

'I'll drink to that—make mine milk!'



Picturesque Cove, deep in river gorge, had role in shaping region's frontier

Deep in the gorge of Crooked River, near where the Deschutes slashes in from the south, is a picturesque spot with a pioneer history. It is the old Cove orchard.

Camping areas will be closed there this weekend, to clear the way for the relocation of Cove Palisades State Park facilities. Soon, water backing up behind the Round Butte Dam will cover the orchard area to a depth of some 200 feet.

But the flooding of the beautiful park, under the towering mesa which old timers called "The Plains of Abraham," will not erase pioneer memories.

First settlers in Central Oregon found the Cove an inviting area — but it was one of the region's most isolated spots. It could be reached only over a trail, leading down from high rims. Clark Green Rogers liked the sheltered Cove, and accepted its challenge. He filed on the Cove Ranch in 1879. Since there was no road into the gorge, across which stretched the long shadow of "The Island" in early afternoons, Rogers and his son-in-law, George Osborn, built a trail into the canyon, some 1,000 feet deep. Over that trail a sure-footed horse could travel.

The Rogers family saw the possibility of a home in the inviting Cove. First, a tent was carried down from a high rim to the east, where a columnar basalt resembles closely stacked giant fence posts. Later, logs were hauled to the rim from Grizzly Mountain, then rolled over the rim and down into the canyon. From those logs, the Rogers built a log cabin — which was to become the nucleus of a new home on the Central Oregon frontier.

Foulup all the way around

The general impression one gets from the Portland integration problem, which we discussed the other day, has another side.

This side concerns President Kennedy's omitting of his Portland stop because of threatened picketing by the Portland chapter of NAACP. We said before that the NAACP should not have made the threat in the first place. It has undoubtedly hurt its own position with a number of Oregon supporters.

Song of coyote may be its death cry

Some old time Central Oregonians, especially ranchers, were a bit reluctant to believe a news story that appeared recently in The Bulletin.

Two Bend youths, the story related, had successfully used a "predator call" in luring a coyote within range of their rifles. Game Commission personnel confirmed the information that such calls are being used.

But, we agree, it is difficult to understand how the wily coyote, which for more than a century has been playing hide and seek with ranchers, hunters, government predator control agents and others, can be lured by a call!

By gaining in numbers while the target for every person with a gun, coyotes have proved they are more intelligent than the general run of animals. They are also omnivorous, adaptable and prolific.

Rogers saw the possibility of an orchard in the sheltered Cove, and made a planting. The trees were "toed-in," and were the first planted in Central Oregon. A luxuriant garden was raised even in the first season of occupancy of the Cove. Fruits and vegetables were taken by packhorse, to the little village of Prineville.

Rogers obtained a patent to the Cove Ranch in 1886. Later, F. F. McCallister acquired title. In 1888, William Boegli, a lad of 12, reached the ranch, from an orphanage at Salem, and was reared by Mr. and Mrs. McCallister. Through hard work, Boegli acquired a good education — and proved that the Cove Ranch could produce men, as well as fine fruits and choice garden produce. He was Crook County superintendent of schools prior to the creation of Jefferson County and when Jefferson was created in 1914, he was named that county's first judge.

Yearning to own the ranch at the Cove where he spent his boyhood, Boegli purchased a quarter section and moved his family there. It was Boegli, now a resident of Prineville, who developed the fine orchard that won for the Cove the title of "fruit basket of Central Oregon." The Boegli family lived on the Cove Ranch until it was acquired by the Oregon State Highway Department for park use.

There will be a feeling of sadness among old timers of Central Oregon when huge, three-pronged Lake Chinook covers the Cove bottom, and boats of anglers drift over this cozy canyon that was the home of pioneers who shaped the Mid-Oregon frontier.

But the President should not have backed down in the face of the threat.

This is the same President whose adherents so strongly criticized former President Eisenhower for calling off — at the suggestion of the Japanese government — a proposed trip to Japan. There, the Japanese thought, he faced the distinct possibility of physical violence, something which was not threatened in the Portland situation.

