

Increased Food Demand May Call for Larger U.S. Crops

U.S. stocks of surplus foodstuffs are no longer the seemingly inexhaustible mountains of yesteryear, when a prime headache for government was finding ways to dispose of them, or at least to curtail further accumulation.

To the citizen long accustomed to thinking of the farm surplus as not only a fixed feature but a chronic problem in American life, the news may come with something of the shock of another sign of changing times. This was the realization that the nation's vast gold hoard, far from being a built-in feature of the supersuccessful economy, was actually dwindling away.

Now it appears we may be facing a somewhat similar situation on the food front. Stocks of many basic commodities are no longer unmanageable, but have been worked down to about what is prudent for national reserves.

In wheat, for example, there are something like 800 million bushels in storage. It may look like plenty, but in fact it would meet U.S. requirements for only some eight months in the event of a serious crop failure.

Such a crisis may appear unlikely, but another crisis is actually upon us.

This is the growing food shortage in much of the rest of the world, in countries squeezed between mushrooming populations and virtually stationary food output.

Economists are warning that if a worldwide famine in the foreseeable future is to be averted, ever greater demands will have to be made upon the United States, Canada, Australia, portions of Western Europe and the other, very few, surplus food areas. These would be demands for which there is now no guarantee those nations would be able to meet.

This development comes after years of American farm policies designed to reduce production. Some 50 million acres have been taken out of cultivation and we currently are reimbursing farmers for retiring cropland and cutting production to the tune of something like \$2 billion annually.

Sen. George McGovern of South Dakota, former Food for Peace director, suggests that the time may have come to step up farm production. Such a reversal would be one more indication that in a rapidly changing world nothing can be taken for granted, not even Fort Knox and normal graneries.

Pollution Spurs Vast Effort

With the serious beginning of a national drive against the pollution of our lakes and streams, the "ground-floor" is being laid for the emergence of vast new enterprise.

It has been calculated that upwards of \$20 billion worth of construction and installations will be required just to control the water pollution that now exists.

Quite possibly there will be research and substantial engineering improvements in this field, a result of the competitive contests bound to arise as major projects are designed to go out to bid. Advances in control measures and systems may also have the happy result of bringing some cost reductions.

As Business Week magazine has noted, "pollution control will be big business over the next 10 years." Doubtless it will become a major addition to the construction industry.

The huge outlay in treatment plants, pipelines, machinery and motored equipment will not be the larger part of the investment; it will amount to about 9 per cent of the total while labor will benefit by 30 per cent of it.

Already several large companies have started research in treatment methods and there are more than a dozen university projects on the subject.

An interesting angle is the fact that some of the industrial polluters that will have to purify factory discharges into streams, at considerable expense to their operations, will also be expected to benefit in increased sales of products that will go into the clean-up plants to be built.

The development and expansion of a large new segment of business connected with anti-pollution measures is another yield from the campaign to restore our waterways to reasonable use.

Add to the advantages of better recreation, beauty, improved land values, reduction of health hazards, and provision for additional drinking water supplies that are so rapidly being needed.

It is possible that the drive to end pollution will become quite the most important public works activity of the next 10 years, and one of the major spurs to business.



C. RICHARD REESE

Niagara Personality:

Skylon Developer Derived Idea for Project at College

By ART ELLSWORTH
Gazette Staff Writer

C. RICHARD REESE, a Pennsylvania transplant by way of Boston and various points eastward in Europe, has become a claimant to the title of most enthusiastic booster of the Niagara Frontier.

Now a resident of this city, living in the Parkway Apartments, he commutes daily via the Rainbow Bridge to his major interests in Niagara Falls, Ont., that stand as monuments to his enterprise. One also is a monument to a treasured memory.

Mr. Reese was the last of 16 children (last by a few minutes since he was one of a set of twin boys that brought the family score to eight for the girls and eight for the boys). He was born Feb. 11, 1928, in Hershey, Pa.

Harry B. Reese, the father from whom Mr. Reese developed a deep respect over the years, died in 1957. He had only one brief but expressive comment when told of the birth of twins — "I'll be damned." But tragedy struck 10 months later when William, the first of the twins, died.

GRADUATING FROM JUNIOR and senior high schools in Hershey, Mr. Reese went on to Babson Institute in the Wellesley Hills section of metropolitan Boston where he majored in business administration, gaining his diploma in 1954.

