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THE RIGHT TO ADVERTISE

By CHARLES V. STANTON

Advertising is the lifeblood of a free economy and a system of free enterprise. Restraint of advertising, except in the interests of truth and good taste, is infringement upon open competition. Competition is an absolute requisite to a free economy.

Each session of the Oregon Legislature finds various bills to regulate advertising. The claim in most of these bills that they pertain to "ethics" is difficult to support, but it is quite simple to see that they would upon passage limit competition for the interests by which they are sponsored.

Certain professions, for some obscure reason, have taken the position that advertising by individuals engaged in those professions is not ethical.

Physicians, to cite an example, hew to a hard and fast rule against advertising, except for an occasional professional card, note of opening of practice, or removal to a new location.

Advertising, on the other hand, could be made a most beneficial aid to public health and of service to the medical profession.

This is an age of specialization and clinical services. Demand for state, or socialized, medicine is widespread. If physicians were to cooperate in advertising campaigns to acquaint the public with available specialized services, provide health advice in times of emergency, inform the public of dangers inherent in "quack" nostrums, provide education on the evils of state medicine, etc., the profession and public alike would benefit. But the medical profession, which we single out for use as an example, clings stubbornly to an antiquated theory causing the profession untold damage and loss of prestige. Certain other professions are equally at fault.

While the medical profession clings to its taboo, it strenuously endeavors to limit advertising by competing professions, such as osteopaths and chiropractors. Bills appear at every session of the Legislature to restrict advertising by beauty parlors, advisers on specialized legal subjects, certain types of engineering, dental services, margarine manufacturers and many others.

Those who won't advertise seek to restrain others from gaining a competitive advantage through advertising. Thus advertising restrictions definitely are in restraint of trade and injurious to a free economy. At the same time each such bill is an effective testimonial to the value of advertising.

Recognizing the importance of advertising to our economic system, the Oregon Advertising Club has pledged itself to combat efforts to prohibit or curtail advertising.

A resolution recently adopted reads as follows:

BE IT RESOLVED THAT:

As members of The Oregon Advertising Club we pledge ourselves, individually and collectively, to uphold the Right to Advertise, truthfully and without misrepresentation, all goods or services legally available to the public.

That the Right to Advertise is one of the basic American freedoms, related to the right of free speech and a free press, and shall be defended against unfair encroachment at all times and under all circumstances.

That curtailment of the Right to Advertise is restraint of trade and results in withholding from the public the benefits of services or progress attained through free enterprise and business competition.

That the Right to Advertise is being constantly attacked by selfish pressure groups seeking unfair legislation of a restrictive nature and through unfavorable interpretation of such laws by regulatory and supervisory bodies and officials.

BE IT FURTHER RESOLVED:

That the Oregon Advertising Club take an active part in opposing all efforts from any source to encroach upon the Right to Advertise and shall cooperate fully with other organizations or individuals similarly engaged.

Oregon law provides all necessary regulations against false or untruthful advertising, misrepresentation or advertisements in bad taste or socially undesirable.

No defense can be made for legislation which would restrict advertising to curtail competition.

Washington's Warning Heeded As Senate Eyes Security Pact

By DEWITT MACKENZIE

Associated Press Foreign Affairs Analyst

The U. S. Senate, as was generally anticipated, is putting the proposed North Atlantic Security Alliance under the microscope.

The critical examination thus far has produced statements indicating that the Senate isn't likely to approve any treaty binding America automatically to go to war under all circumstances.

This projected alliance is a development of the cold war. It has as its object the creation of a barrier which would provide insurance against attack.

The pact has been under discussion by the United States, Canada, Britain, France, Belgium, The Netherlands and Luxembourg. The three Scandinavian countries—Norway, Sweden and Denmark—also have been invited to consider participation in what they regard as a highly delicate proposition.

During a debate Senator Vandenberg, former chairman of the Foreign Relations Committee, was asked if he favored a moral commitment on the part of the United States to fight. He replied: "Not without its own independent decision."

Senator Connally, chairman of the Foreign Relations Committee, followed this with the declaration that he wouldn't favor in the pact any language which could be re-

garded as a "moral commitment."

