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ADVERTISING PLYWOOD

Charles V. Stanton

The Douglas Fir Plywood Association, representing the plywood industry of the Pacific Northwest, has inaugurated an excellent advertising campaign.

Advertising is to be centered around the build-it-yourself idea. Amateur craftsmen will be given many helpful hints concerning multiple uses of plywood. The association makes booklets, plans, and instructions available upon inquiry. It also provides materials in kit form for various types and sizes of boats. It tells how to finish, tint or paint plywood.

Undoubtedly, if properly presented, this advertising program will greatly increase consumption of plywood throughout the nation. It will vastly expand the plywood market.

A demonstration of how effectively advertising can be used to stimulate proper use of wood products was obtained a few years ago in a campaign conducted by the West Coast Lumbermen's Association. That organization sponsored a program to instruct the public in uses of common grades of lumber. Prior to that effort, common grades were hard to move. Lumber mills found it difficult to dispose of low grades which often meant the difference between profit and loss.

Public Education Paid Off

The lumbermen's association began explaining to the public that low grades of lumber were as suitable for certain constructional uses as the higher grades. These various uses were explained. The public was shown how building costs could be reduced by utilizing less expensive materials without impairing structural strength or appearance.

The campaign surprised even its sponsors. The results were so good that common grades were exhausted. Instead of docks being filled with No. 4 common, mills became hard-pressed to dispose of their quality merchandise.

Completely sold on the value of advertising, the lumbermen's association has since maintained a large advertising budget, although it has taken the emphasis off sales of common grades.

The plywood association apparently is using the experience of the lumbermen's association in planning a somewhat similar project. We have no doubt that it will pay off handsomely.

Millions of homeowners throughout the nation are "jackknife carpenters." They enjoy building closets, cabinets, furniture, boats, etc. If they happen to read of some hint that appeals to them, they become purchasers of plywood. When enough people buy plywood, the industry's market is expanded.

SNOWFALL IN WASHINGTON

It snows every day, winter and summer in Washington, the Chamber of Commerce of the United States reports.

In a recent bulletin to its membership, the Chamber says:

During the last two weeks in October, for example, just before the ballots began to flutter, six tons of the white stuff descended on the town, showing a peculiar affinity for newspaper offices.

Government press releases make up this Washington snowfall, and the Chamber of Commerce of the United States counted 718 "news" stories distributed among Washington correspondents during the 10 business days between October 22 and October 31.

Many of these releases were factual reports of legitimate government operations. Many others failed to meet any test of objectivity.

Federal Security Agency Administrator Oscar Ewing told why he favors federal aid in education. Price stabilizer Tighe E. Woods made a strong case for price controls. A Department of Agriculture official told how federal handouts have helped the farmer, and so on.

These press releases are written by 4,000 full-time press agents. They take part of the time of 45,000 other government employees. They are paid for in full by taxpayers. The annual bill runs to many millions.

The Chamber sympathizes with editors who must at least glance at the heap of daily federal press releases. And the Chamber admits it turns out press releases, too. But there is a difference. Taxpayers don't pay for ours. We do.



Maybe it's only a legend, maybe it's a superstition, but anyway it's of interest, and I wonder why it was left out of the story about the two apes that have just arrived at the Washington Zoo? "Tom and Virginia" are the first two of their kind ever to leave the Rock of Gibraltar, and they came as a gift to Americans. Isn't there a little significance in that?

The story began when Dr. Thomas W. McKnew, secretary of the National Geographic Society, which recently released the story and Mrs. McKnew visited an old friend, Brigadier G. F. H. Stayer, commander of the troops on Gibraltar. Brigadier Stayer took the McKnews on a tour of the British base which included the three monkey colonies far up on the rocky 1350-foot heights.

"The tour," the N.G.S. story continues, "resulted in the disclosure that Gibraltar was over-strength in apes, carried by individual names on official military rosters and given regular rations by Her Majesty's Government. Brigadier Stayer proposed that the McKnews take a pair of the surplus apes to the United States with them."

The McKnews contacted the Washington Zoo. Its director, Dr. Wm. M. Mann, said he would like very much to have the apes. It is thought to be the only time in history that England has permitted even a single member of the Rock's simian garrison to leave, the story continues. "The powerful tailless beasts have rarely been plentiful in the Colony. They are the only uncaged apes left in Europe. The U.S. Navy brought the apes—scientifically speaking not apes, but a species of monkey known as macaques—across the Atlantic in the warship Diamond Head."

