

# 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 at New York, Chicago,  
San Francisco, Los Angeles, Seattle, Portland, Denver  
SUBSCRIPTION RATES—In Oregon—By Mail—Per Year, \$12.00; six months, \$6.00;  
three months, \$3.50. Outside Oregon—By Mail—Per Year, \$13.00; six months,  
\$7.00; three months, \$4.00.  
By News-Review Carrier—Per Year, \$13.00 (in advance), less than one year,  
per month, \$1.15.

## CUT IT OUT!

Charles V. Stanton

The problem of "postal garbage" was discussed in this column yesterday, with reference to the chiseling attempts of so many concerns to obtain advertising benefits through free mention in the news columns of the newspaper. I pointed out that the editor of a newspaper is placed on the spot daily by requests and demands for publicity which should go into the paid advertising columns. I said also that it frequently is difficult to define the exact line between news and advertising.

A good example of the type of borderline publicity is found in a weekly release from the Chamber of Commerce at Yachats, Oregon. Here is an outstanding example of the science of publicity.

Each week newspapers receive from the Yachats Chamber of Commerce a news story telling of conditions and events at the popular beach resort. There is no question of definition. The matter is strictly advertising. It is designed to draw more people to Yachats for the benefit of the business interests of that community. Consequently, it should be paid for at advertising rates.

Yet, many people are interested in knowing what is going on at the coast, when the tides are right for clamming or fishing, what fish are running, and other such information. Furthermore, a Chamber of Commerce is a non-profit organization and isn't expected to have an advertising fund sufficient to cover all Oregon newspapers.

### Material Artfully Presented

Most intriguing in this material from Yachats, however, is the style in which it is presented.

Consider this gem, for instance:

As we look out the window the hail from the last squall is piled high on the sill, and the sun is shining warmly. The ocean is angry and rampaging in one direction and living up to its name, the blue Pacific, not far away. See the spindrift sail high on the seaward wind, like a fleet of toy catboats. Between times the sea may be a pool of azure with wavelets which say no more than "plop."

The swallows are back and wondering why. Daffodils bloom brilliantly, looking very summery when the sun is shining and very brave when the sky turns gray. Within a few hours there may be mist or a downpour, sunshine, hail or sleet or snow, gentle zephyr, a gale, romping gusts, or no wind at all, changing from minute to minute.

It is a sorry sport who lets the weather dictate his mood; who enjoys nothing which is not blessed with sunshine. A waterproof is the most serviceable garment for the beach; it sheds rain but it also breaks the wind, and it is light to carry when it isn't needed.

Come and enjoy April with us — its laughter and its tear.

Cut it out, Swanie!

If you don't I'm apt to find myself wheeling the family jalopy down to Yachats and, like the swallows, wondering why.

### WESTERN REGION. "A SMALL AMOUNT"

Most of the pulpwood used by the nation's pulpwood industry comes from small ownerships and farm woodlots, reports the American Forest Products Industries. Although the industry spends some \$14-million annually in management of its own forest lands, approximately 4,220,000 owners of small woodlots furnish the major part of the raw material.

Pulp companies, owning or leasing only six per cent of the nation's commercial forestlands, will always have to buy millions of cords of pulpwood annually from farmers, even after their own lands reach capacity production some 25 years hence.

In the Appalachian region 60 per cent of the pulpwood supply comes from small landowners. In the South 70 per cent; Northeast 30 to 50 per cent; Lake States 50 per cent, and, from the Western Region, says American Forest Products Industries, "a small amount."

Pulp and paper production does not yet figure materially in the timber usage of the Pacific Northwest. Other regions have gone through their stage of primary manufacture and have turned to pulp and paper to utilize new growth. Eventually this stage will be reached in the Northwest and in Douglas County. The farmer and small land owner, providing woodlots are properly managed in the meantime, will then have a real asset.

Hal Boyle

BY A. L. GOLDBERG  
For Hal Boyle

OTTAWA (AP) — Canada's 9,000 Eskimos, too, are getting their best furs and gayest colored clothing in order for another Easter far above the Arctic Circle.

In Akavik, Paulatuk, Arctic Bay, Pond Inlet, and a score of stations strung across the flowering wastes further south, missionaries are thinking about their brief sermons, rehearsing their tiny choirs and arranging for the cookies and candy that are part of every major religious festival in the northern territories.

The old hymns are always a big part of the celebration. The tribespeople sing in their tribal dialect, but the tunes are the familiar standbys.

Both hymns and prayers are written out in a sort of shorthand representing language sounds. It's the Eskimos' only common written language.

And for the little groups of English and French speaking people—doctors, nurses, traders, mounties, weather observers, prospectors—the holiday will renew a sense of community.

Even out in the trapping camps of three or four families, the Eskimos have seen the Roman Catholic priest of the Anglican Fathers, or the padre of the Oblate Fathers, riding a circuit by dog team, bringing a spiritual message and checking to see whether anyone is sick or injured.

