

# The News-Review

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## PRINTING PROCESSES

Charles V. Stanton

New processes are coming thick and fast in the publishing industry. For many years the newspaper publishing business drifted along with little change in mechanical operation. But steadily increasing costs in late years have resulted in a great deal of research designed to reduce expenses or to improve service.

The Associated Press, as an example, reports the first transmission of a wirephoto color photograph between Washington and San Diego. The picture was of President Eisenhower greeting Prime Minister Churchill.

Three positive prints in primary colors were sent by wirephoto as a single transmission. In San Diego the engravers made four plates, one for each of the three colors and another for black and white.

Sent on the night wire, the plates were finished by 11:30 p.m., and the color picture, three columns wide and more than eight inches deep, was on the street in editions printed at 1 a.m.

The many recent improvements in picture transmission make possible picture news reporting from all parts of the world within a few minutes.

### Engraving Process Speeded

Before a picture can be printed it must be transformed into a plate on which tiny dots give the various shades of the photograph. If you will use a strong magnifying glass to examine any picture appearing in a newspaper, you will observe that it is made up entirely of dots—some tiny, some large.

Until late years the only process for reproducing pictures was to impose them on a sensitized zinc plate by means of a negative with a screen of dots. An acid bath etched the dots to the desired size.

Now widely used is a machine that burns a photograph into a sheet of plastic material. An electronic scanner moves over the print, picking up lights and shadows, transforming them into a current supplying a stylus. The stylus burns away material around the dots producing the picture.

More recently, this system has been hooked up directly to telegraph wires. Thus a wirephoto from the point of origin may be reproduced on a plastic plate in a newspaper office thousands of miles away.

### Labor Saving Studied

When an industry must pay high hourly wages it is necessary that every possible labor saving device be used. Much research is directed toward that objective.

One great time consumer in the mechanical department of a newspaper using stereotyped plates is that of "backing mats."

To transform the flat type page into a half-round plate or cylinder, a sheet of mat paper is placed over the flat form and pressed into the type faces by a roller. The paper mat then is "backed." Small strips of gummed cardboard are used to fill in all the larger areas that are to appear in white on the printed page. The mat, after being backed, is put into a mold. Molten metal is pumped into the mold, filling indentations on the mat. The many pieces of backing keep the mat from sagging under pressure and weight of the metal, thus preventing black spots on the page.

The job of backing a mat may take ten to fifteen minutes of a workman's time.

Research now is testing a plastic sheet which may be affixed to the mat as it is rolled and pressed into the type. Then, as the mat is dried, the plastic hardens, eliminating the time-consuming job of affixing scores of pieces of backing material.

Still another process is that in which type faces are photographed on film. Pressing a type key brings up the desired letter, clicks a camera and transports the film. Photographs of individual letters are made as rapidly as keys are punched. The camera may be moved back and forth to vary the size of the letters. The resulting negative then can be put through the engraving process, producing a plate ready for stereotyping and printing.

These are only a few of the new things happening in the printing industry. It's getting so that a publisher can hardly recognize his own business.

## Hal Boyle

NEW YORK (AP) — There is a big boom now in old firearms — and some rifles are literally worth their weight in gold.

"Firearm values have gone up fantastically," said John T. Amber of Chicago, editor of "The Gun Digest."

There are over 500,000 weapon collectors in America. The number has grown tremendously since the war.

Amber, a former reporter who became one of the nation's top hunters and riflemen, has a collection himself of some 75 pistols and 600 rifles.

What rifle could be worth its weight in gold? It is a specially marked Winchester 1873 model, sometimes called "The rifle that won the west."

"Some 700,000 of these rifles were sold, and an ordinary one in average condition today brings only \$25 to \$30," said Amber. "But the factory put out about 150, shown by factory testing to be exceptionally accurate, and marked them on the barrel — 'One out of a thousand.'"

