

The Old Branding Iron Now Part of Western Folklore

By REYNOLDS KNIGHT

A lot of cowboys nowadays are not hot-branding their cattle. They're either painting them, hanging earrings on them or using a new freeze method of branding. Why? Because it's saving them money.

The Tanners' Council of America reports that branding scars the hides of cattle and prevents their use in the manufacture of lether goods. What is particularly irksome is that many cattle are branded in the middle of their sides — the area that leather makers claim is best for manufacturing handbags, shoes, coats and a host of other garments. It's costly, too, because a hide branded in that manner sells for 40 per cent less than an unbranded one.

IT WILL cost cattle owners about \$50 million this year for hot branding their herds, the Tanners' Council says. And this is a needless loss, the tanners maintain, when there are much better ways to brand cattle.

One way of avoiding scarring is simply to paint a part of the steer. Another way, the tanners suggest, is to tag their ears. But a sure way of branding, one that has the effect of hot branding but dies not scar, is the freeze method. Here a branding iron made of a copper alloy is dipped into a refrigerant until the metal's temperature drops to 90 degrees below zero. The freezing iron kills the steer's pigment cells, but in the process leaves the skin scarless.

THE F.W. Woolworth Co. is on the move, according to Robert C. Kirkwood, chairman of the huge retailing chain. The executive said the company's tempo of growth in the past 10 years has set the stage for the "greatest period of progress" in the 89-year history of the Woolworth organization.

"Every facet of our business is scientifically engineered for profitable expansion," he recently told members of the New York Society of Security Analysts.

The past 10 years, he said, have seen more innovations in the total corporate structure and procedure than was true in all the company's previous history.

DURING THAT decade

Woolworth's consolidated sales grew from \$1 billion to \$1.7 billion, with an increase in profit of approximately 45 per cent, the Woolworth executive pointed out.

During the period the company, on this continent alone, opened 710 new variety stores, remodeled, converted to self-service, or refurbished 642 others, relocated 118 and closed 534 stores no longer productive.

In addition, within the last six years the company opened 77 new Woolco Department Stores, and acquired Kinney Shoe Corporation, now operating 838 retail units and 14 manufacturing plants.

HE ANTICIPATED that

worth stores, 26 of them domestic units, will be opened this year. In the Woolco stores operation 27 newstores are scheduled in the United States and Canada this year, bringing the total to 94 and more than 70 additional Woolco Department Stores have already been approved for opening in 1969 and 1970.

This year's plans call for 84 new Kinney installations of which 32 will be leased departments.

"Kinney's fine record of profit contribution assures our continuing to evaluate other promising situations for possible acquisition," Mr. Kirkwood said.

HANG ON to the campaign buttons you may get in the next few months. They

could be valuable to you in years to come. A supplier of buttons estimates there are 10,000 collectors in the United States. Two collections are valued at more than \$100,000, the firm says. One button which recently became rare is the 1948 official Truman-Barkley buttons with the likeness of both men. The current retail price for that one is \$25.

Installations of small computers for data communications will almost triple to more than 6,500 by 1970, according to an automation company executive.

Until 1970 growth in computer communications will come primarily from the federal government, large manufacturers, universities and computing service bureaus, said T. Paul Bothwell, vice

president and general manager of the Honeywell Computer Control Division. After 1970 public school systems, banks, airlines, railways and hospitals will also be major users, he said.

SMALL COMPUTER shipments will continue to rise by 500 to 1,500 units a year from 1971 to 1975 when there will be 50,000 to 60,000 computer installations, both large and small, with data communications capabilities, he said.

He said processors linked to data communications channels and systems will represent about half of U.S. computer installations in 1975.

Both large and small computers are generally used in

a computer-communications network. The large machine performs the bulk of the data processing, while smaller computers may serve as concentrators, buffers, message switchers, preprocessors. The small computer may be located adjacent to the larger machine or at some distant location. Communication is usually carried over standard telephone lines from a remote terminal, which may be a keyboard, visual display unit or sensing instrument.

THINGS TO COME — A new sponge scrubber, called "Combo," has been designed for use in cleaning Teflon-coated cookware. It is made of nylon and cellulose sponge.

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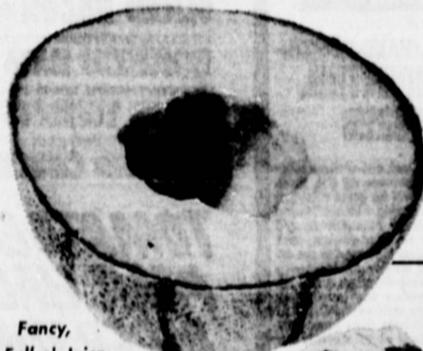
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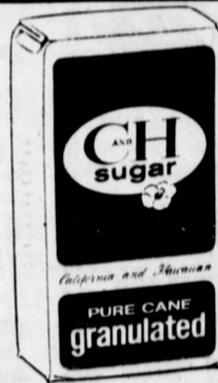


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