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WE'D CHOKE HIM!

By CHARLES V. STANTON

There are certain individuals in this country we could cheerfully choke. If we could get our hands on them we would gladly pay the penalty for mayhem.

They are the advertising and publicity agents who lure our good friends into well-meaning attempts to chisel free advertising space in the news columns, placing us in the embarrassing position of being a hard-boiled old goat who knows nothing about the distinction between news and advertising and refuses as a matter of personal prejudice a news item other editors simply are clamoring to print.

Good friends in the business field frequently visit the editorial office with a piece of publicity material. They often bear a personal letter from their advertising or publicity agent reading something like this:

Your local newspaper editor will be delighted to receive the enclosed news item. Fill in the blanks as indicated and take it personally to his office. You will find he will welcome your visit.

Sure, the editor welcomes the visit. He's always glad to talk to people. But he is in a rather embarrassing spot when he reads the "news" item he is supposed to be so "delighted" to receive. It may be an item such as—

Joe Whizdinger, enterprising Roseburg merchant, reports he now has on display the new model of the Marvel Mix Malted Milk Maker, that sensational appliance which makes a house a home.

The new Marvel Mix Malted Milk Maker turns two revolutions per minute faster than last year's model while whipping into smooth, creamy beverage that is delightful, refreshing, stimulating, healthful drink produced only by the Marvel Mix Malted Milk Maker.

Joe Whizdinger, who has the exclusive agency in Roseburg for the Marvel Mix Malted Milk Maker, says the new model is chrome trimmed, styled by the masters, a work of art.

"No home is complete without the Marvel Mix Malted Milk Maker," says Joe Whizdinger, "who invites everyone to his fine Roseburg store."

Why Editors Get Gray—And Grayer

Joe Whizdinger can't understand why the old goat of an editor won't print the news item. Didn't the Marvel Mix Malted Milk Maker company's advertising agent say editors were "delighted" to get news items of this type? Certainly the Marvel Mix Malted Milk Maker company wouldn't hire an agent who didn't know what he was talking about. Isn't the fact that the Marvel Mix Malted Milk Maker has a new model a matter of news and interest to everyone who might, or should, purchase a Marvel Mix Malted Milk Maker? So, there's only one answer. The editor has a personal grudge against Joe Whizdinger, who has no alternative but to cancel out his advertising. He'll be everlastingly dang-burned if he's going to advertise in a newspaper that knows no more about news than that!

So Joe Whizdinger, who we think is the salt of the earth, and a very fine merchant, leaves the editor's office with the idea that we're a stubborn old fool, having a dislike for him personally, and prejudiced in favor of his competition.

He has argued that he's seen identical news items published about other merchants and other products and he can't understand why we won't use his item. His agent said we would be "delighted."

That agent! He knew the only way he could get his item used, if at all, was because of personal friendship for Joe Whizdinger. He knew we liked Joe, because an editor nearly always knows and likes the business men of the city he serves. So, the agent figured he might chisel out a piece of advertising publicity because we would be too softhearted to refuse good old Joe.

And now Joe's mad at us.

How we'd like to get our hands on that agent!

FBI Objects To Exposing Files To Senate Probe

WASHINGTON, March 28.—(AP)—Director J. Edgar Hoover told senators Monday that the FBI's work would be "crippled" if its confidential files are opened to senators investigating charges of Communists in the state department.

Hoover and Attorney General McGrath appeared before a senate foreign relations subcommittee investigating charges by senator McCarthy (R-Wis.) that the state department is harboring Communists. McCarthy has said his charges can't be proved unless government loyalty files are made available to the investigators.

McGrath joined Hoover in say-

ing that the FBI files should not be opened to the investigators.

The attorney general and Hoover already had given the senators a summary of what those files contain concerning McCarthy's chief "test case."

That case involves Owen Lattimore, former State department consultant, accused by McCarthy of being the chief Russian espionage agent in this country.

There has been no official word as to what the summarization said, but the Washington Post said it had learned that McGrath and Hoover reported the files do not bear out McCarthy's accusation.

Senator Morse Endorsed By Oregon AF Of L

PORTLAND, March 28.—(AP)—Republican Wayne L. Morse had the state AFL endorsement today for the U.S. Senate seat he seeks again.

The organization in a weekend meeting did not approve either Howard Latourette, Portland, or Louis A. Wood, Eugene, Democrats.

