

# SMOKELESS GENERATIONS

## WHY NOT?

"Let's make theirs a smokeless generation" is the battle cry of the National PTA's dynamic ongoing Smoking and Health Project. In the fall of 1966, the National PTA launched a major campaign, supported by funds from the United States Public Health Service, to produce America's first generation of non-smokers. Since then, almost 10 million copies of *His First Cigarette May Be a Matter of Life or Death*, the project brochure addressed to parents and designed for distribution on a parent-to-parent basis, have been distributed internationally through state and local PTA's, and the European Congress of American Parents and Teachers.

A second brochure, *Smokeless Generations: Why Not?*, recently was added to the Smoking and Health Project's collection of materials available to PTA members. "It was designed to give 'do-something' suggestions for the continued promotion of the project," said Mrs. Carolyn Hendrick, project director. Mrs. Hendrick, who is nationally known for her efforts in the fight against smoking, recently was elected to the executive committee of the National Interagency Council on Smoking and Health.

During the period January 11-16, 1971, the National PTA



has urged its members to participate in the observance of National Education Week on Smoking. This week will mark the seventh anniversary of the U. S. Surgeon General's report on Smoking and Health released in 1964. For more information on the National PTA's project on Smoking and Health, or for copies of the brochure, *His First Cigarette*, write to Mrs. Carolyn Hendrick, Project Director, Smoking and Health, National PTA, 700 North Rush Street, Chicago, Illinois, 60611.

# Sam Doctors Goes to DC to Draft Minority Report

EVANSTON, Ill. — Sam Doctors commutes to work from his home at 2233 Forestview Road in Evanston. But unlike most of his neighbors who make the trip to downtown Chicago, Doctors has been traveling to Washington, D. C. for the past seven months.

He has been, among other things, a consultant to the National Advisory Council on Minority Business Enterprise for National Goals and Strategy, based in the nation's capital.

But now the presidentially-appointed council has completed its blueprint for a national strategy to stimulate minority business development. The draft is being reviewed by the 84-member council, which will reconvene Jan. 15 to make its final proposal.

The Council's report is scheduled to be released Feb. 1 and most of the council's work will be finished then,

although it will continue to serve as a resource and information center.

So you'd think Doctors, who is a second-generation Russian Jew, might sit back and relax a bit — except that's just not his nature. He even talks rapidly — not brusquely nor loudly — but just very fast as if he has so much to say he's afraid he won't get it all said.

Short, dark-haired, although it's receding, he looks like a cross between a mad scientist and a college professor. Actually, he's a bit of both. He worked on the Gemini space project as work director responsible for systems analysis, and before that was a senior mathematical analyst for AC Sparkplug. While in his late 20s, he left industry, and enrolled at Harvard Law School, where he got his law degree in 1967. He also holds a doctorate in business administration from Harvard.

In June, 1969, he came to Northwestern University as an associate professor in the Graduate School of Management.

When he was named director of the Council's Academic Resource Group, Doctors put together a group of consultants and research assistants to provide information and support to the council members. And he's generally pleased with their results.

The council's report is expected to provide the basis on which President Nixon will give life to this much mentioned black capitalism program. In setting up the council nearly two years ago, he said that encouraging increased minority group business activity was one of the priority aims of his administration. The report will call for a restructuring of agencies involved in minority economic develop, tax incentives to industries and trade associations involved in developing and training minority businessmen, and guaranteed minority loans.

The specific proposals, and there will be close to 100 of them, don't go as far as Doctors would like. He says he believes there have to be great stride in minority development in today's world.

# Chet Huntley Alive And Well In Montana



Chet Huntley, whose recent retirement broke up the NBC television news team of Huntley-Brinkley, is more familiar with a chain saw these days than with a microphone. Huntley, who lives in Montana now, is developing a resort at Big Sky. With winter setting in, he tries his hand at cutting firewood for the cold days ahead with a McCulloch Mini-Mac 6 chain saw. On hand to give advice is William McVaugh, area manager of McCulloch Spokane Company.

Can a world famous commentator give up the pressure packed life of a nightly television show and find happiness in the country?

