Harvard Professor Says Russia Has Won Cold War

By RELMAN MORIN

NEW YORK (AP) — A Harvard economist says that, in a sense, Russia has won the Cold War and that "life in America will never be the same as before Sputnik."

Malcolm P. McNair, of the Harvard Graduate School of Business Administration, made the statement Monday in the principal address to the National Retail Dry Goods Assn. convention.

McNair told the convention:

"I do not think we have as yet begun to realize the full picture — partly because our leaders have been afraid to give us the facts — but as time unfolds, I venture to say that life in America will never be the same as before Sputnik.

"It is profoundly shocking that the administration, in its projected budget for the next government fiscal year, apparently takes such small and faltering steps toward an adequate defense program."

Must Face Sacrifices

McNair said Americans must prepare for heavy sacrifices in personal liberty and the standard of living if this country is to overtake and pass the Soviet Union in science.

"Sputnik has blown up our fool's paradise," he said.

"In a very real sense the Soviets have already won, because it is now demonstrated that we cannot match Russian progress toward specific objectives of knowledge, power, and achievement without voluntarily submitting ourselves to a substantial degree of purposive direction of our lives . . . investment . . . manpower . . . and education."

McNair said the U.S. could devote between 50 billion dollars and 60 billion to the cost of an adequate defense system without undue difficulty.

Taxes Have To Go Up

"Taxes will have to increase," he said, "some of the lushness will have to go out of American living; controls of basic materials, of credits, of inventory and perhaps of prices and manpower may well be needed; the trend toward a shorter work week will have to wait.

"Unless we immediately give right answers to some crucial problems . . . the matter of department store profits, or indeed of any profits, may, in the years ahead, become of only historical interest."

In an exhaustive analysis of the condition of the economy today, McNair foresaw unemployment increasing to between 4½ and 5 million in the first half of 1958.

He said he believes the next six months also will see a decline in production, personal income, and the gross national product (the total value of all goods and services produced in a year.)

"I think we come back to the consumer as the best bet for a strong business upturn in the second half of 1958," he concluded.

Helped Halt Recession

Charles Andrews, sales promotion manager of the Nashville Banner and the Nashville Tennessean, told the convention that management helped halt the 1953-54 recession when it refused to reduce the amount of advertising.

"I think it would be a tragic mistake if we accept the theory that a downturn is inevitable," he said. "You must bring to your efforts a new concept of advertising."

Andrews made the statement during a two-hour demonstration of "ROP," a process of color printing of advertisements.

"ROP color is a pretty powerful weapon in the fight for sales," he said. "At least 30 leading fashion houses are now featuring the three ROP colors."

Robert N. Weed, promotion director of the Minneapolis Star & Tribune, told the jam-packed room:

"No doubt about it, sales is the magic word when you are talking about ROP color. It keeps right on producing, insertion after insertion, campaign after campaign, and for a long time after the insertion or the campaign is history."

He cited the results from color advertising in Spokane, Wash., Youngstown, Ohio; Kitchener, Ont., Birmingham, Ala., Peoria, Ill., Chicago and Nashville, Tenn.

The convention, with an estimated attendance of 5,000 store executives, was scheduled to elect directors and vote on amendments to the bylaws Tuesday.

—NEA Telephoto

MURDER-SUICIDE—Howard Rushmore, an ex-Communist and former editor of Confidential magazine, killed his ex-model wife, Frances, and himself in a New York taxi cab while the driver was taking them to a police station. Mrs. Rushmore, who separated from her husband just before Christmas, had directed the cabbie to the police station after Rushmore forced his way into the cab.

BIBLE-READING project undertaken by members of the First Church of the Nazarene Sunday is shown being furthered by Lewis Alan Suiter, son of Mr. and Mrs. L. A. Suiter, 717 NE Jackson St. The project was undertaken to mark the start of the congregation's 50th anniversary year.

Nazarene Church Schedules Bible Reading Project

More than 100 persons read various lengths of the Bible Sunday at the First Church of the Nazarene during a program in which the entire Bible was read from cover to cover in a special project marking the Golden Anniversary year of the Nazarene Church movement.

After the 1,189 chapters were read, the congregation was "challenged" by the Rev. Robert Hempel, pastor, to follow up the project by reading the entire Bible as individuals during the coming year. The pastor said this could be accomplished by reading three chapters each weekday and five chapters on Sunday.

