The News-Review

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MAKING NEW BUSINESS

By Charles V. Stanton

One factor proving how equipment geared to the demands of the public increases business, is shown by West Coast Airlines, which operates out of Roseburg.

West Coast Airlines is the first company to use the new F-27, twin-engine, turbo-prop airplane.

This type of engine uses the turbine principle, geared to a normal type of propeller. It operates with both jet and propeller action. Thus, it is quieter and faster than the old workhorse, the DC-3, which West Coast operated for years and is still using as a supplemental piece of equipment.

But with the new planes, we are told, West Coast in its first month of operation had an average load factor of 62.5 per cent, highest in the airline's history and an exceptionally high rate of equipment usage. Prior to the mechanics' strike, which temporarily reduced West Coast's business, the company had increased passenger service by 12 per cent over a year ago.

If present requests are granted to permit extension of service, West Coast undoubtedly will enjoy a much larger business than at present.

The experience with the new Friendship plane, however, is evidence of what a transportation company can do when it tries to give people what they want and need, instead of crying quits because of changing factors. It might be a good lesson to the railroads which, instead of giving the customer decent traveling accomodations, says new styles of travel are entering into the picture so it must give up its passenger business.

CHRISTMAS BUYING STARTED

Roseburg's principal business streets are being "prettied up" for the Christmas season. Evergreens and colored lights are being strung across intersections. Lighted bells are hung at street centers, and lamp posts bear Christmas decorations.

It is interesting to observe how our feelings change as Christmas nears. We enjoy the seasonal lighting and decoration of our streets. We put wreaths at our windows and doors. We set up outside Christmas decorations. Our radios and television sets blare forth carols and hymns. We have an uplifting of spirit felt at no other time of the year.

We have made of Christmas a time to give gifts. Our practice is an old one — as old as man himself. Long before the age of Christianity, men held pagan observations and celebrations in which the giving of gifts was a part. Christianity combined some of the pagan practices into a Christian holiday and we have Christmas, at which time we celebrate Christ's birth.

Some people complain that our holiday has been commercialized. We are losing out, they say, on the fact that Christmas is a religious holiday. Instead, we celebrate in an orgy of spending.

It must be said that they have a point. Yet, it seems to me that there is much to be said on the other side. The religious emphasis grows from year-to-year. Certainly no one who reads or listens can fail to be impressed with the serious side of the observance.

We are a commercial nation. We take pride in our ability to manufacture, to advertise and to sell. At the same time we have made of Christmas a time for the exchange of gifts. People must buy.

It seems to me that the merchant who displays his wares, the one who carries his display over a long distance by advertising in the newspaper, the one who invites people to buy from him, not only is helping himself in the commercial program we happily proclaim as a nation, but is likewise performing a service to the buyer—the one who shows his appreciation of relative and friend by his careful selection of gifts.

NEW DRUG PRODUCT

One of our advertising representatives, talking to us recently by telephone, told us of a new drug product for which we soon may be expecting to contract advertising space.

A drug firm, he reported, has combined chlorophyll with aspirin as a remedy for that "stinking headache."

—Hal Boyle—

NEW YORK (AP) — Every now and then an idea developed by the military services turns out to be more useful in peace than in war.

The average housewife, for example, doesn't know she owes a debt to Napoleon. But she does. It was Bonaparte's quest for a method of provisioning his troops on the march that spurred the development of canned food.

Another example was the aerosol bomb developed during the World War II. It is now used to spray everything from whitewash to tooth paste.

A still more promising product is a new "fear gas" being developed by the U.S. Army Ordnance Corps. It already is strong enough to cause an alley cat to become terrified at the sight of a mouse.

In time, says Maj. Gen. August Schomburg, it may become refined to a point where, sprayed on a battlefield, it might temporarily paralyze the will of enemy troops to fight.

While this certainly would be a great boon in wartime, can't a gas of this kind find equally important civilian employment?

Millions Nervous, Upset

As it is now, millions of ordinary people are so nervous, upset, and afraid, that they meet every daily emergency by swallowing a couple of tranquilizer pills. The pills don't rid them of their fears. They simply dull the impact of their fears.

How much finer your existence would be if, instead of a bottle of tranquilizer pills, you had a bucketful of small gray national bombs loaded with unconscious fear gas! Enough of Bonaqui to calm your own fears you could make everybody else afraid of you.

Are you afraid to ask your boss for a raise? Not with your trusty fear gas bomb. You merely walk into old Scrooge's office, spray him in the face—and wait for him to hand over to you the keys to the company.

