

The News-Review

Published Daily Except Sunday by the News-Review Company, Inc.
 Entered as second class matter May 7, 1926, at the post office at Roseburg, Oregon, under act of March 3, 1912.
CHARLES V. STANTON Editor
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 \$2.00, six months \$1.00, three months \$0.50. By City Carrier—Per Year \$1.00 (in advance), less than one year, per month \$1.00. Outside Oregon—By Mail—Per year \$2.00, six months \$1.15, three months \$0.75.

FAULTY TACTICS

By CHARLES V. STANTON

Meier & Frank company, Portland, is reported to have withdrawn 14 scheduled pages of advertising from *The Oregonian* recently and to have limited later space purchases to one page. Press wires report that the action was taken by the company because *The Oregonian* published a front page news item from the National Labor Relations board, charging Meier & Frank with unfair labor practice in resisting unionization of its employees.

While the same information was printed by *The Oregon Journal*, an afternoon paper, it "broke" later than in *The Oregonian*, a morning paper, and was less prominently displayed. No reprisal was brought against *The Journal*, which, in fact, appears to have been given an increase in Meier & Frank's advertising lineage.

Every newspaper experiences reprisals or threats of reprisals from advertisers from time to time. An advertiser becomes "peevish" because of some unfavorable publicity, news or editorial policy and cancels his advertising schedule to "punish" the newspaper, thereby attempting through intimidation to force the newspaper to tailor its news or policies and grant him special privilege.

Foes of a free press have tried to convince the public that newspapers permit news and editorial policies to be influenced by advertisers. Nothing could be further from the truth. But snipers, particularly New Deal, Fair Deal and left-wing leaders, do their utmost to discredit a free press by continually peddling the propaganda line that newspapers are subservient to advertising pressure.

We wonder if advertisers really understand what they are proposing to do when they threaten a newspaper with financial reprisal? We wonder, for instance, if they realize how seriously they would impair the value of their own advertising if they could control a newspaper's news or opinion?

Confidence is the most important element in advertising. A prospective purchaser must have confidence in the product being advertised. He must have confidence in the advertiser. He also must have confidence in the medium used by the advertiser. Advertising is affected by the company it keeps. Advertisements from the most reputable firms, advertising a product of the highest quality and value, would have little appeal if printed in a publication for which the reader had no respect.

No reader will long hold respect for a newspaper which permits its policies or news columns to be influenced by friendships, political or economic threats or pressures, or any other form of coercion, intimidation or persuasion. A newspaper must report the news impartially and honestly if it is to maintain prestige. It cannot shield its advertisers or any individual from unfavorable publicity, when that publicity concerns legitimate news to which the public is entitled. When it shows partiality or submits to influence, persuasion or intimidation it immediately loses the confidence of its readers. Once that confidence is lost, the newspaper ceases to be of value to the advertiser.

Thus, when an advertiser attempts to coerce a newspaper into suppressing or tailoring a legitimate news item because it might be hurtful to his business, he actually is proposing to lower the effectiveness of that newspaper in serving him as a medium for his advertising.

The advertiser and the public should ever keep in mind that advertising space in a newspaper is a commodity to be bought and sold exactly as any other merchandise. Either it gives value received, within itself, without reference to news columns or newspaper policies, or it is virtually worthless. Space is the commodity with which the newspaper deals. It is as important to the newspaper that its advertising space enjoy a reputation compelling confidence from the reader as it is to the merchant that he hold the confidence of the buying public. A newspaper cannot retain confidence in its advertising space if it permits its prestige to suffer because its news or editorial columns are susceptible to exterior influence.

Too obvious for elaboration is the fact that the advertiser who would use reprisal or threat of reprisal to suppress news is endeavoring to impair one of our most precious and vital privileges—the right of free speech and freedom of the press.

If the time should ever come that an advertiser, a public official or a private citizen is able to wrap himself in a cloak of immunity from unbiased reporting of the news through processes of intimidation, the newspaper will no longer be fit to circulate in the American home and its advertising columns will cease to be an effective vehicle in which to convey the advertiser's message.

