

# The News-Review

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## MAKING DOLLARS FOR YOU

By Charles V. Stanton

How important is a newspaper to a community's economic life?

Business and industry in the city of Tacoma, Wash., can give at least a partial answer.

The Tacoma News Tribune, Tacoma's only daily newspaper, has not been published since April 12. Closure of the plant followed a strike by pressmen.

The striking union voted Friday night to accept management's wage offer, but just as arrangements were being made to resume publication, difficulties arose with the American Newspaper Guild. A new set of pickets took over Sunday. The newspaper's management also is having troubles with five other unions, now negotiating for contracts. So it appears Tacoma will continue without a daily paper for at least a few more days; perhaps for weeks or months.

In the meantime conditions throughout the city afford an interesting study of the part a newspaper plays in a community's general economy.

A survey recently was conducted to determine just what effect the lack of news and advertising distribution has had in Tacoma. Conclusive evidence was found that newspapers play a most important part in maintaining economy.

### Business Suffers Heavy Losses

In general, retail trade dropped off from 20 to 30 percent, according to estimates by leading merchants. In some cases the losses were heavier. This particularly was true where special events promotion was concerned. Merchants were forced to cancel a cooperative sales promotion program. A merchant who annually sponsors a merchandising sale on sports equipment estimated a loss of \$6,000. No store was able to hold a successful sale. One merchant, who turned to throw-away circulars, found that his business suffered drastic reduction, despite the fact that he spent three times as much as he normally allotted to his newspaper advertising budget.

All merchants increased radio advertising but failed to stem the drop in business.

An engraving firm suffered a 40 percent drop and was compelled to cut its staff to half time.

### Real Estate, Florists, Theaters Hit

Harder hit than the retail merchants were the real estate agencies, florists and theaters.

"The great majority of real estate purchasers seek information on real estate offered for sale through the classified columns," said one of the principal brokers. "It is my belief that the sales volume has dropped since the newspaper strike more than 60 percent of the total sales that were being made previous to the newspaper strike," he added. The same observer said that many of the sales made since the strike resulted from advertisements published prior to the closure, thus demonstrating the delayed-action power of newspaper advertising.

Theater business took a one-third drop immediately after the strike. One theater, anticipating income of \$8,500 on one feature, realized less than one-half that amount. Two big name band engagements were cancelled because newspaper advertising was not available.

Because people are not informed of deaths, funerals, etc., the florist business has suffered "an awful jolt" in the words of one flower shop operator. Attendance at funerals has been confined almost exclusively to family members. An undertaker took off a truck formerly used to carry flowers to the cemetery.

The restaurant business was down 22 percent. One restaurant postponed a Grand Opening after moving to a new location.

These are but a few of the statements gathered from representatives of Tacoma business. Almost unanimously they declared: "There is no substitute for the newspaper."

It must be remembered that during the strike, Tacoma received newspapers from Seattle and other neighboring cities. Merchants have doubled their radio advertising. They have spent large sums on circulars and direct mail advertising, costing them far more than their newspaper advertising. Yet they have suffered losses running into thousands of dollars in each individual operation.

The same story is repeated in every community forced to go without a newspaper for any length of time. It has been definitely proven that without newspaper advertising local economy is critically affected. Everyone is affected, not the businessman alone. That is why more advertising dollars are spent in newspapers than in any other form of advertising media.

### Scraps From the MENDING BASKET

by Vidnett Martin P.O. Box 874, Drain, Or.

The three in our car voted the high point of our 760-mile trip was, without a doubt, the moment when a big black bear exchanged stares with us, then politely removed itself from the highway so our car could continue its way. Six years have I been waiting to see an Oregon bear—ones in captivity don't count. Probably, if I had what it took, I could have found one in the wild country up back of our Seesley Creek place, for EJ saw one in the road, and the neighbors across the road watched two for about half an hour near an apple tree. For that matter, it's just wild country, I think, back of this hill.

Most people would make reservations at a place like Crater Lake. Well, we didn't, not being sure of our starting day till the last minute. But we enjoyed the lake and the snow—and the bear—and landed in a cottage at Shady Cove by the Rogue about ten o'clock that evening. (All that won-

## Now It's the Donkey's Turn to Apply the Heat



## Fulton Lewis Jr. WASHINGTON REPORT

(Copyright, 1951, King Features Syndicate, Inc.)

CHICAGO — Frank McKinney, Democratic national chairman, will reveal Mr. Truman's choice for presidential nominee here at the national convention. He will pass the word around among party leaders, where it will do the most good, on Wednesday night.

McKinney is insisting on a short and snappy convention despite the fact that there is a record number of candidates and nominating speeches to be served up to delegates. There were 12 at the last count.

McKinney expects to wind up the Democratic show on Thursday at 11 p.m. If he does, there will never be any doubt about who controls the party. If he fails, it will be because delegates have taken things into their own hands for a bitter-end fight over the nominee. The bets are on McKinney's deadline.