"It is an inspiring thing to see them come into such an ice



TYPICAL TERRAIN of the 30,000-acre Weatherly Creek burn is shown here. The site, northeast of Scottsburg, was the scene Thursday of 10th annual tree planting program federal officials came to see the show.



RONALD PERRY, Karen Thomas (left) and Peggy Soleim are shown planting a seedling to help reforest the badly burned Weatherly Creek area. After digging the hole, Ronald stands by while his schoolmates tuck dirt around the little tree. (Pictures by Paul Jenkins).

## Doctor Says Stronger Wine Wouldn't Cause Alcoholism

SALEM (AP) — A physician who has treated alcoholics for 13 years said Wednesday that alcoholism wouldn't be increased by sale of fortified wine in grocery stores.

Dr. John R. Montague, Portland, told the House Alcohol Committee that the amount of alcohol in a beverage "has no relation to what an alcoholic will drink. 'Winos' are a small proportion of the number of alcoholics."

"If a man is an alcoholic, it doesn't make any difference to him what he drinks. And making it easier or harder for him to get alcohol doesn't change the situation."

The bill would allow retail sale of wine with 21 per cent alcohol. The limit now is 14 per cent.

Gerald Meindl, spokesman for the Wine Council of Oregon which introduced the bill, said there has been a great change in public sentiment since passage of the 1941 law banning retail sale of more

than 14 per cent wine. Such wine now is sold only in liquor stores.

Before the 1944 law was passed, wine sales in Oregon totaled 685,000 gallons a year. Now, Meindl continued, the amount has dropped to 136,000 gallons.

George Woodworth, attorney for the State Liquor Commission, said passage of the bill probably would take the state out of the wine business. The state stores, he added, make little profit on wine while carrying a big inventory.

The committee killed Senate bills to impose penalties on liquor commission employees who accept gifts, and to require reasonable standards of food service where liquor is sold by the drink.

Liquor is sold by the drink.

Unfortunately it is not an unusual thing for a news story to give an entirely wrong impression by the omission or addition of a few words.

In discussing this bill before the Senate I told the legislators of the hearing which had been held on the bill. I told them that the group of teen-agers who appeared to discuss the bill presented the most thought-provoking and well organized discussion that I had ever been privileged to hear at any hearing. I also told them that several of those teen-agers did not favor the bill and that in their words they felt that "most eighteen year olds were more interested in chasing members of the opposite sex than in taking part in political activity."

I would like to have all young people in that bracket realize that I have not in any way wished to belittle their qualifications, and I do realize that that age group today is probably far more serious and more capable of taking part in governmental activities than they were a few decades ago.

It was pointed out by the group at the hearing that our laws will not allow persons to serve on juries deciding controversial questions until they are twenty-four years old and certainly as much maturity is needed to decide on matters of government as on personal differences. I have not contended that there was any lack in intelligence or willingness, but only in maturity in some of those in this age group.

PAUL E. GEDDES  
State Senator  
Salem, Oregon

PORTLAND (AP) — Two Army recruiters in Oregon—M. Sgt. Harold Caya of Portland Sgt. John Van Roy of Coos Bay — will appear for talks and other off-duty functions in the new Army dress blues.

Blue and gold, the uniforms are now available for purchase by soldiers through civilian stores at about \$110. After the current test-wearing by recruiters here and elsewhere, the quartermaster will decide on what materials to use and then offer them for sale, probably by next winter. They are not required.

Now up there they can expect four or five trips by planes which fly over the bay ice. If the planes don't come in to land, they at least make frequent mail and package drops. And folks can get out, too, hitching rides in company or private planes.

ST. LOUIS (AP) — The St. Louis Cardinals have been named the "most popular" team in the National League by a poll of 10,000 fans.

The Cardinals, who finished second in the league last year, were named "most popular" by a poll of 10,000 fans conducted by the St. Louis Post-Dispatch.

The poll was the first of its kind in the history of the St. Louis Cardinals, who were founded in 1882.

### Bill Requires Payment For Property Damages

SALEM (AP) — The Senate passed and sent to the House Wednesday a bill to make counties pay property owners damages caused by changes in road and highway grades.

The state already has to pay such damages. The bill was 'ought by Multnomah County commissioners, as it would affect the county's plans for the proposed Morrison Street bridge reconstruction.

### ACTOR CONVICTED

BEVERLY HILLS, Calif. (AP) — Movie actor Brian Donlevy has paid a \$150 fine and promised to refrain from drinking for a year after being convicted of drunk driving.

### GUARANTEED SERVICE All Makes RADIOS-TV HALLICRAFTER TV SETS

One of the finest equipped shops in Oregon to handle your television repairs. More trained help has been added.

FOR SERVICE CALL  
PHONE 3-4123

KLUPER  
RADIO  
PACIFIC HIGHWAY NORTH

### Sen. Geddes Clarifies Statement On Voting Age

SALEM — I was very much interested in reading the fine letter to the editor from a student in Roseburg Senior High School, Brad Wiles. I was very glad to receive his reaction to the proposed bill to grant the vote to eighteen-year-olds and I was not surprised to have him take offense at the quotation which purportedly was made by me to the effect that young people that are not concerned with much except pursuing the opposite sex.

