

Springfield Club Says U. S. Lacks Sales of Good Will

The Springfield Lions club is failing in the vital task of selling itself to Europe, radio station owner Allen, told the Springfield Lions club today.

Allen, praising the Marshall plan for European Recovery, said the club's stations in Lebanon, Salem and Redmond, told him the fight had to be carried on in terms of salesmanship.

The radio man recently returned from a two months visit to Europe. He shared with Glen Stadler, Eugene radio commentator, a radio journalism award given by the Oregon Press Club.

Allen said that while America has a tremendous field of public relations and salesmanship here, her efforts at selling America in Europe are failing.

REPORTING ON his reactions to a visit in Vienna, Austria, Allen said the only country behind the Iron Curtain which America can see, he said that Russia is taking everything away from the country, and America refuses to trade with her.

The Red White and Red net in Vienna is the anti-Communist voice. "But the network is trying to keep up with the Russian controlled radio. Why? Because of a lack of good American news."

Allen's opinion of the ECA is that the \$13 billion was well spent on the job is just started.

"One thing the money has done," Allen said, "is to establish a low level of living. The money is being used to keep up with the Russian places where the Russian places are working."

BUT THE salesmanship angle is falling down. The Voice of America is laughed at in many of the places in Europe I visited."

Allen took issue with Norman Thomas, literary figure who recently visited Eugene. Cousins said the U.S. should not recognize Communist China.

Allen said this was a highly realistic viewpoint. From a practical standpoint, he said, we should recognize the Red government.

"There's a huge market for our products and if we can sell our goods and our ideas there, we can not only have a market for our products but for our kind of principles," he said.

Allen implied that the U.S. could lead up a desire for democracy in the industry has built up a market for refrigerators, radios and washing machines. Aggressiveness is needed, he thought.

ANOTHER POINT Allen stressed was that Americans will have to adopt a different way of thinking. "We are trying to get the Europeans to live like us. We had better learn to get along in this world, on their terms, too," he said.

Quake Lectures Now in Print

"Pacific Coast Earthquakes," a booklet by Dr. Perry Byerly, professor of seismology at the University of California, has just been published by the University Press of the University of Oregon.

The booklet is the 1951 Condon Series presented by Dr. Byerly at the university last year. The lectures are sponsored by the Oregon State Board of Higher Education.

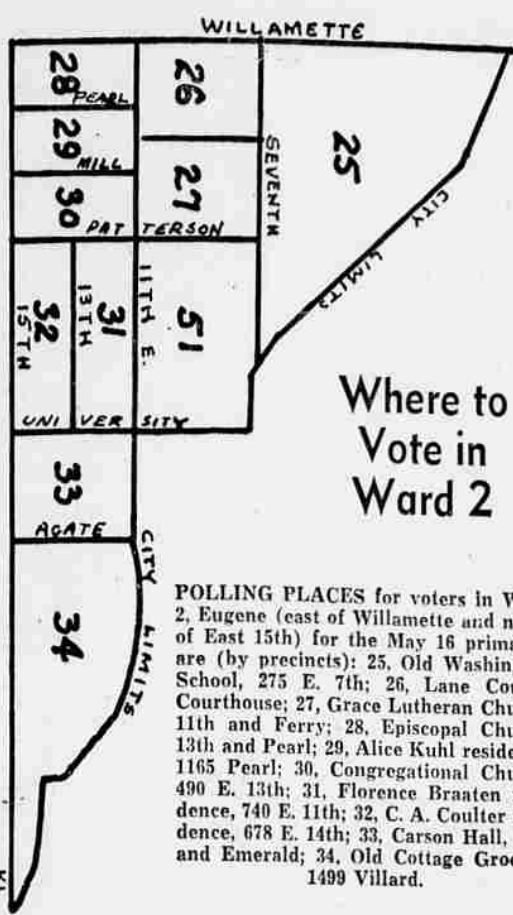
Dr. Byerly recently received a Guggenheim Fellowship for the study of earthquakes in the Caribbean Sea area.

Farm Income Reported

FULLMAN — (P) — A State College survey showed Monday that the average Washington farm family had a net income of \$3500 last year.

The survey arrived at this figure after checking the actual records of 120 representative families. Net farm income ranged from \$2,600 in the red to \$53,000 in the black.

The Northwest's Largest



Where to Vote in Ward 2

POLLING PLACES for voters in Ward 2, Eugene (east of Willamette and north of East 15th) for the May 16 primaries are (by precincts): 25, Old Washington School, 275 E. 7th; 26, Lane County Courthouse; 27, Grace Lutheran Church, 11th and Ferry; 28, Episcopal Church, 13th and Pearl; 29, Alice Kuhl residence, 1165 Pearl; 30, Congregational Church, 490 E. 13th; 31, Florence Braaten residence, 740 E. 11th; 32, C. A. Coulter residence, 678 E. 14th; 33, Carson Hall, 13th and Emerald; 34, Old Cottage Grocery, 1499 Villard.

Delegate Vote Boxscores Told

WASHINGTON — (U.P.) — Here is the boxscore of delegate votes to the Republican and Democratic nominating conventions on the basis of delegates already formally chosen.

