

Roseburg News-Review

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The Weather

U. S. Weather Bureau Office Roseburg, Oregon. Forecast for Roseburg and vicinity: Mostly cloudy with showers tonight and Tuesday; continued cool.

In the Day's News

become a completed fact." What are we trying to accomplish? Here's another guess: We're merely serving notice on the Russians that under the four-power council agreement we have rights in Berlin and that we are going to insist that they be recognized.

WATCH IT

Suppose Russia should decide to TAKE OVER the Dardanelles straits, which lie far to the east of the Stettin-Adriatic line. No one seriously doubts that militarily she could do it. Turkey is tough, but small. Russia is big. We're a long way off. Russia is CLOSE.

THERE IS a new wrinkle in the hot Italian election campaign.

The Communist-led General Confederation of Labor in Italy threatens a general strike in protest against the disappearance of a Sicilian labor leader. The Communists charge that "rightists" (anti-Communists) have kidnaped or killed him.

THE other day our House of Representatives (probably going off at half-cock) voted three to one to invite Franco Spain into the European Recovery plan.

Thursday morning Senate and House members working on a compromise foreign aid bill agreed to drop Spain from the list of countries eligible for aid.

WHAT IS all the shooting about?

It seems to this writer, who tries to be realistic, that a lot of messy thinking is involved. It is true enough that Franco is no shining knight of democracy. But neither is Stalin. Yet we welcomed him into the fold because we thought he could help us lick Hitler.

Sutherland Library Lists New Books

SUTHERLIN—Sutherland Public Library has added the following new books to its shelves and they will be ready for the public in a short time.

FAITH IN THE FUTURE

By CHARLES V. STANTON

Anyone who thinks newspapers are in the excess profits class will be interested in recent surveys into publishing costs. The surveys cast light on the reason why several of the nation's prominent papers have ceased publication in recent months, despite what is generally considered a period of high level prosperity.

American newspapers, it is shown, are paying about 59 per cent more to meet costs of publication than in 1945 and costs are still rising. Newsprint, for instance, is 120 per cent costlier than in 1933 and there is not much prospect of any price decrease in the near future.

The Bureau of Advertising of the American Newspaper Publishers Association reports that member papers of that organization received more than \$1 billion in advertising revenue during 1947. Editor & Publisher, a newspaper trade magazine, says that small dailies gained 19.7 per cent in advertising volume during the year, while metropolitan dailies gained 16.1 per cent.

Wages and salaries represent one of the principal cost increase items, surveys showing that from each \$10 spent by a newspaper in its publishing operation, from \$4 to \$6 go into wages and salaries.

All raw materials have increased in cost, so that the expense of composing rooms has increased about 69 per cent; photo-engraving departments, 63 per cent; press rooms, 49 per cent; stereotype departments, 71 per cent; editorial, 38 per cent; advertising, 48 per cent; circulation 35 per cent, according to Editor & Publisher surveys.

So, while newspapers as a whole have enjoyed a considerable increase in business and in revenue, the profit margin has dropped behind in percentage. Newspapers generally have increased both advertising and subscription rates, but increased revenue from these sources has failed to keep pace with advancing costs.

An item, not covered in the survey, is the gamble newspapers are taking in re-equipping their plants. During the period of depression newspapers could not afford new machinery. During the war press machinery was not being manufactured.

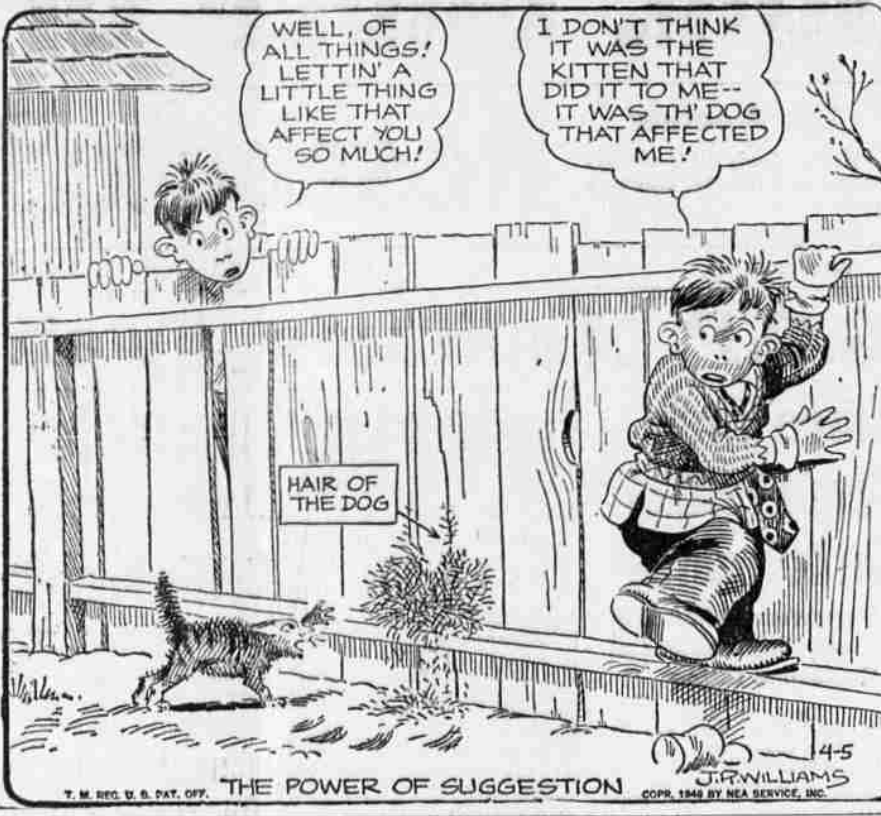
All this expansion might cause the average reader to believe that newspapers are making such a high rate of profit they can afford the buildings and machinery they are buying to the tune of millions of dollars.

