

Word Confidence Being Used, Abused, Executive Explains

(Editor's note - "Confidence in the Economy" and how to keep America prospering have been the subject of growing debate between businessmen, union men, consumers and government officials. One of America's leading business executives has just made a dramatic proposal for transforming this national concern into real national growth. The idea is set out in the following extract from a speech made July 25 by the president of the Travelers Insurance Company of Hartford, Conn.)

By J. DOYLE DEWITT
Distributed By
United Press International
Today the word confidence is being used and abused as never before. We might almost say that we are in the midst of a national "Confidence game" in which the attitudes and emotions of our people are the stakes. Business, labor and government

are each accusing the other of losing it. Statements and utterances are made in the hope of restoring it. Meetings are called. Speeches, press conferences and television shows are being used as sounding boards. But we know that you can't create confidence by words alone.

It seems to me that the time has come for us all to stop talking about confidence and act as if we have some in ourselves and in our future.

Will Prosper
We know that with all the dynamic expansion and incentives to progress built into our society, we cannot help but grow and prosper. Certainly setbacks and surprises do occur. We don't always soar as high as we think we can nor do we sink as deep as we fear we will. But nothing in the past has happened that should shake our confidence in the future if we continue to take the long view and refuse to be stampeded by the events of weeks or months.

I am sure that at a hundred different conventions this summer speakers are making some humorous reference to those notorious initials with which the President supposedly characterized certain American businessmen. I suggest that we have a moratorium on name calling and wisecracks. Something too important-too fundamental to our progress-is at stake.

Basic Lack
The heart of the confidence problem is a basic lack of understanding of the function of profit. Somehow the clock seems to have been turned back to the days when profit was a dirty word. Now in the enlightened '60's we ought to know better.

Unfortunately, there is throughout our continent, among educators, professional men, labor leaders and politicians, too little understanding of how our economic system operates and especially of the role of profits in financing capital expansion. Much has been said about the profit squeeze in which all business-

men have found themselves. But very little is understood about it.

As a recent article in the Harvard Business Review points out, the present profit squeeze has far more implications than the traditional wage-price-inflation spiral. We are now in a marketing situation in which competition is forcing down prices, consumers are demanding new products, and there are great costs and risks of failure inherent in providing them.

Staked Lives
All of us, I know, were thrilled by the calm assurance in the voices of astronauts Glenn and Carpenter as they circled the earth in their tiny space craft. What was an awe-some mystery to most of us had become routine and commonplace to them through training and practice. Theirs was the ultimate confidence because they were staking their lives on the people and equipment with which they had been provided.

We have had our geophysical year. I propose that we in business call for a "National Economic Understanding Year." I propose that we dedicate ourselves to programs, debate and discussion concerning the workings of our economic system and that we try to learn as much about it as our scientists are learning about the complexities of space.

Move Together
As a prominent business leader recently said, "Never before has it been more urgent to build bridges between business, government and the academic world. Devisiveness is more destructive now than it was in Lincoln's day. In the face of strong competition from our friends in Western Europe and the implacable hostility from our antagonists in the Soviet bloc, we must move ahead together mobiliz-

ing the full strength of a united nation."

If we are to build the confidence we need to keep our economy rising to meet rising needs and expectations, we must take it out of the arena of politics. We must all stop using myths and cliches. We must come to grips intelligently with the concepts of profit,

88 Survive Jet Airliner Crash

Rio de Janeiro-UPI-Eighty-eight of the 104 persons aboard the Brazilian jetliner that crashed here Monday night survived the accident, most of them with only minor injuries, it was reported today.

Fifteen of the 93 passengers and 11 crewmen were killed. A 16th person was officially listed as missing.

The dead included eight Brazilians, two Russians, two Paraguayans, a Portuguese, an Englishwoman and one person, presumably an Argentine, who boarded the ill-fated jet in Buenos Aires.

The battered fuselage of the DC8 floated for about 20 minutes after plunging into the 15-foot waters of Guanabara Bay, enabling 78 passengers and 10 crewmen to escape.

Pilot Renato LaCorda said unspecified trouble with the plane's controls developed while it was roaring down the runway at nearly takeoff speed.