At Babson, his roommate was Michael Sainovich of Niagara Falls, Ont. In their free time, Mike beguiled Dick with accounts of the beauties and potential of his home area. They dreamed and planned — and one of their dreams was development of motels which one day might extend across the continent.

Mike, whom Mr. Reese describes as a dedicated youth and a true friend, had been afflicted throughout life with pulmonary trouble. In July, 1957, he died after undergoing a second lung operation. Michael's Inn, newest of the Niagara Falls, Ont., luxury motels, built by Mr. Reese at River Road and Hiram Street, was named for him.

During the days at Babson, the idea for a tower and trade center on heights above the falls originated in discussions between the two friends. On a summer visit, they looked over possible sites, among them the present location of the Seagram Tower.

BACK AT BABSON, two classmates from

Falls, N.Y., William Hosler and James Kiley, became interested in what was then envisioned as the "International Global Center." They, with Charles Schroyer, also of this city, eventually joined Reese and Sainovich in an informal partnership devoted to the future development.

It was a long and painful process, but by 1963 things were beginning to take shape. As the scope of the project grew, Mr. Hosler, Mr. Kiley and Mr. Schroyer began to have doubts as to their ability to continue as participants. In August 1962, Mr. Hosler talked to William Pigott, Hamilton, Ont., industrialist, about the latter's sharing in the enterprise.

When Mr. Pigott, of Pigott Construction Co., eventually agreed to "carry the ball," the local trio decided regretfully that they must withdraw. But the immensity of the project soon brought doubts to the minds of Mr. Reese and Mr. Pigott, also.

On Mr. Pigott's entry into the picture, the development assumed its present and permanent name of Niagara International Center. In the interest of further backing, Mr. Pigott agreed to talk to William Young of Hamilton Cotton and Reese said he would go to Theodore Buell of Niagara Wire Weaving, Niagara Falls, Ont.

PRELIMINARY agreement on a new partnership was reached, but approval of E. J. Buell Sr., Mr. Buell's father and board chairman of Niagara Wire Weaving, still was required. Mr. Reese and the elder Mr. Buell got together at the Niagara Club in the Waldorf-Astoria Hotel, New York City, in June 1963, and the deal was settled.

Formal incorporation was effected on July 4, 1963, and progress of plans thereafter was rapid. Groundbreaking on the site occurred May 21, 1964, the day after a gala party at the Sheraton-Brock Hotel which revealed complete plans, and the Skylon Tower was opened late in the 1965 tourist season.

Service with the U.S. Army in Germany, a succession of championship performances in sports and the start of a business career are woven into the Dick Reese story. He entered the military service in 1945 as a private, was stationed at Berchtesgaden, Hitler's mountain hideout. He left the Army with rating of technical sergeant in November 1948.

the highlights of a bril-

Six Coming Up:

There'll Always Be A World's Fair

By ROBERT MOSES
SEVERAL WISEACRES, skillfully avoiding the fact that 51,666,300 visitors came to the New York World's Fair, have announced authoritatively that world's fairs are dated and obsolete and that the one just concluded will be the last.

Usually these dismal prophecies are accompanied by grossly false reflections on the New York Fair and quite out of tune with thousands of favorable comments. Such publications ignore over 51.5 million almost unanimously enthusiastic visitors. The jaundiced dyspeptic sees every rainbow yellow and wants his readers to share his pathological unhappiness.

IN ANY EVENT, there are at least six world's fairs in the making in this hemisphere, all dedicated to man's accomplishments and potentialities—in Montreal in 1967 as "Expo 67," in San Antonio, Tex., in 1968, in the Los Angeles area some time soon, in Philadelphia or elsewhere on the occasion of the bi-centennial of the signing of our Declaration of Independence, not to speak of one in Osaka, Japan in 1970, and one which may be part of the 1968 Olympics in Mexico City.

Whether Montreal can attract the number of visitors they contemplate in 1967 in one season is problematical. They are, in any event, building a permanent improvement on their islands which will long outlast the fair. Relations with the United States might be better, and the separatist French movement does not intrigue the hinterland, circumstances not advantageous to Montreal.

