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EXPERIMENT IN CHEER

By Charles V. Stanton

A unique experiment conducted by our sister newspaper, *The Herald and News*, Klamath Falls, won much acclaim, reports Publisher Frank Jenkins.

The idea, originating with Frank's son, Bill Jenkins, managing editor, was that during Christmas Week *The Herald and News* would print on its front page only "cheerful" news. All reports of tragedy, crime, controversy, etc., went on inside pages. The news of the day was all printed. There was no attempt to suppress news. The major change was that instead of the normal process of grading news according to its importance, as it appeared to the eyes of the trained wire editor, front page headlines and stories were exclusively happy and optimistic.

As was to be expected, the sentimental nature of the experiment brought many messages of appreciation. As a concession to the season, it was a most commendable gesture of good will.

The experiment, naturally, was closely watched by publishers and editors throughout the state. Doubtless it evoked many questions.

What, for instance, was the reaction of readers who listened to the radio blaring out the tragic news of an airliner carrying returning G.I.s to their deaths, when they had to hunt through their newspaper to find the No. 1 story of the day? Or the reaction of Klamath residents, who felt the earth shudder under their feet, and learned of the disaster at neighboring Eureka, only to find the account of the quake bantered on an inside page?

Had To Search For News

One rule of newspaper publishing is that changes in newspaper format or style should be made gradually; that readers are reluctant to change reading habits. The experiment at Klamath Falls, however, indicates that there is little or no objection to change if the motive involves sentiment.

Doubtless there are readers who would prefer the policy be continued. Many persons would like a newspaper containing only the type of news stories they enjoy reading. They would gladly dispense with unfavorable news. One difficulty with publishing that kind of a newspaper, however, is that tastes in reading differ and few readers would agree on what constitutes favorable or unfavorable news. Furthermore, if only "selected" news items were printed, how long would we continue to be an informed people?

Perhaps we are mistaken, but, watching the Klamath Falls newspaper from this distance, it seemed to us that the editors were occasionally hard-pressed to find sufficient news coming within the self-imposed limitation to fill the front page. Maybe we haven't been overly observant in the past, but it seemed that *The Herald and News* used more and bigger front page pictures to help fill space. It is possible we were just overly critical, but it seemed to us that the front page of our sister paper, despite its sweetness and light, appeared labored.

Too Much "Wrong" News

Naturally, we observed the Klamath Falls experiment from a technical angle. We did not look at the paper from the viewpoint of the reader. As an editor, we were interested first in the reader appeal. There can be no question of great appeal from the standpoint of sentiment connected with the season. There can be no question concerning full news coverage, for all the news was there, although not to be found in the place one would normally expect it.

The technical aspect was thought provoking. During the week of its experiment, *The Herald and News* used little copy from its Associated Press wire. Front page stories were largely from the local news field.

The press wires, obviously, handle the "big" news. But, again, we must do some thinking—possibly some re-reading—as to what constitutes "big" news. Are we placing too much emphasis on tragedy, crime, war and rumors of war, conspiracy, etc., and not enough emphasis on cheerful, constructive topics?

We have heard this subject discussed many times at editorial meetings. Editors constantly clamor for more "brighteners," but, while the wire services have steadily shortened their stories by tighter editing, there still is such an increasing volume of what we call "big" news that there is little room on the wire for the lighter side.

Perhaps the experiment at Klamath Falls—an experiment that will be thoroughly analyzed by editors and publishers everywhere—may, in time, cause revisions of our concepts of news and news values.

Hal Boyle

NEW YORK (AP) — Highlights of 1954 by the Pavement Plato;

The year is dying in the vine, and somehow many of us hate to see it leave.

Don't know particularly why, either, do you? It hasn't been exactly a clear-cut year. It's just been another one of those "muddle through" years we've become used to—years in which man gropes, like a blind mole in the dark, for something better.