It was Dr. Mann who promptly named the new arrivals Tom and Virginia after the McKnews. "After careful thought and some hesitation," the McKnews expressed gratitude to Dr. Mann for the honor—Dr. Mann hopes Tom will turn out to be like George, a Barbary ape from Africa, who many years ago was one of his most valuable assistants. George sloshed water on Zoo-goers who came too close. Dr. Mann always took boring and pompous visitors to see George."

Oh yes about the legend: Gibraltar has an area of not quite two square miles; the gateway to the Mediterranean that the British have held since 1713. I have always heard it said that the British will

Snapshot From Ike's Vacation Album



In the Day's News

(Continued from Page One)

puts it up to somebody to DO SOMETHING.

How come all these millions got their dander up and COMPLAINED?

I suspect it worked something like this: Suppose again you're a housewife (the professionals all agree that women voted in large numbers this year and the figures clearly suggest they voted heavily in favor of a change.)

It could be that you reached the point where you'd give your chemise (and maybe throw in your girdle) for a good old-fashioned hired girl to cook the dinner and wash the dishes and sit with the kids while you and your man went out for a little relaxation.

But you couldn't afford it. And besides there aren't any hired girls to be had. (Maybe they're all working for the government would quit hiring more help years about these "government girls.")

Maybe it came home to you all of a sudden that if the government would quit hiring more help than it needs (with you as a taxpayer paying the bill) possibly you could hire some of the help YOU'RE SURE YOU NEED.

So you went out and VOTED—and how!

Anyway, something happened. It could have been something like that.

Size And Power Of H-Bomb Can Be Calculated

PHILADELPHIA (AP)—The size and power of a secret bomb exploded recently in Pacific tests can be estimated by fragments of information from an eyewitness' letter, a Philadelphia scientist said Friday night.

Dr. L. M. Levitt, director of the Fels Planetarium of Franklin Institute, said the explosion was 16 times as great as at Hiroshima, and probably was a "baby" hydrogen bomb composed of 30 pounds of critical material held in a liquid state at 400 degrees below zero in a vacuum, thermos bottle.

A Levitt was quoted by John Raleigh over an NBC news program. Raleigh said Levitt based his estimate on information from a published letter in which a spectator at the tests told of being 31 miles away and feeling 180 degrees of heat.

Raleigh said that "if an American scientist can take a distance and degree of heat and reach a conclusion, the same thing can be done behind the iron curtain."

The letter was not identified on the broadcast, but a letter published by the Lima, O., News Nov. 10 from an unidentified eyewitness described 180 degrees heat from 30.4 miles away, gave the time of the explosion and said a flame two miles wide shot five miles into the air and completely destroyed the bomb's island site. Several other letters from self-described eyewitnesses have been published in other papers.

A full-scale hydrogen bomb, Raleigh added, would contain about a ton of material, generate heat 30,000 times that of the sun, and wipe out an area extending from New York City to Trenton, N.J.

Communist-Led Troops Of Vietnam Fleeing

HANOI, Indochina (AP)—Communist-led Vietnamese troops continued to flee southward from the Red River delta Saturday under attack by the French Air Force and pursuing ground forces after the Vietnamese' unsuccessful attempt to drive into the Catholic city of Phat Diem, 75 miles south-east of Hanoi.

French army headquarters said some Vietnamese troops were still scattered in the Phat Diem area south of the city.

Childhood Sweethearts Mary After Fifty Years

DEPAUVILLE, N. Y. (AP)—A pair of childhood sweethearts have married—after each had celebrated a golden wedding anniversary with another mate.

Albert Shaw, 72, and the former Mrs. Minnie Seymour, 71, grew up together in Jefferson County. Each married and moved away. Shaw's first wife died last February and Mrs. Seymour's first husband died in 1951.

LAUREL LODGE NO. 13

A. F. & A. M.
Roseburg, Oregon
SPECIAL MEETING
Wed., Nov. 19 7:00 P.M.
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Sec. C. B. Colkins

MY PAPER HASN'T ARRIVED YET

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Phone 2-2631
BETWEEN 6:15-7PM

Lords Ask Right For Regular Togs At Coronation

LONDON (AP)—A number of lords have asked Queen Elizabeth II if they may be excused from wearing velvet and ermine robes—or even dyed rabbit, for that matter—at her coronation next June.

