

The News-Review

CHARLES V. STANTON, Editor and Manager

ADDY WRIGHT, Business Manager

GEORGE CASTILLO, Assistant Editor

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OREGON AND INDUSTRY

By George Castillo

A report just out should give Oregon and communities, such as those in Douglas County, a fair insight on what they should do to attract industry to the state.

The study, conducted at the request of Gov. Holmes for the state's Department of Planning and Development, shows that raw materials and markets are the prime considerations. This is fairly obvious without a study, but other factors which might make the difference in a close decision with some other state are extremely interesting.

Included are such considerations as transportation facilities, availability of needed labor, favorable community attitudes, availability and low cost of land and desire of owners to live in Oregon.

The survey was conducted among 250 firms which had located in the state since Jan. 1, 1948 with more than 15 employees. It was carried out by the Bureau of Business Research at the University of Oregon.

A third of the 166 respondents to a questionnaire answered the query of whether or not they were satisfied with their choice of Oregon. Eighty-one per cent said they were.

Two points appeared particularly significant, not because they ranked first in consideration, but because they were things about which we can all do something.

Attitudes Important

The first is tagged as "community and state attitudes." It was pointed out that the attitude of the local community has a great deal to do with the location of business. The inference is very plain that communities can do much in attracting manufacturing plants through the attitude of the people toward those they now have and new ones that may consider settling. An example of this is McMinnville, which went out of its way to prove it would favor establishment and integration of industry into its community. Industry has started coming in.

A good example on the county scene of the importance of the local attitude is reflected in a recent letter from Richard Doane, president of the International Paper Co.

In alluding to a petition to the company to build a pulp and paper plant here, he says: "The welcome expressed by the citizens of Douglas County will certainly be an important factor for us to consider as we decide the eventual location of the company's proposed west coast pulp and paper mill." He goes on to say: "We appreciate their interest in our company and we want all your readers to know how grateful we are for this expression of confidence in us."

A second highly significant factor revealed by the study is the personal considerations of owners. These considerations included a strong desire to live in Oregon.

'Livability Stressed'

To emphasize this point, the study quotes from one last year of potential economic development in California. It says: "Consequently the West's hope for economic survival lies in encouraging the activities in which geographical distance from the large consuming markets is not a primary obstacle." It lists economic assets, technical skills, good climate and "livability" as some of these. It stresses livability as a force which can well be capitalized.

The University of Oregon study also brought out considerations which may have tended to affect adversely decisions of industry to locate in Oregon. Of the three mentioned adverse factors, 79 per cent of the complaints concerned taxes, including property, income, compensation and transportation taxes.

One of the comments was: "Would consider the state most unfavorable for any sizeable new industry. We located in spite of the state and local taxes and laws. Present government will drive business out."

—Hal Boyle—

NEW YORK (AP) — A happy oenologist sees a return to sanity in at least one pattern of American life.

"I believe there will be a swing away from the present 9-to-1 martini back toward the normal 3-to-1 ratio," said Dr. Frank Gallizio.

Dr. Gallizio, 35, Turin-born and as volatile as the products he studies, has been an oenologist, or professional student of wines and liquors, for 35 years. He says it is a very rewarding profession, and each year has been more golden than the one before.

For more than two decades he has been an authority on the martini, a drink which he regards as one of the fine tests of human character.

"Martini drinking is a wild forest, full of different individuals," he observed.

"The reason I believe there will be a return to the normal 3-to-1 martini is that they are being drunk in the home now as much as in bars."

"Certainly a man in his own home would hardly make his wife a 9-to-1 drink. It is far too strong."