Are you afraid of your wife when you sneak into the house at 3 a.m. after a losing session at poker? Simply squirt a few whiffs of fear gas at her, and she'll run in panic and lock herself in the bedroom.

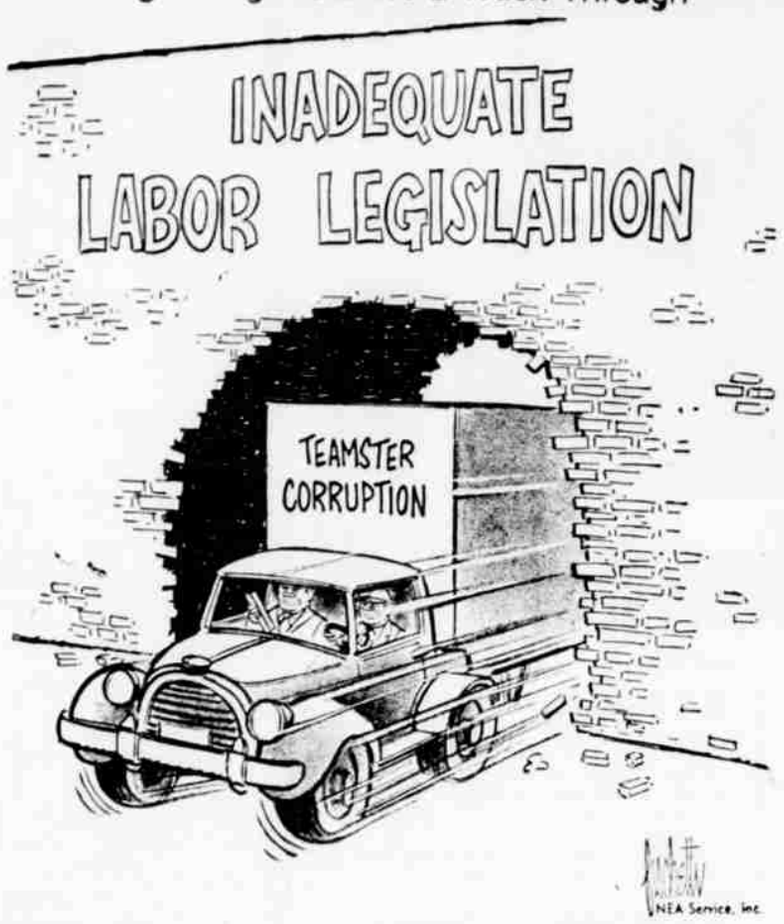
All Quakes Before You

Whatever frightened you before—supercilious clothing store salesmen, haughty waiters, threatening landlords, arrogant traffic cops—now quakes before you. The barrage of fear gas you spread around you (don't breathe it yourself) turns you into a conquering hero.

It is a mighty dream. And it has only one flaw. If everybody brought a supply of these fear gas grenades and started tossing them around, then everybody would be afraid of everybody and everything else.

But what's to stop some jerk from that about the present explosion of the world today anyway?

Big Enough to Drive a Truck Through



Daily Bible Reading

Message By Roseburg Ministerial Assn.

Text: Matthew 5:6-15

To many people the "Sermon on the Mount" constitutes the law code of the Christian faith. And yet the content of the teachings seems to deny everything that is practiced in our culture today.

It seems that in our society it is the hard hearted, calculating individual that gets ahead and acquires fame and fortune; not the "kind hearted" or the "pure in heart." Even the peacemaker is looked at askance, particularly if he can't have the peace on his own terms.

All in all, the sermon on the Mount appears to be invalid anymore in a busy industrial society where getting ahead means inconsiderate trampling underfoot of those who appear to be a threat to our own advancement or security.

Many are the individuals who, having taken this section of scripture as the law of Christianity, are disillusioned by its apparent impossibility. What they have failed to realize is that this section too must be taken in a wider context of all of Jesus' teachings.

Note in the fourth chapter that Jesus has just called four of his disciples. He has been preaching that the people must "repent for the kingdom of heaven is at hand." (Matt. 4:17)

J. B. Phillips in his translation of the Gospels says "You must change your hearts — for the kingdom of heaven has arrived." (Page 7).

This is precisely what Jesus intended. He was not just another "good teacher." His morality and ethics were indeed high and verified by his own life, but it was not the ethics he preached, it was the changed person. And the changed person can only be as he gives himself completely to a personal relationship with Jesus Christ.

Do you think it impossible? Then you haven't really tried it. Someone has well said "Christianity has not been tried and found wanting. It has been found difficult and not tried."

