

In the Day's News

By FRANK JENKINS
1955 weather note:
A low pressure center that originated in the southern Rockies boiled out into the central plains the other day and produced a bombardment that has claimed at least 90 lives.
Some 700 people have been injured, and damage runs far into the millions.

The town of Udall in Kansas appears to have been hardest hit. Of its total population of 750, 55 were killed outright. Even brick buildings were demolished by the twisting winds.
The town is described as a jungle of wreckage and mud.

In Blackwell, Okla., 36 square blocks including 300 houses were totally destroyed. Seventeen persons were killed and 500 were injured.

A Major Youell was in an adjoining town when he saw the writhing tail of the cyclone dip down in the vicinity of Blackwell. He headed for home at top speed. He was about two blocks from his home when the center of the storm hit.

He was blown out of his car, but wasn't hurt. When he reached his house, it was a total wreck. **BUT HIS WIFE AND TWO SONS WERE SAFE.** They had taken refuge under a staircase, which sheltered them.

Major Youell is a veteran of two wars, but he says of the tornadic ruin in his town: "I've never seen such misery as this."

So much for the cyclones — which have been going on in the cyclone areas as long as there has been weather.

J. D. ZELLERBACH, head of J. Crown Zellerbach Corporation, told members of the Portland chamber of commerce the other day that paper production should increase 55 per cent in the next ten years, providing the Pacific Northwest with a new payroll of 175 million dollars per year.

He followed that up with an even more interesting statement. A big new CHEMICAL industry, he said, may be provided for the timber-growing areas by LIGNIN. Lignin is a substance in growing trees that binds wood fibers together. In the manufacture of pulp and paper, lignin is left over as a presently useless by-product, which adds considerably to the problem of disposal of the waste from pulp and paper mills.

Mr. Zellerbach told his hearers that research laboratories are beginning to make progress in experimental work with this substance. In the past, wood chemists have believed that lignin contains substances of great industrial importance, but so far they have been unable to break it down into its useful components.

If the researchers can find the key that will unlock the mystery of lignin, GREAT progress will have been made toward more profitable utilization of the fiber in our trees and the time will have been brought nearer when we will GROW TREES FOR FIBER just as cotton is grown for fiber.

HERE is a fascinating thought: Here in Southern Oregon it is possible that we have more merchantable timber now than we had 50 years ago. The catch word in that statement is MERCHANTABLE. When we first began to cut our great forests, only mature pine and fir trees were regarded as having value.

Now almost ALL species have commercial value — including jackpine (or lodgepole)—which a half century ago was regarded as worse than worthless because it cluttered up land that might have been utilized for some other purpose. Jackpine is now known to be one of the more valuable

Is That So?

By Eugene Burns
Ranger-Naturalist

Stockholm, with S.A.S. (Delayed)—In Sweden I found the same questions as in Norway, and there as in Denmark, and there as in all corners of the U.S.A. "You're a ranger. Now tell us what's the best way to make friends with wild animals in the woods?"

What I tell them, I think is worth repeating—particularly now that summer's rushing on, and what I say may bring a field mouse to your fingertips for a nibble of bacon; or coax a chipmunk or squirrel to your knee; and with good luck, may even bring a deer to beg for an apple.

To make friends with the shy wild creatures takes time. Time multiplied with patience. And beyond that a genuine friendliness toward animals. With this as a basis, certain techniques are necessary. But don't expect the animals to flock to you on your first walk. Indeed not. Give them time—first they must observe you from their hide-holes, and then gradually they will come out as you inspire confidence.

Rendezvous First
To go to this winning of friendship logically, first establish a rendezvous. Preferably, a place where animals gather naturally. In my ranger station in the Olympics, Washington, I made it a frequented corner of my sunny porch. A perfect place because I was 18 miles from the nearest mountain road so humans seldom came with a dog and gun. But better yet, shrubs came right to the corner of the porch to give the animals a feeling of safety, with an escape route directly behind them.

Here, I put a salt cake for the animals that like salt—and most mammals do. I also brought Gravenstein apples from a tree I had found in an abandoned clearing. For the chipmunks and squirrels I had peanuts and raisins. For the vesper sparrows, sunflower seeds. For my hummingbird, wild honey presented in a rather crude imitation of a flower I had fashioned out of a colorful Saturday Evening Post cover. Before fall came, the beggar would sit on my finger as he fed.

