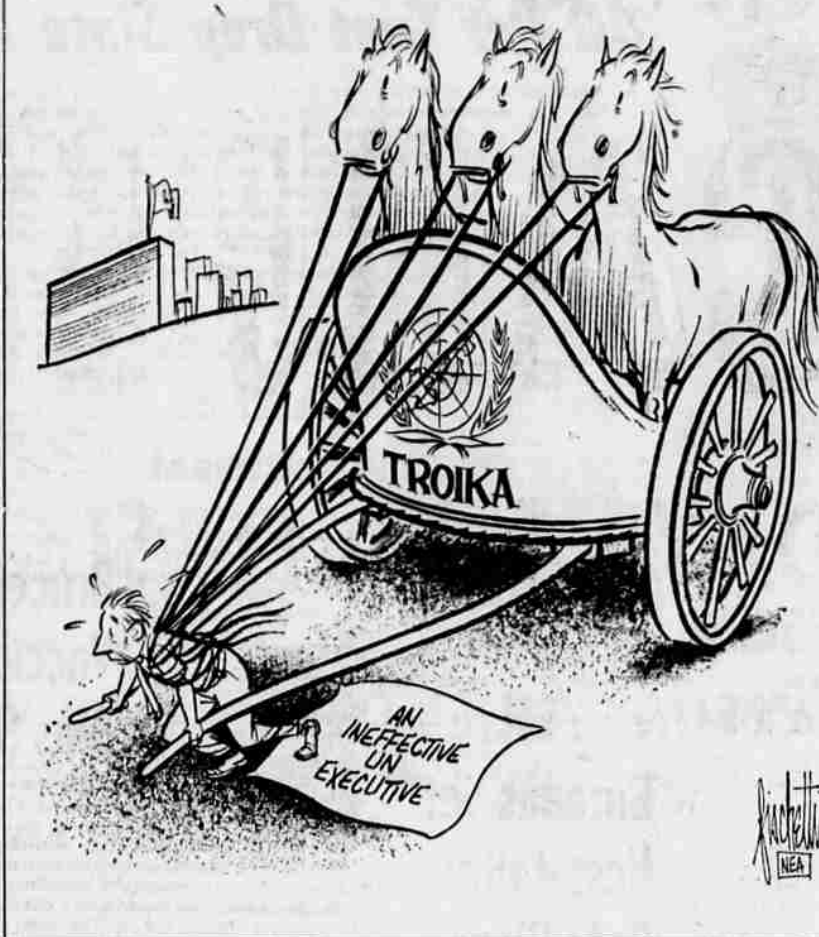
The telephone companies, having accustomed everyone to remembering two letters and 5 digits, are switching over to an 8-digit system, without letters. And if this space communications business develops as they're saying it will, 10 and 12-digit numbers are likely in the next generation, so you can dial Moscow or Luang Prabang direct.

Moreover, the banks are taking it up now. Checking accounts must have 7 and 8-digit numbers in impossible combinations of spaces, with or without commas, so that some electronic brain can sort out your checks and deposit slips, to say nothing of your overdrafts.

Poor Ralph 124 C 41 Plus. See what you started.

What will it be like when you die, go to heaven, and St. Peter tells you that you can't get in unless you give him the numbers on your credit cards and charge plates? It will be like the other place for you, that's what it will be.

Horse Sense, Soviet Style



Washington Notebook—

Joining Clubs Is Status Symbol Of New Frontier



By WASHINGTON STAFF
Newspaper Enterprise Assn.

WASHINGTON (NEA)—Club membership is playing a more important part in the New Frontier than in any past administration. President Kennedy, listed as an honorary member of the Metropolitan Club, has not yet decided whether to accept or reject the membership.

His brother, Attorney General Robert Kennedy, resigned from the club last month in protest over its ban of Negro members and guests.

But McGeorge Bundy, special assistant to the President for national security affairs, was admitted to the club about the same time the attorney general quit.

In the meantime, the President stood by while cronies Walter Heller, chairman of President's council of economic advisers, and George Larrick, commissioner of Food and Drug Administration, were admitted to the Cosmos Club.

The President's application for admission to the Cosmos Club—which reads, "John F. Kennedy, Writer; Public Official; President of the United States"—comes before the admissions committee in about three months from now.

Gen. P. D. Adams, head of the new joint Army-Air Force limited war command, loves the Army with a consuming passion. He finds it difficult to understand how any of his officers could have interests outside the Army.

