

The News-Review

Published Daily Except Sunday by the
News-Review Company, Inc.

Entered as second class matter May 7, 1929, 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, \$3.25. Outside Oregon—By Mail—Per Year, \$13.00; six months, \$7.00;
three months, \$3.50.
By News-Review Carrier—Per Year, \$12.00 (in advance), less than one year,
per month, \$1.25.

OUR CONGRATULATIONS

Charles V. Stanton

Congratulations to the *Albany Democrat-Herald*!
The Albany paper is the latest Oregon daily to join
the 10,000 circulation class.

The *Democrat-Herald* announces editorially that its
circulation, approved by the Audit Bureau of Circulations,
hit the 10,000 mark during the month of April.

The 10,000 reader classification is highly prized by
small newspapers. For some reason, the publisher takes
more delight in passing the 10,000 mark than adding an-
other 100,000 to a big metropolitan daily. It is an impor-
tant milestone in the life of a newspaper.

The *News-Review* topped the 10,000 mark in 1953 and
is pressing toward 11,500, a figure it expects to reach be-
fore the end of the year. But no matter how big *The*
News-Review may grow, there will never be a thrill to
exceed that of hitting 10,000.

Another factor making the goal attractive to the pub-
lisher is that of eligibility for additional national adver-
tising. Some national advertisers will not advertise in
newspapers of less than 10,000 circulation. Many prefer
papers in the 10,000-15,000 class.

Oregon Newspapers Growing

Last year, however, the 10,000 classification wasn't so
hot. Although in the past papers of that size have enjoyed
a preferred position in national advertising, for some re-
ason, as yet unexplained, national advertising gains in the
10,000-15,000 class were lower last year than in other
groups. Statistics so far this year, however, indicate a
return to normal.

Some analysts hold the theory that the beating taken
by the usually preferred group in 1954 came about be-
cause of television. Many firms experimented with TV,
they say, but found the small newspapers to give better
advertising returns at lower cost, so have returned to the
fold. This theory appears to be supported by changes in
television advertising in recent months.

But, aside from the financial aspect, it is interesting
to observe the growth of Oregon newspapers in compar-
atively late years.

It was only a few years ago that no newspapers out-
side Portland and Salem could boast circulations in ex-
cess of 5,000.

Then Lane County started its boom. The *Eugene Reg-
ister* and the *Eugene Guard* were consolidated as the
Register-Guard which now is the largest newspaper out-
side Portland, with more than 31,000 circulation.

Salem, the smallest city in the United States to have
two newspapers, is am told, provides circulations of be-
tween 17,000 and 18,000 for each of its two papers, the
Capital Journal and *Oregon Statesman*.

Southern Oregon Gains

A most interesting and pleasing situation exists in
Southern Oregon. The *Medford Mail-Tribune*, pressing
15,000 circulation, the *Klamath Falls Herald & News*,
now nearing 13,000 and *The News-Review*, with more than
11,000, all affiliated through the Southern Oregon Publish-
ing Company, represent a total circulation in the Southern
Oregon-Northern California field of almost 40,000.

While only Salem, Eugene and Albany in the popu-
lous Willamette Valley have passed the 10,000 mark, three
newspapers in Southern Oregon, where population is more
widely scattered and distribution is a greater problem,
have passed the coveted mark. Another Southern Oregon
paper, *The Coos Bay Times*, also is balancing at 10,000,
having been slightly over and slightly under, depending on
economic conditions. It doubtless will soon hold a posi-
tion above 10,000.

The *Pendleton East-Oregonian* now around the 9,000
mark, probably will be the next paper behind Coos Bay
to break the tape, as a result of growth in that commu-
nity.

It is extremely gratifying to observe the healthy
growth of Oregon newspapers. Publishing a newspaper
under inflationary conditions, when all costs are rising
steadily, is a rugged business. The fact that Oregon
newspapers are forging ahead, in spite of handicaps,
should be more widely appreciated.

Hal Boyle

NEW YORK (AP)—The Davy Crocketts of this generation
are the suburbanites.
They are the kings of a new frontier—the housing devel-
opments springing up like dandelion patches around the
rim of every major American city.

These suburban settlers face
more perils than ever confronted
the original Davy Crockett. All he
had to worry about were Indians,
bears and bobcats. His trusty rifle
proved to be weapon enough to
deal with them.

Your new suburbanite, on the
other hand, is confronted by all
kinds of open and hidden menaces
to his feeling of security and well-
being—such as rising taxes, in-
creasing commuter fares, spread-
ing crabgrass, poison ivy, and that
greater danger of all, the fix-it-
yourself mania.