A group of lords from all parties suggested that a number of seats be set aside for them, separate from their richly garbed fellow peers. The request has been formally presented through the Earl Marshal, the Duke of Norfolk, who is in charge of arrangements.

Lord Calverley, 75, is one of the supporters of the petition.

A former textile worker and Socialist Parliament member before he was made a baron in 1945, Calverley said:

"This is a matter that has nothing to do with a party, but only with the purse of the individual peers. I simply cannot afford to purchase the ceremonial dress required to attend the coronation ceremony. As far as I can make out, it would cost me about 470 pounds (\$1,316) for my own robes and another 200 or 300 pounds for my wife's."

EUGENE (AP)—The Young Republicans of Oregon Saturday elected Douglas Spencer of Eugene as their new chairman.

Marilyn Peake, Portland, was named co-chairman after the organization amended its constitution to provide for that office.

Spencer defeated Ed Georgeff, Portland, for the chairmanship. Georgeff was re-elected assistant chairman.

Other officers: Shirley A. Field, Portland, national committee woman; George Jones, Salem, national committeeman; Dick Paul, Portland, vice chairman at large; Beverly Hagen, Portland, secretary; and Ronald Bayes, La Grande, treasurer.

Delegates gave blanket approval to a number of resolutions passed at the organization's recent Portland policy conference. In addition, a resolution calling for establishment of a four-year-state supported college at Portland was approved.

The executive board will decide later whether or not to accept Salem's invitation to hold next year's convention there.

Parents Of 8 Children Killed By Auto Blow

SEATTLE (AP)—Eight Seattle children were left orphans today by the traffic death of their father and mother. A 16-year-old girl left as nominal head of the family was trying to make plans to keep the family under one roof.

The parents, Halldor A. Byron, 38, a longshoreman, and his wife Josephine, 35, were killed early yesterday by an automobile as they walked along a Seattle road.

The surviving children are Beverly, 15, and Robert, 17, who left home Friday night for San Diego to receive boot camp training in the Navy, and these younger children:

Harry, 14; Darrell, 13; Flora, 12; Keith, 11; Jonny, 8, and Vickie, 5.

Formosa Typhoon Death Toll May Reach 600

TAIPEI, Formosa (AP)—Southern Formosa Monday dug itself out of the ruins left by the howling typhoon that lashed the island last week.

There has been no official estimate of the death toll. Newspapers report 500 to 5600 killed, assuming that many fish boats must have been lost.

Official reports indicate there were no casualties among Americans stationed here.

The typhoon ruined 95 per cent of the banana crop and 25 per cent of the pineapple crop.



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WASHINGTON—I can't understand what the McCarthy haters are scared of. Ever since the senator from Wisconsin was re-elected by a 141,000-vote majority the senator's enemies have been trembling in public print over the catastrophe.

What have they got to hide? Previously they spewed out their distaste for the senator on the grounds that he is damaging civil liberties. This is a vast and endless arena for public weeping. But now those who tremble in the presence of the senator have shifted base. Now they are scared of some nameless dread that will affect them personally.

Actually, McCarthy does not have a secret weapon. Unless, of course, it is the support of the American people. And perhaps this is what makes his critics tremble. Maybe they are beginning to realize how wrong they are and that the U. S. public is really concerned over the infiltration of Communists despite the laughing boy attitude of the McCarthy haters.

The senator is about to take a trip to England. He will be chairman of the Senate committee on expenditures in the executive departments when the new senate is organized. Besides he has never been in Europe. Probably the only member of the Senate who has not. His journey appears logical, although Marquis Childs and a number of others who can't stand to see Communists and their sympathizers booted out of government, attach a sinister motive to his trip.

I can personally promise all of them that McCarthy is not going to England for the purpose of examining security files on any of the frightened individuals, if any have been compiled in that country.

The senator needs a rest. He wants to look over some of the projects that have been costing us billions, and to examine a few of the people we have running the operations we are paying for. Nothing else. No secret weapons, no Communist hunt this trip.

