

The News-Review

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WE POINT WITH PRIDE

Charles V. Stanton

We have just received here at the office of *The News-Review* the report from the Audit Bureau of Circulations for the twelve months ending Dec. 31, 1953.

The Audit Bureau of Circulations (ABC) is an independent organization set up to provide a uniform pattern for measuring actual newspaper circulations.

Here at *The News-Review* office we "point with pride" to our ABC audit.

This newspaper passed the 10,000 circulation mark midway in 1952. We were unable, however, to use this figure officially until after quarterly ABC checks in 1953. The 1953 audit is based on AVERAGE distribution for the entire year, giving us an official circulation of 10,368.

We are, of course, considerably ahead of that figure — well beyond the 10,500 mark, in fact. The audit shows the 1953 fourth-quarter net paid to be 10,492.

Trade Area Well Covered

The Audit Bureau of Circulations lists the trade area for *The News-Review* to correspond with the boundaries of the Central Umpqua Basin. The western part of the county, beyond Elkton, is not included. Population of the trade area is estimated by the ABC at 49,744. Counting an average of four persons to a family, the *News-Review's* proven circulation in excess of 10,000, indicates that there are comparatively few families within the area who do not read *The News-Review*. That's one reason why we "point with pride."

An interesting story of growth is revealed in the studies of *News-Review* circulation during the past four years.

The ABC audit divides each year into quarters, giving the circulation standing for each quarter. For the past four year this breaks down as follows:

	1951	1952	1953
1950	8,403	9,080	10,109
7,952	8,557	9,164	10,464
8,119	8,792	9,346	10,404
8,006	9,048	9,690	10,492

It will be observed from the quarterly breakdown that the circulation growth of this newspaper has been consistent. Only in two periods has there been a break in the upward trend. One break occurred in the third quarter of 1950. This resulted when the International Typographical Union walked out of *The News-Review* composing room and set up a picket line. Contractual relations were continued and have since been renewed annually by *The News-Review* with the International Pressmen's Union and International Engravers' Union. The second slump occurred in the third quarter of 1953, brought on principally by the exceptionally good fall weather when more subscribers than usual were on vacations and had their papers stopped temporarily. Dealer sales also dropped off to a marked degree during that period.

Still Making Gains

Despite the widely publicized unemployment of the winter months, *News-Review* circulation has continued its upward trend. The back-to-work trend has been reflected in late weeks by a very definite gain.

Naturally, those of us who are working to produce *The News-Review* are proud of our circulation report. We believe these figures show we have kept pace with the area's growth. It has been our greatest endeavor to provide a newspaper serving the entire area rather than one devoted chiefly to the affairs of the city in which we operate. While publication of a newspaper is a private enterprise, and so must be limited to the finances available, we believe constant improvement has been made. We hope to make still more improvement as time and money permit. But, while we point with pride, we are not ungrateful of the loyalty and cooperation of our readers. A record such as the one disclosed by our audit would not be possible without a very marked degree of readership loyalty. Our pride, then, must be focused gratefully upon our *News-Review* "family" rather than upon cold figures.

So we say "thank you" to each and every one of our readers for helping us make this outstanding record possible.

Hal Boyle

NEW YORK (AP) — Did you know that at one time you could get your head chopped off if you were caught puffing on a pipe?

Doctors disagree today as to whether smoking is a cause of cancer, and massive research is underway to settle the matter.

But tobacco has been both praised and denounced by physicians — as well as kings and poets — ever since Sir Walter Raleigh brought the weed to Europe from America. Civilization introduced the Indians to fire-water, and the Indians introduced civilization to tobacco — surely one of the great Mexican standoffs of history.

With the help of a learned friend (a cigarette man himself), we have gone into the background of the roller-coaster controversy over tobacco. Here are a few tidbits:

In 1604 King James I of England called smoking "a branch of the sin of drunkenness," and described it as:

"A custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs, and in the black, stinking fume thereof nearest resembling the horrible Stygian smoke of the pit that is bottomless."

But the custom spread. European physicians prescribed tobacco to close wounds and treat ailments and diseases ranging from corns to hysteresis and tetanus.

Later English kings tried to suppress the cultivation or use of tobacco for smoking. Pope Urban VIII excommunicated all who took snuff in church. Christian IV of Denmark had all smokers and snuff-takers publicly whipped.