It is of these changed persons that Jesus could say some of the things he says in this passage. It is of the "radiant" Christian that Jesus could say: "They are the salt of the earth" and when that radiance is lost, they have no value except to be cast out. Again, it is the radiant Christian, the one who walks daily with Christ, who is the light of the world. He shines like a lamp set on a lampstand because he has the light within himself, a light unaffected by the tides of life.

Adequate preparation for Christmas must necessarily involve the preparation of our hearts to receive the Christ child and then to let him grow in our own lives until we become "changed persons;" until it can be said of us that we are "the salt of the earth," "The light of the world."

Only then does the "Sermon on the Mount" become something other than an impossible ethical ideal. It becomes a living reality within our own hearts.

Rev. Larry Merrill
Minister of Christian Education
First Baptist Church

Certain Cough Syrups Require Prescriptions

PORTLAND (AP) — Certain cough medicines containing narcotics cannot be sold legally without a prescription, the Oregon Board of Pharmacy ruled here.

The board's action followed a report from Portland police of juveniles purposely becoming addicted to habit-forming cough remedies.

Under the board order, such remedies can be sold only to persons with prescriptions from a licensed physician.

A board inspector said the juvenile addiction to the remedies was a problem at Rainier, Cons Rg, Newport, Corvallis, North Bend, Ontario, Astoria, The Dalles, St. Helens, Beaverton, Tigard and Hillsboro as well as Portland.

IN THE DAY'S NEWS

By FRANK JENKINS

(Continued from Page 1)

like a billion and a half dollars worth of industrial plants are FORGOTTEN — much as an ordinary citizen lays a package of cigarettes aside in a seldom used drawer of his desk and forgets all about it.

That's the trouble with bigness. It gets unwieldy.

What to do about it?

That brings up an interesting story. The McNary dam site, up on the Columbia river near the town of Umatilla, has just been leased to a couple of California industrialists—Robert and William Schultz, owners and operators of the R. S. Engineering and Manufacturing company of Los Angeles.

The Schultz brothers will hold a five-year lease, with an optional renewal clause. They will pay $1200 a month for the site, which includes homes built by the government for dam construction workers. These homes have stood empty since the McNary dam was completed.

The new owners presently plan to build a house trailer manufacturing plant on the 344-acre site. Under their contract, they can in the future sublease any part of the townsite to other industries. The homes now standing idle will then be occupied by workers in the new private enterprises that may be attracted to the location.

That's good business.

Letting a billion and a half dollars worth of industrial plants, owned by the federal government, stand idle at an annual maintenance cost of 31 million dollars ISN'T good business.

It is sheer careless oversight. This carelessness, we must remember, if we are to be fair about it, arises NOT out of dishonesty or incompetence but out of the fact that our federal government has become so big and so unwieldy that it can no longer be managed in a businesslike manner.

— James Marlow —

Associated Press News Analyst

WASHINGTON (AP) — While Secretary of State John Foster Dulles says the West must have forces to fight limited wars, the Eisenhower administration, bent on economy, cuts the size of the American armed forces.

Sound inconsistent? Not if this country is going to depend more on Allied and friendly countries to use their manpower, with American backing. Dulles seemed to be suggesting that in a speech Thursday at San Francisco.

The only trouble with the idea is whether the Allies and friends have enough strength, without American manpower, to do the job.

Dulles said it is not enough to have great retaliatory striking power. "It is necessary" he said, "to have forces-in-being at endangered points."

This might seem like a switch—but it isn't necessarily so—from that famous speech he made Jan. 12, 1954, in which he said the Eisenhower administration had decided to rely on "massive retaliatory power" for the defense of the United States and the free world.

Sense Local Wars

In that same talk nearly five years ago he appeared to sense that there might be local wars in which massive retaliation wouldn't be used. He said the important thing was to make setbacks by the Communists temporary and local.

On Nov. 19 Secretary of Defense Neil H. McElroy announced orders for a reduction of about 71,000 in Army, Navy, Air Force and Marine Corps manpower. This is part of the administration's effort to cut spending.

The decision to make these reductions had been reached earlier, but action was held up some months because of two war scares: in the Middle East and the Formosa Strait. This country sent troops into Lebanon and

When those crises quieted down the administration went ahead with the decision to cut military manpower although it wasn't then, and still isn't, in a position to know whether there would be another crisis next week or next month.

Certainly not all of America's friends could depend on their own manpower to hold the fort for themselves.

Couldn't Have Held Quemoy

Chiang couldn't have held Quemoy without the big show of American naval strength. And there would have been no need to send American troops into Lebanon if the Lebanese government had been able to protect itself.

