

The News-Review

Published Daily Except Sunday by the

News-Review Company, Inc.

Entered as second class matter May 7, 1926, at the post office at Roseburg, Oregon, under act of March 3, 1879.

CHARLES V. STANTON, Editor and Manager

Member of the Associated Press, Oregon Newspaper Publishers Association, the Audit Bureau of Circulations

Represented by WEST-HOLLIDAY CO., INC., offices in New York, Chicago, San Francisco, Los Angeles, Seattle, Portland, Denver

SUBSCRIPTION RATES—In Oregon—By Mail—Per Year, \$12.00; six months, \$6.50; three months, \$3.50. Outside Oregon—By Mail—Per Year, \$13.00; six months, \$7.00; three months, \$3.50.

By News-Review Carrier—Per Year, \$13.00 (in advance), less than one year, per month, \$1.25.

ADVERTISING ADVICE

Charles V. Stanton

The weekly publication of the Chamber of Commerce of the United States, *Washington Report*, in a recent issue carries an editorial of the type that gladdens the heart of a newspaper publisher.

If we wrote such an editorial, everyone would say we were trying to promote our own business, but certainly we can't be accused of such ulterior motives if we quote—or can we?

At least, here's what *Washington Report* has to say:

Why should business advertise during a recession? That, the National Chamber concedes, may seem a strange question nowadays when business conditions are steadily improving and confidence in the future is firm.

Even in good times, however, some individual businesses find their markets falling away. And there is always a possibility of general recession. Often, in these circumstances, business will cut advertising and other sales expenditures. There are good reasons, the National Chamber points out, why this is the exact reverse of sense.

Some of these reasons are: Advertising preserves brand names and their reputation. Unless a business advertises regularly, buyers may shift to competitive brands.

Even during a recession, there is a new generation of buyers in the making that needs to be told about products. Once the public is allowed to forget a product, years may be needed to reestablish it.

War Was Laboratory

World War II provided a perfect laboratory for the testing of arguments for and against advertising when normal buying habits are interrupted. The arguments in favor of advertising won hands down.

For example, car and truck makers kept pounding away at advertising even though they had little or nothing to sell. One manufacturer told of the joy of owning a car. Another talked of putting America on wheels. When cars were again available, sales were tremendous.

Some companies, on the other hand, stopped advertising during World War II and later regretted it. In one case, the makers of a nationally known product suddenly found a brand new competitor filling the advertising vacuum. Shortly after the war, the new company's sales ranked third in a closely competitive field, even though it had just begun to make the product. During the 1949 turndown in business, the sales manager of one of the nation's biggest hardware makers advised business men as follows: "Don't pull in your sales horns and draw the merchandising blinds. Don't acquire the retrenchment fixation. Let us not lose by default the sales opportunities of the day when the partially interrupted boom in production and distribution will be in full swing again."

But either in good times or bad, advertising is absolutely essential to our economy. We are a mass-production nation, and mass production is impossible without large markets which advertising helps to create.

Old P. T. Barnum—whom some have called the first great advertising genius—had a bit of solid gold advice for business. He used to say, "Advertise, or the chances are the sheriff will do it for you."

A vacation is just a matter of 2's—2 weeks are 2 short—but when you get back home you are 2 tired 2 go back 2 work and 2 broke not 2—A. J. Haughey in *Oregon Labor Press*, as quoted in *Oregon Voter*.

Hal Boyle

NEW YORK (AP)—Random reflections by a pavement Plato:

Old bachelors are usually more fussy and set in their ways than old maids—probably because they don't keep pet cats.

Nobody I know ever made a life-long friend at a cocktail party.

Did you ever meet a life insurance salesman who didn't carry a pocket calendar in his wallet?

Anybody who doesn't appreciate what he has now will never be made happy by what he gets later.

Nine out of 10 men who brag they are hard-headed can be put down as intolerant bobs.

The ordinary cop has to get in a gun battle to get his picture in the papers. But he performs more little unnoticed acts of real philanthropy in a week than the average millionaire does in a year.

Men get more pleasure out of a new pair of shoes than women do, but they always feel self-conscious in new headgear. It is this odd feeling of inferiority that makes them peer so much at women's hat styles.