Originally, coyotes were natives of the prairie west. As hunters came, coyotes extended their territory. Now their evening song can be heard from the outskirts of New York City to Miami, and from Alaska to the wilds of Costa Rica.

Victor H. Cahalane, the naturalist, paid tribute to the coyote: "Throughout the ages it has helped weed out the unfit and keep survivors alert. Largely due to it and other predators, the deer, the antelope and other hoofed mammals have evolved into swift, graceful, efficient animals."

Through the decades, the fox-like animal, with a bushy, sloping tail that seldom wags, has faced man on many frontiers, and has won the race for survival.

Now a mechanical call, which makes a sound "like a rabbit in distress," may change the picture.

Advertising men take dead aim on American women

Trend toward 'soft whiskey' received big push with campaign to push vodka

By Harry Ferguson
UPI Staff Writer

WASHINGTON (UPI) — One day the men in charge of promoting and selling alcoholic beverages took dead aim on the American woman. They decided her likes and dislikes control what kind and brand of alcohol more than 50 per cent of Americans consume.

The result was furious activity inside the industry, a fierce advertising battle that still goes on and the quick rise of "soft" and "light" whiskey. The whiskey men were painfully aware of the sky-rocket increase in popularity of vodka among both women and men. In 1952 vodka had one per cent of the American liquor market. Last year it had nine per cent.

An inspired advertising man told Americans they should drink vodka because "it leaves you breathless," a statement that immediately was interpreted to mean you could hush it up as much as you wanted to on vodka at lunch and nobody would ever know. Skeptics agreed that vodka had less odor than whiskey or gin, but they pointed out it did have a faint smell, some of which

might linger on the breath. The second thing vodka had going for it was that it mixed easily with anything because of its near-neutral taste. People started pouring vodka into all sorts of things and the day of the bloody mary, the screwdriver and the bullshead had dawned.

The whiskey men proceeded on the theory that most people — and especially women — didn't like the taste of a highball or cocktail and would welcome lighter whiskey. This was easy. They started to lower the proof of the whiskey. If whiskey is 100 proof, it has 50 per cent of alcohol by volume. You can lower the proof to 86 or 80 and come out with a milder whiskey.

Most of the bourbon distillers plunged into this joyously. They continued to produce 100 proof whiskey, but their advertising emphasized that they also had a little brother who was lighter.

But not all of them. Julian P. Van Winkle, president of the distillery that makes Old Fitzgerald, elected to hold the line in behalf of 100 proof bourbon. His advertising hammers away at the idea that you can have a light drink by using a smaller jigger of 100

proof whiskey. "You are not tempted to over-pour and defeat your purpose of moderation," he says. Only time will tell whether Van Winkle is a King Canute, vainly commanding the tide of light whiskey to subside.

The battle over "lightness" has spread to scotch. Almost all scotch consumed in the United States is 86 proof, meaning it is 43 per cent alcohol. So advertising men decided to attack from a different angle. A scotch called Vat 69 had been selling in a dark green bottle, which seemed to give American drinkers the impression it was heavy whiskey. So now it also is sold in a plain glass bottle and called "Vat 69 gold." One of the biggest scotch sellers in the United States is Cutty Sark, and merchandising experts are convinced that the reason is that the whiskey is of an extremely light color and not because it is any less potent than other scotches.

The fighting rages hard and heavy on the blended whiskey front. Blended whiskey is a combination of neutral spirits and whiskey, usually 35 per cent neutral

spirits. Here, too, the battle is to convince the drinker that he can have the "lightest" possible whiskey if he buys the right brand.

But not long ago, out of the smoke and turmoil of the competitive battle emerged something entirely new — "soft whiskey." This is a product of the Calvert Distillers' Co., and this correspondent made contact with its New York headquarters for an explanation of the new technique. He was told:

The company had been producing a blended whiskey called Calvert Reserve which was sold in a dark amber bottle. It was decided to abandon that and get into the light whiskey race, and the first step was to change to a clear bottle and call the whiskey Calvert Extra. It will cost the company \$300,000 more a year because both the glass and the label are more expensive.

