

Local News

Mr. and Mrs. E. A. Boyden and daughter, Joanne, of Seattle, are visiting Mr. and Mrs. Eldon Gates, brother-in-law and sister of Mrs. Boyden, and with her brothers, J. R. Heman, Ralph and Mark Preston, and their respective families.

Mrs. William W. Knight, the former Lota Hatfield, and twin daughter, Miss Joanne, of Portland arrived in Roseburg Thursday to visit over the weekend with her parents, Mr. and Mrs. Harry F. Hatfield. They will be houseguests of Joanne's uncle and aunt, Mr. and Mrs. Frederick J. Porter, on SE Reservoir Avenue.

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Proper Tree Finally Found For 'Hanging Tree'

YAKIMA (AP) — Hollywood may furnish the stars, but the Yakima Valley will provide the tree for the title role in the motion picture, "The Hanging Tree," being filmed on location near here.

In an unusual talent hunt, Delmer Daves, director and Dan Calhoun, art director, finally found the right tree after inspecting thousands of Ponderosa pines.

The tree was cut down, trucked to the movie company location on Rattlesnake Creek several miles away, trimmed to look like a forest skeleton and set in a base so it can be turned for proper lighting at any time of the day.

It had to be a tree with a slender look and limbs that droop, symbolizing the plot of the picture and the fear haunting the principal character, Gary Cooper. Total cost to find and fix: \$5,000.

Southern Coos Hospital Dist. Validity Upheld

SALEM (AP) — Validity of the Southern Coos General Hospital District was upheld by the Oregon Supreme Court Wednesday.

The court ruled against seven property owners who objected to being included in the district. In a decision by Chief Justice William C. Perry, the court said that the property owners could have protested to the county or circuit courts before the election creating the district was held.

The opinion upheld Circuit Judge Dal M. King of Coos County. In an appeal from Umatilla County, the court gave custody of two children to Merle R. Moloney, their stepfather.

The case was brought by their uncle and aunt, Mr. and Mrs. James A. Bolin.

The court, upholding Circuit Judge William W. Wells, found that Moloney had given the children affectionate and attentive care since the death of their mother.

The Bolins also wished to adopt them.

INDIAN POET WINS

LONDON (AP) — A 19-year-old Indian poet, Dom Moraes, was reported Thursday the winner of the Hawthornden Prize, Britain's major literary award. The News Chronicle said Moraes won with a book of poems, "A Beginning," which he started writing four years ago. The poet, a student at Oxford University, said he had heard nothing about it. The award will not be announced until July 10.

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Neuberger Accuses Lumber Manufacturers Of Using Bad Tactics In Bill Fight

WASHINGTON (AP) — Sen. Richard L. Neuberger (D-Ore.) Wednesday accused the National Lumber Manufacturers Assn. of reprehensible conduct in its opposition to his bill aimed at halting early, forced sale of Klamath Indian Reservation timberlands in Oregon.

He said also that the association is using an Oregon resident as leader in opposition to the legislation "in an effort to embarrass me."

Neuberger made his comments at a news conference in which he made public a letter he has written Nils Hult, Junction City, Ore., lumberman who, as chairman of the association's forest management committee, was author of a bill to the House committee, opposing the bill.

Background Told
The background of the controversy, Neuberger said, is this: Congress has provided for termination of government trusteeship over the Klamath Indians in Oregon, who have an 800,000-acre reservation on which is located more than four billion feet of timber. Some 77 per cent of the Klamath Indians have asked for liquidation of their share of the assets so that they may receive cash.

Under the present law, the lands must be sold at the end of this session of Congress. The Neuberger bill, passed by the Senate and pending before the House committee, requires that purchasers of the 77 per cent of the land to be sold, pay the appraised value and agree to practice sustained-yield forestry for 100 years. If private interests would not purchase the land, the government would.

The bill also would provide authorization for 90 million dollars

which Neuberger said would pay the 77 per cent of Indians desiring cash.

Neuberger contended the association waited until after the Senate hearings on this bill before submitting its views.

He told Hult, "It is disturbing to me that you have let your good name be used" by the association "in an effort to thwart reasonable solution to stern problems" posed by the Klamath Termination Act.

