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Sarnoff - - America's No. 1 Miracle Maker

His parents were immigrants

Men Who Make America Great

When he predicts-- scientists listen

By LOUIS JAMES

Some men's careers can be aptly described as "successful"; others may be tagged "brilliant". But the career of Brigadier General David Sarnoff, Chairman of the Board of the Radio Corporation of America, can hardly be given any other word than "incredible".

Sit at his desk and hear him discuss 5000-mile-an-hour jets, atomic-driven autos, solar energy for household tasks, world-wide television in color, television phones—and he sounds like a man who has been reading too much science fiction.

But if you know Sarnoff's background, you won't question his view of the future. The man who promises all this is a man whose record of predictions is so good scientists no longer doubt—they simply nod and wait.

Started as messenger

To the General, these miracles are commonplace. His own career, from messenger boy to head of the billion-dollar-a-year RCA, world's biggest single communications system, is something of a miracle in itself.

The son of desperately poor Russian immigrants, Sarnoff first hit national headlines in 1912 when for three days and nights he was the only telegraphic link between the world and survivors of the sinking S.S. Titanic. President Taft ordered all stations off the air while the 21-year-old telegrapher sat glued to his post for 72 hours.

Then came his close association with Marconi, the inventor of wireless, his advocacy of the first mass-produced "radio music box" which not only made RCA into an industrial giant, but revolutionized American communication and entertainment.

In 1922, when some moaned that radio would kill the phonograph, Sarnoff scoffed and predicted they would "live under



BRIG. GEN. DAVID SARNOFF

one roof" in a single cabinet.

In 1924, he predicted auto radios and battery-less radios plugged into electric sockets; later, radio controlled tanks.

Not an inventor

Sarnoff, himself, is not an inventor. He is a man with an uncanny gift for visualizing an invention and then driving his technical staff relentlessly toward its fulfillment.

His peculiar skill lies in the combination of technical knowledge with business acumen. He is an avid reader of technical publications as of the Wall Street Journal and business magazines.

As early as 1923, Sarnoff prophesied home TV. Sixteen years later, he demonstrated it to the public for the first time at the New York World's Fair. Today, he almost singlehandedly is pushing color TV into mass use and acceptance.

In 1944, Sarnoff went overseas and served as Special Consultant on Communications under General Eisenhower emerging with the rank of Brigadier General.

Heads huge empire

Today, he oversees an empire of staggering diversity. There is the National Broadcasting Com-

pany, RCA Victor Records, RCA Labs and RCA Communications, Inc.—78,000 employees engaged in show business, broadcasting, news gathering, advertising, records, manufacturing and electronics. RCA has 18 manufacturing plants making everything from records to computers.

At 67, Sarnoff is a proud, stocky man with a ruddy, alert face whose sharp eyes reflect the authority of his vast power.

He is a meticulous, efficient worker who can't abide disorder. Everything in his life is done by plan and in sequence. His desk is strangely free of papers while his office walls—lined with dozens of plaques, scrolls and awards—bear testimony to a life of accomplishment.

Sarnoff is a legend to his own employees. A relentless worker, he drives himself every hour of the day but is no gladiator or hobnobber. His lines of communication are formal and precise, achieving the desired control through top echelon executives.

Man without hobbies

He has no hobbies, plays no golf, no games. He returns many times after a full day at his office to his 24-room house in Manhattan to work there until midnight.

In his home, he has 20 concealed radio and TV receivers which he clicks on for classical music, forums, news and sports. In 1917, he married Lizette Hermant and they have three sons. His eldest, Robert, is NBC president.

Sarnoff's peek into the future is jaunty. He sees not only numberless inventions, but an end to wars. He is convinced that opportunities for America's youth are greater than ever before.

"All the accomplishments of the past 50 years are going to be eclipsed by the next 10," he predicts. "We're still pioneering in the dawn of the Radio and Electronic Age."

Springwater

By Phyllis Fitch

Friday night the Wilbur Howells attended the Junior class play at Estacada. Bonnie was a member of the cast.

Saturday eve Mrs. Fitch gave a birthday dinner in honor of her sister's Jean Hayward's 19th birthday. An evening of cards was enjoyed by all.

Springwater Youth Fellowship will install new officers on Nov. 30. Saturday Lena Kiggins took part of the Junior Legion Aux. girls to Portland to be installed. There were 14 from Estacada Unit.

Visiting till Tuesday at the Murray Kiggins home is Lena's aunt Mrs. Grace Carpenter from Oklahoma City. Sunday Mrs. Carpenter's daughter and nephew of Tigard were over.

Sunday Mr. and Mrs. Del Gant visited Del's sister Mrs. Earl Morris at her home in Oregon City. Mrs. Morris just returned home from the hospital.

Last week Mr. and Mrs. Del Gant accompanied by Mr. and Mrs. Don Thomas and children drove up to Woodland, Wash. and up Lewis River to Swift dam. They have been up to see the dam 3 times during its construction.