The trouble with groping is that, as you achieve success, it comes so gradually you hardly notice it. So it is that at year-end, many of us fail to appreciate that in 1954 large-scale warfare died down for the first time in more than two decades, the American people were healthier than ever before in their history—and, money-wise, had enjoyed their second best year.

A few more "muddle through" years such as this, and we may suddenly awaken to the fact we have achieved more than we even dared to dream.

Everyone has his own reason for liking or disliking 1954, but it certainly marked a new height in human optimism. In what previous year did a French Premier ever publicly launch a campaign to wean his countrymen from wine to milk? The French, many ladies seem to feel that

Liberalism was the man of the year

in television, but our nominee is still Charlie Chan. We saw him more often during 1954 than we did anyone else, just as we had the year before. We are unable even

Wheee! Who Said There Was No Santa Claus?



Bruce Blossat

Inevitably once the mid-term elections are out of the way, the guessing begins in earnest about whether an incumbent President will run a second time. The game is already going full tilt with Mr. Eisenhower.

Some of the President's enemies, perhaps imagining that the wish makes it so, have stated flatly that he will not seek a second term. They found this conclusion on signs which suggest to them

Mr. Eisenhower dislikes his job and is eager to retire to his farm near Gettysburg, Pa.

In recent weeks, however, a number of Republican leaders and a few presidential aids have been saying that Mr. Eisenhower will run again of his own volition or his party will compel him to do so.

It is the best possible steward for the middle-of-the-road program he fosters.

Without him, the GOP in 1956 would fall into shattering factional combat which would seriously jeopardize their chances of holding the White House.

Even if such differences did not exist in the party, the Republicans could not possibly find another candidate to match the President's popularity and prospects of winning.

Whether Mr. Eisenhower himself will see it this way, whether he will question these arguments, but finally yield to party pressures, or whether he will resist all pressures, no one can accurately say at this moment.

The President lately told newsmen he hasn't made up his mind. There probably is little doubt that his fond dream is to get up to that farm of his. But he is a man with a strong sense of public duty, and in the end that consideration could be overriding with him.

Certainly if he decides not to run he isn't going to disclose the fact early.

It is political axiom that a President who early removes himself from contention thereby casts away his powerful influence, both in Congress and in party affairs.

Observers believe the issue has been sharpened for the Republicans by the news that Chief Justice Earl Warren has emphatically stated his unavailability for the 1956 nomination. Warren, once a tremendously popular California governor, was being talked of in some circles as the most likely middle-of-the-road alternative to Mr. Eisenhower.

We citizens, not to mention the President himself, undoubtedly will get pretty weary of the speculation on this subject in the long months ahead. But we might as well relax and accept it. It's a guessing game that could go on until June, 1956.

It is hard to make up your mind about the outstanding animal of 1954. J. Fred Muzgs, carrying an extra supply of diapers, became the first TV chimpanzee star to fly around the world. On the other hand Native Dancer, one of the greatest thoroughbred racers, retired to a career of planned parenthood at a fee of \$5,000 per engagement.

Our nominations for other awards during the year: Most Inconsistent Performer—The weather. Most Consistent Performer—The price of steak.

The Biggest Disappointment in Science—Among 1,265 new miracle drugs it found none that would cure or prevent baldness.

The Man Who Traveled Most in 1954 than Columbus did in a lifetime—John Foster Dulles.

The Biggest Republican Surprise—Where did all those Democrats come from?

The Biggest Democratic Surprise—How did all those Republicans manage to stay in office?

The Greatest Single Improvement in the American Home—Our baby grew eight new teeth.

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In The Day's News

(Continued from Page One)

like cotton fields than like forests as we have known them in the more wasteful days of the past.

In the future the development that is based upon our forests will be PERMANENT development.

That's hopeful and constructive news.

Here's some PROBLEM news: It is estimated that the population of Japan reached a total of eighty-eight and one-third millions on October 1. That is an increase of one and a quarter millions over the estimate for 1953.