In Japan and China, for a time, the rulers punished smokers by whipping and maiming, and the

Russian rulers cut off their noses. The Turks stuck pipe through the noses of smokers and exhibited them in public. Last Turkish King Amurath even beheaded anyone caught smoking.

In colonial America tobacco was often used as money. But in 1798 Dr. Benjamin Rush, the famous American physician, said smoking and chewing provoked drunkenness, Dr. Joel Shew, in the 1830's listed smoking and chewing as agents of sexual perversion, impotency, insanity — and cancer.

When the cigarette was introduced into the U.S. in the 1850's, anti-tobacco reform groups warned women that cigarette smoking would cause them to grow a masculine mustache, develop tuberculosis, become sterile, and suffer a general collapse.

They also said cigarette papers were produced chiefly by Chinese lepers and that only suicidal people or idiots would smoke them. It was also broadly hinted that cigarettes were made from gutters by tramps and rascals.

Until 1889 it was illegal to smoke them in the streets of Boston. The reform wave reached its peak in 1909 when 12 states banned the cigarette entirely.

Henry Ford and Thomas Edison are among the famous Americans who attacked tobacco. But in 1904 Abraham Lincoln sent a telegram to Gen. U.S. Grant saying:

"Hold on with a bulldog grip,

One of Those Natural Combinations



Bruce Bissat

We hear a lot of people say from time to time that democracy, for all its magic qualities, is a difficult faith to promote among populations that are ill-fed and ill-clothed.

Communism, it is said, is more salable because it promises immediate and drastic industrial and land reforms and a host of other tangible and sweeping changes. This is certainly an arguable point. Without wishing here to canvass all aspects of it, we would like to suggest there may be some doubt about the correctness of this contention.

The two faiths are seldom on equal test in the areas of the earth where the struggle for men's minds is most acute.

It is an acknowledged fact that the United States has never matched the Communist propaganda effort in size and scope. Indeed, it has never had a truly adequate information program by any reasonable standards of its own.

Congress, which means constantly about the stubborn resistance of certain peoples to American-style democracy, has been consistently niggardly in allotting funds to spread the democratic story across the globe.

When the Democrats were in power, the funds for information purposes used to be chopped most often on the argument that you couldn't trust the then existing Voice of America to give the world a proper picture of America.

The Democrats are out now, and the Eisenhower administration has asked that \$39,000,000 be voted for the newly constituted U. S. Information Agency. In terms of what it will do, and in comparison with what the Soviet Union is spending and doing, this is a very, very modest figure.

But the House has now voted to chop \$13,000,000 of this total, a cut which can only impair seriously the work of the agency in Europe, Asia and South America. If this is done in the name of economy, it would seem to be pretty thoughtless economy.

Perhaps the Senate will reflect a little more carefully on the need for telling the story of American democracy fully and forcefully. In the meantime, if some congressional rises in his seat to protest aid to some foreign land whose people stubbornly refuse to embrace our faith, you are free to smile.

We are lucky in our generals. Americans have been incredibly lucky in the character and quality of most of their top military leaders.

A democracy whose military men do not have a proper respect for civilian authority could be a democracy in trouble. It is a cardinal principle of our system that the armed forces be subject, finally, to the civilian will.

That is why the President himself is designated commander-in-chief, and why he appoints a civilian secretary to head the defense establishment. One needs only to look about to appreciate what can happen to freedom in nations where the army becomes the voice of authority.

But pick out some of America's leading generals and note the difference. George Marshall, Dwight D. Eisenhower, Omar Bradley, Alfred Gruenther, these men are just examples. They show complete respect for the civilian authority. They do not wish the military to intrude at the highest levels of decision.

Moreover, though they have waged war successfully, they are men who really abhor war and would make this country militarily strong so it will not have to fight again. No nation ever had so many genuine peace-loving generals.

It is a tribute both to the vigor of our political system and to the nature of our military training that we are able to produce military leaders who grasp so profoundly their true role in a democracy.

