

This 'n That

by AUSTIN NICHOLS

"Hey," the voice bellowed. "You using stale ice or something? This drink tastes terrible." Listening in, I learned an awful. First that "stale" ice isn't a figure of speech. It's a fact. Stale ice has an unpleasant taste not easily detected in advance, but destructive to the best mixed drink.

Ice gets stale if it's left too long unused in the refrigerator. It also gets stale if the refrigerator is not kept thoroughly clean. If even a trace of sludge is permitted, ice absorbs this odor. Beware also of cheese that's allowed to melt and refreeze, as well as salami and other strong-smelling foods that are placed loosely packed or completely uncovered in the refrigerator.

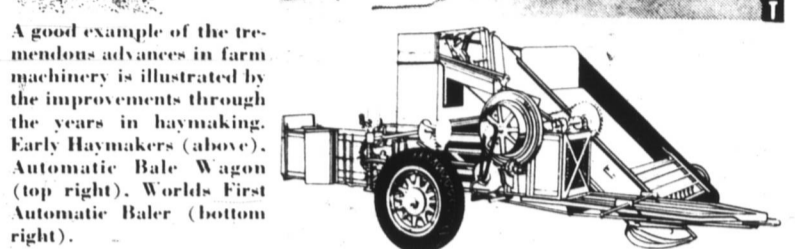
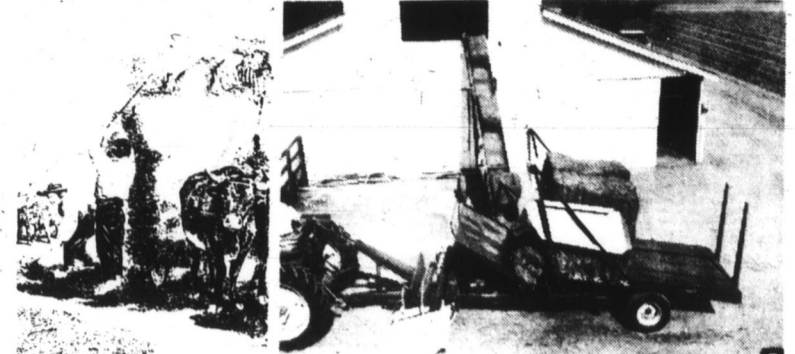
So watch out for the "stale" ice gremlins that can destroy even the best prepared cocktail and make your guests look askance when you tell them that your bourbon is 101 premium Wild Turkey, the best money can buy.

If you're hearing things go bump in the night, look for the Bison Bump—the newest drink making the jet stream. It's made with two ounces of Polish vodka, an egg, a nigger of cream, all well shaken with ice, strained, and served into a chilled champagne glass.

Other bits of incidental intelligence picked up from my stenographer "stale" informant are that Wyborowa, a name for Polish vodka, means "quality" in Polish and that Campari, the Italian aperitif, is getting popular as a lover's toast in South America.

When a man goes to school and learns some big words, he's only half educated. His education will be completed when he learns to translate those big words back into simple English that ordinary people can understand.

"LOOK, NO HANDS" — HAYMAKING TODAY



A good example of the tremendous advances in farm machinery is illustrated through the improvements through the years in haymaking. Early Haymakers (above), Automatic Bale Wagon (top right), World's First Automatic Baler (bottom right).

Not too many years ago most American farmers not only cultivated crops, they also grew their own labor supply by having huge families. There was plenty of work on the farm, and the more hands there were, the easier it went. But no matter how many hands hard work was the lot of nearly everyone who lived on a farm. It was a year-round sun-up-to-sun-down existence and it was tough and bare.

Even so, there's no doubt farm life had some advantages money couldn't buy and many people who grew up on yesterday's farms look back with nostalgia. You might even hear one of these not-so-old-timers saying, "The best god-damn times I ever had was puttin' up hay in the hot August sun, drinkin' good well water out of cumin jars, etc., then drift away in misty-eyed reverie.

Balers and Thermos bottles have replaced pitchforks and cumin jars on most North American farms, and old-style back-busting haymaking is little more than a memory—and not always a pleasant one.

Today, farming is more a way of making a living for the farmer-businessman and less a way of life for his family. The key to the farmer's new life and productivity is a dynamic farm technology that's created tremendous advances in machinery, seed, fertilizers and methods.

Some of the more notable machines advances have helped take the "ache" out of haymaking. Mowers replaced scythes, balers obsoleted pitchforks and, more recently, automatic bale wagons eliminated the drudgery of lifting and stacking bales by hand.

The machine shown above was a big step in bringing "no-hands" haymaking to many North American farms. It's a Stackliner™ automatic bale wagon made by New Holland, the farm equipment division of Sperry Rand Corporation. One man, with a Stackliner, can pluck bales from a field, drive to an unloading area and unload all the bales either one at a time or as a complete stack. The Stackliner takes the place of a three man crew and lets the farmer finish his haymaking in less time and with much less effort than he ever could before.