That is to say: The population of Japan whose area is less than one and a half times the area of the state of Oregon is already HALF AS LARGE AS THE POPULATION OF THE UNITED STATES and is growing at the rate of a million and a quarter a year.

Why is that a problem? Well the basic resources of the rugged mountainous islands that make up Japan are smaller than the basic resources of the state of Oregon. That means that the people of Japan like the people of the British Islands must trade with the world or starve.

We won't let them trade with us to any considerable extent because they can produce more cheaply than we can and therefore can undersell us. Their natural trade territory is Asia. Asia is growingly communist.

If the Japs can't trade with us they will have to trade with the communists. If they trade with the communists their interests will increasingly with the communist world rather than with the free world.

This is the problem — simply stated: WE NEED the Japanese as allies.

But how are we to KEEP them as allies if they are forced by circumstances to trade with our enemies instead of trading with us?

Asst. Rector Of Church Found Beaten To Death

PHILADELPHIA (AP) — Police investigating a minor auto accident Tuesday found the assistant rector of St. Peter's Episcopal Church brutally beaten to death in his bachelor apartment.

Patrolmen Joseph Nicoll and Meyer Weiss said the body of the Rev. Dr. Benjamin H. Bissell, 59, was found in a tee shirt when they found him sprawled on a bed in the apartment about 3 a.m. Doctors said later he had been dead about an hour.

Placed under police guard at Jefferson Hospital was James Morrison, 26, whom police said had been released from prison three months ago after serving a term for burglary.

They quoted Morrison as saying he had been drinking, and could not remember what happened.

The Dalles Faces Loss Of Air Lines' Service

WASHINGTON (AP) — Holding that public necessity no longer requires the service, Civil Aeronautics Board examiner Thomas L. Wrenn Monday recommended The Dalles, Ore., be dropped from the route of United Air Lines.

The airline had asked permission to drop the service citing: Lack of patronage; lack of the prospect for any significant increase in business at The Dalles, and certain conditions it said restricted operations and prevent exploitation of the city's "limited potential" for new airline traffic.

Wrenn's recommendation will become the official CAB decision if no objections are filed within 10 days.

Bandits' Holdup Loot: 2 Boxes Of Unpaid Bills

FREEHOLD TOWNSHIP, N.J. (AP) — Two bandits wasted time and effort Monday night in holding up a small grocery store in service station on Rt. 33.

The gunmen held up George Annis, 75, his wife and two other persons in the store. Annis handed over two boxes and the gunmen fled.

Net receipts to bandits: Two boxes of unpaid bills.

Campaign Launched To Save Dewey's Famous Flagship, Olympia, From Scrap Pile

PHILADELPHIA (AP) — A drive to save one of the Navy's proudest veterans—the battle cruiser Olympia from the scrap pile is gaining force in these closing days of the old year.

Unless a state, or a city or some non-profit organization comes forward by Jan. 23, with the means to transform the Olympia into a lasting memorial, the navy will send her to the ignominy of discard.

And the way a lot of people look at it, that shouldn't happen to a vessel which was distinguished as Admiral Dewey's flagship at the Battle of Manila Bay in 1898, and as the one which in 1921 carried the body of the unknown soldier of World War I to the United States for burial.

Nearly two months ago the Navy said it was ready to accept offers from states or any other non-federal groups for the Olympia, and another old battleship, the Oregon. The Olympia, retired from active service in 1922, has been at the Philadelphia Naval Base ever since.

The Navy describes the 59-year-old Olympia as being in a "deteriorated state," and it is estimated the cost of restoring her to "safe and presentable condition" would be \$850,000.

If there are no takers by the deadline less than a month away, the Olympia will be sold for scrap. Only an odd part or bit of equipment here and there would be preserved, in historical museums or schools.

Rescue Groups Busy

The campaign to rescue the Olympia from such fate is directed and stimulated by many groups and persons. One of the leaders is the United Spanish War Veterans, whose legislative committee will consider an appeal on behalf of the ship when it meets in Washington on Jan. 9.