Other goals adopted by the congregation during Sunday's meeting were a greater emphasis on both personal and public prayer, continuation of the contribution of more than 10 per cent of money raised to foreign missions, establishment of a "branch" Sunday school, enlargement of the Prayer and Fasting League to 75 members and 20 per cent increases in the congregation and the Sunday school.

Canyonville Semester To Be Ended Jan. 17

By VIRGINIA PROCTOR

The first semester ends at Canyonville schools Jan. 17, according to Supt. O. J. Monger. Report cards will be distributed Wednesday, Jan. 22.

Canyonville faculty holds its regular meeting Thursday, Jan. 9, at 3:35 p.m. The district school board will hold its regular meeting in the high school Jan. 13 at 7:30 p.m.

WILDLIFE MEET SET

CORVALLIS (AP) — The annual meeting of the Oregon Wildlife Federation will be held on the Oregon State College campus, Jan. 17-19. The federation meets here once each year to give students in fish and game management a chance to participate in discussions.

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Nazarenes Celebrating Golden Year

Four Douglas County congregations this year are celebrating the golden anniversary of the founding of the church of the Nazarene.

The Nazarenes have churches at Roseburg, Myrtle Creek, Sutherlin and Reedsport. They with 4,500 other Nazarene churches in the world will celebrate the anniversary throughout 1958.

Observances Set

Several simultaneous observances are scheduled during the year in the churches. They include Easter Sunday, April 6; a "week of witnessing" as a denomination, Oct. 5 through 12; and Thanksgiving Sunday, Nov. 23.

Actually the birthday of the church is Oct. 13. It was on that date in 1908 that the Nazarene movement started rather inauspiciously in Pilot Point, Texas.

Delegates representing 228 small churches with 10,414 members had gathered for the union. The strongest common bond was belief in the Wesleyan doctrine of entire sanctification.

Work Continues

The evangelistic work has continued unabted since. At the start of the 1958 year, Nazarenes have 4,497 active churches with active membership of 292,194 members; Sunday school enrollment of 632,125; church property worth $169,705,560; and per capita giving of $133.77 in 1957.

The church of the Nazarene has been described as a "middle-of-the road" orthodox Protestant denomination. Its doctrines are similar to those of the old Methodist church, but in evangelistic emphasis, it is closer to the Free Methodist or Wesleyan Methodist groups.

Among U. S. protestant denominations, Nazarenes now stand 30th in membership, 15th in Sunday school enrollment and ninth in publishing house business.

Ground Breaking Ceremony Held For Cowboy Fame Hall

OKLAHOMA CITY (AP) — Members of the American National Cattlemen's Assn. and representatives of 17 Western states joined Tuesday in ground breaking ceremonies for the national Cowboy Hall of Fame.

The cattlemen interrupted their 61st annual convention to observe the program during which men of 16 other Western states mixed soil from their states with that at the site where the 3 million dollar shrine is to be built.

Mingling with the 2,000 cattlemen from 28 states were movie actors Glenn Ford and Jack Lemmon who star in "Cowboy," a picture premiered here Tuesday. Procees of the showing go to the Western shrine.

Numerous speeches were made before the cattlemen's group, including one by J. Bracken Lee, former Utah governor and an advocate for governmental economy and abolition of the income tax.

Lee told the association that the United States does not need an additional 2 billion dollars to catch the Russians in the space satellite race.

Lee claimed the government could operate on half of the money now being spent, "and you would get a much better government."

Larry Hilaire, Portland, Ore., president of the National Restaurant Assn., told convention members that the restaurant industry offers beef raisers one of their best marketing opportunities.

He said that surveys indicated the food service industry uses more than 80 per cent of the quality beef marketed.

P.M. Jarvis, president of Swift & Co., asserted the consumer will be the chief architect of the future for both beef producers and meat processors. He said population growth could mean "a third more cattle will be needed by 1975 just to keep beef-eating at its present level."

Seven Viet Nam Bandits Loot Cambodian Farm

SAIGON, Viet Nam (AP) — A group of bandits dressed in military uniforms slipped across the Cambodian frontier during the weekend, looted a plantation and escaped with $40,000 worth of Vietnamese currency.

Vietnamese troops and police killed seven of the bandits. Three local policemen were wounded while beating the raiders back from the Minh Tanh plantation.

Students Warned Against Special Course Salesmen

Roseburg School Supt. M. C. Deller warned Monday that credits given by correspondence schools for high school work may not be recognized for entrance into Oregon institutions of higher learning.

He said he understands that salesmen working in the area are "leaving the impression with the kids" that credits obtained in the correspondence schools will allow them to graduate from high school.