"Only about 35 of these rifles are known to have survived, and each is worth from \$5,000 to 27,500."

One of the sorrows of Amber's life as a collector is that he once had one of these rifles himself, but 15 years ago sold it for \$75 before its value and rarity were known.

Bargains the beginning collector should beware of, he said, are "the pair of pistols supposedly used in the Hamilton-Burr duel, and guns that once belonged to Jesse James or Wild Bill Hickock. "Kids would be better off —"

## Editorial Comment

WHAT'LL I LIKE DO IN '54?

Salem Capital Journal

Reporters this week asked President Eisenhower during a press conference what he intends to do in 1956, although this important decision need not be made for nearly two years. Capital reporters are no respecters of an important person's privacy, and they are eager for any hint of the president's thinking on the subject. Usually a president's reelection effort can be taken for granted. Ike Hoover, for more than 30 years a White House official, said in his book that no president in all his time left the White House cheerfully, not even Coolidge who seemed to hope till the last that he would be drafted by his party in 1928 despite his "do not choose to run" statement the year before. Particularly is this true of first term presidents, for traditionally a second term is a mark of popular approval of the first.

But it is well recognized that Eisenhower is an exceptional case from several angles. No president since Grant entered the White House after making a bigger reputation than he could hope to leave the White House with. Probably no president since Washington wanted the honor less. Eisenhower did not want it at all, and there is considerable evidence that Adlai Stevenson did. The 1952 contest was unique in this respect. Further, Eisenhower is older than most presidents are when they take office. He will have passed the official American retirement age of 65 before his term expires. He is not naturally a politician. He has no years or urge for power or for the pomp that goes with it. There is little doubt that when he does leave the White House he will be the first one of the present century at least who will leave with no regrets whatever over becoming a private citizen again.

Why, then may he run in 1956? Why is there any question about it? Because the president is not his own boss. He has about 160,000,000 bosses whose wishes he is bound to respect.

When the president, whether he likes it or not, and Eisenhower may not like it, is a party leader, with the responsibility for carrying out a party program. He does not have a united party behind him. No president ever does, but Eisenhower's party is as badly split as any other we know, with one possible exception. Many Republicans are dragging their heels and others are bucking him. Would these want him to run again?

Curiously, they might. For Eisenhower is still far more popular than his party. His candidacy might make the difference between success or failure for the Republicans in 1956. If it appears likely to no Republican will more earnestly implore him to disregard his desires and make another campaign than those who are making it tough on him now.

Here the president has a weapon. If he will only use it. To run in 1956 if he has a substantially united party behind him, to retire if he has become disillusioned by them. If he should retire under these circumstances another Republican, like as not chosen from the anti-Ike G.O.P. right wing would be a virtually certain loser. Eisenhower can tighten his grip on his party by leaving his 1956 decision dependent upon how things go between now and then. It is strongly to be hoped that he does so.

### EISENHOWER ON TRIP

WASHINGTON — President and Mrs. Eisenhower left by automobile at 1:10 p.m. EDT Friday to spend the July 4 weekend at Camp David in the Catoctin mountains of Maryland. They will return Monday night.

## Arbitrator Rules Wire Service Has Right To Fire

NEW YORK (AP) — A labor arbitrator has ruled that a newspaper wire service would have "just and sufficient cause" for firing a reporter if the wire service's customers think the reporter is biased.

This view was expressed by arbitrators George A. Spiegelberg in the case of Theodore S. Polumbaum, a television news picture script writer dismissed by the United Press Assn.

But Spiegelberg said the U.P. failed at the time of the discharge to give the union the proper reason for the dismissal. The case was the upshot of Polumbaum's appearance before the House Committee on Un-American Activities in 1953.

On that occasion Polumbaum refused to say whether he ever had been a Communist.

He also declined to affirm under oath a signed application blank he had given the U.P., stating he was not and never had been a Communist, although he later testified he had signed the application in "good faith."

