

The News-Review

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By Charles V. Stanton

RESOURCE RESEARCH

An unusual and most interesting book recently came to the editorial desk. It is a beautifully prepared, edited and printed volume, published as a report on research at the University of Wisconsin "into the renewable resources of field, forest, lake and stream."

The University of Wisconsin is widely known for its conservation research — a study started a century ago, as men of vision spoke out against resource waste and exploitation.

So closely do conditions emphasized in this book parallel Oregon's existing resource position, that we could do well, I believe, to heed some of the ideas expressed in the attractive volume.

In the introduction it is stated:

If there is a single theme running through this book, it is that research has done much to help solve many of the problems posed by the need to manage wisely and well the natural, renewable resources of Wisconsin.

Renewable resources are those that rebuild themselves if given the opportunity. In this category fall such things as soil, forests, wildlife, and the aquatic resources, water and fish. Renewable resources are those that man often taps for food, shelter and recreation. The non-renewable resources — ores, minerals, oil, and coal — are those he exploits to build and operate industry.

Management Is Essential

Once gone, the non-renewable resources are gone forever. The renewable resources, with proper management, will last as long as the earth continues to exist. And they must last as long as man continues to inhabit the earth, for without them he cannot survive. The word "management" rather than "conservation" applies most aptly to them. They are not meant to be conserved, as coal or oil should be. They are meant to be used. But they must be so managed that they will continue to renew themselves, and continue to produce a harvestable surplus, year after year, century following century. Research has pointed the way by which this can be accomplished for many resources, but many basic principles governing resource use have yet, undoubtedly, to be revealed. Only our investment in future research will insure that the earth continues to be bountiful — as it must as world populations soar.

In the book's prologue it is reported that "wheat and the axe first changed the face of Wisconsin." Just a century ago the state's wheat crop was 28 million bushels. A thousand sawmills turned out two and a half billion board feet of lumber annually. But the timber was gone within a comparatively few years and wheat moved westward to the Great Plains. Wisconsin had to develop a new economy based on agriculture and manufacturing.

Research, it is stated, brought Wisconsin's farms to enormous levels of productivity. It is the opinion of the University of Wisconsin, as expressed in the preface to its report, that research into wildlife and forest management can be as beneficial to the state's economy as has been research in the fields of agriculture.

Oregon Needs Program

The University of Wisconsin has a decided edge over most similar schools because of a large grant of lands from which the revenue is used to finance its research program. The school's findings, however, are applicable elsewhere and provide a pattern which other states could follow to great advantage.

Oregon already has made excellent progress in that direction. Oregon has a forestry code recognized as the finest in the Nation. It now is proposed to add a chapter to that code to improve watershed management. Oregon has established a Water Resources Board, now engaged in an evaluation of the water resources and studying programs to protect and improve the resource. Oregon has better than average fish and game management. It has a loosely designed and functioning Governor's Resources Committee. Through the State College and State University numerous research projects are in progress.

Oregon definitely is lacking coordination in its research work. Too many groups and agencies are engaged in various phases of research without exchange of information or coordination of effort. Many other needed research fields are neglected, through lack of direction.

Somewhere along the line we need a coordinator of all research and resource management. He does not necessarily need authority to direct. He should, however, attempt to eliminate duplication, to suggest fields of activity supplemental to past or current research and otherwise to serve as a general overseer. Then we need money and equipment to enable our state educational institutions to enlarge their research programs, particularly with regard to the renewable resources with which our state is so wonderfully blessed.

And we should have and do these things before our resources are so far depleted that we must, as Wisconsin did, completely alter our economic structure.

Oregon Seriously Lagging In Care For State Patients, Authority Tells Legislators

SALEM — Oregon is seriously lagging in requirements for the care and treatment of the 3,000 patients in its state hospitals, a national authority in the field of psychiatry told the Legislature here.

Speaking to the House and Senate and crowded galleries, Dr. William C. Menninger, director of the Menninger Foundation of Topeka, Kan., urged the Legislature to appropriate more money to enlarge its personnel and facilities dealing with the mentally ill. Dr. Menninger said Oregon should receive a federal grant to start a research project designed to improve diagnosis and treatment of its hospital population. He urged the hiring of an outstanding psychiatrist to head up the state's hospital facilities, with authority to hire training therapists, psychologists and other personnel. He said Oregon now has only three occupational therapists in the state hospitals.

Warning against a consolidated administration of penal and mental institutions, Dr. Menninger deplored conditions he said he found in the state hospitals.

He said they are 40 per cent overcrowded, and allowances for food and clothing are extremely low according to standards of other states, notably Kansas.

The speaker said Kansas a pioneer state in psychiatric treatment, has the largest ratio of recidivists of any state. He said Kansas treats low rates as much as Oregon for psychiatric treatment, while Oregon has a high rate of recidives.

"Every man on the street has a right to seek help when he is mentally ill," Dr. Menninger said. "But you can't get good doctors at bargain basement rates."

Hal Boyle

NEW YORK — "The reason many uneducated men make successes in business," said Murray Cohen, who never finished grammar school, "is that subconsciously they seek security in money."