It is, we believe, a rather comforting feeling to realize that publishers generally have sufficient confidence in the future to be willing to gamble that their investments will be profitable in the long run, when faced with the unfavorable prospects shown by current surveys.

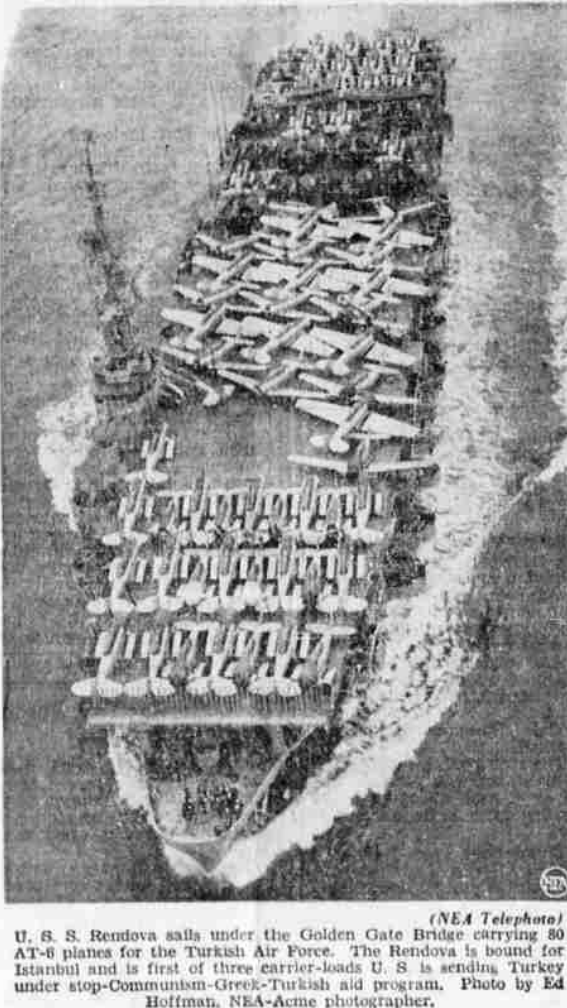
KRRR Mutual Broadcasting System 1490 Kilocycles

- REMAINING HOURS TODAY: 4:10-Fulton Lewis, Jr. 4:15-Frank Hemmingway, Folger's. 4:20-Passing Parade. 4:25-Monday Meditations, Methodist Church.

Out Our Way



Planes Go to Turkish Aid



U. S. S. Rendova sails under the Golden Gate Bridge carrying 80 AT-6 planes for the Turkish Air Force. The Rendova is bound for Istanbul and is first of three carrier-loads U. S. is sending Turkey under stop-Communism-Greek-Turkish aid program. Photo by Ed Hoffman, NEA-Acme photographer.

Italy Faces Test In Red Threat of General Strike

ROME, April 2.—(AP)—Italy may be gripped by a general strike at the time of her April 18 election test between the communist-led Italian general confederation of labor (CGIL), some 600,000,000 strong.

CGIL President Di Vittorio, a Communist, said in Palermo, Sicily, the executive committee will call the strike April 8 unless police have found Placido Rizzotto, a missing Sicilian labor leader by that time.

If there is a strike, it will last until the case is solved. Workers will quit for an hour the first day, two hours the second, three the third and so on. That would mean a 10-hour layoff the day before Sunday election.

Forum Slated On Lumber Problems

PORTLAND, April 3—A two-day forum on the problems of independent sawmill operators, loggers and allied lumber interests will be held here on April 30 and May 1.

Oregon Rancher May Advance to Cabinet Job

WASHINGTON, April 2.—(AP)—Another government career man may soon move into the cabinet—this time as Secretary of Agriculture.

Interior of Yoncalla Church Is Improved

YONCALLA—Wilbur Briner and Herman Schesso have completed remodeling of the Sunday school room of the Yoncalla Methodist Church.

Fire Destroys Angst House Near Yoncalla

YONCALLA—Fire of unknown origin completely destroyed what was known as the Angst house, one mile south of Yoncalla Thursday afternoon.

Butter Quality Upped

SALEM, Ore.—(AP)—Quality of Oregon creamery butter is better than it was a year ago, the State Agriculture Department said.

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Cattle Disease Starts Move to Save Elk Herd

PORT ANGELES, April 2.—(AP)—An outbreak of shipping fever (hemorrhagic septicemia), a contagious animal disease, among cattle herds in the rough lower Hoh river valley started a one-man round-up today to save about 75 elk in the area.

Removal of the elk from the Hoh area is necessary because two herds of cattle and goats in the valley are infected.

Approximately 400 other domestic animals have been vaccinated to prevent spread of the disease. Where it started is not known, but Doctor Stevens said it could have been brought here by cattle from an infected area.

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