

Herald and News

Editorial Page

Let's Sell Oregon

It's not often that we feel inclined to use a message from an advertisement as a basis for an editorial. But, today we're so inclined—and, we believe, with good reason.

In the Tuesday edition of the Herald & News, Pacific Telephone Northwest authored an advertisement that we believe deserves more than passing attention. While we are sure all of our readers took time to read through the interesting advertisement, the message bears repeating.

PTN had this to say:
How Do We Tell The World About Oregon? (and why should we?)

"How is Oregon to live in?" "Isn't it cold and rainy all the time?" "Is there anything to do but hunt and fish?" "Aren't you sort of isolated up there?"

Everyday questions like these are tossed at the State of Oregon's Department of Planning and Development. Mostly, they come from tourists and potential residents. But an alarming number of them come from Eastern industrialists looking for new plant sites. And business executives looking for new branch offices. (Even more significant are the questions we don't hear. What do you suppose the rest of the people think about our fair state?)

How do we tell them the true story? How do you tell a New Yorker about our healthful, zestful climate—a man who's known only freezing winters and sticky summers? How do you tell a Bostonian about Western hospitality and all-year recreational "elbow-room?" How do you convince a Detroit industrialist—in one breath—that Oregon has unlimited power,

skilled labor, vast and varied raw materials, a top-flight educational system, and modern transportation and communications ideally suited for commerce and industry?

And why should we? Why should we care if in the next decade Oregon doesn't stand out as a first-class state? The answer is basic dollars and sense. We need new industry. We need tourists. We're bursting with potential. Every increase in our present economy—every new industry—every incoming family—means more payroll, more job security, and a steadily increasing standard of living for all of us.

What can you do? Plenty! Turn State's Witness. Be a one-man Chamber of Commerce. Make yourself insufferable with your Eastern friends. Be a "Texan." (You've certainly got more to shout about.) Tell the next Californian you see about our lakes and seashores and art galleries and towering forests and the buoyant, clear air. Stop Chicagoans on the street and point out Mt. Hood. States don't "just grow." It takes doing. Every one of us is responsible for the economic growth of Oregon.

Then, PTN went on, in modest fashion, to tell part of their effort to get the story told. They spend some 22 million dollars a year every year for new construction in Oregon; they're second only to Georgia-Pacific in total employees; they're first in capital investment—over 260 million dollars.

The least we can do, as individuals, is to invest a little time and effort in individual salesmanship in Oregon's behalf. We endorse PTN's plea with-out qualification.

Voters Gain

More clearly now than ever, it appears that the final Nixon-Kennedy debate on foreign affairs will be the decisive encounter if any is to be.

Evidence grows around the country that the issue of peace, of dealing successfully with Soviet Premier Khrushchev, is the one most voters are concerned with. They are trying to decide which nominee can best meet this problem.

The second debate, like the first, did not persuade many to get off the fence or switch an already determined allegiance toward one or the other candidate. Mainly it solidified existing attitudes.

This time, as in the earlier round, Nixon and Kennedy seemed near a draw on debating points. Voters generally felt the winner was the man they already favored.

Most voters—and keenly concerned politicians—also felt on this occasion that the two were quite even in the impact their personalities and physical images had made on the TV screen. Last time, a wide reaction suggested Nixon had suffered on this score, due to matters of lighting, make-up and other factors.

Certain observers still like to quibble that these encounters still are

not "debates" in the true sense, because interrogating newsmen stand between the two contenders.

But the fact is the format both times has permitted them to clash directly on issues, and they did this much more sharply the second time out.

No voter for the presidency has ever had so remarkable an opportunity as this to see his candidates at work, expressing their views under pressure. Differences have been unmistakably drawn.

If the format has a major flaw, it would seem to be that it does not allow for the resolving of evident contradictions between the two men.

The big debates of 1960 may or may not play a central role in determining the presidential winner. But they have already assured that this year's electorate will be the best informed in history as to the views, the philosophy, and the political deportment of the nominees.

Again, both are to be commended highly for submitting to this tense ordeal with its many pitfalls. They have taken extraordinary risks for uncertain personal gain. But whatever their specific fate, the gain to the voters is tremendous.

lion) in 1900, when automobiles were outnumbered even by cigar store Indians.

Bureau of Public Roads estimates the total registrations at the end of this year will hit 73.9 million. This is about two and a half million more than in 1959.

