

EDITORIAL PAGE

THE JOURNAL

COVERS NOBLE COUNTY LIKE THE SUNSHINE

The Fabulous Fifties

Noble county will join with the world in the observance of the passing of the fabulous fifties and the ushering in of 1960 to bring with it what it may.

The last decade has been an interesting one in Noble county and the most important event to transpire was the location of the Caldwell branch of the Cleveland Graphite Bronze company here and the sister plant at McConnelsville.

It is difficult to believe just how much economic good this plant has accomplished for Noble county and the immediate surrounding area. That it has accomplished much is a foregone conclusion.

The industrial expansion of our county is due entirely to the location and growth of the Cleveland Graphite company as it fast became an important cog in our wheels of progress.

A Robust Market

A new business survey, containing the first comprehensive figures on income and spending in Noble county through the first half of 1959, has just been made public.

It shows that local consumers were back in the market place in force, maintaining retail sales at a high level. The recession of 1957-58, which had put the brakes on their normal spending pattern, was all but forgotten as they proceeded to pick up where they had laid off.

The best recovery was registered by those products that had been hit hardest by the recession — autos, heavy appliances and other high-priced items. Once again, consumers seemed willing to take on installment debt to purchase such goods.

The survey, which takes in every part of the United States, is for the 12 months ending July 1, 1959. It was produced by the Standard Rate and Data Service.

It shows that Noble county's retail merchants were able to chalk up a sales volume of \$10,452,000 in the year, topping the \$10,207,000 of the prior year.

Chiefly responsible for the general busi-

ness recovery throughout the country, according to the economists, was the simple fact that people had more money to spend. Much of it was in cash savings, which they had been salting away during the recession, while holding back on major purchasing.

Also contributing to the recovery was the mounting feeling of confidence, based on rising wages and increased employment in most areas.

Net income in Noble county in the year, after the deduction for taxes, reached a total of \$13,433,000.

Apportioning it equally among the local population shows that it was equivalent to \$3,784 per household in net spending capacity.

Most business leaders see good times ahead for the first half of 1960. Shortages of merchandise, especially in the heavy goods field, will have to be replenished, keeping factories busy for some time to come. Employment and wages, it is concluded, will continue to be favorable, subject to another crippling strike.

As we welcome 1960, it is with the hope that we can continue to strive toward a bigger and better community in which to live.



THE JOURNAL MAIL BAG

Norfolk, Virginia
December 21, 1959
Editor of The Journal
Caldwell, Ohio

Dear Sir:

While reading the Dec. 5th issue of the New Yorker magazine I noticed that one of your correspondents has made the slick cover. Under the title, "Life On Route 3", (from the Caldwell (Ohio) Journal) a portion of one of the recent items submitted by the route 3 scribe had been lifted bodily and inserted in the New Yorker, page 221. Life on Route 3 is now receiving world wide attention.

Sincerely,
Joseph R. Hutchins,
ECTM USN, Norfolk, Va.

News of 10 Years Ago

Larry Jennings, 12-year-old son of Mr. and Mrs. Clark Jennings, Caldwell route 6, received lacerations about the right head Friday at 11:00 a. m., when a car operated by his mother was involved in a collision.

Raymond J. Uhly, 20, and his brother, Clyde, 22, parolee from the Mansfield reformatory but originally from Zanesville, confessed to Sheriff Clayton McKee that they broke into the Sarashville high school building early Wednesday morning. Their loot was \$46.00, representing the proceeds from a basketball game.

Dwight Barlow, of Macksburg, has leased the Jim Ogle service station on USR 21, south of Dexter City.

Bennie Robinson, employed with the R. C. Moore Lumber Co., was involved in a freight train-vehicle wreck. He failed to see the train at the Pennsylvania depot but swerved his car sharply to the right to avoid a head-on collision. The train took off the running board of the car and the fenders were badly damaged. Robinson was uninjured.

Rev. David Doan, pastor of the local Baptist church, has accepted the pastorate of the Lindale Baptist church at Amelia, just outside Cincinnati.

Deaths — Anna Louise King; Charles C. Mahoney; William M. King; Mrs. Jane M. Wullman; Charles Benyo; Frank V. Keller and Lindley G. Long.

Top Tunes: Silent Night; White Christmas; Adeline Fideles; Rudolph the Red Nosed Reindeer; It Came Upon a Midnight Clear; Merry Christmas Polka; and Jingle Bells.

Egg prices during 1960 likely will average about 2 or 3 cents above the 1959 level, according to Ohio State University economists.

Ohio State University Extension economists say prospects are for a close balance between production of milk and commercial demand.

