

The News-Review

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Member of the Associated Press, Oregon Newspaper Publishers Association, the Audit Bureau of Circulations

Represented by WEST-HOLLIDAY CO., Inc., offices in New York, Chicago, San Francisco, Los Angeles, Seattle, Portland, Denver

Published Daily Except Sunday by the News-Review Company, Inc.

SUBSCRIPTION RATES—In Oregon—By Mail—Per Year, \$12.00; six months, \$6.50; three months, \$3.75. Outside Oregon—By Mail—Per Year, \$15.00; six months, \$8.00; three months, \$4.50.

By News-Review Carrier—Per Year, \$13.00 (in advance), less than one year, per month, \$1.15.

Entered as second class matter May 7, 1938, at the post office at Roseburg, Oregon, under act of March 3, 1879.

ADVERTISING IS LOCAL

By Charles V. Stanton

As National Advertising Week, Feb. 10-16, comes to a close, the newspaper must acknowledge many kind words that have been said about it across the nation. Speakers everywhere have recognized during the week the newspaper's leadership in advertising service. No other advertising media can do such an effective all-around job. Other media can be used to supplement newspaper advertising, or to perform specialized tasks. None, however, can match the newspaper in thoroughness of coverage, convenience to the potential consumer, ability to present a sales message, or, more particularly, give a lasting rather than fleeting impression.

For a number of years one of the interesting slogans in the advertising field has been that "All advertising is local." That is a truism affecting equally the advertiser, the reader, listener or viewer.

For example, some years ago I received from a fishing tackle concern a questionnaire concerning its advertising program. The manufacturer's advertising at that time was confined entirely to the slick paper magazine field.

Just for a test I started down the street asking everyone with whom I could strike up a conversation what he knew about the merchandise. I found that a majority knew the name of the firm and the type of goods manufactured. But not one—and some were anglers—could tell me what Roseburg merchant or merchants handled that line of merchandise.

A Friendly Message

When I reported my findings and opinions to the manufacturer I got back a nice letter reporting that I had put across my point, that a switch was being made to cooperative advertising with the local merchant and that the major part of future budgets would go into newspapers.

I'm still waiting, however, for some of that advertising space in this newspaper. I feel entitled to a few inches of space. But the manufacturer said his budget was too limited to permit advertising except in thickly populated areas, so his program is confined to the Atlantic seaboard.

But advertising needs to be tied to the local field, and it is in that department that the newspaper is outstanding. Through the newspaper the advertiser has a vehicle by which to convey a friendly message to his potential customers, seeking their patronage and offering to them the goods or services he has available.

Welcomed into every home, eagerly awaited in fact, the newspaper, as no other media, provides the local touch which makes advertising effective and productive.

TRYING TO RESTROY OREGON?

Is there a Democratic conspiracy to destroy Oregon's reputation, prestige and economy?

Obviously that is a foolish question. Yet if such a conspiracy did exist, and was being studiously executed it could hardly be more destructive than the methods now being used with political motive.

During a time when Oregon's economy was far above average, Senator Wayne Morse was predicting headlines and financial disaster as a means of venting his political hatreds. What appeal did his mouthings have for prospective settlers?

Senators Morse and Richard Neuberger have been lauding the public power situation in Washington as compared with Oregon's resistance to a policy of public power or nothing. If you were interested in picking an industrial site, would you look at Washington or Oregon?

Sensor Neuberger in a recent public letter lists department store sales in major metropolitan areas naming Portland and Los Angeles as the only metropolitan areas on the Pacific Coast where department store sales "did not rise to some extent during 1956." He conveniently failed to mention that two of Portland's leading department stores opened branches in Salem which might have had some effect on the Portland record for the year. He also seeks to have Portland classified as a "distressed" employment area. If you were thinking of moving to Oregon what impression would you gather from the senator's obviously politically motivated declaration?

Isn't it time, don't you think, that Oregon was getting boosts rather than knocks from its elected officials?

