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## STUDIED INEFFICIENCY

By Charles V. Stanton

The Judiciary Committee of the United States Senate reportedly is preparing to start hearings into the extent of newspaper "control" over television and radio.

The Federal Communications Commission has been very reluctant to permit persons having newspaper connections to build or direct television stations. Newspaper stockholders also have been limited by the FCC in the matter of ownership of radio stations.

The FCC apparently fears that newspapers are out to gain a monopoly in the news field. Monopoly is a naughty word in the lexicon of political propaganda. So, an investigation by the Senate committee is suggested.

For many years there has been a determined effort to destroy public confidence in the American press. Because the number of newspapers has been reduced as a result of economic pressures, and because improved transportation and communication facilities permit wider and faster distribution of papers, politicians have been blathering about a "one-party press," "newspaper monopoly" and a lot more foolishness.

The Federal Communications Commission has made it appear that the press is engaged in a sinister plot to control all communications media, and that the commission is the bold protector of the "people" through its rejection of applications by interests connected with newspapers to enter the television business.

### Communications Know-How Bypassed

It is only to be expected that newspaper people would be interested in development of radio and television.

When radio first came into the picture, many newspaper publishers were frightened. They feared competition. Many hastened to erect radio stations as a matter of protection. They learned quickly, however, that radio supplemented the newspaper. Newspaper circulation improved. Many advertisers who had shunned newspapers in the past hastened to use radio advertising facilities. They learned that advertising paid. Their budgets, as a result, were increased to cover both radio and newspaper.

The same situation developed as television made its debut. Some publishers again became scared. But a recent exhaustive study shows that newspaper reading "is the only form of mass communication in the home which showed no reaction when TV sets were purchased." In 1951 reading of newspapers among adults in the panel of identical families was up 9 percent during the first year of TV in the home. This same group of buyers in 1951 showed an increase of 20 percent in 1952 and an added 12 percent in 1953. The 1954 survey shows that newspaper reading has remained at its 1953 peak.

"In the random sample of all TV owners, regardless of when they purchased their sets," the report concludes, "the number reading newspapers just about doubled between 1951 and 1954."

Thus, few publishers today are frightened by the impact of television.

Newspaper publishers, however, are experienced in communications. Radio and television are parts of the communications field. Having the technical know-how of communications, publishers naturally are attracted into these related fields. But their experience and knowledge are being bypassed in many cases.

### Political Game Played

In Oregon a few months ago one of the state's largest newspaper organizations applied for a television license in Portland. The application was rejected by the FCC in favor of a corporation composed largely of amateurs in the field of communications. The FCC made it quite plain that it was operating to prevent "monopoly." Obviously, however, no monopoly could exist even though the television industry were to be controlled exclusively by newspaper interests.

A look at the experience in radio is sufficient to prove the impossibility of monopoly.

When newspaper publishers entered the radio field they brought experience with wire services. They had the technical knowledge of methods for gathering news from all parts of the world. The same pattern went into the formation of networks to supply programs, national advertising, news reporters and commentators, editorial broadcasts, etc. Networks became competitive. The radio station releasing a program had little or no control over the editorial content authorized by the sponsor.

The same situation exists in television, a highly competitive field, already served by several national networks. Local stations cannot censor network broadcasts. They cannot manipulate political or editorial opinions which may be programmed by sponsors.

The cry of "monopoly" set up by the FCC and numerous politicians is strictly a political gag. It serves only to keep out many persons skilled in the field of mass communications and to promote studied inefficiency in the television industry.

## Hal Boyle

By SAUL PETT  
For HAL BOYLE

NEW YORK (AP) — I met my first Eskimo the other day and he went right to work on most of my illusions. Puppygitwok - Koopuak, who hails from a remote town in Alaska said he had never lived in an igloo and, in fact, had never seen one.

He had never rubbed noses with anyone until he came to New York and was persuaded to pose with a model for a publicity picture. Eskimos kiss like the rest of us, he said.

And if she could afford it, what would Mrs. Puppygitwok-Koopuak most like to have in the whole world?

"A coat," said her husband. "What kind of a coat?"

"Mink," he said. "It's a small world."

But there are some differences. There was one difference I had difficulty bringing up with Puppygitwok - Koopuak, who hereafter will be known as Reed Henry since

that is his English name and the typesetters are going crazy.

After much heming and hawing, I finally asked if it is still true that Eskimos are such friendly, generous hosts that they will share their wives with a visitor.

"It's true," said Reed, who speaks some English.

Well, now, if I may localize the question, if it's not too personal, but, well, do you, that is to say, oh, forget it, Reed.

