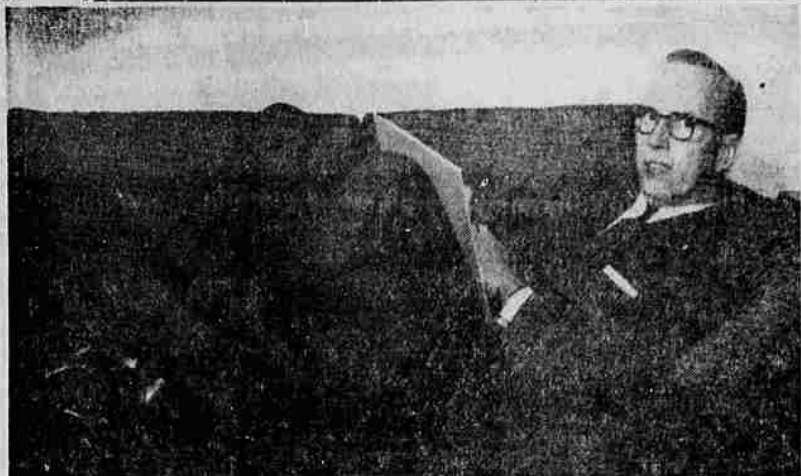




A BUSY THINKER—Stanley Arnold looks relaxed in this recent picture. But Arnold, 45, is busy much of the time—thinking. A bundle of energy, he sells ideas. Arnold jokingly describes his firm, Stanley Arnold and Associates, as "Dream and Scheme, Inc." He started his contest and merchandising consulting firm with no office, no clients, nothing but ideas. (UPI Telephoto)

Discontent Key to Success Advertising Idea Man Declares

New York—UPI—Discontent is the key to success, according to Stanley Arnold.

At 45, this mass of energy offers himself as the prime proof of his own theory. He is discontented. And he is successful.

Arnold's discontent manifested itself first in his decision to break away from a flourishing family chain of supermarkets in Cleveland, Ohio, and then two years ago in his decision to quit a large advertising agency and go into business for himself.

He sells ideas. He dreams them up in his cloud factory in a new bronze and glass skyscraper on Park ave. with wall to wall carpeting and floor to ceiling windows.

The ideas Arnold sells to businesses and industries range from packaging rubber heels for shoemakers by the gross instead of individually to convincing E. I. du Pont to stimulate business by staging a contest.

It was with contests that Arnold made his fame and most of his fortune. He thinks up contests described on cereal boxes and in newspaper and magazine advertisements. He

also has introduced the idea of giving away premiums to some staid firms that were balky at first.

Arnold's measure of success is solely a result of "curiosity and discontent," he says.

"If you are never satisfied," he said in an interview, "you will think things up that can be used in a better way. If you are curious, you will ask questions that will lead to a better way."

"I've never found a client who didn't think he was doing all right. I always ask 'why don't you do better?' I keep noodling behind the scenes. If a business is a billion-dollar-a-year concern, I ask why is it not a billion and a half? You have to be completely discontented with what exists."

Arnold looks upon himself as a benefactor of the business economy as an "ideation engineer."

"You might call us Dream and Scheme, Inc.," he said. "It is not enough to have an idea. You must sell it. You must sell with all your might."

The most effective idea is not always the most costly or spectacular, he said. For

example, he was asked once to provide a stimulating idea for an informal farm meeting of salesmen of a food company.

Arnold hired a white horse and had it tinted bright blue—"a horse of a different color," was his theme. He simply tied the horse near the picnic ground and said nothing about it. Pretty soon, picnicers were gazing at the horse and talking about it. Some of them snapped the blue horse's picture.

Created Enthusiasm

"It created enthusiasm at the sales meeting," Arnold said. "It showed there was a way besides the orthodox to get things done."

Sometimes Arnold pulls a pair of boxing gloves from his bag of tricks, throws them on a table and declares to a prospective client, "you have to fight for business."

"When I started, I had no office, no clients, nothing," Arnold said. "Something inside made me want to do it. I like to take full responsibility. When you're on your own you stand or fall on your own. But I must say that we are very careful dreamers. We can't afford not to be right."

More Use of Water Is Encouraged by OSC Man

Corvallis—Water has always been a challenge to man, either to escape it or use it. And while Oregonians are blessed with an excess of this natural substance during part of the year, more use of water could be made in beautifying homes and civic projects, according to Thomas E. Rickard, professor of landscape architecture at Oregon State college.