Whenever I see a guy tip a hat-check girl more than two bits, I can't help feeling he is a showoff and probably stinky with his own wife.

On the other hand, when a woman breaks into tears at a restaurant table, why does everyone in the place leap to the conclusion she must be wonderful and the guy sitting with her is a lousy bum? It could just as easily be the other way around.

I never yet met a middle-aged man who admitted he owned a raccoon coat in college.

Half the women who claim they like caviar are prestige liars, and if the stuff sold for a dollar a pound they wouldn't be caught dead eating it. The most popular food with women today is tuna fish and weary lettuce, but they get their greatest satisfaction gnawing on old steak bones at home, when nobody can see them. A woman doesn't fool a waiter when she tells him to wrap up the remnants of a big restaurant steak "so I can take it to my dog." He knows that, even if she does have a dog, the dog won't get any of the steak unless it is willing to fight her for it.

Nothing cheers the heart of a bald-headed man more than seeing another fellow in an ill-fitting toupee.

Whatever happened to "Wrong Way" Corrigan, technocracy and canasta?

After all the trouble I've seen, the vision that returns most often to my mind is the sight of a little girl in a Sunday dress, nearly 20 years ago, who skipped down a

garden and paused to pet each flower on the head, talking to it as if it were alive. I never knew who she was, but over the years the pretty scene often swims back into my memory, and I wonder if life has been as kind to her as she was to those flowers in that moment long past.

Some people confuse mechanization with civilization. I feel sorry for a man who doesn't bother to watch a sunset from his back porch because he knows that in a year or two he can see it in his living room on a color television screen.

The best free advice I ever heard came from an old farmer who said, "Anybody who marries—or buys a horse—in a hurry is bound to have worries."

Has anybody noticed, since Dr. Kinsey's last book came out, that women are getting any easier to understand?

SALEM (AP)—A Portland woman failed Tuesday to collect any damages in her slander suit against her employer, who fired her for misconduct.

Mrs. Afton W. Cribbs sued Montgomery Ward & Co. for \$50,000, but the Supreme Court upheld a Multnomah Circuit Court jury's award that she wasn't entitled to anything.

The high court's decision, by Justice Hall S. Lusk, upheld the jury in the court of Judge James R. Bain.

In another opinion, the Supreme Court ruled that John Pierson, who died in Grant County, was mentally incompetent when he made a will leaving his estate to Eva Fletcher, operator of a rest home.

The suit to break the will was brought by John and George Pierson, nephews of Pierson.

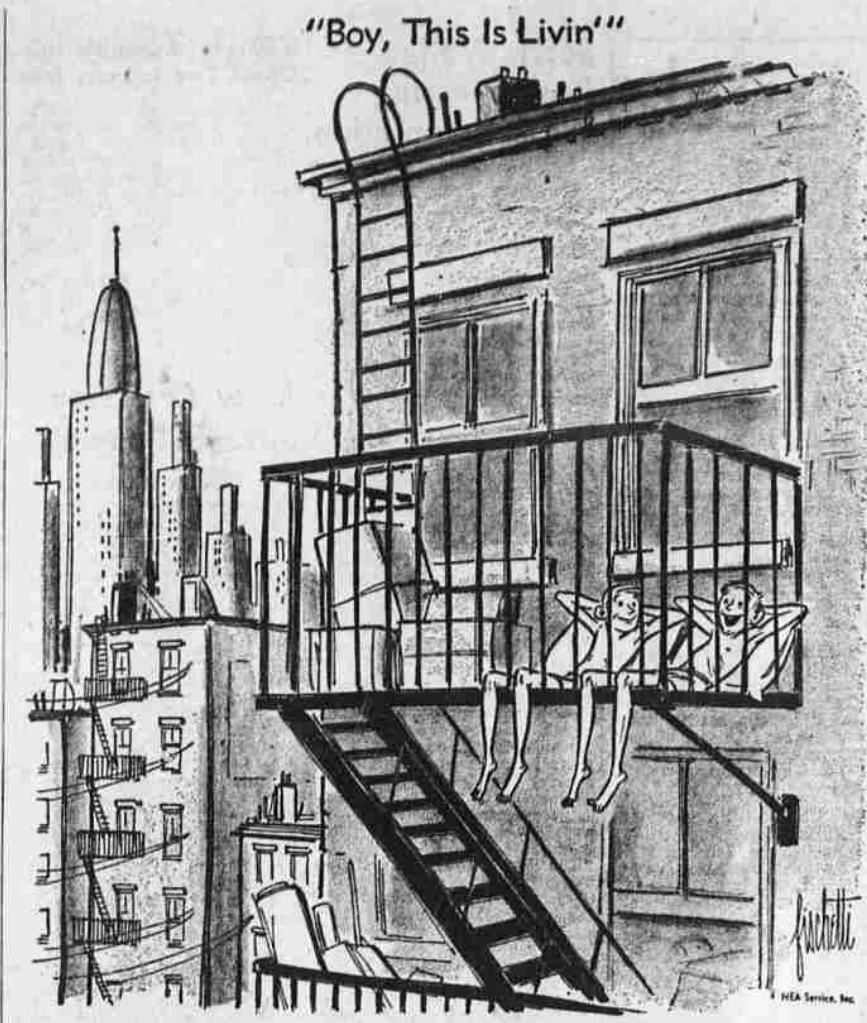
The decision reversed Circuit Judge M. W. Wilkinson, who heard the case in Grant County.