"No, he doesn't," volunteered Dr. E. S. Rabau, an American physician from Reed's home town who came down from Alaska with him. "Many of the more advanced Eskimo families don't do

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## Maybe, This Time?



## Peter Edson

WASHINGTON (NEA)—Why people want to make a career of working for the U.S. government is sometimes something of a mystery.

True enough, for the pick-and-shovel workers there are long vacations, liberal sick leave with pay whether they're sick or not, and assured pensions on retirement.

There are promotions in grade for those who plod along, keeping their noses clean and their necks in. There are a few incentive rewards for employees who come up with suggestions for increasing efficiency or saving Uncle Sam money.

But it takes an act of Congress to get a general pay raise like the one this new Congress will probably pass. And for employees who work their way from bottom to top, a kick in the pants is the reward as often as not.

**THE LIST OF RECENT CASES** proving these points is impressive: B. T. Fitzpatrick, fired as general counsel of Housing and Home Finance Administration after 21 years to make way for a lame duck Republican congressman who had voted against government housing programs—ten times.

The case of atomic scientist Dr. Robert Oppenheimer is familiar to everyone. For merely having supported Dr. Oppenheimer's position, Dr. John Von Neumann now faces a stiff battle getting Senate confirmation as a member of the Atomic Energy Commission.

State Department career man John Paton Davies, cleared in nine separate loyalty investigations, is nevertheless let go because he is a controversial figure they don't know how else to handle.

**THESE CASES PRESENT** a mixture of the Eisenhower administration's security program with a straight Republican political housecleaning. It is sometimes difficult to tell where one leaves off and the other begins. But a clarification now seems to be in the making.

The purge of government workers may have run its course. It was somewhat naturally carried to excesses in the zeal for rooting every subversive influence out of government. But exaggerated claims on the number of firings for disloyalty have deflated the Senate's condemnation proceedings against Senator Joseph R. McCarthy completed the flattening-out. A few key court

that. That is to say, they're not that generous. But among those who do, it's not considered immoral.

Thank you, Doctor. Reed is a polite, handsome man with black hair, a pencil thin mustache and a big, white grin. He wore a checked shirt and gabardine trousers. Over that he wore a deerskin parka, shoes made of Oogrook (a cross between a seal and a seal) and calf skin leggings made of timber wolf fur. His mittens were two wolf ears — the lower jaw being the thumb piece. One mitten originally belonged to the same wolf Reed now wore on his legs. He shot it.

His home is in Kotzebue, which has 1,100 people and is about 150 miles from Siberia. Reed, who sells outdoor motors and also works for a large company at home, came to town for the motorboat show.

He calls his wife Nellie. In their Eskimo dialect, it's Kalokook. They have five children—Pauline, Roderick, Emmett, Shirley Ann, and Mildred. Otherwise known respectively as Toonoonatook, Koonook, Immeahluk, Sooyok and Ahveesauk.

Reed, who is 36, had never been more than 50 miles from home before. In Kotzebue, there are no phones, no cars (only six trucks), no television. There are radios, on which Reed prefers the hillbilly music, and there is one 16mm movie theater, where he favors the westerns.

What did he think of New York? "Aheerorahpuk," he said. Translation: "A very big camp."

better perspective. Val E. Lewin, University of Chicago professor and former State Department employee, won a six-year fight to clear his name of charges of communism. When the government could produce no evidence, perjury charges against him were dropped.

Now before the Supreme Court on appeal in the case of Dr. John P. Peters of Yale. Discharged from Public Health Service on charges of disloyalty without being informed of or confronted by those who made the charges against him, he has sued for reinstatement.

**LYLE L. ROBERTSON**, discharged by Federal Deposit Insurance Corporation in a thinly disguised political move, has sued for reinstatement to protect his 26-year Civil Service record.

Democratic leaders in Congress have another angle in investigating administration firings of career government workers to make places for GOP patronage appointees. The Eisenhower administration itself may take the lead in trying to straighten out this mess by revising both its security program regulations and its political job program.

The survival of the entire Civil Service system—based on a non-political, career employment for all government workers—is now at stake.

### In The Day's News

(Continued from Page One)

substitute for a federally financed system of interstate highways.

His idea, of course, is to avoid the tremendous tax cost involved in the federally financed system (which would include some 40,000 miles). The toll roads would be built by private enterprise, and would be paid for out of toll charges.

It would be nice to avoid the tax burden, but I think maybe we'd better recall a little history. We went rather heavily into toll road building in early Oregon—including the old Barlow Road, which enabled the Oregon trail emigrants to avoid the dangers of the river passage down the Columbia from The Dalles. One of the lessons of history is that these toll highways came to be HATED.