Unfortunately it is not an unusual thing for a news story to give an entirely wrong impression by the omission or addition of a few words.

In discussing this bill before the Senate I told the legislators of the hearing which had been held on the bill. I told them that the group of teen-agers who appeared to discuss the bill presented the most thought-provoking and well organized discussion that I had ever been privileged to hear at any hearing. I also told them that several of those teen-agers did not favor the bill and that in their words they felt that "most eighteen year olds were more interested in chasing members of the opposite sex than in taking part in political activity."

I would like to have all young people in that bracket realize that I have not in any way wished to belittle their qualifications, and I do realize that that age group today is probably far more serious and more capable of taking part in governmental activities than they were a few decades ago.

It was pointed out by the group at the hearing that our laws will not allow persons to serve on juries deciding controversial questions until they are twenty-four years old and certainly as much maturity is needed to decide on matters of government as on personal differences. I have not contended that there was any lack in intelligence or willingness, but only in maturity in some of those in this age group.

PAUL E. GEDDES  
State Senator  
Salem, Oregon

PORTLAND (AP) — The St. Louis Cardinals have been named the "most popular" team in the National League by a poll of 10,000 fans.

The Cardinals, who finished second in the league last year, were named "most popular" by a poll of 10,000 fans conducted by the St. Louis Post-Dispatch.

The poll was the first of its kind in the history of the St. Louis Cardinals, who were founded in 1882.

ST. LOUIS (AP) — The St. Louis Cardinals have been named the "most popular" team in the National League by a poll of 10,000 fans.

The Cardinals, who finished second in the league last year, were named "most popular" by a poll of 10,000 fans conducted by the St. Louis Post-Dispatch.

The poll was the first of its kind in the history of the St. Louis Cardinals, who were founded in 1882.

ST. LOUIS (AP) — The St. Louis Cardinals have been named the "most popular" team in the National League by a poll of 10,000 fans.

The Cardinals, who finished second in the league last year, were named "most popular" by a poll of 10,000 fans conducted by the St. Louis Post-Dispatch.

The poll was the first of its kind in the history of the St. Louis Cardinals, who were founded in 1882.

ST. LOUIS (AP) — The St. Louis Cardinals have been named the "most popular" team in the National League by a poll of 10,000 fans.

### DON'T WAIT FOR AN ACCIDENT BEFORE YOU GET INSURANCE

Insure  
With The West's  
Leading Writer of  
Automobile and  
Truck Insurance  
**SAVE MONEY**

A FARMERS "Continuing form" non-assessable policy eliminates yearly resale cost . . . THE SAVING IS PASSED ON TO YOU.

See, write or call—

**CLARENCE V. DeCAMP**

DISTRICT AGENT  
636 S. Stephens St. ORchard 2-2618

FARMERS INSURANCE EXCHANGE  
TRUCK INSURANCE EXCHANGE

### Go To Church Easter Sunday

#### BE OUR GUEST —

We will provide Taxicab service to the Church of your choice, Easter Sunday, during the hours of 8 A.M. and 12 noon at our expense.

Call OR 2-2666 stating you wish a cab to go to Church. Kindly give us sufficient time to properly take care of you.

### ROSEBURG CAB CO.

"Radio Equipped"  
Phone OR 2-2666

AROUND THE CLOCK  
TAXI SERVICE

### HAUNTED BY APR. 15th? MONEY FOR TAXES!

SEE Commercial-Industrial Finance

LOANS \$25 to \$2500

AUTO - FURNITURE - SALARY

Commercial INDUSTRIAL  
Finance Corporation

334 N. Main St. ORchard 3-4494

IF YOUR PAPER HAS NOT ARRIVED  
BY 6:15 P. M., DIAL 2-2631



### MEET THE VOLKSWAGEN

EVERYONE'S TALKING

ABOUT THE

"AMAZING VOLKSWAGEN"

Manufactured by the World's

Fourth Largest Auto Maker

This is the Volkswagen that has won world fame in a few short years. Those who own one claim that it is the most sensible thing on wheels. Its smart appearance and practical European lines charm the eye. It is powered by what people say is the best designed and most reliable engine within its class every built. It is a car that will put money in the bank for you. It gives a maximum of performance for a minimum of outlay and is sparing of every cent spent on it.

- ★ Powered by a Four Cylinder, Overhead Valve, Opposed, Air-Cooled Engine
- ★ Torsion Bar Individual Wheel Suspension
- ★ Peppy Top Cruising Speed
- ★ Up To Forty Miles Per Gallon

'1655<sup>00</sup> DELIVERED IN MEDFORD

YOUR VOLKSWAGEN DEALER FOR SOUTHERN OREGON

**MORSE MOTORS**

1201 North Riverside Medford Phone 2-7254