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A NEW NEWSPAPER

Charles V. Stanton

Sheldon F. Sackett, editor and publisher of the *Cool Bay Times*, also owner of stock in several radio stations, has announced plans to start a daily newspaper in Portland. Several editors throughout the state have commented skeptically concerning the project, particularly because somewhat similar enterprises announced by Sackett in past years ran into various difficulties and were not completed.

A significant factor, however, is involved in the proposed Portland deal. Sackett, who has been one of the few Oregon editors supporting the extreme liberal wing of the Democrat party, announces that his proposed new paper the *World* will be a Democrat paper.

The *Oregon Journal*, long a mouthpiece for Oregon's Democrats, did not move to the left with the party. It has supported middle-of-the-road candidates of both parties. The *Oregonian* has leaned toward the Republican side, although in late years it has moved out of the conservative ranks. Thus, the two leading Portland papers are in the center with relation to political trends. Undoubtedly Sackett will have considerable financial aid from political sources, both state and national, if needed. Timing of the project, just ahead of the 1956 election campaign, justifies the supposition.

Old Days Recalled

If this assumption is true, it is a refreshing return to practices of many years ago when nearly all newspapers were politically instituted and supported. Each community had two newspapers, one Republican and the other Democrat. Each election saw money raised by each party to help finance political propaganda in the respective newspapers. The successful publisher was one who could keep his paper solvent between election years.

In those days it didn't cost much to start a newspaper. A few fonts of type, a hand-fed press, imposing stones, type cases, job press, etc., at a total cost of a couple of thousand dollars, most of which could go on the cuff, would set a publisher up in business.

Things are much different today. Instead of setting type by hand, a newspaper must have costly typesetting machines. Presses are big, complicated and expensive. Wages constantly increase and the cost of materials keeps mounting.

Newsprint, which cost \$30 or \$40 a ton in the good 'ol days, now sells at \$126. Another \$4 or \$5 boost is in the making, and newspapers can't get enough newsprint to meet their needs.

A person proposing now to start a daily newspaper, even of medium size, must have a large amount of money available. He can't use "peanuts" as in the old days.

Casualty List Heavy

Constantly mounting costs has brought a long list of "casualties" in recent years. Twenty daily newspapers went out of business last year.

In addition to capital outlay, a beginning newspaper faces the probability that it will operate in the red for a considerable time, so must have enough financial backing to carry the deficit operation until a position of solvency is reached.

Take advertising as an example. Advertising today is a science. National advertisers demand proven circulation figures. They rely principally upon the Audit Bureau of Circulations, an independent organization that certifies a newspaper's readership, much as a bank examiner checks the condition of a bank. A newspaper must set up a pattern of circulation before it can obtain ABC rating. Thus a new newspaper faces several months of delay before it can attract advertising. Because advertising is the principle source of newspaper income, a newspaper can't expect to show a profit until it can prove to the advertiser that it can be of service to him. This means that much money must be invested to build and equip a printing plant and additional money made available as operating capital for an indefinite period of time.

Starting a new newspaper, particularly in a city the size of Portland, with competition from two firmly established and well edited newspapers, together with a number of radio and television outlets, will demand courage, capital and responsibility in unlimited measure. It is a far different proposition than in the old days, when a little politically sponsored financial backing went a long way toward success.

Peter Edson

WASHINGTON — (NEA) — Both Republicans and Democrats expect their radio and television costs in 1956 to be double what they were in 1955.

That means a total outlay of around 12 million dollars, or 15 to 20 cents per voter.

The Senate Elections Committee reported that all radio and TV time bought by political organizations in 1952 cost over six million dollars.

The Republicans spent \$3,400,000 and the Democrats \$2,600,000. This covers presidential, congressional, state and local contests.

On the Eisenhower-Stevenson race alone, Republican organizations spent around \$1,500,000 while the Democrats spent about \$800,000. The GOP figure includes over \$600,000 spent by the Citizens for Eisenhower and Nixon group, which had its own budget, separate from the national committee.

