

The News-Review

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CHARLES V. STANTON Editor
EDWIN L. KNAPP Manager
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REPUTATION SLIPPING

By CHARLES V. STANTON

Reputation is one of the most valuable of assets. Dillard cantaloupes once had a reputation which merited premium prices. But that reputation is slipping. Cantaloupe growers should take immediate steps to recover the ground they have lost.

Just how critically reputation has been affected is evidenced by an editorial appearing in the *Oregon City Enterprise* which says:

Everybody's saying so, and we might as well put Dillard and Roseburg on notice. But this year there seems to be no "dillies" among the Dillards in the local markets. Time was when to buy a Dillard cantaloupe was a guarantee that, after a few hours on ice or in the refrigerator, there was no equal available in Oregon markets. Coming on a little later in the season after the indifferent run-of-the-mill early cantaloupes Dillards were once the ne plus ultra of melons. The careful selection of seed, the warm sunshine by day and the cool air by night of the Dillard area, with something in the soil that county agents know about, all combined to make the Dillard the one sure shot in the cantaloupe market, with never a poor or bad one.

Not so today. Over-sized, and too often picked too soon or too late, the Dillards that get on the Oregon market today, like the old gray mare, ain't what they used to be.

Perhaps the fine reputation of the Dillard over the last ten years has created such an Eastern market for this remarkable Oregon product that only the culls are available on the local markets. But once there were no culls. Something should be done about it by the Dillard growers. Perhaps mass production has spoiled what once was a select industry, but we see no point in accepting without protest Dillards on their reputation as that reputation becomes delinquent.

No one buys a melon to "take back" or to have an argument with the grocer over. Dillards, like fresh eggs, are bought to be eaten with confidence. We advise the Oregon Dillard growers to get on their mark and protect a fine name.

One of the penalties of reputation for perfection is that mediocrity cannot be tolerated.

The complaint from the *Oregon City Enterprise* is not that the Dillard melon is inferior to other cantaloupes on the market, but, rather, that it is not the guaranteed premium melon it once was. For at one time, not too long ago, a person could buy a Pride of Dillard melon with full assurance that it was perfect in every respect.

The Pride of Dillard trade mark was privately owned and copyrighted. Every melon marketed under that label was graded and inspected. Seed stock was carefully guarded and was sold only to growers who would use it properly.

But, because some growers were not satisfied with the deal, the Pride of Dillard label was removed from the area. The Dillard name has continued to be used but not with the original, copyrighted label. Marketing standards have not been as rigidly enforced.

There is no good reason why Dillard melons should not regain their disappearing reputation, except through laxity on the part of growers.

There is no better melon to be found anywhere than the Dillard melon at its best. It is of better texture, has higher sugar content, and contains more vitamins than melons grown elsewhere—due to combination of soil and weather.

Having once established a reputation for perfection, growers of Dillard melons should be careful to guard that reputation.

Before another season rolls around, growers should organize a cooperative marketing agency, provide grading, inspection and supervision. They should adopt and copyright a distinctive label and should take great pains that the product marketed under that label approaches perfection as closely as possible.

A good reputation is one of the most valuable assets a person or commodity can have, but it must be constantly guarded.

Editorial Comment

From The Oregon Press

COSTLY JUNKETS
 The Dallas Chronicle
 Since Harry Truman first suggested that a Columbia Valley authority be established, his assistant secretary of the interior, C. Girard Davidson, has spent more time in the Northwest than in Washington.
 For several months Davidson has been junketing back and forth across the country—at taxpayers' expense, of course. As a matter of fact, at a meeting in Portland last February to discuss with press representatives the merits of CVA, Davidson and Charles Murphy administrative assistant to the President, shared an elaborate suite at the Multnomah hotel.
 Why they needed a suite is yet a mystery, for the conference was held in a junior ballroom on the mezzanine—at more cost to the government of course.
 It would be interesting indeed to examine Davidson's expense vouchers. No doubt they run into sizable figures.
 Now if the assistant secretary were rendering to the government or people a distinct service there might be justification for the expense. But Davidson has spent his time propagandizing the people of the Northwest in favor of CVA.
 The nature of Davidson's speeches and conferences out here have been largely political—seeking to convince us that a super-federal authority is the answer to development of our water resources.
 When is there going to be a stop to the squandering of money by bureaucrats for the purpose of disseminating political propaganda? Apparently we have no hope of an end to this abuse as long as Pendergastism rules Washington.
 At least we have the satisfaction of knowing that the big expense accounts have not helped the cause of CVA, for the people of the Northwest are awakening to the danger of creating such a federal Frankenstein.