The following tabulation is based on votes that are pledged or publicly committed for various candidates on the first ballot at each convention:

REPUBLICANS	
Sen. Robert A. Taft	348
Gen. Dwight D. Eisenhower	819
Harold E. Stassen	22
Gov. Earl Warren	7
Gen. Douglas MacArthur	2
Uncommitted	132
Contested	5
Still to be chosen	371
Total	1206
(It takes 604 votes to win the nomination)	
DEMOCRATS	
Sen. Estes Kefauver	120 1/2
W. Averell Harriman	94 1/2
Sen. Richard B. Russell	41 1/2
Gov. G. Mennen Williams	40
Sen. Robert S. Kerr	30 1/2
Robert J. Bulkley	27
Sen. Robert Humphrey	23
Gov. Adlai Stevenson	9
President Truman	7
Others	4
Uncommitted	254
Still to be chosen	579
Total	1230
(It takes 618 votes to win the nomination)	

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Higher Hospital Costs Predicted

Doctor Explains Why Costs Rising

SAN FRANCISCO — (P) — Hospital care costs are going up faster than the cost of living and seem certain to rise another 20 per cent by 1955, the Assn. of Western Hospitals was told Monday at the opening of a four-day convention.

Speakers insisted that voluntary, not national, insurance was the patient's answer to the problem, but a study panel conceded that present voluntary plans do not sufficiently cushion the financial blow of a long illness.

"HOSPITAL costs have been rising at an average rate of about 1 per cent a month for the last 10 years," said Dr. Anthony J. J. Rourke, Stanford Hospital, San Francisco, president of the American Hospital Assn.

"The cost of operating a hospital may be as much as 20 per cent higher in 1954 and 1955 than it is today."

DR. HARRY BECKER, Chicago, member of the association's commission on financing hospital care, attributed the cost boost to higher standards of care, underfinancing of hospitals 10 years ago, and the fact hospitals deal in services, not goods.

Dr. Becker said there would be further rises "because hospital wage rates are 35 to 40 per cent under the prevailing wage rates nationally."

Bureau Develops Method For New Synthetic Fuel

WASHINGTON — (U.P.) — The Bureau of Mines has announced that two of its engineers have developed a cheap method of purifying synthesis gas which is expected to advance research on synthetic liquid fuels.

Purification of the gas is an essential step in producing synthetic oil from coal by the gas-synthesis process, one method being studied by the bureau in an effort to find a commercial method of making oil synthetically.

Synthesis gas is a mixture of carbon monoxide and hydrogen obtained through the reaction of oxygen and steam with coal. The bureau said the new method, developed by Joseph H. Field and Homer E. Benson, chemical engineers, eliminates previously required "heat exchanged treatment" and reduces the amount of steam consumed in the process. "As synthesis gas is the major cost item in producing synthetic liquid fuels from coal by the gas-synthesis process," the bureau said, "any improvement that reduces the expense of purifying the gas is a definite advance toward the day when production of oil from coal on a commercial scale will begin."

A recent independent study indicated that motor gasoline can be produced to sell at the refinery for about 11 cents a gallon when revenues from by-products are taken into consideration. The oil industry disputes this, claiming 41 cents is a fairer figure.

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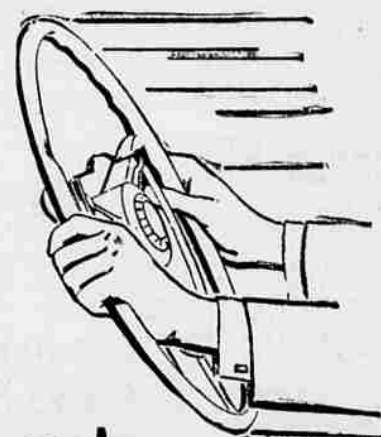
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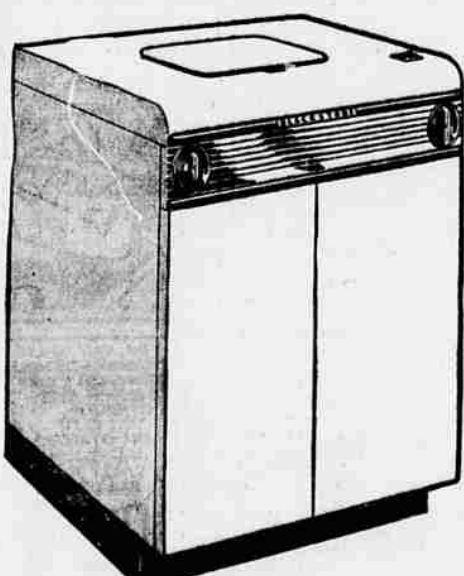
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DOOR PRIZE

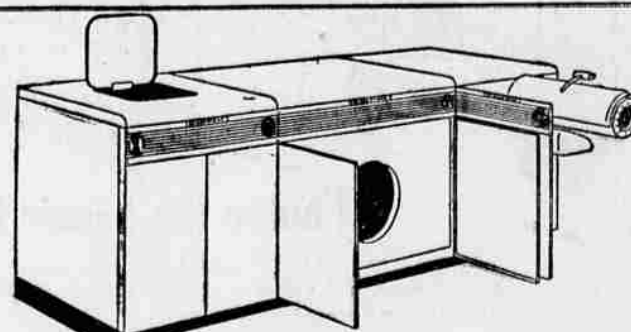
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