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THE GRAVEST LOSS

Charles V. Stanton

Declared a disaster area, Southern Oregon flood ravaged counties now are eligible for federal loans and grants. We count our losses in damage to buildings, merchandise, homes, livestock, crops, roads, etc.

Our greatest loss, however, passes unnoticed. No amount of money can repay it.

If you watched the swirling flood waters of our two recent floods, you observed they were thick with silt. That silt included the best of our topsoil. Hundreds of thousands of tons of topsoil washed down the Umpqua River and into the ocean to be lost forever.

If you have ever purchased a load of soil for your lawn or garden, thus having knowledge of its cost per cubic yard, you can realize the millions of dollars of soil value lost during the two floods. When we stop to think that it takes Mother Nature a thousand or more years to build one inch of topsoil, we can form some idea of the centuries of soil building lost during the comparatively few hours of flooding.

All our other losses are insignificant when measured against the damage to our soil resource. But few of us pause to think about that phase of our storm damage inventory.

Two Types Of Flood

Our two recent floods afford excellent opportunity for study because they were of different origins.

The first was caused principally by melting snow. High winds, coupled with unseasonably warm temperature, caused snow to melt below the 5,000 foot level. The bulk of the flood water came from the mountains, causing high water in the upper river basin, as demonstrated by the damage at Copco's Toketee hydroelectric stations.

The second flood, however, came almost entirely from low land. Small streams were incapable of carrying the volume of water deposited by torrential and prolonged rains over their respective basins. More damage was done by creeks than by the main rivers.

The two floods had one thing in common, they each caused damage.

As Hal Schiltz, editor of the Myrtle Creek Mail points out editorially, we get all hot and bothered about flood control during and immediately after a disaster, but we soon cool off and our enthusiasm wanes. He recounted the activity following the floods of a few years ago; how an organization was formed and generated much steam for a few months, then apparently died on the vine.

That enthusiasm, however, brief lived though it may have been, must be credited with initiating the water study now in progress in Douglas County while also being of much influence in the creation of the Oregon Water Resources Board.

Control Of Floods Difficult

Although we may be anxious for flood control too few of us know how that desired end may best be achieved. We also have many mistaken ideas about floods.

We hear, for example, a great deal of criticism about logging and logging roads and their contribution to flooding. But our worst floods occurred long before we had any logging in Douglas County.

The Eugene Register-Guard criticized the county court of Lane County because some county roads have been constructed to act as dikes, thereby keeping surface water from draining away. But the Oregon Statesman, Salem, points out that if the runoff hadn't been retarded, downstream damage would have been much worse.

So it goes. Everyone has a different opinion how flood waters may best be brought under control.

There is little difference of opinion, however, as to methods of reducing siltation and the loss of topsoil, the major damage suffered in our recurrent floods. Soil may be saved by keeping it covered, by slowing the speed of runoff water through better soil conservation practices, by eliminating erosion channels, and by other such proven practices.

It is not at all necessary that every flood carry away millions of dollars worth of the most vital resource, our topsoil.

Hal Boyle

NEW YORK (AP) — What's wrong with television news programs?

In the few years since TV first invaded the nation's living rooms it has made it possible for anyone to sit comfortably at home and learn the proper way to bake a cake or hold up a bank.

But within the industry itself there remains a troubled feeling that television hasn't yet whipped the problem of how to present news effectively. Many viewers share this feeling. They doubt that television does a good job of telling them really what is going on in the world.

Sometimes they feel a bit lost between the crack-of-doom-voiced announcer who makes a \$2,000 holding sound like a threat to international peace and the cooing Aunt-Martina-type announcer who sees a silver lining in every hurricane.

But one of the veterans in the field, Walter Cronkite, foresees an improvement soon. Cronkite, narrator of the CBS network show, "You Are There," first won acclaim for his coverage of the 1952 political conventions.

"The big problem in our news shows has been the adjustment between solid news and entertainment," he said. "Sometimes we've tried too hard to hold the attention of people with entertainment gimmicks instead of real information."

"Television is a miraculous medium for transmitting news, but we're still in the middle ages in terms of technique of presentation. However, there's a renaissance underway. The new electronic visual tape will make it easier to do on-the-spot sound recordings. You can

edit the tape and play it back immediately. Unlike film, it doesn't have to be sent first to a laboratory to be developed."

