

# The News-Review

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**CHARLES V. STANTON, Editor and Manager**

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By News-Review Carrier—Per Year, \$12.00 (in advance), less than one year, per month, \$1.25.

## ADVERTISING PAYS

Charles V. Stanton

If you were to ask a retail merchant in the Roseburg area how much his newspaper advertising cost him last year, he probably would quote you a sizable sum.

But, if you were to ask me the same question, which you won't need to do after I'm through, I could show you that a local merchant's newspaper advertising cost him nothing; that for every dollar the merchant spent with *The News-Review* he received in return from *The News-Review*, directly and indirectly, approximately one dollar and five cents.

Taking a look at the year-end reports, I learn that *News-Review* payroll during 1955 matched almost dollar for dollar, the total amount of money received as income from sale of local display advertising space.

Payroll dollars go directly back into retail trade to buy groceries, clothing, drugs, household goods, appliances, entertainment, gasoline, tires, books and, in fact, virtually all of the various items advertised in newspaper columns by local business houses.

In addition to payroll expenditures a plant, such as a newspaper, must buy considerable amounts of supplies, fixtures and other goods through local retailers.

### Advertising For Free

So, though merchants of the area wrote many checks in favor of *The News-Review* during the year, I discover from the annual report that every \$1 spent by the retail merchants of Roseburg and vicinity for display advertising was matched with \$1.05 paid out by *The News-Review*, through payroll and direct purchases, other than payment for services.

Naturally, I am not claiming that every individual merchant received from *The News-Review* the payroll and purchases the exact proportion spent for advertising, but our report shows conclusively that, in the aggregate, we put more money back into retail trade channels than we received in display advertising revenue from local business firms.

The newspaper, of course, had other sources of revenue than from its sale of local display advertising space. National and classified advertising and circulation revenues entered into the financial picture. But local display advertising is the largest income item, yet, as shown by the annual report, local display advertisers received back from *The News-Review*, through trade channels, more money than they spent. Thus, they received their advertising and its benefits "for free," plus a five per cent over-ride.

What other advertising medium can make such a claim?

Publication of a newspaper is an expensive business. The largest expense, by far, is payroll.

Obviously, when a newspaper enjoys an increased business it also incurs additional expense. The more business we have, the more people we must employ and the more it costs.

### Good Advertising Year

The past year was a peak year for *The News-Review* in all departments. But, as our business grew, our crew grew also, and so did our payroll. And, it cannot help being that way in the future. No matter how much the merchants of the area spend for their display advertising, our payroll and purchase expenditures will keep in approximate balance with local display advertising revenue. And, as we are forced to increase advertising rates, because of higher costs, or because of increasing circulation, or both, the same relationship holds true.

So, though the local merchant may think his newspaper advertising bill is high, he will be receiving back from the newspaper, through circulation of newspaper payroll and purchase dollars, more money than his advertising costs him.

But—and here's an old paradox—though we pay local retail merchants more money than we receive from them, we'd go broke without their advertising dollars, because it is their dollars that enable us to get out a newspaper sufficiently attractive to hold circulation and draw national advertising.

So, Mr. Merchant, for your record advertising volume in 1955, we're grateful, and for the extra five per cent we paid you back, you're welcome.

**Hal Boyle**

NEW YORK (AP)—Alec Guinness, regarded by many as one of the finest actors alive, regards his success with restrained enthusiasm.

"It's practically all due to luck and plenty of disappointments," he said wryly. "Believe me, they can be real incentives."

Critics praise Guinness for his chameleon-like ability to play any role. Perhaps no actor since the late Lon Chaney has used so many disguises.

Alec's roles have ranged from the third murderer in "Macbeth" to Hamlet. In "Kind Hearts and Coronets" he played eight different characters. In his latest film, "The Prisoner," he portrays a cardinal, who fights the brainwashing of a totalitarian government.

"I like variety in life as well as in the theater," he said. "I hate to be typed. If I see any danger of that, I make a dash in the opposite direction."

"Some people like to find a success formula and stick to it. I don't have a formula. I live from hand to mouth, from instinct to instinct."

Guinness also dislikes formulas in plays or films.

"Why should they always have to deliver a message, or try to make some final comment on life?" he asked. "Isn't it enough to have an evening in the theater merely provides one with entertainment and something to talk about?"

"I don't know of any major

problem in living that can be settled in two hours. Do you?"

Alec has a deep and sustained love of the profession he still feels he hasn't mastered after 22 years of study.