In other words, these two top-ranking foreign policy leaders in the Senate do not approve of signing any alliance which would commit the country prior to the emergency. However, Vandenberg told the Senate that the proposed alliance offers "infinite assurance" against a third world war.

First President Quoted

The statements by the two senators reflect a policy pursued by the American government since its inception. This has been to avoid foreign pacts which would commit the country to war in advance of the event. In this connection we find President Washington saving in his farewell address to the American public on his approaching retirement:

"Europe has a set of primary interests which to us have none or a very remote relation. Hence she must be engaged in frequent controversies, the causes of which



OUT OUR WAY

By J. R. Williams



Scrap from the MENDING BAZZLET

By Vianett S. Martin

It was really the pansies--

she said, with a little chuckle. She was a very busy, cheery little woman, in her sixties when I knew her. And after she told me the story I would find the little 'face' in a beautiful pansy fading out and 'Ma's' cheerful face smiling at me. She was 'Ma' to everybody--nurses, doctors, patients and visitors--in the big sanitarium where she was the housekeeper. You would see her here and there in the building and around the cottages; her duties always seemed to take her wherever a chart looked particularly discouraging, and made her pause when she saw a sign of homesickness or despair in eyes that greeted her. But once 'Ma' had lain helplessly in a bed, with a verdict of 'no chance of recovery' pronounced upon her by physicians who had done all they could, and sincerely wished they could do more, 'Ma' found out about the verdict and she silently appealed to a higher court. She talked simply with her Heavenly Father... and then she made her decision. So long as she had but a short time 'here,' she said, cheerfully, why not do what she wanted most to do? Would her loved ones help her? Would they? Just tell them! Well, she wanted to have a pansy bed. Oh, she assured her

startled listeners, she didn't expect to do all the work herself, not at first anyhow. But here she was lying on a bed, why not let her lie on a blanket, when the weather was warm enough, out by the 'pansy bed' they would prepare for her. She could at least feel the good brown earth crumble between her fingers. They must have decided their love for her was greater than their concern about what the neighbors might think. At any rate she was carried out to the blanket, and at first she did almost nothing except 'see' the wonderful pansies she was going to have one of these days! Little by little her 'puttering' covered the pansy bed. Next thing anyone knew she was sitting up to 'fuss' with the little plants and weed them. Then the pansies blossomed, and do you doubt her word that she 'never saw such lovely ones!' She loved sharing them -- and she had plenty of time to pick them, which was very good for the pansies! And then--she was walking to the pansy bed. Walking! She had made of an absorbing interest a ladder with which to rise from her pit of despair. And now 'Ma' was radiating cheery words and smiles that were 'pansies' too. The French word from which came our 'Pansy' is Pensee--thought!

enlarge their present facilities, and the powers that be in the community flatly refuse them any assistance whatsoever, and, in fact, have started a campaign of senseless criticism and belittling of the Sisters. Let me tell you those Sisters are experts in their field. They know how to manage such a non-profit organization as a hospital is. If they were not experts they certainly could not have managed to get through all the lean years this community has had, while private and cooperative hospitals all over the country were tumbling like a row of dominoes. I think it's high time the people of Roseburg did some very serious thinking on this project, profiting by the mistakes of others. Are we to be stupidly led into something, which, before it is started, can have only one ending?

I say let's get behind Mercy Hospital and make it really something--knowing all the while we are building something permanent and long lasting. Something to which the people of the town can point to with pride and good will. Let's not have a ghost building in our town. It doesn't look good and it doesn't sound good. Let's be good civic minded Americans, who live by the Bill of Rights and not subjects of any plan which opposes it IN ANY WAY!

R. B. WANDLING, Roseburg, Ore.

LETTERS to the Editor

Mercy Hospital Support Urged on Roseburg

It was with definite interest that I read, in the News-Review, the account of the Ashland Community Hospital having to close its doors. It is undoubtedly a great blow to the community to lose such an institution, housing 28 beds and facilities for nine bassinets. I also noticed the nurses were resigning because they would be required to work under a layman supervisor.

This was no fly-by-night hospital. I understand an \$80,000 per year gross business had been operated for a period of years by various local doctors of the town, and yet here it is ready to close its doors due to a hopeless financial situation.

