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BIGGER FARM MARKETS

Charles V. Stanton

George B. Allen, who identifies himself as a Yoncalla farmer, complains in a letter, published in *The Drain Enterprise*, about the fact that Douglas County farmers have difficulty selling their produce in local markets. He points out that California trucks come into the state loaded with fruits, vegetables and berries which, "if our farmers had any encouragement could be grown almost in sight of the merchant buying these out-of-the-county products."

He urges cooperation among farmers in building markets for their produce.

Mr. Allen touches on a matter deserving attention from all producers of agricultural crops. There is no good reason why we should not have local markets for our own produce, providing that produce is properly offered. Nor is there good reason why we cannot vastly expand our export of agricultural products, provided producers will go about an export business in the right way.

We believe, however, that creation of local markets and an export trade rests almost entirely with farmers themselves. Opportunity exists for a tremendous expansion of agricultural industry whenever farmers are ready to take advantage of that opportunity.

Must Have Business Methods

The farmer who brings a load of produce into town and tries to peddle it to local merchants usually is irate when he finds the market filled with fruits, vegetables, etc., trucked in from California. He speaks very harshly of the merchant for not giving preference to home-grown produce.

But let's consider the merchant's problem. The merchant, through experience, knows about how much perishable goods he can handle in a day's business. If he buys more than his quota, he takes a loss because these items can't be carried over. He wants a source of supply from which he can obtain his day's needs with the possibility of a rush delivery of an additional order if sales exceed his estimate.

He must have quality. He must have uniformity. Above all, he must be able to depend upon his source of supply.

We recall a few years ago the wrath of a local merchant who had always been most cooperative in handling local produce. He had made a contract with a grower for a daily supply of a certain item. Everything went fine for several days. Then an expected delivery failed to arrive. The merchant was unable to fill orders. He called the farmer's home and was told it was such a fine day the farmer had decided to go fishing. That was the end of the contract. The merchant went back to importing the item.

California farmers have an efficient marketing system. Their produce is sold to companies who grade it for quality, size, etc., and then deliver to local branches which, in turn, supply merchants.

Merchants can depend on their daily quotas, properly graded and packaged, and can step to the telephone and order an emergency delivery when needed.

Local Agency Needed

Douglas County growers obviously could take over the local market if they provided a service equal to that maintained by California farmers. This could be done either through a private enterprise produce firm or by setting up a growers' cooperative.

It would be necessary for farmers to support actively the marketing agency, delivering their produce on specified schedules, maintaining quality and grade. The enterprise also should include freezing plant, warehouse, delivery service, and other such facilities. We have resources for a cannery, too, if given the right kind of cooperation and support by producers.

California's population is expanding by leaps and bounds. The millions of people now living in our neighboring state to the south offer a growing market for our agricultural products. We could reverse the direction of produce flow if we were willing to go about the project in a businesslike way. We can furnish many items that would not be in competition with California's production.

All we need is a determination on the part of our producers to work together.

Hal Boyle

NEW YORK (AP) — In 1920 a young bank teller named Frederick Bickel got paid \$7 for a single day's work as an extra in a silent movie.

Overwhelmed at this vista of sudden wealth, Bickel decided he was tired of counting other people's money and went adventuring into the world of the theater.

Some of the other tellers naturally thought Bickel was crazy to give up a nice warm job in a bank for an actor's hungry freedom. But in this case the banking world lost a handsome teller—and gained an even more handsome depositor. By 1937 Frederick Bickel was known by sight to more people than J. P. Morgan—under the name of Frederic March. A U.S. Treasury Department report listed him as having the nation's fifth largest earned income—\$484,687.

Today March, a veteran of some 50 plays and 58 motion pictures, is still handsome and youthful looking. But he and his equally talented wife, Florence Eldridge, have taken a long hard look at the years behind, and the years ahead—and decided the rest of the journey should be more relaxing. They've had plenty of fun along the way and brought up two children, but they worked hard for both money and fame.

"We have no long term goals left now," March said. "We're tapering off. And my wife agrees it's about time."

"We're not even reading new plays. We're not looking for any 'Right now I guess I'm theater sour. Either a Broadway play is a flop—and you enjoys a failure, even if it was worth a try—or else it is a hit and runs for a year

This Slogan Has a Familiar Ring, What?



Peter Edson

In The Day's News

(Continued from Page One)

WASHINGTON — (NEA) — A drive to sell an additional billion dollars' worth of U.S. savings bonds in 1954 has been announced by Earl O. Shreve, national director for this Treasury program.

Sales in 1952 were \$3.5 billion and in 1953 they were \$4.4 billion. The new campaign is shooting at a \$5.5 billion figure.

The idea is to add another million savings bond purchasers to the eight million customers already buying through regular payroll deductions. Also, an attempt will be made to interest purchasers in buying bonds of larger denominations.

Experience shows that the \$25 bonds cost the Treasury about \$6 million a year to handle. While they account for 68 percent of the paperwork in the savings bond division, these smaller bonds bring in only 27 percent of the bond revenue.

