

OSU Starts Business Publication

The State of Oregon is working diligently to secure new industry and business. Gov. Mark Hatfield has made the expansion of Oregon's business and industrial activities his major objective. He has traveled widely in his effort to "sell" Oregon.

But it isn't enough simply to bring in new business. Business must be successful. Oregon can't expect to prove attractive for any great length of time to prospective operators if the rate of failures exceeds the rate of starts.

It is in this latter field — the field of helping businesses to succeed — that the State of Oregon, through Oregon State University, has broadened its effort.

OSU reports the first copy of a new journal, Northwest Business Management.

C. E. Masser, dean of the School of Business and Technology, says in the first copy of the new journal that the publication is being addressed primarily to owners and managers of small to medium sized enterprises. These businesses, he says, normally do not have sufficient resources to obtain the expert guidance and assistance so often needed in technical fields.

In publication of the new business management guide, faculty members of OSU are donating their time. At present some interested business firms have undertaken the cost of publication as a means of getting the service started. It is planned to issue the publication quarterly. The first issue is to be sent free of charge to interested businessmen. Future editions will be distributed on a subscription basis. Subscriptions will be handled by the University. No public funds are involved.

An institution such as OSU has three major functions, asserts Pres. James H. Jensen. These functions, he states, are

the dissemination of knowledge through teaching, the creation of knowledge through research and the provision of public services through a wide variety of activities.

The new publication, Northwest Business Management, he says, will provide a useful public service for the business community.

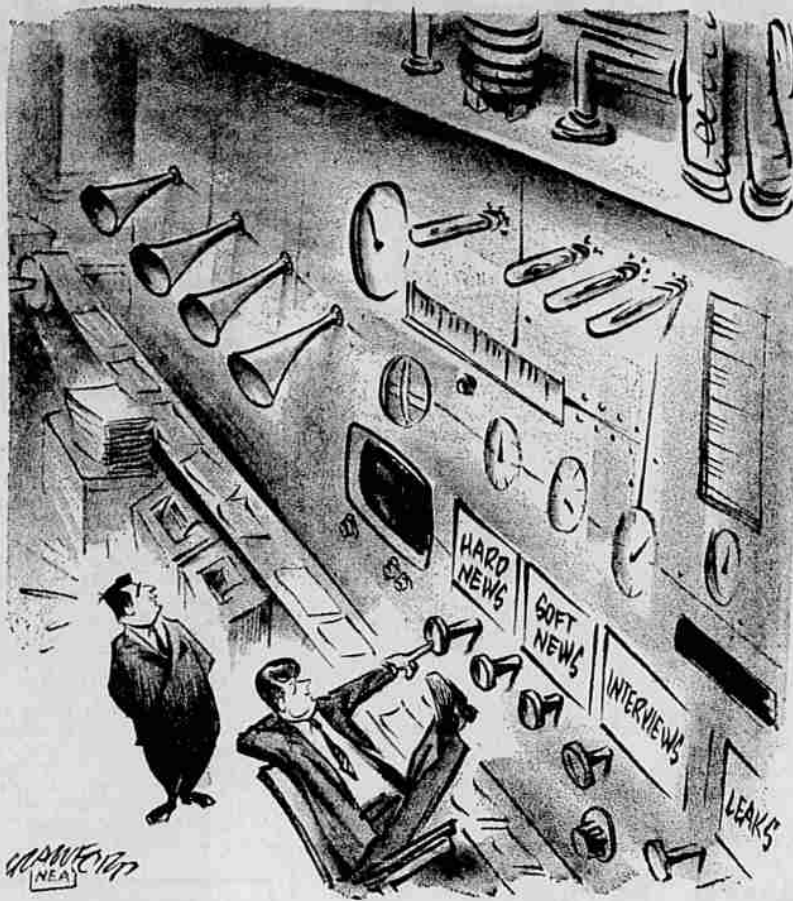
The first issue, in addition to forewords, contains seven chapters, "Your Market May Be Larger Than You Think", "Break-Even Analysis — A Key To Profit Control", "Providing Capital For Your Firm", "Record Protection", "Improving Your Plant Layout", "Are You Kidding Yourself About Your Profits?", "The Job Description: A Valuable Tool For Small Business".