At LaCorda's order, copilot Americo Vierira de Brito slammed on the brakes and reversed the engines, but by that time the plane was traveling at a speed of nearly 200 mph and it was too late to stop.

Record Cranberry Crop Predicted

Washington-UPI-The Agriculture Department has forecast a record 1962 cranberry crop of 1,394,500 barrels, 13 per cent above last year and 30 per cent above average.

The increase from last year is accounted for by Massachusetts, which is the only state expecting more cranberries than in 1961. The Massachusetts crop is expected to be 740,000 barrels. The 1961 crop in Massachusetts was 472,000 barrels.

Crops in other states will be above average.

Anticipated production compared with 1961 crop:
New Jersey, 108,000 barrels in 1962, compared with 118,000 in 1961; Wisconsin, 430,000 barrels, compared with 462,000 barrels; Washington 82,500 barrels, compared with 139,000 barrels; and Oregon 34,000 barrels, compared with 45,000 barrels.

Morse, Neuberger Support Majority

Washington-UPI-Oregon's two Democratic Senators voted with the majority Tuesday as the Senate wrote a stop-gap feed grain plan into its farm bill.

The Senate approved by a voice vote an amendment by Sen. Allen J. Ellender (D-La.), which provided for the plan. A move to reconsider the amendment was tabled 58-23 with Sen. Wayne Morse and Sen. Maurice Neuberger of Oregon voting to table.

CRACKING DOWN

New York -UPI- Credit card companies are weeding out slow-paying members in a drive to fatten profits. In the past year, Diners' club dropped 40,000 members from its roster. The credit card division of American Express eliminated 2,000 to 3,000 low-volume concerns from its rolls and hired agents to track down delinquent customers.



This week we promised a few words on the Pierce Arrow and it can be said without fear of contradiction that, at one time, the Pierce meant about the same to Americans as the Rolls-Royce did to the English.

The 1916 Model-66 Raceabout, despite its aristocratic breeding, is a formidable piece of racing equipment with its 824-cubic inch engine making a top speed of 85-mph serenely possible. Steering of this automobile was fingertip, shifting was easy if a little slow and, please believe me, any man who surveyed the expanse of hood from his bucket seat and controlled the giant throbbings of 5-inch pistons making 7-inch strokes knew he was one of the "Kings of the Road".

Israel Undismayed But Apprehensive Of Egypt's Threat

Editor's note: The Israeli-Arab conflict, now going into its 15th year, has been given added urgency in the past month by the United Arab Republic's successful testing of combat rockets. The Israelis see this as a greater-than-ever threat to their security. UPI manager for Israel, Eliav Simon, analyzes the situation.

By ELIAV SIMON
Tel Aviv, Israel-UPI-Tiny and determined Israel is undismayed, but slightly apprehensive, about Egypt's new combat rockets.

Defense experts here feel President Gamal Abdel Nasser's new weapon presents no formidable threat in itself but, coupled with Nasser's purchases of Soviet jet bombers and fighters, Egyptian armaments are something to worry about. The late model aircraft are better than anything the people of Israel can muster to combat a foe that has sought for nearly 15 years to drive them into the sea.

Uneasy feelings about the "al kaher" (conqueror) rockets were summed up recently by Deputy Defense Minister Shimon Peres.

"Like a little boy playing with a loaded pistol," he said of the Egyptian rocket tests.

Big Problem
Israel's big problem is that this "little boy" has late model Soviet jets, a comparatively strong Navy and a gradually developing Army to go with the rockets.

The Israelis fought off Egypt and her Arab partners after gaining independence from Britain in 1948. Eight years later Israel made the Egyptians look hopeless in a lightning campaign that took Israeli troops to within sight of Suez. The fighting since has been relatively minor, but the tension is marked by continuing clashes near the Sea of Galilee area and shooting in Jerusalem.

Israel's plan to divert the flow of the river Jordan by 1964 and send 40 per cent of its life-giving waters south to the parched Negev is the major current sore spot.

The Arabs, and particularly Jordan, fear the diversion will send the salt content of the river up sharply and make its waters useless where they flow through Jordan.

