

Watermelons must measure up

By DICK WEST
United Press International
WASHINGTON — It was re-
spected the other day that a market-
specialist in the Agriculture De-
partment spent most of last year
working up a standard for watermel-
on. The article did not mention
whether any consumers wrote in to
say "Thanks, we needed that." My
guess is none did.
Consumers have become the most
impaired species on the face of the
earth. Here's an expert who practi-

By the time consumers have
finished being grateful to the FDA
for protecting them from saccharin,
to the Supreme Court for protecting
them from bawdy books, to Ralph
Nader for saving them from a mul-
titude of fates worse than death, they
are too exhausted to sing hosannas
over deliverance from substandard
watermelons.
According to the Wall Street
Journal, the government's water-
melon standards authority is Paul
Beattie of the Agriculture Marketing
Service.

I've never had the pleasure but I
am acquainted with Elray Limphet,
a watermelon consultant for a private
consumer advisory service.
"What should a consumer be on
the lookout for when he con-
templates buying a watermelon?" I
asked Limphet.
"I would say that color is the most
important consideration," he re-
plied. "To meet government
standards, a watermelon must be
some shade of green.
"This means that if someone tries
to sell you a brown watermelon, or
one that is magenta, fuchsia, indigo

or amber, you should be on your
guard."
"This, however, is an external cri-
terion. As a rule of thumb, you
would not want to buy a watermelon
that was green all the way through.
The only interior colors recognized
by the government are red and yel-
low."
I said, "That's very helpful. Is
there anything else to watch for?"
"Without getting into the toler-
ances and allowances permitted
under federal standards, a water-
melon should be spheroidal, ellip-
soidal or ovate-oblong," my mentor
said. "Any other shape should arouse
a consumer's suspicions."
"If, for example, someone tries to
sell you a crook-neck watermelon,
you would want to make sure it is not

a large green squash."
I said, "Does that disqualify trian-
gular watermelons?"
"Definitely," Limphet assured
me. "And also bear in mind that a
standardized watermelon must have
seeds."
"If someone sells you a water-
melon that has pits or pippins or ker-
nels inside, demand your money
back."

The lighter side

worked his fingers to the bone
to let consumers know what they
could expect in the way of water-
melons. Yet his thoughtfulness goes
largely unappreciated.
I'm not saying consumers are in-
gratefully ingrates. It's just that so
much is being done for them these
days they don't have time to ap-
preciate it all.

Beach bill meets opposition

United Press International
CORPUS CHRISTI — City and
county officials and lawmakers from
the Texas Gulf Coast region are un-
happy about a proposal to restrict
vehicle traffic on beaches.

The bill, by Sen. Jack Ogg,
D-Houston, is scheduled to be con-
sidered next week and would allow
the Parks and Wildlife Department
to study Texas beaches and close ac-
cess to portions of them where it
decides vehicles are dangerous to
public health or the environment.

"We must preserve the right of
open beaches because the public
deserves the right to use and enjoy

the beaches freely," Rep. Hugo
Berlanga, D-Corpus Christi, said
Wednesday. "This legislation
should end all that. In my opinion it
is very unhealthy for the state to
begin regulating traffic on the
beaches."

Other opposition to the bill was
forming in Port Aransas, Aransas
Pass, Rockport, Portland, Ingleside,
Brownsville, Port Mansfield, Port
Isabel and other coastal resort cities.

Kleberg County Judge W. C.
McDaniel, in whose county most of
the Padre Island National Seashore
is located, said his area could be se-

riously damaged by the bill, "be-
cause, in effect, it would be depriving
us of access to our public
beaches since we maintain no roads
on Padre Island."

Mayor Charles Tothill of Portland
said he opposed the measure be-
cause it would give to the state
supervision of beaches now exer-
cised by cities and counties.

"We are against the state legisla-
ting what the counties and cities
should do," Tothill said. "Basically I
feel that the cities should have
jurisdiction over the beaches."

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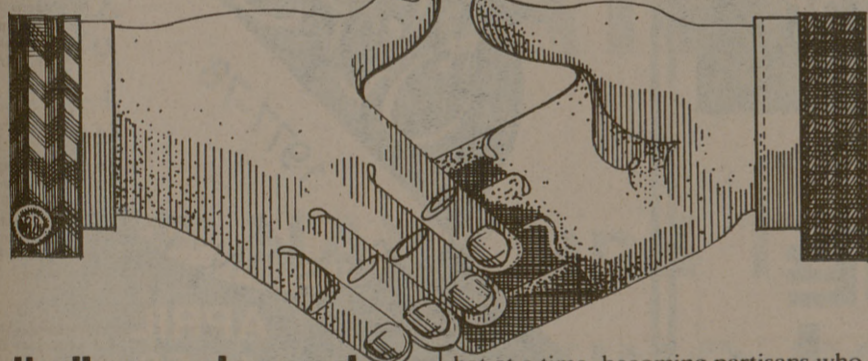
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PLAIN TALK FROM ARMCO ON FINDING A JOB:



It all may depend on how well we work together

In recent weeks this publication has carried a series of messages from Armco. This series of Armco messages has talked about your job—how low profits, scarce energy, overregulation, rabid environmentalism and thoughtless affirmative action for equal rights may hurt your chance of finding the job you want.

Each of these issues will have an impact on America's ability to create the 18,000,000 more jobs we'll need over the next ten years. We believe it's important for everybody to think about these issues from several points of view. The economics and technology involved, as well as the politics.

Too often, most of us think about each of America's many goals in a vacuum. We isolate one at a time and propose solutions. Carrying out those "solutions" often creates new problems we hadn't thought about before. And that's where all the other goals suffer.

Who would have thought that making energy cheap would lead to an energy crisis... or that efforts to eliminate discrimination in one form would create it in another?

We Americans also tend to isolate ourselves in little groups, when it comes to many issues. We put on one

hat at a time, becoming partisans who consider those who disagree as enemies.

We'd like to make a suggestion. Could we all try a little harder to work together?

FREE--Armco's plain talk on how to get a job

We've got a free booklet to help you get a job. Use it to set yourself apart, above the crowd. We answer 50 key questions you'll need to know. Like why you should bone up on companies you like. What to do after the first interview. Hints to make you a more aggressive, attractive job candidate. All prepared for Armco by a consulting firm specializing in business recruiting, with help from the placement staff of a leading university.

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Plain talk about COOPERATION

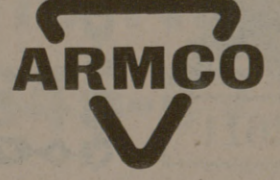
At Armco, we're working with many people to try to get things done. We're asking government officials—local, state and national—what they want us to do to help them in their work. We're showing them what we need to keep our plants running and people on the job. We're trying to stop saying: "We can't." We hope other people will stop saying: "You must." We ought to both start saying: "Let's work together."
We don't have all the answers. But we're trying to look at each issue thoughtfully, so we can at least discover the pertinent questions.

Next time you hear somebody demand that *anybody* else do something, maybe you should ask: "Has this idea ever been discussed with whoever will have to carry it out?" Getting those 18,000,000 more jobs we need may depend on how well we all work together.



ARMCO wants your plain talk about cooperation and jobs

Does our message make sense? We'd like to know what you think. Your personal experiences. Facts you've found to prove or disprove our point. Drop us a line. We'll send you a more detailed report on the relationship between cooperation and jobs. Our offer of *How to Get a Job*, above, tells you how to write us. Let us hear from you. We've all got a stake in more American jobs.



The Teachings of Jose Cuervo:

"There is white, and then there is white."



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