THE 1952 COST for a half-hour broadcast on all networks was between \$100,000 and \$150,000 depending on time.

Richard Gulay, director of public relations for the Republicans, and Sam Brightman, press chief for the Democrats, say they have been informed these costs will be doubled next year.

Both time on the air and "pre-emption cost" must be paid. The latter is the amount that must be turned over to commercial broad-

cast sponsors who relinquish their programs.

The rise in cost is due not only to the increase in number of radio and TV sets, but to the increase in broadcasting stations.

Federal communications Commission summarizes the U. S. growth like this:

In 1952 there were 165 million receivers, including 18 million TV and nine million FM sets.

Today there are 120 million receivers, including 36 million TV (130,000 color sets) and 10 million FM.

THE CENSUS BUREAU recently reported that 32 million American households, or two-thirds of the total, had one or more receivers.

The big increase, of course, has been in television—100 per cent.

In the 1954 elections, a half-hour of class A evening time cost \$60,000 for all TV networks. The same time on all radio networks cost only \$10,000.

These figures are for time only, and do not include production costs nor pre-emption costs. But they are bound to be higher next year because of the increase in number of broadcasters.

FCC figures estimate that there will be a total of 4125 broadcasters in 1956, compared with 3184 in 1952's campaign. These include commercial AM and FM, educa-

Aged Man Applies For Passage On First Jet Flight

ARLINGTON, Va. (AP) — The man who held the first airline ticket for flights across the Atlantic and the North Pole reported Friday he had bid for commercial transatlantic jet flight No. 1.

Said the enterprising, 79-year-old William J. Eck:

"As soon as I learned that Pan American has ordered jet transports and will use them between North America and Europe, I went down and reserved a seat on the first flight.

"The jet planes won't get into service for 2½ or 3 years yet, but that's not too far ahead for a reservation."

"I arranged to go on the first commercial flight over the Polar route almost two years in advance. And I signed up for the first passenger flight across the Atlantic eight years ahead of time."

Eck flew in Pan American's new Dixie Clipper from Port Washington, N.Y., to the Azores and Europe June 28, 1939, on the first scheduled transatlantic service. He returned on the first westbound flight.

Eck said he found the first Polar route service, last November, a bit disappointing because the plane flew in darkness throughout.

Eck, who also has been four times around the world by freighter, was—y'know guessed it—a railroad man. He retired in 1941 as assistant to the vice president of the Southern Railway System.

And how about a first flight on a space satellite? Eck called a halt on that one.

"I don't want to go any place I can't return from," he said. "Life's too good."

Sec. McKay Asks Project Speedup

CORVALLIS (AP) — Irrigation will be of growing importance to the Willamette Valley in the coming years, so the Willamette Basin project must be pushed to completion, Secretary of Interior McKay said here.

McKay, who served from 1932 to 1948 as first chairman of the Willamette Basin Project Committee, spoke at a luncheon gathering of the committee's 20th annual meeting.

The committee heard Sen. Neuberger (D-Ore.) blame the Eisenhower administration for not including funds for the basin project in the budget presented to Congress last year.

He also said Congress would reject the partnership plan of financing for dam project.

Rep. Ellsworth (R-Ore.) took issue with that. He said the partnership plan, in which private utilities would put up part of the money for dam work, would speed development and save money for taxpayers.

Also at the meeting was the Willamette River Basin Project Committee, which held its last session. Its functions go over to the new State Water Resources Board Jan. 1.

NEITHER DEMOCRATS nor Republicans have prepared their budgets in detail for the '56 campaign. National political organizations are now limited by the Hatch Act to a three-million-dollar maximum. The major parties got around this by organizing a number of separate committees.

Sen. Thomas C. Hennings Jr. (D-Mo.), chairman of the Senate Elections Committee, is author of a bill which would increase the maximum to 13 million dollars for each party. Congressional campaign fund ceilings would also be raised.

Favorable action on the Hennings bill is predicted for next year.

Various estimates have put all political campaign expenses in 1952 at 50 million to 60 million dollars. They are conservatively expected to go to 100 million or 150 million dollars next year.