Bright Spots, Occasional Shadows Dotted Nation's Business Scene Last Week

BY WALTER BREEDE Jr.

NEW YORK (AP)—Bright spots and occasional dark shadows dotted the nation's business scene this week.

Best news, probably, was the unexpectedly strong uptick in new car sales.

Franchised dealers sold nearly half a million new cars last month—their best showing since June and February sales charts showed a steadily upward curve.

The picture was in sharp contrast with the sluggish sales of a year ago when dealers were overloaded with cars and customers were demanding discounts.

With a close eye on sales figures, manufacturers upped their production for the week to more than 148,000 cars. There was one big switch in the production-sales pattern: Last year's leader, Chevrolet, was cutting back, while its two chief rivals, Ford and Plymouth, scheduled overtime operations.

Favorable indicators included a continued increase over last year in department store sales, brightening prospects for the shoe and leather industry, and rising profits for makers of farm equipment.

Treasury Secretary Humphrey—who only recently warned of a "haircutting" depression, said

there are "no signs of a recession" now.

The stock market turned in a somewhat dismal performance at the start of the week, but came back strong.

Less encouraging were the latest reports on home building, cotton textiles, freight carloadings, machine tool orders, paperboard output and TV and appliance sales. There were continued signs of softening demand for certain kinds of steel (one outstanding exception was steel tubing and pipe used by the oil industry; demand was so strong that major suppliers boosted prices 3 1/2 per cent).

On the home building front, the government reported that contractors in January dug foundations for only 62,000 private homes—the lowest total for any one month in five years.

Porter said he was informed that engineers will call within two months for bids to begin work on the north wing. That project eventually will cost about \$500,000. Additional funds are sought in the current budget before Congress.

Porter also has pending before Congress a bill to authorize extensive improvements in the existing Siuslaw Project at an estimated cost of \$1,600,000.

WASHINGTON (AP)—Secretary of the Treasury Humphrey forecasts continued prosperity for the next 18 months.

"There are no signs of a recession," Humphrey said in secret testimony before a House Appropriations subcommittee Jan. 25. The group made the testimony

public Friday.

'After Much Thought—We Agree It's Awfully Heavy'



Bruce Blossat

Throughout the Middle East crisis, the United Nations has taken the position that the countries which invaded Egyptian soil—Britain, France and Israel—should withdraw all forces as a prelude to any settlement of the issues involved. The United States has supported this stand.

It is because of the insistence upon this idea that the U.N. has ordered Israel to evacuate armies from the Egyptian Gaza strip and the islands in the Gulf of Aqaba, the last areas still occupied by Egypt's foes.

There's a difficulty here, however, Israel wants U. N. assurances that these territories will not be used as they have been in the past by Egypt—to harass the Israeli border and interrupt its shipping.

So far, no firm assurances have been forthcoming.

The U. N., for its part, is discussing the application of economic sanctions against Israel if it refuses to pull out. And Secretary of State Dulles says America would consider seriously joining in such a boycott if it were voted.

PERHAPS we Americans should ask ourselves at this point whether we really want to go that far.

Israel offended international law when it formally breached the

Egyptian border and thrust deep into the Sinai peninsula. But Egypt had long been "informally" violating Israeli soil with impunity, and blocking Israeli ships as well.

The U. N. cease-fire order against Israel puts the numerous orders to withdraw have not recognized Egypt's less open, but still very real, disruptions of international tranquility.

To press Israel back into the same perilous position it occupied before the hostilities, or to impose sanctions if it does not yield, is to give the world a wholly distorted view of this dispute. It is to suggest that Israel is the sole offender, and Egypt and Arab states innocent victims.

IN taking a rigid stand against resort to force, the U. N., with our backing, already has done much to spread this impression. Egypt's President Nasser strides around as if he had won a great victory, wrapping himself in false robes of morality.

To add the harsh pressure of sanctions seems extreme, since there is no sign of an effective countermove in the U. N. to compel Egypt and the Arab block to desist from border provocations and other harassment of Israel.

