

The News-Review

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LUMBER SLUMP

By Charles V. Stanton

The president of the National Lumber Manufacturers Assn., N. Floyd McGowin, told lumbermen in the 1958 association year book, "Let's quit acting like strangers."

The piece of advice concerned the fact that each phase of the lumber industry carries on its own public relations, publicity and advertising without relation to the other.

The wholesaler, commission salesman, retailer, grower, fabricator, converter and jobber, each has a private program; even the teacher and the manufacturer of machinery used by the wood products industry walk alone, McGowin said.

He proposed a coordinated advertising and publicity campaign with each segment contributing its share and all working together to beat the competition materials — plastic, steel, aluminum and others — which constantly narrow the market for wood. He particularly proposed to reach architects and teach them the qualities wood and wood products offer as opposed to competitive materials. Wood, he insisted, can tell a beautiful story. It can't be done, however, unless all groups will plan, work and pull together, McGowin asserts.

Business Picking Up

I'm afraid McGowin's proposals will go for naught. Advertising, publicity and research campaigns make for fine talk and scheming during periods of depression, but few operators are interested when business is good.

Right now our lumber production is picking up daily. Many small mills have reopened. Several of our larger mills have added shifts. Market letters tell of improvements in price and demand. At Klamath Falls, the Johns-Manville plant, completed last April, is being put in readiness to produce insulating board. It hadn't been started because there was low demand.

The lumber market has a habit of overstocking its market, going through a period of slump until the demand picks up, then having another period of prosperity. I doubt if any industry has had as many ups and downs. Yet everyone would like to see a level and stabilized market.

Right now we are overproducing. In other words, we are making more lumber than is being used. Retail yards have low inventories, so demand is greater than usage, and we're beginning to move out of the slump that has gripped us for two years.

We're using more wood than we used to. We're making lumber, plywood, particle board, paper and many other products, all of which go into building. Possibly we're not losing ground. I haven't the figures. We're building lots of houses and public buildings. If wood was used in all, we'd have a huge market.

Substitute Offered

But lots of substitutes are offered. We see buildings, including homes, made of concrete, concrete block, brick, tile, etc., using lots of aluminum, plastics and other materials. The percentage of wood applied to the building field must have dropped most measurably.

We're still having low spots in our wood economy. We've just been through a slump where production exceeded demand. We're now making more lumber, plywood, etc., than we're using. The situation isn't apt to improve. The nation, as a whole, is growing lots of wood. The West Coast and the South now produce the bulk of the nation's lumber supply. But more and more production is coming from New England and the lake states. Soon our national rate of production, particularly in the chemical field and in chips, will be higher than ever before. The West and South will face more competition.

Will it bring us more frequent slumps? I'm afraid it will unless and until we put lumber in competition with other materials through strong advertising, publicity and research campaigns. McGowin, in my opinion, has the right idea. There may be better ways and means of doing the job, but it is a job well worth while.

Gen. Gavin Openly Strikes At Defense Department

WASHINGTON (AP) — Lt. Gen. James M. Gavin, who retired from Army duty last year after disagreeing with Defense Department policy, said Tuesday there was "deception and duplicity" in the Pentagon's treatment of the army's commanders.

Gavin also quoted one unidentified chief of staff as saying that former Secretary of Defense Charles E. Wilson "was the most uninformed man, and the most determined to remain so, that has ever been secretary."

Gavin made his statements in the first of two articles published by Life Magazine from Gavin's forthcoming book, "War and Peace in the Space Age" (Harper & Bros.).

No Basis For Remarks
Wilson, reached at his summer home in Boyne City, Mich., said "Gavin has no basis for his comments. He was not that close to me. I talked to him only on rare occasions."
Then he added:
"I know Gavin and he is just another overly inflated Army officer with an exaggerated regard of his ability."
"He's just trying to sell his book."

In the article from the book Gavin said:

There is a great deal wrong with the nation's defenses, including the missile gap. The United States is in mortal danger, with Russia steadily increasing its ballistic missile capacity.

The Army undertook, in 1951, development of a 450-mile range ballistic missile which subsequently was reduced to 200 miles to

adapt it to the then heavy hydrogen warhead. But few outside the Army displayed interest. In 1956 Wilson issued his order limiting the range of Army missiles to 200 miles.