Newport Boy Killed By Auto At Toledo

TOLEDO, Ore. (AP)—James Prenatt, 5, was injured fatally Tuesday when struck by a car as he ran across a highway west of here.

He and a brother were on one side of the road while his mother and two other children were on the other side. The boy started across to rejoin his mother and was struck by a car driven by James Cahill of Birkenfeld, Ore.

Charles Prenatt, Newport, was the son of Mr. and Mrs. Charles Prenatt, Newport.



"Boy, This Is Livin'"

Washington Prisoners Begin Hunger Strike

WALLA WALLA, Wash. (AP)—An uneasy quiet settled over the State Penitentiary early today and the state patrol sent additional men here to reinforce guards watching for any outbreak of violence among some 1,500 hunger-striking prisoners.

The silence was broken by occasional warwhoops from "toughies" in the segregation wing, but Warden John Cranor said a near-midnight check showed most of the inmates, who were locked in their cells after they had passed up the evening meal, were retired for the night.

Guards concentrated their watch on the segregation wing, housing the prison's most hardened criminals.

"If there is any trouble, it will be here," said Lawrence Delmore Jr., former Alcatraz prison official who will replace Cranor when Cranor retires Sept. 1.

The hunger and sitdown strike described by Cranor as a "passive resistance" move caused chiefly by idleness, started in the prison laundry Monday. By noon yesterday it had spread to virtually all the men within the prison walls.

Cranor said the minimum security prison outside the walls and the women's section were not affected.

"Only 62 per cent of the inmates are employed and those idle are doing a lot of beefing," Cranor said.

The warden said other complaints ranged from the food, which he said a state food consultant after a check last week had called "good and well served."

And Delmore and Dr. Henry Ness, chairman of the prison board, said some of the men may be protesting the impending change of wardens.

It was the second outbreak of trouble at the penitentiary in 11 months. Hundreds of inmates broke windows and furniture after a half million dollar fire in the male's plant Sept. 10, 1953. Guards with tear gas broke up the riot.

Texans Swelter In Record Heat

By THE ASSOCIATED PRESS

Texas was the nation's hot spot again Tuesday with temperatures of more than 100 degrees. Del Rio had 110 and Laredo 100, both new records for July.

Cooling temperatures were reported across the north central states.

There were scattered thunder showers in the central Rockies and most of the western high plains states.

A hall and windstorm hit Eastern Colorado, causing damage to homes, crops and buildings. Some areas had about two inches of rain in a short period.

Showers and thundershowers were reported Wednesday in the central plains states, the upper Mississippi Valley and upper Great Lakes region, with scattered showers also in New York State and Florida.

Arson-Bent Youngster Accused In 15 Blazes

BURBANK, Calif. (AP)—A 13-year-old boy recently released from Juvenile Hall after a year's detention for arson, is back in custody after setting another fire.

Police said he caused nearly \$600,000 damage in 15 fires last year. They included a \$250,000 warehouse blaze and a \$300,000 warehouse fire. A condition of his release was that he have 24-hour supervision at home.

