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RUINED MERCHANDISE

By CHARLES V. STANTON

We have on our desk a slick-paper magazine in which is displayed one of the many multi-color layouts advertising Oregon scenery.

As we turn from our desk, we can look to the west and see a dense cloud of smoke rolling up from a Coast range forest fire.

There are spending thousands of dollars to invite tourists to come to Oregon. Surveys show that scenery is one of the main influences governing tourist travel. Scenery, therefore, is merchandise. Don't want "fire sale" on Oregon's scenic merchandise.

A "fire sale," however, is not beyond possibility. Woods are like tinder. The hot, dry weather has created an extreme fire hazard. We have had unusually long spells of extreme low humidity. A little carelessness and thousands of acres of forest lands could be destroyed. And damaged merchandise has little sales value.

The Travel Information bureau of the state highway department is directing a much larger advertising campaign this year than ever before. Through newspapers and magazines it will print invitations to an estimated 93,000,000 readers to visit Oregon. A recent report was that 82,271 inquiries had been received from prospective visitors already this year in response to the advertising campaign. Tourists left \$113,000,000 in Oregon last year. Counts made at Astoria this season reveal that travel on the Coast highway, route 101, shows a gain of 27 percent, northbound, and 82 percent southbound, so far this year. Travel on Highway 99 also indicates increased tourist volume.

Oregon could draw many more tourist dollars if it would do a good job of merchandising.

A merchant doesn't put his best merchandise in inaccessible parts of his store. He tries to arrange his display so customers may easily view what he has to sell.

Oregon is selling scenery. It is selling fish and game in the form of recreation. It has stored away a multimillion-dollar asset in potential winter playgrounds that it is not even offering for sale.

When highways are congested, inadequate and dangerous as routes 99 and 101, they are not going to draw as much new and repeat business, as modern highways. Some of our best tourist attractions can be reached only over very poor roads. A good highway up the North Umpqua to Diamond and Crater lakes, for instance, would add days and even weeks to tourist itineraries. Although surveys show that it to be one of the strongest inducements to tourist travel, we allow our coastal rivers to be exploited and depleted commercially—selling out merchandise for a small fraction of potential value.

We have done very little toward developing our winter playground facilities. We could dot the Cascade range from end to end in Oregon, with winter resorts, drawing tourists from far and near, thus keeping tourist income pouring in throughout the entire year instead of for a short season only.

High Product and Commerce

Our Travel Information bureau is doing an excellent job of advertising. But we should use good merchandising methods on connection with our advertising.

It is no good merchandising when we ask our customers to travel obsolete, dangerous highways, when we fail to provide access to our finest resorts, when we permit our recreational resources to become depleted, when we fail to put some of our best wares on the shelves.

But one of our worst merchandising faults is our negligence in the care and safety of our stock of goods. Our forests are our greatest asset. They are essential to our economy. They furnish us with water, they provide our recreation. Yet each year we burn thousands of acres through carelessness, negligence and deliberate incendiarism. Certain fires, such as those caused by electrical storms, we cannot prevent, but we certainly should eliminate fires resulting from human carelessness or criminal intent.

If we go to "sell Oregon" to the tourist world, we must do a better job. We are good advertisers but poor merchandisers.

In The Day's News

By BRANT JENKINS

(Continued from Page 1)

understands English and Admiral Joy neither speaks nor understands Chinese or Korean. Nam will have an edge on Joy. He can fly, but all the time he'll know what is going on and Joy WON'T know what is going on.

Did you ever talk through an interpreter? It's confusing and a bit upsetting. You keep wondering if the guy you're talking to really understands or if he's running a sandy operation. Pretty soon, realizing your helplessness, you get a faint wisp of inferiority complex and when you're suffering from an inferiority complex you can't be at your best.

If Joy is in that fix, I feel sorry for him.

The teletype finishes the Korean staff and skips back to the home front. Its tone remains bored and half cynical.

It tells about the time situation up in Grays Harbor county, in the state of Washington. It seems they have THREE time systems in that one county—standard time, daylight time and HALF-AND-HALF time. The teletype, long-tongued chap explains half-and-half time. It says: "The half-and-half system provides daylight time during the week

There'll Be A Slight Delay



Fulton Lewis Jr. WASHINGTON REPORT

WASHINGTON—Civil Aeronautics board officials think they got off the hook by tossing charges of mismanagement and illegal fund manipulations against Colonial Airlines, Inc., and its one-time president, Sigmund Janus Sr., into the lap of a federal district attorney in New York.

It may take the senate's special investigating subcommittee to convince CAB officials that court action against Janus and Colonial isn't going to be enough to fill us in on the deal.