Let me explain that last point
further.
One of these modern-day Davy
Crocketts, a friend whom we'll
call Ronald Malfare, moved to the
suburbs several years ago and
ever since he has been asking me:
"Why don't you get wise, pull
out of the city and buy a house
out my way?"

"Frankly, I don't have the cou-
rage," I keep telling him. "Every-
body has its form of cowardice,
and I'm a machine-age coward.
Life is too risky in the
suburbs."

"I don't get you," says Ronald.
"Well, everyone I know who be-
comes a suburbanite buys a house
that is either half-finished or be-
gins to fall apart the day he moves
in," I tell him. "He finds he can't
afford to hire expert help, so he

decides to fix up the place him-
self. He may not have driven a
nail for 20 years, but immediately
he becomes a carpenter, a plumb-
er, a paper-hanger, a painter, an
electrician and a landscape
artist."

"What's wrong with that?" asks
Ronald. "It's fun."

"It may be for a guy with a nat-
ural aptitude for tools, but for a
lot of people, including me, it's
downright dangerous."

"Who you trying to kid?"
Well, finally I got the official
figures in the accident toll among
home repair fans for 1954 (com-
piled by an insurance company
engineer) and read them to Ron-
ald.

"Last year," I informed him,
"600 thousand fix-it-yourself boys
suffered disabling injuries."

"Here is how they were hurt:
115,900 performing home carpen-
try; 88,729 making their own furni-
ture; 95,000 replacing broken win-
dow panes; 76,000 painting the out-
side of their house; 57,000 repair-
ing gutters and troughs; 47,000 put-
ting up or taking down storm win-
dows; 33,000 pruning trees; 32,000
repairing roofs; 31,000 doing in-
terior painting; 11,000 fixing chim-
neys; 16,400 putting up TV anten-
nas."

In 300,000 of the accidents lad-
ders were involved, power tools in

Part of Mr. Molotov's Bag of Tricks



Naming Of East As Federal Judge Relieved Jittery GOP; Neuberger Backs Candidate

By A. ROBERT SMITH
News-Review Correspondent

WASHINGTON (Special)—Pres-
ident Eisenhower's nomination of
Circuit Judge William G. East of
Eugene to be a federal district
judge for Oregon caused great
signs of relief from Oregon polit-
icians on both sides of the party
fence.

Republicans were most relieved
because they had been nursing a
bad case of the jitters for many
weeks out of fear another in the
long series of hitches would de-
velop to add to the year-long de-
lay that ensued between the pro-
motion of Judge James Alger Fee
to a higher court and the appoint-
ment of his successor.

During that year they had first
put forth an Oregon City Circuit
Judge, Ralph Holman, only to with-
draw his name after a hassle de-
veloped within party ranks. Some
GOP elements were critical of the
Holman choice because they feared
he would be vulnerable to criti-
cism for having not long before
allowed the bailiff and clerk of his
circuit court to act as appraisers
in the settlement of an estate,
thereby permitting them to collect
extra fees.

Although this was not an uncom-
mon practice, it resulted in a
switch in party recommendation
for the Oregon judgeship and sub-
mission of Judge East's name to
Attorney General Herbert Brown-
ell, who passes on all such posi-
tions before they can go to Eisen-
hower.

Formal nomination of East this
week, over four months after his
name was submitted to the admin-
istration, was the cause of relief
on the Democratic side as well,
particularly in the camp of Sen.
Richard L. Neuberger (D-Ore.)
who himself got mixed up in the
judgeship affair some months ago.

Neuberger last February asked
the F.B.I. to look into an incident
involving Judge East near Reed-
sport, which a newspaper account
indicated involved drunk driving.
The F.B.I. followed through but
never gave Neuberger an account
of its findings, even though report-
edly it gave East a clean bill of
health.

There then followed a period of
watchful waiting on both sides for
much of March and all of April—
the administration and Republicans
wondering whether Neuberger,
fresh from victory in his Save the
White House—Squirrels Crusade,
would seek to block the East nomi-
nation if it were sent to the Sen-
ate for confirmation; and Neuberger,
on the other side, not knowing
exactly what the F.B.I. had learned
in its investigation, uncertain
what attitude to express toward

180,000 hand carpentry tools in
72,000. And the number of subur-
banites who got heart attacks
while shoveling snow isn't even
included.

"Now why, in heaven's name,
should I move out to the suburbs?
I live in a nice apartment building
in the city that was put up and is
operated by an insurance com-
pany. If anything goes broke in
my apartment, I simply pick up
the telephone, yell 'Help,' and
they send over some succor right
away. I don't have to risk my
life trying to fix a piece of ma-
chinery I don't understand."