Much of the material contained in the journal is of a technical nature. It is of special interest and importance to the person actually engaged in operation of a business or small industry.

The interesting feature, insofar as the general public is concerned, is found in the fact that the knowledge concentrated in the experts composing the faculty of the School of Business and Technology is to be made available to those in specific need.

All too often we think of our schools of higher education confining themselves largely to the task of educating the young. But the fact that a vast amount of knowledge is distributed through extension services often goes unnoticed. OSU long has given service to the agricultural field. The fact that it now has placed its vast reservoir of knowledge and research in support of Oregon's effort to enlarge its participation in business and industry, and all without the expenditure of public funds, is, it would seem, a most commendable project.

"What's New, Chief?"



THE LIGHTER SIDE:



American Farm, Football Experts

By DICK WEST
WASHINGTON (UPI) — While thumbing through my files just now, I came upon a copy of an old speech by Under Secretary of Agriculture Charles S. Murphy.

Not to seem boastful about it, but I have one of the largest collections of old speeches by under secretaries of agriculture in the Western Hemisphere.

What attracted me to Murphy's that there are two fields in which virtually all Americans are experts. He listed them as quarterbacking a football team and solving the farm problem.

Actually, of course, there are three fields. Murphy neglected to mention that most of us also are expert casting directors.

I estimate that I spend approximately 25 per cent of my waking hours casting movies and plays. When I am asleep, the percentage is even higher.

I never read a novel without visualizing certain actors playing the parts of the main characters. And this week I got an unexpected thrill.

I made the acquaintance of Herbert Tarr, a New York rabbi who has written a novel titled "The Conversion of Chaplain Cohen." And he invited me to help him cast his book.

"The main female character is a girl who hates men," Tarr said. "I think I'll cast that one myself."

"Good," I said. "Whom do you see in the part?"

"Elizabeth Taylor," Tarr said. "I must have had a funny look on my face because Tarr immediately went on the defensive, which is a fatal flaw in a casting director."

"You will have to admit it would be a challenging role for her," he said.

Good idea. "It certainly would," I said. "And whom were you thinking of for the role of Chaplain Cohen?"

"Pat O'Brien," Tarr snapped his fingers. "Wonderful!" he exclaimed. "I hadn't thought of him. I had been thinking more in terms of Frank Sinatra."

Having settled on the major characters, we buckled down to casting the supporting roles and bit parts. It went harmoniously until we came to the fat girl who in the book attempts to seduce the rabbi.

I wanted to assign the part to Tuesday Weld, provided she could make the weight, but Tarr held out for Imogene Coca.

If he insists on being stubborn about it, we may have to go to arbitration.

Heavy Traffic Toll Predicted In State

Another major holiday boom ahead for Oregon motorists and, if last year is any indication of what can be expected, death or injury awaits more than 200 people before the 78-hour period ends.

Chief of Police Truett said today that 220 people were injured in 454 Oregon accidents over the Labor Day holiday last year. Six people were killed.

He joined with safety officials at the state level in urging drivers to shield themselves from traffic trouble as they leave for favored recreation areas around the state.

Police agencies, as usual, will have no holiday and will operate at full patrol strength giving special emphasis to violations known to contribute most frequently to accidents.

Traffic deaths in Oregon as the holiday approaches are running 22.1 per cent ahead of last year, Truett said. He reminded that many of these deaths could have been prevented by exercise of common sense and courtesy behind-the-wheel.

-In The Day's News-

By FRANK JENKINS

Wednesday was quite a day in our history. Our nation had braced itself for trouble in Washington, where a throng of more than 200,000 white and colored Americans had assembled to call upon the congress to end all manner of racial discrimination.

But trouble didn't come. Why not? John Heywood, who lived and wrote back in the 16th century, may have given us the answer when he wrote in his proverb: "OF A GOOD BEGINNING COMETH A GOOD END."

The good beginning? It was provided by a Little Old Lady.

The Little Old Lady? She is Mrs. Aquila Bateman. Colored. Seventy-four years old. And crippled. She limped on her bad leg to the Lincoln Memorial.

There, standing before the gigantic statue of Abraham Lincoln, chided by Daniel Chester French some four decades ago, she bowed her head in reverence and asked, this morning's dispatches tell us, a small favor of the Lord.