The hospital proposed for this City of Roseburg so closely follows the pattern of the Ashland Hospital that I just couldn't help but wonder if perhaps that could not very well be the fate of such a project here. I know Corvallis had the same trouble with their community hospital, and Corvallis and Ashland are prosperous and progressive communities.

The Sisters of Mercy here in Roseburg have been given the opportunity to take over the hospital in Ashland. Wouldn't that be something? Roseburg losing its present hospital facilities to Ashland! Could you blame the Good Sisters? For years they have worked in and for this community, asking little and receiving less. Then they endeavor to

are essentially foreign to our concerns. Hence, therefore, it must be unwise in use to implicate ourselves by artificial ties in the ordinary vicissitudes of her politics or the ordinary combinations and collisions of her friendships or enmities."

Of course conditions have changed vastly since General Washington made that address. America is no longer physically isolated from Europe as she was in 1796. However, his warning against foreign entanglements still is reflected in the discussion of the proposed alliance.

Completion of Miracle In Politics Requested

DILLARD--Well, was I surprised to hear Mr. Tom Dewey in his Lincoln Day speech. A very honest and complete statement of his full endorsement of the New Deal and Democrat platform. All he left out was Taft, me-too and the 80th Congress.

Now, to change things, and fast, to complete sunshine, will he have our Representative Ellsworth also make a clean confession of our New Deal and me-too?

All miracles will be complete and I can tell my grandchildren I have heard and seen all.

G. T. ROYER, Dillard, Ore.

There are many records of parrots which lived to be 80 years old and a few, definitely proved, of birds reaching 100.

In the Day's News

(Continued from Page One)

the dismissal a move toward complete thought control. ("Thought control" is control by AUTHORITY of what you can legally think).

WE don't want thought control.

We've seen enough of that in ism-controlled Europe to leave no doubt in our minds on that point. But neither do we want boring from within by termites.

So it rather looks like we're facing a choice between evils. That often happens.

IT is this humble writer's judgment that Communism isn't honest. For what my opinion may be worth, I think it is a scheme to SEIZE POWER for the benefit of those who HOLD THE POWER rather than for the benefit of all the people.

Otherwise, Communism in Russia, where its coming to power followed a generations-long struggle against a cruel and selfish despotism, would be quite different from what we see. No fair-minded, intelligent thinker can deny that in Russia Communism has missed a great liberal bet.

It has all the aspects of another scheme to concentrate power in TOO FEW HANDS. All down through the world, that has resulted in destruction of the liberties of the masses of the people.

IF it is true that Communism is just another form of liberty-destroying despotism, we must take steps to protect ourselves against it.

These steps, obviously, must include limitation of the right to teach our children that Communism is THE great liberal movement without which liberty will perish.

I think any such statement as that is false. I think its falsity has been demonstrated by what has happened in Europe. I don't think that academic freedom includes the right to teach falsehood.

THAT, please remember, is my opinion. I'm not trying to force it onto you. I'm merely exercising my right to think it and say it. After what has happened in the world since 1917 (when the Communists came into power in Russia) I don't trust Communism.

THERE must, of course, be accurate and realistic knowledge about Communism in this country. To get that, we must study Communism objectively. I personally, doubt that Communism can be taught objectively by Communist, or even Communist-minded, teachers.

Vital Statistics

Marriage Licenses

EVERETT DAUGHERTY -- John William Everett Jr., Sutherlin, and Mildred Francis Daugherty, Oakland.

CENTERS-MARRIS -- William Lee Centers, Tenmile, and Audrey Jean Marris, Wilbur.

FRANKLIN-MOREY -- Ed Lee Franklin and Erma Fay Morey, both of Reedsport.

BIRDSALL-FRANKLIN -- Hubert Earl Birdsall and Violet Rosina Franklin, both of Reedsport.

DIVORCE SUITS FILED -- MICHEL--Marie Katherine vs. Renus Michel, Married at Glendale, Calif., May 25, 1925. Cruel and inhuman treatment charged. Custody of one child and \$50 a month support asked.

The wasp's paralyzing has been known to keep the prey alive but motionless for more than five weeks.

