

Lions Club Told Benefits of Ads

'Sparkplugs of Our Standard of Living'

Eugene Lions were told Wednesday that advertising is the "fire in the belly" of American business.

George Griffiths, director of the Pacific National Advertising Agency's Portland office, was speaker at the group's weekly meeting in the Eugene Hotel.

By "fire in the belly" he said he meant a spirit of rebellion against sales markets as they are. "This spirit," he declared, "is the sparkplug of a system that has brought the world's highest standard of living to America."

"Advertising," he said, "tells a manufacturer's story fast and efficiently and makes mass production possible."

The man in the woods who builds a better mousetrap and waits for the world to beat a path to his door will have to ask \$1 for each mousetrap from the few who find his place, Griffiths said by way of illustration.

But, he added, the man who advertises his mousetrap will be able to sell it for 25 cents, allowing 1 cent of that for advertising, because of the big demand he will have for his product.

Of the 65 million persons in the U.S. who are gainfully employed, Griffiths said that only 35 million are engaged in jobs which would still exist in our economy were cut back to the bare essentials of providing only minimum food, clothing and shelter. The rest of the jobs, he declared, are the result of advertising "which creates an ever widening circle of wants and gives us the money and leisure to fill them."

State's Newsmen To Convene Here

Oregon's newspapermen will converge on the University of Oregon campus Friday morning when the 33rd annual Oregon Press Conference opens at 9:45 a.m.

The working newsmen of the state's press will represent the 22 daily newspapers and the 99 weekly newspapers now published in Oregon.

Three top speakers will highlight this year's convention program. They are James S. Pope, executive editor of the Louisville (Ky.) Courier-Journal; Brig. Gen. Robert A. McClure, chief of psychological warfare, United States Army, Washington, D.C.; and Charley H. Broaded, director of industrial relations, Fisher Flouring Mills Co., Seattle.

Opening the two-day conference will be a talk at 10 a.m. by a journalism graduate, who is editor of the Sweet Home News and who served with the Marine Corps in Korea in 1951. He is Don Bonham, whose topic is "The Korean War As I Saw It." A panel of foreign journalism students will follow with "Journalism around the world" as their topic. Concluding the morning session will be "Labor News Coverage in Oregon Newspapers" by James W. Goodsell, editor of the Oregon Labor Press.

Friday's press conference and university faculty luncheon will be held at 10 a.m. by a journalism school talk on "Ethics and the Law." Elmo E. Smith of the Blue Mountain Eagle in John Day will open the afternoon session with "70 miles from my nearest neighbor."

at 1:30 p.m. with Pope's Allen Memorial Address following it. Paul J. Deuschmann of the journalism faculty will discuss "What Will Your Profit be in '63?" and then Broaded will talk on "Developing Good Employee Relations." Concluding the session is a panel discussion of the "Pros and Cons of the Teletypewriter."

Brig. Gen. McClure will give the banquet address at 6:45. The Gleemen will sing, traditionally, at this event.

Opening the Saturday morning program will be group breakfasts at the Eugene Hotel. J. W. Forrester, Jr., of the East Oregonian, Pendleton, will preside over the Daily Newspaper breakfast; and Mrs. Gordon A. Sabine of Eugene, will chair the Press Women of Oregon. These sessions will start at 8:45 a.m.

The semi-annual meeting of the Oregon Newspaper Publishers' Assn. will be held at 11:30 a.m. in the Eugene Hotel.

Stuller, president of the Oregon Press Conference, will preside over the Saturday luncheon as over the general meeting of the conference. Speaker at this meeting will be Judge Clinton P. Haight of Baker on "The Good Old Days of Newspapering."

All Friday sessions of the conference are scheduled in the Erb Memorial Union Bldg. on the campus. The Saturday sessions will convene in the Eugene Hotel.

Sponsoring the conference is the University of Oregon school of Journalism and the Oregon Newspaper Publishers Assn.

Nixon Accuses 'Cleanup' Chief

WASHINGTON — (AP) — Sen. Richard M. Nixon charged Thursday that Newbold Morris was the "key figure in what appears to be a subterfuge to get around the law" in a profitable surplus tank deal.

President Truman's government corruption clean-up chief retorted the statement "just isn't so—what more can I say?"

Nixon, a California Republican, referred to Morris' role in a surplus tanker deal which netted former Rep. Joseph E. Casey (D-Mass) and associates \$450,000 on a \$1000 investment. The Senate's permanent investigating committee is looking into it.

NIXON, a committee member, said evidence presented so far indicates a deliberate attempt to get around the law "which prohibited the transfer of surplus ships to foreign-controlled corporations." Morris' law firm was involved in the deal.

"It's Nixon's privilege to make such charges," Morris said. "I'm not going to shoot him. But there was never any step taken without full disclosure to and approval by the Maritime Commission—never any step."