INCOME TAX HINTS

Issued by the Public Accountants Society of Ohio An Affiliate of the National Society of Public Accountants

Maybe you think these columns don't apply to you because you work for wages of \$5,000 per year and all your taxes are paid by withholding. If you itemized your deductions, they would not amount to more than 10%, so you take the tax table and come out about even each year. Suppose your wages are \$5,000 and you are married. No children. Two exemptions. Your contributions, interest, taxes, medical expenses, miscellaneous expenses, union dues, etc., all amount to about \$450 per year. You can't win. Better take the tax table and call it even.

Still, a little tax planning may effect a substantial tax saving. Here's how. Pay two years' contributions, two years' interest, two years' taxes, if you can, two years' medical expenses, two years' union dues, etc., etc., in 1959. Pay everything in sight in 1959. This could give you itemized deductions of, say \$900. Your tax on the tax table would be \$656. By using the long form with all these deductions, your tax would be \$590. A saving of \$66.

In 1960, of course, you don't pay anything that might be deductible that you can possibly avoid. Then, when you file your 1960 return, you use the tax table. Then again, in 1961, you pay two years' expenses in the one year, to the best of your ability to do so.

Careful timing of your payments can effect considerable tax savings for you.

Now is the time for you to look over your situation very carefully and decide what you are going to pay this year and what will be put over to 1960 or 1961.

Do you have some bills that you are never going to collect? If so, take some action now to show that they are uncollectible and claim the bad debt on this year's tax return.

Loans to relatives or friends can be deducted as bad debts. However, they are always given very close scrutiny and you should be prepared to prove the money was in fact a loan; that you have made every reasonable effort to collect, and that it was in no way, shape or form, a gift. You cannot get a bad debt deduction simply because you do not choose to force collection. Turn those bad accounts over to your attorney or collection agency for action. Do it now if you want to deduct the bad debts this year.

Your bad debts are deductible if—

(1) A valid debt actually was made in 1959 or existed January 1, 1959 and something happened in 1959 that made you believe the debt never will be collected. (2) The amount of the bad debt must have been included in your income, or been a part of your capital. You cannot have a bad debt deduction for uncollectible wages, fees, rents, etc. If you are a merchant and have a bad debt

arising from sales or services, you cannot deduct the bad debt unless you have included the sale in income.

If you are in business, your business bad debts are deducted together with your other business costs, on separate Schedule C of the tax return.

If your bad debt is a personal debt, the deduction is made on separate Schedule D of the tax return as a short term capital loss. Such losses cannot be deducted from other income in an amount over \$1,000 per year. However, they can be deducted from capital gains in any amount.

If you have a bad debt loss of more than \$1,000, take \$1,000 this year and carry the balance over to 1960. You can deduct \$1,000 per year for the next five years, if your loss amounts to that much. You can take it all in any year that you can deduct it from your capital gains.

Your Election Laws . . .

By Ted W. Brown
Secretary of State of Ohio

Merchants have a policy of taking inventory in January. Boards of elections do not wait until the new year to "take inventory." After every election the boards of elections make note of the difficulties which arose during the weeks leading up to the election and those occurring on election day and take steps to see that they are eliminated in future elections.

Just as we have urged boards to take these periodic "appraisals" for ways to improve their administration and their service, the secretary of state has also urged them to make note of innovations which have proved successful so that they may be incorporated in standard procedure of the future.

Meetings of members, clerks, and deputy clerks of the boards of elections are held each year—sometimes as district meetings and sometimes as state-wide conferences—to discuss important matters concerning the election coming up. In addition, these meetings offer a fine opportunity for boards of elections officials and members of the secretary of state's staff to exchange ideas, review some of the difficulties which have arisen and discuss ways to "cure" them. Also, an equal opportunity is given for boards to relate new ideas, new record keeping systems, etc., which have worked to their benefit, so that other boards may adopt similar procedures.

These "stock-taking" checks by boards and exchanges of ideas at meetings and through the Brown Ballot Box, semi-monthly information bulletin of the secretary of state, have done much to improve Ohio's election administration.

Generally, officers who were elected at the past general election may enter upon the assump-

KOON HOLLER REPORTER

KOON HOLLER U. S. A.

Are We French Or English?

Go into a well-to-do modern restaurant and if you do not speak or understand French you are liable to go hungry. We eat English but order it in French.

Here is an example of a few French names on an up-to-date menu.

A la carte, au gratin, au jus blanquette, cafe au lait, chantilly, consommé, demitasse, jardiniere, lyonnaise, pate de foie gras, petits fours, piece de resistance, soufflé, sauté.

