

The News-Review

Published Daily Except Sunday by the News-Review Company, Inc.
 Entered as second class matter May 7, 1920, at the post office at Roseburg, Oregon, under act of March 3, 1879.
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EDWIN L. KNAPP Manager
 Member of the Associated Press, Oregon Newspaper Publishers Association, the Audit Bureau of Circulations.
 Represented by WEST-HOLLIDAY CO., INC., offices in New York, Chicago, San Francisco, Los Angeles, Seattle, Portland, St. Louis.
SUBSCRIPTION RATES—In Oregon—By Mail—Per Year \$10.00, six months \$4.50, three months \$2.50. By City Carrier—Per Year \$10.00 (in advance), less than one year, per month \$1.00. Outside Oregon—By Mail—Per Year \$12.00, six months \$6.75, three months \$3.75.

TELEVISION PROSPECTS

By CHARLES V. STANTON

Despite the fact that facilities for transmission are now available, several years will elapse before television becomes general on the Pacific Coast except in metropolitan areas. Such is the prediction by Wendell Webb, managing editor of *The Oregon Statesman*, Salem, reviewing a feature article from the *New York Times*. Says Webb:

It will be a long time before there are actually television transmitters in areas outside of population centers. The law of economics prevents. So far, none of the four existing television networks has made money, and no single station has claimed to be getting rich. The major reason is that television operation is four or five times as expensive as radio and not yet is there a sufficient audience to warrant rates commensurate with costs.

Although residents in "the sticks" may be compelled to wait for a considerable time before installing television sets, inhabitants of the larger cities have brighter prospects. Already television is serving an area covering roughly 60,000,000 population. Sixty-four stations are operating in the country, with 10 on the Pacific Coast—"seven in Los Angeles (more than in any other city in the nation), two in San Francisco and one in Seattle."

Six applications have been filed at Portland, but no immediate construction is in prospect.

The television wave differs from radio in the fact that while radio reception is only slightly affected by curvature of the earth and intervening hills and valleys, television generally serves only on a line-of-sight basis. In other words, the television wave does not "bend" with curvature of the earth or around and over hills. Good reception depends upon a receiving set being situated in a straight unobstructed line to the transmitter. This gives television a normal operating range of 50 to 100 miles.

Some exceptions exist, as, for instance, the fact that Seattle programs are being well received at Astoria, Oregon, where Station KAST is considering plans to put in relay equipment which will rebroadcast the Seattle programs. Seattle signals, under exceptional conditions, have been received at Salem, Webb reports.

Several interesting experiments are in progress to increase television range. One very successful method is to beam signals directly at relay stations located in airplanes circling high above the transmitter, thus extending the line-of-sight effective area by many miles and getting the signal down into valleys which otherwise would be cut off from reception.

Webb concludes his interesting summary with the following:

Television as a factor in international relations is regarded as immensely important in its potentialities. How people look and live, far more than how they sound and what they say, gives an inside into conditions the world over. If television develops a new era of mutual understanding its importance will far transcend its contribution to the world of entertainment.

As Webb states, it probably will be several years before television reaches into the less sparsely settled areas. This is due to technical and mechanical difficulties in addition to economic factors.

The News-Review's radio station, KRNR, is watching television developments closely and is preparing to provide programs as quickly as the area can be served. It will be necessary, however, to wait until network facilities become available, for it would not be possible to originate full-time local programs.

Roseburg is on the coaxial cable system built by the Pacific Telephone and Telegraph company partly to handle television circuits. Thus television programs will be piped into this city and it is planned to provide local transmission just as soon as practical.

Self-Reliance Facing Extinction In Security-Conscious America

By BRUCE BLOSSAT

Fortune Magazine's recent survey of college campuses shows graduating students more worried about old-age pensions and similar security safeguards than anything else in their future.

Add to these protections a job with a big, established company and a wife and a few children and you have what most college men in their twenties are seeking today.

It is alarming to realize that security-mindedness has gone so far down the age ladder that it now tends to dominate the thinking of our college youth.

It is too easy and too trite, however, to respond to this situation with the regular exhortations to self-reliance, and then let it go at that. The problem isn't that simple.

These youngsters have come of age in a world still staggering from the brutal blows of two world wars and a deep depression. The dilemmas that led to these disasters are still largely unsolved. The complexities of life, whether in war or peace, seem to have grown beyond man's comprehension.

While man nevertheless gamely continues the search for solutions, he is trying at the same time to insulate himself against a recurrence of disaster. This has been true in many areas of the earth.

This country's effort to protect its people against catastrophe was propelled swiftly forward by Franklin D. Roosevelt's program of social legislation in the 1930s.



WINS HIGH CLIMBING EVENT—Rodney Leatherwood is pictured above starting his climb up the 94-foot spar tree at Sutherland's Timber Days celebration. Leatherwood won first place in the contest, in which seven started but only three finished.



Sleeping Beauty's palace could have been in Oregon. The jungle around the castle had grown so fast and so thick and so high, remember?

Our first year here when EJ was spending all his time from daylight to dark working on the place, we seemed to be making marvelous headway. Just wonderful! Then when he began spending eight hours a day in an office, the jungle began to gain again.

If the fairy should put Oregonians to sleep for a hundred years there would be on the map just one thick mass of green marked "as yet unknown." That is, if she put the Indians to sleep, too. So fast would all this labor of man be undone by the incredible force of nature! An Oregon fairy could do it in half that time, easily!

Last spring we had two roads bulldozed through to the back fence: One on a level along Seeley Creek; one going up, and I mean up! They were just two red gashes, marring the beauty of the woods for a while; then green began to soften the harshness of the torn up soil, and pushed-

together trash waiting for burning. In another year—if we want a trail through there we shall need a bulldozer again!