This Friday night is Social night at the Springwater Grange. There will be a pot luck supper at 6:30. Program and farewell party for Mr. and Mrs. James Martin will follow at 8.

Friday night the Oregon City Kiwanis had a dinner at Springwater Grange hall for the farmers of this area. They had the Exc. Club cook the dinner and invite the farmers. Some Estacada Kiwanis were present.

Sunday Mr. and Mrs. Gene Sullivan attended the reception for Rev. and Mrs. Chas. Helms, the new Estacada Baptist Church minister.

Viola Happenings

LaFaye Fouts

72 attended the Viola Community Sunday School services last Sunday. Danny Fouts won 1st place for having the most guests in the Sunday School attendance drive. Mrs. Bessie Cunningham won 2nd place.

Evangelist James Bucher brot the sermon for the church service morning and evening. He will be conducting old time Revival for the coming week. Both Mr. and Mrs. Bucher have crossed the United States 65 times and spent sometime in Israel 2 years ago. His sermons are most enjoyable. Everyone is urged to attend.

Viola Extension Unit met last Tuesday at the Community hall. Mrs. Vida Peck and Mrs. Jean Illig gave the lesson on block printing. Next month the Christmas party will be held Dec 19 on a Friday instead of Tuesday. There will be a gift exchange of gifts not over 50¢.

Viola Community Club members are holding a pot luck supper Saturday night at 6 PM to commemorate the new paint job on the Community hall. Everyone in the community is invited. Come and join the fun.

Mrs. Vern Riedel's sister and her husband, Mr. and Mrs. Laurie Knudson of Roseburg spent Sunday with the Riedels.

Mrs. John Cunningham visited last week in Portland with her son and family, the John Cunninghams.

Eagle Creek

By Margaret Ross

Maye (Mrs. Doug) Cloninger, with her small twins and her daughter Barbara Plumlee, after spending the past 3 months here at the home of her mother-in-law, Florence Cloninger, departed by train on Monday for Soledad, Cal. to rejoin her husband and other two children.

Mrs. Mabel Paine has returned to her home in Cathlamet after visiting here for a few weeks with her daughter Ruth (Mrs. Ember) Wilson and son Bob Paine and their respective families. Mr. and Mrs. Wilson took her home last Saturday.

Nancy Whisler last Friday accompanied Lee Proctor to the

Proctor's home in Tillamook where they attended a high school junior play in which Frank Proctor played the leading role. On Saturday they went to Corvallis for homecoming weekend at OS. Nancy and Jean Brackett were guests at Joanne Burnett's sorority house. Kappa Delta.

Houseguest of Mrs. Maude Burnett for three days last week was her sister Mrs. Edna Parsons of Portland. Also visiting her on Tuesday was Mrs. Bernice Howell of Clackamas.

Mr. and Mrs. R. O. Dall have been having a new well drilled on their place this past week.

A birthday party in the 3rd-4th grade class room of Eagle Creek School last Friday afternoon honored Becky Johnson, Don Rivers and Ellen Seidel. Room mothers present were Ruby Ivers, Katherine Wilson and Charlotte Woodcock.

An 8 lb. baby boy was born to Mr. and Mrs. Vernon Castile on Nov. 16 and named Daniel Robert. The Castiles also have two other children. Grandparents are Mr. and Mrs. Wm. Castile of Eagle Creek and Mr. and Mrs. Orion Coop of Independence, Missouri.

TB CHRISTMAS SEALS

HAVE BEEN SENT OUT

Many helping hands worked long hours to assemble the 25 thousand Christmas seal letters that went sent to the people of Clackamas county this week by the Tuberculosis and Health Association.

For 32 communities—from Barlow to Zizag—the letters were stufed by hands of all ages. Some were done by Camp Fire Girls, others by high school students and many were done by members of the Woman's club and other groups. All workers were interested in giving community service to the TB association's annual sale of Christmas seals to finance next year's educational program against tuberculosis and other diseases.

As they assembled the letters the volunteers talked to the merry little children shown on the seal—the boy in the green cap and jacket and the girl in the red cap and coat—sending Christmas Greetings to all people everywhere. The chalk and blackboard as tools of teaching and learning are symbols of the TB association's campaign to learn the facts about TB.

In the Christmas seal letter Mrs. J. Edward Blinkhorn, president, stresses one of the local facts when she writes of the 21 Clackamas county neighbors who were attacked by the germ last year. These people were new cases reported for the first time—they never before had had TB.

Five of the first of these 21 persons, according to the annual report enclosed with the letter were discovered through x-rays in moderately advanced or far advanced stages of disease—difficult to cure, or no cure. Some were discovered too late.

TB is still a serious problem, Mrs. Blinkhorn states, for one out of every three persons has live TB germs in his body—which means 300,000 Oregonians are infected and it is estimated 6,000 will develop active TB within their lifetime.

Mrs. Blinkhorn asks that contributions to the campaign be sent to the association's new office in the McIntyre building, 6th and Main streets, Oregon City.