Oversights Possible

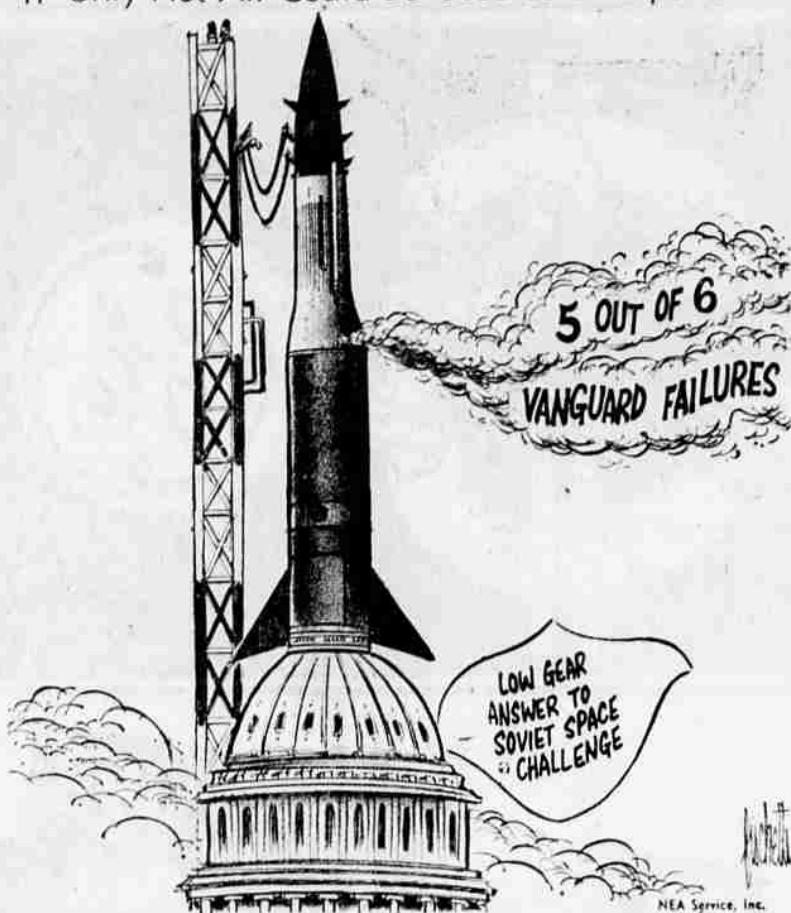
It could be, of course, that Dr. Gallizio overstates the civility of the American husband, or underestimates the capacity of the average wife — or both.

"Most people think they get a drier martini by increasing the quantity of gin or vodka," he said. "But this isn't necessarily so. Sometimes they stir the ice so long it becomes too watered."

Here is his recipe for a perfect 3-to-1 martini:

"Put many ice cubes in the mixer. Pour in the vermouth and gin or vodka, and let it filter down slowly through the ice. Then stir once or twice quickly, and pour."

If Only Hot Air Could Be Used as a Propellant



—Bruce Bioassat—

With another tragic toll of holiday highway fatalities just behind us, no one needs to be persuaded that we must seize every possible approach to greater safety on street and highway.

The design of the automobile itself is one of the key approaches, obviously. In recent years certain car manufacturers have been directing much attention to making today's automobile a safer "shell" in which to ride.

From a celebrated industrial designer, Henry Dreyfuss, comes a series of proposals, however, that perhaps put the problem in designing a safer car in a fresh light. Dreyfuss, writing in the publication, Consumer Reports, notes that the National Safety Council says 80 per cent of all motor accidents stem from human failure. Without questioning the figures, he suggests a good many of the "human failures" may follow from features of present-day car design.

He believes many critical driver errors may be made by people whose efficiency has been worn down by uncomfortable seats, inadequate visibility, and poorly organized driving controls.

In this matter of good seating, he notes that an authority in the field, Dr. Janet Travell of Cornell University Medical College, says comfort demands seats or chairs which allow you angles greater than 90 degrees at your hips and knees. This means a quite open angle at the point where seat-back and seat-cushion meet, in addition to lots of leg room.