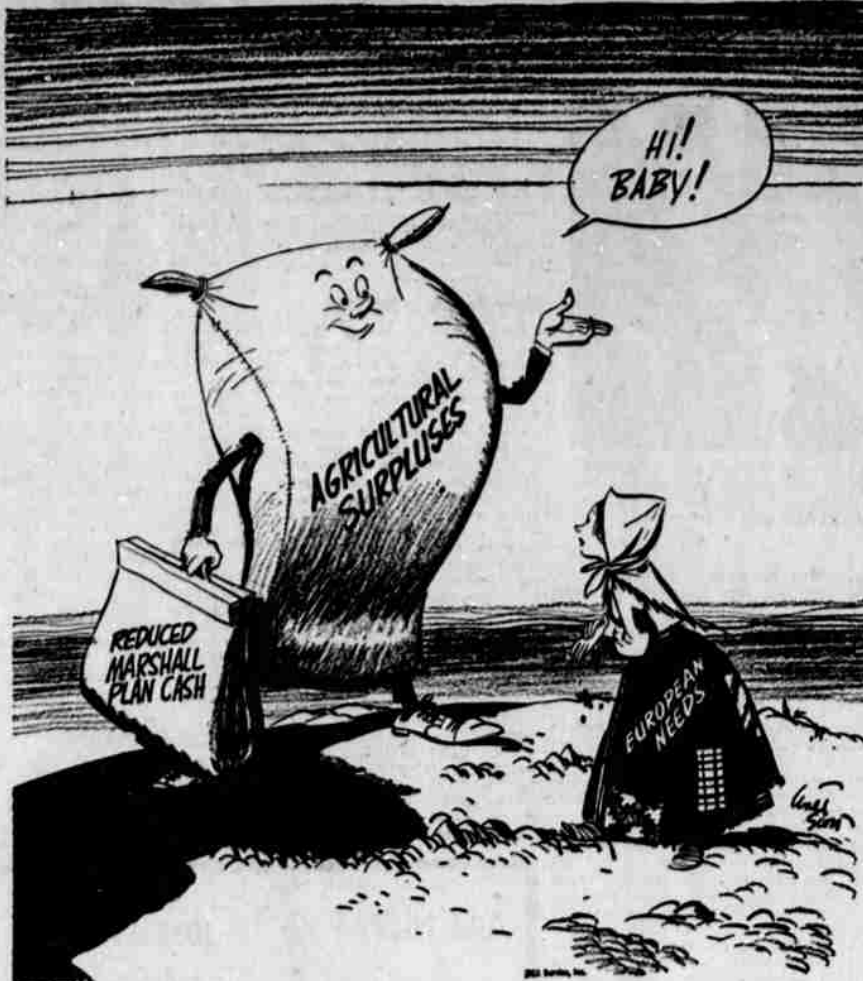
AFL State secretary James T. Marr said the executive board split its approvals in the congressional district races. The board likes Rep. Homer Angell, Republican, and Phil Dreyer, Democrat, in the third district. In two others approval went to Democrats. These were Vernon D. Bull, La Grande, over Rep. Lowell Stockman, Republican, in district 2; David Shaw, Gold Beach, Democrat, over Rep. Harris Ellsworth, Republican, in the first district, the board said. "No candidate merits endorsement

of labor." The gubernatorial races drew blanks, the board found all three Democrats "had a good record of service in the state senate." It did not pass on Douglas McKay's bid for renomination by the Republicans because he is unpopular.

Intending Groom Death Victim In Plane Crash

GRANTS PASS, March 28.—(AP)—Tyrus Henry Rehmeier, 32, one of seven killed Saturday in a B-25 plane explosion near Phoenix, Ariz., was on his way to get married when death struck. The victim's mother, Mrs. George Schumacher of Grants Pass, revealed that her son had obtained a two-week leave from North American Aviation company's Maryland plant to marry Miss Vivian Spriggs in Los Angeles.

He Might Make A Pretty Good Pinch-Hitter



Weather Mixture Inflicts Damage, Causes 3 Deaths

(By The Associated Press) Weather's elements, after an early spring spree of violence, showed some signs of getting back on nature's beam today.

The late March storms dealt damaging blows over the midwest, the plains states and over much of the south. The climatic uprising was a mixture of weather—snow, rain, sleet, hail, winds of gale velocity, floods and dust storms.

Rail and highway travel in some parts of the midwest storm belt was curtailed. Some schools were closed. Communications were disrupted.

Yesterday's storms caused at least three deaths. More than 40 persons were injured in the windswept southern states, where damage was estimated in the hundreds of thousands of dollars.

Two men were killed in the wind storm that whirled across Ohio. Clarence H. Oldaker, 19, Columbus, was fatally injured when a 70-foot water tower on which he was working toppled over by a gust. Charles Anton Vogel, 32, of Milwaukee, was killed in Mansfield, O., when a tree knocked down by a strong wind fell on him. A woman was killed at New Iberia, La., when she touched a wire fence charged with 2,400 volts from a fallen power line.

Temperatures dropped over the midwest as the storms struck. They were below freezing in some north central areas today.