Both European and Oriental cultures have long used water in a variety of ways to provide movement and contrast in their landscape designs—as still pools, gushing streams, or cascading falls, Rickard said. Running water can delight the ear with its sound as well as the eye with its beauty, he pointed out.

While they've both made use of water, European and Oriental people have differed sharply in how they used it, Rickard added. The Oriental approach has been to create an effect which would appear as natural as possible. European landscape designers, however, usually used water in ways frankly artificial and manmade.

Rediscover Delights

In America, builders have concentrated on ways to keep water out of buildings. Recently, however, there has been a re-evaluation of water as a design element, and it appears people are rediscovering the delights water has historically added to both gardens and architecture, Rickard said.

Ways to use water in both gardens and civic projects will be discussed in detail by Rickard during a special Landscape Design Study Course at Oregon State college Jan. 12 to 14. The course is being sponsored by the Oregon Federation of Garden Clubs, in cooperation with the OSC cooperative extension

Farms in the United States have about 4,250,000 passenger cars, and in addition own and operate 2,750,000 trucks.

California Man Hurt In Valley Accident

John Vernon Winship, 76, Anaheim, Calif., was reported in fair condition in Rogue Valley hospital yesterday following a collision between his car and a logging truck and trailer Tuesday night at Beall lane and Highway 99.

Winship suffered facial cuts and bruises, according to state police. A truck and empty trailer driven by Clyde Leroy Brown, 49, of 927 West 13th st., Medford, entered the highway from Ellen ave. when the Winship car hit the reach of the log trailer, state police said.



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Defense Secretary Assignment Expensive One for McNamara

Washington—UPI—Robert Strange McNamara gave up a huge annual salary as president of Ford Motor Co. and will dispose of \$1.6 million worth of stocks so he can become defense secretary in the Kennedy administration.

The cabinet post will pay him \$25,000 a year for running a military establishment so big that its annual outlays for weapons material and services are estimated at more than three times the combined buying volume of Ford, General Electric and U. S. Steel.

In "subordinating personal considerations" to accept the appointment from President-elect John F. Kennedy, the 44-year-old McNamara estimated the job would cost him \$3 million in profits over the next three or four years. **Will Remain Millionaire**

That is how much he thought he would have realized from increases in value of the 24,250 shares of Ford stock he now owns, the 30,000 he has options to buy and the 100 shares of Scott Paper Co. he holds. He now must divest himself of the lot. He still will be a millionaire, of course.

McNamara, elected Ford president only five weeks ago, also is giving up his \$400,000 annual income of salary and bonuses from the motor firm.

His case is similar to the situation which confronted General Motors President Charles E. Wilson when he became defense secretary in 1953. Wilson was forced by the Senate, under the conflict of interest laws, to divest himself of his huge General Motors holdings. It later was estimated that Wilson gave up something like \$4 million to be defense secretary.

McNamara's mother said in Oakland, Calif., that she was not surprised her son had made a great financial sacrifice to accept the cabinet post.

Mrs. R. J. McNamara said, "He has done things like this all his life. For instance, when he was in graduate school at Harvard he tore up all the checks I sent him. I knew he was having a hard time getting along with the salary he was getting but he never cashed a check I sent him."

She added, "When there is something to be done, he never rests until it is done. He

drives himself 24 hours a day."

When he takes over the staggering and unfamiliar duties of defense secretary in January, McNamara will have plenty of reason to "drive himself." He will be beset immediately with crucial military problems.

Defense Second To None

Kennedy is firmly committed to several specific actions aimed at insuring a "defense second to none."

These actions, promised in the campaign for attention in January, range from over-

hauling the Defense Department's "cresking" machinery to enlarging and modernizing the ground forces to speeding up ballistic missile production.

How well McNamara will fare at the helm of the defense establishment remains to be seen. He served with distinction as a junior officer in supply and fiscal jobs in World War II and on this record was hired by Henry Ford II in 1945.

A meteoric rise followed. He was elected Ford president last month.

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Final Exams Start At Southern Oregon

Ashland—Southern Oregon college students are now in the midst of final exam week. Preregistration has largely been taken care of by students already attending.

The last day for registering without penalty is Jan. 3, Saturday, Jan. 14, is the final day for all registration or for the addition of new courses. Those intending to enroll for the first time, or who need further information about registration, are asked to contact Mrs. Mabel W. Winston, registrar.

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