

Murder of Americans Focuses Attention on Asian Desert Region

Washington — The ambush-murder of three Americans by outlaw Baluchi tribesmen has focused world attention on one of Asia's most desolate regions.

Persian Baluchistan, scene of the slayings and dramatic pursuit, is Iran's poorest, least populated, and wildest district. Dominated by the warlike Baluchi tribe, the area is also inhabited by Arab, Turkish, and Kurdish nomads.

Intertribal raids are common, strangers are mistrusted, and banditry flourishes. In fact, the local name for the region is Yaghistan, or country of outlaws.

Wind-Whipped Plains

Abutting the Pakistani border in southeast Iran, Persian Baluchistan is slightly larger than the state of Georgia. The terrain slopes upward from the hot, steamy coast of the gulf of Oman to the mountainous highlands of Sarhad where the air is dry and bracing. However, from May to September a dust-laden wind whips across the uplands, occasionally reaching a velocity of 70 miles an hour.

gion is snow-capped Kuhl-Taf-tan, a three-cratered volcano towering 13,262 feet. Elsewhere, wrote one explorer, the country is "a waterless waste, with plains or valleys devoid of all trees and with nothing to rest the eye from the glare and the endless brown, burnt-up soil."

As farming is possible in only a few valleys fed by seasonal rivers, the majority of the tribes follow the existence of nomadic herdsman. Generally they live in tents of striped wool or camel hair, although some build Quonset-like huts of reeds. Sheep and goat milk in various forms is the central item of diet, supplemented by bread and dates. Meat is eaten only on special occasions.

Tribesmen Superstitious

Although the tribesmen are nominally Moslems of the Sunni sect, superstition rather than doctrine seems to shape their religious life.

Polygamy is rare. Tribal women enjoy greater respect and independence than their sisters in certain more orthodox Islamic areas.

Since the time of Alexander

the Great, who crossed Baluchistan in 325 B.C. after his expedition to India, violence has been no stranger to the barren uplands. Kerman, capital of the Iranian province embracing Persian Baluchistan, has been overrun by conquerors, including Genghis Khan and Timur.

In 1794 when Kerman was sacked by Shah Mohammed, 30,000 people were carried into slavery, 20,000 men were blinded and 900 were executed to provide a pyramid of skulls as a suitable war memorial.

Nine Ghosts Said Too Many Ghosts

Dudley, England — (U.P.) — The Westwood family has written to Queen Elizabeth and the Lord Chief Justice of England complaining that they are being haunted by a beautiful blonde ghost and her eight ghostly admirers.

Ted Westwood, his wife and three strapping sons moved into an old inn here four years ago where they said they discovered a ghost haunting the house, the ghost of a beautiful blonde Victorian.

That was all right, Westwood said, but she attracted eight ghostly admirers including the bowler-hatted former licensee of the inn.

Westwood complained that the blonde ghost has a "particularly upsetting" effect on his sons and not only keeps them awake at night but has "inserted a devil-may-care atmosphere that lures them into deeds of wildness."

He said he had written in his plea for help, "I never used to believe in ghosts, but when you have nine of them you have no alternative."

Clackamas Man Killed As Tractor Rolls Over

Oregon City — (U.P.) — Albert Morris Notz, 53, Clackamas, was killed Sunday when he accidentally backed a tractor into a drainage ditch. The tractor rolled on top of him and crushed his chest.

Some People Allergic To Gin and Tonic; Even To Cashew Nuts

Chicago — (U.P.) — Some people are allergic to gin and tonic, and even to cashew nuts, the American Medical Association reported today.

Nobody likes to be a kill-joy, and the AMA acknowledged that both conditions are "unusual."

Drs. Frederick G. Ovy Jr., and Gordon R. Lamb of Oakland, Calif., reporting in the AMA Journal, told of a patient who couldn't stand gin and tonic.

Gin doesn't bother him, but the quinine water sent him to a hospital.

Knew of Sensitivity

The doctors said the patient knew about his sensitivity, but went to a party where only gin and tonic was served. Three hours and several drinks later he broke out in a rash.

The doctors estimated he consumed only about 45 milligrams of quinine, yet he developed a severe skin reaction with eruptions, redness and swelling all over his body.

At the end of 16 days, including six in a hospital, the eruption had cleared up except for a few spots on his hands and feet.

The case of the cashew nut reaction was reported by Drs.

Carroll S. Wright and Donald N. Tschann, Temple University Medical Center, Philadelphia.

Severe Inflammation

The patient picked cashew nuts while traveling in Ceylon. She promptly developed a severe inflammation on the hands, neck and face.

The cause was undetermined until she came home, opened some cashew nuts she had brought with her and broke out all over again.

Federal Employees Schedule Convention

Seven delegates will be selected from the Medford local, National Federation of Federal Employees, for the federation's 15th annual convention May 17 and 18 at Chemawa Indian school.

Each member local is permitted seven delegates, including four alternates, to the convention. Guests and non-member locals of the state federation may also attend, it was pointed out. Reservations for delegates and guests are being made at the Senator hotel, Salem.

Registration will begin Friday night, May 17, at the hotel. Later that evening, there will be a meeting of officers and delegates for committee appointments and presentation of resolutions.

