



KING IN CAN—Eric Nord, businessman "King of the Beatniks," stands framed in the doorway of his new "pad" in San Francisco city prison, after he was arrested on charges of helping two teen-age girls run away from home. Talking to him is his lawyer, John H. McFeeley Jr.

Hall Withdraws From New York Governor Race

ALBANY, N.Y. (AP) — With Leonard W. Hall out, Nelson A. Rockefeller appeared certain today to be the Republican candidate for governor of New York. Some GOP leaders moved to persuade Hall to run for the Senate.

However, one close associate expressed doubt that he would. Hall, describing himself as a "political realist," quit the gubernatorial race Sunday. A short time later, the 106-member Brooklyn delegation to the GOP State Convention endorsed Rockefeller for the nomination.

Other possibilities for the Senate are veteran Rep. Kenneth B. Keating of Rochester and Paul W. Williams, a former U.S. attorney. Democratic Gov. Harriman is seeking a second term. Five Democrats are interested in the Senate seat, now held by Republican Irving M. Ives, who is retiring because of ill health.

Mother Prefers Jail To Giving Up Her Daughter

CHICAGO (AP) — A young mother, sentenced to six months in jail for refusing to bring her daughter to court, says she'll serve her term rather than give up her 9-year-old child to her former mother-in-law.

The mother, Mrs. Patricia Van Ethen Karam, 26, lost custody of her daughter, Loretta Van Ethen, last July to the child's grandmother, Mrs. Margaret Van Ethen. The child had lived with Mrs. Van Ethen since she was 17 months old and her parents were divorced.

Mrs. Karam, who has remarried, had been given permission to visit her daughter Sundays. On July 27 she took the child out and then refused to bring her back. Mrs. Van Ethen brought a contempt action. Mrs. Karam appeared before Superior Judge Daniel A. Covelli Wednesday and was told to produce the child.

"I won't," she said. When Covelli asked: "Even if I send you to jail?" she replied: "I'd be willing to sit in jail rather than produce her."

In passing sentence, considered a record for a mother in a marital custody case in Chicago, Covelli told Mrs. Karam: "You have the key to your own cell. If you tell us where the child is or send her back, you will be released immediately."

HOUSING BILL DEAD

WASHINGTON (AP) — The House today killed a cut-down federal housing bill denounced by administration Republicans as extravagant and inflationary. The action appeared to have ended all chances of enactment of new housing legislation this session.



GRAPE BIG BUNCH—J. B. Madison, of Olivehurst, Calif., holds what he believes is a record bunch of Thompson seedless grapes, grown on three-year-old vines in his back-yard truck garden. The bunch weighed exactly six pounds.



FOOT REST—Maybe it was the heat or just a desire to recapture her barefoot-girl days that prompted this aged Signora to doff her shoes in Rome. She's found a fairly shady spot on the Campidoglio Hill to relax as the Italian capital suffers through a heat wave.

"THOROUGH CLEAN"
WALL TO WALL
RUG CLEANING SERVICE
"Town or Country"
Call J.E. NEWBERRY, OR 3-7010
or after 6 P.M., OR 3-3591
"Your Electrolux Men"

Costs Of Logging Not True Picture, Lumber Head States

SALEM (AP)—Elliott H. Jenkins, president of Booth-Kelly Lumber Co., told members of the state Tax Commission today that figures used by the commission in determining logging costs do not reflect the entire such cost of the operators.

His testimony came as the commission continued its lengthy investigation into variation of timber taxes in Lane, Douglas, Coos and Benton counties.

Earlier Tax Commission valuation section spokesmen had explained logging costs were based on statistics obtained from logging contractors.

Jenkins cited West Coast Lumbermen's Assn. figures on logging costs of seven major timber operators in Lane County which were higher than the figure used by the Tax Commission in evaluating the true cash value of timber.

He explained that costs of the contractors did not fully take into account certain logging expenditures paid by the operators.

These were listed as fire protection, road construction and maintenance, extra scaling costs, slash disposal and administrative costs. He also explained the contractor does not always make a profit, which should be figured in the costs.

Jenkins also suggested the Tax Commission meet with representatives of the industry to work out a system of fair taxation in the future.

WCA To Further Talks In Dispute

SEATTLE (AP) — West Coast Airlines agreed Monday to further talks in a dispute with pilots over pay over flying new Fairchild turbojet planes.

There was no immediate comment from the Air Line Pilots Assn., but service continued uninterrupted after a 30-day cooling-off period ended at midnight Sunday.