This is a two-sided issue. To drive Israel to the wall is hardly two-sided treatment of it.

Willamette U. Wins In Speaking Contests

CORVALLIS (AP)—A Willamette University student won one speaking contest and placed third in another at an annual event on the Oregon State College campus Thursday night.

Lewis Bright won the 9th annual experimental speaking contest. A new system is tried each year in that contest. This year the speakers appeared on television, with the judges sitting in front of a television set at the other end of a closed circuit.

Donna DeVries, University of Oregon, was second in the contest, and Jack Booth, Lewis and Clark College, third.

The 26th annual state Peace Oratorical Contest was won by Wayne Bryant, Northwest Christian College of Eugene, with Diana Scott, University of Oregon, second, and Bright third.

Nine colleges were entered in the events, sponsored annually by the Intercollegiate Forensic Assn.

SALEM (AP)—The Legislative Joint Ways and Means Committee Friday recommended approval of a supplemental appropriation of \$30,000 for Oregon Technical Institute at Klamath Falls.

Most of the money will be paid to purchase fuel oil at the school in the current biennium.

The committee has delayed consideration of the OTI budget for the next biennium until after a visit to the institution next week.

In The Day's News

(Continued from Page One)

Georgia. And on the golf links or in the quail fields he probably gets more time to straighten out his thinking than he'd get in a fancy multi-million dollar new residence in Washington.

And—It costs the taxpayers less.

Here in Oregon, we've battled for years over whether we should have or shouldn't have a governor's mansion.

So far, we've got along without it.

I can't help thinking we'll be better off if we KEEP ON doing without it.

Sooner or later, everybody gets the idea that he ought to have a nice summer home at the beach or in the mountains. So he goes out on the limb and gets himself one.

Result: He soon discovers that for the money he has invested in his fancy summer home he could spend his vacations at the best hotels and come out ahead on the deal.

Speeding up the mails note: Postmaster General Summerfield thinks push-button mail service is just around the corner.

In his annual report to President Eisenhower, he says the post office will be using automatic sorting and cancellation machines by next year.

Hmmmm! Dya reckon these fancy machines will enable Mr. Summerfield's outfit to get a regular postage letter from the point of mailing in San Francisco or Portland to the point of delivery in Southern Oregon in less than three days?

If so, it would be nice.

British Informants Say Russ Plan Propaganda

LONDON (AP)—British informants have described Russia's proposed "hands off" policy for the Middle East as a propaganda move to counter the Eisenhower doctrine.

The Foreign Office declined official comment, but an authoritative source noted that the Soviet call for a ban on arms deliveries to the Mideast and recalled persistent reports here that Russian arms are regularly arriving in Egyptian ports.

He claimed 260 million pounds (\$400,000,000) worth of arms have been sent by the Communist bloc to Egypt over a six-month period ending last December, and 80 million pounds (\$120,000,000) worth to Syria during the same period.

Egypt Paper Sees War Over Aqaba Gulf Issue

CAIRO, Egypt (AP)—Al-Gumhuriya, government-backed newspaper, warned Friday that the Gulf of Aqaba issue "may lead to World War III."

Making a bitter attack on Secretary of State Dulles' proposal for U. S. support of free navigation through the gulf, Al-Gumhuriya said the United States should consider "the exorbitant price she is paying to gain Israel's friendship."

"Between Israel's ships and the Aqaba Gulf stands Egypt's determination to frustrate this objective," said the paper. "This in fact may lead to World War III, threatening all humanity with complete destruction."

The 100-mile long gulf leads to Israel's southern desert port of Eilat. Its navigable 500-yard-wide mouth would return under Egyptian control if Israeli troops withdraw from Sharm el Sheikh on the west shore.

CHOU BACK HOME

LONDON (AP)—Peiping radio reported that Premier Chou En-lai returned Tuesday to the Communist Chinese capital. He had been on a three-month tour of 11 countries in South Asia and eastern Europe.