She prayed: "Oh Lord, be with us today, and keep us in the hollow of your hand. May we love each other. May we GET TOGETHER. I pray that nobody will do anything PERSONAL. BAD to anybody else in Washington today."

It was a good beginning for a day that might have been fantastically tragic. If Booker T. Washington were sitting somewhere on a cloud and listening, he must have murmured reverently to himself and whispered: "Well done, thou good and faithful servant."

Who was Booker T. Washington? He was born a slave. At the age of 16, he walked 500 miles from his home to Hampton Institute, where he worked his way through and graduated in 1875. Afterward, he taught at Hampton Institute. He showed such ability that in 1881 he was chosen to organize a similar school for Negroes at Tuskegee, Alabama.

He opened his school in an old church with only 30 pupils, but in time the school grew into the famous Tuskegee Normal and Industrial Institute.

He grasped the fundamental fact that EDUCATION was the way out for the members of his race. It is STILL the way out.

On this day in history: In 1886, the first major earthquake recorded in the U. S. killed 41 persons at Charleston, S. C.

In 1887, Thomas Edison received a patent for a device which showed pictures of objects in motion.

In 1954, 68 persons died in hurricane Carol which hit New England and coastal areas of New York and New Jersey.

In 1955, Argentine President Juan Peron offered to resign to end political unrest in the country.

A thought for the day: Winston Churchill said, "Dietators ride to and fro upon tigers which they dare not dismount and the tigers are getting hungry."

News Analysis

Increasing Talk Noted In Vast Buildup In East-West Trade

(Foreign News Commentary) By PHIL NEWSOM
Partly as result of the new partial nuclear test ban treaty, partly as result of long-standing pressures, there is today increasing talk of a vast new buildup in East-West trade.

The United States has admitted it is reviewing its policies toward Communist-bloc nations.

For years under Nikita Khrushchev the Soviet Union has pressed for increased trade with Western nations and has protested especially the Western ban on strategic materials which covers far more than the question of guns or rockets.

For the West, the more cautious advice that the nuclear test ban treaty by itself constitutes no real breakthrough in East-West relations and that in Germany, for example, Soviet demands have not been reduced in the slightest.

Business Questioned
There also is the question of doing business with and helping to build a system frankly dedicated to destruction of the Western democracies and their economies.

Within both blocs there are important pressures beyond the political.

In the Soviet Union and its satellites there is an increasing demand for an increase in the standard of living and the supply of consumer goods after years of hardship. And as the Soviet bloc has increased its own output of both manufactured and raw materials there is an increasing need for outlets.

Among the satellites, enjoying a period of respite from hard Moscow control, there also is a spirit of independence demanding freedom to develop their own economies, including increased Western contact.

Among the latter, Romania offers an excellent example. The Romanians not only have increased their trade faster with the West than their Communist-bloc partners but also have shown marked reluctance to join the integrated economic program advocated by Moscow.

Growing Temptation
Among the Western nations, with production capacity in some cases outdistancing markets, there is a growing temptation to dip into the "oceans" of trade promised by Khrushchev.

German and British merchants have been particularly restive under U.S. demands for strict enforcement of the ban on shipment of strategic materials.

Under pressure of the West German government, German merchants finally cancelled a deal to supply pipelines to the Russians.

The British government showed no such inclination. The British also are interested in exchange of ships for oil.

The West Germans do some \$500 million a year in trade with the Soviets, the British more than \$300 million. U.S. trade with Russia is only about \$35 million.

While admitting the risks, advocates of a revision of Allied trade policies argue that increased contacts with Communist regimes mean greater opportunities to wield influence. Increased trade with the satellites, they say, not only should weaken the bloc as a whole but also decrease dependence of the satellites on the whims of the Kremlin.

PRE-REGISTRATION NEEDED
All Myrtle Creek Grade School eighth grade students who did not attend either Tri-City School or Myrtle Creek Grade School last year must pre-register at the Upper Elementary Building office on Sept. 3, 4, or 5 between the hours of 9 a.m. and noon and 1 to 4 p.m.