He can if his name is Chet Huntley.

The popular ex-newscaster, whose recent resignation broke up NBC television's Huntley-Brinkley news team, is now living and developing a resort at Big Sky, Montana.

"As you might suspect," Huntley says, "there is a considerable difference between Big Sky of Montana and New York City. But there's no question that this is what I want."

It makes for a great day, opinions to come out in the forestland, at the foot of these tremendous mountains, and do a little tidying up, saw a little wood, and clear out some trails."

In developing the resort and clearing land in the heavily timbered country, workers rely on McCulloch chain saws. Huntley takes an occasional turn cutting firewood for the

long, harsh Montana winter with a light-weight Mini-Mac 6.

The former newscaster is concerned about the effect of the resort on the land and the environment.

"Even though this is private property, no longer do you move in with heavy machinery, dynamite, and bulldozers and start knocking down trees, moving earth, and damming up streams," he says.

"Perhaps, we Americans have discovered at long last that you've got to treat the land, and the sky, and the water, and the earth with a certain amount of respect. And certainly with some tender, loving care."

# Received Your '71 Card for License Plates?

RALEIGH — If you own a motor vehicle that is registered in North Carolina and have not received an application card for your 1971 license plate, you should contact the Department of Motor Vehicles as soon as possible.

According to James H. Stamen, director of the department's registration division all cards were mailed before Christmas and should now be in the hands of motor vehicle owners across the state. Approximately 3.4 million cards were mailed.

Stamen suggested that individuals have not received the cards first contact the license plate sales office nearest their home. He said undelivered application forms are held by local offices until the conclusion of the sales period.

If the local office does not have an individual's application, he concluded, that individual should contact the Registration Division, Department of Motor Vehicles, Raleigh.

The deadline for displaying the 1971 plates is February 15.

In its first six months of airline service the first model of the new generation of wide-bodied jet transport aircraft carried one million passengers on 5,000 flights. The first jet transport, introduced into service in 1958, required one year and 15,000 flights to log one million passengers.

# Defense Contract

## Risks Undermine National Strength

America's security and continued economic and technical progress rest to a large degree on an equitable business relationship between the Federal Government and the companies that produce the hardware for the nation's defense and space programs. There is evidence that an important aspect of this relationship is being eroded.

A detailed study of weapon systems procurement regulations, policies and practices as they have developed during the last decade discloses a steady trend under which financial risk in defense contracts has shifted unreasonably away from the sole buyer — the U.S. Government — and onto private industry contractors.

Ironically, there still is a widespread belief that defense contracting is synonymous with fat profits. To the contrary, the hazards of pricing weapons several years in advance of delivery, giving warranties on products that never have been built, let alone tested and proved, and other contractual conditions not found in commercial business operations, place defense contractors in jeopardy of extremely low profits — and even losses. For example, many items of necessary cost which commercial manufacturers recover in the price of their products cannot be recovered by defense producers — interest on money that has to be borrowed to build specialized facilities to make a new product specially ordered by a single customer, to cite one.

The truth on profits is that from 1958 through 1968, as reported by the authoritative Logistics Management Institute, profits on defense contracts were substantially less than half as great as profits from the manufacture of durable goods as a whole. In 1968 the ratio of profits before taxes as a percentage of sales was 3.9 percent for defense contracts as compared to 9.4 percent for durable goods manufacturing.

Increasing risks and declining profits cause concern today because of the danger that if this combined trend is not arrested or reversed an increasing number of companies can be expected to turn away from government business. The resulting loss of competitive vigor will slow the pace and quality of the technological exploration and advance which have been so important to the economic growth and military security of this country and of the free world.

# From San Francisco

## Sourdough French Bread

The Great Mystery of San Francisco's matchless Sourdough French Bread, now being investigated by the U. S. Dept. of Agriculture, can actually be solved in your own kitchen. Below is Sourdough Jack Mabee's authentic recipe. This unique recipe, which can be duplicated endlessly because of the curious nature of sourdough, is one of dozens which come, along with the essential dry Sourdough Starter, in a new 96-page book: "Sourdough Jack's Cookery and Other Things". The colorful volume is crammed with Alaskan and Western cooking traditions, tall stories and recipes for biscuits, waffles, "cowboy stews" and even Alaskan King Crab, as well as special advice on preparing the recipe shown here.