Economic Boom Close To Top, Says Economist

COLUMBUS, Ohio (AP)—The American economic boom is "close to the top" and facing a recession that could be the worst of the post-World War II era, says a New York economist.

Dr. Murray G. Lee, secretary of the Economic Policy Commission of the American Bankers Assn., said "most economists say the economic boom will level off around mid-year."

He added that several of the props which shored up the economy in mid recessions such as in 1949 and 1954 "have been weakened and might not work in the next recession."

Dr. Lee made his predictions in an address here before the mid-winter meeting of the Ohio Bankers Assn., at the Neil House, here.

Dr. Lee said in the past large scale investment in capital improvement (plant building), government spending, the building boom and business output have helped the economy through brief recession periods.

Capital improvement spending will decline in 1957, Dr. Lee predicted. Housing construction is down and the trend "may continue," he said, and business spending is being discouraged because of large inventories and lower profits.

Indonesia Cabinet Shake Up Probable

JAKARTA, Indonesia (AP)—Premier Ali Sastroamidjojo appears today to be a pawn in some involved Indonesian political horse trading with all signs pointing toward a complete Cabinet reshuffle, possibly this weekend.

The five parties keeping the coalition government in power are agreed on a government shakeup and four of the five say Sastroamidjojo must go.

The Premier's own Nationalist party has so far hedged on the move to oust the veteran political leader, but the pressures are mounting.

Delegations from the five parties are to meet with President Sukarno, to go over the problem. Sukarno, Indonesia's most popular leader, has not disclosed his position regarding Sastroamidjojo's future. But he has been sharply critical of the nation's political parties recently and has been reported planning to set up an advisory council with veto power over the government and Parliament.

Neuberger Names Ten Nominees For Academy

WASHINGTON (AP)—Ten nominees for appointment to the U. S. Air Force Academy were announced by Sen. Neuberger (D-Ore.).

Among those named were Robert Lee Holland and James Ronald Heidman, both of Eugene; William Wier Hillgartner, Hillsboro; George Gary Casper, Junction City; and Robert Dale Shuey, San Francisco, son of career Army officer formerly of Eugene.

The other five nominees, all from Portland, were Keith A. Barnes, Charles Lester Meadows, James Wade Meadows, Robert John Ell and Robert D. Field.

The nominations are based on the outcome of examinations conducted last year. Neuberger said, with appointments going to those with the highest marks.

Passage of final entrance examinations is required before the appointees may enter the academy.

French Plane May Be Fastest Military Craft

PARIS (AP)—French plane builder Marcel Dassault said Tuesday his company's new delta-wing jet fighter has already traveled more than 1 1/2 times the speed of sound, and may turn out to be the world's fastest military plane.

In tests during the past few days, the Dassault Mirage 3 has reached a ground speed of more than 1,000 miles an hour in level flight with a full military load.

The plane has not been stripped down and pushed wide open for a speed record.

The present international speed record is 1,132 m.p.h., established by a British Fairey Delta last spring. The U. S. Air Force X2 has flown more than 1,900 m.p.h., but that plane is a research, rocket-powered aircraft, not intended for combat.

Speaking to newsmen at Glen Arden golf course here a few minutes after Eisenhower had completed an 18-hole round, Hagerty said:

"Obviously this is a Russian move to try to discredit or stop the Eisenhower plan for the Middle East."

White House Says Reds Trying Discredit Plan

THOMASVILLE, Ga. (AP)—The White House Tuesday called Russia's new Middle East proposals an obvious move "to discredit or stop President Eisenhower's anti-Communist program for that area."

James C. Hagerty, Eisenhower's press secretary, put it that way after talking with the President and after Eisenhower had conferred by telephone with Secretary of State Dulles regarding the Soviet six-point plan.

Speaking to newsmen at Glen Arden golf course here a few minutes after Eisenhower had completed an 18-hole round, Hagerty said:

"Obviously this is a Russian move to try to discredit or stop the Eisenhower plan for the Middle East."

