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TIME FOR COFFEE

Charles V. Stanton

The editorial desk of a newspaper is piled high each morning with "junk" mail.

If you have reason to contact the editor of any newspaper at an early hour in the day, you're apt to find him grouchy and short-tempered. This condition probably results from his bout with the morning's mail. After he has filled "File 13" with the postal garbage comprising about 99 per cent of his mail, and has had two or three cups of coffee and an aspirin tablet, he may begin to act more like a human being.

Most editors develop a slow burn, increasing in intensity, as they go through the pile of letters and documents on their desks.

Publicity has developed into a skilled art—and we use the word publicity in the sense of trying to chisel free advertising space from the newspaper.

Many concerns employ publicity firms to mail out "news" items, skillfully salted with advertising material. These concerns pay large sums of money to distribute their material with the hope some newspaper somewhere will use it. But try to get them to buy legitimate advertising space!

Free With Advi

These publicity scientists use the dodge of advice and information to convince editors their offerings have merit.

For instance, here's a neat little number from manufacturers of plumbing fixtures who in several hundred well-chosen words point out the error of keeping home construction costs down by installing only bare minimum plumbing facilities.

Did you know there are 5,000 names for red, the names being manufactured by makers of lipsticks, and that lipsticks contain oil? An oil company wouldn't mind having its name mentioned in an article telling the ladies how to use lipstick.

And here's an article telling in two or three columns of type about the Mexican government's inauguration of a grain storage program. It's very interesting reading, including the name of the manufacturers furnishing the pre-fab buildings.

A half-dozen or more announcements are received daily from corporations announcing changes in personnel, as if our readers would be interested.

Another group contains statistical material compiled by this or that independent research organization (Name in capital letters, please).

Then there are "releases" from a large segment of the nation's popular magazines offering "digests" of the interesting articles in issues now on newsstands.

Couple these with political letters, copies of speeches, reprints from Congressional Record, etc., from politicians, policy statements from organizations, government agencies, bureaus and departments, together with advertising material from manufacturers distributors press associations and syndicates, and you can understand why the editor is a cantankerous old goat before his morning coffee break.

Tough Decisions

Some of the articles are so cleverly written that the editor has a hard time to decide whether or not they constitute real news.

Particularly is this true in the case of releases from automobile manufacturers, to cite one example. Their publicity, dealing with new models, engineering changes, statistics on power, controls and operation, carry information to every person interested in automobiles. But, if the newspaper gives away advertising space on which it relies for revenue, how can it continue to function as a service to the public in the dissemination of news?

The editor's mail puts him on the spot every morning. He must hew to the fine line separating news and advertising. He is under constant pressure, to use publicity material, not only from the manufacturer but frequently from the manufacturer's local representative.

The local merchant gets an item accompanied by a personal letter saying that the "editor will be glad to have this information." So the merchant, a friend of the editor, and a good local advertiser, comes in with the publicity material. He goes out irate and determined never to put another ad in the newspaper, because the editor wasn't at all glad to get the item and blew his top about "those (deleted) chiselers."

Now, for a cup of coffee!

Hal Boyle

By STAN SWINTON
For Hal Boyle

ROME (AP) — Beating the income tax is a national sport among the rich of Italy and France. Mass cheating costs both governments untold millions. Each has tried to crack down, with limited success.

The American taxpayer has a stake in this situation as he prepares his tax return—with no cheating permitted—for the April 15 deadline. Part of his taxes goes for foreign aid, and he can ask: "Why should my money go to help countries where the rich often dodge taxes?"

The U.S. government agrees there's no justice in that. It has used its influence to encourage tax reforms in those countries. The French and Italian governments agree too—but look at their problems.

Gina Lollabrigida is probably the highest paid film star in Europe. She declared an income of \$4,800 last year. The government estimated her minimum earnings at \$40,000. That's sheer gallantry if you credit a private estimate in the film industry that she may have taken in as much as \$350,000.

Handsome actor-director Vittorio De Sica told the tax man he earned \$16,000. The collector thought \$64,000 was about right. An authori-

tative Italian source says De Sica probably made \$800,000.

Blue-blooded Prince Alessandro Torlonia declared \$17,000 income—somewhat short of the \$1,239,880 the tax man estimated.

How do they get away with it? In Italy the present tax law has no provision for sending tax dodgers to jail. In France, cheaters who are caught get off with fines, almost invariably. Most never are caught.

