



MOBUTU'S ARMY—Difficult to distinguish from the surroundings, fully camouflaged paratroopers of Gen. Joseph Mobutu's Congolese army cross a river in a rubber raft during recent exercises in the bush outside Leopoldville. (UPI Telephoto)

Faith in Value of Wheat Germ Successful for Grocery Clerk

Carrollton, Mich. (UPI)—Patience and perseverance in the face of adversity spelled success for Charles H. Kretschmer Jr.

That and the ability to recognize the value of what others discarded have made him president today of a successful business—the Kretschmer Wheat Germ Corp.

Wheat germ is the tiny heart of the wheat and contains a major part of its nutritional value. But until as recently as 1936 it had been discarded as useless material by flour mills, which removed it in order to produce flour that could be stored without risk of spoilage.

As a grocery clerk in his father's store in Saginaw, Mich., Kretschmer noticed a number of packages of wheat germ which had been imported from England. Vivaly interested in the relationship between good food and good health, Kretschmer realized wheat germ's value as a nutritional food.

So in 1936, with his father, Charles H. Kretschmer Sr., he embarked on a program to make wheat germ readily available in this country.

Few Repeat Sales
The Kretschmers reasoned that it was easy to obtain the raw wheat germ since they were located near so many large flour mills. At first they merely packaged and sold it in its raw form. Some of their customers were persuaded to try one package, but much to the disappointment of father and son, few returned for more.



CHAS. KRETSCHEMER JR. Confidence Pays Off

"Even father, who was trying to convince everybody how good it was, had to admit after eating it a couple of weeks that it just wasn't tasty in its raw form," Kretschmer recalled.

Then Kretschmer discovered wheat germ gained a good flavor when toasted in an oven. His mother's stove in the rear of the grocery store became a part of the Kretschmer "factory"—and business boomed. Soon the toasting process had to be done in the ovens of a local bakery.

Then reverses set in because storage of the perishable wheat germ in grocery store rooms proved difficult. Orders dropped and losses and debts began to pile up. At this juncture, in 1940, Kretschmer's father, feeling the venture was a failure, decided to abandon it completely.

But not the younger Kretschmer.

"I knew a good product," he said. "The problem was how to present it."

Taking over the insolvent business with about \$75 cash, Kretschmer patiently worked to overcome the obstacles that had spelled failure earlier.

Then came what Kretschmer called the turning point—the discovery that vacuum packing could preserve wheat germ's freshness and prevent spoilage.

"From that day on," he said, "we began to make steady progress."

In 1944, Kretschmer moved his business from Saginaw to Carrollton, where 11 additions to the plant have quadrupled its size.

What does Kretschmer think of the chances of success in starting your own business today?

Hard Work Necessary

"I would certainly encourage anyone to go into business for himself," he said. "There is no greater or more exciting challenge. But he should be ready to work harder than he's ever worked at anything else before for anyone else. A man in business for himself must drive himself relentlessly if he is to succeed."

Kretschmer said he believed one of the strongest assets a man starting out in business could have was enthusiasm.

"I feel that it is vital to have a sincere personal enthusiasm for whatever your product is ... and the ability to convey

Tepovac Attends OSC Short Course

Corvallis—R. J. Tepovac of Medford completed a special sewage works operators short school this week at Oregon State college.

Seventy-two sewage works operators from cities and utility companies in Oregon were enrolled for advanced training in the seventh annual school.

Purposes of the school are to promote efficient and economical operation of sewage works systems and to reduce hazards to public health in the disposal of sewage and industrial wastes.

Sponsors of the three-day training program are the Oregon State college department of civil engineering, Oregon state sanitary authority, and league of Oregon cities. Instruction covers advanced fundamentals of sewage treatment, laboratory tests necessary to control the sewage treatment processes, and plant operation and maintenance.

Austin, Tex. (UPI)—Sheriff T. O. Lang said he thought the county jail should have a full-time chaplain, but he cautioned that the chaplain shouldn't be on the Sheriff's Department payroll because the prisoners wouldn't trust him, that enthusiasm to others," he said.

Married and the father of four daughters ranging in age from 13 to 21, the 50-year-old Kretschmer maintains his home in nearby Saginaw where he is active in a number of civic groups. A sailing enthusiast, he owns a 20-foot boat which he sails on Saginaw Bay.

French Activity Tipped Off Atom Work in Israel

Beersheba, Israel (UPI)—Several years ago a group of Frenchmen attracted attention here by moving into a block of modern apartment houses and driving off to the east in a procession every morning and returning at night.

It was not long before the citizens of this desert city knew that the presence of the French was connected with the building of Israel's second atomic reactor. The world learned about it only recently. But virtually all of the residents of Beersheba knew about the construction a year ago, and many of them even before that.

If the presence of the Frenchmen left any doubt in the minds of the local residents about what was going on in a bare spot of the desert to the east, the barbed wire fence surrounding the construction there dispelled any question. Guards on foot kept all strangers away. Signs said "Private road—no entry."

About a year ago a delivery truck drove up to the Arava Cafe on the main street of the town. The man beside the driver jumped out of the car and entered the cafe to ask: "How do I get to the atomic reactor from here?"

This was one example of how the secret leaked. The Frenchmen had their own church school. Outside their cafe the sign "Le Coin de la Prie" replaced the Hebrew one which had read "Pinnat Ha-Shalom" before the French took it over. Both signs meant "Peaceful Corner."

Each afternoon at 5 o'clock on their way home from work the French would sip aperitifs there. On Saturdays they would play a French game with an iron ball. Their topic of conversation always was Algeria. They were paid in foreign currency. Their standard of living was considered high by Israeli standards.

Stories circulating here that U2 planes flew over this area to take photographs were considered exaggerations.

For everywhere in town-at private parties, in bars, in cafes—people talked about the atomic reactor. Everyone knew the names of the director of the installation, the security chief and the Israeli engineers who studied in France and had returned. No one had any trouble finding the Beersheba office of the reactor.

Even the Russians knew about it. When a Beersheba physician applied for a visa to attend a conference in Moscow six months ago, he was asked by a Soviet embassy official in Tel Aviv, "Do you still have so many French experts running around there?" According to highly placed quarters, the United States was disturbed because it was not informed.

The American reaction to Israel's construction of a second atomic reactor with a capacity of 24,000 thermal watts was seen as proof that it was wise of Israel not to consult the United States in the matter, according to a high source. The United States may have taken steps to prevent it had she known about it earlier, this source said.

Israel wanted to be as independent as possible in the field of atomic research. The U.S. had helped Israel build a small experimental reactor just as she assisted other countries in atomic projects.

Oregon Mileage Death Rate Down

Salem—Nearly eight billion miles were traveled on Oregon streets and highways last year, the Department of Motor Vehicles reported today.

While travel increased approximately 1.3 per cent for the year, the mileage death rate—number of people killed in each 100 million miles driven—dropped from 6.2 in 1959 to 5.8 last year.

Annual mileage in Oregon, the department said, has increased nearly two billion miles in the last 10 years and is expected to hit more than 13 billion miles by 1975.

Although the death rate for 1960 represents an improvement from the previous year, Oregon's death rate still is above the national average of 5.3.

Nationally, traffic claimed 38,200 lives last year. Street and highway travel was a record 715 billion miles.

50 YEARS OLD
The U.S. bureau of mines is 50 years old this year.

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