Dulles said Thursday: "Nations in close proximity to powerful aggressive forces need the reassurance of some visible force within their own territory. (Meaning, no doubt, a lot of their own military manpower — provided they have it.)

"They are not content to be wholly dependent upon decisions in other lands.

"Furthermore, vast retaliatory power should not be, and will not be, invoked lightly. There must be an ability to oppose what may be limited probings in ways less drastic than general nuclear war."

Then, as if to suggest most of the manpower would have to be supplied by American friends and Allies if the Communists push them, Dulles said: "Most of the 'limited war' forces are contributed by our Allies. For example, they contribute 80 per cent of the ground forces. We help to maintain and support these forces by supplying, where needed, military weapons, and occasionally some financial support. This is truly a system of collective security."

There's one gap in Dulles' reasoning: If the Communists began a limited war where an ally had plenty of manpower, this country might be able to see it through with various forms of aid that didn't include manpower.

But what happens if an ally or friend is attacked and doesn't have enough strength—as in the case of Lebanon, which wasn't even attacked—to protect itself?

The more the administration cuts its military forces, the fewer it will have to fight a limited war where they might be needed.

BEER EXPERIMENT

DAVIS, Calif. (AP) — The University of California's agricultural college will launch a program in beer brewing technology Monday when it starts up a miniature, experimental brewery.

ELKS ELKS

MEMORIAL SERVICE

ELKS TEMPLE

2 P.M. SUNDAY DEC. 7, 1958

PUBLIC INVITED

Reader Opinions

Sister Wants Further Reference To Man Ended

To The Editor — I read the article in The News-Review about prisoners paying back taxpayers for hospital and medical expenses, etc. I want to tell you I am very tired of seeing my brother's name used as an example in your paper every few days. You'd think he was public enemy No. 1 the way the paper has played up what happened.

He isn't the first and probably not the last man who has fought with a policeman. Last winter, over on the coast, a State Policeman lost an eye in the same kind of arrest. Not long ago, nearer home, another man, while drinking, beat up a police chief, causing him more injury than my brother inflicted on Mr. Flener.

I am not upholding my brother in what he did. He was very much in the wrong, and I'll be one of the first to say so. But he nearly lost his life over it, and will carry a scar to his grave to remind him of it in case he should forget. He also has only part of a kidney, which the doctor said may have to be removed completely in a few years. He is doing his time in the penitentiary to settle his debt to society. His hospital and doctor expenses were quite high. I guess the county had to pay the bill, as my brother had no money. But he pleaded guilty at his preliminary hearing. Therefore he saved the county the expense of hiring him an attorney and having a regular trial, to which he was entitled by law. He also wrote a letter apologizing to Mr. Flener. He told him he was sorry for the trouble he had caused.

As I said, he has done wrong. But he isn't the monster you people seem to think he is. So please give him and the rest of the family a break and quit printing anything about him.

The sheriff and his staff were very nice to my brother during his stay in the hospital and the jail. They let the family visit him often during his critical illness. It is deeply appreciated by the family. But he is doing his time now, so, please, let us forget the bad and look forward to when he is released, with hope he leads a different and better life.

Bessie M. Martin
P. O. Box 463
Oakland, Ore.

Thinking It Over

By Robert Dieffenbacher, D. D.

Thinking It Over Fri. Dec. 5 gen
By Robert L. Dieffenbacher, D. D.
(Written for NEA Service)

Home remedies and medicine prescribed by doctors used to taste terrible. In fact, some folk thought that the worse the taste, the better the remedy.

We now know that tasteless medicines can be effective and that pain does not have to accompany the healing process. In fact, some medications are used only to relieve pain so that healing can take place more effectively and more rapidly.

Likewise the religious life of a person is not a distasteful existence. Some people have felt that a "religious person" is an unhappy person. Some have believed that religion applied a set of rules which were all prohibitions and "don'ts."

The way of life which is required by God is a positive way. It is based on doing. It is founded on love and happiness. It is the very opposite of distastefulness.

The way of hate, selfishness and sin is the bitter way. It is not joyous. It is filled with worry, suffering, ugliness, fear and defeat.

God's way is not distasteful.

Japan Minister Calls Russ Threats Propaganda

TOKYO (AP)—Foreign Minister Aiichiro Fujiyama today dismissed as propaganda Soviet warnings for Japan to break its military assistance treaty with the United States.

Fujiyama said secret negotiations to revise a 1951 defense treaty with Washington would proceed on schedule next week. They have been suspended since Oct. 22 because of a Japanese parliamentary dispute primarily concerning domestic matters.

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