The whiskey is still a blend of 35 per cent whiskey and 65 per cent neutral spirits and the proof is still 86. The change that was made was the neutral spirits now are placed in barrels in which whiskey has been aged. All of this was explained to the adver-

tising agency in charge of the product which promptly dubbed it "soft whiskey." The man said everybody at Calvert Distillers was happy.

Most Americans are convinced the words "bottled in bond" on a whiskey bottle mean the United States government guarantees the quality. No so. All it means is that the whiskey is 100 proof and has been aged in barrels for four years. This enables the distiller to defer paying his federal taxes on the whiskey until he is ready to bottle and sell it. Bottled in bond whiskey can be good or bad depending on its original quality.

Nor does great age necessarily mean a whiskey is better. Sometimes it means just the opposite because the whiskey can pick up harsh wood flavors from being too long in the barrel. Whiskey does not improve once it is in the bottle. You may be treasuring some bourbon bottled before Pearl Harbor, but you are kidding yourself. It's still only four-year-old whiskey.

Tomorrow: The alcoholic and how he gets that way.

Cigarette, sales taxes favored, Fair poll shows

By Zan Stark
UPI Staff Writer

SALEM (UPI) — A straw poll at the recent State Fair indicated if new tax revenues were needed, they should come from cigarette and sales taxes.

The poll was conducted by the secretary of state's office as part of a test of a new voting device — and was not a serious effort to determine public feeling on the revenue issue.

The poll did not ask whether voters opposed any new taxes or wanted a change in the state's present sources of revenue.

That question may have to be decided by Gov. Mark Hatfield and members of the legislature after the Oct. 15 tax referendum election.

But the State Fair poll was significant in the light of a recent report issued by Commerce Clearing House (CCH), an organization which reports on tax and business laws.

Oregon is the only state that does not tax cigarettes. There are 37 states with a sales tax, and of these, 30 receive the biggest part of their operating monies from the sales tax. Sales tax collections totaled \$5.3 billion in fiscal 1962-63, almost a quarter of the \$22.1 billion total state tax collections.

Second highest money producer was the state income tax which garnered \$4.4 billion. Thirteen states looked to income taxes as their major source of revenue. New York collected 34 per cent of its operating money this way. Oregon was next with 34 per cent.

Taxes on gasoline were the top revenue producers in six states, and one state, Louisiana, looks to a severance tax on the removal of natural resources as its chief tax yield.

Montana last year switched its best revenue source from the income tax to the gasoline tax, reflecting a long-time see-saw between the two as the state's top money producer.

One of the appeals of a sales tax is that it produces a huge amount of money, but does so less painfully. Instead of getting an annual income or property tax bill, taxpayers pay pennies every day into the sales tax. The State Tax Commission estimated a 3 per cent sales tax would produce \$90 million a year in Oregon.

Many sales tax proponents say tourists would share the burden of a sales tax. Tax experts say the amount paid by tourists would be insignificant. It's the resident taxpayer who would be stuffing the tax coffers — pennies at a time.

Oregonians have voted down sales tax proposals five times. Some legislators, however, feel it's time to try again.

PLEADS INNOCENT

PORTLAND (UPI) — Donald J. Nichols, 42, South Gate, Calif., pleaded innocent in Federal Court Wednesday to a charge of participating in a \$8,200 bank robbery at Gervais on July 11, 1962.

His case was set for trial the week of Nov. 4.

Two other men have been sentenced to 7-year prison terms for their part in the holdup.

Barbs

This is the season when something else beside taxes is being raised on the country land.

An Ohio farmer was stung twenty times when one of his hives turned over. Risky bees!



It was a vacation to a beach that tripped a couple up and made them fall in love.

When a teen-ager gets old enough to drive the only family car it puts Dad back on his feet.

Chinese add Russia to border foes

By Phil Newsum
UPI Staff Writer

One hundred years and more ago when European powers busily were carving up Imperial China, Czarist Russia was taking its share.

Maps published by the Red Chinese since they took over the mainland in 1949 show that they do not recognize those conquests and intend to get them back.

