Crossword Puzzles
Become Sales Tool

 lad，even after all the years retail in the school market，

that have passed since its in．and Hallmark reports the de． | zle today is not only a form | mand was＂extraordinary．＂ | recharger that works off wal |
| :--- | :--- | :--- | :--- |

 In one advertising agency，
$\begin{aligned} & \text { using new material submit．} \\ & \text { ted }\end{aligned}$ operated instruments．Cat．
for instance，a specially pre．－
writers．Robert pared crossword purle has Hrers． Hallmark art director，said
been sent to propective that along with birthday
clients，using definitions to make the sales pitch．
But most people
 axation．Nearly every one of on one of these，for example the 1,750 daily newspapers in
the nation carries a puzze，
did $i t$ ．＂It was tough，（continuing inside and so do most of the week－．． 352 hours withont craek
lies．One weekly editor dro ped his，and discovered that
paper just for the puzzle． e identified ceasily by the has undertaken to develop an way they approach their task．
tatomic－powered deve．The real pro just fires
treat＂heart block，＂a a com
ten cardiac disease．Th away with his ball－point pen；－
new cardiac pacemaker would
he purist never goos to a dic－
replace battery－powered ones ionary；but the real puzzle replace battery－powered ont af liend spends all day Sunday
up，down，and across． A NEW TARGET－The－The about twice as long that
high school and college mar．
Studies have shown that
kets - recognized as prime
many drugs，including aspirin areas in our youth－conscious
have adverse effects on car

drivers，and doctors are be． a newly published line of ing urged to warn patients The cards，call | ula Prints，＂will be marketed |
| :--- | :--- |
| atily everyone drives a |
| nationa．iy Through college Yow State De |
| partment of Motor Vehicles is | cores adjacent to university $\begin{aligned} & \text { out with a report stating that } \\ & \text { campuses and junior and sen．} \\ & \text { auto deaths and injuries }\end{aligned}$ or high schools．They are auto deaths and injuries published by Hallmark Cards．of safety features already here are separate lines for do with a pift of a 2,000 －year high school and college stu－

dent Egyptian temple？The Original humor was solic．United Arab Republic has of Ited from students at 10 uni－
versities in varied locations
in recognition of this coun－ across the country and out of try＇s contribution to the sav
some 2,300 ideas the company
ing of the Aswan High Dam selected 200，provided illuss．monuments．Where to put it
trations for each，and then in the problem facing Wash－
submitted them to student ington

| Law In Action | danger of fires aboard ships and airplanes can be reduced by better＂housekeeping＂and maintenance，according to a safety expert in the chemical |
| :---: | :---: |
| Public officials have th | field，who urges the use of ＂safe cleaning materials．＂ |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| suits when they act within flo |  |
| their official powers．Even if they acted sometimes with malice． <br> Other minor officias who |  |
|  |  |
|  |  |
|  |  |
| have mere＂ministerial＂du－ ties lack this protection since they merely carry out orders． |  |
|  |  |
|  |  |
| Their negligence or malicious acts can make them or their employer，the government， |  |
|  |  |
|  |  |
|  |  |
| IN A RECENT divorce ac－ tion，the court ordered |  |
|  |  |
| and to stay |  |
| ， |  |
|  |  |
| dge，holding him in con－ mpt，sent him to jail for a |  |
| few days．Later when the wife was awarded most of the community property，the hus－ |  |
|  |  |
|  |  |
| band＇s business suffered and he went through bankruptey． |  |
|  |  |
| Judge and tried to sue him in 2 federal court．The court |  |
|  |  |
| to his best judgment．If |  |
|  |  |
| he could appeal his case or |  |
|  |  |
| the State Judicial Qualifica．tions Commission． |  |
| The law assumes that |  |
| fairly．He may be entitied |  |
|  |  |
| an＂honest mistake．＂There are remedies，ways to appeal， |  |
| ways to remove the official |  |
| BUT SUITS for damages are not encouraged．The dis－ |  |
|  |  |
| trict attorney who decides whether to prosecute or not， |  |
| the eity council that decides on a freeway route，or the |  |
|  |  |
| city assessor who values property are as a rule free |  |
|  |  |
| from lawsuits． <br> Yet in recent years the law |  |
| has tended to lift some of the |  |
| ials from lawsuits． |  |
|  |  |
|  |  |



zazazum
ままますiviziz

## 

 Public Notice PRESS－HER apss of thank CARDS OF THANKS B－3