"There is an old saying that it takes 20 years to make an actor," he said. "I'm stopping it up a bit. It takes longer."

Few actors have had a harder struggle reaching the top.

At 11 he decided on a career in acting but was told by his teacher he lacked the ability. He went to an acting school and again was told he lacked ability. The first time he tried out for a film role the producer told him he would never make the grade.

For years he subsisted in London in an apartment the size of a piano box on one meal a day and sandwiches brought him by friends.

"For a time I even went barefoot," he recalled. "I only had six pence a week (a dime) for pocket money, just enough to buy me a

## Peter Edson

WASHINGTON — (NEA) — The heat is on to get a little more action on the 214 recommendations for reorganization from ex-President Herbert Hoover's second commission.

The last of his 29 reports was filed in June, 1955.

A recent unofficial check shows that so far, 13 of the recommendations have been carried out by the last Congress. Four more have been put into effect by government order.

Congress gave a severe setback to the recommendation for reduction of the 2900 government activities competing with private business, but this may be corrected in part.

That leaves 297 recommendations to be acted on.

President Eisenhower's State of the Union message barely mentioned reorganization as something still to come.

**THE SLOW MOTION** has moved the U.S. Chamber of Commerce to object.

"The five-and-a-half-billion-dollar question in Washington is—Where does the Eisenhower administration stand on recommendations of the Second Hoover Commission?"

The dollar reference is to the estimated savings offered by the program.

An analysis was recently issued by the Citizens' Committee for the Hoover Reports, headed by Clarence Francis, ex-board chairman of General Foods.

It shows that 142 of the Hoover recommendations would require changes in existing law by Congress. Another 143 can be carried out by executive order of the President or government agency heads.

The other 29 recommendations will require further studies within the government. This means they may not be acted on in final form for several years.

**PRESIDENT EISENHOWER** directed Bureau of the Budget to study the Hoover reports last July. The directive was then passed on to all government agencies.

The few reports that have leaked from Veterans' Administration and International Cooperation Administration, have gone to great lengths to argue that the Hoover recommendations should not be carried out.

Department of Defense recommendations were buried but Charles Coolidge, Boston lawyer, has been assigned to dig them up.

Last October the White House named Meyer Kestbaum, board chairman of Hart Schaffner and Marx, as a special assistant to coordinate work on the Hoover reports. Working only part time in Washington, he has set up a staff and directed a three-month critical study.

**KESTBAUM REFERS TO** Hoover recommendations collectively as "the largest management survey ever made." He points out that

But—

When the government is the controlling factor in the housing business, **POLITICS ENTERS THE PICTURE.**

In this particular instance the National Assn. of Home Builders wants more homes built on smaller down payments and with longer time to pay out so that its members can build and sell more homes and make more money.

After all, it's the GOVERNMENT that is putting up the money—and if it turns out that too many homes have been built and they can't be sold at a price that will yield a profit—or break even—IT'S ONLY THE GOVERNMENT THAT LOSES.

And—

If in the meanwhile everybody has made a lot of money building and selling houses on government credit, what difference does it make if the government DOES lose in the transaction? It's only government money anyway.

That's one of the troubles with big government—run—everything.

**Supreme Court Upholds Verdict On Chiropractor**

SALEM (AP)—The Oregon Supreme Court upheld this week the conviction of Dr. H. R. Dewey, Portland chiropractor, and his two assistants, Doris Holtra and Johanna Ezama, got 60 days each.

The high court split 5-2, with Justices Earl C. Latourette and Walter Tooez advocating a new trial.

The conviction in the Multnomah County Circuit Court followed a trial in which a jury found that Dr. Dewey was innocent of manslaughter by abortion.

Dewey contended in his appeal that since he had been acquitted of the manslaughter by abortion charge, he couldn't be tried on the second charge.

The dissent said it was impossible to read the testimony "without reaching the conclusion that the defendants were engaged in operating a full-scale abortion mill which constituted an open affront to public decency."

**Oregon Farm Pay Average Up 7 Cents Over 1955**

CORVALLIS (AP)—Oregon farm wages, without board or room, averaged \$1.14 an hour on Jan. 1, an increase of 7 cents over the start of 1955.

Only two states have higher farm labor wage rates than Oregon, Elverta Hurrell, extension agricultural economist at Oregon State College, reported.

The second commission reports were far different from the first. The first covered government functions by agency and were comparatively much easier to put into effect. The second cut across agency lines and cover policy questions. The implication is that the second set can't be rushed through.