BARBS

Butchers in an Ohio town had a golf tournament and entries likely were pretty good on the slice.

New styles continually come in ear-rings and the women prick up their ears.

A wife gets things by crying and then has the laugh on her husband.

Anytime you lose your head over drink, you'll likely get it back the next day.

CAPITOL NEWS...

Measure Seeks New Bond Limit

(Editor's note: There are 15 state measures on the Nov. 8 Oregon general election ballot. This is the third of five articles describing their background and effect.)

By DOUGLAS GRIPP
United Press International
SALEM — The seventh issue, on this fall's ballot is a non-controversial change in the Oregon voter qualification law.

Oregon now requires that a person live six months in the state before he or she can vote. Measure No. 7 would allow newcomers to waive this restriction and vote for president and vice president.

The requirement for voting for other offices would still be six months' residency, plus the existing regulations.

Measure No. 8 calls for authority to increase the limit of the state's bonded indebtedness. The Legislature would have more leeway in planning construction of state buildings over the next decade.

State buildings now are financed by the Legislature from general funds. Anti-credit enthusiasts are against the measure, but there appears to be no organized opposition.

Proposition No. 9 would force Oregon judges to retire at the age of 75. Some elderly judges slow up to the point of delaying the work of the courts, but under present law they cannot be required to retire.

State Sen. Carl Francis, R-Dayton, chairman of last year's Senate Judiciary Committee, says "voluntary retirement seems to be an unsatisfactory situation. It has been truthfully said that justice delayed is justice denied."

An "escape hatch" section provides that those who are 75 but still qualified may be recalled to active service in the same court.

(Tomorrow: Vacancy of elective offices, financing improvements in home rule counties, and government continuity in enemy attack.)

"CAMPAIGN QUIZ"



Q—Which two U.S. presidents were awarded the Nobel peace prize?
A—Theodore Roosevelt and Woodrow Wilson.

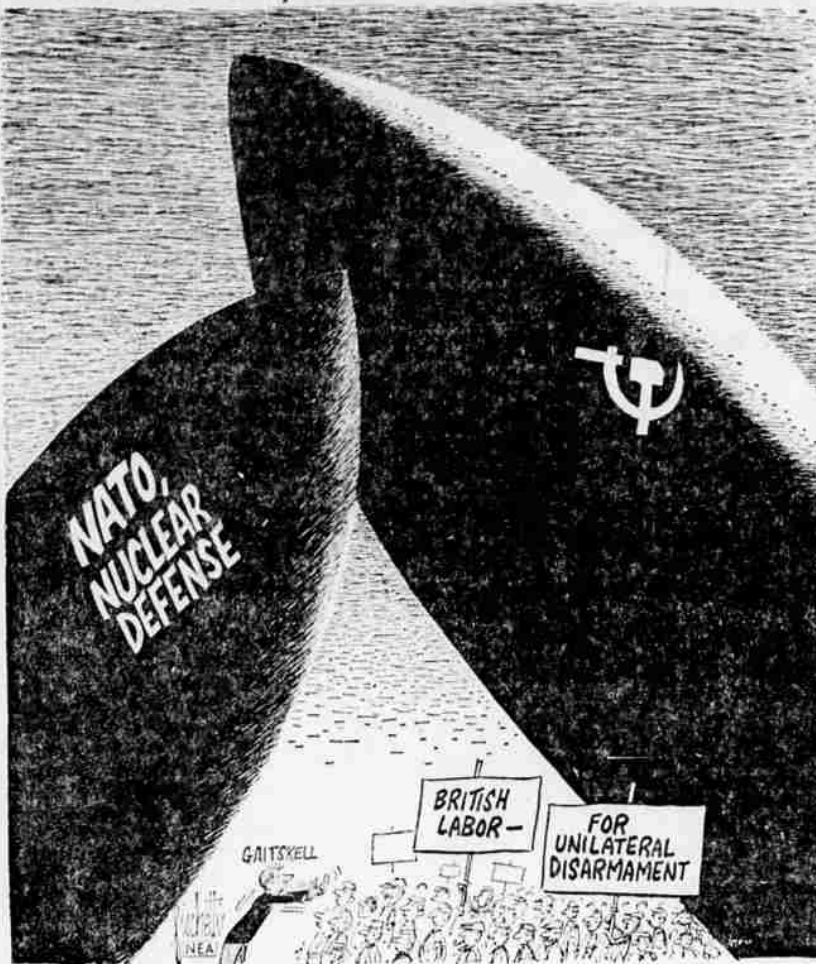
(From J. Doyle DeWitt collection, "America Goes to the Polls," Hartford, Conn.)