And so to India has been added the Soviet Union as a nation having a border dispute with Communist China, and to the ideological quarrel between the two Communist giants has been added a new and, potentially, even more explosive issue.

For outsiders attempting to assess the depth, probable duration and cause of the quarrel, the latest turn taking up space in Moscow and Peking newspapers and in the propaganda airwaves has given new food for thought.

Last week end the Soviet government charged the Chinese with 5,000 border violations in 1962. The Soviets said the Chinese had attempted to reclaim isolated parts of Soviet territory "without preliminary permission."

Specifically, it cited the case of a fisherman on the Amur River which separates Siberia from Manchuria. It said documents taken from the fisherman demanded that fishermen tell Soviet border guards that river islands belong to China.

It said that Russian attempts to negotiate border disputes had been ignored by Red China, and from this India's Jawaharlal Nehru could draw a very smile.

Two weeks earlier, the Red Chinese had accused Russia of luring tens of thousands of Mongol nomads across the border of Sinkiang Province into the Soviet Union and of trying to engineer an anti-Chinese coup in the region.

Both areas, Sinkiang and the Amur and Ussuri River borders with Siberia, are historic scenes of conflict between the Russians and the Chinese.

Sinkiang, China's largest province, far back beyond the days of Marco Polo, has been a highway of civilization. An ancient silk route linked it with India. It is marked by extremes of hot and cold, ferocious winds, mountains, green forests and pastures and rivers that end in salt marshes and arid deserts. And while it belongs to China, it borders on the Soviet Union and its communications and trade traditionally look toward the U.S.S.R.

Washington Merry-go-round

JFK upset space experts with his moon proposal

By Drew Pearson

WASHINGTON — Inside fact is that President Kennedy over-ruled his top space experts in announcing that the United States was ready to put a Russian-American team on the moon.

The experts were so vigorous in arguing that cooperation was impossible and so sure they had JFK on their side that two top space executives went out on a limb against the idea within hours before the President made his historic moon-cooperation proposal. They were:

Dr. Robert Gilruth, head of the Space Center in Houston, Texas, who three days before the President's UN speech flatly and publicly stated that joint cooperation with Russia was incredible.

James Webb, director of the National Space Agency, who one day before JFK's speech poured cold water on a joint moon project before a St. Louis audience. He said frankly that the United States was interested in "the military uses of outer space."

Twenty-four hours later, Jimmy's chief in the White House pulled the rug right out from under him on two counts:

No. 1, he accepted the Gromyko idea of banning nuclear weapons from outer space.

No. 2, he proposed joint US-USSR cooperation in sending a man to the moon.

Space Politics

Most people don't know it, of course, but Jimmy Webb, the delightful and energetic director of NASA, has never had the complete confidence of the White House. Jimmy was hand-picked as space director by the late Sen. Bob Kerr of Oklahoma, who, as chairman of the Space Committee, dominated Senate policy not only on oil and gas under ground but the outer air above ground. He picked Jimmy Webb for the Space Agency because Webb had been working for his own far flung Kerr-McGee oil and gas empire.

It was this combination, with an assist from Lyndon Johnson and an especially strong assist from Rep. Albert Thomas, the Houston congressman, which piled up most of the space projects in Houston. With the moon project located in Houston, the congressman from Houston, who occupies a senior spot on the Appropriations Committee, made sure it got the money.

Unbalanced System

This is the system followed in recent years by the U.S. Congress and is why so many military projects are located in the state of Georgia. The potent chairman of the Senate Armed Services Committee, Sen. Dick Russell, comes from Georgia; so does the chairman of the House Armed Services Committee, Carl Vinson of Milledgeville.

There is nothing unsound about the mind of Mr. Vinson, despite his 80 years. But the system is about as sound as some of the inmates of the big Georgia mental institution located in Milledgeville.

One of the most significant points about JFK's UN speech was that he backed the wrath of the senior and sometimes wrathful moguls of Congress by proposing the joint moon project with Russia.