Neuberger said if the bill is not passed, 77 per cent of the timberland must be sold and this will depress lumber prices.

Unfavorable Harvesting Weather Poses Threat

TOPEKA (AP) — Unfavorable harvesting weather poses a threat to the June 1 estimate of a 243 million bushel Kansas wheat yield, a federal survey indicates.

The situation was appraised by J. E. Palleen and John L. Wilson, U.S. crop statisticians.

"If it could develop into a critical situation," they said, "We could lose a crop easily. On the other hand, if it dries off, equipment is getting so it can pick up downed wheat pretty well and the quality doesn't suffer too much."

SUICIDE FAILS

HIROSHIMA, Japan (AP) — A Japanese bus driver, repentant over the death of one of his passengers and injury to five others in a collision with a train, Friday

shook out of a hospital and threw himself in front of another train. The 27-year-old driver, Shigeo Hirai, succeeded only in adding to the injuries he suffered in the collision Thursday.

House Committee Prepares Food Stamp Measure

WASHINGTON (AP) — The House Agriculture Committee, in the face of a Republican boycott, approved Wednesday a bill directing the secretary of agriculture to set up a food stamp plan to provide free food to needy persons.

The vote was reported 151 for the bill offered by Rep. Victor L. Anfuso (D-N.Y.). The opposition vote was cast by the lone Republican present at the committee meeting.

Committee Republicans walked out of the day's committee session when Chairman Harold Cooley (D-N.C.) called for a vote on the bill. The resulting lack of a quorum forced the committee to adjourn without acting until Wednesday.

Don't know whether the Republican is willing to trust their own secretary or not," Cooley said after Wednesday's meeting.

The bill would leave operation of the plan largely to the discretion of the Secretary of Agriculture Benson.

The stamp plan is designed to make available farm products among low income and needy groups. It would be financed by direct appropriations by Congress. The money would redeem food stamps issued by welfare agencies to certified needy persons, who could exchange them for food at grocery stores.

Arkansas Man Ill At Wilbur

By MRS. LEWIS BINTLIFF

William Corley, who is visiting Wilbur from Malvern, Ark., was taken to a local hospital by ambulance last weekend. After responding to medical treatment he is recuperating at the home of his son, Milton Corley.

Resident Returns

Leane Gable returned Friday after spending the week as a guest of her aunt and uncle, Mr. and Mrs. Alton Crump at Junction City.

The Stutch and Chatter Club met for its monthly potluck dinner recently. They spent the afternoon working on the recreation hall.

Mr. and Mrs. Floyd Busworm and children returned recently from a two-week vacation in the southwest. They visited her sister, Mrs. B. W. Lewis and family at Clover, N.M., then traveled to Plainview, Tex., where they stayed at the home of another sister, Mrs. L. D. Usher and saw other relatives from Houston. Her mother, Mrs. Ethel Gable, met them there and accompanied them on the remainder of the trip.

At Burnet, Texas, the Russworms spent some time with his parents, Mr. and Mrs. J. E. Russworm, and a brother, Neil, then visited two brothers at San Antonio.

At Nanum, Okla., the group saw another brother and sister of Mrs. Russworm, and returned by way of Amarillo, Texas, to visit the homes of two of the Gable brothers there.

Mr. and Mrs. Norman Miller, Marialice, and Scott, of McCleary, Wash. were weekend houseguests of the Francis Welty family.

Mrs. Alta Kershner, is spending the summer visiting her aunt, Mrs. Pete Trento, on Cemetery Road. Her husband is on sea duty on an aircraft carrier at the present time.

Richard Dellon, of Bellflower, Calif., arrived Sunday to spend the summer visiting her grandfather, Dee Fox.

Publishers Told To Be More Cost Conscious

ATLANTIC CITY, N.J. (AP) — Newspaper publishers must become more cost conscious, especially in their mechanical departments, says the president of the American Newspaper Publishers Assn.

D. Tennant Bryan told the opening session of ANPA's 30th mechanical conference Monday that American newspapers are caught in a squeeze between increasing costs and shrinking advertising lineage.