"Sourdough Jack's Cookery and Other Things" is complete with Sourdough Starter, is available in gift, gourmet and book stores. Or our readers may order an autographed copy direct, from Drawer D, The Country Kitchen, 2901 Clement St., San Francisco, CA 94121 at a special holiday price of \$4 postpaid. (Add 5 1/2% sales tax in Calif.)

Recipe book and starter make a delightful Christmas gift for kitchen-clever Aunts and other relatives and friends who pride themselves on their baking. Those who love to entertain can draw from the book's whole raft of unusual ideas for parties, picnics and barbecues. (Of course, sourdough cooking is a special man-chef's world, too!)



**SOURDOUGH FRENCHBREAD (SAN FRANCISCO STYLE)**  
 1 1/2 cups warm water  
 1 package active dry yeast  
 1 cup SOURDOUGH STARTER  
 4 cups unsifted flour  
 2 teaspoons sugar  
 2 teaspoons salt  
 1/2 teaspoon soda  
 About 2 cups unsifted flour

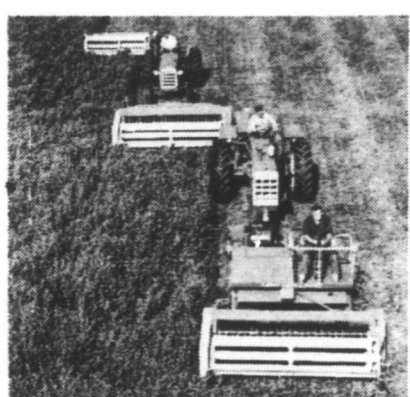
Dissolve yeast in warm water in large mixing bowl. Mix with Starter. Add 4 cups flour, sugar and salt. Stir vigorously 3 or 4 minutes. Cover with a towel and let mixture rise in a warm place until double in bulk (1 1/2-2 hours). Mix soda with 1 cup of remaining flour and stir in. The dough should be stiff. Turn dough out onto a floured board and begin kneading; add the remaining 1 cup of flour or more if needed to control the stickiness. Knead until satiny—between 5 and 10 minutes.

Shape into oblong loaves or one large round loaf. Place on lightly greased cookie sheet, cover and place in a warm place. Let rise to nearly double in size—time will depend on warmth of the spot—1 1/2 to 2 hours in most kitchens. Before baking, brush outside with water, make diagonal slashes across the top with a sharp single-edge razor blade. Put a shallow pan of hot water in the bottom of the oven. Bake in a hot oven (400°) until the crust is a medium dark brown (about 45 minutes for oblong loaves, 55 minutes for the large round loaf).

# MODERN FARMING



Columella, an ancient Roman, discussed hay-making in his writings more than 2,000 years ago.



Today, hay is cut, conditioned to retain nutrient value and windrowed by one machine, the Haybine® mower conditioner.

# Hay Has Developed Into Precise Crop Since Early Roman Haymaking Days

Haymaking is one of the world's oldest farming operations. From the time man first domesticated his horse-power he looked at least in part to harvested grass for his animals' diets.

In fact, one of the first farm writers, a Roman by the name of Columella, penned some words about haymaking more than 2,000 years ago. He described haying as "throwing hay loosely together for a few days to heat and concoct itself before putting into the mow."

A lot has happened to haying since Columella's days when hay was looked upon as merely a handy way to feed stock. In the early days

little value was placed on the grass that was handcut with crude scythes and placed in the mow with a pitchfork. Haymaking has become a precise, valuable agricultural science.

As technology advanced, the shape of haymaking changed. Horse-drawn machines replaced hand laborers in the hay field. Mowers cut hay, rakes piled it into windrows and baling presses baled it into more practical packages.

No longer used mainly to feed live horse power, hay today is looked on as the main food source for livestock that end up on our dinner tables. The ancient

Roman's description of haying still applies though. Hay is still thrown loosely together to concoct but today the throwing is not done by hand with a pitchfork and the concocting is urged on by application of technology.