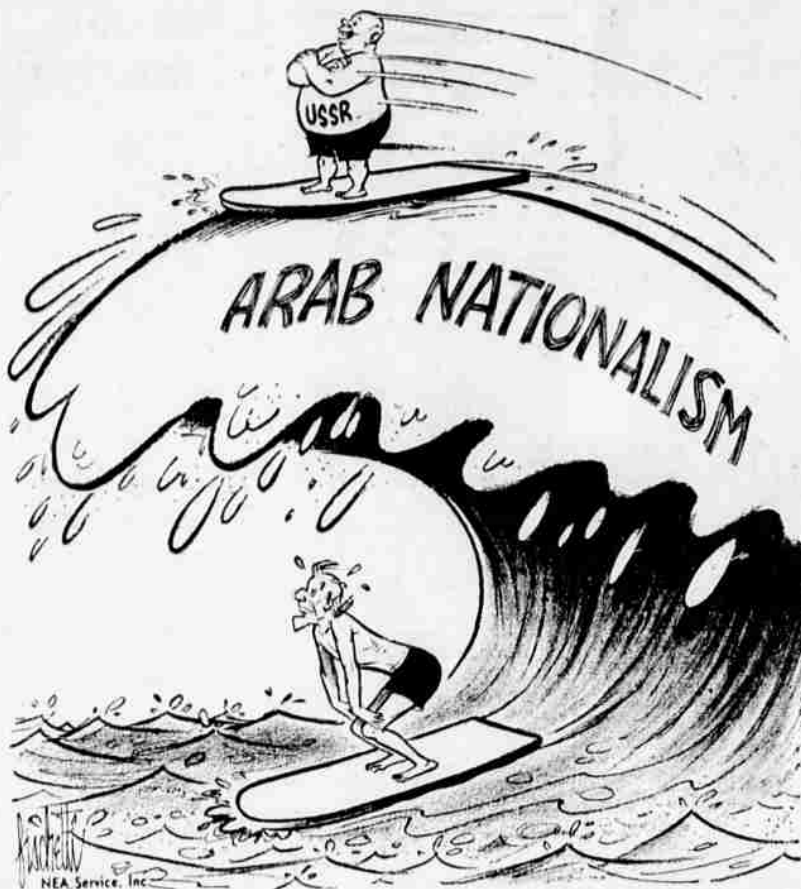
Faces Obsolescence
The manned bomber of the Air Force "is facing early obsolescence" and will become obsolete when anti-aircraft missiles carrying nuclear warheads are on site in large numbers.

Gavin said that Gen. Matthew B. Ridgway, former Army chief of staff, came to the Pentagon as one of the "good new chiefs" in 1953. Adm. Arthur W. Radford, now retired, was installed that year as chairman of the joint chiefs and served four years.
"Somehow, despite Secretary Wilson and the chairman of the Joint Chiefs of Staff," Gavin wrote, "General Ridgway managed to hold together an army and continue to ready that army for the nuclear-missile-space age."
From what I saw as one of his senior staff officers it was plainly not the shrinking budget that was bothersome. It was the deception and duplicity of those with whom he had to work in the Department of Defense.

THREE MORE SUITS FILED
PORTLAND (AP)—Three more suits were filed in Circuit Court here this week by property owners who said their homes and persons were damaged in the July 3 fire-works warehouse blast.

The early morning explosion killed a little girl and damaged many homes.

"It's Easy---When You Know How"



—Hal Boyle—

NEW YORK (AP) — The top young tunesmith of Tin Pan Alley has an unusual distinction — he's never written a rock 'n' roll number.

"I don't have anything against them," said Robert Allen, 31, "but I wouldn't know how to begin to write one."

"Most of my songs have been ballads."

You may never have heard of Bob Allen, a slender, dark-eyed, sensitive composer who doesn't care much for the limelight and would prefer to let his music speak for him. But in the last three years he has become the new wonder boy of the popular tune field.

More than 15 million recordings of his songs have been sold since he first hit the jackpot with "Home For the Holidays," "You Alone," and "Moments to Remember." He followed them with such other hits as "No, Not Much," "Who Needs You," "Song For a Summer Night," "Chances Are," and "It's Not For Me."