THE TEXAS FAIR, like everything in the Longhorn State, will have immense local backing. The bicentennial may bring Philadelphia into conflict with Boston which also has impressive claims. After all, the signing of the declaration was in Philadelphia. The President, through some committee, will decide. President Eisenhower's committee voted for New York City for the 1964-65 fair on the assurance of overwhelming support which unfortunately was never entirely forthcoming.

Philadelphia has an able mayor in James H. J. Tate, and John Kelly Jr. is its committee chairman. Never sell the Kellys short. They follow the British coxswain's call, "Look ahead, sir, look ahead." The Philadelphia committee came to the New York fair and I offered this, in every sense gratuitous, advice.

FIRST: The selection of a board is no cinch. It all gets down to leadership, a common objective, dedication and teamwork.

Second: Pick rundown or undeveloped land, with a view to a fine new park at the end.

Third: Insure in advance adequate municipal, state and federal aid.

Fourth: A fair brings business to town, but its real benefits are felt later in the form of national and international education and goodwill.

Fifth: Scatter amusement and fun throughout the fair. Don't put emphasis on midway vulgarity and catchpenny devices.

Sixth: Science alone can not bring happiness to mankind, not for that matter trade, commerce, the arts, higher living standards for the poor and wider social justice. The toughest problem will be to determine the relative emphasis you place on these demands.

SEVENTH: Be wary of the Bureau of International Expositions. We can't join without a treaty approved by the United States Senate, which is unthinkable.

Eighth: Spare museum fatigue and fallen arches. The problem is to reduce congestion and spread visitors during days and hours of operation under unpredictable weather conditions.

Ninth: Insist on reliable advance assurances of citizen loyalty as well as business leadership and see that influential, captious local critics, whose only stock in trade is running down everything and everybody, are pinpointed.

IN THE END a World's Fair is not merely for local visitors, tourists, ads, images, memories and a park for posterity. The last thing I saw before sundown on the closing Sunday of the New York World's Fair was an old lady in black in the finest Italian tradition, on a batch of grass just off the fairgrounds, picking dandelions for the family salad. Flushing Meadow was going back to normal, and that is as it should be.

No, fairs are not a thing of the past. Like the pursuit of the Grail and the Crusades, they are for the bold and venturesome. To paraphrase the poet, "None but the brave deserves the fair."

Sketches

By BEN BURROUGHS

We can rely upon the Lord . . . to show the righteous way . . . He calms our fears and dries our tears . . . however dark the day . . . the Master is a faithful Friend . . . who always understands . . . and so it is we place our hearts . . . In His most loving hands . . . when we are tossed on troubled seas . . . with little hope in view . . . a contrite prayer to God will give . . . us strength to follow through . . . how wonderful it is to have . . . such an endearing Friend . . . with us from the beginning . . . true until the end . . . when worldly friends forsake us . . . as we strive to endure . . . the Lord will never fail us . . . of that we can be sure.

Voice of the People

THE QUESTION: Do you find that your children try to be especially obedient and helpful at home as Christmas nears?

THE PLACE: Valu Store parking lot.



MRS. STEPHEN STURAK, 836 20th St, housewife: "It depends a great deal on the age of the children. As they get older they seem to be conscious of being on their best behavior as soon as Christmas things appear in stores."



JOHN FECNER, 223 74th St., stationary engineer: "Very true. As it gets closer to Christmas they get more helpful. You should have seen that little boy help me build a dog kennel for the new dog, and the girl run errands."



MRS. ANTHONY COSTANTINO, 2733 Independence Ave., housewife: "Yes, my eight year old daughter is becoming more helpful all the time. When I tell her to do something now she does it right away, and she's willing to help with things."



MRS. HERMAN FRANK, 1074 Escarpment Drive, Town of Lewiston, housewife: "Absolutely not. Our children are 7 and 10 years old and they always try to be helpful although I do think children all suddenly realize it's not long till Christmas now."



JACK WEISS, 54 Allen St., North Tonawanda, truck driver: "No, there's no difference in their behavior. They're 17 and 18 years old now. But when they were small we saw a definite change in behavior. They were very good."



JOSEPH LUBAS, 1279 86th St., chemical operator: "Yes, we have four children, 5, 10, 12 and 15 years old and they're all more helpful. They volunteer to run the vacuum cleaner and dry dishes. Children start thinking about it when Santa Claus first appears."



"Your Check, Sir"