READ & VOTE

Musical Moods

- | | |
|--------------------------|-------------------|
| ACROSS | 3 Bird's home |
| 1 Vocal music | 4 Singing groups |
| 5 Singing voice | 5 Musical measure |
| 9 Forbid | 6 Leverage |
| 12 Soviet city | 7 Bristle |
| 13 Encourage | 8 Stalks |
| 14 Malt beverage | 9 Dancer |
| 15 Profane | 10 Nautical term |
| 17 What a bandleader did | 11 Donkeys |
| 18 Fall flower | 16 Containers |
| 19 Mexican food (pl.) | 20 Perfume |
| 21 Herb | 22 Heroic feats |
| 22 Female saint (ab.) | 24 Fish |
| 24 Scoundrel | 25 Mars (prefix) |
| 27 Spreads to dry | 26 Relying |
| 29 Think | 28 Coarse grass |
| 30 Rocky ridges | |
| 31 Feminine appellation | |
| 32 Veal | |
| 33 Mended | |
| 38 Keats, for instance | |
| 39 Droops | |
| 41 Donkey | |
| 42 Short sleep | |
| 44 Seines | |
| 46 Traced again | |
| 49 Relaxes | |
| 53 Poem | |
| 54 Hungry group | |
| 56 Number | |
| 57 Tain | |
| 58 Greek district | |
| 59 Insect | |
| 60 Solitary | |
| 61 Lays turf | |
| DOWN | |
| 1 Soft drink | |
| 2 Mineral rocks | |

"Take This Away and the Other Falls on Us..."



They Say...

There's too much of this. People lose sight of the competitor and he's the only one who really counts.

—U.S. swimming coach Gus Stager, on nationalism at the Olympics.

If you wonder why there is no teacher shortage in Russia, I can give you two simple reasons—money and prestige.

—Sen. Hubert Humphrey (D-Minn.), saying top Russian professors get \$35,000 to \$50,000 salaries.

Crime's been a challenge to me. It's not true that crime never pays. It pays sometimes.

—Gordon (Spunky) Firman, 21, captured after a 30-day crime spree in Ohio.

For years we have left South America drift while we played Russian roulette with countries like Egypt.

—Sen. Vance Hartke (D-Ind.)

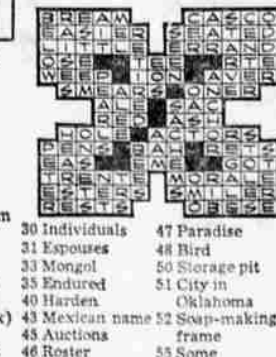
We can and will have a general tax cut if we can secure an understanding by the majority of our taxpayers and voters that such a tax cut will come only after we have determined to practice sound economy in operations.

—Fred C. Scribner Jr., Treasury undersecretary.

The hope of mankind for lasting peace lies in our ability to apply basic concepts of justice in resolving differences between persons of different nations and between nations through the processes of law.

—Attorney General William P. Rogers.

Answer to Previous Puzzle



THE DOCTOR SAYS...

Alcoholics Need Strict Treatment

By HAROLD T. HYMAN, M.D.
Written for
Newspaper Enterprise Assn.

I have finally come across a report on alcoholics and alcoholism with which I find myself in complete sympathy. Friends and relatives of the alcoholic, says a booklet issued by the Genesee County Medical Society of Flint, Mich., "can either delay or advance the alcoholic's progress toward sobriety."

They delay his progress by babying him, protecting him and otherwise making him the center of attention. They arouse his resentment, heighten his feelings of guilt and fear, and increase his desire and need to drink if they nag, scold, threaten, hide his liquor supply and lecture him on how he is making others suffer for his weakness.

They hasten his progress toward sobriety when they treat him like an adult, let him know that he must come to realize for himself that drinking isn't worth its costs, and that no price is too great to pay for release from the need of drink.

Like all other experienced physicians, my dealings with alcoholics, for the most part, have been discouraging, frustrating and wasteful. I have never felt free to subscribe to the views of apologists for the alcoholic who excuse him on the ground that he is sick, lonely, rejected and the like. There are altogether too many sober persons in the ranks of the sick, lonely and rejected to give this excuse validity.

