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FREE ENTERPRISE AT WORK

By CHARLES V. STANTON

The publication *Norbest Turkey News*, published at Salt Lake City by Norbest Turkey Growers association, tells of a new method for marketing turkeys—the Turkey Log. Turkey Log is a long, cylindrical package of boned turkey meat, tightly packed and wrapped in special aluminum foil. The Log may be roasted whole, cut into slices, or prepared in many other ways—all delicious. The new product, now being marketed in San Francisco, is said to be making a big hit with stewards and caterers of hotels and restaurants. Among the benefits of the new project, *Norbest Turkey News* quotes the following:

- 1—Low cost boning methods.
- 2—The complete utilization of all parts of the turkey in one single product, except the neck, extreme wing tips and possibly the liver, heart and gizzard.
- 3—A compact turkey product which eliminates the use of virtually all kitchen help required for dressing and carving the turkey.
- 4—The retaining of full-bodied flavor of roast turkey in its most succulent form.
- 5—Perfect portion control.
- 6—Reduction of storage and freezer space to approximately one-fourth that required for New York dressed or eviscerated turkeys.
- 7—Reduction of shrinkage in cooking.
- 8—Elimination of leftover problems.
- 9—Conservation of food values which normally are cooked out of the turkey or lost in vapors and escaped juices.

The announcement contains information that there also has been invented and patented a special roaster which prevents the Turkey Log from expanding and breaking up during the process.

One of the major problems in turkey marketing has been disposal of big toms. Too large for average family use, toms were marketed principally through hotels and restaurants. But preparing and serving turkey by existing methods requires considerable labor, while often involving loss, thus creating an obstacle to fast movement of oversize toms.

The Turkey Log will eliminate all labor of preparation, will be conducive to attractive appearance on the plate, and will eliminate waste and loss. Logs may be purchased in quantity and kept frozen until ready for use. Because of reduced bulk, Logs will be more acceptable for storage by individual purchasers. Furthermore, because Turkey Logs may be handled exactly as boned ham is sliced and sold in retail markets, the new product is expected to meet widespread favor from housewives.

Here is an example of private enterprise at work. Turkey growers have had a good product but one which had marketing obstacles. Through cooperative effort, growers have been experimenting with methods of eliminating these obstacles and extending market outlets. Finally, experiments have resulted in a new product expected to sell more turkeys and also produce more profit.

Incidentally, it is interesting to note that J. C. Leedy, former Douglas county agricultural agent, and Herbert Beyers, former manager for the Northwest Turkey Growers association at Roseburg, are among those who have been connected with development of improved turkey marketing methods.

Packaging is one of the most important factors in successful marketing of any product. One company manufacturing a processed cereal, for instance, was saved from bankruptcy merely by having its package redesigned to attract the attention of housewives searching grocery shelves.

Now it appears that turkey growers will have a wider outlet for their birds and will be assured better prices because they have found a method of improving consumer acceptability.

Lumber manufacturers are doing much experimentation on packaging—getting a higher price for their product because they form it to meet customer needs.

Even a newspaper must have attractive "packaging" if it is to prosper, which is why newspapers are constantly striving to improve appearance and display. The more attractive a newspaper is to the eye, the more convenient to read, the better it sells.

That is the free enterprise system—constantly striving for a better product.

Is there anyone foolish enough to believe we would have all this research, experimentation, catering to consumer tastes, etc., if we socialized all industry and business as so many people are advocating?

Carl Jouhola, Reedsport Fisherman, Death Told

Carl J. Jouhola of Reedsport, died at the Keizer hospital in North Bend Tuesday, Aug. 23, following a long illness. Mr. Jouhola was born in Karungi, Finland, on June 10, 1885. He had been in the United States 43 years, and in Oregon 36 years. He is survived by his widow, Hilda.

The Unger chapel in Reedsport Friday at 2 p. m., with interment in the Reedsport Masonic cemetery.

DRIVERS EXAMS DATED

A driver's license examiner will be on duty in the Roseburg city hall Sept. 1, 2 between 9 a. m. and 5 p. m. according to an announcement from Secretary of State Newbery's office.

William the Conqueror, who defeated the English in 1066 at the Battle of Hastings, brought with him smiths skilled as horseshoers and armorers.

One hundred fourteen thousand tons of spinach were shipped fresh to markets in the United States in 1948.

"Look, They're Shaking Their Fists At Me!"



Scapes from the MENDING BASKET By Viahnnett S. Martin

I wonder what it will be like to fish in Oregon coastal waters? Supposing, of course, we get beyond the bar. The skipper assured me that he doesn't take passengers out beyond the bar if it's rough out there, although he might go, under some conditions, without them. "Feel I can do as I like with my own life, but other people's—well, that's another matter."