In most instances, it is better to select a place near a drinking hole, or where animals gather naturally as shown by the converging tracks. A place, perhaps, where you can sit in feir comfort with a tree trunk for your back. And don't forget, with nearby escape bushes.

Same Time Every Day
Once selected, go to this place with food in your pocket the same time every day—the best time, really, is when the animals are naturally seeking food and that's usually early morning or late afternoon. Never fear, the animals will be prompt, too.

To avoid giving alarm, move slowly. Stroll, don't stride. Then when you arrive, sit at rest, take out your jackknife maybe and whittle out a willow whistle to pipe on. But slowly. The quick flash of a blade will surely strike terror into a creature which is only a hundredth or even thousandth part of your giant size, remember. Better yet, carve. That's slower. And should a mosquito bite, don't pulp woods.

In addition to finding uses for species that half a century ago were regarded as worthless, something else has happened. We know now that the growth ratios that were accepted as accurate half a century ago, were INACCURATE. Experience is showing us that our timber has been GROWING FASTER THAN WE THOUGHT IT WOULD.

The result of all this is that we have far more timber now than we ever thought we would have at this time.

take a lusty swipe at it—that will scare your tiny friends away. Brush it off.

Read a magazine while waiting? I think not. The flipping white pages alarm; besides animals demand that you take a lively interest in their doings. Animals get bored easily. If you knit, good, take it along. Rhythmical motion fascinates.

I make it a point, too, to talk reassuringly to the animals, but no condescending baby-talk or gruff orders because I think animals get a comprehension from the right tone. When possible, I use the same pitch as the animal's voice — then I'm sure I'm on his wave-length, within his range of hearing which differs among animals. For a field mouse, I can make a tiny mouselike squeak by licking the back of my hand and then making a prolonged sucking noise on my dampened skin. Humming, of course, gives the animal confidence, too—and try if you can to imitate their voices.

As your friendships multiply and deepen, day by day, your friends will spread the word: "Look, fellows, here's an all right guy."

Cue From One Another
After all, wild creatures take their cue from one another. A rabbit's thump warns a nearby squirrel; a squirrel's bark

arouses a bluejay; and that sassy critter spreads the alarm to the deer—to the whole wide world for that matter.

So by degrees, your circle of friends will widen. First, perhaps, a field mouse. Then a chipmunk. A squirrel. By slow degrees, a family of raccoons. And then, if you are lucky, even a buck deer—as I once had one at Grand Canyon National Park. He came every morning at dusk for his dessert—an apple. (One time some human callers ate me out of apples and this buck came right into my quarters to demand his food and was most ill-tempered about it. As he had every right to be!)

The learner, of course, will find that the techniques which win one animal's friendship will alarm another. What appeals to a squirrel may frighten a cottontail, perhaps even another squirrel because animals are so very individual. But by watching and learning—being quiet, slow in action, patient and kind, it will soon become apparent that our defenseless shy little animals will become fast friends, providing we are not too aggressive about our friendships and above all, make it clear that we are to be trusted at all times.

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SUCCESSING Admiral Robert B. Carney, Rear Admiral Arleigh A. Burke (above), has been nominated chief of naval operations by President Dwight D. Eisenhower. (International)

Effect of Atomic Electricity Seen Some Time Away

Portland — (U.P.) — Atomic electricity is definitely on the way but its far-reaching effects are still some time away, according to the president of General Electric company, ex-Portland-er Ralph J. Cordiner.

However, he warned that the Northwest shouldn't think of slowing its hydroelectric power development because of "dreams of cheap power from nuclear fission."

Solar Energy Seen
He added that nuclear power may be replaced in the year 2000 by direct solar energy.

Much closer are such innovations as a cordless electric clock that draws its energy from the air — it is almost ready for the market — and TV sets so thin they can be hung on the wall like a picture.

His company's electronic range can brown a 15-pound turkey in 45 minutes instead of six hours and can cook frozen foods right out of the freezer in seconds. The range goes on the market next year.

The company's Hanford works program, its atomic reactor for the sub Sea Wolf at Schnectady, and its aircraft nuclear propulsion project at Idaho Falls are "classified information," but Cordiner did reveal that a new "dual-cycle boiling reactor" announced earlier this month "provides far greater efficiency and overcomes many of the problems inherent in earlier power reactor designs."

Jersey Cattle Club Meeting in Salem

Salem — (U.P.) — Delegates began arriving here Saturday for the 87th annual meeting of the American Jersey Cattle club.