Norblad To Discuss Airport With Quaries

WASHINGTON (AP)—Rep. Norblad (R-Ore.) will discuss with Air Force Secretary Donald Quarles Friday plans for a proposed new base near Woodburn, Ore.

The report has an appointment with Quarles after reports that the Air Force might not carry out earlier announced plans to build the new air base. The reports are that the Air Force will seek extension of a runway at the Portland Air Base, where it is currently stationed.

The report has not been confirmed, but Norblad arranged the meeting with Quarles to find out what is planned.

Oregon's Coastal Counties Have Timber Resources, Add Dairy, Fishing, Tourists

EDITORS NOTE: This is another in a series of articles condensing and summarizing reports made by J. W. Forrester Jr., editor of the Pendleton East Oregonian, on economic trends and prospects in all parts of Oregon.

By THE ASSOCIATED PRESS

Oregon's coastal counties all have timber as their No. 1 resource. This is true even in Tillamook where its dairying has been so widely known it has taken first place in public recognition.

J. W. Forrester Jr., editor of the Pendleton East Oregonian, found in a tour through the state studying local economic conditions, that this was so.

Despite the great Tillamook fire that destroyed 775 million dollars worth of timber on 276,000 acres, salvage operations—35 per cent of the burned timber can be salvaged—joined to cutting in the unburned stands puts lumber at the top spot in the county's economy.

The Tillamook County Creamery Assn., now in the 48th year, produces 90 per cent of the milk produced in the county. The association not only produces the widely known Tillamook cheese (a Los Angeles sales office recently was opened) but produces fluid milk for both local use and the Portland market.

Lincoln County, to the south, has as its industry second to lumber the care, feeding and entertainment of tourists. Some 10 million dollars is the annual tourist revenue in the county. The commercial fishing fleet also accounts for a major revenue, operating out of Depoe Bay and Newport Harbor. Fish packing plants handle not only salmon and crab, but they are processing an increasing amount of bottom fish for another growing coastal industry—the mink farms of Clatsop and Tillamook counties.

Lincoln County's forests are being cut on a sustained yield basis—as elsewhere—a smaller number of larger companies. One of the biggest developments is steps being taken by Georgia-Pacific Corp. in full utilization of its logs. It has a sawmill, two plywood plants, manufactures chips and expects to have a new pulp and paper plant in operation at Toledo by the end of the year.

The only problem expected to crop up in continued expansion may be water for industrial use. Georgia-Pacific is damming Mill

Creek and using a comparatively new process which extends the usefulness of a given amount of water in pulp making.

This question of water for industrial use long was regarded as putting a damper on expansion in another coastal county, Coos. But Pacific Power & Light Co., has been exploring under the dunes of Coos County and thinks it has found enough water "to ultimately support plants that would process all the wood waste in the Coos Bay area."

Weyerhaeuser and Georgia-Pacific are the two big operators in the county and both have processes to use all of the wood. A subsidiary of Scott Paper Co., has a pulp plant. Textron, Inc., has plywood and veneer operations.

There are large supplies of privately owned timber and huge blocks of federal timber, much of the last virtually untouched.

Coos County has, too, large coal deposits which PPL now is exploring. This private utility company now is considering development of a hydroelectric plant on the north fork of the Quill River with an adjacent steam plant utilizing coal from the site to fire the boilers.

And just as in the northern coastal area, dairying is important and the cheese plants—Langlois is widely known—are major factors in the local economy.

Seaton Requests Detailed Study Of Big Dam Need

WASHINGTON (AP)—Interior Secretary Seaton has called for a detailed new study of the need for a high "flood control dam" at a Snake River site where a private power combine seeks licensing for a hydroelectric project.

Seaton announced Thursday he had asked the Reclamation Bureau for a new report on the Pleasant Valley site, one of two Snake River locations for which Pacific Northwest Power Co. is seeking a permit from the Federal Power Commission.