FORT WAYNE VICTOR
 WICHITA, Kas., Sept. 8.—(AP)—It was a tight squeeze, but the Fort Wayne General Electric retained their national semi-pro baseball tournament crown last night. The Indiana club beat the Golden, Colo., Coors, 5-4, to become the first team to win three consecutive national semi-pro titles.
 Through the new Palomar telescope, scientists could see a light the size of a candle 40,000 miles away.

Ambidextrous



Seagulls from the MENDING BASKET

By Viachett S. Martin

Seagulls to the rescue—again! This time in Oregon.
 The current issue of *The Forest Log* explains that "due to man's continual successful efforts to upset the balance of nature" the coyote has about disappeared. The field mouse is the favorite food of coyotes—so the field mouse had arrived at pest stage because there is no coyote to keep nature balanced.
 The field mouse's "habit of making tunnels along the surface of the ground has resulted in widespread damage to the fields of wild hay. But the seagull came to the rescue." (I quote from *The Forest Log* which invited quotation "with or without credit.") I prefer to credit whenever possible to do so—thanks for this.)
 "Robert Weir, rancher on Crooked creek north of Lakeview, explained that while raking hay, many of these tunnels are destroyed and the field mice raked out into the open. The gulls hover over the rake as it moves along and when a mouse shows up they swoop down and capture it. He

also reported that much of the browse of the adjacent hills is being destroyed by the mice through girdling. While this activity on the part of the gull is rather unusual, it has been similarly reported from other sections."
 Well, dear me, why don't the ranchers who have wide open spaces get themselves some guineas? I was going to raise guineas, but I soon found out one can't have guineas and near neighbors! So we parted with all but our pet Mrs. Guinea who is right now setting on a clutch of eggs which will profit her nothing. Mistakenly thinking I would be doing her a kindness I broke up her first setting earlier. She moved, laid another clutch of eggs and is setting again. This time—I am letting her work out her own affairs.
 Guineas give warning of hawks (who stay away) and of visitors, and they kill and eat field mice and small snakes. They are a species of pheasant, not at all like the domestic hen!

In the Day's News

(Continued From Page One)
 unusual.
 Remember—
 A million is a thousand thousands. So a THOUSAND violent deaths in a population of a million would be only one death per thousand. There must have been at least a hundred million of us playing around over the Labor day weekend.
 Considering the way that Americans play, I'd say that we get off pretty well when only 500 of us die violently over a three-day holiday.
 THE same story that tells of the nearly 400 of us that got killed in automobile accidents adds that an estimated THIRTY MILLION automobiles "crowded the nation's highways."
 Thirty million automobiles could carry and probably did carry nearly a hundred million persons. That would be only a trifle over three persons to the car.
 Considering the nature of the automobile itself and WHAT IT DOES TO US, I still think that a total of around 400 deaths CAUSED BY THIRTY MILLION AUTOMOBILES AND THEIR DRIVERS is cause for wonder at the smallness of it rather than at the hugeness of it.
 LET'S consider for a moment what the automobile does to us.
 It puts the power of 100 horses under our throttle foot. Is it strange that command of a hundred horses by the mere movement of a toe should tend to inspire us with dangerous delusions of grandeur?
 Remember that up to a generation ago, the command of 100 horsemen was a responsibility for good and evil for which men must be trained with meticulous care for a third of a lifetime. Otherwise, they might ABUSE

LETTERS to the Editor

Small Shop Owner Protests Rent Raise
 ROSEBURG—The little KarmelKorn Shop has left Roseburg. Someone wanted my business—wanted it badly enough to force me out of my Jackson street location. I was given a choice of moving out immediately (as I did) or stay for thirty days and pay \$300 per month rent instead of \$82.50.
 Thanks to the people of Roseburg for their fine patronage. I truly appreciate the business I received from students and adults. I would like to have stayed in Roseburg.
 Orval Cooley, Owner, KarmelKorn Shop, Roseburg, Ore.

Union Criticizes Moving Of Boeing Plane Plant

SEATTLE, Sept. 8.—(AP)—For security, shouldn't we move the Bremerton navy yard to Omaha?
 A union of Boeing Aircraft workers asked the question in a five-column newspaper advertisement. The ad by the Aeronautical Mechanics union was timed to coincide with Wednesday's arrival here of Air Secretary Symington to confer on the air force plan to shift Boeing bomber production to Wichita, Kans., for "security" reasons.
 "Of course, if Boeing moves, the mid-west will need a few of our northwest natural resources—like the Skagit power