Here for the event are D. T. Simons of Fort Worth, Tex., president of the national club, and Floyd Johnson, executive secretary and his assistant, J. F. Cavanaugh, from the national headquarters office in Columbia, Ohio.

Jersey breeders throughout the nation and Canada were expected here yesterday and today. Saturday was devoted largely to preliminary arrangements for committee meetings. First meeting is scheduled for 1 p.m. today. The convention will continue through Thursday.

Dun and Bradstreet Named in Lawsuit

Portland — (U.P.) — A \$150,000 libel suit has been filed here by a Bend businessman against Dun & Bradstreet, Inc.

Rensley Pomeroy, Bend, charged that the credit rating firm circulated "reckless" statements about him in its credit report. He operates a Bend trucking and logging supply firm.

In a federal court complaint, Pomeroy charged that Dun & Bradstreet had reported falsely that he was to be secretly indicted for manslaughter by a grand jury. The complaint further charged that the credit rating firm had accused him of intoxication.

Pigsty Designated As Public Place

Newmarket, Ont. — (U.P.) — Thomas King's pigsty has been designated a public place.

The 84-year-old farmer convicted Friday of bootlegging and warned against taking a drink in his house, declared, "then I'll drink in the pigsty." "Then I declare your pigsty a public place," the magistrate replied. "I also fine you \$200 and costs or 30 days."

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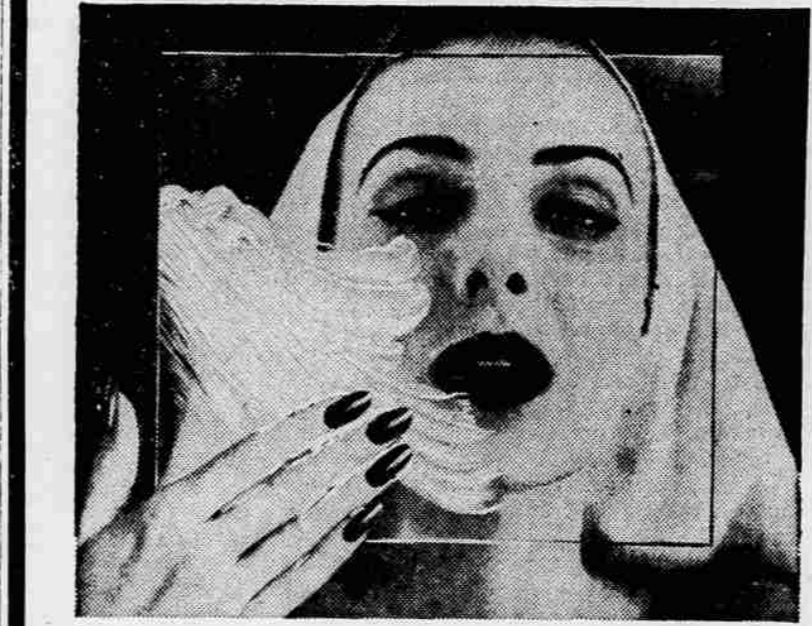
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"WHY is it that women with dry skin—women with oily skin—and women with the problems of blackheads and blemishes, never seem to get the help they long for—even when the strictest beauty routine is followed with expensive treatment preparations?"

... For years, we at Max Factor searched for the answer to this puzzling question. And this search revealed the startling fact that there is a chemical barrier in the skin itself that keeps creams and lotions "on the outside looking in"—as though they were smoothed on glass!

This barrier develops when skin lacks correct pH* balance. Meaning, it is either too acid or too alkaline. And very few women do have correct skin balance.

We set out to discover a way to break through the barrier—to enable creams and lotions to get through to bring needed help to parched or oil-clogged skin cells.

We found the way—discovered the SECRET KEY—a remarkable liquid formulation which returns the skin to correct acidity-alkalinity balance... and by so doing opens the way through for creams and lotions to do their beautifying work.

We followed with exactly the right corrective treatment groups for the dry, the oily, the disturbed and the normal skin... Each group formulated to follow right behind the Secret Key and help the skin to help itself.

With the Secret Key and your corrective treatment group—suddenly you will begin to notice a real improvement!

Today, I am happy to be able to turn over to you the Secret Key that can open the way to the skin beauty you have longed for.

*pH—Potential of Hydrogen, the dermatologist's way of saying it

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