

Philip Morris Switches To Newspaper Advertising

LOS ANGELES (AP)—Cigarette manufacturer O. Parker McCormack, president of Philip Morris, Inc., says his company is shifting much of its advertising from radio and television to newspapers this year and next.

He told newsmen recently that his firm believes more people read newspapers than listen to radio or watch TV.

"Consequently, this year we will more than double our newspaper advertising and I feel certain the results will show our thinking was correct," he said.

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Melrose Couple Host Visitors

By NETTIE WOODRUFF

Weekend visitors at the D. N. Busenbark home were their daughter and family, Mr. and Mrs. F. D. Hollister and children, Carol, Diane and Donald, of Eugene. The Hollister's older daughter, Janice Sams, is on a vacation trip to Minnesota with her husband, David, who was discharged from army service recently after 14 months in Korea. Janice will start this month on her medical technician training at Sacred Heart Hospital in Eugene. She is a student at the University of Oregon where Mr. Sams also is attending school this fall.

Mr. and Mrs. Arthur Herrman and family had as guests recently their cousins, Mr. and Mrs. Fred Hirt and niece, Martha Mahitta, of Minneapolis. The visitors and the Herrmans and daughter, Anita, enjoyed a trip to Gold Beach, Crescent City and other coastal points over the holiday weekend. John Busenbark left last week

for his home in Prosser, Wash., following a visit in Melrose with his grandparents, Mr. and Mrs. Dave Busenbark.

Mr. and Mrs. Herbert Hiett and family are spending a week with relatives in Payette, Idaho.

George Williamson and son, Bill, fished on the North Umpqua Sunday and then drove to Diamond Lake.

Wallace Matthews of Lone arrived Friday to spend the weekend at the O. O. Matthews home and join his wife and twin daughters who had been visiting here for several days. They left for their home Monday accompanied by Mrs. Ruby Burnett who had visited her parents, the Matthews, over the weekend from her home in Winlock, Wash.

Dick Whitcomb of McMinnville spent the weekend at the home of Mr. and Mrs. Dale Busenbark and family.

Ralph James and Kernan Turner spent Monday at Dorena Lake where they went boating. They joined their parents, Mr. and Mrs. R. E. Turner, at Dorena Dam. The latter had been attending the three-day Oregon State archery and field meet at the dam. Mrs. Delap accompanied her grandsons to the dam.

LeRon Sanders recently returned from San Diego where he was taking training. He is a member of the Naval Reserve. He was gone two weeks.

Crown Zellerbach Year Was Most Successful

SAN FRANCISCO (AP)—Crown Zellerbach Corp. reported Wednesday that its fiscal year ended last April 30 was its most successful, with sales, net income and production at record levels.

Net income totaled \$32,657,000 or \$4.26 a share. In the previous fiscal year net totaled \$26,828,000 or \$3.65 a share.

Sales totaled \$306,236,000 against \$297,959,000 and production reached 1,102,000 tons of paper and paperboard against 1,058,809.

Expenditures for improvements and expansion were at the record total of \$30,403,000, bringing the total for the last 10 years to more than 160 million dollars.

President J. B. Zellerbach said demand for the company's products continues to mount and to keep pace "we must plan to expand production by at least an additional 50 per cent over the next 10 years." Accordingly, he added, at least 85 million dollars is being earmarked for expansion in the next two years.

PLANES HIT JUNKS

TAIPEI, Formosa (AP)—Nationalist Chinese warplanes destroyed five armored motorized junks off the Red Chinese mainland Thursday, Nationalist air force headquarters said. It also said four gunboats and six armed motorized junks were damaged.

In Sweden, 23 percent of the people are under 15 years old.



—NEA Telephoto

WANT TO BEAT THE HEAT?—Then head for Squaw Valley, Cal., site of the 1960 Winter Olympics, like Jack Beglen and Lenni Lacoe (above). They're getting in a little July skiing on the slopes above Squaw Valley Lodge where there is still plenty of snow to enjoy the winter sport in summer.

Ex-President Truman Finishes Manuscript

NEW YORK (AP)—Former President Harry S. Truman has completed the 500,000 word manuscript of his memoirs on which he has been working for two years. Beginning in the fall the memoirs will be published serially in the New York Times, Life Magazine and the St. Louis Post-Dispatch. Doubleday & Co. also will publish them in book form. The first volume, "Year of Decisions," is scheduled for Oct. 20, and volume II, "Years of Trial and Hope," will appear in February, 1956.

All-Around Cowboy Honors Go To Simon

GREELEY, Colo. (AP)—All-around cowboy honors went to Earl Simon, Limon, Colo., for his work in the rodeo held here in conjunction with the 33rd "Go Westward Greeley" celebration. Simon was third in calf roping and second in steer wrestling when results of the competition Sunday and Monday were compiled. He won \$571 in prize money. About 130 cowboys from Colorado, Wyoming, Nebraska and New Mexico took part.

Eisenhower Prefers Sound Disarmament Plan

WASHINGTON (AP)—President Eisenhower said Wednesday it is perfectly stupid for the world to put so much effort into military preparations if an adequate system of disarmament can be found. Eisenhower told a news conference the Big Four meeting at Geneva this month might produce a decision on what group should study world disarmament but that the summit session could not deal with details in this field. The President said the principal question lies in finding some method by which there can be adequate inspection of arms manufacture.



—NEA Telephoto

OUTSTANDING AVIATOR—J. F. (Skeets) Coleman, shown standing before U. S. Navy XFV-1 "Pogo" turbo-prop fighter which he flew in vertical take-off tests at Moffett Naval Air Station, Cal., is the winner of 1955 Harmon International Aviation Award for the world's outstanding aviator.

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38"	4.95	2.50
40"	5.30	2.50

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—NEA Telephoto

IS THERE ROOM?—In a ceremony in the Rose Garden of the White House, President Eisenhower pins the third Oak Leaf Cluster on Gen. Matthew B. Ridgway's Distinguished Service Medal. Mrs. Ridgway and their son, Matthew, 6, look on. Ridgway is retiring as Army chief of staff June 30.



—NEA Telephoto

WHAT'S ON THE OTHER END?—George and Ruth Di Peso and their daughter, Suzanne, of Downey, Cal., ponder the mystery of their disappearing garden hose. The 50-foot plastic hose suddenly began burrowing into the ground and resisted all effort to pull it out. De Peso even tied one end to his car and attempted to pull it from the hole—it broke! He tied the hose to the water and the next morning found the pipe slightly bent from the pull. Ian Campbell of the California Institute of Technology, arriving to investigate, said "If that were my hose, I'd start digging to find out what's on the other end."



—NEA Telephoto

REUNITED—A tender kiss is placed on badly burned lips of Navy Ordnanceman Martin E. Berg, Alameda, Cal., by Mrs. Berg as he arrived at Alameda Naval Air Station from Alaska with six other crewmen of the Navy Neptune plane which was shot down by Russian MIGs over Bering Sea.

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