"But I never idolized money."

At 49, Cohen, who is as calm and restful as a bottle of benzadrine pills, really is a millionaire who probably doesn't idolize money. How can you idolize something you are making so fast you don't have time to count it?

There are a number of unusual things about Murray, who is a blue-eyed, sandy-haired philanthropist and businessman who was born poor on the lower East Side and still wears the air of surety of one who broke his knuckles young, but still won. For example:

He went to work selling paper and twine at 14, and four years later was earning \$40,000 a year selling laundry machinery.

He lives in a suite in the Waldorf Towers, and is the only tenant there who does his own laundry.

He is also a bachelor who washes 30 million diapers a year.

He is, as a matter of fact, president and board chairman of Consolidated Laundries, the world's largest firm in the field, and kingpin in the nation's 400 million dollar-a-year linen supply and laundry industry.

In 1943 when he moved in and took over control of the company he was named as the youngest top executive of any firm on the New York Stock Exchange.

"It was losing money, and going downhill," he said. "Its annual business was about six million dollars, and it hadn't paid a dividend in some 10 years. This year we'll do 22 million."

How did he do it? This is Cohen's explanation: "I told them at the start their jobs were secure as long as I was there, but it was up to them to provide the kind of security that would permeate through to their families."

"I put in insurance, pensions, and stock purchase plans. The measure of my own success is how many men I can help make successful. But I've been a salesman all my life. I believe in ringing doorbells, and that if you pound pavements and ask for business, you'll get business."

"So when they started to tell me what they'd been doing, or showed me a sheet of figures, I told them, 'I don't care what you did—that's up to you—and the only figure I'm interested in is the final one at the bottom of the page.'"

Cohen, who doesn't mind admitting he enjoys playing hard, also says he has kept the first promise he made to the men in his firm: "I will work harder than any of you."

The results show somebody or something worked: Cohen now has 250,000 customers, a customer being the mother of a new-born baby, a hotel like the Waldorf, or a whole chain of restaurants such as Longchamps, one barber shop or a series of beauty parlors.

"The rental of towels, napkins, tablecloths, and service uniforms is the big thing today," he said. "Dry cleaning and the handling of home laundry are minor compared to it."

"But diaper rentals interest me. Don't ask me why I never got married. It's a long story. I met a lot of girls I liked for two weeks, but then, somehow...well..."

"Babies interest me. We've found the average baby uses 100-120 diapers a week. The record was 329 a week. He was a boy. At first we thought the family must have had triplets."

"There are a lot of angles to this business. We own 10 million dollars worth of lines, as we call the cotton goods, we've got a new diaper now shaped like an hour-glass instead of square...more efficient..."

"You know how to deal with employees first, make them have a real sense of belonging to your organization to give them emotional security. Then over-pay them—that gives them financial security. Nothing makes a man feel more secure than being over-paid."

Then Cohen, who is reported worth 15 million give or take five million, remarked with the brooding air of a man who would like to have everything in life, and is still unconvinced because he can't:

"You know, I never went to college. That can give you an inferiority feeling."

In The Day's News

(Continued From Page One)

the munitions he has bought from Russia, he has pledged the bulk of Egypt's all-important cotton crop to the Russians. The Egyptians can't eat guns and planes and tanks, and with their cotton crop already hypothecated they won't have money enough to buy food and the other necessities of life. What it amounts to is that Nasser has sold his soul to the communists and has to do their bidding. He's in a tough spot.

Let's jump now from pork to the price of hogs. Hogs hit an 18-month price peak at Midwest markets this past week.

Cold weather was a contributing factor. It stimulated the demand for pork and wholesale prices went up as much as seven cents a pound at Eastern markets. Another factor was smaller shipments. During the last week, 32,000 fewer hogs reached the Eastern markets than during the preceding week—and 200,000 less than a year ago.

That is to say, the supply of pork has fallen below the demand for pork—so, in response to the working of the law of supply and demand the price of pork RISES.

Let's jump now from pork to U.S. savings bonds.

Throughout most of 1956, the U.S. treasury reports, Series E bonds were cashed in at a faster rate than new ones were being sold, with redemptions (cashing in) exceeding sales by 13 per cent.

Sales of Series H bonds—which pay interest periodically, rather than on maturity and come in denominations of \$1,000 and up—dropped 23 per cent during 1956, although sales still led redemptions.

So much for the country as a whole. Let's take a look now at the state of Oregon.

In 1955, Oregonians bought \$45,061,941 of U.S. savings bonds. In 1956, savings bond sales in Oregon amounted to only \$40,899,421—a decrease of about 10 per cent.

How come? Are people losing faith in their government? The answer is NO.

What has happened is that the general rise of interest rates has made OTHER INVESTMENTS more attractive than government savings bonds. When people have money to rent, they rent it to the highest bidder.

That is to say: Money is a commodity—just like pork. When it is scarce, it commands a higher price. When it is abundant, it commands a lower price.

The way to make money for investment more abundant is for people to save up more of it. Let's put it this way: If higher prices for hogs cause people to raise more hogs, higher prices for money ought to cause people to save more money.