Reader Opinions

Trial Here Has Moral For Parents, Man Says

Thinking It Over

By Robert L. Diefenbacher, D. D. (Written for NEA Service)

Some adults do not mature very rapidly. They do not learn the art of self-control. They believe as a few psychologists that folk should have no inhibitions. As long as there are only a few who fail to control themselves the rest of us can consider them odd and make allowances for them.

If the majority began living this way we should find our immature world impossible in which to live. Grown-up children would be going around hitting other adults. People would pay no attention to laws or rules of behavior. Death would be rampant and sin would be more evident than it is today.

At best, we do not take others into consideration enough. Our self-control is not adequately developed. Only those who turn over the steering of their lives to God have fair consideration of others and a full measure of self-control.

"The martini will be dry—and have a minimum of water," Dr. Gallizio is firmly set personally against the addition of olive (it gives an oily flavor) or lemon peel (it changes the entire character of the drink).

"I prefer a small pearl onion—but only one—in the martini," he said. Judiciously. "But even better is a tiny green pepper preserved in wine vinegar. In my opinion that is the best of all."

"I am not against the olive for everyone, mind you—only in my own martini. Heaven forbid you might get an olive in which the oil had become a bit rancid."

He shuddered at the thought. A disaster such as that could haunt an oenologist to his grave.

Currently acting as consultant chemist for Smirnoff vodka, Dr. Gallizio has a "liquor library" consisting of several thousand samples of bottled cheer from all parts of the world.

"Nine out of 10 people think vodka is made from potatoes, but actually it is a grain product," he said. "It is filtered through a special grade of charcoal."

One would think that after 35 years of thoughtful sipping, an oenologist might have a few enlightening secrets about the common hangover. But no.

"I bet in all my life I did not have more than three or four times a hangover—a severe one," said Dr. Gallizio. "I have never made a profound study of it."

"I think there is practically nothing to do for the hangover—except maybe take a cold shower, black coffee and a massage."

It is designed to scan raw material collected by census workers in the field and translate it onto a magnetic tape that can be fed into big electronic computing machines for analysis.

These, in turn, will come up with the answers to such questions as the nation's growth and the states where it is concentrated—all in far less time than it took the last census 10 years ago.

Attack On U. S. Plane Invention, Red Star Says

MOSCOW (AP) — Red Star, the Army newspaper, said here that the U.S. charge that its military transport plane was shot down by Soviet fighters over Armenia was an invention.

The American account of how the transport was forced to land in flames on June 27 after being fired on by Soviet fighters was first issued by the U.S. Air Force after the nine crewmen had been released to American authorities.

The aircraft themselves later gave the same account at a news conference.

Red Star's report was the first mention in the Soviet press of the Americans' story that the transport was fired upon. The paper said this "invention" was for the purpose of distracting attention from the fact the plane had crossed into Soviet air space.

WASHINGTON (AP) — Robert F. Kennedy, counsel to the Senate Rackets Committee, said today the underworld is milking at least a billion dollars a year out of labor-management racketeering.

He said this will be borne out as the committee gets deeper into its investigation of alleged gangster infiltration of both labor unions and business enterprises from coast to coast.

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Underwater Stay Record Broken By Skindiver

IRVINGTON, N.J. (AP) — Skindiver Ernest J. (Red) Stevens knows the pool at Olympic Park from top to bottom.

But especially the bottom. He spent 31 hours and 10 minutes there last weekend to break an underwater endurance record for skindivers.

The previous record of 30 hours and 9 minutes was set only last Friday night by Lee Emfleet, a St. Louis lifeguard.

Stevens, 22, slipped beneath the surface of the pool a few hours later, at 8:13 a.m. Saturday, with air tanks on his back and weighted belts around his waist.

He had originally intended to remain down until 7 last night, but fellow skindivers who kept a watch on his condition had him surface at 3:23 p.m. Stevens had gone entirely without sleep, and fatigue was beginning to show.