Wonder if I shall see that whale the News-Review reported as having been disporting itself off the mouth of the Umpqua? Since we shall be trolling all the time the sights will be different of course. . . I remember watching a seal gambol in the water, doing every sort of trick, with just one appreciative watcher. Everybody else wanted to catch fish! I like to catch fish but just the "ride" gives me my money's worth—any fish make the icing on the cake!

Wonder if mackerel will grab bait—oh, we don't have bait. I have never fished for salmon! and have done little trolling. The boats we used to go on would drop anchor—and up an anchor again and try another spot if no

luck. There was the day everybody was in a dither over a lucky fisherman's "bite." Slowly he hauled up the huge "fish" 300 feet off bottom—a full sized bed-spring! There was the day somebody left his rod and line, and a "bite" yanked it overboard while he was gone. He had rented tackle from the skipper. He paid up, rented another outfit. Within an hour he hauled in the outfit he had lost! Things like that make for merriment.

There was the day somebody hauled up a "sea spider"—horrible looking thing, a foot across, looking just like you'd think it would look. When the excitement subsided I went into the cabin to rest a bit—EJ had promised to call me if I had a bite. In due time I had "something on the line!" I rushed out and reeled . . . and reeled . . . no, he wouldn't help me! I had to land whatever was on my own line. No one else offered any help, although my efforts were given full attention. You guessed it . . . EJ had hung that beastly sea spider on my line and dropped it over the side!

Editorial Comment

From The Oregon Press

MANY EXPERIMENTS ON MILL WASTE (Medford Mail Tribune)

Mention was made here recently of experiments now under way to produce charcoal from wood waste and it was observed that success of the effort might mean much here where there is a large amount of such waste and where the burning of same creates a bad smoke and cinder condition.

It has since been learned that the Oregon Forest Products Laboratory, operated by Oregon State college, with the support of private lumber operators and state funds, is also carrying on or will soon have under way more than 40 research projects looking to new uses for waste wood in manufacture of profitable products.

Other such experiments are being carried on by the Western Pine Association laboratory in Portland, by the U. S. Forest Products Laboratory at Madison, Wis., and by some of the larger timber companies.

Making of molasses from wood waste is currently under way in the laboratory at Madison. The director of that laboratory, speaking recently in Roseburg, said that if every cow in the United States was given the recommended feeding of three pounds of molasses daily, there would not be sufficient wood waste in the entire country to supply the market. The molasses, he said, is also good food for poultry of all kinds as well as sheep and other livestock. There is also a large field in industrial use, all of which makes the market for molasses almost unlimited.

There is a fly in the molasses, however, in the shape of a question as to whether molasses made from wood waste can compete profitably with the product imported from Cuba and Hawaii. The nation's tannin and wax supplies may some day come from Douglas fir trees, scientists believe. Already their experiments in which shredded bark is mixed with benzene and the solvent run through extracting and evaporating machines, have pro-

duced both wax and tannin. The residue is a mixture of cork and wood fibres that can be separated, refined and used as soil conditioners, in making plastics, or ground into powders for mixing with insecticides.

A process for extracting resin from pine stumps has been completed by the Western Pine Association in Portland and if it proves economically feasible, should mean the Northwest's paper manufacturing industry will no longer be dependent on the South for resins for sizing.

The Portland laboratory has perfected a new pressed board called "Staypak," utilizing white fir which is found in western pine forests but which was ignored in prewar lumbering. A piece of Staypak is said to feel as hard and heavy as a smooth piece of slate and can be used for tool and knife handles, shuttles, floors for bowling alleys, furniture, paneling and signs.

Sawdust, blended with plastics and resins and molded together under heat and pressure, is the main ingredient of a colorful topping for tables, counters, panels and drainboards being manufactured by a Sacramento concern.

The Weyerhaeuser Timber Co., at Longview, Wash., started its research back in 1942 mainly as a wartime effort seeking a substitute for imported cork. The company is now turning out five products under the name of Silvacore, and soon a sixth, a wood wool, will be announced.

Other commercial use of mill and logging waste is a liquid compound for removing boiler rust, and in the making of laminated timbers for mines.

MONGOLD AN ERROR (The Oregon Statesman)

The explanation given for the abandonment of Mongold is a bit hard to accept. Mongold is the construction camp built by the army engineers to house workers on the Detroit dam. It is to be abandoned with very little use, after an investment of about half a million dollars has been made there, because it is located below

In the Day's News

(Continued From Page One)

head for Palm Beach and Miami as instinctively as the swallows head for San Juan Capistrano in the spring.