South's Guess Loses Hand

(Written For NEA) By OSWALD JACOBY

Practically any North-South pair would arrive at a final contract of four hearts and North would have no trouble making his contract. In fact, some North players would make an overtrick.

Three no-trump looks just about

NORTH 31	
♠ J3	
♥ A J 9 5 3 2	
♦ J2	
♣ A J 7	
WEST	
♠ K 10 9 7 2	
♥ 7 4	
♦ 7 6 3	
♣ Q 9 4	
EAST	
♠ Q 8 4	
♥ K 10	
♦ K 9 8 5	
♣ K 6 5 3	
SOUTH (D)	
♠ A 6 5	
♥ Q 8 6	
♦ A Q 10 4	
♣ 10 8 2	

Both vulnerable
South West North East
1♦ Pass 1♥ Pass
1NT Pass 3♣ Pass
3♥ Pass 3NT Pass
Pass Pass

Opening lead—♠ 10

as easy. South holds off twice on spades and then loses the heart finesse. East leads back a diamond and while South does not like the idea of taking a finesse into West he sees no other play for his contract. He takes the finesse. It works. He runs off the rest of the heart suit and eventu-

ally takes another diamond finesse to make four odd.

Nevertheless, when the hand was actually played in a rubber bridge game, South went down one trick.

Play started out as advertised. South won the third spade, led the six of hearts and finessed dummy's jack. Not only did the finesse work, but East dropped the ten.

There was no question in South's mind but that East had started with the singleton ten of hearts. In that case, it was up to South to get back to his hand for a second spade finesse.

He led the jack of diamonds from dummy. An East who could hold back the king of hearts could also play low on the jack of diamonds. South rose with the ace and led the queen of hearts.

He let it ride. Who wouldn't? East produced the king and led a club. South ran off the rest of his hearts, but had to give East the last two tricks.

Improve your bridge game! order your copy of "Win at Bridge With Oswald Jacoby."

Just send your name, address, and 50 cents to: Jacoby Bridge, News-Review, P. O. Box 1248, Roseburg, Oregon and a copy will be mailed to you. Or if you prefer, copies may be purchased at the News-Review office.

Q—The bidding has been:
East South West North
1♦ Double Pass 2♦
Pass 3♥ Pass 3♦
Pass 3♥ Pass 3♦

You, South, hold:
♠ A Q 8 7 W A K 6 5 ♦ 10 8 8 6 3
What do you do?
A—Your partner could have taken you to four spades right over your bid of two spades. Instead he has chosen to cue bid a second time in diamonds. A further bid is indicated; bid five diamonds.

TODAY'S QUESTION
You do bid five diamonds and your partner bids six clubs. What do you do now?
Answer Monday

The News-Review

405 S. E. Main St.
Published Daily Except Sunday by NEWS-REVIEW PUBLISHING CO.
Roseburg, Oregon
Telephone 477-2321

Entered as second class matter May 7, 1950 at the post office at Roseburg, Oregon, under act of March 3, 1879.
J. V. Bremner, Publisher

The News-Review is a member of the United Press International, NEA Service, Audit Bureau of Circulation and the Oregon Newspaper Publishers Association.
National Advertising Representative in Newspaper Advertising Service Co., Russ Building, San Francisco, Calif.

SUBSCRIPTION RATES
Carrier and Roseburg, P. O. Boxes — 1 month, \$1.25; 3 months, \$3.50; 6 months, \$6.50; 1 year, \$12.00.
By Mail — In Oregon, 1 month, \$1.25; 3 months, \$3.50; 6 months, \$6.50; 1 year, \$12.00.
Outside of Oregon: 1 month, \$1.75; 3 months, \$5.25; 6 months, \$10.50; 1 year, \$21.00.



Dear Abby!

Share And Share Alike

— By ABIGAIL VANBUREN —

DEAR ABBY: There are eight of us in my family. All married and doing well. I happen to be the oldest, which may explain why I have the dubious honor of paying for everything that should be divided by eight. Our father died over a year ago. I took care of all the arrangements, and paid for the funeral. One sister asked me what her share was. I told her, and that was the end of it. (No one else even bothered to ask.) A year later, when the stone was to be put up, I was elected to select it. I did, and it was billed to me. My husband says I should turn THIS bill over to a lawyer and let HIM collect it. I have no income of my own. It's my husband's money I'm spending and I feel terrible. What should I do?