I know a lot of people who would take one look at such a menu and order ham and eggs. I have an idea they would even be dressed up as in such a French fashion that even a hen would not recognize her egg.

There is one trouble in ordering a French meal when you do not understand French, you might get a mess of horse meat. However, one thing is certain, we must doff our hats to the French cooks and French foods. They sure do know how to please the taste. This does not bother the great horde of Americans who eat out, due to the fact there is nothing to eat in, and no time to fix it if it was there. The most of Americans will settle for roast beef, pork chops, ham and eggs and a mixture that is commonly called coffee.

Don't bother with the wines, for most Americans take a bit of food, waller it around a bit and wash it down with ice water. Doctors advise against this method, but the Americans do it anyway. Take it anyway you wish. We all dig our graves with our teeth.

Uncle Sam Stille

THE AMERICAN WAY



Simple Solution

tion of the duties of the office to which they were elected by presenting to the proper officials their certification of election.

The law, however, requires certain officers, namely: any judge of the court of record; state officers; county officers; and judge of the county court, to be commissioned by the governor. The law also requires that the fee for this commission be five dollars (\$5.00) and shall be paid to the secretary of state.

No officer required to be commissioned may enter upon any of the duties of the office until such commission has been received.

All commissions issued by the governor and countersigned by the secretary of state will be forwarded by him to the clerk of courts of the county of residence in accordance with the statutes. The clerk of courts is required to deliver the commission to the proper person.



Mineral Production

We are indebted to the National Industrial Conference Board for some revealing statistics regarding world production of minerals.

In 1918, Russia replaced the United States as the world's leading producer of iron ore and coal. The United States continued to be the world leader, however, in total mineral output during 1958. Below is a table of the percentages of world production of some key minerals in 1958 produced in the United States and the Communist World. The Communist world includes: U.S.S.R., seven "Iron Curtain" countries in Europe, China Mainland, North Korea and North Vietnam:

Mineral	U.S.A.	Communist
Aluminum	40.2	20.2
Cement	21.1	23.3
Coal	16.1	50.0
Copper	27.2	13.8
Iron Ore	17.1	31.6
Crude Petroleum	37.0	14.1
Sulphur	71.5	3.0

While the U.S.A., with the exception of coal, iron ore and cement, continues as the world leader in mineral output, the Conference Board warns that "Russia and her satellites have made substantial gains in recent years."

As in so many other areas of production, Russia and her friends (?) continue to gain on us.

The Optimist And The Pessimist

Two gay young frogs from inland bogs, Had spent the night in drinking; As morning broke and they awoke, E're yet their eyes were blinking, A farmer's pail came to the swill And caught them quick as winking. E're they could gather scattered senses, Or breathe a prayer for past offenses, The ganger-grave, that guileless man Had dumped them in the milk-man's can The can filled up, the lid shut down, They're quickly started off to town. The luckless frogs begin to quake, And sober up on cold milk shake; They quickly find their breath will stop Unless they swim upon the top; They kick for life, they kick and swim Until their weary eyes grow dim. Their muscles ache, their breath grows short, And gasping, speaks one weary frog: "Say! Dear old boy, it's tough to die so young. But I've had enough kicks for life; No more I'll try it; I wasn't raised on a milk diet." "Tut, tut, my lad," the other cried, "A frog's not dead until he dies; Let's keep on kicking—that's my plan; We may yet see outside this can." "No use, no use," faint heart replied, Turned up his toes, and gently died. The braver frog, undaunted still, Keep kicking still, no murmur uttill, Until, with joy too great to utter, He found he'd churned a lump of butter, And climbing on that chunk of grease, He floated round with greatest ease. When tasks are hard, and trails grown, Don't get discouraged and go down; Keep kicking still, no murmur utter; A few more kicks may bring the butter.

(Contributed by T. B. Cain, formerly of Noble County, his favorite poem.)

The nation's lamb crop this year was 2 percent larger than a year ago.

Democratic Candidates

Under the ebullient leadership of former President Harry Truman, the man who has nothing to lose, the noisier Democrats are crowding over the quantity of prospective Presidential candidates within the ranks — if not the quality.

Some while ago Mr. Truman announced that there were half a dozen Democrats who could beat the GOP's choice and enumerated Adlai Stevenson, Hubert Humphrey, John Kennedy, Stuart Symington, Pat Brown and Soapy Williams (though not perhaps in that order). Later, news photos showed him in hilarious conclave with most of them at Eleanor Roosevelt's \$100 a plate birthday party. Among those conspicuously absent from this Waldorf whingding was Lyndon Johnson of Texas — who has emitted candidatorial noises from time to time. Nor, so far as we know, has Mr. Truman offered any public commentary on Ohio's Senator Frank J. Lausche, who is tending strictly to his knitting.