Lutheran Church To Seat Officers

Installation of newly elected officers will be held at the Sunday morning service, Jan. 15, of St. Paul's Lutheran church, Corey and Military streets. William Miller was chosen president of the congregation at the voters' assembly held last Sunday. Other officers elected include: vice chairman, Richard Deffenberg; secretary, Jack Gortly; treasurer, Dr. E. W. Carter; elders, Walter Nehring, Herman



Scrap from the MENDING BASKET

By Valmett S. Martin

"Well," said E.J., looking up from the News-Review with that pleased expression husbands have when they've caught their—dear, dear, I'd better start over—That pleased look a husband has when he has caught his wife off base. "I guess the ol' Rocking Chair done got you around Christmas time."

I stopped rolling in a sheet of paper for a scrap, and wondered what on earth I had said in the one he was reading? "What's the matter?"

"Oh, nothing much. You just shoved the Cascades over a trifle, and set 'em on top of Elkton tunnel. But readers, undoubtedly, will shove 'em back."

"Oh, no!" I exclaimed, feeling pretty silly.

"Says here, unless you can pin it on the printer? Let's see your carbon copy—I bet you did it." (Alas, I did. It's your turn to chuckle, Mr. Printer.)

"That was the day before Christmas. I wrote three in a hurry and— I skidded to a stop. No sense in telling him everything that happened to those scraps. But just whisper something in a husband's hearing, or stop suddenly in a sentence—I told the rest!"

"It was time for the mail and—"

"I know," E.J. nodded in that smug way a husband can have at such moments. "And you forgot to address the envelope. The return-address on it brought it back—I buy stamped envelopes, so it wasn't lack of a stamp!"

"I didn't have a return address on either. The mail carrier just remembered picking up long white envelopes here so much and brought it back on the next trip—after Christmas!"

"And that was why you had such a desire to go to town that night as long as we were going to town, mail some letters! I thought there was something behind that ride in the rain."

"Well, you like to ride in the rain!" He shook his head and resumed reading—for a moment. "What's that pioneer woman's name, Rozelle Apple-what?"

"Oh dear me, Appleton is so familiar and Applegate is new to me! I just slipped, I suppose."

"I've tried," said E.J. piously, "for thirty years to get you to quit 'hurryin'g'. You never gain a thing by it! Now if you would just—"

"Here we go again!" I thought, listening meekly. . . . I hereby resolve—!

LETTERS to the Editor

Rogue River Project's Phases Are Discussed

PORTLAND — We read with considerable interest your editorial regarding the economic pressures being exerted in the "Rogue River Valley." We felt it was a most able exposition and criticism of something that actually happens, but something that should be a matter of more general knowledge.

With the above in mind it was doubly interesting to read the editorial page of your paper published under date of Tuesday, December 27, 1949.

May we commend your fairness in reprinting the editorial from the Grants Pass Courier. It is regrettable that the proponents of the proposed-Rogue river dam do not use the logic and set forth the facts, for all to read, that they so bitterly accuse you of failing to do.

It so happens the writer is also a member of the Izak Walton League and it was therefore flattering to read of the concern regarding the opinions of this organization exhibited by the Grants Pass editor. At the same time it was disturbing that in a plea for respect for the opinions of others, the editor does not heed the warnings of conservationists or attempt to understand the true and full meaning of conservation.

The whole Rogue river matter could be a splendid demonstration of the possibilities of enlightened ALL purpose use and development with conservation. There could be proper planning and engineering to minimize damage to recreational, fishing, and wildlife values, while at the same time developing reasonable, repeat, reasonable, use of water for agriculture and hydroelectric development. Everyone of these five uses have very important economic values. Doesn't it seem silly, is it not a very untenable position to be in, to say disregard

JOSEPH W. SMITH
Portland, Ore.

Canyonville Lions Plan Ladies Night Program

Fritz Snyder of Days Creek will entertain the Canyonville Lions club members, their wives, and invited guests by playing his Hammond electric organ at a special "ladies night" chicken dinner at Ford's cafe Monday Jan. 16, at 8 p.m. Snyder recently appeared on the program of the Canyonville community Christmas party. He has entertained at former Lions dinners by playing his Solovox.

Ladies night was decided on by the board of directors in lieu of the regular first January meet-

In the Day's News

(Continued from Page One)

situation here.

LET'S look facts in the face. From the standpoint of public morals, which is worse:

1. To forbid gambling by law, but permit it to go on as a matter of expediency? Or—
2. To sanction it by law and supervise it?