Our first Christmas we hacked a path through to the back fence; we had been here 10 days, and every one we knew was far away. But it was a happy day anyhow. We thought we were getting 'back to the land' but what we were doing was beginning a battle with the jungle, a battle we are losing fast! It's lovely to look at, yes, indeed. It feeds the heart after years of city living. But I laugh when I think of my relieved farewell to California "devil-grass"! Here the whole forest is a besieging, never letting up, force—I couldn't possibly say "enemy," could you?

As we drive along the highway and see cleared places, we do not see them with tourists' unknowing eyes! We know the unremitting toil, and courage and faith it takes to make a small farm out of a woods clearing. It's all we can do to keep the house from being covered up with the woods crowding closer and closer to take back what was once theirs!

In the Day's News

(Continued From Page One)

more. Out of the last 20 years, our national government has gone in the hole during 18 years. Only in the fiscal years of 1948 and 1947 did we take in more than we spent.

During these years, our per capita national debt rose from practically nothing to about \$1700. The bookkeeping year just finished adds something like \$12 or \$13 to that total.

IF, as an individual, you had gone deeper into debt during 18 out of the past 20 years, you'd be figuring that maybe you'd better begin to do something about reducing your spending. (If you didn't come to that conclusion on your own account, your creditors would do it for you.)

What kind of thinking are our government people doing? Here's an interesting dispatch along that line from Washington: "Senator Murray (Democrat, from Montana) urges a conference of labor leaders, business-

men, farmers and consumers to take a searching look at the drift of the nation's economy. "The Montana senator told a reporter he hopes to obtain action in this session of Congress on a bill he and seven other Democrats are sponsoring TO DIRECT THE PLANNING OF A FIFTEEN BILLION DOLLAR FEDERAL PUBLIC WORKS PROGRAM."

THAT is to say, after going in the hole during 18 out of the past 20 years, our political leaders are telling us that the thing to do is to SPEND STILL MORE AND GO STILL DEEPER INTO THE HOLE IN THE FUTURE. Maybe that's good politics. But it ISN'T good business.

REPRESENTATIVE NORBLAD, of Oregon, asks a disturbing question in Washington. He says: "What does the administration plan to do about paying average John Doe citizens for war savings bonds due to mature in the next few years?" He adds: "The total of these maturing bonds will soon be almost equal to our entire national budget. . . I should be interested in knowing just what we propose to do to pay this obligation."

WELL, what do we propose to do? Start swapping IOU's with each other? That's where we're headed for if we don't get some business management into our governmental affairs.

men, farmers and consumers to take a searching look at the drift of the nation's economy.

THE number of unemployed receiving checks the last week of June was 12,308, a decrease of 2,111 or 14.6 percent from the last week of May. Of 4,321 veterans getting readjustment allowances, about 40 percent were expected to be without wage credits for 1948, which means that they will be unable to qualify for state payments when and if the G-I program is allowed to expire by Congress.

Adequate Labor Supply For State Harvests Nears

With cherry and berry picking gradually being completed, the next two weeks will find all sections of Oregon with an adequate labor supply for the first time since seasonal harvests began in May.

The mid-summer farm labor lull may end about July 15, when snap-bean harvest will get under way through the Willamette Valley and around Portland. Eastern Oregon grain, also expected to be ready for action about the same time, will absorb more workers, although no shortage now is apparent.

Reports from 18 local and special farm-placement offices of the Oregon State Employment Service showed only minor labor shortages during June, and another peak is not expected until bean picking begins competition with hops, grains, and late vegetables and fruits for the available supply of workers.

A surplus of labor also has been reported from Montana and Alaska, the employment service reports, and latest job information should be obtained before moving to other sections.

Nebraska is the third largest cattle-producing state.

Bass, Chinook Fishing Good In Lower Umpqua

By S. S. SMILEY

News-Review Correspondent
 The bass derby, sponsored by the Lower Umpqua Chamber of Commerce has caused a lot of interest since it started May 15. It will continue until July 15. Some good catches have been made, and an attractive list of prizes has whetted the interest of the fishermen.

No large run of bass has appeared so far, but there have been fish in the river most of the time for those interested enough to really fish for them. Just at present, the striped bass are being neglected in many cases by fishermen who have learned that the Chinook salmon are quite plentiful in the lower river, near Winchester Bay.

For the past 10 days, Chinook fishing has been very good. Catches of 20 to 30-pound salmon being quite common and some as large as 40 pounds are being caught. There's a report that a 49-pounder was taken recently.

Catches like these arouse the interest of ardent fishermen. Weather conditions are not generally favorable for small boats to cross the bar with safety, but fishing is usually good just inside the bar, where it is safer to fish. Some upsets occurred near the bar last year, and while no lives were lost, there were some very narrow escapes.

It is difficult to convince people not familiar with the ocean that the name "Pacific" is only a name at times, and that a change in tide or wind can quickly change smooth water to rough water, and small waves to larger ones. Experienced fishermen try to assist the Coast Guard in watching fishermen who allow themselves to get caught in dangerous spots.

Shad Fishing Closes
 One of the best shad fishing seasons of recent years for the Umpqua River has just drawn to a close and fishermen are cleaning and drying their nets and putting them away. The latter part of the season saw a lot of moss in the river, making the cleaning of the nets a difficult one.

The price, the same as last year, has remained the same throughout the season, at 30 cents each for roe shad and three cents each for bucks.

The season which just ended did not have the huge runs of shad for a night or two that the ordinary season has, then several nights with almost nothing. Instead, after the shad started to come in, the supply was much steadier and more dependable, and the shad remained excellent in quality right to the end of the season.

The netting of Chinook and silverside salmon in the Umpqua River is no longer allowed.

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