A Relaxed World



One-Year Probations Given Errant Fathers On Charges Of Non-Support By Court

Two errant fathers received one-year probationary terms Friday afternoon in circuit court along with a lecture by Judge Charles S. Woodrich on the necessity of supporting their families.

Sentenced were Frank James Espinosa, 23, Reedsport, and Charles David Reiley, 20, Auburn.

Hall Expects GOP To Win Three Seats In Senate

PORTLAND (AP) — Leonard W. Hall, Republican national chairman, Friday named three Senate seats which he predicted the GOP would take away from the Democrats next year.

Hall, here to address the Western Republican Conference, told newsmen he expects the party to pick up the seats held by Democratic Senators Herbert Lehman of New York, Wayne Morse of Oregon and Warren G. Magnuson of Washington.

In fact, he said, the Republicans would recapture control of both houses because "the people like the climate" of the Eisenhower administration. What's more, he said, the party will be organized, down to the precinct level, as never before.

"The national chairman gave special attention to the Oregon senator who bolted the Republican Party, became the Senate's lone Independent and then a Democrat."

"I think the people of Oregon will take care of Morse," he said. "I don't think the people of the United States or of Oregon like the spectacle of a man running around with a folding chair and not knowing where he is going to sit next."

Hall told the conference itself that the party nationally is the strongest it has been in 25 years. He agreed with Western Republicans that the GOP would sweep the Far West in the 1956 presidential election.

Earlier Western Republican leaders predicted that the party's presidential candidate will sweep the Far West next year whether it is President Eisenhower or someone else.

Democratic Chairman Names Study Committee

PORTLAND (AP) — State Democratic Chairman Howard Morgan said Thursday he has named a committee of attorneys to study Oregon election laws.

They include John C. Beatty, Jr., Edwin Hicks, Marvin Swire, State Rep. Alfred Corbett and Kenneth Krammer, all of Portland; State Rep. Roy Overholser, Madras; Willard Schwenn, Hillsboro; and Thomas Enright and Jason Lee, both of Salem.

The committee, Morgan said, will present testimony to a legislative interim committee on election laws. Morgan said the legislative committee does not have enough Democrats among its members.

Gamma Globulin Shots Are Continued At Nyssa

NYSSA, Ore. (AP) — Health authorities continued giving gamma globulin injections Friday after two more cases of polio were reported in the Malheur County epidemic.

These two brought the total number to 29 cases in the county this year. There have been three deaths. The new polio patients are a 24-year-old Nyssa housewife and a 14-year-old boy at Adrian.

Dr. Samuel Orsmond and a team from the State Board of Health are directing the public inoculation with gamma globulin for all persons under 35. So far 1,147 have been inoculated.

The county health officer, Dr. Grant B. Hughes, said Adrian residents have asked that the program be extended to their community.

Registrations Necessary For Local Elections

With elections starting to gain the county spotlight, several potential voters have hit snags in failing to re-register immediately after moving into a voting area or after moving from precinct to precinct.

According to the county clerk's office, a person over 21 with voting rights must have lived in Oregon for six months and must have been registered in their present precinct for at least 30 days before an election.

County clerk personnel report several people have been unable to vote in recent elections because they have changed precincts without re-registering.

Mayor Ernest Barker Jr. said voters should make certain they are correctly registered since an election will soon be scheduled in Roseburg.

The City Council has approved an election ballot for a \$1,100,000 sewer bond issue and a schedule of sewer service charges to amortize the bonds. No definite date has been set yet, but the council has approved the week of Dec. 5 for setting that date. (One possible date mentioned is Dec. 6.)

If this date were scheduled, anyone moving to Roseburg from another city in the state or anyone moving from one precinct to another within Roseburg would have to be re-registered before Nov. 8, next Tuesday.

Assembly Line Education Plan Hit By Pope Pius

VATICAN CITY (AP) — Pope Pius XII said Friday education of youth cannot be accomplished by assembly line methods.