After all, the gasoline tax — which, by the way, was invented in Oregon—is about the best system for financing highway construction ever devised. It is simple and convenient. You buy your motor fuel. You use it as you please, wherever you please. It isn't burdensome, because you pay it a few pennies at a time.

It is FAR more convenient than the privately financed turnpike system, as anyone must realize who has used these fancy toll roads. When you come onto them, you get a ticket, and when you leave them, you stop at another tollgate and pay for the mileage you have used.

It's much simpler to pay your toll as you buy your gasoline.

For years, the federal government has levied a gasoline tax, but over the years it has used a lot of this money for purposes other than highway construction. In the states, there is growing pressure to raid the easily collected gasoline tax funds for purposes other than highway building.

I think if we'll resist this pressure to use funds collected from gasoline taxation for purposes other than roads, and will spend ALL of it on road building, we can get the highways we need more simply and more satisfactorily than by granting concessions for the building of toll roads by private investors.

## Senator Morse Gets Gift Of Prize Committee Seats From Democratic Party

By A. ROBERT SMITH  
News-Review Correspondent

WASHINGTON — The gift of one of the prize seats on the Senate Foreign Relations Committee which the Democrats gave Sen. Wayne Morse this week is expected to make formal membership in their party more attractive than ever to the Oregon senator.

For despite his personal preference to remain independent of either major party, Morse has now fulfilled a long cherished desire in stepping up to the blue-ribbon committee of Congress—and unless he becomes a Democrat in name, he runs the great risk of losing that seat more easily than he attained it.

The risk for Morse stems from the time-honored custom in the Senate for each of the two major parties to take care of only its own members in the delicate matter of making committee assignments. So long as Morse remains formally independent of either party, he is subject to this custom but to the dispensation of the party that happens to gain control of each new Congress. And Morse's own experience since his 1952 bolt of the Republican party best illustrates the insecurity of his independent status when it comes to getting good committee seats.

Two years ago, when the Republicans controlled the Senate, Morse fought a long, losing battle to retain seats on the Armed Services and the Labor Committees. The GOP tentatively offered to keep him on the former but not the latter, but he refused to accept any assignments from his former party. Instead, he demanded that the Senate as a whole assign him, which resulted in an unprecedented makeshift balloting in which Morse took a licking and ended up on the Public Works and the District of Columbia Committees. And that's where he stayed so long as the GOP was in control.

This year, changing his tactics, Morse made no such demand of the Senate but agreed to take his assignments from the Democrats—Foreign Relations, Banking and Currency and District of Columbia, the latter by his own choice. Democratic Leader Lyndon B. Johnson of Texas saw to it that Morse got the choicest of seats, for he thinks Morse "one of the ablest men in the Senate" and also it was Morse's vote which gave the Democrats their hairline margin to grasp control of the Senate this year.

But Johnson accepted the responsibility of assigning Morse to committees because he argues that this is the duty of the majority party, which this year happens to be the Democratic party. Two years ago, Johnson argued, it was the responsibility of the Republicans to take care of Morse, because then the GOP held a majority.

So Morse's committee insecurity as far as the future is concerned lies in the possibility of the Republicans returning to gain control, which could happen at any time if, say, a Democratic senator should die in office and be succeeded by the appointment of a Republican successor. This could lead to a reorganization of the Senate, with the Democrats becoming the minority party and giving up the chairmanships of the standing committees to the Republicans.

Such a turnover would mean that in the reshuffle for committee seats, Morse — if he remained an independent — would have to look to the new majority party, the Republicans, for his assignment.

In short, so long as the Democrats hold the Senate, Morse is reasonably certain of holding

this prize of his senatorial career. And if he becomes a Democrat, he will unquestionably move up the ladder of committee seniority, assuming three elder Democratic members — Chairman Walter George, who is 77, Green of Rhode Island, 87, and Barkley of Kentucky, 77 — don't outlive Morse, who is 54.

But should the Senate go Republican in a future election or sooner, and Wayne Morse is still listed as an independent, he will once more be at the mercy of the party he has scorned.

## Bills To Benefit Vets Introduced In Legislature

By PAUL W. HARVEY Jr.

SALEM — A Democratic-sponsored measure to pay a bonus to Korean War veterans greeted the Oregon Legislature Monday as it came back to begin its second week.

Introduced by Rep. Maurine B. Neuberger, Portland Democrat, the measure would give the same maximum \$600 bonus to Korean veterans as the World War II veterans received.

If the Legislature passes it, the measure would be on the general election ballot in November, 1956. The measure will go to a friendly committee, as the House Veterans Committee is the only Democratic committee in the Legislature.

The bonus would be financed by a property tax. The World War II bonus was financed in the same manner.

Mrs. Neuberger explained that the veterans organizations want a bonus provided by a bill, rather than by constitutional amendment. By means of a bill, the bonus would be paid this year.