But the basic problem is more complicated. The income tax is old stuff in the United States, which derives over 80 per cent of government income from individual and corporate income levies. Here the rich always have been powerful and most revenue comes from hidden taxes, taxes that hit the poor harder proportionately than the rich. Only in recent decades has the balance of power shifted and the tax structure been modified.

France collects only about 25 per cent of national revenues from income tax. Hidden taxes on in-

Bruce Blossat

Political debate in America always has had a fanciful quality about it. But seldom has it been more unreal than in the postwar years.

All the most scrupulous experts agree that election results, opinion polls and other gauges show the great bulk of the American people to be moderate—minded in both domestic and foreign matters.

The two major political parties appear to have prospered lately in the degree to which they have put themselves in tune with the American majority's quite temperate demands for action in government.

This necessity for hewing to a moderate line has brought the two parties quite close together in many policy questions, like the continuation and expansion of social security, the development of an adequate defense, the building and maintenance of friendly ties with other nations in an atomic age.

Yet the American politician finds this a painful dilemma. For campaign purposes he likes to be able to draw sharp lines and make bold distinctions. He wants to blast the opposition. With everybody hovering around a broad center, this is really tough.

The old pro doesn't like to concede that in many ways the only difference between himself and his opposition party is that which once was so well expressed in the play called "Sixteen"—"They're in, and we're out!"

So, lately more than usual, he has taken to manufacturing all sorts of differences in the effort to create issues that will impress the American voter.

In the last years before the Republicans captured the White House in 1952, their exaggerations on some issues suggested they were going to remake the entire government from top to bottom, and sweep away our then existing form of government at a stroke.

When the GOP moved in, they found that the steel wrecking ball had no place. They have been able to do some useful remodeling and a good deal of wholesome broom work. But essentially, the house of their predecessors still stands.

Now it is the Democrats who are scrambling to make themselves seem different. The artificiality of some of their arguments is possibly a little harder to take than some of the old Republican guff, since the Democrats were in office only three years ago and are presumed to know better.

They keep chomping away at present foreign policy as if all our alliances were crumbling. Russia was at the gates and we were doomed, in their hearts they know full well if they had the reins the difference would probably be mere matters of emphasis, timing, and the like.

American politics being what it is, talking about this isn't going to change it. But maybe it will enable some of our citizens to hold fast to their calm in the face of the long snorting of the old political fire horses.

Morse, Assuming Patterson To Be Opponent, Launches Frontal Attack At Hearings

By A. ROBERT SMITH
News-Review Correspondent

WASHINGTON — Sen. Wayne Morse is mapping his forthcoming campaign for re-election on the presumption that his challenger will be Gov. Paul Patterson.

And unlike most orthodox campaigns staged by political incumbents, which call for ignoring the challenger as long as possible, Morse is beginning by a frontal attack on Patterson long before it is certain in the Republican camp that the governor will be the GOP candidate.

Morse and his associates have been carefully setting the stage for the first round in this aggressive campaign for this week, when Morse and Patterson met in public hearings at Portland on the Hells Canyon issue.

Last week at The Dalles Morse publicly challenged Patterson to take a stand on the question of the high federal dam in Hells Canyon. Later in the week it was disclosed that the governor would be called as a witness in the hearings being staged by the Senate Interior Committee on Morse's bill to authorize the high dam.

Whatever the outcome of this session, the senator has unhesitatingly declared that the public issue of federal vs. private dams which the Hells Canyon debate symbolizes, will be a major plank in his re-election platform next year.

While it is being observed with satisfaction in the Morse camp that there is no visible scramble underway among Republicans to take on the hard-punching convert to the Democratic party, this is also a weathervane which Morse and his crew think points to Patterson. For, they ask, who else is there?

This question is coupled current-

dustly, food, sales and the like make up the rest.

Italy picks up about one-sixth of the government income from direct taxes. The bulk comes from a three per cent tax on every transaction in the country, national monopolies on salt and tobacco and similar levies.

Leaders in both countries recognize that income taxes are a fair way to apportion the cost of government on the basis of ability to pay. The public is liable to convince, however, Latins prefer paying in drabs and drabs.

Actually it costs them as much or more under the present system. The over-all tax burden in Italy is 27 per cent of gross national product. In France it's 31 per cent.