Cases Disposed Of In Circuit Court

Circuit Judge Carl E. Wimberly has issued default judgments upon failure of the defendants to appear, in favor of the plaintiffs in the following cases:

Signode Steele Strapping Co. vs. Judd Creek Lumber Company. Judgment granted for \$102.60 and \$104.00, plus costs and disbursements.

Oregon Physicians Service vs. Ben F. Doerksen. Judgment granted for \$2,316.08, plus costs and disbursements.

The following cases have been ordered dismissed as settled: Fannie G. Whippis vs. Melvin C. Whippis, based upon stipulation on file.

Patricia Priest, administrator of the estate of James W. Priest, vs. Fairbairn Lumber Co., based upon stipulation as fully settled by payment from defendant to plaintiff of \$3,960.79, which plaintiff has accepted.

Guy Harbaugh vs. C. C. Dimmick, George Dimmick, J. F. Spriggs and Dimmick Logging Co., based upon stipulation of the parties as settled.

Morton P. Smith and Ethel Smith vs. H. A. Doyle, based upon motion of the attorney for the plaintiff.

World's Deepest Oil Well Is Still Going Deeper

BAKERSFIELD, Calif., Feb. 16. (AP)—What Superior Oil Co. contends is the deepest well in the world is still going deeper today.

The company's wildcat well near Atasco in Ventura County was 17,926 feet down Monday, with drilling proceeding at the rate of 70 to 80 feet a day.

Robert Fowler, petroleum engineer for the firm, said the previous record depth for an oil well was 17,823 feet. The well, also drilled by Superior Oil Co., is in Caddo County, Okla. Fowler said oil showings have been found.

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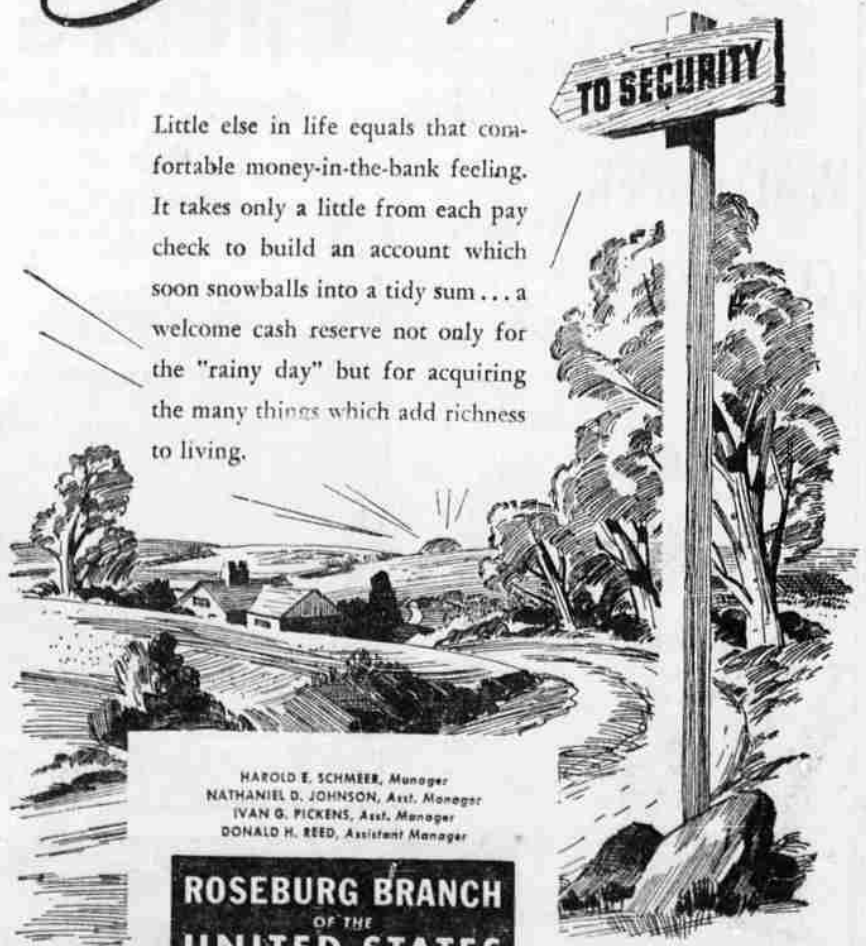
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