I'd say that both are bad.

Whatever may be said of gambling for fun (if there is such a thing), gambling for money is an evil. Those who lose more than they can afford are apt to go hungry. Worst still, their families, if they are bread-winners, are apt to go hungry.

Those who win (or THINK they win; I doubt if there is such a thing as sustained winning at gambling) are apt to neglect their regular jobs in the elusive hope of making a living as a gambler.

Gambling for money rests on the delusion that something can be had for nothing. One of the surest results of trying to get something for nothing is deterioration of character.

So far as I am concerned, New York can do its own worrying about the gambling situation there. It's a long way off. But we have a similar problem right here in Oregon. Under our constitution, as well as our statute law, all forms of gambling are strictly forbidden. Yet, from time to time, with spasms of public morality in between, gambling devices operate here. Anyone with eyes in his head to see and a brain to think about what he sees, knows that.

Whenever gambling goes on in Oregon, the law is being violated. Most us suspect that when the anti-gambling laws are violated SOMEBODY GETS SOMETHING for permitting the violations.

That may not be true. But, naturally, one suspects that it IS true.

If it is true, or when it is true, we add to the evil of gambling the further evil of corrupting public officials.

Oregon is a splendid state. I think its standards of public morality are among the highest in America. Perhaps the very highest.

How long can that continue if we go on winking at violation of the laws forbidding gambling?

LIVE in Oregon. I love and respect and admire the state of Oregon. I want to see her an honest woman. If we're going to keep her an honest woman, we'd better enforce our laws against gambling or take them off the books.

Personally, I think we'd better enforce them.

The next regular meeting will be Jan. 30.

During January a membership drive is being held. Awards are being offered by the Lions International for the members securing the most new members. Prospective members and their wives are invited to the special dinner.

Lukemia, Blood Cancer, Being Arrested In Its Tracks By New Wonder Hormone, Acth

By ALTON L. BLAKESLEE
Associated Press Science Reporter

NEW YORK—(AP)—Acute leukemia, the fatal blood cancer, is being stopped in its tracks by the wonder hormone, acth, three cancer experts report.

Five patients treated with the hormone all have made dramatic recoveries, Drs. O. H. Pearson, L. P. Eliel and T. R. Taibot Jr., of the Sloan-Kettering institute and memorial hospital, announced.

One child had a relapse three weeks later, but again was brought back to health with acth.

The others, two children and two adults, still were well one day to five weeks after getting the hormone. They had almost no signs of the disease. They had received daily injections for 24 to 30 days.

Whether they will have relapses isn't yet known, Dr. Pearson said. He said these recoveries still must be called temporary and incomplete.

Other treatments bring temporary recoveries in leukemia. But the best of these has been only about 30 per cent effective in children. Acth thus appears to be the best drug yet found to help these patients.

Leukemia is a cancer of the blood, with the body making too many white blood cells. Acute, or fast-acting attacks, usually kill in a few weeks or months, or in a year.

Chronic Cases Halted
Chronic leukemia, which people may have for years, also is halted temporarily by acth. It comes back later, but then the hormone can bring recoveries a second time. This effect in chronic leukemia was reported a few months ago.

The new results in acute leukemia were described before the New York academy of medicine in a meeting devoted to acth and cortisone. Acth is a hormone from the pituitary gland, and cortisone is made by the adrenal glands.

So far, acth hasn't shown any effect against other forms of cancer, including cancer of the breast, testes and adrenal gland. In leukemia, it destroyed cancer tissue. The studies are going on in an attempt to learn just how the hormones produce these good effects, and how to better the treatment.

Presbyterians To Hear Veteran Of Radar War Duty

John Broger of the Far East Broadcasting Co., who has just returned from Manila after 19 months, will speak at the First Presbyterian church Thursday, Jan. 19, at 7:30 p.m. according to the pastor, Dr. Morris Roach.

Broger spent six years in commercial radio and professional theatricals in New York City before he entered Christian work in August 1936. He entered the U.S. navy in 1942 and became a radio technician and later an instructor in radio and radar. During the next two years he wrote and edited 38 books for the navy on the two subjects.

In October of 1944 he was assigned to Night Torpedo squadron 91 as radio-radar officer and flight observer and joined Admiral Halsey's task force 38. He participated in many strikes against Japan. When the Japanese surrender came he was in flight over Tokyo.