There is some excuse for the rich ducking taxes. If an honest man paid all the indirect taxes and the full income tax, he could go broke. The tax rate anticipates cheating in declarations. In France, for example, income tax rates for the middle and upper brackets are higher than in America even despite the tremendous additional burden of indirect taxes.

The tax collection system encourages bribery and evasion, too. Many a tax collector is a \$250-a-month civil servant. Temptation is great.

Moreover, Europeans don't talk about their incomes the way Americans do. Nobody ever really knows how much a rich man has. Complete books are rare. Often the honest collector estimates wealth on the basis of the number of yachts, grand pianos, Riviera villas and sports cars he can trace to the tax payer.

It's a grim picture—but not a hopeless one.

Italy expects to have a new law on the books this summer instituting jail sentences of up to six months for major tax evaders. The average taxable income declared by Italians tripled between 1931 and 1954—strong evidence the higher income groups are being more realistic in their declarations. The number of returns rose during the same period.

France has had less of a crack-down on income tax payers, but both countries are trying to extract more of their taxes from the rich. Each is meeting resistance from the citizenry.

ly with the observation that during this Easter congressional recess, when many members of Congress take occasion to build new political fences in the grass roots, only one Republican in the Oregon congressional delegation planned public appearances in the state. That was Rep. Harris Ellsworth, who had several appearances in connection with his "partnership" bill for construction of Cougar and Green Peter dams, all within his own southwest Oregon district.

Rep. Walter Norblad, who was regarded as a leading senatorial prospect by Republicans last year in the event ex-Sen. Guy Corbin had decided not to run, making it plain he has no urge to tackle Morse. His recess plans called for nothing beyond a personal visit with his parents at Astoria. Moreover, Norblad has discontinued a weekly radio broadcast which in recent years was carried by a string of stations, some outside his northwest Oregon district.

Rep. Sam Coon, the third Republican, is sticking close to the capital during the spring vacation period.

Morse, however, with frequent trips to Oregon from the capital and more frequent radio talks, is seeking to build upon what he and his political advisors believe was a vote of confidence for Morse last fall in the election of Sen. Richard L. Neuberger, for whom Morse campaigned.

In short, though Republicans are uncertain who their candidate may be, Morse has become convinced it will be Patterson—and he is off and running in the longest and toughest race of his 11-year political career.

IN THE DAY'S NEWS

By FRANK JENKIN

(Continued from Page One)

For whatever reason, there is relatively little across-the-border trade in these twin towns, and the bulk of what there is accounted for by Mexican people who come over the line to buy American goods.

In the block nearest to the international boundary in Calexico, prices on goods displayed in the windows and offered for sale in the stores are quoted both in pesos and in dollars. The signs and price tags are in Spanish and English.

In Mexicali, the prices are quoted in pesos only and the sign in Spanish only. The rate of exchange is 12 1/2 pesos for a dollar, and when you ask what the price is in dollars most of the salespeople have a curiously roundabout method of arriving at the quotation. They pick the price in dollars out of their minds and multiply it by eight. If the resulting computation comes out the same as the marked price in pesos they tell you what it is, and if it doesn't come out even they tell the problem over again.

One can't help being reminded of the ancient tale about the tourist who was riding through Nevada in the parlor car with a Nevada cattleman. They passed a vast herd of cattle, and the tourist asked the native how many animals did he reckon were in sight. The cattleman did a quickie on his fingers and answered: "There are exactly 4,822, counting a couple of runt calves."

"How did you count 'em up so quick?" the tourist asked.

"Oh, that was easy," the cattleman explained. "I just counted the feet and divided by four."

In Nogales, they are anxious to make sales, although the visiting Americans aren't given any rush acts. I state this as a general rule, but it has its exceptions. The exceptions are the small fry who swarm all over the place with boxes of chewing gum and importunate one to buy at anywhere from a penny up to whatever they think the prospect is good for. They have

Congress Chat

By HARRIS ELLSWORTH,
M. C., 4th Oregon District

Just before the April 1 deadline a bill to continue corporation tax at 52 percent rather than allow them to drop to 47 percent was passed by both Houses and sent to the President. That same bill also prevented a drop in the excise taxes on liquor and other items. The extension of those taxes allows the Treasury to collect \$2.8 billion which would otherwise be lost.