Li. Stanley Paggett, head of the police juvenile bureau, said the latest fire was set during an absence of less than 10 minutes. He said the boy soaked papers in oil and ignited them in a guinea pig cage near a pet shop. A passer-by extinguished the flames before the animals were injured.

The boy said his pet, a ring-necked dove, died while being cared for in the shop while he was at Juvenile Hall.

Bruce Bissat

The raw facts of geography make it plain the Indochinese truce is a smashing defeat for France and the free nations.

As a result of it, the Communist rebels under Ho Chi Minh will control the great northern cities of Hanoi and Haiphong, and the rich, populous Red River delta surrounding them. They also gain a small pocket of land in the neighboring state of Laos.

This land the Reds did not have when the war began in December, 1946. It was gained by force and the threat of force. Few military men doubt that the key portions of the delta yielded in this truce would have fallen to the Communists soon if the war had continued. France's military position there had deteriorated seriously.

In other words, the French were not able to obtain a truce which was not a defeat. They were lucky the Communists willingly proposed terms they could accept with grace at all.

Under the agreement, the principal Indochinese state, Viet Nam, is partitioned near the 17th parallel, at a point where it is quite narrow. Laos and Cambodia are to be neutralized, which means the French, no less than the Communists, will be barred from maintaining armed forces there.

Elections will be held in all three states later on to determine their political future. Here France won some advantage, since the voting will take place later than the Reds wanted. The latter obviously believe that elections held now would go strongly in their favor.

This truce emphasizes the weakness of the French in the Indochina in this war. The great upsurge of native nationalism there lay at the root of this conflict, yet

the French largely ignored it until it was too late. Thus they never won more than half-hearted support even from the Indo-Chinese who wished to resist communism.

Whether in the interval between the cease fire and the Indochina elections the French can convince the natives that their destiny still lies with the free West is a grave question. Most hard-headed observers today are expressing doubt.

For two reasons, the truce is cheering news. First, the world must always find some satisfaction in an ending of bloodshed. The guns have stopped in one more small hot war.

From the ashes of the Indochina truce, the more fact of the truce is a political victory for French Premier Mendes-France and must accordingly be hailed. He promised agreement by July 20 and said he would quit if he failed. He missed his deadline by just two hours.

Free nations cannot help but be heartened when a French statesman today succeeds in doing what he said he would. It is the first show of real leadership in France in many a year, and we must pray it is the beginning of a new action on the world scene.

From the ashes, the Indo-China defeat, France may start the long, hard climb upward to a new position of strength and honor.

State Officers Study New Reformatory Site

SALEM (AP)—The State Board of Control indicated Tuesday it wants to locate the new state reformatory 10 miles north of Salem, but it isn't ready yet to make up its mind.

The property is a 408-acre farm which Fred Viesko offered to sell to the state for \$125,000. It is located on the Willamette River.

The board probably will make its final decision before the State Emergency Board meets here late in August. The latter board has to approve before the site could be bought.

The option to buy the land expires July 31, but the board will ask Viesko to extend the date.

Secretary of State Earl T. Newberry said the land contains a large alfalfa orchard which would have to be removed. This orchard, he said, makes the price of the land too high. Gov. Paul L. Patterson, chairman of the board, explained that the alfalfa trees would present perfect hiding places to the inmates.

Nevertheless, the board members said they still consider the site as the best one offered, because it contains some of the best soil in the state.

Robbers Take \$40,000; Bank Scrambles To Open

PEVELY, Mo. (AP)—The Bank of Pevely had to make arrangements to get money from a St. Louis bank so it could open today. Two robbers made off with every cent in the bank yesterday.

They took \$40,174, bank officials said.

The first I knew about it was when one of the men climbed over the top of the tellers' cage—about eight feet high—and looked into the loan department," said William A. Weber, 38, the cashier.

Weber and four other employees were ordered into a vault, but the robbers left the door partially open to give them air.

The escape car was found abandoned on a country road 3 1/2 miles from this community of 300 about 25 miles south of St. Louis.

TAKE A LETTER
COLUMBUS, Ohio (AP)—It cost the state 36 cents yesterday to collect 1 cent in sales tax revenue. Furniture dealer John Glancy of Goshen in southern Ohio sent a check for a penny by registered mail. State Treasurer Roger W. Tracy had to pay 36 cents postage due.