THE TROUBLE SEEMS to be that too many purchasers regard the \$25 bonds as much like money. More \$25 bonds are cashed in after being held only a short time than is the case with the \$100 bonds.

To make the \$100 bonds more attractive, the Treasury is now planning to "average date" their purchase. Thus if a purchaser had \$5 a week deducted from his pay check towards purchase of a \$100 bond, it would start drawing interest at the end of the tenth week, when it was half paid for. Under previous regulations, \$100 bonds were dated only when the final payment was made.

W. Randolph Burgess, Deputy Secretary of the Treasury in charge of all government financing programs and the national debt, says there is nothing inconsistent about promoting the sales of savings bonds in this period of business recession.

WHILE THERE HAS been much agitation to increase consumer spending at all levels, to curb the effects of the recession, Mr. Burgess points out that \$5 billion a year going into savings bonds purchases represents less than 2 percent of the national income. Also, he says it's good business for anyone to save as much money as he can, any time.

As for what might happen if the economic situation got so bad that savings bond holders cashed in heavily, Mr. Burgess says only that so far there hasn't been enough depression to shake them out.

Total savings bond holdings as of Jan. 31, 1954, were \$36.8 billion—the highest amount on record since the end of the war. This figure includes \$36.1 billion of the popular Series E bonds and \$700 million of the Series H bonds which pay interest regularly from the time of purchase instead of at the time of redemption.

H BONDS HAVE been on the market only since June, 1952. They are proving more attractive to older savings bond purchasers, who may not have ten years to live before E bonds mature.

One of the more encouraging factors to Treasury officials is that so many holders of matured bonds are hanging onto them. About \$10 billion worth of savings bonds purchased in wartime have now matured.

water colors, but not very seriously.

I don't want to be a director or a producer. I still want to stay an actor. But we've put in some busy years, and now spending more time with our family and friends is just more and more important to us.

What am I afraid of? Only the world situation. I think our best hope at the moment is the United Nations, and I'd like to see it work.

Many movie fans noted the resemblance between Frederic March and John Barrymore. But March, if less gifted than Barrymore—and this could be argued—is certainly more idealistic—and more intelligent, too. It is a sign of intelligence to plan a well-rounded life toward a happy ending.

South Americans Boiling Over At Dewey's Proposal

NEW YORK (AP)—Gov. Thomas Dewey's assertion that people should switch from coffee to milk has South American diplomats boiling. They even hint our "hemispheric solidarity" may go to pot.

The governor, who has his own dairy farm at Pawling, N. Y., strayed into the "cow vs. coffee bean" pasture in an innocent enough way.

New York's cows have delivered an excess of 165 million quarts up to last March.

So, said Dewey, if all citizens drank a glass of milk a day the surplus would fade away. State dairy officials applauded the idea.

"Switch to milk," Dewey urged, adding it's "healthier, cheaper and more plentiful" than coffee.

Coffee officials and Latin Americans immediately considered this grounds for complaint.

Joao Carlos Muniz, Brazil's ambassador to the United States, said such talk is a blow to "hemispheric solidarity."

It's all right, he said, to urge people to "consume a fine beverage" like milk, especially when there's an oversupply.

But he added:

"To urge them to do so at the expense of coffee, which is the economic lifeblood of friendly neighbor nations, appears to be undermining United States Foreign policy aimed at maintaining and encouraging sound economies in friendly nations throughout the world."

Alfonso Patino, charge d'affaires of Colombia, a coffee-producing country, said yesterday in Washington that Dewey's "Milk Week" proclamation soured the whole concept of U. S. policies on inter-American relations.

Also steeped in resentment was James M. O'Connor, president of the National Coffee Assn. of the U.S.A.

O'Connor protested that Dewey had suggested a "spirit of boycott" against coffee. To curtail the 2½-billion-dollar coffee industry, O'Connor said would "put tens of thousands out of work."

Churchill Will Issue Statement On Monday

LONDON — Prime Minister Churchill promised Thursday to make a statement to Parliament Monday on Allied efforts to establish a Southeast Asian security organization. He told Left Wing Laborite Aneurin Bevan sharply the government would keep its hands free to accept any proposal it likes before consulting parliament.

Bevan had asked: "May we take it that the government will not commit itself to any proposal until we have first of all had an opportunity of discussing it in this House?"

Churchill retorted: "No. I certainly cannot make such undertakings. The responsibility in these matters always rests with the government of the day and the House can do what it likes when they have the full facts before them."

Reader Opinions

Editorials Criticizing Porter Talk Criticized

ROSEBURG (To The Editor)—After reading your conservative editorials, which are definitely Ellsworth-influenced (even though you unconsciously try to convince us otherwise), I feel it is high time that you are answered by a liberal Democrat, be he only nineteen years old with his adolescent fervor straining at the yoke placed on him by the conservatives of the past generation.