Vicky Sanders Trial Begins With Remarks

State Witnesses Take Stand After Jury Views Alleged Murder Scene

Opening statements to the jury ushered in the second day's proceedings in the trial of Victoria Sanders, charged by the state with the murder of Ralph Mojonier Oct. 28, 1947.
 Both District Attorney Robert G. Davis and Defense Attorney Paul Geddes warned the jury members to watch for differences in remarks by the various witnesses. They were told that "certain mysteries and discrepancies" would be noted in testimony given during the course of the trial.
 In outlining the procedure to be followed by the state, Davis sketched the meeting and activities of the defendant and Mojonier up to the time the latter was found dead in a house near Drain. He said he hoped to prove beyond a reasonable doubt that Miss Sanders did "willfully and with deliberate malice and premeditation" carry out the murder of Mojonier.
 Attorney Geddes sketched the case for the defense by pointing out that at no time did "Vicky" attempt to flee or hide upon her arrival in Portland.
 "On the contrary," Geddes said, "she sent a telegram to Mojonier informing him of her whereabouts, giving her Portland address." He said this telegram came into the hands of police officials, enabling them to make the arrest.
 Walter Peterson and his wife, who followed him on the witness stand, both denied that Mojonier had been drinking before his arrival at their house the night before the alleged murder took place. They stated that their neighbor did not seem despondent or worried during the three and a half hours he was in their presence, but instead talked of business enterprise he was to undertake.
 Attorney Geddes drew a smile from spectators in the partially-filled courtroom when he asked Peterson if it were true that he had talked with Mojonier about going into the bootlegging business. Peterson denied this, but admitted that he had talked to the deceased about the "principals" of whiskey making.
 All of the witnesses questioned as to what sort of a person they thought the defendant to be agreed that Miss Sanders was smart, but not particularly bright, and to meet and rather talkative. A neighbor, Mrs. Mabel Miller, believed Miss Sanders was "just a kid, full of kiddish ways."
 However, the views of Dale Farnsworth, another neighbor, drew objections from Miss Sanders' attorneys when he admitted that she was a talkative person. In fact, "she talked too much." When questioned further by the district attorney, Farnsworth reluctantly recounted Miss Sanders' remarks on one occasion wherein she embarrassed those in the Farnsworth home with "continual talk of her sexual unhappiness." Farnsworth said he told Miss Sanders at that time to "be quiet or go home."
 Attorney Geddes objected vehemently at this point, accusing the state of conducting a "deliberate smear campaign" in an effort to influence the jury. The district attorney replied that such was not the intention of the state, but that he was trying to piece together several such remarks to show that "trouble" did exist between the defendant and the deceased. Judge Carl Wimberly overruled the objection and allowed Davis to continue with his questioning.
 When asked by District Attorney Davis if Miss Sanders had ever issued any threats toward Mojonier, Farnsworth recounted the following conversation:
 "If Ralph ever tries to leave me, I'll kill him," Miss Sanders said.
 Farnsworth said he laughingly told her she "must be kidding."
 "No, I'm not kidding," she replied.
 Attorney Geddes asked Farnsworth if the conversation had not taken place in a "bantering" or jovial mood. He replied that he was merely joking at first, but that he believed Miss Sanders was serious.
 Witness Excluded
 Prior to the opening remarks by both sides, Geddes requested that all of the state's witnesses, with the exception of State Police Sgt. Lyle Harrell and Ben Irving, civil engineer, be excluded from the courtroom during the questioning of the witnesses. The witnesses were ordered to leave when Davis raised no objection to the request.
 Victoria Sanders seemed perfectly at ease before the trial session began and laughed with others assembled in the courtroom when the state informed the judge that the already delayed trial opening would be delayed further until the jury returned from viewing the scene of Mojonier's death near Drain. The tall brunette remained calm throughout the day's proceedings, although she occasionally took exception to witnesses' remarks by vigorously shaking her head and whispering to her attorneys.
 "Dead as a dodo" refers to a clumsy cousin of the pigeon that was three times the size of a turkey and lived on the Indian Ocean Island of Mauritius until three centuries ago. The dodo—a name derived from the Portuguese word for simpleton—could neither fly, fight nor run away.
 In ancient Persia, which produced clay tiles unequalled in design for 500 years, entire floors and walls in palaces of the satraps were covered with clay tiles.