Three GOP senators are on the subcommittee. Mundt, McClellan and Nixon—with reputations as tough investigators who haven't been very active this session of Congress. It's a lot of talent going to waste that could be directed profitably at the CAB.

Nothing is as sensational as a Capitol blimp which was involved in the airline case as it was handled by the CAB. But the three senators might like to interrogate CAB officials about what CAB records show in regard to gifts to a presidential assistant, especially a silver bracelet.

Donald Dawson, Maj. Gen. Harry Vaughan and Merle Young can step aside for this one. None of the three was involved in this particular airline racket.

However, there is a lot of meat in CAB files concerning White House and other government pressure regarding how the Colonial Airlines case had to be handled politically. There is nothing confusing about CAB rules and regulations in regard to the conduct of airlines. CAB has the choice of keeping an eye on the boards of proper operation of shifting it again. It did neither, in the Colonial case.

CAB wrestled with the Colonial case for over a year before it tossed some bones to the New York district attorney. Most of the year was spent in squaring with administrative politicians who wanted to see out a deal whereby a public investigation could be sidetracked. An investigation will reveal some interesting facts on the part of one or two defunct politicians now in the local business in Washington.

CAB is not authorized to work out deals with airline officials who are accused of violating regulations. If Janus and other Colonial officials were violating CAB regulations, CAB under the law, had no choice but to exact action. Instead, it lived to White House assistants and other assorted politicians who were interested for one reason or another in the deal.

The money involved ran into the thousands and like pack rats after a wheel of cheese, political pets of the President moved in for the feast.

There is something like 100,000 stockholders who haven't had a dividend in two years. Yet, according to the CAB, Colonial officials were tossing cash around to each other in fairly sizable chunks. Manipulation of stockholders' money is actually a matter for the Securities and Exchange Commission, but President Truman isn't likely to order an investigation. He was involved in an oil stock promotion scheme, himself, at one time, which netted him a nice profit, according to his pal and former president of the company, D. H. Morgan of Eureka, Texas.

The law firm of Bebe Rebovic, Richard and Lyons have their finger in the Colonial plum. That's Joe E. Davies of Moscow fame; Donald Pichberg, Seth Richardson, the

Congress Chat

By Harris Ellsworth, M. C., Fourth District, Oregon

The administration propaganda drive which has been put on for the purpose of pressuring the extension of the price control law has done one thing at least. It seems to have completely altered the meaning of the common word "inflation."

I am sure most people now believe that the term means the increase of "inflation" of the prices of goods. That is not correct. High prices are simply the result of inflation. Inflation, which has ruined people and nations in ancient as well as in modern times, was the inflation of the currency. When money enough to buy a loaf of bread in Germany had to be carried in a suitcase, it was the value of the money that had been changed. The actual value of the loaf of bread did not change. The government of Germany had simply printed money or, as we term it, inflated the currency.

The government of the United States has similarly inflated the currency of our country but to a much smaller extent. As the amount of money in circulation increases without an equivalent increase in goods, the value of our dollar in terms of goods and services becomes less. There is a big and complicated subject, but that is the essence of it.

The point is that high prices are not inflation—they are merely the result of inflated currency. Therefore, how absurd it is to pass a law to control prices while ignoring laws already in existence under which the inflation of the currency can be controlled. If your coffee pot starts to boil over you don't put on a duck and go on the lid, do you? No, you will move it away from the hottest part of the stove—or turn down the heat under it. That, it seems to me, is the inflation story in a nutshell. The administration is asking permission to use the "brick and mortar" technique. We who oppose price control simply ask the government to quit feeding the fire (with currency inflation policies).

One of the greatest of the inflationary pressures is government spending—the throwing of deficit dollars into our already swollen currency stream for things that are not needed. From here I quote from a letter written by a prominent member of the house appropriations committee who knows what he is talking about because he has heard the testimony before his committee on these subjects. Read these questions which Congressman John Phillips of California asks in a letter to his congressional district:

"Was it NECESSARY for the army to buy 65,000,000 cans of opener, for 1 1/2 million men? Or 4,836,000 belts? Or 6 million cans of paint in quarts and gallons, a full year requirement, and then DEMAND delivery in 60 days. Or 11,753,000 pairs of combat boots, in a 1950-51 buy? 1,917,000 pounds of black pepper in 9 months? Or was it NECESSARY for the Quartermaster to BUY 5 million pounds of oleo at 25¢ just when the department of Agriculture was selling 5 1/2 million pounds of butter to navy for 12¢? This is the scare buying with which the administration charges the public, and it is a cause for inflation. Why? The jump in price of the book just mentioned, from 20¢ to \$16.00 as a result of this kind of buying. This is war, couldn't we wait temporarily 175 luncheons for foreign students, under the State department's educational exchange program, at \$13 a plate, to a total of \$24,875— which item alone would take the income tax payments of 20 average American families?"