The intense snow-sleet-rain and wind storm that whipped across the western plains and into the north central region appeared diminishing today as it moved eastward. It left in its wake blankets of snow over areas of Colorado, Wyoming, the Dakotas, Nebraska, Minnesota and Wisconsin. Drifts piled seven feet in parts of North Dakota.

The dust storms which caused heavy damage to wheat crops in Texas, Kansas, Oklahoma and Nebraska eased but there still was dust in the air in parts of Texas.

But the winds had diminished considerably from the blows of Sunday which carried away rich topsoil and caused many highway accidents. A Kansas State college agronomist predicted that unless farmers get busy on their fields to stop wind erosion, damage will be in the million dollar bracket before summer.

Anti-Submarine Measures Aided

FRANKFURT, Germany, March 28.—(AP)—Admiral Forrest P. Sherman, U. S. chief of naval operations, said Monday the American Navy has made much progress in developing anti-submarine warfare measures since the end of World War Two.

"But we feel the need to make further progress," Sherman told newsmen before an inspection of the American Rhine river patrol and a visit to American military headquarters for Europe at Heidelberg.

The American Navy's present size, the Admiral said, is not adequate to meet all requirements of war. He said the Navy he heads is stronger than that of any other country but made clear that he advocates strengthening the sea service.

Sherman is making what he termed an "educational" visit to U. S. Naval units in Europe.

Methodist Bishop Holt Weds Church Worker

GREENWICH, Conn., March 28.—(AP)—Methodist Bishop Ivan Lee Holt, 64, of St. Louis, and Mrs. Hugh A. Carithers, 56, of Winder, Ga., a leading clubwoman and church worker, were married here today. The simple ceremony was performed before about 25 relatives and close friends of the couple by three of Bishop Holt's old friends, who were robed for the occasion. Among those who sent congratulations and best wishes were Vice President and Mrs. Alben Barkley. Bishop Holt officiated at their wedding at St. Louis last November.

Scrapes from the MENDING BASKET

By Viannett S. Martin

In 1936, Henry Ford "commemorated" his introduction to the great world of morals and literature in the McGuffey Readers by reprinting the six readers of 1857. He generously distributed sets of these reprints to the McGuffey lovers throughout the United States. Collections of the McGuffey Readers are sought for by libraries and museums.

Recently an interesting letter from Mrs. Ila Quirk of Azalea, mentioning that she had three of the original McGuffey Readers set me thinking about them. I asked the State library for "something about them," and received William Holmes McGuffey and his Readers (American Book Co.) by Harvey C. Minnich, LL.D., D. Ed., curator of the McGuffey museum, Oxford, Ohio; and Old Favorites from the McGuffey Readers (also American Book Co.), edited by Minnich, and including Henry Ford, and other men well known in public life as associate editors.

Perhaps there are other McGuffey Readers tucked away in Douglas county trunks or cupboards? Or in glass-encased places of honor along with other treasured possessions? Indeed they must be valuable, judging by the nine pages in the first named book devoted entirely to listing the Readers by year of publishing under five headings: The Miami list (museum, Oxford, Ohio) The Henry Ford list, Dearborn, Michigan; the Maude Blair list, Detroit, Mich.; Ohio State university list, Columbus, Ohio; and lastly, the three different publishers opposite which ever issues they published! Were I desirous of checking on the value and rarity of a volume I owned, I'd query one of the above places. Or the Metropolitan museum in New York (the place I usually start a quest for particular information!) Also the Smithsonian in Washington, D. C. If they don't have it, they will steer the inquirer in the way he should go.

I shall have to leave for another day any mention of the author, one of the greatest teachers our country has ever had—William Holmes McGuffey!

U. S. Will Be Able To Rout Subs, Says Admiral Momsen

WASHINGTON, March 28.—(AP)—A top navy expert challenges the widespread belief that modern war machines such as long range aircraft have ended America's long immunity from foreign invasion.

"By fully exploiting the use of sea power it will always be possible for this country to ensure that a war will not be fought on our own soil but will be carried to the terrain of the probable enemy."

This declaration was made yesterday by Rear Admiral C. B. Momsen, inventor of the famous Momsen lung used to escape from sunken submarines.

Declaring that "our most probable enemy today" is concentrating on submarine construction and that the navy has given anti-submarine warfare "highest priority," Momsen said:

"By drawing inferences from the effective undersea campaigns of the past it seems almost a sure bet that an attempt will be made to nullify our sea power through the use of the submarine and the mine."

He added, however, that he had reason to believe that a development is just ahead which will enable the U. S. "to drive submarines off the sea . . . and if my prediction is correct, submarines will become a mighty dangerous business."

He made no reference to previous naval estimates that Russia has 270 submarines and is building others.