From the Republican camp the word is that Vice President Nixon is way out in front

in the popularity polls, particularly since Rockefeller has announced he will not be a candidate.

Meanwhile from less bombastic centers, both Democratic and Republican, have come further proposals for the Vice Presidency — notably of Lausche, of Arizona's Barry Goldwater and of Delaware's Senator John J. Williams. These suggestions, we think, make a good deal of sense, but not enough. We'd rather see all three of them contending for the top spot. Those now regarded as front-runners for the White House might, most any of them, be satisfactory Vice Presidents. In fact, in the case of Mr. Nixon, we have a splendid background of experience which should not be wasted.

As it looks from here, if Lausche, as the Democratic nominee were to be opposed by either Goldwater or Williams, we would be assured of an enthusiastic campaign, a record turn-out of voters — and, in whomsoever won, a strong, conservative President with the conviction that two plus two equals four.

* * The American Way * *

LOGICAL LIBERALS

By George Peck

Some sixteen years ago, Mr. Louis Ruthenburg, at that time president of Servel, Inc., was interviewed by the magazine "Sales Management." He sounded a warning to the effect that it was high time business leaders should begin to think like politicians; that they should take an active part in formulating and guiding political affairs; that they should sell "business" to the nation, explaining its earned and rightful place in economics, if they wished American to remain strong.

He pointed out that never was the time so ripe as then for wresting the country from the influence of that small but persistent group of malcontents that was thriving on destruction, turmoil and wreckage.

This columnist has been happy to note, during the sixteen years that have elapsed since Mr. Ruthenburg issued his warning, that many of our larger corporations and a smattering of smaller concerns have begun to impress upon their top personnel the advisability and necessity of engaging in politics at the community, state and federal levels. Unfortunately, however, all too many companies continue to sit apathetically on the side-lines and are still not doing their civic and patriotic duties.

Mr. Ruthenburg classified voters, regardless of party, at that time, as falling into four general groups. As they still fall into those same general categories, let us repeat how he classified them some sixteen years ago. He described them as follows:

Tories — The die-hards who live and think in terms of the dead past,

Moochers — The vast and formidable army whose allegiance can be bought with various coin, that is, relief payments, job, political preferment, appropriations, authoritative support for pet projects, etc.;

Logical Liberals — Those who wish to know where we are going and why; who know that two and two add up to four; and that the millennium cannot be introduced overnight by clever legislation;

Emotional Liberals — Relatively uninformed, illogical believers in miracles who disregard the teachings of history and learn only by recent personal experience. When disillusioned they are very bitter toward whom they consider to have been betrayers.

"Now among these four groups I am sure that most of us think of ourselves not as Tories or Moochers or Emotional Liberals," said Mr. Ruthenburg. "If our views are enlightened and Logical Liberals are to prevail; if The American Way of Life is to continue, we are confronted with the imperative responsibility for converting the fallacious beliefs of our unthinking, emotional friends to concepts of common sense consistent with proven principles and American traditions.

"It is obvious that The American Way of Life cannot continue in this industrial age when industry is attacked and injured by inexperienced, emotional, unrealistic leaders of the people.

"These attacks upon American industry mean that every American citizen is confronted by a vital threat directed toward his personal welfare and his standard of living.

"For some years American industry has suffered from such treatment. It is a tragic

fact that no subject seems to be so generally misunderstood as the broad subject of industrial relations, and there is very little hope of relief from the present difficulties until a very general understanding of this vital subject is achieved."

Well said, Mr. Ruthenburg! We agreed with you sixteen years ago when you uttered those words of warning and advice — we agree with you even more enthusiastically today. The hope of building a better America still lies with the level-headed Logical Liberals—not with the torpid Tories, the mendacious Moochers or the emoting Emotional Liberals.

The Logical Liberals can give to America, which now enjoys the highest standard of living in world history, an even higher standard of living. Dear reader, please look in your mirror to see if reflected there stands a Logical Liberal.

My Favorite Prayer

Submitted to the Laymen's National Committee by
Rev. Edward F. Hudson
Rector, Ingatstone Parish Church, England

O God of speed Whose angel host
Fly with swift pace at Thy command
Control our haste from post to post
And bless the highways of our land.
O God of courtesy, we ask
That men may travel on Thy road
With speed and safety to their task
And reach in peace a safe abode.
(A prayer given at the ribbon-cutting ceremony of a new English bypass road).