There is this difference:

The quick-and-easy money Easterners head for Florida's Gold Coast to show off their new wealth. The swallows go to Capistrano to mate, build homes and rear families.

THIS dispatch is from Washington: "Some of President Truman's closest friends predicted today he won't let it be known until after the 1950 congressional elections whether he will run again."

That's a sure sign that we have passed one Presidential election and are beginning to get ready for another one.

MY personal opinion is that AT THE PRESENT MOMENT Harry Truman doesn't want to run again. I'll add that I think he WILL run again.

Why? Well, the pressure on a President to run and run and keep on running is well-nigh irresistible. For one thing, the habit of power grows on people. For another, the jobs of several million people depend on the incumbent of the White House.

The pressure they put on him to run again, so that they won't be thrown back into the cold, clammy muck of private life, is too great to be measured by any existing instrument of precision.

THE situation has another element:

Men who hold positions of responsibility and authority fall inevitably into the belief (sincere, so far as they are concerned) that NOBODY ELSE CAN DO THE JOB AS WELL AS THEY.

So far as I'm concerned, I hope we add to our constitution an amendment forbidding any President to hold more than two terms. It seems to me that one of history's clearest lessons is that too much power, held in too few hands too long is the most dangerous of all threats to the liberties of the people.

REMEMBER clearly a certain chamber of commerce in Oregon (which I shall not name here) whose affairs were administered for many years by a little group of able, public-spirited men. They were so good and held so completely the confidence of their townspeople that they were returned to office year after year.

EVENTUALLY they became too old or too busy with their own affairs to go on functioning. Because no new blood had been brought in, there was no one to fall back on at the moment. The organization disbanded and for two years the town had no chamber of commerce.

drivers all too frequently bring to others in accidents that wipe out lives or cause long weeks, months, even years of suffering in hospital beds, perhaps life-long disability. We cannot afford to be sentimental about drunken driving. It is to be hoped that the program announced by the secretary of state will be followed out with the realism which is demanded.

HOUSING DECONTROL NECESSARY (Salem Capital Journal)

President Truman blames the lifting of rental controls in areas still having them on congress' failure to provide sufficient appropriations to enforce the rent control law. Every compulsory regulatory law requires an army of enforcement officers and the expenditures of tax money required by the bureaucracy in enforcing regulations frequently exceeds the benefits, resulting in the benefits being lost in rental control, which has been honey-combed by favoritism and evasion, and has largely been a lopsided farce.

Rental controls, like other arbitrary controls, are part and parcel of the police state. Justifiable perhaps in war time and emergency periods. It is time the economic law of supply and demand be given a chance to solve the rental problem, especially since the building boom is still mushrooming all over the country and sufficient rental housing exists or soon will.

In view of the fact that federal costs in time of peace will exceed revenues by \$5 billion this fiscal year, and that the government is now on a deficit spending basis, economy is essential, especially with a world record debt of \$262 billion already existing.

There is no better place to start the economizing than in these surplus unnecessary federal bureaus. As it is, congress has only cut the housing budget from \$26 million to \$17.5 million—so why the presidential squawk?

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Northwest Tree Seed Crop Above

FOREST SEED CROP ABOVE AVERAGE

Timberland owners and foresters will be relieved to learn that seed crops for the commercially important tree species are better than average this year, according to J. A. Hall, director of the Pacific Northwest forest and range experiment station, Portland. For several years past little or no seed was produced in the Pacific Northwest region. Hall stated that reports from the U. S. forest service ranger districts indicate medium crops with an occasional abundant crop for Douglas fir, western hemlock and western red cedar all along the west slope of the Cascade mountains from Mt. Baker in Washington, south to the Siskiyou in Oregon, with an occasional similar report for these species where they occur along the coast and east of the Cascade Range.

Ponderosa pine is producing an average or better crop over its entire range except in the extreme northern part of the State of Washington, but the prospects for a seed crop for this species for next year are poor. Noble and silver fir that occur at the higher elevations in the Cascade and Coast Mountains also show consistently medium or abundant crops. Sitka spruce is producing medium and abundant crops along the coast of Oregon and

Washington and medium and abundant crops are also shown for Port Orford white cedar in its natural range on the southern Oregon coast.

The occurrence of tree seed crops has been found to be rather irregular and unpredictable, ranging only at 3-to-7-year intervals. However, it has been learned that under correct storage conditions these seeds can be held several years without loss of germination ability. "It is probable that seed collector will take advantage of the current year's crop to prepare for the lean years to come," Hall stated.

Black pearls are very valuable because they are rare.

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