THE OLDEST
DEAR OLDEST: Call a family meeting and present each member with a bill for his share of the expenses. If you let them know you mean business it won't be necessary to threaten them with legal action.

DEAR ABBY: My cousin recently married a man who holds an HONORARY (yet) doctor's degree in something that has nothing to do with medicine. It is from a small, unheard-of college with no reputation. Well, when my cousin introduces her husband, she says, "This is DOCTOR—" And when she refers to him, she calls him "The Doctor." When people first meet him, they naturally assume he is a medical doctor and they start telling him about a skin rash or dizzy spells until he sets them straight. Tell me, is it considered good etiquette to use the "DOCTOR" in introducing him? I'd never say anything to her about it, but I'd like to know for my own information.

CONFUSED
DEAR CONFUSED: Each state has its own laws with regard to "common law marriages." Your local lawyer can advise you how to handle yours.

CONFIDENTIAL TO FRANKLY ENVOIUS: "Like a jewel of gold in a swine's snout is a beautiful woman lacking in discretion." Proverbs 11:22)

Everybody has a problem. What's yours? For a personal reply, write to Abby, Box 3365, Beverly Hills, Calif. Enclose a stamped, self-addressed envelope.

DEAR CUZ: Few people who

hold honorary doctors' degrees use the title "Doctor." Technically permissible, it is a matter of style. And I'm afraid your cousin hasn't much.

DEAR ABBY: I have lived with my "husband" for over 25 years, but we have never been legally married. We have grown children who think we are married. My "husband" and I can't get along with each other any more and we would like to get rid of each other. I've been true blue all these years, but he sure hasn't. How can we make this separation legal? Do we need a divorce if we have never been married? How can we separate quietly without disgracing our children?

DEAR ABBY: There are eight of us in my family. All married and doing well. I happen to be the oldest, which may explain why I have the dubious honor of paying for everything that should be divided by eight. Our father died over a year ago. I took care of all the arrangements, and paid for the funeral. One sister asked me what her share was. I told her, and that was the end of it. (No one else even bothered to ask.) A year later, when the stone was to be put up, I was elected to select it. I did, and it was billed to me. My husband says I should turn THIS bill over to a lawyer and let HIM collect it. I have no income of my own. It's my husband's money I'm spending and I feel terrible. What should I do?

THE OLDEST
DEAR OLDEST: Call a family meeting and present each member with a bill for his share of the expenses. If you let them know you mean business it won't be necessary to threaten them with legal action.

DEAR ABBY: My cousin recently married a man who holds an HONORARY (yet) doctor's degree in something that has nothing to do with medicine. It is from a small, unheard-of college with no reputation. Well, when my cousin introduces her husband, she says, "This is DOCTOR—" And when she refers to him, she calls him "The Doctor." When people first meet him, they naturally assume he is a medical doctor and they start telling him about a skin rash or dizzy spells until he sets them straight. Tell me, is it considered good etiquette to use the "DOCTOR" in introducing him? I'd never say anything to her about it, but I'd like to know for my own information.

CONFUSED
DEAR CONFUSED: Each state has its own laws with regard to "common law marriages." Your local lawyer can advise you how to handle yours.

CONFIDENTIAL TO FRANKLY ENVOIUS: "Like a jewel of gold in a swine's snout is a beautiful woman lacking in discretion." Proverbs 11:22)

Everybody has a problem. What's yours? For a personal reply, write to Abby, Box 3365, Beverly Hills, Calif. Enclose a stamped, self-addressed envelope.

DEAR CUZ: Few people who

IT PAYS TO PATRONIZE NEWS-REVIEW ADVERTISERS

LABOR DAY

SEPTEMBER 2, 1963

A SMALL TRIBUTE TO A VERY BIG PERSON . . . THE AMERICAN WORKER

There is dignity in work. Whatever the legitimate labor in which a person is engaged, it calls forth from him all these solid virtues that mold him into a vital human being. We are truly proud of our reputation as the worker's bank.

DOUGLAS COUNTY BANK

State

ROSEBURG OAKLAND SUTHERLIN