Bryan, publisher of the Richmond, Va., Times-Herald and News Leader, said the chief concern at present is finding enough revenue to meet newsprint costs and payrolls from advertising and circulation income.

Production departments, Bryan added, account for nearly 50 per cent of newspaper payrolls.

He said production executives should keep publishers informed of costs and advise them where savings can be made.

Pocatello's System Licks School Problems

TIBERLINE LODGE, Ore. (AP) — The example of Pocatello, Idaho, was held up to a school meeting here as the way an all but hopeless school problem was licked.

The Western regional meeting of the National Citizens' Council for Better Schools was held, at its closing session, Saturday, that parent groups were joined at Pocatello in raising funds by civic, labor and business groups.

Supt. Harry Wallace said that when a student testing program could not be financed from available school money, private citizens helped set up the program.

Volunteer teaching help came, too, he said, from scientists, doctors and college professors.

The result, he concluded, was "a curriculum in which we have confidence."

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Fri. June 27, 1958—The News-Review, Roseburg, Ore. 7

Wilbur Woman Called Away By Illness Of Daughter

By MRS. LEWIS BINTLIFF

Mrs. Harvey Carey of Wilbur left Friday for Mountain Home, Idaho, where she was called by the illness of her daughter and son-in-law, Airman and Mrs. Jerry Holmes. Jerry was taken to the hospital at the airbase there, suffering from a collapsed lung. Mrs. Holmes entered the hospital the following day for medical treatment. Mrs. Carey expects to remain there for the next six weeks or two months.

Portland Visitors
Mr. and Mrs. Dick Sands, Chuck and Mona Lynn, of Portland, arrived in Wilbur Saturday to visit his parents, Mr. and Mrs. Charles Sands.

Mrs. Helen Woodward is recuperating at home after spending a week taking medical treatment at the Eugene Hospital and Clinic.

Mr. and Mrs. Tom Gill and family of Red Bluff, Calif., were houseguests last week at the Milton Corley home.

James Torgerson will leave by plane Sunday for Bremerton, Wash., where he will enter the Navy hospital for surgery.

Rev. John Gunter returned last weekend after spending the week attending the annual conference of the Methodist Church at Portland. He has been assigned to serve the Wilbur and Sutherlin pastorate again in the coming year.

Harry Nichols, who is serving with the Army on Guam, received his Pfc. rating recently. He handles heavy construction equipment.

Recuperating

Mrs. Viola Lee returned last week after spending ten days visiting her daughter, Mrs. Allen Christie and family at Bellevue, Wash. She is taking a leave of absence from her job at the Rosetta Lodge.

Alan Wood Steel To Raise Price

CONSHOHOCKEN, Pa. (AP) — Alan Wood Steel Co. is the first steel firm in the nation to announce a price increase.

Harleston R. Wood, president of the specialty firm, said Wednesday past and upcoming increases in labor costs necessitate an increase of as much as \$7 a ton July 7.

He hedged to this extent: Failure of large competitors to raise prices could make him change his mind.

United States Steel Corp., which traditionally sets the price pattern for the steel industry, said through a New York spokesman it is "studying the Alan Wood situation but we have no comment at this time."

U.S. Steel said last week it was considering the possibility of a price rise but would not make any decision until the competitive and market situation clarifies itself.

So far this year the industry has been operating far below capacity, with production running at slightly more than 60 per cent of capacity in recent weeks.

while recuperating from bronchitis.

Mrs. Jim Nichols has been hospitalized locally for the past week for medical treatment. Two of the Nichols children, Dalli and Kenny returned from visiting their grandmother, Mrs. Dalia Thipps at Dilard.

Mr. and Mrs. Jack Cosgrove and sons, Jerry and Richard, returned recently after spending two weeks visiting their former home at Banks. While there they visited friends and spent some time working in the strawberry crop. Jerry plans to leave soon for work with the Forestry Service at Pittsburg for the remainder of the summer.

Pvt. Eugene Wilson arrived by plane Friday morning from Ft. Bragg, N. C., to attend the funeral of his brother, Curtis. After a 20-day leave he will report there again for duty as a paratrooper.