The U.P. fired Polumbaum, who had been employed in Boston, the day after his committee testimony. The American Newspaper Guild (A.N.G.) took the case to arbitration.

Testifying before the arbitrator, U.P. Vice President Earl J. Johnson asserted that Polumbaum had "denied the committee, challenged its authority, refused to answer certain questions under the amendment that provides that you don't need to, if the answers might get you prosecuted."

Johnson said this left the U.P. "in the unhappy position of not knowing whether we had on our hands a Communist or a former Communist or a non-Communist."

The U.P. executive said this "caused a doubt in our minds as to his fitness. And, at the same time, he spread that doubt throughout our large newspaper, radio and television clientele."

Johnson asserted that the news service has a responsibility to maintain integrity and to protect its work against any suspicion of bias, which would destroy reputation and the confidence of clients.

The labor arbitrator said he concurred in the view expressed by the U.P.

### Boy, Age 9, Suffocates In Unused Ice Box

HOPWELL, N.J. (AP) — A 9-year-old boy suffocated in an unused ice box here while his parents were attending a funeral.

He was Archibald Waldron Jr. The ice box was lying on its back in the basement in the home of the boy's aunt, Mrs. Esther Coleman of Hopewell borough.

Mrs. Coleman told state police she missed the boy at supper time. The Waldrons returned from the funeral of a friend in Trenton at 8 p.m. and started a search.

State police were called and two troopers found the boy's body in a compartment of the unused ice box.

### Phone Installers Sign 1-Year Labor Contract

NEW YORK (AP) — The Western Electric Co. and the CIO Communications Workers of America signed a one-year labor contract Saturday, ending a two-day walk-out of 17,000 telephone equipment installers.

The contract, subject to ratification of the installers, provides for wage increases ranging from five to seven cents an hour for installers and \$1.50 a week for job clerks.

Prior to the strike the union had demanded a six to eight cents an hour pay boost while the company had offered four to seven cents.

### Complete coverage...

—now controlling over three-fourths of the business—for still greater supremacy has made common cause with smaller companies extremely difficult. Though there are now 18 makes of cars, General Motors has five, Chrysler four, Ford three, Kaiser and Willys have merged. Nash and Hudson have merged. And the Packard-Studebaker merger wipes out the last two independents.

IN THIS PROCESS the control of the manufacturers over the distributors has become much tighter.

While there is fierce competition among dealers, restraints in dealer franchises are criticized as not permitting the kind of free competition which lets prices fall for the benefit of the ultimate consumer, who is the car buyer.

This has resulted in the "bootlegging" of new cars as used cars so that dealers can get rid of the quotas forced on them by manufacturers.

In mid-April Department of Justice refused to approve a General Motors "railroad release" which would have permitted GM to buy back from its dealers any unsold cars, to prevent their being bootlegged at cut prices.

CONTROL OVER PARTS manufacture and sale is also under scrutiny by Department of Justice investigators.

In January General Motors introduced a new practice whereby it sold its parts to its own dealers exclusively.

Ford and Chrysler have long operated under similar practices. The system helps dealer sales volume.

But when GM began this, many of the independent jobbers began to fear that they would be forced out of business. So here was another field for antimonopolistic investigation.

In May the National Automotive Parts Association, a combination of some 25 warehouse jobbers, was forced by the Department of Justice to discontinue monopolistic controls over the output of favored parts manufacturers.

## In The Day's News

(Continued from Page One)

down, at least for the present, will there be a big battle for control of the government between the two colonels—Armas and Monzon? Time will tell.

Speaking of battles—Secretary of Agriculture Benson reiterates the Eisenhower administration's stand in favor of flexible farm price supports.

Speaking at Fort Isabel in Texas, he asserts that the present program of rigid high supports offers producers an illusion of prosperity, but NOT the real thing.

He adds that the high supports guarantee relatively high prices for a few commodities, but reduce farm income sharply through drastic acreage controls.

