

The News-Review

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CHARLES V. STANTON, Editor and Manager
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TELEVISION FIGHT LOOMS

Charles V. Stanton

A hot fight is in progress within the television industry. Various forms of entertainment are lining up in opposing elements and are tossing their influence into the battle.

The issue, long brewing, was brought to a head when the Zenith Radio Corp. applied to the Federal Communications Commission for authority to inaugurate subscription television.

The Zenith company has long been an advocate of paid television. It has been urging the plan since the early days of TV. It now seeks permission to enter the field.

With paid television in your home, you would have a gadget on your receiver to unscramble sound and picture. One plan would be for a broadcasting station to send out programs which could not be received until money had been dropped in the coin slot on the decoding device. Another plan advanced by Zenith ties in with the telephone company. The program would be "piped" in over telephone wires. You would call the telephone operator to secure any desired program. The charge would be added to the telephone bill.

You would select any program you might desire from the various offerings listed and would pay a scheduled fee.

Better Programming Claimed

Television is having a hard time keeping its head above stormy financial waters. Few stations are showing profits. Many large advertisers have either withdrawn or have curtailed their use of television because of the cost.

At the same time many viewers are complaining about the quality of programs, particularly ancient motion picture films resurrected from dusty vaults.

Zenith contends that paid television would make the very best entertainment possible. In this contention it is joined by such activities as opera companies, symphony orchestras and other cultural groups, which have a hard time existing on funds now available to them. Paid television would support them well. Sports events also would profit by paid television. Many sports events are not televised at present because of the effect on gate receipts.

But if each family which owned a television set in 1954 had paid 50 cents to view the World Series at home, the income, it is reported, would have amounted to around 6 million dollars, from which a sizable chunk of dough could have been paid to the participating teams and players.

One estimate is that the average family would spend around \$100 per year on paid television, which would, on the basis of existing sets, yield something more than 3 billion dollars per year to support the cost of broadcasting and pay for talent. With this kind of money available, subscription TV could afford to broadcast the very finest of entertainment—operas, musicales, hit stage plays, leading sports events, etc.

Movies Would Suffer

The motion picture industry is against paid television. The movies were hard hit by the advent of TV. But as the first flush of interest dies out, the average person, statistics show, at least divides his time between his television set and the neighboring motion picture theater.

But if paid television were in operation, it would be possible for a family, which now pays a couple of bucks or more when it attends the theater at once, to sit at home and view an extravaganza for 50 cents or a dollar.

Television networks are very much opposed to paid TV because, if the subscription scheme is put into operation, it will be able to buy all the top entertainment and leave only poor quality for free programs.

Pay television would "hijack the American public into paying for the privilege of looking at its own television sets," said one representative of a broadcasting company. He added that it would impose an unnecessary burden of billions of dollars on the American public; it would impose a discriminatory service, available in large part to only those who could afford to pay, and would "endanger the scope and quality of nationwide news and public service programming."

The issue promises to grow hotter as time goes on. It possibly will get kicked around in Congress. We can expect to hear a lot more about it in the future.

Hal Boyle

NEW YORK (AP) — The oddity almanac:

An executive looking for a stenographer who can spell might do well to hire a deaf one.

As a matter of fact, many employers now are doing just that. They have found that office workers with hearing impairment have a large vocabulary and know how to use it because they learned to spell properly early in life.

The reason: deaf children, undisturbed by distracting noises, develop a good visual memory of words and letters. Those with normal hearing often learn to spell the 66 basic sounds of English speech by ear instead of by sight.

Big-crisis-in-industry note: Australian rabbits aren't multiplying as well as they did — and that may add up to your paying a higher price for your hat, mister.

The faraway bunnies have been riddled by a disease called myxomatosis, and the price of their pelts has risen from \$2 a pound to \$6.

"If this keeps up we'll all be wearing beavers again," says I. Benjamin Parrell, president of Adam Hat Manufacturers, Inc., which converts nearly 10 million Australian rabbit pelts a year into felt toppers.

It now takes about five skins to make a hat, but as a result of the disease epidemic the Australian hoppers are growing smaller and soon it may take six to eight.

Parrell's plant is in Corsicana, Tex., where plenty of wild rabbits abound nearby. But this is no consolation to him.

"They're Texas jackrabbits and no good for hats," he said. "Too tough."

Odd jobs department: Richard

Northwest Demo Senators Muster Their Full Strength For Hydroelectric Projects

By A. ROBERT SMITH
News-Review Correspondent

WASHINGTON (Special) — Pacific Northwest Democratic senators are mustering their full strength this week in a bid for additional funds by hydroelectric projects in the public works appropriations bill.

Essentially, their aim is to recover from the sharp setback dealt recently by the House Appropriations Committee when it knocked out requests for planning funds for John Day dam, construction funds to start Ice Harbor dam, and when it reduced funds for many other projects now under construction.