The Far East Broadcasting Co. was incorporated while he was still in uniform on terminal leave. Within three months he was on his way once again to the Orient in search of franchise to build Christian Radio City.

Forest Industry Directory Issued

A directory of the Forest products industry of western North America has just been released for distribution by The Timberman, an international lumber journal, Portland, Ore. The 1950 edition listing approximately 9,500 companies, their addresses, principal equipment and key personnel, with a separate listing of more than 12,000 key individuals and their business titles.

Main listings include basic production organizations such as sawmill, logging, shingle, plywood and veneer, box factories, pulp and paper mills and wood preserving plants; wood products plants of all types, wholesale and distribution organizations, trade associations and forestry organizations.

Ticket Winners Listed In "Task Force" Contest

The 15 prize winners in the contest, sponsored by local merchants in Thursday's News-Review, will receive two theater tickets apiece for being the first to report their findings to the local Navy Recruiting office, according to ALR Arthur L. DeMott, recruiter.

Tickets for the forthcoming production of "Task Force" were mailed to the winners Friday morning, DeMott said.

Winners were Lucille Ellis, John Thomas, Mary Anne Backen, Mrs. Hazel Grove, Mrs. A. P. Barker, Mrs. Ray W. Richardson, Mrs. Pearl Chidester, Bon Schindler, Harold L. Mobley, Ronald L. McAnaney, Frank N. Husak, Walt Allen, Mrs. T. N. Marriott, Jerry Farmer and Mrs. Russell O. Nelson.

FIR PRICES RISING
PORTLAND, Jan. 13 —(AP)—Douglas fir prices are going up slightly, army engineers said today after opening bids on 3,500,000 board feet of lumber for the armed forces.

They said prices were up between \$1 and \$1.50 a thousand feet for fir dry stock. Pine prices were up about \$2 a thousand.

The engineers will open bids next Tuesday on 4,000,000 to 5,000,000 feet of lumber.

DO YOU KNOW . . . that the cause of about 95% of all ailments may be corrected by proper diet.
 Dr. M. C. Cassell
 CHIROPRACTIC PHYSICIAN
 381 E. Case Tel. 1487

PHONE 100
 between 6 15 and 7 p. m., if you have not received your News-Review.
 Ask for Harold Mobley

Help Douglas County In 1950
 Deposit your money with us and it will remain in DOUGLAS COUNTY and go to work for you.
 Investigate our bank-by-mail plan, safe deposit boxes, night depository service and other banking conveniences.
Douglas County State Bank
 Home-Owned, Home-Operated
 Member, Federal Deposit Insurance Corp.

REOPENING
Monday, Jan. 16
 We wish to announce that we will be open January 16 to serve you once again. Come out and bring your family, home cooked meals.
DALE'S CAFE
 North Umpqua Road

REVIVAL
 is on at the
PENTECOSTAL CHURCH OF GOD
 Winston, Oregon
 Rev. Delbert Burger of Cave Junction to be the Evangelist
STARTING MONDAY, Jan. 9th
 Services every night, 7:30 p.m.
 Come One . . . Come All
 Rev. & Mrs. Roscoe Perkins, Pastors

An Inspirational Program
 ★ Sound Motion Pictures
 on the history and progress of the airplane. Lots of singing and other music featuring:
 ★ Marimba Solo by Lillian Firman
 ★ Whistling Solo by Dorothy Meece
 ★ Vocal Solo by Donnie Webb, 11-year-old vocalist
 ★ Vocal Duet by Mr. and Mrs. Ogren
 A discourse on
 ★ Civilization's Last Stand
 Everyday common horse sense observations that affect every man, woman and child.
EVERYBODY INVITED
 Come shake hands with your friend and neighbor
FREE
 At the **Dixonville Community Hall**
 7:45 p. m. SUNDAY NIGHT Jan. 15
 Promoted, sponsored and conducted by laymen, school teacher, farmer, wadsmen, printer and doctor.

DO YOUR APPLIANCES NEED A DOCTOR?
 Let us help keep your appliances working. Whatever their age or condition we will promptly put them in best possible working order, replacing worn parts, if necessary. Phone today for a service man to call and give accurate cost estimate.
BERGH'S APPLIANCE SERVICE
 1200 S. Stephens Phone 806