Cronkite also believes further spread of the coaxial cable will speed the creation of a nationwide series of TV bureaus which can flash more spot local news features on network shows.

Something is needed to simplify TV news programs, which today are a form of organized chaos. It requires 25 men to put on Cronkite's "Sunday News Special," a 15-minute show, not counting film delivery messengers and laboratory technicians.

"Sometimes you still wonder how a program manages to get on the air on time," he said.

Cronkite is what is known in the trade as a "solid" news man. He believes strongly the TV audience prefers to be shown serious news of real importance rather than be spoon-fed entertaining

New Style in Fighting

I CAN GET IT FOR YOU WHOLESALE!



New Year Poses Question: Will Living Cost Go Higher?

By SAM DAWSON

NEW YORK (AP) — The New Year poses one big question: Will the cost of living go higher? On the face of it the pressures all add up to Yes. But offsetting the manufacturers raising prices and those eager to do so are an array of others cutting prices for competitive reasons, plus the prospects of food price stability. Metals are cast in a double role. Rising prices of unprocessed metals push higher the prices of consumer goods, or at least the cost of making these goods out of metal shortages threaten to put a more effective governor on the business boom than credit restraint has been able to do.

Metal shortages are world wide. Slowly rising production capacity hasn't been able, so far, to help much. The New Year promises better. Even the current slowing down of the car makers' breakneck pace hasn't done much more than take a little pressure off the steel mills' vice presidents in charge of deliveries. Backlogs of orders from other metal-using industries keep the mills going at 98 per cent of capacity even in this holiday-riddled week.

Shortages have pushed metal prices up slowly for months. Manufacturers, with their material costs up and their labor costs rising, say they should hike prices on the goods they sell the public. Some already have.

That others have hesitated can be traced to these factors: The business boom has boosted sales volume so high that the increased costs can be absorbed along the way from factory to store, and reduced markups still yield good total earnings; and competition among companies has reached a stage where rising prices to fit increased costs could mean a loss of sales that might prove disastrous.

An example is the home appliance field. Rising cost of materials has led to some price hikes of finished products. But in recent days, some of the major producers have cut prices as much as 30 per cent. Management cost control has been given much of the credit. The trade, however, suspects that increasing competition is just as important.

As long as there are metal shortages on one hand, and booming consumer demand for metallic products on the other, the pressure for price inflation will be a threat, probably for several months more. But many now question whether the expected increase in the price of metals early in the New Year necessarily will suck other commodities into a price-rising spiral.

except approved conservation works and practices.

From the end of the war to 1950, conservation payments were authorized principally for long-range projects to build up soil fertility. Then the Korean war came along, creating another demand for more farm products. Production incentives were again restored.

In 1953 with the Korean war over, Congress moved once more to encourage soil conservation. And this program has been extended the past two years.

CONGRESS WILL appropriate for continuation of this soil conservation program in 1956 after it convenes in January. This will open new debate on the soil bank idea.

Not every farmer gets soil conservation payments every year. The average is about half the total number of U.S. farms. Over any four or five-year period, nearly every farm gets some, says F. G. Ritchie, ACP's administrator.

The average farmer has received about \$100 in conservation payments in the years he has been in the program. Congress now limits the help which any farmer may receive from ACP's to \$2500 a year.

Under the soil bank plan, these figures would be stepped up materially. And it is probable that a larger number of farms would benefit every year — instead of once every five years — for an average of from \$70 to \$200 a year more.

At first, payments were made to farmers principally for soil-exceeding specified acreage planted in the principal soil-depleting crops: cotton, corn and wheat.

Then payments were authorized for carrying out specific conservation practices by individual contractors.

WHEN WORLD WAR II came along the need for reducing crop surpluses was ended, conservation payments to reduce acreage were likewise discontinued.

Instead, through price supports, greater incentives were given to farmers in 1942 to raise larger crops. In 1944 Congress discontinued ACP's payments for anything

a golden voice. The voice isn't that important. Personality is important, but how can you measure that?

The most important thing is to get a real background in news, preferably on a press association. And you should have a real love for the product itself — news — and the desire to tell people what is really happening."

In The Day's News

(Continued From Page One)

movable asset. It has become an article of commerce. It can be moved from place to place — FROM places that have it but aren't using it all TO places that lack it and WILL use it all. If you doubt that, give a thought to the fabulous Feather River Project. It is now definitely proposed to move the water of the Feather River from Far Northern California to Far Southern California — clear to San Diego.