Addressing 10,000 Italian Roman Catholic primary school teachers in St. Peter's Basilica, the pontiff said:

"God creates souls one by one, not in crates, and God is pleased not to make them similar to one another."

In a discussion of the duties, requirements and aims of primary school teachers, these were some of the things the Pope had to say: In their "high vocation" they must follow in the steps of "the Divine Teacher, Jesus Christ."

The teacher must be a complete Christian person with "a grandeur of soul" unsatisfied with mediocrity in a human, spiritual or moral sense.

The teacher must know how to talk to children, bearing in mind they have a thirst for knowledge. "Everything under their eyes becomes questions, insistent and sometimes indiscreet."

The Pope said he was worried because in many countries Jesus Christ is ignored in schools and sometimes his teachings disputed. The Roman Catholic Church, he said, is continuing to wage a battle to insure youth a sound Christian education.

Idaho Power Co. Plans To Start Work On Dam

ONTARIO, Ore. (AP) — The Idaho Power Co. hopes to begin construction of the Brownlee Dam on the Snake River in about two weeks, T. E. Roach, company president, said Thursday night.

"Now that the Federal Power Commission license has been granted, the company only needs approval of its design plan to get construction under way. We expect that any day," Roach told a meeting of shareholders here.

Roach said he was confident there would be no further delays in construction of the dam.

He also struck back at Sen. Morse (D-Ore.) for Morse's remarks Wednesday night about Idaho Power and the Hells Canyon site.

He said Morse was a "demagogue" whose statements about the rates and power capacity of the Idaho Power Co. dams in the Hells Canyon stretch were "ridiculous."

Contrary to what Morse said, Idaho Power's rates will be lower than would those from a federal dam there and the power capacity will be almost as great, he said.

34TH FATALITY

PORTLAND (AP) — Mrs. Norena Robertson, 78, Portland, became Portland's 34th traffic fatality of the year Thursday. She was killed in the collision of an automobile and a bus.

There were 30 deaths at this time last year.

Reader Opinions

Difficulty Of Adopting Children Told By Woman

ROSEBURG — I would like to add a few more words to the matter of adoption.

We, too, have been married several years, own our own home, and my husband has held the same job for nearly ten years. Yet our experience has been the same as others who have written. They give us first one excuse and then another everywhere we turn to adopt a child. Why?

There are so many children who depend on charities, or homes of some type, all their lives. By the time they are of age all they know is to be one of a group, like a hand of sheep. When so many homes are open for them, where they would have a chance to be individuals, why?

If the census takers were to ask, "Would you take a homeless child?" and find out how many people really want children, orphanages would be empty instead of crowded. Perhaps if enough people would let themselves be heard, something could or would be done about it.

The children would be so much better off from the standpoint of being individual citizens, instead of being just members of a large group, and we could use the tax money it takes to care for them to improve some of our schools.

Mrs. W. A. Webb
Roseburg, Ore.

Astoria Bridge Wanted; Oakland Asks '99' Access

PORTLAND (AP) — The Oregon Highway Commission heard Friday a proposal for a \$2½ million dollar cable bridge across the Columbia River at Astoria.

The plan was outlined by William R. Manion, president of the Port of Astoria. He was spokesman for a delegation from Northwest Oregon and Pacific County, Wash.

He said the group wanted to discuss with the commission "the program of what we're attempting to do, and see if we're on the right track."

Paul Spear of Chicago, a consultant to the Port of Astoria, said the bridge could never completely pay for itself but that with secondary financing, tolls would meet the costs in 46 years.

The commission was told that the Washington State Highway Department is interested in the project but has no funds for it at present.

An Oakland, Ore., delegation asked the commission for an interchange connection with the new Pacific Highway. Harry Smith, Oakland chamber president, said that at times high water leaves the town without ready access to the highway.

Chairman Ben Chandler promised that the commission would study the matter.

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Broken White Line On Highways Finally Decided

SALEM (AP) — The Oregon Highway Commission, which has held out for years in favor of a solid yellow center stripe on its roads, is changing over to a broken white line.