"THIS is an election year and when I came to Washington my wife warned me that I would be like a new boy going to school and would be getting hazed. Why don't they wait until I or my partners answer all these questions under oath?"

Testimony Wednesday showed that Morris' law firm handled a transaction in which a Casey group sold its stock interests—and thus control of three tankers—to a Chinese-financed American corporation represented by the Morris law firm.

In another deal, the Casey group realized \$2,800,000 on a \$100,000 investment in five tankers. But Morris was not involved.

Eugene High News

Sixteen students received straight "A" for the first semester. Seniors are: Sally Cummins, Roger DeBar, Ann Erickson, Patty Jeske, Barbara Kennedy, Bob Maier, Marilyn Nelson, Buzz Nelson, Nan Pitman, Jeanie Potter, Chris Siefke and Mary Lou Teague. Juniors are: Ariene Sallee, Miriam Vacler, Sandra Williams, and the one sophomore is Marsha Meyers.

At the last Spanish club initiation Wallace Hayden, professor of architecture at the U. of O. campus showed his slides on Mexico and South America. Professor

Hayden and his family traveled to Latin America last year.

Barbara Bailey, senior candidate was crowned "Queen of Hearts" at the noon dance in the Eugene high gym Thursday Feb. 14. Her court included her escort Clarke Cabbage and her princesses, Sue Noster and Mary Lou Glass and their escorts.

The music department has presented award pins to 28 students for outstanding work in music at Eugene high school. They are: Dolores Robbins, Caroline Stark, Rosalyn Kuykendall, Ann Starkweather, Gwen Bevard, Marilyn Dougharty, Sharlene Walker, Charles Weidrick, Joe Richards and Norm McCabe, all seniors from the A cappella choir. Otto Grumroy, a senior, and Roland Spicer, a junior, received pins in the orchestra. The seniors in band received were Gretchen Kehrl, Larry Glubrud, Marvin Neilson, Rodney Vlasak, Jan Hoogstad and Jim Patton.

The band juniors were Judy Bureker, Pat Peterson, Sue Colburn, Harold Pollock, Marshall Pallett, Gary De Broekart, Perry Morgan, Jim Blue, Stanley Oswald and Harold Powers.

A scholarship committee of members of Honor Society Janet Gustafson and Bob Maier (activities dept.) and Merle Atwood and Ann Starkweather grades dept.) are working for the Society to compile a list of students, outstanding juniors and seniors to be initiated into the club this spring.

The 2nd period radio speech class now have a direct radio broadcast from room 104 of the E.H.S. every Thursday morning at 10 over KRVM, the FM station of the Eugene Public Schools. The broadcast consists of E.H.S. news and interviews.

"Boys of the Week" as honored by the E.H.S. news are stage hands Charles Weidrick, Dick Collins, Don Brown and Dean Smith.

The string orchestra is preparing for a special concert to be given Sunday, March 2, at 3:30 p.m. in the auditorium. The program will consist of Mozart and Schubert numbers by the orchestra, three harp duets by Mrs. Windsor Calkins and daughter Sally, and a piano solo by Ronald Spicer.

The Hi-Y club sold \$60 worth of tickets for the Community Chest benefit concert to be given by the Eugene Gleemen.

At a regular business meeting of Job's Daughters Feb. 19, Joyce Marshall and Sue Shreeve were elected as delegates to Grand Session at Roseburg, April 17, 18 and 19.

Freight Haulers Seek Increase

WASHINGTON — (AP) — Motor freight haulers have served notice on the government they plan to seek rate increases ranging as high as 15 per cent.

The motor common carriers have had requests for six per cent rate boosts pending before the Interstate Commerce Commission for several months. The ICC has not acted on any of these proposals.

The motor carriers industry advisory committee told Office of Price Stabilization officials that they plan now to seek even higher rates than the six per cent already asked. In one instance a 15 per cent boost was suggested.

The committee said wage increases granted in recent months have materially affected the truckers' ability to operate profitably.

Indian Students Riot

CALCUTTA, India — (AP) — Three students were killed and 20 seriously injured at Dacca in Pakistan Thursday when police fired on a demonstration protesting the Pakistan government's decision to establish Urdu as a state language, advice received here said. The students want Bengali equally recognized as a state language.

Judge Okays Taking of Land

WALLA WALLA — (AP) — Judge Sam M. Driver ruled Thursday that the government's taking of land for the McNary Dam project on the Columbia River is not "arbitrary" nor "capricious."

The federal judge held that all property being purchased for the lake area is necessary. He ruled against a property owner who challenged the government action.

He declared that if he ruled against the government "I would soon be designing the entire McNary project."