On one occasion, he ordered that all officers appear in whites for the visit of a South-east Asia bigwig. Since whites are not normally required for most U.S. home bases, some officers grumbled about the added expense.

Adams countered that he expected all officers to have not only whites, but every uniform in the book, including full dress. One officer protested that in that case, he wouldn't be able to afford civilian clothes.

"Why do you want civilian clothes?" Adams asked in stunned disbelief. "You can go anywhere in Army clothes and be properly dressed."

Another officer who worked for Adams for some time said he was always completely informed on what the general thought about any subject even before seeing him. His office was well down the hall from Adams's, but he could hear the general well.

Bartenders are a sober lot, but in Washington, where per capita consumption of alcoholic beverages is almost the highest in the nation, the mixers and shakers are notoriously dry.

"Don't you ever take a drink?" one of the oldest bartenders was asked by one of his oldest customers.

The bartender shook his head and then gave the tee-totalers an argument they should be able to use for years:

"Whisky wasn't made to be drunk," he said. "Whisky was made to be sold."

Gen. Lyman Lemnitzer, head of the Joint Chiefs of Staff, is amused about the moves and shufflings that always seem to be going on in the Pentagon.

Whole offices and divisions have been shifted in the past—each move complete with walls being torn out, closets demolished and doors added.

Hearing of yet another shuffle, Lemnitzer joked: "What we ought to do is fix things so we could turn the whole Pentagon one degree to the right."

Thomas A. Adams, great-great-grandson of President John Adams and current president of the Massachusetts Historical Society, favors an "open door" policy for its membership.

Speaking at a luncheon marking publication of the first volumes of the Adams family's papers, he said the society did not limit itself to the pillars of the scholarly world, nor bar cranks and eccentrics.

"Pillars sometimes crumble," he added, "and cranks may turn out to be geniuses."

Civil Defense men at the Pentagon are sick of hearing the stories about people stocking guns to keep others out of their bomb shelters. They are proudly showing this letter, which they received from an ordinary citizen:

Gentlemen:
Please send me whatever printed instructions you have available regarding the building and equipping of a fallout shelter.

Perhaps you may have a general ground floor plan. Our family consists of seven persons, but naturally we may want to include some friends who may not have any protective facilities, so perhaps we had best figure on a dozen people.
Thank you.



EDSON IN WASHINGTON...

Reds Hold Americans Political Prisoners

By PETER EDSON
Washington Correspondent
Newspaper Enterprise Assn.

WASHINGTON (NEA)—Thirty-nine American civilians are now held as political prisoners by the Communists. The Castro government in Cuba holds 21, Czechoslovakia 5, Pathet Lao Communists in Laos 4, Red China 4, East Germany 3, and Soviet Russia 2.

All these cases are extremely touchy. If too much pressure is put on Communist governments for the release of U.S. citizens, the Reds get stubborn and lock them up tighter.

All State Department efforts to secure their release have so far been fruitless.

The two Americans held by Soviet Russia are Francis Gary Powers, Jenkins, Ky., and Marvin William Makinen, Ashburnham, Mass. Powers was pilot of the U-2 observation plane which made a forced landing in Russia in May 1960. He was tried and sentenced to 10 years in prison for espionage.

Makinen, a young tourist exchange student, was arrested in the Ukraine last July on charges of espionage. He was held incommunicado for some weeks.

The three Americans held by East Germany were seized in Berlin within the past month. They are Frederick Pryor, Victor Pankey and Gilbert P. Ferry. All were arrested after trying to aid the escape of East Germans from the Soviet zone to West Berlin. Since the U.S. does not maintain diplomatic relations with East Germany, negotiations for their release have had to be carried on through the Russian government. All requests to communicate with the Americans have been refused.

The five Americans held by Czechoslovakia:

Mr. and Mrs. Emery Sarmir, arrested Sept. 23 on unspecified charges of espionage, have not been brought to trial. Sarmir, a native-born American, has a brother Frank in Northfield, Ohio. Mrs. Mary Sarmir, his wife, is a naturalized American born in Czechoslovakia. They went abroad two years ago.

Mrs. Helen Kozarovsky was arrested in May 1960 on charges of espionage that have not yet been given to the U.S. embassy. She was sentenced to 10 years

in prison after a secret trial. She has a son, Michael, and a sister living in Passaic, N.J.

Forrest Shaver of Reed City, Mich., was arrested in July 1960 on charges of crossing the Czech border without official permission. He was sentenced to 20 months' imprisonment.

Probably the oldest Communist prisoner case in U.S. records is that of Jaromir Zastava.