Alaska Governor Denounces Brass On Visit Here

SEATTLE, Sept. 8.—(AP)—Governor Ernest Gruening of Alaska arrived here Wednesday with heated criticism of what he called a "disgraceful policy of defeatism" evolved by military brass in planning Pacific defense strategy.
 The governor told newsmen he was informed at the beginning of World War II that Alaska was considered "expedient" by top military planners. He arrived here by plane from Anchorage.
 "It now appears," Gruening said, "that this policy has been extended to the entire Pacific coast by policy makers who can only keep their eyes on Europe."
 Gruening will join representatives of Pacific coast states tonight in a meeting with Secretary of Air W. Stuart Symington to protest an air force proposal to shift Boeing bomber production inland.
 Gruening described the proposal as a mere tip-off on military planning.
 "This involves the much larger aspect of the plans for how much of the nation is to be defended if we become engaged in another war."
 "I went to Washington when our country entered World War II to talk about the defenses of Alaska," he said. "I was told that the main policy was to take care of Europe and defend the lifeline to Australia—and they would do what they could about holding Alaska."
 "I had to return to Alaska with the knowledge that it was considered expendable. Now we find the government spending five billions of dollars to stop communism in Europe and another billion to arm various foreign countries."
 "But when it comes to Alaska," Gruening said, "Congress denied us the \$137,000,000 appropriation we need to begin bolstering the territory defenses. The pattern is developing again."
 "The way things are going we would be better off in Alaska to declare ourselves an independent nation; then we would be given E.C.A. assistance and arms like other foreign countries are about to get."

Oregon Coach Drills Behind Closed Gates

EUGENE, Ore., Sept. 8.—(AP)—Oregon Football Coach Jim Aiken worked his charges behind closed gates yesterday, then said he was putting his defensive faith in the "toughest trio we've got."
 The rock-em sock-em lads are DeWayne Johnson, Dick Daugherty and Dick Patrick.
 Oregon's first game will be with St. Mary's at San Francisco.
 PULLMAN, Sept. 8.—(AP)—Two transfers stood up in a lengthy scrimmage session yesterday by Washington State College grid-ers.
 Bill Honea, a junior college transfer from Oklahoma, ripped off several long runs from his position at fullback, and Ben Newland, up from Santa Clara, sparked at end with his pass-catching.
 MOSCOW, Idaho, Sept. 8.—(AP)—The University of Idaho football team, which head Coach Dixie Howell proudly claims will be one of the best in the school history, suffered a setback yesterday.
 Jack Beach, top ranking end, dropped football to devote time to his course in pre-medics.
 In 1893, the U. S. Supreme Court ruled that the tomato is a vegetable. But by botanical definition, the tomato is a fruit.
 plant and Grand Coulee and Bonneville—and of course the Columbia river and the Hanford project, the union's satirical appeal continued.
 "While we're at it, we'd better move the Olympic range, too, to help provide natural defenses on the prairies."

Board Announces Low-Cost 'Air Coach' Charges

WASHINGTON, Sept. 8.—(AP)—The Civil Aeronautics board has announced the rules under which it will permit scheduled airlines to continue low-cost "air coach" services.

The board, noting that all current authorities for such service will expire at the end of this month, said it will authorize continuation for another nine months.

Its studies to date, CAB said however, have convinced it that profitable air passenger service requires the maintenance of standard charges for the great bulk of plane travel. For that reason it will not allow any "indiscriminate extension of coach fares" on the scheduled carriers.

The coach-type service is generally offered at about four cents a mile, and involves omission of numerous luxury items such as meals aloft and special attendants for passenger needs. Most of the coach services are offered at off-hours, usually late at night.

The board asserted that it is evident that the low-cost fares are practical only with high-volume business, and thus would usually require equipment larger than the conventional DC3 type plane having only 21 to 24 seats.

In view of the conclusions, the board said it will authorize a continuation of various coach services including:

Northwest Airlines' service between New York and Seattle, using DC-4 equipment with 55 or more seats.
 Northwest proposed service between Chicago and Portland with the same type equipment.
 Western Airline's proposed service between San Diego and Seattle with 60-passenger DC-4's, provided departure times are limited to the hours 10 p. m. to 1 a. m.
 The board announced that it will also continue to authorize, for another nine months, the "family fare plan," under which some air lines offer a 50 per cent reduction for members of one family traveling with a family member who has paid full fare.

Used Cars For Sale

- '48 Dodge Panel
 - '46 Chevrolet 2-Door
 - '41 Chevrolet Panel 1/2 Ton
 - '41 Oldsmobile 4-Door
 - '41 Pontiac 4-Door
 - '40 Pontiac 2-Door
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Chewing cloves to sweeten the breath is a custom more than 4,000 years old. In ancient China, court officers were required to hold cloves in their mouths when addressing the king.
A. F. Walter Kresse, M. D.
 Physician and Surgeon
 U. S. National Bank Annex
 Room 217
 Office Phone: 1500
 Res: Fairhaven Apts.—Phone 1839
 Office hours: Mon. Thru Sat

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