I was present to hear Mr. Charles O. Porter, Democratic candidate for congress from District 4, speak Wednesday night, May 3, and although you stated in your editorial dealing with Mr. Porter's address that you found it "quite amusing," I must say that I found it anything BUT amusing. I am wondering just what kind of a sense of humor do you Republicans have that you can sit back and laugh at something that is as important and "unfunny" as Congressman Ellsworth's congressional voting record? Although the Republican party is flagrantly for "big business," which Avery Thompson expounded at great length in one of his recent submissions to your paper, you seemed very much ashamed of this policy and proceeded to try and prove that Ellsworth's defeated bill was for the lower income group as well. (I don't know why you would pick on a defeated bill to expound. Doesn't Mr. Ellsworth have any undefeated bills that are worth expounding?) It seems inconsistent that around election time the Republican party starts trying to appeal to the people who have the majority of votes (the lower income group), but subsequently go right back to pleasing big business after each election. What kind of a back-biting policy is that?

Mr. Ellsworth is in the extreme right wing in his opposition to organized labor. He does not vote on the labor bills discriminatorily, if the bill is for labor, he's against it and vice-versa. It seems to me that this type of bigotry is a detriment to even the Republicans, because it is so hard to cover-up come election time. Out of nineteen bills for labor, Mr. Ellsworth approved of only one; broad-minded consideration is certainly not evident in this record.

Mr. Porter is not elected to congress this year, it will probably be for the same reason Adlai Stevenson was not elected to the presidency in 1952: the Republicans are apparently afraid of intelligence.

Speaking of Adlai Stevenson, a few weeks ago he made his famous accusation that the Republican party is divided between Eisenhower and McCarthy. Mr. R. Nixon was immediately appointed to disprove this "theory" and show where Stevenson was "wrong." If Mr. Nixon proved to some people Stevenson's error, then he certainly made a fool of himself. In the current Army-McCarthy hearings, McCarthy stated that he was not satisfied with the way things were being handled under the present administration. President Eisenhower has recently announced that he backs Stevenson 100 percent. If this is not a display of division in the Republican party, what is it? And then to clinch it, President Eisenhower also said that he wished the hearings would come to a close because they were causing a loss of international prestige, and yet his boy, Stevens, started the whole mess. Inconsistency—I guess!

Finally, you said in one of your editorials that Eisenhower was not losing popularity. If Eisenhower is backing Stevens 100 percent, that means he approves of Stevens' procedure in the hearings. Well, to me, Stevens' er's, ah's, uh's, and I-can't-recalls are certainly becoming unpopular.

EDDIE GRIFFITH
1036 S. Hamilton
Roseburg, Oregon

Annexation Costs To City Pointed Up By Taxpayer

ROSEBURG — Once in a while it is possible to see, within easy memory's time, the difference between purported benefits and the actual results. I am referring to the first of a series of three articles by Chuck Grell, appearing May 10 in the News-Review.

It is interesting, indeed, to note that the annexation of West Roseburg, with 2500 people is responsible for a \$1.1 million increase in taxes, not only for themselves but some \$500 others already saddled with the higher city rate. It becomes apparent that neither West Roseburg nor the city did anybody a favor, taxation-wise, by consolidating.

Now I am aware of the benefits to be had as far as city rating, distribution of state and county funds, etc., by having a larger population inside the city limits, and they are not so slight that they can be dismissed by a single gesture. Actually, the fallacy is that "City Limit" interpretation. Instead of thinking into similar situations in the future, it seems to me we could save ourselves time and money to change the interpretation to "Greater Roseburg." I mean by that—Roseburg proper and contiguous communities, the same ones on whom pressure will be brought to bear for annexation. We are not alone. Most all cities in the United States have the same problem.

The second point I want to make is regarding the annexation proposal now before North Roseburg. It was called for by a petition bearing the signature of fifty properly registered voters. North Roseburg has its own, sane, election system. They have their own fire district and protection. The need for increased police protection has not yet been felt. On that score, they can call either the State Police or the County Sheriff, or both, if they are needed. North Roseburg shares up on the school tax. Safeway purchases the square block at the Garden Valley junction a short time ago which will

be a valued addition to the other businesses represented there. In short, just what can annexation do for them that they could not do for themselves at lesser cost, and what do the property owners in the "city limits" think about a probable increased tax load? How about it, folks? Let's not be ballyhooed and stampeded into creating additional problems for ourselves! Think awhile, analyze the pertinent facts, then vote.

M. H. YOUNG
Roseburg, Oregon

Oregon Joins Interstate Oil Compact Commission

SALEM — Oregon has joined the Interstate Oil Compact Commission, an association of states which produce oil or have prospects for producing it.

Gov. Paul L. Patterson, on recommendation of the State Geology Department, signed the compact Wednesday.

Member states are represented by their governors.

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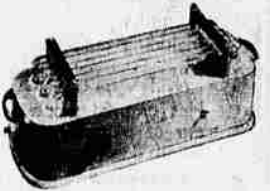
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