He was arrested in 1929 when he was 19 years old on charges of espionage. The evidence used against him was that he had a sample of uranium ore from Czech mines in his apartment. He was sentenced to 18 years and has seven more years to serve unless he can be paroled. He has no known living relatives. His father, John Zastava, was a naturalized American citizen who returned to Czechoslovakia in 1920, died there in 1930.

Though Communists maintain that their American prisoners are not being held as hostages, that is the net effect. Over 60 Americans were held prisoner by Red China at the end of the Korean War. By 1955 all were freed to return home except 19, who were imprisoned after conviction of various crimes against the Communist State.

Some died, others were released gradually after long and painful negotiations still going on.

Today there are four left: John Thomas Downey, New Britain, Conn.; Richard George Fecteau, Lynn, Mass.; Hugh Francis Redmond Jr., Yonkers, N.Y., and Bishop James Edward Walsh of the Roman Catholic Maryknoll order.

Names of the four American civilians held prisoner in Laos, as previously reported in this space, are: Charles James Duffy, Watkins Glen, N.Y.; Grant Wolfkill, National Broadcasting Co. cameraman, Shelton, Wash., and the pilots of the helicopter in which Wolfkill was a passenger, Edward R. Shore, Galloway, Tenn. and John B. McMorrow, Brooklyn, N.Y.

These lists do not include military personnel nor American civilians held on criminal or civil charges.

The cases of the 21 Americans now held prisoner in Cuba present a different problem, which will be reviewed in this space in another column.



THE DOCTOR SAYS...

Suggested Routine For Heart Patient

By HAROLD T. HYMAN, M.D.
Written for
Newspaper Enterprise Assn.

A team of heart specialists, working at the Los Angeles College of Medical Evangelists and the John Wesley County Hospital under the auspices of the National Institute of Health, has just issued a "Graded Activity Program for Safe Return to Self-Care after a Myocardial Infarction (Coronary Thrombosis)."

The purpose of this splendid effort was (1) to avoid the harmful effects of prolonged bed rest; (2) to restore the patient's self-confidence in his ability to "get along"; and (3) by means of electrocardiographic monitoring, to prevent "unsafe levels of activity."

The following modification of the program, originally designed for hospitalized patients by the investigators, is tentatively suggested for those taken care of at home by their own physicians. It is to begin between the eighteenth and thirtieth days after the attack and proceed gradually, as outlined below.

Activity Level 1 (In bed). Wash face. Brush teeth. Eat breakfast. Move with assistance from bed to bedside commode and back.

Activity Level 2 (In bed). Repeat each of the following exercises 10 times. Lying flat, take deep breaths. Move shoulders in all directions. Raise right leg 5 times with knee stiff. Raise left leg 5 times with knee stiff. With arms folded across chest, raise shoulders and chest from bed by flexing trunk.

Activity Level 3 (In bed). Repeat each of the following exercises 5 to 10 times. Lying first on one side and then the other, raise thigh with knee stiff. Lying on face, raise first one thigh and then the other with knee stiff. Still lying on face, bend one leg and then the other at knee. Sitting at edge of bed, move shoulders through entire range of motion; bring hands together over head; extend each leg 5 times.

Activity Level 4 (Out of bed). Sit at bedside for sponge bath. Put on robe and slippers. Walk forward and return about 35 feet. If comfortably accomplished, receive bathroom privileges.

Activity Level 5. As level 4, but substitute trousers for bedclothes and increase length of walk to 100 feet.

Activity Level 6. Repeat 5 but substitute shoes for slippers.

Activity Level 7. Make 5 trips up and down 3 or 4 steps. If comfortably accomplished, visit other rooms on same floor.

Here are safeguards that must be observed:

Do not start the program or advance from one to another level without the knowledge and consent of the physician-in-charge.

Do not start the program until sometime between the 18th and the 30th day following the acute attack.

Allow at least 20 minutes for the accomplishment of each level.

Do not perform more than a single activity in any one day.

Omit activities on weekends; if you do not feel well; or if your pulse rate exceeds 100 per minute; and

Don't count on completing the entire program under four weeks from the date of the original attack.

For a copy of Dr. Hyman's leaflet, "YOUR HEART: angina pectoris," send 10 cents to Dr. Hyman, care of Herald and News, Box 489, Dept. B, Radio City Station, New York 10, N.Y.

Almanac

By United Press International
Today is Tuesday, Oct. 17, the 290th day of the year with 75 to follow in 1961.