For senior Congressman Al Thomas of Houston will bellow like a Texas steer at the idea of taking part of the moon project away from Houston and putting it in Moscow. And senior Senator Dick Russell will also want to cut down on the moon funds, because he doesn't favor any kind of international cooperation which might get away from his idea that war is inevitable.

Guarded okay given proposal on wheat sale

By Wesley G. Pippert
UPI Staff Writer

The wheat belt gave guarded approval today to suggestions the United States sell surplus grain to Russia.

"It doesn't make a lot of difference whom we sell wheat to..." summed up one grain terminal official simply.

"We have plenty and apparently the Russians are short," rancher J. Tipps Hamilton, Kirley, S.D., said. "Sometimes we have to put aside our hostilities and help those who are less well off."

Actually, those who were opposed to selling wheat to Russia — or who had doubts — did not do so on the basis of the "cold war." Rather, they raised economic questions as to what the form of payment would be and whether the sale would really shrink this country's huge pile of grain.

Fertilizers, increased acreage and "farm automation" have caused a tremendous boost in agricultural production in the United States since World War II began, and have left this country with one of its biggest headaches.

Seek Solution

Both Republicans and Democrats tried — but were largely faulted for their farm programs. And yards of huge government granaries continue to dot the countryside throughout the Middle West.

On the other hand, it has been reported the Russians have been having serious agricultural problems of the opposite kind. Production is low and food prices are sky high.

A fortnight ago Soviet negotiators signed a \$500 million Canadian wheat deal.

Against this background, it was learned four private grain traders are in Ottawa, Canada, trying to lay the groundwork for a large United States-Russia wheat deal.

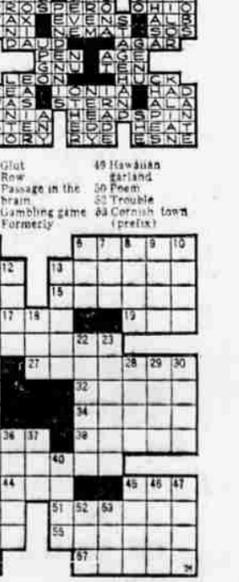
At the same time, President Kennedy winged his way on a cross-country trip along the rim of the wheat country, and it was learned he had discussed the possibility of grain sales to Russia.

Senate Democratic Leader Mike Mansfield of Montana said the President had not decided on new policy but has "evidenced interest in these developments."

Here and There

- ACROSS
- 1 Polish city
- 6 Vatican
- 11 Baltimore
- 13 Blunt
- 14 Climbing device
- 15 Masculine appellation
- 16 Abstract being
- 17 Selon
- 19 Mariner's direction
- 20 Originates
- 24 Mother-of-pearl
- 27 African flies
- 31 Applause
- 32 French stream
- 33 Italian violin maker
- 34 Wrench of —
- 35 Repairs anew
- 36 Becomes rancid (cl.)
- 39 Mark
- 41 Hop's kin
- 44 Bodily organ
- 45 Presidential nickname
- 48 Mariner
- 51 Opposite of former
- 54 Chargers
- 55 Warning device
- 56 High home
- 57 Dormouse
- DOWN
- 1 Rodent
- 2 Fervid
- 3 Covers
- 4 Low slightly
- 5 British beverage
- 6 Indian weight
- 7 Light brown
- 8 Fruit drinks
- 9 Early baroque
- 10 Grated (beef)
- 12 Gaelic
- 13 Small hollows
- 14 Cereal grain
- 15 Shell hole
- 21 Eye membrane
- 22 Fisherman
- 23 Gems
- 24 Close
- 25 Culmination
- 26 Retiree one (cl.)
- 28 Lateral part
- 29 Greek love god
- 30 Withered
- 34 Tinted
- 37 Crusty
- 40 Lampreys
- 41 Larissian mountain
- 42 Gilt
- 43 Row
- 45 Passage in
- 46 Lumbering game
- 47 Formerly (cl.)
- 48 Hawaiian
- 49 Garland
- 50 Prem
- 53 Trouble
- 54 Cornish town
- 55 Iretian

Answer to Previous Puzzle



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