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Reader Opinions

Canyonville Man Says Resource Tax Not Needed

CANYONVILLE — In recent meetings held throughout the state and the county it has been established quite clearly that Douglas County is very much in need of a water and soil conservation program. This need is becoming more critical every day as our population and industry is growing by leaps and bounds. It has been established also that our population at its present rate of increase will be doubled by 1975. Naturally if this is the case, then agriculture and industry must keep in step so that our economic standards can be maintained. Certainly this is the wish and desire of every citizen in the county. Then if Water and Soil Conservation is a must, in order to attain this goal we as citizens of the county must find a way to obtain the best results with the least cost to the already tax burdened citizenry. The above mentioned meetings also have established that data for these specific needs are available now, through certain county state and government organizations at very little if any cost to the taxpayers. It has also been brought out at these meetings that an immediate appropriation be demanded from our county court to the extent of approximately \$75,000, to compile data necessary to determine our needs in the county. Also that a one-million dollar bond issue be voted for a two-year period to obtain an additional \$75,000 to further the study of our needs in water and soil conservation.

If we are to believe our leaders in their respective fields, and certainly we do or they would not have been appointed, then the above tax raise of one-million, is certainly unnecessary, because as they have stated and it is factual, we have the data, we have the personnel and we already have the finance, to establish our needs. When this is done this writer feels that there is plenty of time to talk a raise in taxes.

Let us conclude then as citizens looking ahead to better agriculture, industry and a better county in which to live and raise our children, that we examine our problems and see if it cannot be met without further taxation.

O. J. KILLIAN
Canyonville, Ore.

Rep. Velde Faces Stiff Competition In Illinois Race

PEORIA, Ill. (AP) — Chairman Harold H. Velde of the House Un-American Activities Committee is bidding for another term in Congress with little but unmistakable disapproval from within the Protestant clergy.

By no means are all the ministers in Velde's district against him. But some of them are, and say so privately. They disapprove of the way the Velde Committee has brought individual clergymen into the scope of its investigations.

The Republican congressman from Peoria has set up against a seasoned popular state representative, Robert H. Allison, when Illinois runs off the nation's first primary next Tuesday.

A veteran of 30 years in state and local politics sized up the contest this way:

"Velde is in the toughest fight of his life I think he'll win."

That opinion is shared rather widely by many other political leaders in Velde's district and by a lot of ordinary citizens. But not by Allison.

"I'm going to win and you can count on it," he said.

That was in an on-the-fly inter-

Government Metals Program Designed As Encouragement To Exploration Of Minerals

By A. ROBERT SMITH

News-Review Correspondent

WASHINGTON — The heart of the Eisenhower administration's new mining policy will be an expanded and extended government stockpiling program designed to encourage mineral exploration and reopening of mines throughout the western United States on a profitable basis, according to Assistant Secretary of Interior Felix Wormser.

Wormser, a mining company executive by profession, was delegated the principal task of drafting a national mining policy which is soon to be announced. A preliminary draft has already been approved by President Eisenhower and the cabinet.

The policy is to be consistent with the President's foreign trade recommendations to Congress, which generally call for reduced tariffs. Because many foreign countries now supply America's industrial demand for a variety of minerals at a cost below the break-even point for domestic production of the same minerals, the western mining industry, in a recent year has suffered a severe recession.

With the rejection of tariff barriers as a means of protecting the domestic mining industry, the Eisenhower administration plans to induce increased domestic production of minerals through several programs of direct government subsidization—actual purchase of a long list of critical minerals at prices fixed sufficiently high to assure profitable production; underwriting partial cost of new exploration to open new and old mines.

The essential character of these programs was established after the outbreak of the Korean conflict during the Truman administration. The new policy calls for their implementation on a long term basis.

Assistant Secretary Wormser said mining company stocks have already strengthened on the exchange since word of the program spread through the industry.

It is estimated that the new program will result in additional government acquisitions of from 35 to 40 metals and minerals, including chrome, that will be purchased from domestic producers over a considerable period of time. While details have yet to be worked out and announced, the policy framework is this:

Minerals will be purchased for

Editorial Comment

From The Oregon Press

SO WE'LL BE EATING ALGAE BY-AND-BY

Albany Democrat-Herald

The scientists—some of them, that is—are telling us, in one magazine article after another, that algae will be replacing porterhouse steak as the piece de resistance of the good dinner in a few generations. Already, in some parts of the orient, plankton, made of marine algae, is an important item of diet.