When that happens, the "tight money" period will come to an end.

MERGER TALKED

NEW YORK — Clyde B. Morgan, president of Rayonier Inc. reported here that talks on a possible merger of Rayonier and Hammermill Paper Co. have been under way "for some time."

Reader Opinions

Concrete Wall Advised To Cut Down Collisions

Why doesn't the State Highway Dept. adopt a realistic approach to the highway safety problem?

We all know that car manufacturers are not going to cut down horsepower or speed. Neither is the motorist "hell bent" going to slow down when signs on the free-ways tell him 70 miles per hour is permissible.

Head-on collisions are responsible for over half the fatal accidents. Why not a simple remedy—a 24-inch wall of reinforced concrete right down the middle of the highway, with openings at proper intervals.

This would end passing on hills and curves and keep opposing traffic separated. Accidents would occur from hitting these walls, but how much better it would be for the erring motorist to meet his own head, than killing the blameless.

W. L. Hood
Hiddle, Oregon

Reader Says Jurors Issued Just Verdict

I read Dr. Shoemaker's letter about insurance rates and jury verdicts in the paper. I was hurt about five years ago and I sure do not think the jurors were out of reason in my case.

The jury gave me what it thought was fair and just. Though it turned out it should be more, I think they did the best they could.

Because I got hurt I cannot drive a log truck and it cuts my wages \$1,500 a year. The amount the jury gave me is already used up in losses and my future losses. My family and I will have to get along somehow without pay for what I went through.

I don't know why rates are higher by a couple of dollars, but it sure is tough on people who get hurt. I know that.

William H. Johnson
Roseburg Oregon

Presley Fans Take Swipe At 'Haircut'

By CHUCK GRELL
City Editor, News-Review

Gee, these Elvis Presley fans are loyal.

Two Roseburg followers of the shifty-haired rock 'n' roller took violent exception to a picture of E.P. published this week in The News-Review. The two saw no reason to sign their names to a "write-by-hand" letter sent to the N-R editor.

The picture was a retouched photograph of "Pelvis," who has been declared fit for military service. The artist, a NEA brushman, scissored off the Presley sideburns and cropped his locks in approved Army recruit style.

The two kids' essay read: "This is to the jerk who drew the picture of Elvis, so please give this to him."

"You poor excuse of a human, why don't you pay your debt to humanity and jump from the top floor of a sky-scraper in front of a speeding car. That picture was pretty darn stupid. His hair line started about the middle of his head. Who do think he is, Bing Crosby (ugg)?"

"One more crack like that and you might find that dumb paper, down your slimy little throat. 'Drop dead you dirty bum. 'You poor boy.'"

At which point, the two signed off, identifying themselves as "Elvis Presley fans."

Our comment: It's a long walk to Cleveland, where the artist is employed. We have no information that his throat is slim, and we don't know that his name is Bing Crosby.

If the two young'uns will bring us a stamp, we'll forward the letter.

Seven Scientists To Test Currents Of Pacific Ocean

VICTORIA, B. C. — Seven scientists set sail Monday with a boatload of expensive instruments and 4,000 beer bottles.

The bottles—empty—may prove just as valuable as the instruments aboard the Oshawa, equipped and assigned by the Canadian Navy for oceanographic work.

Senior man from the Pacific oceanographic group aboard the Oshawa is Al Doldimeed, who explained the bottles.

The bottles, with a card sealed inside, will be tossed overboard at intervals during the six-week trip on operation Norpac, a data-gathering mission.

The cards say the Fisheries Research Board of Canada will pay \$1 for one of them and information on where it is picked up.

Doldimeed said "bottle tossing" is valuable in tracing ocean currents.

The Oshawa will steam more than 6,000 miles in a trip that will take it near the Aleutian Islands and Alaska.

The trip is being carried out with the help of the United States and Japan for the purpose of gathering information on the fishing industry and with the ultimate aim of working out a cooperative agreement among the three countries.

Dr. William English of the Pacific Naval Laboratory here said operation Norpac also will conduct experiments connected with coastal defense.

Outlook Said Dim For Peppermint

CORVALLIS — The peppermint market outlook for 1957 is dark because of record production last year, M. D. Thomas, Oregon State College agricultural economist, said.

Production apparently is increasing faster than use, he told 200 growers at the annual meeting of the Oregon Essential Oil Growers League.

Oregon production was up to an all-time high of 840,000 pounds, which was valued at more than 4½ million dollars, he said.

Besides the dim market outlook, peppermint wilt disease threatens Oregon growers.

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Roseburg Oregon

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Ralph Green, Purdue University scientist who heads the wilt disease research program in the Midwest, urged Oregon growers to start a disease-control program at once.

Green said there was a chance rotation of mint with crops not susceptible to the soil-borne disease would provide relief.

He said Midwest growers are trying two years of mint followed by three years of corn.

Harry Harbert, Coburg, was elected president and Leon Funke, Coburg, vice president. Chester Horner, Oregon State College plant pathologist, was re-elected secretary-treasurer. Dan Fry, Salem, was named to the board of directors.

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