This was the bill to which the "52 for everybody" political rider was attached in the House by a close vote. The Senate removed the rider. When the Senate version of the bill—the simple extension without a rider—came back for final House action it was approved by a vote of 38 to 8. Those who had fought so valiantly for the 52 percent when it was voted in the House had obviously lost their enthusiasm for the idea.

The cold mathematics of the Military Pay Adjustment Bill which Congress approved would appear to indicate that the cost of maintaining our Armed Forces has been increased by nearly three quarters of a billion dollars annually. Actually that is not the case even though the actual salary cost does go up by that amount. The increase is the first one in several years and amounts to an average of 6.7 percent. But the important and money saving part of the legislation is that it adjusts numerous inequities and is expected to step up the percentage of reenlistment and save the resignation of expensively trained officers and men. Testimony given before the Rules Committee by the Chairman and Members of the House Armed Services Committee who wrote the bill clearly indicated that the saving in training cost which runs from \$5000 per man up would save the amount of the increase even if the number of reenlistments encouraged by the bill dropped far below estimates.

Not long ago I spent a day out at the Army testing grounds at Aberdeen, Maryland, and saw new Army equipment and weapons. The weapons are complicated and amazing devices. The automotive equipment is fabulous. The Army is no longer just a marching and rifle shooting organization—it is a highly mechanized fighting machine of which every man is a trained and skilled part.

In these weekly letters I seldom pontificate on the subject of foreign policy or attempt to tell the President what to do or not to do in handling the tense world situation. I think those who do are just plain foolish—or worse. Sunday afternoon I watched and listened to several "curbstone statesmen" on the television. It was depressing. I do not want to be guilty of adding to it.

But there is one important fact that seems to be overlooked in all of the discussion now raging as to whether or not we should assist in the defense of the coastal islands, Quemoy and the Matsu. That decision is a strategic decision. We clearly have the right and the need to keep Formosa from falling into the hands of the Communists. Congress has given the President the authority to do that. If, in order to hold Formosa it is necessary to prevent the Chinese Communists from having the coastal islands as a jumping off place, we must assist in defending them. If those little coastal islands are not strategically necessary to the defense of Formosa we need not bother with them. Our decision on this point has not been made public. To do so would be to give undue advantage to the attackers.

Dog Bites Two Children; Owner Being Sought

Warm spring weather brought canine problems to Roseburg city police officers.

Wednesday afternoon police removed a pekingese from 502 S. Jackson St. after it had reportedly bitten two children, according to complainant Harold Hunnicut. The dog was taken to the city pound. Officers were unable to find the owner.

Later in the day John B. Randall, Camas Valley Rte., told police a brown cocker spaniel ran out and bit him in the leg as he walked down the 400 block on North Jackson street. Randall was uninjured as the dog did not bite through his clothing.

Randall told officers he'd "seen the house on the prowl" on other occasions.

Disposing Of Radioactive Substances Poses Problem

By RENNIE TAYLOR
Associated Press Science Reporter

SAN FRANCISCO (AP) — Atomic power may be limited by the lack of an effective way to dispose of the dangerous radioactive substances it produces, says Dr. Glenn T. Seaborg, noted nuclear chemist.

Nobody yet has come up with an ideal solution and it may require some original thinking, Dr. Seaborg Wednesday told an atomic energy conference sponsored by Stanford Research Institute and the Atomic Industrial Forum.

This problem, Dr. Seaborg said, is an example of the need for "uninhibited thinking" in basic research.

In reactors uranium breaks down into other substances which are radioactive and therefore dangerous but which do not produce power. They have to be replaced. Also water, sodium and other materials used for conducting heat away from reactors become radioactive and have to be disposed of. Parts of reactors themselves become "poisoned" this way.

Atomic scientists have used several different methods of disposal. Radioactive water is kept in reservoirs for a while and then released into rivers. Breakdown particles are sealed in big concrete coffins which are hauled away to remote places and buried or taken out to sea and dumped.

Some of these methods are clumsy and relatively expensive. And they have involved only small quantities of material. But an atomic power age would multiply this volume hundreds of times and the problem would become proportionately troublesome.

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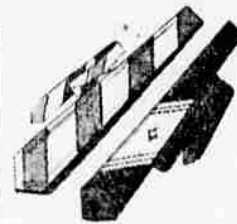
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