With very rare exception, the alcoholics I've known over the years have been spoiled, self-indulgent, selfish and inconsiderate people who've exploited their weakness to gain unmerited attention (like the bedwetter infant), or to drag to their own level those who foolishly continue to waste their worldly goods and love on them.

I believe the signal successes of Alcoholics Anonymous are primarily attributable to the reformed drinker who, having been through the mill, is privy to all the ruses and dodges to which the sot resorts.

Like the bedwetter, the alcoholic will continue to lurch as long as his inebriating gains him the attention he craves but does not merit. And, at risk of oversimplification, he'll begin to have second thoughts when he discovers that lying in a wet bed is uncomfortable and will no longer command the immediate presence, the tender care, the unimpeachable rebukes or the feeble padding of loved ones.

For a copy of Dr. Hyman's leaflet "How to Choose Your Family Doctor," send 10 cents to Dr. Hyman, care of Herald and News, Box 489, Dept. B, Radio City Station, New York 19, N.Y.

The moon is approaching its new phase.

The morning star is Mars. The evening stars are Mercury, Venus, Jupiter and Saturn.

On this day in history: In 1066, King Harold and his English forces were defeated by the Normans, led by William, Duke of Normandy, at the Battle of Hastings.

In 1844, William Penn, English Quaker and founder of the colony of Pennsylvania, was born.

In 1890, Dwight Eisenhower, 33rd President of the United States, was born.

In 1912, former President Theodore Roosevelt was shot by a would-be assassin in Milwaukee.

Other fast-growing suburban areas may find this plan the answer to their school space problems. It's an experiment that merits wide consideration.



NOTHING SPECIAL

(W. B. S.)

Some time ago, I came across an interesting story in the Bend Bulletin dealing with a new discovery in Crater Lake. Inasmuch as Crater plays a significant role in our own area, I thought both of you readers would be interested in the developments.

It turns out that probes using reflected sound waves have discovered a submerged volcano in Crater Lake. The volcano is said to be more impressive than visible Wizard Island and nearly three times the height of Lava Butte in the Deschutes region.

A Coast and Geodetic Survey crew, using depth finding equipment, mapped the mount. Discovery of the submerged cone was no great surprise to earth scientists, who had long realized there was some submerged cone in the area.

The unnamed volcano, never seen by man, is a mile in diameter at its base. It is 1,320 feet high. The Crater Lake cone rises symmetrically from the floor of the old caldera. Its craterless top is some 612 feet below the Crater Lake surface. From its base reaches a lava flow that is a mile and a half long.

Wizard Island and the newly-found volcano add new proof that only a miracle of nature saved Crater Lake for Oregon. Once upon a time, a giant mountain, Mazama, reared its glacier-sheathed cone over the caldera now occupied by Crater Lake. Mazama lost its top slightly more than 6,000 years ago, following an earth-shaking explosion. With the explosion came the extrusion of pumice and lava measured in cubic miles, and the collapse of Mazama's cone. The eruption left a huge volcanic bowl.

Volcanic activity did not end with the mountain-shattering blast. There was still life in the old stump of the mountain. New volcanic action pushed Wizard

Island out of the depth. This same action created the submerged cone just found through sonic probing. Lava flows on the caldera floor were other results of the secondary volcanic unrest.

Some geologists surmise that the giant bowl of Crater Lake could have been filled with cones and lava, not water. This has been the case of many volcanoes, including Mt. Newberry, Mazama's sister volcano, in the Deschutes region.

Occasionally, as individuals, I am sure that all of us have expressed some concern about waste. Few of us actually realize the prodigious waste that goes on around us. For instance, Americans have used up more of the world's resources in the past four decades than all of the people of the world used in the 4,000 years of recorded history up to 1914.

I like this motto, which is an antidote to the aggressive mottoes adorning the walls of adjoining offices in a New York office building. One minor exec hung this: "They said it couldn't be done—so I didn't try."

Nothing, it seems, makes Alaskans more happy than the fact that their state exceeds Texas in size. In a restaurant in Nome, for instance, is a sign on the wall: "Clam Chowder, 50 cents, Texas-size bowl, 25 cents."

And, to all of you duck hunters who have been coming around with your tales of opening-day success I say: Don't come around here with your stories—just bring ducks.