State Highway Engineer R. H. Baldock says the change is being made because white is more visible than yellow and to conform with every other Western state.

He said his research department has made tests by using a visibility meter, sending automobile drivers over test courses, and by taking colored pictures.

The tests, he said, prove the white lines are five per cent more visible than yellow in clear weather, and in rain and fog. But when there was snow on the road, the yellow lines were a little better.

Baldock said he has received criticism because of the change from yellow to white.

"Our tests don't lie," he said. "Besides, it's dangerous to have different markings than the adjoining states. It could cause accidents by confusing the motorists."

The change-over is being made gradually, by painting the white dashes on top of the yellow lines. Until the yellow wears out, the line will be continuous with alternate white and yellow dashes.

Baldock said he has received some complaints about the yellow and white lines, but he has to explain they are just temporary.

Bruce Blossat

The United States is about to have its first visit from President Carlos Castillo Armas of Guatemala, which year and a half ago was in the news as a small Communist hotspot in the Western Hemisphere.

Castillo Armas is coming here for economic talks with business and financial leaders in New York and top government officials in Washington. Undoubtedly the question of more and bigger U.S. aid will be uppermost on the agenda.

The Guatemalan president was the military hero of the 1954 revolt which threw out the previous "finged government" and put the little Central American country firmly in the Western camp.

It's fair to ask on the occasion of this visit how he has been running Guatemala since his heralded triumph in the field.

In the view of Daniel James, a Latin American specialist who was there but a few months back, the answer is that Castillo Armas is now doing pretty well. After a very shaky start, featuring minor rebellion and widespread dissatisfaction, the country has begun to move toward stability.

LaBarr, which grumbled at first when the old Communist-led unions were dissolved, has regained most of its former guarantees and is in a happier frame of mind. Most of the big unions have been reorganized, to good effect.

Agrarian reform has been launched. Castillo Armas has made certain distributions of land to Guatemalans from parcels donated by such large holders as the United Fruit Co.

Guatemalan businessmen have taken heart from signs of growing stability, and are beginning to take their money out of hiding. Here and there a manufacturer is expanding.

James observes that the United States, which is credited with a key role in the revolt itself, is also responsible for much of the country's improvement. We have extended Point Four type technical assistance, offering both money and expert guidance.

Private American firms are contributing to the picture. United Fruit has a plan to spend 23 million dollars to rehabilitate diseased banana lands on Guatemala's east coast. Pan American World Airways expects to put up a new hotel in Guatemala City.

A utility affiliated with a large American concern, is ready to spend 17 million dollars on new energy capacity.

This doesn't mean Guatemala's troubles are over. The worst seems to be a shortage of corn. Speculation is also a problem.

But, according to James, there is real reason for optimism today. Since that appears to be the story, the request for help which Castillo Armas will make deserve the most respectful and earnest study by American officials and businessmen.

Grabbing Guatemala from the Reds was a modest but significant victory. Having helped to gain it for the West, we cannot let it slide backward through neglect. We must continue to take a lead role in making it into an enclave of real strength and a visible proof of the advantages of the free way of life.

I wouldn't know, but I suspect the latter may be true. When prehistoric man ventured out of his cave and was gobbled by a saber-tooth tiger, the news didn't spread very far.

But a lot of these early ancestors of ours must have been gobbled by tigers and such.

The stock market was sharply higher at the opening, with gains running as much as two points in favored issues.

Is that good?
Or is it bad?

It's good if the rise is the result of INVESTMENT buying, reflecting added confidence in the future of our country. It's BAD if it's the result of SPECULATIVE buying, reflecting belief in coming inflation.

The hog market broke again, dropping as much as 75 cents per hundredweight at Midwest markets.

Why? The answer is simple. Supply far exceeded demand.

Close to 122,000 hogs went on sale today at 12 terminal markets in the Middle West. That total represents the biggest receipts for any day this year and the largest for a Thursday since 1932.

Why so many hogs?
Again the answer is simple. A year and a half ago, pork prices were high. In the hope of cashing in on the high prices, too many pigs were farrowed the next spring.

Question?
If the