Coca-Cola USA To Make Study Negro Market

ATLANTA, Ga.—The dynamics of food and grocery store buying patterns among the nation's 22,000,000 Negroes will be revealed to marketing management by a new audit research service just launched by Audits & Surveys, Inc., the second largest marketing research firm in the United States.

The new service, called Negro Market Index, is keyed to food stores located in metropolitan areas with a heavy concentration of Negro population. It enables national and providing retail stores, inventory and distribution data on specific brands in various product categories. The Coca-Cola Company already has contracted Solomon Dutka, president of Audits & Surveys, disclosed.

Dutka explained that the service is based on a unique definition of the Negro market and provides a continuous flow of information on sales trends, competing brand shares and other product movement elements. To insure accuracy, he pointed out, the Negro market is viewed as a separate entity, rather than merely as a fraction of the "national market."

"This is the first time, to the best of our knowledge, that the Negro market has been clearly segmented," he said. "It has become increasingly apparent to manufacturers that in purchasing certain products Negroes display an influence disproportionate to their actual numbers. But until now there has been a lack of practical information; this important area has been treated only as part of the whole and not as an individual market with its own dynamics."

Product and brand movement information is derived from a representative sample of grocery stores and supermarkets — both chain and independent — in which continuous bimonthly audits of food store sales are made. Field work is conducted by Selected Area Surveys, an Audits & Surveys affiliate, specializing in research among Negro Puerto Rican and other ethnic groups.

To obtain meaningful and up-to-date information, representative panels of food stores, each doing virtually all of their business with Negro clientele, have been established in three major metropolitan classifica-

EYE-OPENERS ON BLINDNESS



"America's greatest gift to India," is the way the Indian press described Helen Keller. Here she is shown with her companion, Polly Thomson, charming Prime Minister Nehru at Government House, New Delhi, India.

It took a sightless heroine to open the eyes of the world to the injustices growing from old myths about the "helplessness" of the blind.

Helen Keller, blind and deaf from infancy, put it this way: "Not blindness but the attitude of the seeing to the blind is the hardest burden to bear."

Throughout a lifetime of awesome personal accomplishments, she uprooted superstitions of ignorance. Here are some of the most stubborn fallacies exploded by the facts of Miss Keller's inspirational career:

The blind have a limited capacity for learning.

Yet in 1900, Miss Keller entered Radcliffe College, took all the standard examinations during four years of study and was graduated with a B.A.—cum laude! Later, she became the first woman ever to receive an honorary doctorate from Harvard University.

The blind read little or not at all.

Yet Miss Keller not only was an avid reader of braille books

in English and German but wrote 13 autobiographical and inspirational works of high literary merit. Her first book, "The Story of My Life," appeared in 1902 and her last, "Teacher," in 1955.

The blind live isolated from reality.

Yet Miss Keller joined the American Foundation for the Blind and the Helen Keller World Crusade for the Blind as counselor on national and international relations and toured 39 countries on the five continents. She was received by kings, queens, premiers and other world leaders, including every American President from Grover Cleveland to John F. Kennedy. She so impressed her hosts that many established pioneering programs for their national blind.

The blind are unemployable.

Yet Miss Keller convinced hundreds of employers that blind workers are capable of performing the most challenging tasks. Today there are blind teachers, lawyers, computer programmers, salesmen and

engineers. Nearly 30,000 blind college graduates hold responsible positions once closed to the sightless.

The blind are immobilized by their handicap.

Yet Miss Keller swam, danced, rode horseback and hiked over the countryside around her Connecticut home.

After Miss Keller's death last June, her friends established the Helen Keller Memorial Fund as a living monument. Co-sponsored by the American Foundation for the Blind and the Helen Keller World Crusade, with offices in New York City. The fund committee is headed by actress Katharine Cornell, a long-time friend of Miss Keller's. In a public appeal, Miss Cornell said:

"I hope that you will join us in this tribute to Miss Keller by making a generous gift to the Memorial Fund in support of the services which were her life work."

The Memorial Fund is in the finest tradition of Helen Keller—the blind woman of vision.

WHAT A 175 YEARS IT HAS BEEN!



THE FATED TITANIC.—The luxury liner TITANIC departs Southampton, England prior to her maiden Atlantic voyage and disastrous meeting with an iceberg on the Grand Banks off Newfoundland.

A new book makes clear that while much is written about new gadgets and gimmicks, few people are aware of how much we have gotten rid of. It is just one example!

When America's oldest stock, fire and marine insurance company in America recently celebrated its 175th anniversary, it was noted that the first life insurance policy written by the firm was on a ship captain for \$5,000 in 1794, protecting him against "Algerines and other Barbary corsairs." Since then it has insured the 30 scientists who built the atomic bomb, officials of the United Nations, and the beauties of the Miss America Pageant.

When Insurance Company of North America was founded in 1792 in Philadelphia's Independence Hall, the U.S. had been independent from Great Britain for only nine years.

That same year the cornerstone of the Capital was laid in Washington, D.C., a group of merchants met in a New York City coffeehouse to organize the New York Stock Exchange, and Virginia was the last state to ratify the Bill of Rights.