"The records show the government is taking only 8000 acres of land in addition to the 38,000 acre reservoir area, and this property is necessary to protect the government from future possible damage actions."

Bureau Offers Arizona Farms

WASHINGTON — (AP) — The Bureau of Reclamation Wednesday offered 27 family-sized farms near Yuma, Ariz., to veterans who want to homestead them.

The farms, ranging in size from 113 to 160 acres, are located on the Yuma mesa division of the Gila reclamation project. They are mostly undeveloped but are served by an irrigation system which the bureau has built.

Qualified veterans of World Wars I and II, the Spanish-American War and the Philippine Insurrection will get preference in filing applications for the farms.

Coy Resigns As FCC Chief

WASHINGTON — (AP) — Wayne Coy resigned Thursday as chairman of the Federal Communications Commission.

Coy told reporters he was quitting because he could not afford the personal sacrifice of continuing in the \$15,000 a year job.

Coy added that he had asked President Truman to relieve him of his post so that "I can negotiate for a job in private industry."

The FCC supervises operations of the radio and television industry among other duties.

Coy, 48, was named chairman of the Commission in December, 1947.

He left a job as assistant to the publisher of the Washington Post and as manager of Radio Station, WJIX, to become a member of the FCC.

Land Clearing Bids Opened

PORTLAND — (AP) — A bid far under government estimate was submitted Wednesday by a Redding, Calif., firm for a land clearing job at the Lookout Point Dam near Lowell.

Wixson & Crowe, Inc., offered to clear 820 acres of timberland for \$179,580. The government estimate for the job was \$379,466.

Eight other firms bid on the job, the next low being \$374,170.

Wixson & Crowe is the firm that contracted for land clearing at Hungry Horse Dam in Montana, and used a heavy chain and ball device to sweep the land clear in record time.

Russian Threat Seen in Alaska

WASHINGTON — (AP) — Rep. Dorn (D-SC) believes that Russia has enough large air bases and heavy troop concentrations close to Alaska to enable them to land 100,000 troops on Kiska in the Aleutian Islands.

In a House speech Thursday, Dorn said he was told while in Alaska last year that 20 Russian planes were seen in one formation in sight of U. S. Territory in Alaska.

If Russia seized one airfield in Alaska, he said, Minneapolis, Chicago, Detroit and the industrial Midwest would immediately be open to atomic attack by the Reds.

The closest common boundary between Russia and the United States, he said, is in the Bering Sea off the coast of Alaska, and "we must make Alaska impregnable to attack."

Dorn said a Soviet attack on Alaska would immediately require the rushing of large numbers of United States troops and most of our Air Force to that territory, "any you would lose Europe and the Far East simultaneously."

He said there is no doubt in his mind that if Japan could land 5,000 men on Kiska, as it did in the last war, Russia could land 100,000.

Accused of Spying

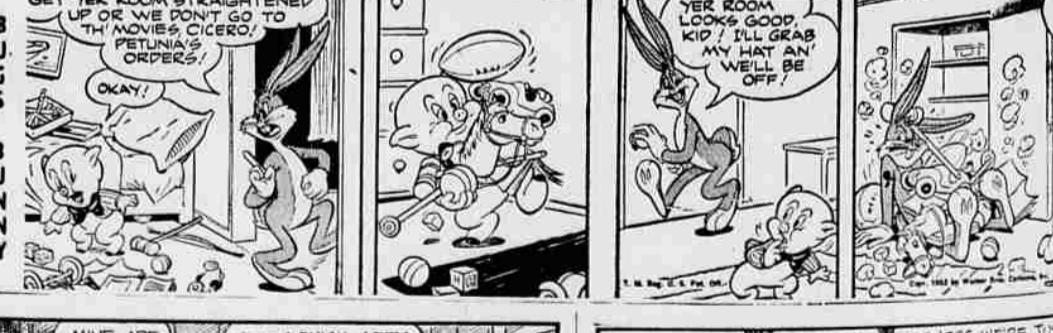
SALZBURG, Austria — (AP) — Two persons were charged here Thursday with spying on the U.S. Army on behalf of the Czechoslovak Communist regime. They were Heinz Silomon, a displaced person, and Margarethe Rezyek, an Austrian. Both were arrested last year.

POOR TARGET FOR SNOWBALL, YOUTH FINDS

Wednesday afternoon's snow and hail led a 14-year-old boy into trouble, Eugene police records indicated Thursday morning.

The lad was arrested at 13th and Jackson St. about 6:30 p.m. Wednesday by a driver who was hit in the side of the face with a snowball as he drove past the boy.

Fred V. Swierski used his right to make a citizen's arrest, but in turning the boy over to police he asked only that the municipal judge talk to the youngster about his offense. In court Wednesday night, the boy's case was listed as continued.



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