Stevens, manager of the skin-diving equipment department of a Paramus store, has been engaging the sport for five years.

His try for the record was under the direction of the Underseas Research Group of Bergen County, an organization of professional divers.

Members of the group changed Stevens' air bottles every 45 minutes and carried his liquid diet of coffee, tea and broth to him in plastic bats. They also fed him an occasional candy bar.

Stevens read paperback mystery novels to pass the time and played cards with his buddies until the cards floated away. The underwater group then turned to checkers, using weighted pieces.

Stevens gave his wife Alice a big hug on emerging from the pool and exclaimed: "Boy, I feel wet."

Britain To Buy More Northwest Apples This Fall

WASHINGTON (AP) — North American growers will be able to sell 75,000 long tons of apples to United Kingdom countries during the 1958-59 season, the British Embassy announced Monday.

Sens. Warren G. Magnuson and Henry M. Jackson (both D-Wash.) were told by embassy officials that the Northwest apple industry should fare well because the British prefer highly colored apples.

Monday's action was in line with British policy of liberalizing imports from the dollar area to be paid for in dollars.

"U.S. apple producers will now have the opportunity of competing for trade worth two and a half times as much as would have been included in the dollar quota for fruit," the embassy said.

The 75,000 long ton quota would be the equivalent to about 3,500,000 bushels of apples. It was broken down to 15,000 tons for the July-December 1958 period and 60,000 tons for the January-June, 1959 period.

The quotas were set recently when the British Board of Trade authorized purchase, for dollars, of about 20 million dollars worth of fresh, canned and dried fruits from the dollar area during the season.

The United States, Canada, Cuba and several Central American countries comprise the dollar area.

After Tito had got himself — apparently on purpose — back into the Kremlin doghouse, Nasser visited Tito and conferred with him and hobbled with him in Yugoslavia for a week or more.

That led to the suspicion that maybe Nasser was beginning to realize that he had got himself into the position of the smiling young lady of Niger who went for a ride with a tiger — and didn't want to come back on the inside with the smile on the face of the tiger.

At any rate, Nasser is at the moment the man to watch. What he does and how he conducts himself in the next few critical days should give us some clues as to what may be in the wind.

New Hope Seen For Aluminum

WASHINGTON (AP) — Aluminum producers were hopeful Tuesday that one of their most pressing problems — foreign competition — may be solved with the aid of the State Department.

The producers met Monday with Douglas Dillon, undersecretary of state for economic affairs. They told him their chief troubles were Canadian imports and the dumping of aluminum on the world market by Soviet Russia.

They were told the State Department may inaugurate negotiations in Western Europe to counteract the Soviet practices. The department was expected to seek an agreement with Canada on control of imports.

Next the producers will meet with Commerce Secy. Sinclair Weeks to discuss pending expiration of government contracts which would cut plants to 65 per cent of capacity. Canadian plants, they said, are operating at 90 per cent of capacity.

WASHINGTON (AP) — U.S. Army today returned Camp Whittington, its 204 buildings and its 17½ million square foot reservation to Japan.

The camp 40 miles northwest of Tokyo is the former post of Specialist William S. Girard, Ottawa, Ill., GI whose killing of a Japanese boxer scuttled on a firing range caused an international controversy. Girard got off with a suspended sentence.

U. S. Turns Over Camp Whittington To Japs

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Variations Of Douglas Fir Show Way To Improvement Of Prime Timber Species

CORVALLIS — A program of basic research on variations in Douglas fir grown in different sections of the Northwest has been launched at Oregon State College with the long-range objective being development of better fir trees for the future.

Douglas fir was simply Douglas fir 50 years ago but that is no longer true, Dr. Helge Irgens-Moller, forest geneticist and research leader, points out. Today, it is recognized that there are great variations within the species and that seed from one region may not be suited for use in another depending on climate and other environmental factors.