The smear artists, of course, have not finished with McCarthy. Right now they are trying to dredge more dirt out of the Senate subcommittee on elections and privileges. This is the headlines collection of well-paid snoopers who jump whenever Drew Pearson or Childs drops in with a nasty rumor about McCarthy. It was too tall for Senators Gillette, of Iowa, a Democrat, and Welker, of Idaho, a Republican member. Both quit. So have four investigators, none of whom could stand the rat race. This is also the same subcommittee that was cooperating with an anti-McCarthy newspaper in the senator's home state of Wisconsin. One of the paper's reporters, in a letter made public, suggested to a subcommittee investigator that the files on McCarthy, in possession of the Committee, be fleeced. The fact that they are government property seemed to make no difference. The newspaper reporter wanted to glean the dirt from them to use against the senator in his campaign, in case the subcommittee ruled that the gossip and rumor did not constitute a case against McCarthy.

It is peculiar how anxious the McCarthy smearers are to publish every rotten rumor heard about him. The same bleeding hearts cry out in anguish whenever anyone takes the witness stand under oath and puts the finger on a Soviet comrade, American style. The same smear artists also howled with glee when the FBI was forced by court order to reveal some of its raw files in the Judith Coplon case. This candidate for Miss Moscow was caught slipping FBI files out of the Department for alleged delivery to a Soviet agent in the United Nations. You should have heard the so-called Liberals scream over what they found in the files. The FBI opens to all reports, rumors or gossip that comes its way and then turns it over to lawyers in the Department of Justice for evaluation. But this was overlooked by the lefties. Ever since they have been calling the FBI a rumor factory and have been demanding an investigation. But they will use all the gossip they can get their hands on to smear McCarthy. Just as the Alsop brothers in their news column accused McCarthy of threatening Gov. Kohler of Wisconsin with a divorce smear if the governor ran against the senator in the GOP primary election. Kohler told me this was an outright lie, but the Alsops printed it while complaining about McCarthyism.

The Senate Sub-Committee investigating McCarthy is now headed by Senator Thomas C. Hennings, of Missouri. He is a little saner than some of the newspaper stooges who have been trying to help President Truman ruin the Wisconsin senator.

The high commissioner's office said now it is "considering whether to take legal action against him."

hold Gibraltar so long as the monkeys remain on it. It is of interest that the first two ever to be allowed to leave it have come to the United States as a gift.

Hear Fulton Lewis Daily
On KRNR, 9:15 P.M.

Children Steal Show At Birthday Party Held For Mamie Eisenhower

AUGUSTA, Ga. (AP)—It was a birthday party for the next first lady of the land, Mrs. Dwight D. Eisenhower—but her grandchildren just about stole the show.

Mrs. Eisenhower—almost everyone calls her Mamie just as the President-elect does—was 56 yesterday.

And there was a sedate private party for her last night at the exclusive Augusta National Golf Club, where the Eisenhowers are vacationing. The general arranged it all—about 30 guests—family members and close friends.

The grandchildren were tucked away in bed by that time. But they had their inning a bit earlier. It came when the newsmen and women who are "covering" the President-elect called at the Eisenhower's vacation bungalow near the clubhouse to present a gift and a four-tiered birthday cake to Mamie.

On hand as a delighted onlooker was the general, comfortable in an Irish green jacket, worn by members of the Augusta club, and brown slacks. His wife wore a black taffeta gown.

On hand, too, were two of the general's three grandchildren, Dwight David, 4, and Barbara Anne, 3. The third 9-month-old Susan, was already in bed. Their mother, Mrs. John Eisenhower, was present. Their father is stationed in Korea.

Dwight David, who looks like his famous grandfather, and Barbara Anne, a quaint little blonde, were all eyes when grandmother's cake appeared.

The top tier disappeared quickly, and the two youngsters—led by their grandparents—went camera-men snapped away—got most of it.

When it came time to turn in, Dwight David kissed his grandmother goodnight and told her—with a side glance at the cake: "I'll be back in the morning."

The general gave Mamie a shell pink house robe of soft wool for her birthday. Pleased, she displayed it to the newsmen who got her to describe it for them.

From the press, she received an amethyst jewelry set consisting of a necklace, earrings, brooch and bracelet.

She said she had no amethyst jewelry and always had wanted some.

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