She explained, however, that the best way to grant it would be by changing the constitutional provision for the World War II bonus.

The Republicans, at the request of the Oregon veterans legislative committee, got in some veterans bills, too.

One would change the repayment period for veterans farm and home loans to 25 years. It now is 20 years. Other bills would change the name of Armistice Day to Veterans Day, and provide for mortgage cancellation insurance in case of death of a veteran borrower.

These bills were introduced by Reps. Lloyd E. Haynes, Grants Pass; William W. Braden, Burns, and John D. Hare, Hillsboro.

**Other Bills For Vets** — Other new legislation introduced included a proposed uniform administrative procedure act. It would set up the same rules for holding hearings by state commissions.

Thirty-six new bills appeared, most of them minor corrective measures by the Department of Agriculture and Tax Commission.

Sens. Charles W. Binger, La Grande, and S. Eugene Allen, Portland, sponsored a bill to make it illegal to carry loaded guns in motor vehicles. The Game Commission wants it passed, but the Senate Game Committee wouldn't introduce it.

A bill to make logging truck trailers have wheel flaps on their trailers was introduced by Sen. Robert D. Holmes, Gearhart. These flaps, which cut down wheel spray that plagues vehicles which are behind the trucks, now are required on the trucks, but not on the trailers.

## Smaller Areas Swell Revenue Of Air Service

Proof that the smaller communities appreciate their comparatively recent place on the nation's air map was shown in 1954 when West Coast Airlines turned over a record \$1,200,000 in interline fares, more than 90 per cent of that figure going to eight directly connecting airlines.

Surprisingly enough, that figure was developed from only two out of every ten passengers since slightly per cent of West Coast's passengers are traveling from point - to - point within the company's 44-city route.

The year was a record-breaker in many respects. West Coast topped off the year with the best December in its history — flying 13,075 passengers for a 32.5 per cent increase over the same month in 1953.

Although some 425,000 less scheduled miles were flown, 166,928 revenue passengers were carried, 4,600 more than in 1953, for an all-time high. The company, which carries more passengers per thousand population than any of the nation's 14 local service airlines, also had a 45 per cent load factor, highest in its history.

## Dag's Mission 'Failure,' Sen. Knowland Asserts

CHICAGO (AP) — Sen. Knowland (R-Calif.) declared Monday that U.N. Secretary-General Dag Hammarskjöld's mission to Red China "was a failure by any fair standard or yardstick."

He referred to the secretary-general's attempt to obtain release of imprisoned American airmen, he added that within the U.N. "a massive propaganda buildup" is taking place to silence those who would analyze the mission as a failure, as Knowland has.

In an address to the convention of the Newspaper Advertising Executives Assn., the Senate minority leader said:

"The mission of Secretary-General Hammarskjöld was not a success and in my judgment no service is done the American people or those of the free world by pretending that it was."

## Eugene Paper Names New Pair Of Editors

EUGENE (AP) — Herbert C. Baker, city editor of the Eugene Register-Guard, has been named managing editor of the newspaper.

He succeeds Alton F. Baker Jr., who became editor last month after William M. Tugman resigned. Dan Sellard, former county news editor, succeeds Baker as city editor.

### COMMITTED TO HOSPITAL

PORTLAND (AP) — Richard R. Kidd, 20, who admitted setting three costly fires in downtown Portland last October, Monday was committed to the state mental hospital.

Circuit Judge Lowell Mundorff found him innocent of second degree arson, after trying the case without a jury.

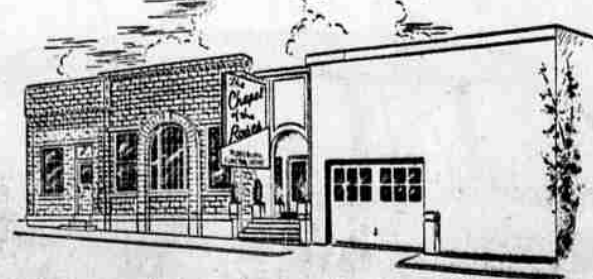
Two psychiatrists and a psychologist testified that Kidd was mentally ill and should not be at liberty. The commitment was for an indefinite term.

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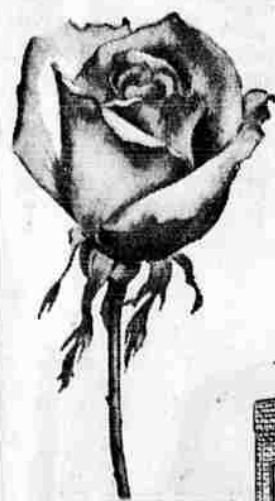
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