"But in the suburbs you get fresh
air," said Ronald, defensively. "As
he turned away I noticed he was
limping."

"What's the matter Ronald?" I
asked him.

"Caught my foot in my new
power lawnmower," he said. "But
a neighbor helped me get it out
in time. That's another thing about
the suburbs—out there you find
real friends."

See what I mean? It takes more
than a heap of living to make a
house a home in the suburbs. It
takes the old Davy Crockett spirit
about them, and it was clear Hit-
ler had to go, they quarreled and
schemed among themselves for
what they imagined would be Nazi
control of a post-war German gov-
ernment.

In The Day's News

(Continued from Page One)

angles of the problem, it did a
pretty good job.

It was a temporary job.
It means the problem for this
biennium only.

We're going to need a PERMAN-
ENT solution.

We'd better start at once the
job of putting together an Oregon
taxation system that will provide
over the years—in the fairest man-
ner possible, in the manner that
will best serve the needs of the
changing and EXPANDING econ-
omy of the state of Oregon—
enough money to pay for the ser-
vices that are going to be deman-
ded by the people of Oregon from
their state government.

As for the people, they'd better
start adjusting themselves to the
hard fact that if they want more
services from their state govern-
ment they're going to have to pay
the bill.

They're going to have to pay it
with taxes.
Whatever money the people de-
mand in the way of services from
government HAS to be paid for
with tax money. The tax money
will have to come out of the pockets
of the people.

There is nowhere else for it to
come from.

Throughout this session of the
Oregon legislature, there was con-
tinuing talk of a sales tax as a
major revenue producer. Nothing
came of it.

Personally, I think that is just
as well. The place for a sales tax,
when looked upon as a major re-
venue producer, is as a PART of a
carefully considered tax program
to meet the needs of the Oregon
of the future.

I'd like to point out here, how-
ever, that the idea of a sales tax
is nothing new in Oregon. There
is nothing revolutionary about it.
We've been relying FOR YEARS
upon a SALES TAX to produce a
VERY LARGE SHARE of the rev-
enue we have to have to pay our
bills with. It is a sales tax (on
gasoline) that has paid the cost of
building and maintaining our high-
ways.

To this very considerable sales
tax on a single commodity (gas-
oline) the 1955 legislature added a
sales tax on ANOTHER commod-
ity—cigarettes.

What is happening is that we're
adopting the sales tax in a PIECE-
MEAL fashion. It is no longer a
question as to whether or not we
shall have a sales tax. We have
one now. It's merely a question of
how far we shall go in the way of
integrating a sales tax into a care-
fully considered program of tax-
ation in Oregon.

That was one of their great fol-
lies, for the victorious democra-
cies never had the slightest in-
tention of handing even a lattered
shred of power to any Nazi.

When the Allied armies had
crushed them, what a transforma-
tion had come over that strutting
crew of brutal men. Hitler, Goeb-
bels and Himmler were dead by
their own hands. Ribbentrop, once
the dashing champagne salesman,
later Hitler's top diplomat, was
found cringing in a dark hideout.

Goering, a rumpus hulk, yielded
himself to capture with no trace
of bravado. Martin Bormann
simply vanished.

It was hard to believe that these
shells and ghosts of men had built
a colossal military juggernaut and
sent it hurtling east and west
across Europe, spreading ruin and
death so many millions. It was
hard to believe these men had vis-
ited a plague of evil upon the
earth for 12 long years.

But they had. Feeding upon hu-
man anxieties arising from another
war and from the troubles of a
baffling industrial age, they had
seized the reins of a strong na-

Reader Opinions

Myrtle Point Chamber In Favor Of Highway 42

MYRTLE POINT—Up to the
present, the Myrtle Point Cham-
ber of Commerce has stayed out
of any controversy relative to the
establishment of a highway be-
tween Coos County and Highway
99 because it was believed that the
Coos County Chamber of Com-
merce, by united action, could ac-
complish more on this project, and
also that the State Highway Com-
mission was in a better position to
determine just where the highway
should be placed to best serve the
entire area. At its best, this con-
trovery is definitely going to de-
lay any immediate road improve-
ment for the county as the State
Highway Commission has already
gone on record as favoring High-
way 42. However, in view of the
publicity concerning an alternate
route resulting from the meetings
between the bay cities and the
Roseburg groups, the Myrtle Point
Chamber of Commerce feels that
the time has come to take a de-
finite stand in favor of Highway 42.