If that can be done with the water of the Feather river, it can be done with the water of the Klamath River.

That is the fear that has hung over the Klamath Basin during the dozen or more years since it was first proposed to divert the water of the upper Klamath River into some tributary of the Sacramento and thence into the Central Valley project.

This fear has been removed by the signing of a contract between the Bureau of Reclamation and the California Oregon Power Company which will permit the final harnessing of the waters of the Klamath River below Keno for the production of power.

When the canyon of the Klamath River is filled with power plants developing power for industry, there will be no more Klamath water running to waste. It will all be put to beneficial use.

There will no longer be any surplus.

Southern Oregon west of the mountains has been concerned from the beginning with proposals to export water from the Upper Klamath Basin. The most ambitious of these proposals, which got a lot of attention several years ago, included the headwaters of the Umpqua and the Rogue rivers. The idea was to drain the higher sources of these rivers into Klamath Lake, and thence on to the water-hungry south.

Nowhere in Southern Oregon is there any surplus water to spare. Our whole Southern Oregon area is going to need in the future every drop of water that falls in the upper drainage basins of its rivers.

Water is already a precious resource here, and in the years to come it is going to become even more precious.

Chiang Calls For Uprising Against Reds

TAIPEI, Formosa, AP — Chiang Kai-shek, signaling the end of another tense year in the Formosa Strait, said Saturday the time is nearing for the people of Red China "to rise against the Communist traitors in a mighty revolution."

In his New Year's message, Chiang predicted the Chinese people on the mainland will revolt. "They know they cannot escape the Communist terror...the time will soon come for them to rise against the Communist traitors in a mighty revolution across the breadth of the country."

"The time for our counterattack against the mainland Reds nears."

Chiang's message came amid increasing Chinese Communist shelling of the Nationalist-held offshore islands.

Chinese Red artillery shelled the Quemoy area Friday night and early Saturday, the official Central News Agency said. It marked the fifth day of bombardment of the key island off Amoy port.

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MANY FLEE REDS

BERLIN (AP) — Refugee officials reported Saturday 150,000 persons fled Communist East Germany in the past year and asked for political asylum in West Berlin. It was a 32 per cent increase over 1954.

Gift-Giving Woman Freed On Bail In Embezzlement Case

NORFOLK, Va. (AP) — A middle-aged spinster with a penchant for gift-giving was free on \$25,000 bail today while auditors combed her firm's accounts for the total of shortages that may reach a million dollars.

Minnie C. Mangum, 52, who took course by mail to improve her knowledge of accounting, was picked up and booked Thursday after a battery of bank examiners had uncovered irregularities in the accounts of the Commonwealth Building and Loan Assn.

She was assistant secretary-treasurer of the firm and as such did the hiring and firing. She was connected with the firm for 25 years.

Commonwealth said Miss Mangum admitted stealing funds and that her account juggling operations had been going on for years.

The precise extent of the operation was still not determined. The warrant against her charged larceny of \$100,000 in the past 12 months. But the state prosecutor said he had been advised there were shortages of another \$800,000 over a five-year period and the audit was far from complete.

As a \$9,000 a year officer in the firm, Miss Mangum was known for her generosity to church and charity as well as a kindly soul with a lavish hand for a needy friend or relative.

She refused recently to discuss the start of her gift giving. But recorded facts showed she was benevolent to the last. Court records show that she deeded three bayside lots valued at \$13,000 to a relative on Dec. 22.

Some time ago she reportedly gave \$50,000 to a woman evangelist. She was an active worker in the Port Norfolk Baptist Church and gave nearly \$9,000 to the building fund. The church promptly announced it would return any gifts Miss Mangum had made from the firm's funds.

Before her arrest she transferred eight homes, including her own modest bungalow, to the company. This \$50,000 in real estate and other unnamed items amounted to about \$200,000 recovered, the firm disclosed.

How did Miss Mangum manage to juggle the account balances? She had control of these records, a spokesman for the firm said, and disclosed she had worked up a complicated system of keeping them in balance.

She said in an interview a couple of years ago she handled millions of dollars per month. She also said she always tried to hire girl employees "right out of business school" so she could break them into her own system.

At her preliminary hearing in

Police Court Friday, the state prosecutor asked for a continuance until Feb. 7 and the court agreed.

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