

Colleges Require More Money To Develop Social Techniques

By BRUCE BLOSSAT

Government and industry this year are giving 200 colleges and universities about 125,000,000 for research, according to a New York Times survey. That's an increase of about 500 per cent over previous years.

But the picture isn't as rosy as it seems. In the first place, soaring costs haven't spared the schools. A million dollars doesn't buy as much research as it did in 1939. Administrative expenses especially have risen sharply, and often research grants make no allowance for them. The colleges have to foot the added bill.

There's another big worry. The lion's share of the money goes for projects in the so-called applied sciences—fields where effort is toward finding practical applications of principles already discovered in earlier fundamental research.

Even where funds are made available for basic studies, the feeling is that scientists will tend to steer their researches into avenues that may lead to practical results, because they know money is thus more likely to be granted.

The danger in all this attention to the practical is that fundamental studies vital to the expansion of the frontiers of knowledge may be neglected. Findings that today may appear remote from practical

use suddenly take on value when linked with other discoveries or new needs.

Scientists fear that some important fields of study may be stagnated unless funds for "pure research" come to the colleges without strings. Most grants these days specify how the money shall be used rather than leaving it at a question to the college scholars who may know far better where it is needed.

School authorities are disturbed by the tendency of fundgivers to emphasize the necessity for quick solutions to major scientific problems, like cures for cancer or polio. The givers sometimes act as if they won't be satisfied their money has been well spent unless answers are found within their own lifetimes.

Desirable as this may seem off-hand, it is not always the best approach to a serious scientific puzzle. In the end, funds given for pure research might prove the wisest and fastest way to achieve a cure for cancer. Money granted for specific undertakings related to known principles might turn out to be largely wasted.

A further fact dimming the research picture: little money goes for exploration in the social sciences. Many schools get no grants at all for studies in economics, politics and sociology. They limp along with what funds they can divert from tuition revenues normally consumed in administrative and other operations.

The fine irony in this situation has often been noted. We spend untold millions to develop new inventions for both peace and war. In the case of the atom bomb it was billions. Yet we virtually ignore the crying need for new social techniques to cope with these great creations.

And so we fumble and grope, and perhaps blunder badly, before we finally learn how to use the things the scientist puts in our hands. Research in social affairs ought to go hand in hand with advancement in the physical sciences.

Wanted: a man with \$10,000,000 who will give the whole package to some university for social investigation that might help us keep abreast of the frightening products of our laboratories.



OPPOSITE SAXES—This is the big and the little of the sax section of the 100-piece Sun Devil band of Arizona State College, Tempe. Betty Blythe uses all of her 90 pounds to blow a note through the big sax, while 300-pound George Rayes has plenty to spare in breezing through a score on the little soprano saxophone.

One Step Led To Another In This Story Of Dancer's Romantic Life

By HAL BOYLE

NEW YORK—Time, you old hurdy gurdy man, crank us up a little aperiitif music, please. Just a little background tune will do—something to go with this true tale that started one generation ago:

The girl's name was Betty, and she had a twinkle in her eye and a fervor in her feet.

The two-step, the waltz and the Schottische were hot stuff then, and Betty could dance them like no other girl in her crowd. She was, as people said in those dim, old-fashioned days, "some shucks."

Among her swains was a young sobersides called Herbert. He had money in the bank, an ache in his heart—and led in his feet. Herbert was a wallflower. He would squire Betty to dances, and then sit 'em out on the sidelines, watching like a stricken gazelle while Betty romped about the floor.

Gathers Courage
Finally he wrestled up his courage and proposed marriage. He was a nice boy, and up to his armpits in character. But to Betty dancing was life itself and she didn't want to two-step her way to the altar with a boy friend whose heels were dragging.

"Learn to dance, Herbert, and then we'll talk it over," she said. So Herbert went to a teacher and bought himself some lessons, and in no months at all he was pivoting on his own two feet.

The guy turned out to be good at it, too. They danced and they danced and they danced, and the next thing they knew they were married.

It would be nice if we could just say that they tangued happily ever after, but you know how life is—always out of step. Betty found she was going to have a baby, so she quit dancing and started knitting little things.

But not Herbert. He was in the grip of foot fever by then. He started stepping out on Betty. She didn't gripe about it much, figuring he had a right to sow a few wild oats before they hired a 1913-type baby sitter.

What she didn't take into account was Alice. Now there was a girl with soul in her feet! After about 10,000 bunny-huggin' trips around a dance floor with Alice, Herbert forgot all about being a prospective father.

Divorced
They had it out—he and Betty—and she went home to mother. And then there was a divorce. Later Herbert married Alice. And soon after that Alice put the thumb on him.