Three Songs Top Hits
Currently three of his songs are among the top 10 best-selling plat-

ters — Doris Day's "Everybody Loves a Lover," Pat Boone's "If Dreams Came True," and the Four Lads' "Enchanted Island."

Despite his boyish look Bob is no Johnny-come-lately to the music world. Born in Troy, N.Y., he started playing at the piano at the age of four. He helped work his way through high school performing at weddings, driving a taxi and painting — the outside of houses.

He hit Manhattan when he was 18 and pounded piano in a number of jazz joints before becoming an accompanist for Julie Wilson, Billy Daniels and other singers. "I lived on hamburgers and spaghetti for a couple of years," he recalled. "But it seemed like fun."

In 1952 he decided the piano had

In The Day's News

(Continued from Page 1)

over the world for a BAN on further testing.

But—
Suppose we stop nuclear weapons tests. Suppose the British stop nuclear tests. Suppose the French, who claim to be near the first explosion of an atom bomb, agree to forego further tests. Suppose Russia agrees to the ban.

That leaves the world in this situation.
The British could be trusted to keep their word if they signed such an agreement. The French could undoubtedly be trusted. We know we could be trusted to keep such a solemn agreement if we signed it.
But what of Russia?
Russia's record for keeping her word isn't very good.

So—SCIENTISTS went to work on the problem. The problem was to devise tests so delicate and so accurate that if some nation BROKE ITS SOLEMN WORD and went on with sneak testing of nuclear weapons all the other nations that had signed the agreement to ban nuclear tests would KNOW ABOUT IT IMMEDIATELY and could take whatever steps were necessary under the circumstances.
That is the sum and substance of the deliberations of the scientists at Geneva.

What next needs to be done?
It stacks up about like this:
The scientists seem to have done their part. They say there are ways by which sneak tests of nuclear weapons could be detected. THE PEOPLE of the world are ready to follow wise, sound, NON-FIST leadership in the direction of a possible agreement to ban nuclear testing. IF THE RULERS OF NATIONS — including the despots who rule Russia — will ALL provide the kind of leadership that is needed we might have a world in the future that would be good for people to live in.

Never before was there such a challenge to LEADERS.

been only a bread-and-butter sideline with him and that his real life wish was to compose music. Since then he has published more than 75 songs, thrown away at least as many more. Usually he writes only the music, and a collaborator turns out the lyrics.

Doesn't Need Piano
"I do it all in my head," he said. "I don't need to play it on a piano or write it down to tell how it will sound. I hear it in my head."

"I think in terms of notes, just as a painter thinks in terms of color and a writer thinks in terms of words."

Many of his songs have been composed as he walked the streets of the city at night. One of his best known, "Moments to Remember," was written (in his head) on a golf course.

"That was the worst game of golf I ever played," he said, "but it was worth it."

Bob is still young enough — or maybe mature enough — to feel that the money he earns is a very real artist's biggest reward.

"The real thrill," he said, "is to walk down the street and hear someone humming your song."

"Though you don't know him, you are not total strangers. He knows at least a part of you."

—Peter Edson—

WASHINGTON (NEA) — U.S. Marines have gone into Lebanon to give token protection to American-owned properties in the Middle East representing direct investment by private companies of one billion dollars, book value. This is original investment, less depreciation, plus improvements. It is probably a low figure.

Practically all of this investment is in oil. It accounts for employment of most of the 20,000 American citizens now in the Middle East from Egypt to Afghanistan. Earnings on these private investments were reported at half a billion dollars in 1956. Figures for 1957, now being assembled, will be released in August.

BREAKDOWNS ON investments and earnings in the separate Middle East countries are not available.

American oil company concessions in the Middle East are known, however, and from these holdings it can be shown where the big United States interests lie.

In the immediate trouble zone, the largest holdings belong to Iraq Petroleum Co. It is jointly owned by British, French, Dutch and U.S. interests. The American 23.75 per cent is jointly held by Sococo-Vacuum and Jersey Standard.

Iraq Petroleum Co. holds three concessions covering most of Iraq and nine other exploration permits in Cyprus, Jordan, Lebanon, Palestine, Syria, Hadramaut and Oman in Southern Arabia, Trucial Oman and Qatar. Most of these concessions run to the year 2000.

