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Minor Matters We Can Worry About

HOMOGENIZED in the newspapers with the epidemic of wars and Democratic denunciations of just about everything President Reagan does and says are a copious daily supply of minor crises.

For example, newspaper subscribers seldom have to worry about where their next rubber band is coming from but a major battle is going on over the \$55 million a year U.S. rubber band market.

"After staggering American steelmakers and auto companies, foreign manufacturers are aiming at a product that holds things together in this country: The American-made rubber band," said a front page article in *The Wall Street Journal*.

Then there's the fearful prospect that movie-goers may have less popcorn to munch. Crop reports say that Indiana, the nation's largest popcorn producing state, may have lost half of its popcorn crop to hot weather and drouth. The last time we went to the movies we watched a couple of youngsters pay \$2.25 for a bucket of popcorn. If popcorn prices

explode, wow!

Meanwhile, the coffee industry, fearing a surplus, has come out with a new series of ads that the industry hopes will create "the new coffee generation," after the Pepsi generation.

Americans downed 40 gallons of soft drinks per person last year compared to only 26 gallons of coffee per capita. The new TV ads for coffee are aimed at younger people instead of the "old and sedentary," says a report. They include celebrities drinking coffee, rock music and the philosophy of Dr. Norman Vincent Peale.

The U.S. Army Uniform Board has recommended that recruits need only one dress coat, worn at formal functions such as parades, instead of two previously issued. This has the clothing manufacturers in a tizzy over business they may lose.

There seems to be discrimination against male members of the army in another ruling that will allow female soldiers to wear earrings that "fit snugly against the ear," with no dangerous ends dangling. Specifica-

tions say they must be spherical, no larger than one-quarter inch in diameter and made of gold, silver or pearls. But apparently males can't wear 'em.

A Wisconsin scientist who didn't seem to have much else to do has come up with a research report that stumptailed monkeys (macaques) lose hair on their foreheads when they're full grown. So he's using them to test a drug prescribed to treat high blood pressure in humans in search of a remedy for baldness. So research goes on.

A former Tulsa hotel manager also is marketing a treatment he says will cure baldness. His picture reveals a rather high forehead.

Earlier this month the Bald-Headed Men of America Club convened in North Carolina "to instill pride and dignity at being bald-headed, to promote a positive image and outlook." It claims 10,000 members from all 50 states and 26 foreign countries.

All of which indicates there are a lot of minor matters to ponder when earth-shaking events become too much for us.