Another speaking up for the preservation is August P. Feytdand, 76-year-old Medal of Honor winner who served aboard the famed battle cruiser at the battle of Manila Bay. Now living in the Naval Home here, Feytdand has taken his appeal to radio and TV and to the school children.

Further appeals are made by the Pennsylvania Society of the Order of the Founders and Patriots of America, headed by Dr. Henry Dexter Learned, noted philologist. The Society is trying to raise money enough to staff off the Olympia's extinction.

The greater Philadelphia Chamber of Commerce has centered its efforts on the State of Washington, whose capital bears the name Olympia. The chamber's suggestion is that Washington take over the ship as a state memorial.

Rugroden took off without stopping, parked his car at Ft. Lewis and took a taxi to Seattle, then got aboard a troopship anchored in Elliott Bay.

But he did not reckon with the ingenuity of State Patrolman Arthur McKellips, who, from the license number of Rugroden's vehicle, traced his movements to the troopship.

Judge Hardyn B. Soule issued a bench warrant for Rugroden's arrest on one count of hit and run driving and one of negligent driving.

McKellips and military police drove to Seattle where they took a tugboat into the bay to board the troopship and serve Rugroden with the bench warrant, which set his bail at \$500.

Rugroden was returned to the Pierce County jail, and Tuesday morning he pleaded guilty before Judge Soule to the two charges. The judge suspended his driver's license for one year, fined him \$100 on one count and \$50 on the other, and he was returned to the troopship.

Rugroden said he was in a hurry to make the troopship and hadn't stopped after the accident because he had more fear of the Army authorities than those in civilian uniform — particularly if he missed the boat.

Prices Of RCA Victor Records Will Be Slashed

NEW YORK (AP) — In a surprise move, Radio Corp. of America has announced a price cut of 2 per cent or more on many of its classical long-playing RCA Victor records, effective Jan. 3.

Frank M. Folsom, RCA president, announced the price slash Monday and predicted a new era of expansion for the record industry.

His announcement apparently came as a surprise to other big record manufacturers. Columbia Records, Decca, Capitol and Angel had no immediate comment on the RCA move but said statements would be forthcoming.

The RCA price cut will drop the price of all 12-inch long-playing records to \$3.98, as compared to previous prices ranging from \$4.19 to \$5.95. All 10-inch long-playing records, which previously ranged from \$2.99 to \$4.95, will be reduced to \$2.98.

New prices were also announced for RCA 45-rpm records. The prices represent substantial cuts in some types and slight increases in others.

75s Prices To Go Up

RCA also announced that prices on its 78-rpm records would be raised from 89 to 98 cents, claiming that decreased demand for this type of record makes its manufacturing and handling more costly.

The company predicted that such records would disappear from the market within a few years.

The cut is the first major reduction by a big concern in the price of long-playing and 45 rpm disks. Because of the highly competitive nature of the business, industry spokesmen said, most manufacturers traditionally quickly adopt any new merchandising procedure introduced by a rival.

Half The World Short Of Wood, Survey Shows

ROME (AP) — More than half the world's population is short of wood and other forest products.

This is the report of the U.N. Food and Agriculture Organization, which recently completed the most comprehensive inventory ever made of the world's timber resources.

The FAO said the major reason for the shortage is failure to develop potentialities of tropical forests. Although a third of the world's land surface is forested, the report said, only a third of those forests are being exploited. Many are inaccessible.

Other Possibilities Eyed

For the past half dozen years, the Legislature has considered the idea of abolishing the federal income tax deduction in computing state income tax returns. That

Court-Ordered Ban Fails To Keep Photos Out

GREENSBURG, Pa. (AP) — The Greensburg Daily Tribune Tuesday published two photographs which it said had been taken at the Westmoreland County Courthouse by a court-ordered ban against photos in effect.

The photos showed John Wesley Wable as he was taken to and from the courtroom where he was sentenced to death in the electric chair for the slaying of a trucker on the Pennsylvania Turnpike.