There are two wholly American-owned concessions in the Middle East. One is Arabian American Oil's concession in Saudi Arabia, which runs to 1999. It is owned 50 per cent by Jersey Standard, California Standard and Texas company.

The other is the valuable Bahrain Island concession in the Persian Gulf, also running to 1999. It is jointly held by California Standard and Texas company.

The rich Kuwait concession cut out of southeastern Iraq is held 50 per cent by Anglo-Iraqi and 50

Miss Oregon Pageant Called Finishing School

A second close experience with the Miss Oregon Pageant at Seaside, Oregon is convincing evidence of the worthiness of this program. Far from being just a bathing beauty contest, it becomes a finishing school program of great value for Oregon's young ladies.

Qualities far more important than pulchritude are character, congeniality, graciousness, wholeness, good manners, and inner warmth of personality and charm.

Great care is given the contestants by the Seaside group of hostesses and chaperones. Every event is timed to the minute. Contestants must be punctual, cooperative, unselfish, and constantly give the best of themselves. Each girl wins or loses—takes home the value of these experiences which will stay with her throughout life.

The pageant is a spectacle to behold, and a wonderful program of talent and expression. Every Oregonian should have the heartwarming experience of attending a Miss Oregon Pageant.

Ullah Rhoden
1240 SE Cass Ave.
Roseburg, Ore.

Editor's note: (Mrs. Rhoden was one of the judges of the contest at Seaside this year.)

per cent by the U.S. Gulf Oil Co. Kuwait, with a population of 200,000, has an income of over 300 million dollars a year. It has built a university, but it will be six years before anyone in the country will know enough to get in.

IRAN'S PRODUCTION, since the 1954 settlement worked out by Herbert Hoover Jr., is held under a 35-year concession, renewable for three five-year terms. It is held 40 per cent by five American companies, Texas, Gulf, Sococo-Vacuum, California and Jersey Standard. British companies hold another 40 per cent, Dutch 14, French six.

Middle East oil production in 1957 was 1.2 billion barrels, or 23 per cent of the world's total. Daily production was 725,000 barrels a day in Iran, 440,000 in Iraq, 990,000 in Saudi Arabia, 1,110,000 in Kuwait and 244,000 in other Middle East countries for a total of nearly 3.5 million barrels a day.

This is about half the size of U.S. production. But Middle East oil reserves are 71 per cent of the world's total. This is what makes the Middle East holdings of such value to the western world.

Eugene Market To Try To Crack UO Dry Zone

EUGENE (AP) — A city market will try again to crack the dry zone around the University of Oregon.

Eugene's City Council Monday night received and approved a beer license application from the Hilyard Street Market, owned by Mr. and Mrs. Veva P. Mintz.

The application will now go to the state Liquor Control Commission which last March rejected a similar application from the market because of its proximity to the university campus.

The commission last spring also rejected four other beer license applications from stores in the campus area.

Monday night's council approval of the application was by a 4-3 vote.

Acting Mayor C. F. Shearer was one of those voting to approve the application. He said he felt the council had no real say in the matter anyway since the state commission asserts its own policy on the dry zone.

Belgian Organizational Know-How Lesson For Planners Of Centennial

This is the third in a series of articles pointing out similarities between planning for Oregon's Centennial Celebrations of 1959 and planning for the Brussels World's Fair now under way in Belgium. The series is written by Rolla Crick, Oregon newspaper man, who has just returned from visiting the Brussels World's Fair.

Organizational know-how and a free hand in making far-reaching decisions is a prime requisite for the planners of an event like the Belgium World's Fair or the Oregon Centennial Exposition and International Trade Fair.

When the Oregon show opens June 10, 1959, its success will rise and fall on a few basic factors:

Whether the directors of the event have planned soundly.
Whether all construction and landscaping is completed on opening day and exhibitors are at work in all of the sections reserved for them.

Whether Oregon businessmen have become aware of the real long-term potential in the Centennial in obtaining new industry and new family units plus the immediate possibility of triple the tourist dollars in 1959.

Whether every community in Oregon has prepared itself to receive visitors and has made an effort at the show grounds in Portland to induce tourists to travel beyond Portland.