The National Mediation Board wired both sides suggesting further conferences, to start in Seattle Aug. 27. The company accepted immediately and cancelled furlough notices it had sent employees in anticipation of a possible strike.

West Coast, which serves 44 cities in Washington, Oregon and Idaho, announced previously it had offered pilots a pay schedule identical to that of Pacific Air Lines, the only carrier which has agreed with pilots on pay for flying the new turbojets.

West Coast, which has 487 regular employees, including 88 pilots, has received six of the twin-engine turbojets and has others on order.

Construction Men Back On Jobs

PORTLAND (AP) — Workmen were back at the big construction jobs in Southwestern Washington and Oregon today, the five-week strike and lockout at an end.

Just what were the terms of the agreement that put men back on some 400 million dollars worth of jobs was still not revealed.

The terms were worked out last week in a conference of men representing the Hoisting and Portable Engineers Union and the Associated General Contractors, with Gov. Robert D. Holmes.

P. R. Wages, spokesman for the union, said that the union membership, at each of the several meetings called to consider it, approved the settlement and voted to go back to work. He said he did not have figures on the precise vote nor could he give the approximate total.

The AGC accepted the settlement shortly after terms for it were worked out.

Wages said that until the agreement is prepared for signature of the two sides its terms will not be disclosed. This might be by Tuesday, he said.

Log Striking Tractor Deals Death To Driver

PORT ORFORD (AP) — Rodrick Chowning, 32, of Bandon, was fatally crushed north of here Friday when a log hit the tractor he was operating.

The accident occurred about 15 miles up the Sixes River, where Chowning was employed by the White Fir Logging Co.

He is survived by his widow and six children.

INCREASES STRENGTH

TAIPEI, Formosa (AP) — The Defense Ministry said today the Chinese Reds had increased by eight or nine divisions the strength of their ground forces in the coastal areas of Fukien province, opposite Formosa.



CASTING AROUND—Pretty Niles, Ohio, high school sophomore Jane Schweitzer rolls herself up to the kitchen stove to pop a cake in the oven. The 15-year-old, spending her fourth and last summer encased in a waist-to-feet cast to correct a slipped leg socket, gets around on the wheeled wooden vehicle built by her father. She'll attend school by a special telephone arrangement this fall. But she expects to be back on her feet again by mid-winter, attending regular classes, her ordeal over.



"... THE WATER IS FINE"—Flood waters east of Great Bend, Kans., provided this billboard boy with a large swimming hole. West Walnut Creek, which empties into the Arkansas River, went over its banks.

Lumber Freight Hearings Start In San Francisco

SAN FRANCISCO (AP) — The Southern Pacific Co.'s proposed schedule of reduced lumber freight rates was contested at an Interstate Commerce Commission hearing today by various Northern California and Southern Oregon shippers.

ICC examiner Walter Baumgartner opened the hearing, which may continue for a week or ten days. As many as 150 witnesses opposing the railroad's lowered rates may appear, along with witnesses favoring the cuts.

The issue arose when Southern Pacific last spring announced rate reductions on pine and fir shipments, especially favorable to large shipments hauled longer distances, such as from Oregon to Phoenix or to Southern California.

Inland shippers of Northern California objected on the ground that Oregon shippers were allowed greater reductions on the long haul basis. The new rates have been suspended pending this hearing.

Eventually, if the rail rate cuts get by this hearing, similar reductions probably will be put into effect in Washington, Idaho and Montana, according to lumbermen at the hearing.

Trucking and steamship carriers

were reported vitally interested in the reductions, which would enable Southern Pacific and some small rail lines to compete more advantageously, but were not presenting witnesses at this hearing.

Tremendous quantities of lumber are being hauled by truck and water now, some being trucked all the way from Oregon to Arizona.

EARTHQUAKE TOLL 135

TEHRAN, Iran (AP) — Earthquakes in mountainous western Iran have killed 135 persons, a spokesman for a relief organization said today.

Copyright 1968, Bureau of Advertising of the American Newspaper Publishers Association, Inc.



reasons why

the Daily Newspaper gives you more for your advertising dollar

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 2½ 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.

Published in the interest of more effective advertising by The News-Review



Local & Long Distance Household Moves



ROSEBURG
Phone OR 2-2671

Old Fashioned Celebration

Monte Brooks
and his Band Playing
the good old songs

Sunday 8 P.M.

PLUS: FREE FIREWORKS SHOW

DOUGLAS

County **FAIR**

AUG. 21-24

ROSEBURG