SAILPLANE CONTEST
ELISNORE, Calif. (AP)—More than 100 sailplanes are expected to compete in the 31st National Soaring Contest, which opened yesterday.

Industry Gets Chance At Dam

WASHINGTON (AP)—President Eisenhower Tuesday signed legislation to give local agencies a chance to build the 364 million dollar Priest Rapids power dam on the Columbia River in Washington State.

It is the first legislation approved by the President in furtherance of his "partnership" philosophy of developing Northwest power resources through a combination of local and federal interests.

The dam now is authorized for flood control and navigation.

The bill would lay aside that authorization for two years to permit the Grant County, Wash., Public Utility District, a group of districts or the Washington State Power Commission to obtain approval of the Federal Power Commission to undertake construction.

If licensed by the commission, the successful local agency would build the dam for power at an estimated cost of 300 million dollars.

Big Electric Capacity
It also would pay another 64 million dollars to install basic flood control and navigation facilities should the federal government decide not to undertake such development until a later date.

The dam or dams—it hasn't been decided whether to build one or two—would have installed capacity of about 1,219,000 kilowatts.

Rep. Holmes (R-Wash.) who introduced the bill in the House had described it as the first of the so-called partnership bills. Democratic sponsors—Rep. Don Magnuson and Sens. Warren C. Magnuson and Jackson—have supported the measure halfheartedly contending they did so only because the Eisenhower administration has shown no intention of recommending any new power starts in the Pacific Northwest.

In closing this piece about world affairs, I feel compelled to add that I'm terribly sorry for Sir Winston Churchill.

The bulk of his life was lived in that period—which we might call

the Kipling period—when Britain was great and fearless and ran the world with a firm hand.

It must upset him frightfully to have to take insults from the red Chinks and all the other stooges of Russian communism and not be able to do anything about it.

That would be one that nobody ever saw before.

The big question this morning is what are the British going to do about the plane-shooting incident over in the South China Sea, off the coast of the island of Hainan.

From the tone of the news so far, I'm afraid they'll wind up by thanking the red Chinese for not shooting down TWO British planes.

Education Board Okays Program, Names Heads

PORTLAND (AP)—The State Board of Higher Education approved its previously announced building program and re-elected officers here Tuesday.

The building program calls for construction of eight buildings at a cost of 7 1/4 million dollars in the next biennium. The No. 1 project would be a new classroom building at Portland State.

The 1955 Legislature will be asked to appropriate funds for the program.

The re-elected officers are Dr. R. C. Kleinsorge, Silverton, president; Henry F. Cabell, Portland, vice president; G. F. "Ted" Chambers, Salem, a member of the executive committee.

Chancellor Charles D. Byrne said the state medical school had received more than a million dollars in gifts and endowments in the past two years, a record high. Some \$630,000 was specified for research.

A number of staff and faculty appointments were announced, including that of Alfred L. Ellingson, who was named director of the Erb Memorial Student Union Building at the University of Oregon. Ellingson, who has been counselor for men in the student affairs office, succeeds R. C. Williams, who resigned some months ago.

Daughter's Death Linked To Women

SITKA, Alaska (AP)—A coroner's inquest Tuesday indicted Mrs. Elizabeth Lawson on a manslaughter charge in connection with the death of her daughter, Jo Ann Lawson, 6.

The jury found the little girl died of a perforated intestine due to blows being administered to her body.

One witness, Mrs. Azzie Savagen, chief nurse at Mt. Edgecumbe Hospital, told the jury that prior to Jo Ann's death the youngster said her mother had beaten her.

The victim's brother, Larry, 8, testified last week that Mrs. Lawson had beaten Jo Ann with a broomstick, kicked her about the legs and finally removed her shoe and struck the girl with it.

Medical testimony indicated Jo Ann's body was a mass of scars, healed wounds and bruises, and that in the past she had sustained a fractured skull and brain injuries, both of which had healed.

The father, Herbert Lawson, is employed in a laundry at Mt. Edgecumbe.

One-Spot Flea Killer
KILLS Fleas, Aphids, Beetles, etc.
FOR 50¢
THE PAT OF PROTECTION
Flea Spot kills one spot of flea and one spot of flea's eggs in one spot. This is the only flea spot.