Industrialist Leader
The guiding spirit behind the Brussels fair is Baron Georges Moens de Fernig. He is described by "The New Yorker" as a self-made industrialist, a martinet of great vigor who has big ideas and carries them out in tycoon style.

If he thought a road was needed somewhere, he said the world

and the project started. If he needed additional financing, he had no hesitancy in asking and such was his influence that the requests were granted without question.

He had one great purpose in mind — to make the exhibition an event of unprecedented importance in the world today and, consequently, a boost to Belgian economy.

Usually there is one underlying purpose to a great fair and that is to create a market place where buyers and sellers, inventors and industrialists can get together. The Belgians are at pains to point out that theirs is no trade fair, but is an exhibition aimed at fostering international amity by inducing nations to compete in displaying their ways of life.

In Oregon we will have a trade fair, a market place for the participating nations. But there also is a lofty purpose in the exposition — to acquaint the rest of the U.S. and the world with the fact that Oregon is a land of freedom, opportunity and available resources.

Economic Boost Seen
If the message is put across, the 1959 show will have a great or greater impact on the state's economy than did the Lewis and Clark Exposition. There is where the new industry and payrolls and sound population increase will come from. Some of the visitors may be induced to return here with their factories and mills if they like what they see here.

The market place idea is emphasized in Brussels, but still it is there, even though the approach is subtle.

For example, Courtaulds, Ltd., of Great Britain, has an exhibit in the British industrial pavilion to show "the company's contribution to modern living."

The display shows a wide range of man-made fibres, plastics, fabrics and chemicals which today are in great everyday use throughout the world.

The visitor is reminded that these products are available through Courtaulds; that the company has played a leading role in the development of nylon textiles in the United Kingdom. The company stand, a steel framework rising to 30 feet and accommodating

the first sailing, from Vancouver to Nanaimo by the Princess Elaine, was Saturday night. She carried 19 cars and 100 passengers.

New wage negotiations between the CPR and the SIU and two officers unions, which also are on strike, are expected to begin this week.

To Resume Talks
Soon after ordering withdrawal of pickets Saturday, SIU Port Agent Norm Cunningham said the union was prepared to resume negotiations "forthwith."

The company replied that "a date, time and place" would be set for negotiations when CPR Vice-President J. N. Frame returns here Tuesday.

R. K. Smith, appointed by the federal government to administer the ferries pending a settlement, said Sunday he will play no part in wage negotiations.

The company has offered the seamen wage increases of eight per cent, which was accepted by non-seagoing employees. The SIU was asking 25 per cent over two years and the other two unions, the Merchant Service Guild and the National Assn. of Marine Engineers asked 19 per cent over two years.

42 Car Dealers Charged With Fixing Prices
WASHINGTON (AP) — Forty-two car dealers in the Washington area faced charges today of conspiring to jack up the price of new cars in violation of antitrust laws.

Indictments returned yesterday by a federal grand jury also accused the dealers of collusion in setting artificially high prices for parts and repairs.

The indictments were the first returned in a Justice Department probe of car pricing practices.

Other grand juries are investigating the car markets in New York, San Francisco, Cleveland and Detroit.

Indicted here were the area's 17 franchised Ford dealers, the 14 Chevrolet dealers and the 11 Oldsmobile dealers. In addition, the Ford Motor Co. and the Greater Washington Chevrolet Dealers Assn. cooperative were charged with joining the conspiracy to fix prices to the detriment of open competition.

Another Effort Slated To End Labor Dispute

FORTLAND (AP) — Another attempt is to be made Tuesday to settle a labor dispute that has shut down 400 million dollars worth of construction in Oregon and Southwestern Washington.

The Associated General Contractors and the Housing and Portable Engineers Union have scheduled a meeting with federal mediator Leroy Smith.

The union walked off several construction jobs July 11 to enforce demands for more wages and better working conditions.

The contractors took the position that a strike against one was a strike against all and closed down the rest of the major construction projects in the area.

The contractors have settled a dispute with the Teamsters Union which also threw up picket lines four days after the engineers went on strike.

two floors, is situated on an island on a main route through the pavilion.