"No more dancing, junior," she said. "We're growing up now." And she made it stick, too. Poor Herbert never got to Charleston or do the Big Apple or the Lindy or the Lambeth walk. He's had a long intermission.

And what about Betty? Oh, she didn't do any more foot trotting either. As a matter of fact it kept her on the dog trot just to earn enough to support herself and Herbert's child.

His name was Bob. Betty did a good job on raising him. He grew up into a big fine handsome man. He never married and he never learned to dance. Never had time for it.

Bob has been a wonderful son to Betty. Her money worries are all over. Bob has seen to that. He makes a good steady income. He plays in a dance band.

Decrees In Italy Produce Strikes

MILAN, Italy, March 20—(AP)—Thousands of Communist-led workers quit work suddenly today and packed Milan's main square in a protest demonstration against a strict new government measure to keep order in Italy.

Union leaders in both Milan and Genoa were reported considering a general strike call as a further protest.

Similar demonstrations took place in Bologna, Florence and Genoa, where the walkouts closed factories and stopped streetcars.

The action of the Milan workers was seen as the first move in Communist and pro-Communist socialist opposition to the new orders from Premier De Gasperi's cabinet.

The new decrees, issued Saturday, increased the national police force and authorized local prefects to ban public meetings for the next three months.

The regulations also banned union meetings within factories and forbade advertisement of party Communiques or periodicals in the streets by anyone except authorized newspaper vendors.

Apple Export Subsidy Program Is Extended
WASHINGTON, March 21—(AP)—The Agriculture department has extended its apple export subsidy program until May 1. It had been set to end April 1.

Under the program, the department pays exporters up to 50 per cent of the export price—but not more than \$125 a bushel—on apples sold abroad.

The department said 1,800,097 bushels had been exported or declared for export by March 1 under this program. That is less than two per cent of last year's crop.

Ashland's Famed Festival Of Shakespeare Scheduled
ASHLAND, March 21—(AP)—Ashland will hold its famed Shakespearean festival this year from August 2 to 24 in the outdoor Elizabethan theater in Lithia park.

President John Cotton and directors of the group sponsoring the festival met over the weekend to make plans for the 10th anniversary program.

Four plays will be presented in the repertoire. A banquet and a parade will mark the opening day.

Profits Of Big Corporations Brings Up Old Question Of 'Big Businesses'

By SAM DAWSON

NEW YORK—The rush of the giants in industry in recent days to report profits—huge in dollar totals, and many of them all-time records—revives the twin debate over:

1. The size of profits and how they are made. 2. Bigness in business and how large a company can grow without hurting others in that industry and hence the consuming public through monopoly.

Let's look at a few of these giants: At their assets, in some cases in the billions, and at their sales, some topping their assets several times. Let's relate their profits to sales to see how much the consumer puts in the earnings kitty, and to assets to see what return investors get on their money.

And then let's look at some of the conditions varying in each industry which management feels justify bigness in business, huge earnings in terms of dollar totals, and large corporate reserves against the needs of replacements and expansion.

General Motors announces a profit of \$656 million in 1949. It says it made this—the highest corporate profit ever—because its sales were also at a peak, \$5.7 billion. In other words, it made 11 cents on every dollar's worth of products it sold, and it sold a lot.

Same Bure Wars
But GM says it made that same profit on its sales dollar, on the average, in the years just before the war. Profit totals are higher because sales totals are higher. Then it adds that its fixed costs are so high that when and if the huge sales volume starts to slide, profits will tumble at a much faster rate.

General Motors' assets of \$2.8 billion make it the largest of manufacturing corporations, although it is topped by several banks and insurance companies, and by giant American Telephone and Telegraph, with \$10.7 billion. But that is like comparing apples and eggs. AT&T requires a much larger plant to render its services than GM needs to turn the raw materials and parts it buys into cars.

The motor giant's profit was a 23.2 percent return on assets. The phone company's \$232.8 million profit was a 2.2 percent return.

Du Pont reports earnings of more than \$213½ million on sales of a little more than \$1 billion, or 20.8 cents on the sales dollar. But the chemical giant's income includes \$80 million in dividends on the GM stock it holds. Du Pont asks you to consider that without these motor dividends the profits from its own operations were \$133¼ million, or 10½ cents on the sales dollar. Du Pont's assets were \$1¼ billion. With GM dividends figured in, the return comes to 12.2 percent of assets; without the dividends, 7.6 percent.

Other billion dollar manufacturing corporations include U. S. Steel, Bethlehem Steel and General Electric.

"Big Steel" reports sales of \$2.3 billion and assets of \$2.5 billion. Profits of just under \$166 million were 7.2 cents on the sales dollar, and 6.5 percent of assets. Bethlehem's \$1.2 billion sales topped its \$1.1 billion assets. Its \$99 million profit brought 7.3 cents on the sales dollar, and 8.6 percent of assets.