The ban against photos has been in effect since last Feb. 25 shortly before Wable went on trial. The order stipulates that no photographs of prisoners shall be taken in the courthouse or jail.

It also states that no photos are to be taken within 40 feet of a court that is in session or in recess.

When the photo ban was put into effect last February, the order barred the taking of photographs anywhere in the courthouse or jail. The order was appealed to the U.S. District Court in Pittsburgh by the Tribune Publishing Co., publishers of the Greensburg Daily Tribune, and by the Pittsburgh Post-Gazette.

Ruling Doesn't Stick

On March 12, U.S. Dist. Judge Wallace S. Gourley Jr., ruled that photos could be taken in the courtroom if the subject's "position was first obtained in writing."

Sheriff Howard Thomas of Westmoreland County then appealed Gourley's temporary ruling to the Third Circuit Court of Appeals in Philadelphia. That court refused to set aside Judge Gourley's order.

Judge Gourley's order expired March 22 and he ruled then that the State Supreme Court should rule on the question.

The State Supreme Court on June 30th declined to hear the two newspapers' appeal on grounds there had been no actual violation of the ban by a photographer who actually took a news picture.

Thus, the court said, there was no controversy for the Supreme Court to settle.

Sales Tax Plan, Defeated Five Times In Oregon, Has Little Chance To Ever Win

By PAUL W. HARVEY JR.

SALEM (AP) — More than 20 years of trying to sell the people of Oregon on a sales tax hasn't discouraged leaders of the Legislature.

Faced with a critical shortage of money when they meet here Jan. 10, they'll try harder than ever to get a sales tax passed.

But the people, who have voted against sales tax bills on five different occasions, still will get the last word.

In fact, Oregon is the only state in which the people have the veto power over tax bills of the Legislature. That makes it impossible for the Legislature to anticipate the state's revenues when new tax bills are introduced.

When the Legislature passes a new tax, it never can tell if the people will give it the ax.

The people, by use of the referendum, have defeated the Legislature's sales tax bills in 1933, 1934, 1936, 1944 and 1947.

The last sales tax bill was killed 180,333 to 67,514.

In Oregon, the Legislature can't put emergency clauses on tax bills. This gives foes of any tax bill a chance to get the few signatures needed to put the bill on the ballot at the following general election.

Another Handicap Faced

If the next Legislature passes a sales tax bill, the Grange and labor groups would need to get only 20,004 signatures to put it on the November, 1956, election ballot.

This means that the tax couldn't be collected until, and unless, the people passed it. So the state wouldn't get the money it needs for the two-year budget period beginning next July 1.

You've heard how a special legislative committee wants Oregon to hold a convention to write a new Constitution. This issue is confused by the sales tax argument.

Sales tax supporters want a new Constitution that would make it possible for the Legislature to put emergency clauses on tax bills, thus making it impossible for these bills to be referred to the people.

Thus, the people would lose their veto power over tax bills.

This is why the Grange and labor groups, which vigorously oppose a sales tax, aren't anxious to have a new Constitution written by a convention. They say that the people might lose their rights, and they are thinking about emergency clauses when they say that.

Democrats Oppose

For the past 20 years or so, the legislators have wanted a sales tax, but the people stopped it every time. However, this time it might be difficult to get the Legislature to vote for a sales tax because the Democrats have increased their membership in the 60-member House to 25. Most Democrats oppose a sales tax, and they wouldn't have to pick up many Republican votes to block it.

Supporters of a sales tax argue that property and income taxes are too high. They say the sales tax is the only possible source of new revenue, and that it's a painless tax.

Opponents object because it isn't based on the ability to pay. Everybody admits the state needs more money. It will raise \$15,000,000 a year more in higher property taxes, but still will need \$15,000,000 a year beyond that amount.

A 2 per cent sales tax would raise \$40,000,000 a year. Where else could the extra \$15,000,000 a year be found?