Fight Division
The Arabs have vowed to fight to prevent the Jordan's diversion and the Arab league has set a meeting in Cairo for Sept. 1 to coordinate a plan of action. If Nasser lets the Israelis go through with the Jordan plan, his prestige will suffer a severe blow.

The Israelis know the situation. They know what Nasser has and that he might risk the effort to finish them off.

Deputy Defense Minister Peres has come up with a cryptic remark about what Israel will do for help it feels will be needed eventually.

"Israel has the moral right to request arms from both the east and the west," he said.

Right now, Peres and his aides feel the Egyptian missile is no threat because Nasser does not have enough of them, they carry a small explosive payload and they are not guided.

Petty Armament
Maj. Gen. Zvi Tzur, chief of staff of the 250,000-man Israeli Army, has put the rockets' payload at up to 880 pounds each—petty armament compared with the 10 tons of explosives that can be delivered by the Soviet TU16 jet bomber recently put into operation by the Egyptians.

The Egyptian navy of six destroyers, 10 submarines and a large number of torpedo boats is vastly superior to anything Israel can muster on the water. And the Egyptian army is gradually being transformed into a modern operational unit.

To combat the size, firepower and material presented by her Arab rivals, Israel pits its own tactical skill and ability to keep equipment in a high state of readiness and repair.

The Israelis know they cannot defend their 2 1/2 million people by a defense in depth system. They must attack, striking swiftly across the desert directly at the enemy homeland. Such tactics have worked in the past and they believe they will work again.

In the air Israel has French-made super Mysteres and Vautours, which, it is hoped, will match the Egyptian planes through the skill of pilots and ground crews.

Trained, Mobile
The Israeli army is highly trained and mobile. The navy is small but one of its three destroyers, the Israelis like to recall, was captured from the Egyptians during the Sinai campaign. They also have two submarines and some fast torpedo boats.

Peres has said he will try to get rockets to match Nasser's missiles. Israel already has permission to buy American Nike rockets for scientific use. It has put up its own Shavit II meteorological rocket and has the scientific know-how to do even more.

This is the situation as the long-awaited start of the Jordan river diversion plan approaches. Israel, which hopes to boost its population to about 3 million by 1970, needs to turn the Negev into the garden it was during the time of the prophet Abraham.

Water can do it. And the only source is the Jordan.

Astoria Murder Hearing Starts

Astoria-UPI-A preliminary hearing of the first degree murder case against Babe Nothwang, Astoria beauty shop owner, started in district court here this afternoon.

Dist. Atty. T. E. Edison said he also expected to submit evidence in the case to the grand jury today.

Mrs. Nothwang is being held in the city jail. She is charged with shooting Norman Niukkanen last Wednesday at her trailer home in Astoria.

Niukkanen and Mr. and Mrs. Gene Hartman of Blissfield, Mich., were houseguests of Mrs. Nothwang at the time of the shooting.

The Hartmans told police that Niukkanen was asleep in a bed in the living room of Mrs. Nothwang's trailer when they returned to it late Tuesday evening.

Mrs. Nothwang told police she was awakened by the sound of shots early Wednesday morning and found Niukkanen lying in the bed, bleeding from head wounds.

Police said Niukkanen was shot twice with a .32 automatic pistol owned by Mrs. Nothwang.

Mrs. Nothwang was arrested on the murder charge Saturday.

Year's Cruise Ends Aground in River

Portland-UPI-Two Oregon families ended a year's cruise of the Pacific Ocean Tuesday by running their schooner aground in the Columbia river near here.

A reception arranged at the Portland Yacht Club was moved to a restaurant after the "Nordlys" was temporarily caught in shallow water at the east end of the Oregon Slough.

Skipper Ed DeKoning of Aurora, who made the 18,000 mile cruise with his family and the Del Radabaugh family of Lake Oswego, was able to swing the craft free.

The two families left Newport, Calif., just a year ago to begin the cruise to the Marquesas Islands, Tahiti, Bora Bora, Pago Pago, Fiji and Auckland, New Zealand. The families include eight children. The wives and children left the boat at Honolulu to fly home.