The secretary didn't specifically ask the FPC to delay its decision on the PNP application, but other sources said that was what he meant.

Jerome Kuykendall, FPC chairman, commented he didn't construe Seaton's letter as a request for a delay, but added a decision wouldn't be made for "some months," anyway.

Seaton has said the issue is whether a higher dam should be constructed at Pleasant Valley to provide more flood control than the proposed PNP dam. Such a higher dam would flood the site of the proposed Hells Canyon Dam, for which Idaho Power Co. has been granted an FPC license.

PNP is made up of four Northwest private power firms.

Winter Carnival Slated For Canadian Resort

BANFF, Alta. (AP)—Once every winter, about mid-February, the summer resort in the heart of the Canadian Rockies goes wild.

Shrugging off the quiet off-season doldrums, the town holds its annual winter carnival, to run from Thursday to Sunday this year.

Already accommodation is sold out. With favorable weather, about 15,000 visitors are expected to crowd into this mountain-shielded resort.

Masquerade balls, a snowshoe race, skiing, curling, parades and a carnival queen contest fill a busy four-day program. Fireworks displays will intermittently explode over the safety.

Seven girls have entered the queen contest. They include Marilyn Harrang of Eugene, Ore.

Trinidad Chosen Seat For New Federation

PORT OF SPAIN, Trinidad (AP)—The new federation of the British West Indies picked Trinidad for capital this week, and cheering crowds led by the island's calypso king danced in the streets in celebration.

Delegates from the British Caribbean islands chose Trinidad by a 11-5 vote at their conference in Jamaica to set up a government for the island federation, which is to be a member of the British Commonwealth. They rejected the British colonial office's recommendation of Barbados and a move by delegates from the western islands to make Jamaica the capital.

The capital will be built on a site outside Port of Spain, the Trinidad-Tobago colonial capital off the coast of Venezuela which is the fountainhead of calypso music.

State Dept. Studying Report On Murphy Case

WASHINGTON (AP)—The State Department is studying a report from the Dominican government on the Gerald Lester Murphy case.

Murphy is the 23-year-old Eugene, Ore., flier who disappeared last December. The Dominican government later said Murphy died as the result of a fight with a Dominican citizen who later committed suicide following arrest.

The State Department and two Oregon Democrats, Sen. Morse and Rep. Porter, have questioned validity of that information.

The State Department has now received from our embassy evidence gathered by the Dominican government. The U. S. government is studying this evidence with a view to determining what further steps may be taken in connection with the disappearance of Mr. Murphy," a State Department statement said.

U. S. Population Hits 170 Million

WASHINGTON (AP)—At 51 seconds past 11:01 a.m. EST Friday a white light flashed on an elaborate electrical chart to indicate the estimated population of the United States had reached 170 million.

Twelve seconds later, the figure on the big sign in the lobby of the commerce department moved on to 170,000,001. It is expected to reach 200 million in 10 years or less.

The figure of 170 million is actually only an educated guess. So is the time when it was theoretically reached.

But until someone comes along with a better system of counting people than the one used by the Census Bureau, Friday was the day and 11:01:51 a.m. was the time.

The new mark went up on a giant dial before a crowd of some 250 people while flash bulbs popped and television cameras whirled.

Secretary of Commerce Weeks said the population gained nearly three million during the last year—the largest single-year gain in our history.

Indian Tribes To Talk Over Claims On U. S.

EMPIRE, Ore. (AP)—Representatives of the Western Oregon Indian tribes will meet here Feb. 24 to discuss plans for presenting to the United Nations their claims against the United States.

The meeting has been called by Howard Barratt Sr., Florence, Ore., president of the Coos Bay-Lower Umpqua and Siuslaw tribes.

A petition addressed to the United Nations last fall, Barratt charged the U. S. had taken the lands from the tribes without a treaty. The petition further accused the white men of having failed to live up to agreements made during discussion of a proposed treaty.