LUMBER TRADING AT SNAIL PACE LAST WEEK

Lumber trading this week slowed to a snail's pace according to Crow's Lumber Market News Service. This was partially due to the severe, unusually early storms in parts of the nation's mid-section; but is also normal for buying activity to move at a reduced pace in November.

Dealers in many states where there is an inventory tax do not want too much lumber on hand before the end of the year, but are showing a little interest now in shipments to arrive after Jan. 1. Mills, on the other hand, are not eager to accept this delayed shipment business except at increased prices.

SHARON SAGER WEDS

ROGER SANTO, WEST LINN Sharon Sager, daughter of Mr. and Mrs. Donald L. Sager of Estacada, and Roger Santo, son of Mr. and Mrs. Bernard Santo, West Linn, were united in marriage in an evening ceremony Friday, Nov. 7 at Springwater church with Rev. Harry Hampton officiating. Mrs. Horner played the wedding music.

Mr. Sager gave his daughter away in marriage. Her dress was of white brocade, ballerina length and she carried a bouquet of peach colored mums.

Rita Santo, sister of the bridegroom, was honor attendant. She wore a white wool chemise dress and carried a pink carnation bouquet. Frank Schelle was best man.

The bride's mother wore dark grey with black accessories and a pink carnation corsage. The bridegroom's mother wore black with black accessories and her corsage was identical to that worn by the bride's mother.

Mrs. Carol Kennedy served the bride's cake, Mrs. Harold Sager presided at the coffee urn and Mrs. Lois Varley served the punch. All three are aunts of the bride.

Another aunt of the bride, Mrs. Faye Foust, assisted in the serving.

Marlou Foust, cousin of the bride, was in charge of the guest book. Larry Sager and Carol Foust were in charge of gifts.

After Nov. 28 the young couple will be at home in Fort Lewis, Wash., where the bridegroom is serving with the US army. Mrs. Santo attended Estacada

high school and Mr. Sager attended West Linn high school.

Estacada Locals

Clyde T. Ecker, former Estacada resident, and now living at the Sandy Rest Home near Sandy was in Estacada last Thursday visiting friends. He made his usual call at the office of the Clackamas County News. Clyde as most local folks know, is the writer of that popular column in the News "This Person & That."

Mr. and Mrs. Larry Meade entertained about 40 relatives at a pre Thanksgiving dinner last Sunday at the Meade home.

Mrs. Wm. Grant, mother of Mrs. Guy Keller, came out from Oregon City Friday to attend the Junior Class play at the high school on Friday night. She returned home on Saturday.

Mr. and Mrs. Delbert Nordquist and family and Eloise Rynning visited at the home of Mr. and Mrs. Curtis Nordquist of Longview, Wash. on Sunday.

Mr. and Mrs. Bob Lauderback and son visited Mrs. Lillian Lauderback and Mr. and Mrs. Ford Darrow over the weekend. The Lauderbacks live in Boise, Idaho, where he is an insurance adjuster for General Motors.

Joe Barr took his daughters, Eileen and Kathie, and Susan Kiggins and Eileen Marek to Gresham on a skating party last Saturday evening.

School Fashion Note—Color!

Fall wardrobes for boys and girls are positively prismatic. Flaming plaids, vivid monotones, riotous prints—the fall fabrics for the Shakespearean picture of the schoolboy "creeping like a snail unwillingly to school." He will seem propelled by the very colorfulness of his costume!

Basic to the bright colors in all the many sturdy school-wear fabrics is washability. Hang-tags attest to washing ease and, in many cases, to the mere touch-up ironing that the garments need. For continued color-brightness and utmost cleanliness, Lever scientists have created a heavy-duty liquid wash-day aid with high detergency as well as inbuilt brighteners that keep colors sharp and clear.

Because this liquid detergent, Wisk, is concentrated form a small quantity is sufficient to produce suds in just the right abundance to release soil and without ever leaving a residue of undissolved powder to cling to the wash.

Although the multi-colored school clothes happen to be fashionable this fall, they have another value according to safety experts. Being highly visible, even on foggy days, the gay hues help motorists to see the children walking along highways and so avoid possible tragedies. This is a thought to bear in mind when selecting new winter coats. Fortunately, these too are being shown in vivid colors and in Wisk-washable fabrics and often trimmed with equally sudsable orlon "fur."



"Poster Boy" Meets Past President



Former President Hoover, board chairman of the Boys' Clubs of America, receives first copy of 1958 Boys' Clubs poster from Jay Walter "Bud" Morehouse, 8, this year's "poster boy." "Bud," a member of the Mt. Kisco, N. Y. Boys' club, will represent half-million members of the national youth organization during 62nd Boys' Club week celebration this Spring. "Now He Really Belongs," theme of poster, was chosen to emphasize the importance of the "feeling of belonging" which promotes Juvenile Delinquency among members of the national youth organization's 500 clubs.

Wishing you a Happy Thanksgiving

We will be Closed All Day Thanksgiving

Currinsville Market

Estacada Rt. One

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CLACKAMAS COUNTY NEWS