The moon is in its first quarter. The morning star is Venus. The evening stars are Jupiter and Saturn.

On this day in history:
In 1777, British Gen. John Burgoyne surrendered his forces to the Americans at Saratoga, N.Y., in one of the great turning points of the American Revolution.

In 1931, bootlegger and racketeer Al Capone was convicted of income-tax evasion by a federal court in Chicago and sentenced to 11 years in prison and fined \$50,000.

In 1939, Dr. Albert Einstein, a refugee from Nazi Germany arrived in the United States and established residence in Princeton, N.J.

A thought for today: Dr. Albert Einstein said: "As long as there are sovereign nations possessing great power, war is inevitable."

Government Figure

- | | |
|---------------------------------------|------------------------|
| ACROSS | 3 Notch |
| 1 U.S. government figure | 4 Blind |
| 6 Mrs. Elizabeth R. | 5 Fowl |
| 8 She is treasurer of the States | 6 Absolute |
| 12 Small horses | 7 Born |
| 14 Rounded | 8 Boy's name |
| 15 Fiery | 9 Bed canopy |
| 16 Dinosaur | 10 Everlasting (poet) |
| 17 Scottish | 11 Procrastinate |
| 18 was appointed by President Kennedy | 13 Thoroughfares (ab.) |
| 20 Musical syllable | 19 Dress edge |
| 21 Theow | 22 Expunges |
| 23 Symbol for erbium | 24 Givers |
| 24 Gainsay | 26 Arid |
| 25 Steady flow | 27 Qualified |
| 26 Center | 28 Bird |
| 29 High mountain | 30 Musical direction |
| 30 Offspring | |
| 31 Perched | |
| 32 Also | |
| 33 Prognostic | |
| 35 Benefactor | |
| 38 Philippine (seal) | |
| 39 College degree (ab.) | |
| 40 Vehicle | |
| 42 Roulette bet | |
| 43 Greek letter | |
| 45 Compass point | |
| 46 Spinnaries | |
| 49 Woolly | |
| 52 Weasel-like animal | |
| 53 Exultant | |
| 54 Trampies | |
| 55 Roman roads | |
| DOWN | |
| 1 Prugal | |
| 2 Swamp | |

Answer to Previous Puzzle

- | | |
|------------------------|--------------------------|
| 33 Wild ass | 41 Accomplishments |
| 34 Boston term | 44 Malt drink |
| 35 Butter bit | 47 "Blue Eagle" |
| 36 Ester of oleic acid | 48 Scatter |
| 37 Squatter | 50 Fourth Arabian caliph |
| 38 Astern | 51 Burmese apriote |
| 39 Defeats | |



TIME OF YOUR LIFE?

Lost Generation Speaks

By ARTHUR LORD

Dear Arthur: I am of the "Lost Generation of Women." I am too young to get (or want) Social Security but too old to get a good job.

I'm a college graduate with years of excellent experience as a secretary, most of the time in corporation offices, where initiative and administrative ability were required.

When I tell interviewers I am 37, they stop the interview. When I talk to employers over the phone, they are always interested, but when I tell them my age, they don't want me to come and see them.

There seems to be so much being written and said about doing for "older" people, but no one really does anything. Recently I heard of a woman, 37, who tried to take her own life because she could find no job.

Arthur, what is the answer?

How can I find work?

MRS. M. R.
Dear Mrs. R.: You appear to be an intelligent woman. You recognize the problem and want to do something about it. Fortunately, you are healthy and in a position to help yourself. Now, Mrs. R., let's see what you must do in order to get yourself a job:

Community and Self Analysis: The area in which you live limits the types of job you can get. For an idea of what's available, analyze the companies in your community. (Most of them probably need secretaries.)

I suggest that you use the classified telephone directory for a listing of all local firms. Jot down companies you would like to work for.

Preparation: Make appointments to see the personnel managers. There is no need to mention your age over the phone. Know what you want to do and tell the

man what you can do over the phone and in the interview.

Interview: Be confident. Give the personnel manager letters of reference from friends and former employers. Be flexible. Seek to fulfill some need within the company.

For instance, if you discover the company needs a small mimeographing department, ask to take charge. Better to get yourself a job than to make the point that you are a secretary and not a mimeographer.

Perseverance: Keep making appointments and seeing personnel managers. Keep seeking to fulfill some need within the companies you visit. Be flexible.

If you are qualified and a company needs your talents, age is of no importance whatsoever. If you have other questions about getting a job, write to me in care of this paper.