One reason the national chairman wants to chop off the Chicago session is to prevent just such a runaway from occurring. It would be almost fatal to McKinney and his cronies, who control the Democratic machines in the big cities, if anybody but President Truman's choice got the nomination. If the delegates are kept busy and the convention programs short and snappy, McKinney will have an easy time keeping control.

Both the President and McKinney have reiterated their pledges that the convention will be "open." The word is subject to interpretation as it is herein being used. An open convention allows delegates to nominate to their hearts' content, and ballot without interference from the machine bosses until a strong man emerges from the morass of political deals that mark open conventions. But, in this instance, the deals have undoubtedly been made—in fact, they have to be completed or McKinney would not be able to even guess at a convention deadline.

In many respects, McKinney is in the same position Gov. Thomas E. Dewey maneuvered himself into during the GOP convention. Dewey and his political team-mates were continually shouting about steamrollers while demanding a convention choice by the "people." This camouflaged the Eisenhower steamroller satisfactorily.

McKinney and Mr. Truman have promised not to interfere with a delegate selection of any one candidate. There will be no stop-Russell or stop-Kefauver drive, they assert. It is more than likely, however, that a number of presidential aspirants will wonder what ran over them long about time for the second roll call Wednesday night.

Somebody, of course, has to bring order out of the chaos in the Democratic party. The Democrats are not accustomed to such behavior among candidates. They got used to one head man, the late Franklin D. Roosevelt, so a herd

do you know, she was still nibbling on that chocolate bar next morning when I woke up! She said she just couldn't be casual about such a luxury! By the end of the trip we knew each other quite well! She had two sons, too; one in the diplomatic corps, and one on Downing Street. Such a lovely person! I was so happy to lend her hand to get things when her husband was ill last winter. Powdered eggs, things like that. And TEA—talk about 'coals to Newcastle'!

I enjoy hearing about individual adventures in world friendship, don't you? After all, isn't it with the individuals that world friendship must really begin?

a chance, however slim, to be nominated. There wasn't of course, a very wide choice among candidates in the Oregon Democratic primary, but I think most of those who voted for the charming young man from Tennessee (ably abetted by his charming red-headed wife) did so because they have FAITH in him.

I think all such people want their instructions, as given in the primary voting, to be followed by their delegates in Chicago.

Politics is funny.

I'm a Republican—more strongly so this year than for many years in the past. I have faith in Ike, and I want him to win. I think Kefauver would be the hardest Democrat to beat.

Still, I'd rather see him get the Democratic nomination.

Because I think he's SINCERE. I think this is a time for sincere leadership on both sides.

What I'd like to see this year is a clear-cut contest, with the lines of cleavage SHARPLY DRAWN, between New Dealism-Fair Dealism as it has been practiced during the past two decades (particularly as practiced during the past decade, when idealism was giving way to practical POWER politics) and intelligent, truly liberal Republicanism which believes in all the honest welfare legislation WE CAN PAY FOR AND STILL PAY OFF OUR DEBT while keeping taxes within limits that our economy can stand and our free enterprise system can live under.

I have no objection to soundly conceived, WISELY BUSINESS MANAGED welfare laws. After all, the No. 1 business of government is to look out for the welfare of the people.

## Reader Opinions

### Community Club-Park Effort At Winston Urged

WINSTON — Shall we help our community grow?

Way back in 1949 a small group of interested people got together to form a community club. We had one idea in mind, to help our children. After all, they are our future citizens. Membership was, and still is, reasonable.

After a long struggle a building was erected at the end of Grape Ave., in Winston. We have had some form of entertainment at every meeting. Meetings are held regularly on the first and third Thursdays of each month.

At Christmas time in 1949 we had a treat for all the children in the community. Santa was there with presents of candy and nuts. So it has been, always looking to the future of our children.

Now we need help. We are trying very hard to finish the house for the caretaker of the county park adjoining the club grounds. This can be done, but not by two or three people.

Why can't we get together with a community spirit and build this house and improve the park, making a place for our children to go and have some good clean fun? What about the community in the State of Washington that built a farm in a day, or the one down south that built a church in 11 hours?

I say we can do it! Let's all pitch in and help. Call 9-8429 for more details. Thank you for your careful thought on this letter. MRS. REBA BUTLER Winston, Ore.

## Democrats Need Only Woman's Touch, Adlai Stevenson For Their Presidential Nominee--Girls Say

EDITOR'S NOTE: Trellis Mae Peeble, the average wife of Wilbur Peeble, America's most average citizen, has been betrayed by her initial enthusiasm to come out for Gov. Adlai Stevenson of Illinois for the Democratic presidential nomination. She tells about it in the following letter home:

By HAL BOYLE  
CHICAGO (AP) — Well, Wilbur, I still say all the Democrats need is a woman's touch.

No group of people I have met before has been so disorganized. The place is full of Democrats who believe in being Democrats. But they don't know who should lead them.

They are like a bunch of boys at a camp when the director has gone, and the kids run around yelling at each other—and no one to take over responsibility.

For 20 years they have been used to playing follow-the-leader, and now they must pause and say: "Well, but, who is the leader now?"