In addition to the Christian religion, there are ten other living or growing religions in the world. They are Hinduism, Judaism, Shintoism, Zoroastrianism or the Parsee religion, Taoism, Jainism, Buddhism, Confucianism, Mohammedanism or the religion of Islam, and Sikhism. These religions are found mostly in India, Japan, China, Persia, the Soviet Union, and the Moslem countries.



West Coast lumber has been making news in fields where all varieties of timber products were no better than wayfaring strangers in times past. This is the field of national advertising. A brave effort was made in 1916. World War I halted it. Another foray into nation-wide product advertising was organized by West Coast lumbermen in the late 1920s. The great economic depression turned it back.

And so for 30 years the lumber industry of Western Washington and Oregon labored along, selling its products in the traditional way of the frontier forest industry — on a "come and get it" policy. It was not until 1946 that the West Coast Lumbermen's association decided to "go modern" in nationwide advertising of Douglas fir, west coast hemlock, western red cedar and Sitka spruce lumber to the American consumer.

New Partner

All the while lumber "substitutes" were streaming into the home-building market. Early in the 1920s one of the largest producers of non-wood building materials employed a famous New York public relations firm to broadcast the story that the forests were practically cut out, and that lumber was an all but obsolete material.

"Go modern!" was the appeal to retail suppliers of building materials. "Get away from a material that is all but dead and gone. Help save the forests that are left by educating your customers in the values and uses of non-wood building materials."

These smart lads set. Paul Bunyan over on his heels and had him going backward when building was strangled by the depression. Old Paul really got going again in World War II. And then he called in Johnny Inkslinger to help him keep it up, in the shape of the giant American advertising business. They were a team by 1946.

Johnny Inkslinger Today

The business of advertising in the United States is valued at \$10,000,000,000, according to the Saturday Review magazine, which posts annual awards for the most "distinguished advertising in the public interest." This year there were 26 national advertisers who won awards for their 1956 advertising efforts.

The Weyerhaeuser Timber Co., with headquarters in Tacoma, topped the list — which included some of the largest U. S. corporations. Their agency, Cole and Seale, of Portland, Tacoma and Seattle, is completely a West Coast firm.

Cole and Seale also won the "MacWilliams Award" from the Oregon Advertising club with the national trade promotion advertising of the West Coast Lumbermen's association.

Old advertising men have marveled at these two springtime items of news in their trade because of the basic product involved in both — West Coast lumber, the same old species of lumber that have been shipped to world market for a solid century and more. The association's advertising was — and is — aimed mainly at the home-

building market. The Weyerhaeuser advertisements feature tree farms and their multiple promise for continued tree growing and for outdoor recreation and other land uses as well.

The new Johnny Inkslinger of the lumber woods is serving old Paul Bunyan mightily well. And this means better payrolls for all the Pacific Northwest.

Use Mail Tribune Want Ads

Miss Monroe Silent On Maternity Rumor

New York — (U.P.) — Marilyn Monroe denied today, more or less on both counts, that she had turned down a long cherished movie role because she is pregnant.

An official of Metro-Goldwyn-Mayer Studios had been quoted in Hollywood as saying Miss Monroe was offered the part of Grushenka in the studio's filming of "The Brothers Karamazov" and had declined it.

"It is not true," Miss Monroe said in New York. "I haven't even seen a script."

Her agent said negotiations between MGM and Miss Monroe never got so far as an offer from the studio. Miss Monroe has no contractual relations with MGM, he said, and is in fact signed up to make her next picture for 20th Century-Fox.

As to reports of expectant motherhood, Miss Monroe's answer was the same as it was two months ago, "no comment."

She was busy today posing for publicity pictures for her forthcoming picture "The Prince and The Showgirl."

When Lt. Alfred A. Cunningham received order for duty involving "land flying" on June 1, 1916, he became the first Marine Corps aviator to be assigned this type of aviation training.

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This entitles her (along with over 65,000 other people who own shares in Union Oil) to a report on the 66th year of business of the 47th largest industrial company in the country.

How we spent it

In 1956 our customers paid us the record amount of \$401,518,000.

We spent 72.1% of this — or \$289,481,000 — with over sixteen thousand other companies and individuals with whom we do business.

The more than 1000 tax collecting agen-

cies took another 3.7% or \$14,830,000. This does not include the \$74,120,000 we collected from our customers as fuel taxes and turned over to governmental agencies.

Wages and other benefits for our workers and their families amounted to 15.7%, or \$62,966,000 of our income.

The net profit

This left 8.5% — or \$34,241,000 — as net profit. Slightly more than half of these earnings — \$18,261,315 — were paid in cash dividends to Renee Reifel and our other 65,000 share owners. (Note that our share owners received only about three and a half million dollars more than the various tax agencies, which contributed nothing to the business.)

The balance of our net earnings — equal to 4.0% of our customers' dollars — we

reinvested in the business to expand and modernize facilities.

It seems to us that this report does more than give an account of our stewardship to Renee Reifel and our other share owners.

It points up the broader base of ownership of American business. In the last four years, for example, the shareholders of all companies listed on the New York Stock Exchange increased by 33%. Union Oil did even better — 41%.

This could happen only in a free competitive economy that encourages and rewards individual effort.

YOUR COMMENTS ARE INVITED. Write: The Chairman of the Board, Union Oil Company, Union Oil Building, 617 West 7th Street, Los Angeles 17, Calif.

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