"They couldn't have looked very hard," Retzner told the court. "I've lived right here in Boston all my life and I know that for 20 years Retzner had been unable to locate Retzner—until he applied for a backney

Air Line Pilots Oust President In Union Dispute

CHICAGO — (AP) — The AFL Air Line Pilots association has voted to oust President David L. Behncke, 54, and then pay him his current salary of \$15,000 a year for life.

Action to dismiss Behncke, founder and president of the union for 20 years, came after a meeting of 210 of the union's 228 directors.

The fight for control of the union and the attempt to fire Behncke are now to come up for hearing in federal court.

The directors elected a new president, Clarence N. Sayen, 32, of Chicago. He was an executive vice president of ALPA but recently had been fired by Behncke. Four other union officials also fired by Behncke in the last two weeks were reinstated by the directors.

A spokesman for the directors said the vote to "recall" Behncke from the office of president was by "an overwhelming majority." He said the directors, voting for membership, cast a vote of 6,000 to 200 for Sayen to take over the president's job at the \$15,000 a year salary.

The spokesman said opposition to Behncke has been "summering for a long time." Behncke has been charged with conducting a "one-man" organization. Last month, when he called the union's 40-man executive board into session, the board appointed a five-man committee to investigate the "ills" of the union.

Behncke is in the 300-mile-an-hour class, but we've been getting only 100 mile-an-hour management," said a spokesman for the directors said

State Hospital Trio Found Guilty

MILLEDGEVILLE, Ga. — (AP) — Three attendants at the state hospital for the insane were convicted of involuntary manslaughter here after testimony that revolting brutality led to the death of a 23-year-old patient.

A superior court jury recommended that the attendants be punished as for a misdemeanor.

The three attendants, C. W. Beckum, Alton Lincoln and J. A. Huff, were tried jointly for the death of Lloyd Hooks, whose body was found March 1 in a hospital bathroom with a handkerchief stuffed in his throat.

A state witness testified that on the day Hooks died he saw the three attendants force the inmate to lick vomit from the floor and then forced him to eat a soiled handkerchief. The witness also testified that he saw the attendants beat and curse Hooks for four days prior to his death.

Hooks had been committed to a building for the criminally insane at the hospital after a charge of driving while intoxicated.

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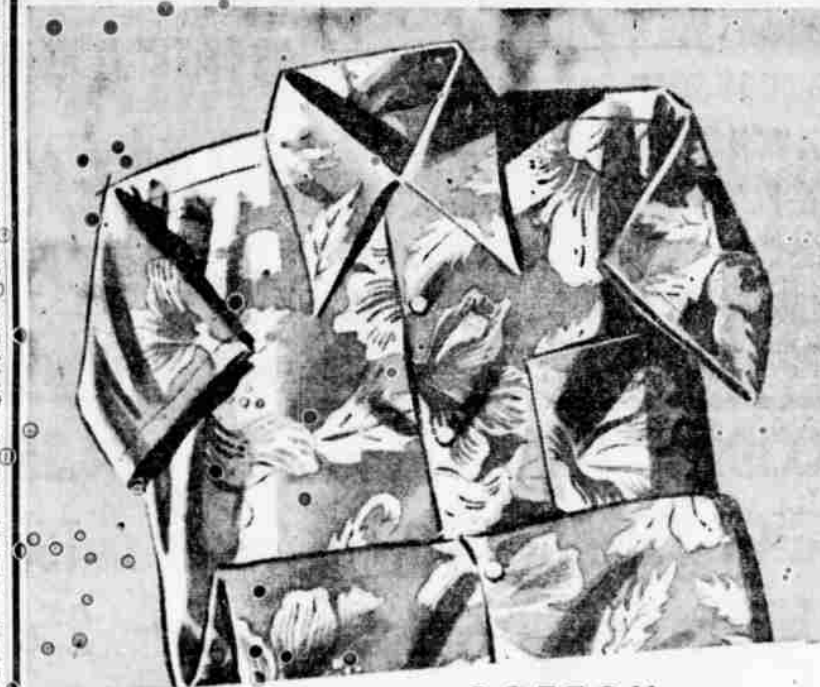
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- SHORT SLEEVE STYLE! ASSORTED PATTERNS! WASHABLE COTTON CREPE!

Let's face it, men—these bright, gay Hawaiian prints BELONG in your summer wardrobe, because they're attractive, popular and perfectly in tune with the free and easy life you'll lead during these next outdoor months. Wear the California long roll collar open for comfort, close it with the concealed button and loop for dress-up. Either way, you're handsomely casual—and comfortable, too! Sizes S, M, L.

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