Wilbur, I never felt so sorry for men since I first told you what shirts to send out to the laundry. I just talked around among the girls here—honey, you know I know nothing about politics—and we all came up with the same answer: "The only Democrat who can hope to beat General Eisenhower is — Adlai Stevenson."

He is the only Democratic possibility who has ummmph—the others only have promises.

I talked to some of the other girls I met here and this is what they said about the other fellows. "Estes Kefauver—his conkskin cap is shedding, and too many honest horse players who can't get to the track can't lay down an honest \$2 bet because of his moral crusade."

"Senator Kerr has so much oil he would want to put kerosene lamps in the White House. Fascinating looking devil, though."

"The big advantage of Senator Russell is that he is a bachelor and we would not have to watch how his progeny took advantage of the White House address—1600 Pennsylvania Avenue."

"We ought to save Vice President Barkley for the 1956 Olympics instead of wasting him on the 1952 presidential race."

"Averell Harriman is in favor of so many things I am worried because he hasn't said what he is against. He simply can't be in favor of everything the New Deal stands for—Herbert Hoover proved that."

Wilbur, the way the girls I have talked to figure it is this way: Adlai Stevenson must be the best candidate because he simply shrugs off the presidency.

He formerly attended Roseburg High School.

Private Ashman, 23, joined the Army in June, 1951. He is serving with the 22nd Aircraft Warning Battalion, mobile unit.

He formerly attended Roseburg High School.

Rogue River Navy Man In San Diego Hospital

Le Roy Cherryholmes, a 31-year-old private first class, USN, was taken off his ship July 29, just before it headed for Korean waters, and admitted to the naval hospital at San Diego for medical treatment and a rest, according to his mother, Mrs. Dorothy Cherryholmes, 1529 Cedar Street.

Rogue River Forest Fires Brief In Duration

KLAMATH FALLS (AP) — Two fires which flared briefly in the Rogue River National Forest northwest of here Monday are under control.

The Red Bluff logging mill and a small timbered area were burned in one fire about 20 miles north of Mt. McLoughlin. The other fire, about 7 miles north of the peak, burned a quarter acre of timber.

## Oregon Delegates End Their Feud

CHICAGO (AP) — Factional differences within the Oregon Democratic convention delegation appeared to have subsided Tuesday as both sides indicated a willingness to call it a day.

Delegation Chairman Terry Schunk said he had no plans to bring to a show-down vote a motion by Thomas R. Mahoney of Portland to bind delegates to the candidacy of Sen. Estes Kefauver until released.

Facing a split, the delegation Monday put off a scheduled roll call vote on Mahoney's proposal and it appeared the postponement would become permanent.

Schunk said Mahoney had indicated he was willing to let the matter drop.

The delegation is bound by Oregon primary law to cast its 12 convention votes for Kefauver so long as he has a reasonable chance of winning the nomination. Mahoney, saying there were rumors that some delegates planned to bolt Kefauver, wanted to bind the delegation until Kefauver released it personally.

### RED COPS DESERT

BERLIN (AP) — Eighteen East German Communist police fled into West Berlin Tuesday. So far this month, 115 People's Police-men have rushed to western political asylum.

## In The Armed SERVICES

Roseburg Soldier At Radar School

Pfc. Douglas G. Ashman, above, son of Mr. and Mrs. G. H. Ashman, 1123 N. Jackson St., has returned to his post on Okinawa after attending a four-weeks radar operators class at Camp Moore in Japan.

Private Ashman, 23, joined the Army in June, 1951. He is serving with the 22nd Aircraft Warning Battalion, mobile unit.

He formerly attended Roseburg High School.

Return Of Estate Property Asked In Suit

Return of property to the Peter Cowan estate is asked in a Circuit Court suit filed by Margaret Cowan Rose, administratrix of the estate, against Oliver and Mary Cowan.

In the complaint, the plaintiff alleges the defendants obtained the property through "undue influence" on the late Peter Cowan, who died last April 9.

Norbert J. Kampsaider has filed suit against Carl Meyers for \$52.09 and \$75 attorney's fees on an auto accident.

Suit to quiet title on property east of Roseburg, has been filed by Joe W. and Louise Walker against Archie V. Newport and others.

## Boy Accused Of Theft Of Gun And Ammunition

A 14-year-old Corvallis youth accused of hiding in a ladies' rest room until a sporting goods store closed and then walking out with a gun and cartridges, is being held in the Douglas County jail while officials decide what to do with him.

District Attorney Robert M. Stults said the youth was arrested by Sutherlin police on a charge of carrying a concealed weapon. Bail was set at \$2,500.

Officials were uncertain whether the boy would be returned to Corvallis to face the theft charge, or whether he'd be held here on the concealed weapons charge.

Stults said the youth reportedly hid in the rest room of the Corvallis store for several hours until the establishment closed for the evening. He then helped himself to the pistol and ammunition, police reported.

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### IF your News-Review has not been delivered by 4:15 p.m., phone 2-2631 between 4:15 and 7 p.m.

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