However, in Roseburg, as in the case elsewhere in the state, credits toward graduation are given only in courses offered in the high school and by the General Extension Division of the State System of Higher Education.

All correspondence work, even in the General Extension Division, must be approved here by high school Principal Harry Jacoby if the credits are to be applied toward graduation, Deller said.

Clarence Landis, Former Resident, Dies In California

Funeral services were held today for Clarence Landis, 53, who was one of the organizers of the North Roseburg Sanitary District in 1949.

Landis, who retired from business and moved from Roseburg in 1955, died at the home of his wife's parents in Mountain View, Calif., Saturday.

He served on the district board from 1949 to 1955, spending several years as chairman.

He came to Roseburg in the 1940s, and was owner of the Landis Iron Works on N. Stephens St.

Survivors include his wife, Edith, and two sons by that marriage. They are Robert of Albany and Bill of Coquille.

Landis was a member of the Seventh-day Adventist Church, Elks and Masons.

Fragile Bones Place Girl In Hospital Again

COLUMBUS, Ga. (AP) —Kim Dobbs, a cute 2-year-old girl from Auburn, Ala., was in St. Francis Hospital here today with fractures of both arms and a possible fractured leg.

The experience is old stuff to Kim, daughter of Mr. and Mrs. George Dobbs. This is her seventh hospital visit for treatment of broken bones. No bone disease has been diagnosed," Mrs. Dobbs said. "Her bones just seem to break easily."

Elaine Soule Jurors Being Picked

SAN MATEO, Calif. (AP) — Suzanne Elaine Soule, 20-year-old honey blonde charged with bludgeoning her pretty roomate to death, watched impassively Monday as jurors were picked for her murder trial.

At the end of the first court session, nine jurors had been seated tentatively.

The typist from Freeport, N.Y., stared expressionless at the flags on either side of Judge Frank B. Blum's bench as the prosecuting juror: "Do you have any religious or conscientious scruples against imposition of the death penalty?"

Miss Soule is charged with slaying Catherine (Kit) Elvins, 19, Seattle, former Whitman College coed, in their apartment at nearby Burlingame last July 25.

Her attorneys say they will contend that she "lacked the mental ability to have a criminal intent or to premeditate a crime."

Seated with Miss Soule as each juror was questioned was her mother, Mrs. Freda Soule, 51. The girl alternately clasped her hands lightly in her lap and fingered a small gold cross at her throat as the trial proceeded.

The trial is expected to last at least a month with the prosecution calling some 30 witnesses and the defense about a dozen. Among those will be psychiatrists for both sides.

Investigators said that Miss Elvins had been struck in the head 26 times with an electric iron and that her body contained some 20 stab wounds from a kitchen knife.

Police said the New York girl, who was attending classes at night school, tried unsuccessfully the day of the slaying to cash a $160 signed check Miss Elvins had received from her parents.

NOT SINGING WHILE ROME BURNS—Opera singer Maria Callas, looking far from chipper, sits on a divan in her Rome hotel Jan. 3 while opera fans still seethe over her walkout on the capital's season opener Thursday. The American-born prima donna, said by her doctor to be suffering from bronchitis and laryngitis, sent a letter of apology to Italian President Giovanni Gronchi, one of 3,000 customers left stranded when Miss Callas failed to complete her lead singing role in the opera "Norma." (AP Wirephoto)

CONTRACT AWARDED

PORTLAND (AP) — The Army Engineers here have awarded a $6,960 contract to R. K. Skelton Construction Co., Glide, for work at the Hills Creek Reservoir.

CAUTION ABOUT DIETING

There is only one *safe* way to reduce—*your low-calorie foods must be nutritious and healthful.* Millions of beauty-conscious women include Hollywood Bread in their daily menus. An 18-gram slice has only about 46 calories—yet this delicious loaf is *highly nutritious.* A secret blend of 8 choice grain and 8 vegetable flours—carrots, spinach, kelp, lettuce, pumpkin, cabbage, celery, parsley—this nourishing bread fortifies your diet with essential protein, carbohydrates, vitamins, minerals. Insist on genuine Hollywood Special Formula Bread.

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REGULAR $2 VALUE

Take this certificate to your Edsel Dealer. Take the test drive of your lifetime in a 1958 Edsel. He'll give you this 8-inch, precision-made plastic model as a gift for your child.

CERTIFICATE

In return for a demonstration drive, I have received a scale model Edsel as a gift.

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