Today hay is cut, conditioned to retain nutrient value and piled into long neat windrows by one machine, the New Holland Haybine® mower-conditioner. Coupled with the other modern hay tools produced by New Holland, the farm equipment division of Sperry Rand, the Haybine enables the up-to-date farmer to make hay with little or no hand labor.



Bolt Action Most Accurate

There are two types of shooting; one makes for good story-telling, while the other puts trophies in the den and meat in the freezer.

The hunter who gets five shots at a buck on the dead run or tries an impossible shoulder shot from 400 yards can tell some exciting stories. Yet, the hunter who gets close and shoots like his first shot is his last, will fill his big game tag out more frequently.

I'm partial to the fellow who stalks and takes only the good shots. He is, in my estimation, the real sportsman. He's not interested in blasting away, but in placing his shots precisely. He eliminates the chance of losing a wounded animal, ruins very little meat, and only shoots when he's sure of a clean kill.

Just as types of hunters differ, so do their sporting arms. The "spray" shooter looks for a rifle that's fast. Firepower is his main objective. The stalker who pinpoints his shots places the emphasis on accuracy.

Over the years, I've owned and fired just about every conceivable size, caliber and style of rifle, and I'll put my money on the bolt action when it comes to accuracy. Sure, you can shoot a lever action like a Sako Finnwolf, a pump or autoloader accurately but you'll be more consistently accurate with a bolt action.

Among the reasons for the bolt's accuracy is its vault-like locking mechanism. Lock up a Bolt action and you know it's solid. There's no loss of power when you fire this one.

Stocks also affect accuracy. Bolt action rifles are designed with rigid one-piece stocks. Other types, with the exception of a few like the Finnwolf, have two-piece stocks. Which flex upon firing, reducing the gun's accuracy.

Bench rest shooters use bolt actions exclusively. They find the bolt's trigger mechanism more positive, with less slack. Also, the large receiver rings on most bolt action rifles provide a rock-solid base for scopes.

A classic example of bolt action accuracy was recently illustrated by an unmodified Sako Vixen. The 222 Vixen, just as it came from the box, set a National Bench Rest Shooting Association Light Varmint Rifle record with an amazing 10-shot group of 209 inches at 100 yards.

While other actions may be limited by magazine designs, you can buy a bolt action rifle in almost any caliber, from the tiny .17 to the .458 safari gun. The breeches are built to withstand huge pressures, making them extremely safe for the shooter.

Finally, the bolt action's dependability is unsurpassed. They will operate under the most adverse conditions and are the easiest type of rifle to service in the field in an emergency situation.

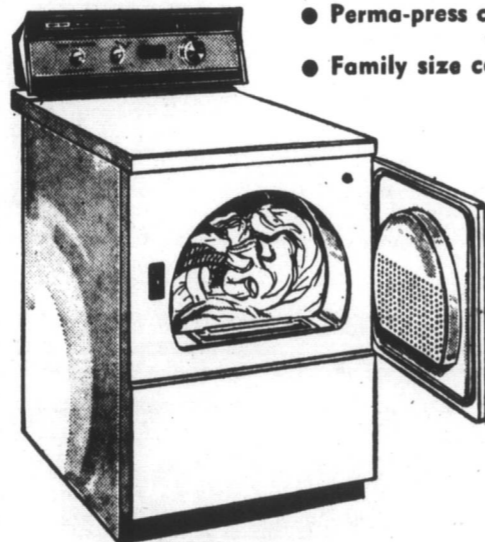
Once you've picked your rifle, practice, practice, practice! Try shooting under all light conditions and at various distances. If you haven't done any tracking lately, think about practicing before the season opens. You can always shoot your game with a camera. Once you get the hang of a bolt action rifle, you won't have to tell stories—you trophies will do all the talking for you.

Note to Readers: Dick Wolf, international hunter and sporting arms expert, will be pleased to answer reader inquiries. Simply write to him, c/o The Garcia Corporation, 110 Charlotte Place, Englewood Cliffs, N. J. 07632.

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