The group from Roseburg has
changed their position on this high-
way question some three or four
times during the past few years.
When the Legislative Highway In-
terim committee met some years
ago, they joined with us in the
proposed improvement of High-
way 42, which was set up as a No.
1 priority for Coos County, and even
as late as last year they (the Rose-
burg group) joined with us in the
project. Then they switched to the
"Old Coos Bay Wagon Road," then
to a so-called direct route, and
now, according to an editorial in
the Roseburg *News-Review*, they
want to rebuild Highway 225 from
Sutherlin to Elkton and from there
to Reedport and to Coos Bay. We
have even noted that the Port of
Coos Bay is going to spend some
\$15,000 of taxpayer money on a
survey of the Coos Bay area in con-
nection with this 225 highway ap-
plication. The Coos County Cham-
ber of Commerce has already
made this survey and certainly an
additional survey would not im-
press the State Highway Commis-
sion, with our own Ben Chandler
as chairman, who undoubtedly
knows more about the potential
and actual facts of Coos County
than any other person.

In that same editorial, reprint-
ed in the Coos Bay Times, the
News-Review quotes W. M. Tug-
man, editor of the *Umpqua*
Register-Courier, that it would
take \$15,000,000 to relign Highway
42. We would like to call Mr. Tug-
man's attention to the fact that
Highway 42 has already been im-
proved from the Junction at Win-
ston to Suicide bridge, and sur-
veys have been made and money
allocated for improvement of High-
way 42 from Coquille to Myrtle
Point. This leaves only approxi-
mately 40 miles to be improved
on a water grade without a single
bridge to be built, and with the
right-of-way already acquired.

We have always felt that by united
action the Coos County Cham-
ber of Commerce could secure an
improved highway for us, but now
with certain groups in the county
and elsewhere creating uncertainty
in the minds of the State
Highway Commission, it is our be-
lief that the best interests for
action the Coos County Cham-
ber of Commerce would be the im-
provement of Highway 42—that our be-
liefs should be made known—and
in this activity we sincerely solicit
the support of all other interested
groups.

HIGHWAY COMMITTEE
Myrtle Point Chamber of
Commerce
Walt Crim, Chairman.

Heart Assn. Expresses Thanks For Cooperation

PORTLAND—The Board of Di-
rectors and the Staff of the Oregon
Heart Association would like to ex-
press their sincere thanks to the
people of Douglas County for their
generosity during the Heart Fund
Campaign. The money will be used
to promote heart research, provide
for professional and public educa-
tion and aid community service in
Oregon.

In addition to Mr. George Law-
ma, Douglas County Heart Fund
Chairman, the Oregon Heart Asso-
ciation would like to thank the fol-
lowing individuals and agencies for
their wholehearted effort in the
campaign: Mr. E. V. Lincoln, Mr.
Keith Carter, Mrs. E. E. Lindell,
The U. S. National Bank, the
"Roseburg News-Review," the
"Douglas Fir," and Radio Stations
KRNR and KRXL in Roseburg;
Mr. Lloyd Wood and the "Suther-
lin Sun" in Sutherlin; the "Dra-
ma Enterprise" in Drain; the "Myrtle
Creek Mail" in Myrtle Creek; and
the "Port Umpqua Courier" in
Reedport.

DR. E. L. BOYLEN
President,
Portland, Ore.

PATRONIZE NEWS-REVIEW ADVERTISERS

Video Tales by Bob



Hansen Furniture & Appliance Store

WEST CENTRAL
SUTHERLIN, OREGON
Phone 279-1
"One of a Customer, Always a Friend"



It's the all purpose 4-wheel drive truck!

Here's a rugged, all-purpose truck designed not only for highway travel, but with the extra insurance of 4-wheel drive for difficult terrain or weather—the Jeep Truck!
It shifts easily from 2-wheel drive for highway or street into 4-wheel drive when extra traction is needed to carry its payload of over a ton through mud, sand, snow or soft earth where ordinary trucks can't go. Equipped with power take-off, it supplies mobile power for many types of machinery for business or farm. The Jeep Truck is now available with power brakes.

4-WHEEL DRIVE 'Jeep' TRUCK

WILLIS...world's largest makers of 4-wheel drive vehicles

RIVERSIDE MOTORS

1444 NORTH STEPHENS DIAL OR 3-7434

New soft and supple slip-on hits the tape



Step out in this brand
new slip-on casual in
real light-footed
comfort. Contrast-
ing piping and a
springy Cush-N-
Crepe sole.
Several smart
colors.
\$9.95

Pedwin
as advertised in
SPORTS
Arbuckle's
Your BUSTER BROWN Shoe Store