Lithia Park Visitors Attracted To Museum

Ashland - Visitors to Lithia park in Ashland have discovered the latest attraction, the Natural Resources museum, and children and adults linger in the rustic building under the trees to ask questions of the director, David Hagerbaumer.

Although the museum has been open only two months and its exhibits are still incomplete, it has drawn an attendance of more than 2,000. Displays of native animals, birds, fish and minerals are arranged in their natural setting of the Siskiyou and Ashland areas.

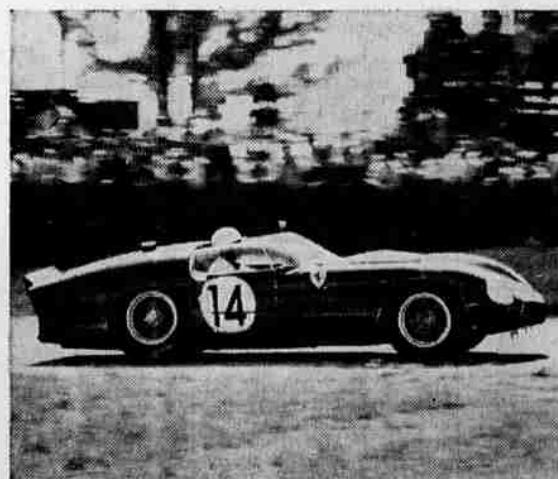
A new diorama will be started next month by Hagerbaumer and his partner, L. I. Haptonstall, who will construct a beaver colony. The scene, measuring 12 by 14 feet, will show the beaver colony at work on a lodge.

One of the museum's chief attractions is the BeeTree, which is safely behind glass with an outside opening that allows the bees outside access. The wild bees have built numerous sections of comb and are filling them with honey.

Watching the technicians as they mould forms for fish and reptiles and asking questions of the men in the laboratory is an interesting feature of the Natural Resources museum.

Hours for visiting the Lithia park museum are from 1 to 7 p.m. daily.

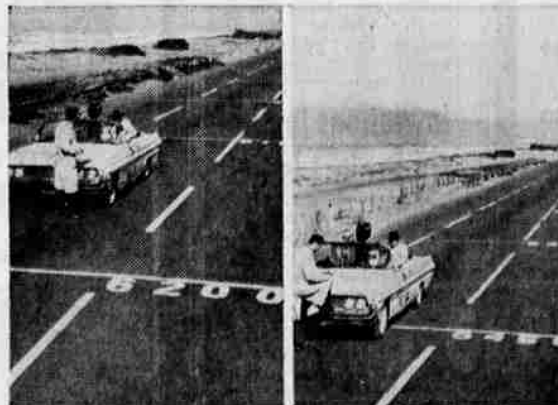
How Super Shell's 9 ingredients can give cars top performance



POWER INGREDIENT in Super Shell works for world champion driver Phil Hill (above, in Ferrari racer). Hill, first American to win the World Championship for Drivers, relies on Super Shell. One important reason: power. Today's Super Shell contains "cat-cracked" gasoline—a power ingredient made by cracking heavier petroleum molecules into lighter, livelier ones. It works to give you the power you need for top performance.



NOISE-FIGHTING INGREDIENTS in Super Shell work for a quiet engine at all speeds. Shell scientists even use a stethoscope (above) to check effect of Super Shell's anti-knock ingredients. One of these ingredients, an anti-knock mix, is so effective that a teaspoon per gallon can boost anti-knock rating five points. Alkylate, another Super Shell ingredient, is noted for controlling knock in hot engines at high speeds better than anything else yet available.



MILEAGE INGREDIENT in Super Shell is Platformate. Shell scientists test it in many cars, many places. In a recent test in San Francisco (above), exactly 250 cc. (about half a pint) of fuel without Platformate was fed into test car. Car ran until fuel was used up, then coasted to a stop (left). Distance: 6186 feet. Test was repeated, using same blend of fuel with Platformate added. Same amount of fuel. Same car. Same conditions. In this test, Super Shell with Platformate took car 6454 feet (right), gave a mileage bonus* of 4.3 percent.



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