What we need to keep in mind—especially here in Southern Oregon and far Northern California—is that the rigid high supports the politicians are all so concerned about are paid on the so-called BASIC commodities—corn, wheat, cotton, rice, tobacco and peanuts.

Here in our area, we grow none of these crops in important commercial quantities. So we get no direct benefit from the rigid high supports.

But—When subsidized high prices for corn, wheat, cotton, rice, tobacco and peanuts result in staggering surpluses of these crops, acreage of them is cut down, as Secretary Benson says in Texas by DRASTIC ACREAGE CONTROLS.

When that happens, the farmers who have been growing corn, cotton, wheat, rice, tobacco and peanuts turn to growing crops that we of Southern Oregon and far Northern California have been growing—such as barley, potatoes, small seeds, etc.

They grow these crops on the land that in the past they have been devoting to the growing of corn, wheat, cotton, rice, peanuts and tobacco.

So, you see, the end result of this rigid high support of a few "basic" crops—which, in our country, we don't produce in commercial quantities—is OVER PRODUCTION SOMEWHERE ELSE of crops we have been producing. That, in its turn, knocks down prices of our crops.

There are TWO SIDES to this high supports business.

### County Board's Appraisal Figure Is Wiped Out

CORVALLIS (AP) — Benton County's old growth fir timber is appraised at \$1.75 a thousand by the State Tax Commission in an order wiping out the county's Board of Equalization figure of \$1.20.

The Board of Equalization voted to ignore this commission action but that has no effect, at the moment, since the commission's order by-passes the board and goes direct to the assessor.

The dispute goes back to the time some months ago when the county budget committee appropriated \$7,500 for what George McBea, a county commissioner, said was thought to be only a state cruise of the county's timber.

But the State Tax Commission, according to Sam Stewart, chairman at the time, viewed it as a normal request for a cruise, appraisal and establishment of a base figure for taxing.

The appraised value of old growth fir had been \$1 a thousand. The Board of Equalization, earlier in the year getting the Tax Commission figure of \$1.75, turned that down and set \$1.20.

But Thursday Stewart and Harry Logan, chief engineer for the commission, were here with the new order which establishes the \$1.75 figure and specifically sets aside the county's \$1.20.

Assessor Emile Larkin is directed to apply the state figure to timber in the county.

Timber owners are expected to go to court in an attack on the Tax Commission order. Their argument — made earlier to the Board of Equalization — is that timber in surrounding counties has a lower assessed value, hence is at a competitive advantage.

## Reader Opinions

### Tax Increase Total 2 Cops Coffee A Month

ROSEBURG — Two cups of coffee per month at restaurant prices will be the additional tax to the average home owner for next year's school budget.

That's all it will cost! Proof? Here it is!

1. The Douglas County Assessor's Office states that a new house valued at \$10,000, would be assessed at \$2,000, for taxation purposes.

2. It may be assumed that a house of this value is about the average of a home owner.

3. Last year's school tax was 55.2 mills. This year's will be 56.4 when the budget is approved.

4. The increase in mills is 1.2 mills. Arithmetically it is written .0012.

5. Assessed value of average home Tax raise in mills x .0012

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## Cities, Counties Get Liquor Share

PORTLAND (AP) — Cities and counties will share \$369,805 in the distribution of revenue from liquor sales and tax receipts for the quarter ended June 30, the Oregon Liquor Control Commission announced.

Total receipts were \$2,804,805, and the balance will go to the state's general fund. Liquor sales revenue alone was \$2,500,000.

The commission also announced that representatives of distilleries no longer would be permitted to give samples to licensees or call at liquor stores except as customers.

The commission explained that in the past, visits to outlets were allowed so that licensees could familiarize themselves with the agent's product, but it now feels this concession has served its purpose.

Exception, however, will permit the representatives to visit agencies to determine whether their branch is in stock.

## TALKING ABOUT A HOME?

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