A note of advice to the political speakers who abound comes from this wise speaker who prefaced his remarks with: "As I understand it, my job is to talk to you. Your job is to listen. If you finish before I do, I hope you'll let me know."

QUESTIONS and ANSWERS

Q—What day corresponds to our Labor Day in the Soviet Union?

A—Designated by the International Socialist Congress in 1890 as a workers' holiday, May Day is celebrated in the Communist sphere, along with parts of Western Europe, Latin America, and the Orient.

Q—How did the Apostle Peter meet his death?

A—According to tradition, he died in a massacre on the Vatican Hill in 64 A.D.

Q—Which state was the first to ratify the proposed child labor amendment to the Constitution?

A—Arkansas in 1924.

Q—Where was the Liberty Bell housed during the British attack on Philadelphia?

A—It was removed by wagon to Allentown, Pa., where it was housed in the basement of a church. After the British evacuated Philadelphia the following year, the bell was returned to its former place.

Q—Do tides occur in Lake Superior?

A—Yes, Lake Superior has a tide with a range of about two inches.

Q—Who gave the Swan Islands their name?

A—They were named for a 17th century pirate who made his headquarters there.

Q—Who was the youngest

candidate ever nominated for the presidency?

A—William Jennings Bryan in 1896 at the age of 36.

Q—What part did Algeria play in the life of ancient Rome?

A—In ancient times Algeria was known as Numidia. It was a Roman colony with an advanced civilization.

Q—Do tides occur in all bodies of water?

A—All bodies of water are subject to the tide-producing forces of sun and moon.

Q—From what is the artificial cloth Aralac made?

A—From the casein in skim milk. It is used as a substitute for wool and has almost the same warmth and softness.

Q—Are there any French possessions on the North American continent?

A—The Islands of St. Pierre and Miquelon, about 10 miles south of Newfoundland, belong to France.

Q—Which president received the largest number of electoral votes?

A—Franklin D. Roosevelt—523 in 1936.

Q—How long has antitoxin for use in cases of diphtheria been known?

A—Discovered by Emil von Behring, it was first used for patients in 1894.

Almanac

By United Press International
Today is Friday, October 14, the 283rd day of the year with 78 more in 1960.

The moon is approaching its new phase.

The morning star is Mars. The evening stars are Mercury, Venus, Jupiter and Saturn.

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STAR GAZER

By CLAY E. POLLAN

Your Daily Activity Guide According to the Stars

To develop message for Saturday, read words corresponding to numbers of your Zodiac birth sign.

APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1 Aries	1 Taurus	1 Gemini	1 Cancer	1 Leo	1 Virgo	1 Libra	1 Scorpio	1 Sagittarius
2 Aries	2 Taurus	2 Gemini	2 Cancer	2 Leo	2 Virgo	2 Libra	2 Scorpio	2 Sagittarius
3 Aries	3 Taurus	3 Gemini	3 Cancer	3 Leo	3 Virgo	3 Libra	3 Scorpio	3 Sagittarius
4 Aries	4 Taurus	4 Gemini	4 Cancer	4 Leo	4 Virgo	4 Libra	4 Scorpio	4 Sagittarius
5 Aries	5 Taurus	5 Gemini	5 Cancer	5 Leo	5 Virgo	5 Libra	5 Scorpio	5 Sagittarius
6 Aries	6 Taurus	6 Gemini	6 Cancer	6 Leo	6 Virgo	6 Libra	6 Scorpio	6 Sagittarius
7 Aries	7 Taurus	7 Gemini	7 Cancer	7 Leo	7 Virgo	7 Libra	7 Scorpio	7 Sagittarius
8 Aries	8 Taurus	8 Gemini	8 Cancer	8 Leo	8 Virgo	8 Libra	8 Scorpio	8 Sagittarius
9 Aries	9 Taurus	9 Gemini	9 Cancer	9 Leo	9 Virgo	9 Libra	9 Scorpio	9 Sagittarius
10 Aries	10 Taurus	10 Gemini	10 Cancer	10 Leo	10 Virgo	10 Libra	10 Scorpio	10 Sagittarius
11 Aries	11 Taurus	11 Gemini	11 Cancer	11 Leo	11 Virgo	11 Libra	11 Scorpio	11 Sagittarius
12 Aries	12 Taurus	12 Gemini	12 Cancer	12 Leo	12 Virgo	12 Libra	12 Scorpio	12 Sagittarius

1 Good 2 Adverse 3 Neutral