Robbers Take \$40,000; Bank Scrambles To Open

PEVELY, Mo. (AP)—The Bank of Pevely had to make arrangements to get money from a St. Louis bank so it could open today. Two robbers made off with every cent in the bank yesterday.

They took \$40,174, bank officials said.

The first I knew about it was when one of the men climbed over the top of the tellers' cage—about eight feet high—and looked into the loan department," said William A. Weber, 38, the cashier.

Weber and four other employees were ordered into a vault, but the robbers left the door partially open to give them air.

The escape car was found abandoned on a country road 3 1/2 miles from this community of 300 about 25 miles south of St. Louis.

TAKE A LETTER
COLUMBUS, Ohio (AP)—It cost the state 36 cents yesterday to collect 1 cent in sales tax revenue. Furniture dealer John Glancy of Goshen in southern Ohio sent a check for a penny by registered mail. State Treasurer Roger W. Tracy had to pay 36 cents postage due.

SAILPLANE CONTEST
ELISNORE, Calif. (AP)—More than 100 sailplanes are expected to compete in the 31st National Soaring Contest, which opened yesterday.

IN THE DAY'S NEWS

By FRANK JENKINS

(Continued from Page One)

sonal publicity of Sen. Morse. The spectacle of a United States Senator sitting on a flagpole, high up in the air—with his legs crossed in front of him like a Hindu snake charmer doing his act—would be unique and if Sen. Morse sat there SPEECHLESS it would be stupendous.

That would be one that nobody ever saw before.

The big question this morning is what are the British going to do about the plane-shooting incident over in the South China Sea, off the coast of the island of Hainan.

From the tone of the news so far, I'm afraid they'll wind up by thanking the red Chinese for not shooting down TWO British planes.

Britain was once the greatest power in the world. All she had to do to straighten ANYTHING out ANYWHERE was to send her fleet on a cruise to the trouble spot. But she got spread too thin all over the world, and look at her now.

Moral: Let's be very careful about getting ourselves spread too thin in too many places.

In closing this piece about world affairs, I feel compelled to add that I'm terribly sorry for Sir Winston Churchill.

The bulk of his life was lived in that period—which we might call

the Kipling period—when Britain was great and fearless and ran the world with a firm hand.

It must upset him frightfully to have to take insults from the red Chinks and all the other stooges of Russian communism and not be able to do anything about it.

That would be one that nobody ever saw before.

The big question this morning is what are the British going to do about the plane-shooting incident over in the South China Sea, off the coast of the island of Hainan.

From the tone of the news so far, I'm afraid they'll wind up by thanking the red Chinese for not shooting down TWO British planes.

Britain was once the greatest power in the world. All she had to do to straighten ANYTHING out ANYWHERE was to send her fleet on a cruise to the trouble spot. But she got spread too thin all over the world, and look at her now.

Moral: Let's be very careful about getting ourselves spread too thin in too many places.

In closing this piece about world affairs, I feel compelled to add that I'm terribly sorry for Sir Winston Churchill.

The bulk of his life was lived in that period—which we might call

the Kipling period—when Britain was great and fearless and ran the world with a firm hand.

It must upset him frightfully to have to take insults from the red Chinks and all the other stooges of Russian communism and not be able to do anything about it.

That would be one that nobody ever saw before.

The big question this morning is what are the British going to do about the plane-shooting incident over in the South China Sea, off the coast of the island of Hainan.

From the tone of the news so far, I'm afraid they'll wind up by thanking the red Chinese for not shooting down TWO British planes.

Britain was once the greatest power in the world. All she had to do to straighten ANYTHING out ANYWHERE was to send her fleet on a cruise to the trouble spot. But she got spread too thin all over the world, and look at her now.

Moral: Let's be very careful about getting ourselves spread too thin in too many places.

In closing this piece about world affairs, I feel compelled to add that I'm terribly sorry for Sir Winston Churchill.

The bulk of his life was lived in that period—which we might call

the Kipling period—when Britain was great and fearless and ran the world with a firm hand.

It must upset him frightfully to have to take insults from the red Chinks and all the other stooges of Russian communism and not be able to do anything about it.

That would be one that nobody ever saw before.