Fuel History Traced
Sylvania has a display in the central sphere of the Atomium, the "theme" building of the exhibition, to illustrate the history of fuel development from man's first burning of wood to the production of nuclear fuel elements. It also looks forward to the world of tomorrow when existing concepts of atoms and microwaves have been applied to everyday life.

The exhibit calls attention to Sylvania developments, such as a television set only a few inches deep which can be hung on a wall like a picture.

Westinghouse Electric Co. is participating in three exhibit areas at the Brussels fair. One sphere in the Atomium is devoted to a display of the company's contributions in electrical products from dishwashers to nuclear power plants. Atomic power and home appliance exhibits are displayed by the company in the U.S. pavilion. The company shares in demonstrations of electroluminescent panel lighting in the International Hall of Science.

Kodak Co. has an information center at the fair where amateur photographers can obtain information on camera settings or anything else they want to know to make their photographic adventure more successful.

Coca-Cola Co. has put in a bottling plant that is open to view from all sides and where the product can actually be purchased.

Service Theme Used
The theme in the Belgium section for exhibits of industry, enterprise and research is "New Techniques in the Service of Man."

Groups of associated exhibitors have set up 46 large-scale displays. In addition, 35 Belgian firms have constructed private pavilions to display their individual contributions to the world.

Some of these private buildings are more elaborate than pavilions erected by national governments. There are exhibits by the clothing and textile industries which trace development of modern fabrics from early times. The food, travel, refrigeration, diamond, chemical and timber industries either have set up special booths or stands in national pavilions or have, in a few cases, erected separate buildings.

Near the palace for The Netherlands is a small and weird aluminum building erected for Philips, the Dutch electrical manufacturer.

Its designer calls it an "electronic poem," but it looks more like some kind of large-scale creation of a lady's modernistic hat.

Industries Represented
Every type of industry from coal mining to flying is represented in the fair.

Visitors entering the Gate of World Cooperation soon find themselves wandering about what seem to be endless corridors in a simulated coal mine while men in miner's dress answer questions.

A few minutes later they pause before a huge globe of the world with an elevated walkway that circles the globe at its equator. If they desire, they can go inside the globe through special airlock doors and watch a planetarium type of show put on by Pan American World Airways, sponsors of the air-filled pavilion.

That same pavilion has been promised as an attraction at the Oregon Centennial Exposition, for by then the World's Fair will be over.

Thinking It Over
By Robert L. Dieffenbacher, D. D.
(Written for NEA Service)

There are so many big signboards all over the country that most anyone has seen new signs being pasted over old ones. We are so used to looking at the finished product that we may have overlooked the fact that the signs are pasted up section by section.

If you chance to see part of a new poster being placed over part of the outdated one you realize how meaningless the mixed up realization of the sign can be. On rare occasions a section is placed in the wrong position or finds itself upside down. One misplaced square is very obvious.

Our lives are made up of sections or parts. These different portions of life must be properly related or they stand out like a sore thumb. Hypocrisy is obvious to everyone. A lack of religion gives an upside down appearance to all of life. Giving lip service to God without living up to our spiritual standards creates a sign without appeal.

ANTIQUE AUCTION CLOSEOUT
KLAMATH FALLS, OREGON
FRIDAY and SATURDAY, August 1st & 2nd

Highest bidder buys over 2000 items, old antiques and new modern glassware, no reproductions. Haviland Set, Glass: Venetian, cameo, Bohemian Cut, Milk, Cranberry, Brass, Copper, French washstand, Sidewalk Cante tables, 50 decenter stoppers, Antique Jewelry, 2 choice cabinets, walnut bud, other in English, Mahogany, Lovely plates, dishes, imported crystal; mirrors, needlepoint chairs, tapestries, spinning wheel, Indian baskets, many old lamps, tea sets, large trunks from Orient. BEAUTIFUL BRAND NEW 10x14 ORIENTAL RUG, Oriental Scatter Rugs, Fixtures, Show Cases, Mahogany shelving. Many many more items. Friday, August 1st at 6:30 p.m.; Saturday, August 2nd auction opens at 10:30 a.m.

KORENIA'S
413 MAIN STREET, KLAMATH FALLS, OREGON
C. A. MORRISON, AUCTIONEER

Will Be

CLOSED

FRIDAY and SATURDAY

Due to the death of Lowell Atterbury

Will Be

CLOSED

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