Up to now we have been able to develop no consuming enthusiasm for algae, either from salt or fresh water; but the scientists who are transforming this into a wonder world of synthetics, are taking this clammy attitude or ours, in stride. Maybe, they concede grimly, you personally won't have the opportunity to enjoy algae as prepared by the world's best French chefs; but they're on the way, and your grandsons or great-granddaughters will be looking upon them as standard.

Algae have never looked particularly appetizing when we've seen them crusting the surface of stagnant pools on whose banks the rank skunk-cabbage was growing; but coming generations won't be so fastidious. They will be looking at the fact that a lot of good food springs from rather repellent fertilizer.

Anyhow, like it or not, that's the prospect we're told. Probably everybody will be so happy to have survived in spite of super-colossal hell-bombs and other mass-extinctioners, that the fact of still being around to eat anything at all will have much appeal.

Most of us, actually, are not very familiar with algae; we know very little about them. Looking them up, we find they range all the way from single-celled microscopic diatoms (on which fish feed wholesale) to pretty good-sized kelp, with millions on millions of tons available and the supply growing. Apparently the human race is in much less danger of starvation than of being liquidated wholesale by some advanced type of explosive.

It is promised us that the algae-type food will come in attractive natural colors—blue, green, brown and red. It can be treated with a wide range of flavors. . . . Maybe future generations will like it so well that they'll feel sorry for us benighted folk who subsist on such coarse things as meat and potatoes and an occasional fish. But right now we reciprocate the pity. We'd rather let the fish devour the algae and plankton; later on we feast on a fine, fat salmon baked on a plank.

view in the midst of a fast round of speeches and appearances that kept the 69-year-old, one-armed veteran of 10 terms in the state legislature on the go all day long and into the night.

Velde is one of three House committee chairmen from Illinois with serious competition in the primary. All are Republicans, of course.

As in the case of Velde, the odds at this point seem to favor re-nomination of Chairman Lleo E. Allen of the Rules Committee and Chairman Robert B. Chipmunk of the Foreign Affairs Committee.

the government stockpile in such amounts that in the event of war, domestic sources and supplies would become the substitute for foreign sources which might immediately become inaccessible. Also domestic sources would be widely dispersed geographically to avoid possible destruction in the event of enemy attack on the United States homeland.

A Senate committee making a report on mining conditions is expected to recommend within the next few weeks that the U.S. drop its current dependence on all overseas mineral deposits outside the western hemisphere, and to limit it as much as possible to sources in the U.S. and its contiguous neighbors, Canada and Mexico.

Implementation of the long term mining policy can only come through the appropriation by Congress of funds for government subsidies to the industry. The program is expected to draw widespread support from western lawmakers.

Radioactive Tuna Landed By Ship

TOKYO (AP) — A Japanese fishing boat apparently exposed to radiation from the second U. S. hydrogen explosion at Bikini March 26 returned home today with a contaminated cargo of Tuna. Kyodo news agency said.

Geiger counters showed radioactivity aboard the vessel was just below the danger point but its cargo of 38,000 pounds of tuna was reported dangerously radioactive.

Kyodo said the 44 crew members caused a counter to react slightly but the newspaper Asahi said there was no reaction.

The fish fished in the Bikini area from March 17 to March 31, but the captain said he never was inside the greatly expanded danger zone surrounding the test area.

Crewman said they saw no explosion and the ship was not showered with radioactive ash, as was the Lucky Dragon which returned with 23 seriously wounded crewmen from the March 1 explosion.

Bishop Berates Sen. McCarthy

CHICAGO (AP) — A Roman Catholic bishop Friday denounced Sen. McCarthy (R-Wis.), a fellow Catholic, as a headline hunter.

Bishop Bernard J. Sheil did not mention McCarthy by name in his address but referred to "the junior senator from Wisconsin" and a "city slicker from Appleton," the senator's home town.

Americans, he said, have been the victims of a "kind of shell game," adding:

"We have been treated like country rubes to be taken in by a city slicker from Appleton."

The bishop, an auxiliary prelate to Samuel Cardinal Stritch, archbishop of Chicago, is the founder of the Catholic Youth Organization and has devoted his life as a churchman to improving the lot of the underprivileged of all ages.

He made it plain he spoke for himself as an American citizen and not for the Catholic Church. He told a UAW-CIO International Educational Conference:

"Although the church takes no position, and will not, on such a matter of public controversy, the church does take a position on lies, calumny, the absence of charity and calculated deceit."

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