Looking ahead, forest geneticists see tremendous potential for improvement of trees, he continued. Rate of survival, growth rate, and wood quality all can likely be made better by applying the principles of plant breeding that have brought such spectacular advances in farm crops, Irgens-Moller believes.

Before such a program of "applied research" can get under way, however, a vast amount of basic research must be done on Douglas fir and other species, he said. The new OSC study on variation in Douglas fir is designed to provide some of that information, Irgens-Moller continued.

Annual Defense Drill Of Federal Workers Begun

By STERLING F. GREEN
WASHINGTON (AP) — Nearly 4,500 government workers opened Monday the final phases of Operation Alert 1958, the government's annual civilian defense and mobilization drill.

They are stationed in field offices of 38 federal agencies across the nation.

The Washington headquarters of the agencies will move into the executive Wednesday, when another 4,500 key officials and aides take up emergency duties in their secret relocation centers in half a dozen nearby states.

Operation Alert will be less dramatic than in recent years because the five-day exercise will start on an assumed "D plus 14," the 14th day after a hypothetical enemy attack has smashed American industrial and military centers.

The ODCM spokesman said the problem assumes that the field officials have been working at local emergency relief and reconstruction tasks for two weeks while completely cut off from their leadership at national headquarters.

On Wednesday — D plus 16 — it will be assumed that the field workers have re-established communication with their relocated agency headquarters. From Wednesday through Friday the headquarters and field staffs will wrestle jointly with the survival and reconstruction problems of a supposedly devastated nation.

Forest genetics work is getting wide emphasis throughout the nation and world, he noted. Considerable work has been done with southern pine and European countries through their intensive forestry methods have been concentrating on developing better trees for decades. The day when the good trees are cut and the poor ones left to serve as re-seeders will soon be gone forever, Irgens-Moller points out. Emphasis today is on quality.

Special "seed orchards" that are used as the source of high quality tree seed are finding increasing use, Irgens-Moller said, and will be an essential part of forestry of the future.

Irgens-Moller, originally from Denmark, started work on the project two years ago as part of his doctor's degree study program. That work was financed by two \$4000 grants from the Forest Genetics Research Foundation. His research is in cooperation with U.S. Forest Service research staff members located on the OSC campus.

Nephew Visits At Lookingglass

By HAZEL MARSH
Mr. and Mrs. Loran Hills and three children visited several days recently at the home of the former's uncle and aunt, Mr. and Mrs. Cliff Boling in Lookingglass.

They had been living at Palo Alto, Calif., during the past school year while Hills studied at Stanford University for his master's degree in physics and chemistry.

They will spend the summer in Seattle, Wash., where Hills will teach in a private school. At the close of the summer school, the family will return to their home in Mitchell, S.D. and Hills will resume his teaching position from which he was granted a year's leave of absence to earn his degree.

Brother Visits
Mr. and Mrs. MacGregor Shive and daughter, Frances, of Manhattan Beach, Calif., are visiting at the home of the latter's brother-in-law and sister, Mr. and Mrs. Walter Monger.

Guests the past week at the home of Mr. and Mrs. Roy Buell were the former's brother, Guy, of Reno, Nev., and brother and sister-in-law, Mr. and Mrs. William Buell of Coquille.

Red Star has arrived from Seattle to spend the summer with his parents, Mr. and Mrs. C. E. Nay. He was a student at Pacific College last year and plans to return this fall.

George Marsh took a load of lambs to Portland the first of the week.

D. L. Simms New Chief Of Lions International
CHICAGO (AP) — A West Virginia merchant became the 42nd president of Lions International Saturday. The service club has 57,000 members in 91 countries.

The new chief lion is Dudley L. Simms of Charleston, first vice president during the past year, who succeeds Edward G. Barry of Little Rock, Ark.

He was elected without opposition. Eight new international directors from the United States and seven from other countries were named.

The U.S. directors include Maurice Perstein of San Francisco.

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