Mr. Kestbaum's committee has yet to hold its first meeting. It is now set for late January.

Nelson Rockefeller was assigned to make recommendations on executive orders to put Hoover recommendations into effect. When Rockefeller recently resigned as White House assistant, he kept this one assignment. But so far his activities in the field are not apparent.

## In The Day's News

(Continued From Page One)

makers know you have guns and if compelled to pull 'em you're GOING TO SHOOT.

That's the only language communists understand.

Public officials, of course, face a tough situation.

If they don't talk enough, we accuse them of bottling up the news. If they talk too much, we jump down their throats because of what they said.

Theirs is a rugged life.

Let's jump from politics to economics.

The president of the National Assn. of Home Builders today the reinstatement of 30-year, federal-insured mortgages. But, he says, DOWN PAYMENT requirements should also be reduced.

On the other side of the fence, a New York mortgage banker describes the return on new mortgages as "a temporary shot in the arm which will have inflationary effect." Our economy, he thinks, is again approaching the point where inflation is something to be feared.

Let's look at the housing business from this angle:

When building is controlled by the market—that is to say, by supply and demand—private individuals use their own judgment as to whether to build more houses for sale. If they think there is a market for them, they go ahead and build them and take their chances on selling them.

If they can't sell them, they're just out, and that's that. The point is that in a housing market controlled by supply and demand no more houses will be built if the people who are putting up the money think the houses can't be sold at a profit.

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Unemployment's average hourly pay is \$1.18 and Washington's is \$1.17. Rhode Island's is \$1.14, the same as Oregon's.

The lowest is 50 cents an hour, paid in South Carolina.

## Tugman Says Park Hearings To Be Devoted To Policy, Not To Detailed Projects

REDSPOUT — (Special)—William M. Tugman, chairman of the Advisory Committee assigned by Gov. Paul Patterson to make a special study of state parks administration and organization, today issued a statement emphasizing that the state park hearings, Feb. 24-25, are to be devoted to problems of policy, not detailed projects.

Tugman said that many of the letters which are coming to him indicate a desire to discuss specific park projects, details of land acquisition or improvement which are not in the province of the advisory committee.

He added, "Our committee really has just one main problem to study—whether our state parks should remain under the jurisdiction of the Oregon State Highway Commission, or whether they should be transferred to the management of an entirely independent board or commission."

"Our reports and recommendations will be transmitted to the governor, the interim Highway Commission of the Oregon Legislature and to the State Highway Commission as a guide to possible legislation."

"Some people in various parts of Oregon have been campaigning for an entirely separate state parks administration—as in Washington, California and some other states."

"Others feel that Oregon state parks should set up a board program of recreation, education and historical conservation throughout the state."

"We have spent most of the summer and fall studying the state parks in Oregon, with visits to the state parks in Washington and California. We have also collected data on state park administration in every state of the union."

"The next logical step is to hear from all those individuals and groups or organizations who feel that Oregon's setup for state parks should be changed—and from those who may feel it would be a mistake to change."

"The one critical issue is to whether we should go on as we have been doing or make some fundamental changes of policy and organization. With this, go prob-

lems of financing which are inevitable in any program.

"But—we have no authority to deal with specific parks or projects. We want to save the time and effort and expense of coming to Portland for those who have specific administrative problems to discuss."

"Everybody who has anything to say on the main issues will be very welcome, but it is necessary to stick to our assignment to save everybody's time," Tugman concluded.

The hearings will be held Feb. 24-25 from 10 a.m. to 5 p.m. in Room 36, State Office Building, 1400 SW Sixth Ave., Portland.

**DISTRICT MANAGER** EUGENE (AP)—Timothy F. Williams, Portland, has been named district sales manager for Southern Oregon for the Pacific Telephone and Telegraph Co., with headquarters in Eugene.

## One-Time Millionaire Dies Penniless At 88

CHICAGO (AP)—An 88-year-old pensioner who died recently in a North Side hotel room has been identified as a onetime Chicago millionaire.

The man was Ellsworth B. Overshiner, who 40 years ago was president of two independent telephone companies and a stockholder in several other Chicago firms.

Deputy Coroner Alex Loeffler said a friend estimated Overshiner once was worth about 1½ million dollars. He said he lost his wealth through bad mining investments.

The average U.S. male's lifetime quota of meat in terms of live animals, represents 33 hogs, 19 lambs, 8 steers and 4 veal calves.

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