Traditionally, the Senate has been more generous in approving appropriations for Northwest river development work—and in the final compromises between House and Senate, the region has usually received more than the House originally approved but slightly less than the Senate was willing to grant. Sometimes the House wins out completely, however, as it has in consistently blocking Ice Harbor dam even when funds for it have in the past been voted by the Senate.

Likewise planning money for John Day dam last year gained acceptance in the Senate, after being rejected by the House, but in the drawdown compromise sessions between representatives of both chambers the funds were lost.

Democrats this year see more than simply the customary saw battle for money, for the outcome this session may sharply affect the current power policy fight in which they are engaged with Republicans and the Eisenhower administration. They recognize that the democratically-controlled House committee last week put them in a fairly deep hole in their quest for continued financing of Columbia River projects by means of congressional appropriations.

That is, the committee handed the GOP a prime example to illustrate Republican arguments that Congress no longer is willing to put up the necessary funds to develop the amount of electric energy that will be needed in the Pacific Northwest during the next few decades. Unless the Senate restores the money cut out by the House committee, Democrats will have considerable difficulty answering this GOP contention.

Rep. Sam Conner (R-Ore.), as soon as it was announced that federal planning funds for John Day had been rejected by the committee, issued a statement in which he claimed that the only solution lies in "partnership" financing of the project under his bill which would permit local utilities to put up part of the funds for financing the dam.

In the first two years of the Eisenhower administration, when the "partnership" power policy was laid down by the Interior Department, Republicans controlled Congress. Democrats argued then that it was impossible to get new projects approved by a GOP Congress in the face of this new power policy, but they stuck to their preference for federal financing of future dams on grounds the Democrats would return to power and resume the power development program started during the Roosevelt administration and continued under Truman.

WASHINGTON (NEA) — The battle to free natural gas field prices from Federal Power Commission regulation has been knocking around Congress for seven years—which should be long enough to settle anything except a dispute with a Russian.

A Congressional opinion divides sharply along two lines. Senators and representatives from states that are the big gas producers favor removal of the present FPC control authority.

In this connection, one of the more amusing chameleon acts in Congress is to watch Democrats from the five southwestern states where 85 per cent of the gas comes from. They suddenly cease to become champions of the peep-pul's rights whenever anything affecting the welfare of oil and gas producers comes up.

On the other side of the fence are congressmen who come from states that are largely consumers of natural gas distributed through the vast network of interstate pipelines. They naturally favor keeping FPC price controls on.

THE NATURAL GAS ACT of 1938 gave FPC control over both transportation and sales of natural gas in interstate commerce.

In 1950, after a two-year struggle, Congress passed Sen. Bob Kerr's bill to exempt the production and gathering of natural gas from this regulation. President Truman vetoed it.

and Edith Barstow, the brother-sister team of choreographers, say the most difficult job of their career was plotting steps for the 30 dancing elephants in the Ringling Brothers Circus. The problem they had to overcome: an elephant's front feet follow a different rhythm than his hind feet.

By the way, there are no "chorus boys" in the herd of matronly pachyderms. Most circuses got rid of their male elephants years ago. The big boys get too bad-tempered during certain seasons—and you can't sell a customer popcorn or pink cotton candy after an elephant uses him for a rug.

The cheer-up Dept: Do you always feel lost on blue Monday? Well, here's a quote from Matthew Arnold to carry you through the week:

"Resolve to be thyself; and know that he who finds himself, loses his misery."

This year, with a divided government composed of Republicans controlling the executive branch and pressing for the "partnership" policy and Democrats controlling Congress and opposing that policy, some test of strength is at hand.

Oregon's three Democrats—Sens. Wayne Morse, Richard L. Neuberger and Rep. Edith Green—joined in asking the House Appropriations Committee to increase the administration's requests for federal funds for Northwest projects; but instead the committee reduced these requests. Republican Congressmen Conner and Harris Ellsworth have, on the other hand, sought acceptance of their "partnership" bills for John Day and for Cougar and Green River dams—but the outlook for their enactment by this Congress appears as doubtful as the prospects of getting added appropriations.

Indications from this test of strength are that no new projects will be started under either policy until the current deadlock is broken.

IN THE DAY'S NEWS
By FRANK JENKINS

(Continued from Page One)

office of the forest service. It is accompanied by three newspaper reporters and the manager of the Oregon Coast Highway association.

When noses are counted, it develops that there are 30 of us. We are traveling in a chartered high-way bus. The bus will be accompanied by a state highway department car, which will act as light scouting equipment, permitting engineers and commissioners to linger at construction jobs requiring their special attention, enabling them to spend what time is needed at these points and then catch up with the main body later.

The bus is a new departure. Hitherto these inspection trips have been made in passenger cars. The bus turns out to be a splendid idea. It has loud-speaking equipment, which is used to explain to all present the details of all the various activities that are under inspection.

This is a great deal of time in the dissemination of information about the various projects that are being studied.

The day's schedule goes about like this:

Up at 6:30. Breakfast at 7. On the road at 8. The time from 8 until noon is filled with inspection of highway work and state park installations, present and contemplated.