General Electric sold its \$1.6 billion worth of goods at a profit of \$125¼ million, or 7.8 cents on the dollar, and 10.7 percent of its \$1.1 billion assets.

There is one important difference in these manufacturing giants. The steel companies are using up some of their natural assets—the iron ore and coal they own—and they must spend millions to find and

process more. The auto and appliance companies are buying raw materials from others and converting them into end products.

This is more marked when you turn to the large food processing and chain store companies. Here sales are far in excess of assets. Profits show high returns against assets, but take a much smaller slice of the sales dollar. And the raw materials these companies use are generally renewed by nature with the next crop.

General Foods, for example, reports a record \$474½ million of sales on assets of \$238 million. Record high profits of almost \$27½ million are only 3.8 cents of the sales dollar, although 11¼ percent of assets.

Are the giants of industry expanding too fast for the nation's good?

Two of the companies—U. S. Steel and General Foods—anticipate the question and make a sharp reply. While each company is growing larger year by year, and has plans to go on expanding, the percentage of the business it does, related to the total of its industry as a whole, has been coming down.

In other words, they are growing bigger, and so are their competitors—and so is the nation.

Jr. High To See Show Of Puppets

The National Assemblies of Los Angeles will present Bushe's marionettes at a Roseburg junior high school assembly in the school auditorium Wednesday, March 22, at 11 a. m. Principal R. R. Brand announced today.

Dr. and Mrs. Bushe, who have puppets from all over the world, were once featured with Ringling Brothers and Barnum and Bailey Circus. Their collection includes puppets that appeared in the Barnum museum at New York City in 1852 and one that is 300 years old. Dr. Bushe gives the history of each as he demonstrates each type.

The Bushe puppets have been in several movies and, recently, in television broadcasts.

The school assembly is open to the public, the principal said. There is no admission charge. Another assembly on Thursday of this week will feature the junior high band. The band will play musical selections at 1:45 p. m. that day.

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New Highway Official Attends First Meeting

PORTLAND, March 21—(AP)—Milo K. McIver, recently appointed to the State Highway Commission, Monday attended his first commission meeting.

McIver will not officially join the body until April 1, when Chairman T. H. Banfield will leave office, but he attended to get acquainted with proceedings.

Bids were opened on eight projects. Another day of grace was given contractors before opening bids on the largest project, the projected re-routing of the Old Oregon Trail between La Grande and North Powder.

It will cut seven miles off the old Ladd Canyon route, and will eliminate the city of Union from the route.

Baker To Vote On Bonds For Better Lighting

BAKER, March 21—(AP)—Voters here are going to get a chance to brighten the corner where they are.

The city commission has decided to put a \$100,000 bond issue proposal on the May ballot here to raise the money to revise the city lighting system.

Mayor McKim, who announced the issue will be put to vote in

May, said the re-lighting job would involve installation of mercury vapor lights. Some automatic traffic signals also would be installed.

Guarding the mails was one of the odd duties Marines performed in past years. In 1921, and again in 1926, Leathernecks were assigned this task at the request of the Post Office Department.

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Landslide Damages Historic Fort Canby

ASTORIA, March 21—(AP)—A gigantic landslide smashed across the Cape Disappointment road Sunday, missing by 100 yards a coast guard lifeboat station on the Washington side of the Columbia river.

The slide started a half-mile up in the hills, covered a road 20 feet deep, and roared on into Baker bay, creating a new strip of land jutting 125 yards into the bay.

It knocked out power and telephone lines, but they were restored Monday.

The slide was on Fort Canby, an army post now on caretaker's status. It smashed to kindling two empty army buildings.

Coastguardsmen said there was no warning. The slide roared down deafeningly at 5:30 a. m. but caused no damage to the station itself.

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HOW TO TREAT YOUR TELEPHONE

Suggestions to help protect your service



1. A twisted cord can lead to trouble. Although the wires are especially designed for flexibility, too many twists and kinks may eventually break them and interfere with service until a repairman can call. Good idea to get the curls out by letting the receiver dangle and unwind by itself... then keep them out by remembering, each time you call, not to put turns in the cord as you handle the receiver.
2. It's built to take it... but your telephone can develop ailments if it's dropped. So make sure the stand it sits on is solid and it in a spot where it won't be accidentally bumped. Other ways to help protect service: Avoid "gadget" attachments for your telephone... keep cords clear of doorways where they may be pinched... and always keep water away from wires and fittings.
3. Did you ever stop to think that your telephone is one service or piece of equipment in your home that's repaired and maintained for life at no extra cost to you? This maintenance is one of the values included in the rates you pay for service... rates that make it one of your really good buys today.

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