Giant Helicopter Soon To Be Readied For Test

CULVER CITY, Calif., March 28.—(AP)—Howard Hughes' twin-jet XH17, the largest helicopter yet designed, is ready for extensive testing.

The weird-looking craft, which in operation will straddle a field gun or a tank and haul it short distances, was rolled out of its hangar here yesterday at the Hughes aircraft plant.

The blades, or rotors, are approximately 136 feet from tip to tip. They are powered by two J-35 jet engines. The exhaust blast rises up inside the rotor shaft housing and exit to the tips of the blades, where the gases again may be burned for additional thrust.

The "flying crane" weighs about

National Jaycee President Will Speak In Roseburg

Cliff Cooper, national Junior Chamber of Commerce president, will speak before Jaycees here Monday, April 17, announced Bill Tipton at the Jaycee meeting held in the Umpqua hotel Monday night.

Cooper, who is on a year's leave from his regular work, so he can devote the time to improving the Jaycee organization through research and a nationwide, expense-paid tour, will fly to Eugene from San Francisco, and will be accompanied to Roseburg by Bruce Kelly, Oregon Jaycee president.

Letters have been mailed to all District 3 Jaycee organizations, covering southern Oregon, extending an invitation to hear Cooper speak, reported Tipton.

Tipton also introduced Bud Parsons, Jaycee basketball coach, thanking him on behalf of the local organization, for his work in whipping a team into shape. The Jaycees finished the season in second place, playing in the YMCA league.

Parsons, who gave a brief resume of the season, reported that a "rigid training program," helped keep the Jaycees near the top. Among the self-imposed training rules was the total abstinence of cigarettes at quarter time and in the shower room, Parsons informed.

Bill Endicott, basketball chairman, and the players were also thanked in the brief ceremony.

The cross on Mt. Nebo, a Jaycee project, was lighted by Sid Moon and Don Gum Sunday, following the installation of new neon tubing. The cross is lighted annually during the Easter and Christmas season.

Access Road Expenditure Bases Suit For Damages Damages of \$2,688.38 are asked by Earl L. Bliven and T. E. Anderson from M. D. Sutherland and George E. Carter, in a suit filed Monday in circuit court.

The plaintiffs further contend asked for money expended to build an access road over the property of Richard N. Knowles and A. C. Bergman, to timber located on four lots near Days Creek and Tiller.

The plaintiffs further contend that the two parties entered into an agreement to remove timber from property near Days Creek and Tiller, which later proved to belong to a third party.

JAILED FOR SPREE Helen Marie Forrest, 38, Yreka, Calif., was committed to the county jail in lieu of payment of a \$50 fine imposed on a drunk charge according to Justice of the Peace A. J. Geddes.

News-Review classified ads bring results. Phone 100.

Your life is only as good as your BRAKES

Will you stop soon enough? Drive in now and have your brakes adjusted properly.

WALT EDMONDS MOTORS
1801 N. Stephens Phone 704-J-3

DUCKY STYLE IDEA

LONDON, March 28.—(AP)—Hair-dresser John Henry plugs a new women's hair style, pointed in back like a duck's tail. He said he got the idea watching ducks bob for worms in the lagoon of St. James's park.

DOORS

\$6.95 to \$33.00
PAGE LUMBER & FUEL
164 E. 2nd Ave. S.
Phone 242

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Investigate the services offered by your "Home-owned, Home-operated" bank. Money left on deposit with us remains in DOUGLAS COUNTY. All facilities available for your individual needs.

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EMERY-FOLEY AGENCY

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HUFHAM SIGNS BILLBOARD

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YOUR MESSAGE IN "SCOTCHLITE" BRAND REFLECTIVE SHEETING

PUT GREATER IMPACT

in your advertising with highway signs made with sparkling "Scotchlite" Brand Reflective Sheeting.

- New, brilliant sheeting reflects car lights in vivid, glowing colors.
- Stays on the job 24 hours a day in any weather.
- Trademarks or emblems reproduced in their original colors.
- Makes a lasting impression on every passing motorist.

Hufham Sign & Neon Co.

Good Signs for 36 Years

438 N. Jackson

Phone 355-R

Now! Exclusive! TONI Home Permanent brings you MIDGET SPIN CURLERS

for perfect neckline curls far easier, far faster!

Never before was it possible to wind short, wispy neckline hair so quickly, so easily! Midget SPIN Curlers are smaller editions of famous Toni SPIN Curlers that have revolutionized home waving. They grip the shortest hair—even stubby ends can't slip away. Easy-spin action rolls up each curl in a jiffy! Then Midget SPIN Curlers lock with a flick of the finger.

Take advantage of the special money-saving offer to get these new Midget SPIN Curlers.

Fred Meyer For Thrifty Buyers
112 N. Jackson