In many ways the history of INA and that of the nation are parallel, and the fascinating story is now told by distinguished historian and prize-winning author William H. A. Carr in his book, *Perils, Named and Unnamed*, published by McGraw-Hill. The title of the book, taken from a phrase in some ancient insurance policies, is apt — for INA has faced every peril known to man.

Most of the company's early policies were on ships and cargoes, many insured against piracy. The "unsinkable" Titanic was partly insured by INA. In 1967, the company paid about \$600,000 when the oil tanker Torrey Canyon broke up on rocks off the Cornish coast of Britain, spilling over 90,000 tons of crude oil into the sea.

Perils: Named and Unnamed reports these and dozens of other fascinating anecdotes about an insurance company that has paid claims ranging from \$4 million for the San Francisco earthquake in 1906 to \$300,000 for a cancelled Boy Scout Jamboree and 90 cents for a home-made pie ruined when a golf ball smashed through a kitchen window.

Form of Hereditary Blindness Diagnosed By Meharry College

NASHVILLE, Tenn. — The first diagnosis in America of an extremely rare form of hereditary blindness was made recently at Meharry Medical College in Nashville as reported in the August edition of the American Journal of Ophthalmology.

Dr. Axel C. Hansen, head of the Division of Ophthalmology, reported on two cases of the disease which he encountered in two Negro children seen at the eye clinic at Meharry's teaching hospital, George W. Hubbard.

The two brothers both were afflicted with a disease called Norrie's Disease after a Danish ophthalmologist, who first described the syndrome in 1927. Since then, and until 1966, 35 cases were reported in six families around the world.

The syndrome is characterized by tumors of the retina of both eyes and is found only in males and is sometimes accompanied by mental retardation and loss of hearing or deafness.

"Unfortunately, there is no known treatment for the disease, but families in which the disease occurs may be advised that it is inherited," Dr. Hansen said.

According to Dr. Hansen, the disease may be less rare than has been thought, because

it can be misdiagnosed. Symptoms of the disease are very similar to those found in another eye disorder, retinoblastoma, in which there are tumors in the eye which are malignant. Tumors found in patients with Norrie's disease, however, are not malignant and, therefore, cannot spread to other parts of the body such as the brain.

The key to diagnosing Norrie's disease is in the careful study of the family history which may reveal male relatives who are blind, Dr. Hansen said, as was the case with the patients diagnosed. Since the disease is sex-linked, it does not show up in women who may be carrying the defective gene, but there is a 50-50 chance that their male children will have the disease.

Also accompanying the disease in about two-thirds of the cases is mental retardation and in fewer cases loss of hearing or deafness.

Dr. Hansen's work in diagnosing and publishing his findings was aided by a grant from the National Institute of Neurological Diseases and Blindness which supports free eye screening clinics for pre-school age children and also glaucoma detection clinics for adults.

LABEL ODDITIES

THE WORD "LABEL" REFERRED ORIGINALLY TO THE CLOTH BANDS, OR FILLETS, ATTACHED TO A BISHOP'S MITRE.

LABELING WAS BEGUN 2,000 YEARS AGO BY A ROMAN DRUGGIST WHO BAKED HIS NAME INTO JARS CONTAINING HIS OINTMENT.

TODAY, LABELS ON FOOD CONTAINERS ARE REQUIRED BY LAW TO TELL THE COMPLETE NAME OF THE PRODUCT, NET WEIGHT OR VOLUME, THE CANNER OR DISTRIBUTOR, AND THE INGREDIENTS. 35 YEARS PREVIOUSLY THE NATIONAL CANNING ASSOCIATION WAS AHEAD OF ITS TIME WITH A DESCRIPTIVE LABELING PROGRAM WHICH TOLD THE TRUTH ABOUT A CAN'S INGREDIENTS IN SIMPLE, FAMILIAR, EASY-TO-READ TERMS.

THE FIRST LABEL PATENT WAS GRANTED IN 1874 FOR A BREAKFAST HONEY LABEL TO BE ATTACHED TO THE SACK, BOX OR BARREL IN WHICH THE HONEY WAS TO BE SOLD.

IN THE 1800'S WOMEN LABELS FOR CLOTHES WERE COLLECTOR'S ITEMS. SOME MADE IN ENGLAND OF SILK HAD THREE-DIMENSIONAL PORTRAITS OF WASHINGTON, DISRAELI AND QUEEN VICTORIA.

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tions across the country: Northern areas, Southern markets with 100,000 or more Negro population, and Southern areas with less than 100,000 Negro residents. Data are assembled and reported separately for each category. Dutka noted "that with the continuing and increasing migration of the Negro to large urban centers across the nation, the Negro today is one of the most urbanized segments of the country's population. It is estimated that 70 percent of all Negroes now reside in metropolitan markets. Negro Market Index will focus on this Urbanized Negro."

Data gathered will reveal shares of major regional brands as well as competing national brands for all product categories. Moreover, special analyses will disclose brand shares by type of outlets, contrasting marketing strengths in supermarkets versus smaller groceries. Other reports will show shares in only those stores carrying a particular brand, "eliminating distribution bias where brand availability is less than 100 percent," Dutka pointed out.

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