Each day at noon, there is an official luncheon at some town or city. These luncheons have all been planned ahead of time to the last detail. First comes the matter of food, which is excellent—each community vying with its neighbors in serving the specialties of its area.

After that comes a brief speaking session, in which representatives of the community present the hopes and the aspirations of their

Board Approves Plan To Remove Salary Inequities

SALEM (AP) — The State Emergency Board approved unanimously Friday a Civil Service Commission plan to remove inequities in salaries of Oregon state employees.

The Civil Service Commission was directed by the Legislature to prepare the plan to cost a maximum of \$1,300,000 a year.

Charles W. Terry, state civil service director, said the plan would be of greatest benefit to employees who have worked for six or eight years. They would be given merit increases.

"This is not a perfect job," Terry said, "because there still will be inequities in the state pay scale. This is an area where you can strive for perfection and never reach it."

The commission has just completed 10 days of hearings on the plan, Terry advising the board reaction was 98 per cent favorable.

"The plan is designed to benefit the career employee," Terry said. "Newer employees won't get any benefit."

Society

COUNTRY CLUB FORMAL DANCE TO BE EVENT OF SATURDAY, JUNE 25

Interesting plans are being made by committee members for the formal dance to be held at the Roseburg Country Club at 9:30 p.m. Saturday, June 25. Committee members are Mrs. Robert Curtis and Mrs. C. H. Esselstrom, co-chairmen, who will be assisted by Mrs. James Aiken. A breakfast will follow the dance. Members and their invited guests are most cordially invited.

MRS. PIPER IS HOSTESS TO CLUB

Add-A-Neighbor Club met Thursday at the home of Hattie Piper. The annual picnic was held outdoors. The club will not meet again until October at the home of Louise Bilger.

Enjoying the affair were Enore Fisher, Mabel Garrick, Ruby Belle Kobernik, Pearl Chase, Ruth Schlander, Rena Lewis, Lorain Jones, Ruthann and Linda; Rose Braving and Mrs. Piper.

RELATIVES ENTERTAINED AT HODGES HOME SUNDAY

The home of Mr. and Mrs. W. M. Hodges was the scene of a family dinner party Sunday. Covers were placed for Mr. and Mrs. K. L. Matthews and daughters, Jacquie and Marjorie, of Prineville; Mr. and Mrs. Clifford White and son, Larry; Mrs. Bill Felts of Cozelle, Calif.; M. C. White, Mr. and Mrs. Noble White Sr. and the hosts. Visiting was enjoyed during the pleasant afternoon.

GLENDAL BOYS ARE HONORED AT PARTY

Jerry and Terry Ricker, twin grandchildren of Mr. and Mrs. Jerry Ricker of Glendale, were honored on their 13th birthday at a party Tuesday. Two birthday cakes were served with other refreshments to the guests of honor and Judy and Nancy Furlong, Mary Lee Pate, Donna Stevens, Gloria Reed, George Mills, Daniel Milton, Jimmy Denney, J. C. Ward and Bill Thompson.

GLENDAL COUPLE HONORED BY CHOIR

The Rev. and Mrs. Wayne Wattman were surprised at a party honoring their fifth wedding anniversary after choir practice at the Olivet Presbyterian Church in Glendale Thursday evening. Mrs. Mary right sang a solo, and the couple were presented a cash gift for purchase of a new floor lamp for their home. Cookies and punch were served to the some forty members and friends.

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Eight Persons Killed In Algeria Fighting

PARIS (AP) — Press reports from Algeria Saturday reported at least eight persons were killed in fresh incidents involving independence-seeking guerrillas. Three of the victims, including one European, were killed when terrorists exploded seven bombs in the city of Philippeville.

The reports also listed three separate clashes between troops and guerrillas, in which three outlaws were killed. Two of the battles occurred in eastern Algeria between Bone and Tebessa. The other was in the Aures mountain region further west.

An intercity bus was found destroyed by fire off its regular route along the south flank of the Aures. There was no sign of the driver or passengers and no immediate report of their numbers.

AS IF TO SUPPORT this view, the Republican chairman of FPC, Jerome J. Kuykendall, asked Congress to take away his commission's present power to regulate gas prices at wellhead.

So now there are seven bills in the House and six in the Senate to amend the Natural Gas Act. A few would redefine and confirm FPC authority to regulate gas prices. Most would free natural gas production from FPC regulation.

The lobbies, pressure groups and press agencies built up by both sides in this argument are, of course, tremendous.

Gas producer and pipeline companies are against regulation. Gas retailers, municipalities and representatives of consumer organizations like the labor unions are for continued FPC regulation.

The real answer depends on the effect on prices.

THE LOBBY for the 8000 independent producers—meaning those having no corporate connections with distributors—argues that continued regulation will discourage exploration and new production. They say this will tend to drive prices higher.

Their more valid argument is that coal mining and crude oil production and distribution are not under price regulation of any kind. So why should gas be controlled in a free economy?

Representatives of the municipalities and consumer groups argue that lifting FPC controls would inevitably be followed by price rises to distributors and consumers.

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