Oliver Blondel enrolled for the summer session at Ashland College last week. She is doing work toward securing her masters degree in education.

Oakland Bethel 42 Dates Trip

By EDITH DUNN

Bethel 42, Order of Job's Daughters in Oakland, recently decided to hold the annual summer trip the first weekend in August.

Places suggested were Diamond Lake, Honeyman Park and Lake Tahkenitch. Volunteer chaperons are Harry Smith, Ruth Bunch, Grace Wood and C. A. Petherick.

Sandra Geiger is to write the Bethel grandmother, Delores Lehman to write the Bethel grandfather and Yvonne Stuewe to Judy Belows.

A letter was read from Bonnie Metzka, grand Bethel representative of Illinois, asking for a pen pal and Gatha Graham, representative of Minnesota, volunteered to write.

A letter from Bethel guide of Roseburg asked the opinion of the Oakland group in organizing bowling teams to compete against each other.

This was the last meeting of the Bethel until September.

Visiting Relatives

Mr. and Mrs. Edward Manning of Yucapa, Calif., have arrived for a visit with Manning's mother, Mrs. Hawley Manning, his brother, C. W. Manning, sister, Mrs. Alfred Hand and other relatives.

Cal Bowles has returned from the Veterans Hospital in Portland where he underwent surgery.

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1. Newspaper advertising reaches more people than any other medium. 88% of the nation's families get a newspaper every day. Over 100 million people, 82% of all people 12 years of age and over, read a newspaper on an average day. Every one of these people has the opportunity to see every ad in the daily newspaper. Only a small number of these people could be reached with any TV, radio or magazine ad.

2. People like advertising in newspapers better than in any other medium. People feel friendly toward advertising in newspapers. Surveys show that far fewer people want advertising in other media. An advertiser wants his customers to like him, so it stands to reason he will benefit if he runs his ads where they please instead of annoy people.

3. Newspapers deliver more "ready to buy" prospects than any other medium. Newspapers offer something for everybody—information, entertainment, editorials, advertising. And the reader is attracted to the ad that interests him. This means that readership ratings on ads represent live prospects for the advertiser. These people are easy to sell because they have a product interest. On the other hand broadcast ratings indicate people with an interest in the program, not necessarily a buying interest in the product.

4. Newspaper advertising gets more action than any other medium. As a news medium, the daily newspaper gives advertising an atmosphere of action and believability. People have confidence in and believe in newspapers. This prompts action on the part of the reader.

5. Newspaper advertising offers more local selling flexibility than any other medium. Advertisers can use newspapers market-by-market—to protect strong markets, to bolster weak markets, to vary advertising where potential varies, to meet competitive attacks, to get better timing with their sales and merchandising programs than is possible in any other medium.

6. Newspapers give more flexibility in selling copy than any other medium. An advertiser can tell his story in the size that suits his needs. He can use a two-page spread to tell a detailed copy story, or he can tell his story in the same or smaller space with just a few words. He can run a 100-line or a 1,000-line ad, depending on his budget and strategy. A newspaper offers advertisers more physical and creative flexibility than any other medium.

7. Newspaper advertising offers better retail merchandising than any other advertising. Four million U. S. retailers invest about 2 1/2 billion dollars in the daily newspaper—more than they spend in all other media combined. No other medium has as close a relationship with retailers as the daily newspaper.

8. Newspaper advertising is a safer and surer investment than advertising in any other medium. In some media a good percentage of the results are affected by the variables of the medium, and by the medium's own competition. In newspapers, the advertising stands on its own feet, unaffected by such variables. Newspaper advertising is always ready and waiting to suit the time, place and pleasure of the consumer. The daily newspaper is always selling.

9. Newspaper advertising produces more sales per dollar of advertising cost than do other media. The cost of an advertising medium depends on a combination of two things: First, how much it costs to reach a person with a sales story. Second, what action that sales story causes the person to take—or, how much it costs to make a sale. The best figures available indicate that the newspaper delivers a message to a person for a typical advertiser at a cost at least as low as the cost of delivering the message through television or magazines. And the other eight points guarantee more sales action per message delivered.