

The News-Review

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Member of the Associated Press, Oregon Newspaper Publishers Association, the Audit Bureau of Circulations

Represented by WEST-HOLLEY CO. INC., offices in New York, Chicago, Boston, San Francisco, Los Angeles, Seattle, Portland, Denver

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

SUBSCRIPTION RATES—In Oregon—By Mail—Per Year, \$12.00; Six Months, \$6.00. Outside Oregon—By Mail—Per Year, \$15.00; Six Months, \$7.50. Three months, \$3.50.

By News-Review Carrier—Per Year, \$12.00; Six Months, \$6.00. Outside Oregon—By Mail—Per Year, \$15.00; Six Months, \$7.50. Three months, \$3.50.

Entered as second class matter May 1, 1938, at the post office at Roseburg, Oregon under act of March 3, 1909.

REPUBLICANS OUTSMARTED

By Charles V. Stanton

Elsewhere on this page today, under the Editorial Comment heading, is a reprint of a column by Publisher Charles A. Sprague in the *Oregon Statesman*, Salem.

Ready and skilled employment of publicity techniques, which Sprague details in his column, gives Democrats an advantage over Republicans, he contends.

I would like to go even further and predict that unless Republicans apply better political psychology to future activities they will be out of power for a long time. Republicans are being so thoroughly outclassed and outsmarted on the propaganda front that it is pitiful. The last election, in which Democratic party organizers, particularly in the labor field, brought about a party fervor, equivalent to a Billy Graham religious revival, gave ample proof of the efficiency of Democratic propaganda. Oregon voters were so thoroughly "converted" to the Democratic line that little thought was given to individual candidates. No explanation other than a "Sawdust Trail" revival will explain the election results, particularly at the local level. Republican leaders have their work cut out for them in meeting and combatting this very efficient technique.

Labor Group Surrendered

In one field alone Republican failure is startlingly evident. That is the field of organized labor, where Republicans have surrendered ingloriously.

For many years the Democratic party has heralded itself as the party of the "Little Man." It has succeeded in implanting in the public mind the belief that the laboring man is best served by the Democratic party's theories and principles. Organized labor is now a powerful adjunct to the party.

What has the Republican party done to combat Democratic influence over organized labor's political thought and action?

During the late days of the last campaign Republicans began organizing party members within the labor movement, but the effort was too little and too late.

Labor leaders favoring the Democratic party are working at political education all the time. Many workers leaning toward Republican theories are registered as Democrats to avoid arguments and pressures. Republican policies have resulted in surrender of its party members within organized labor to the Democratic party, rather than setting up a fighting defense against political "education" from the other side. If Republicans in organized labor had militant support from Republican leadership, the Democratic party might not be able to count upon labor as such a major influence.

Public Also Pressured

The public also is pressured by political "education" from one campaign to the next. As Editor Sprague points out, the Democratic propagandists never let up. They are forever in headlines. They are quoted daily in the press and each statement contains some little insinuation favorable to the Democrats or unfavorable to the Republicans. Everything possible is done to put Republicans in a bad light, and Republicans, too often, fail to fight back.

Senators Morse and Neuberger never lack for an angle or a peg with which to tie in to any action or policy which will get their names in the papers. Between them they manage to keep Mrs. Green's name tied into party activities. Charlie Porter, I predict, will need no help in maintaining his publicity department.

Under constant propaganda bombardment, day in and day out, it is not at all surprising that voters are convinced the Democratic party is the party of the little people, the party friendly to labor, and that the Republican party is the friend of big business and the foe of labor.

It will not be enough for the Republicans merely to answer Democratic charges, which has been the main form of defense in the past. Republicans must devise psychological policies of their own, with a positive rather than negative appeal to voters.

Peter Edson

WASHINGTON (NEA) — Indian Prime Minister Nehru's Washington statements on Communist China have been picked to pieces. The conclusion is that he did not make too good a case for his friend, Red Premier Chou En-lai.

In his press conference, Nehru said he relayed to President Eisenhower Chou's view that while he had gone several steps forward, there had been no favorable reaction from the other side—meaning from the United States.

The riddle here is just what forward steps have been made. A few fancy side-steps can be identified, but they go more backward than forward.

Unfortunately, there is no 14- or 14-point statement of what the United States expects of China's Communists before recognizing them as a government. That's on purpose.

There is no package deal listing requirements that the Red Chinese withdraw from North Viet Nam, North Korea and agree on unification of Korea with free elections.

ALL THESE MATTERS are before the United Nations. The United States wants to keep them there. Settlement of these issues is a natural prerequisite of any consideration of admitting Red China to the United Nations.

In direct negotiations with the Chinese Communists, the United States has insisted on two things as first steps:

1. Release of all Americans still held prisoner in China.
2. Renunciation of the use of force by Red China in the Formosa area.

Communist China agreed to release its American prisoners in September, 1955. Eleven fliers and

10 civilians were freed that fall. But others are still being held. The farthest the Red Chinese will go now is to say that the conduct of the Americans has been good and that they will be released ahead of the expiration of their prison terms.

SO MUCH EMPHASIS has been put on this prisoner issue that some impression has been given their release would solve everything. That is incorrect. It would be only a first step, leading to other things later on.

The renunciation of force issue has been kicked around a lot in the 17 months that U.S. Ambassador U. Alexis Johnson and Red China's Wang Ping-nan have been meeting periodically in Geneva.

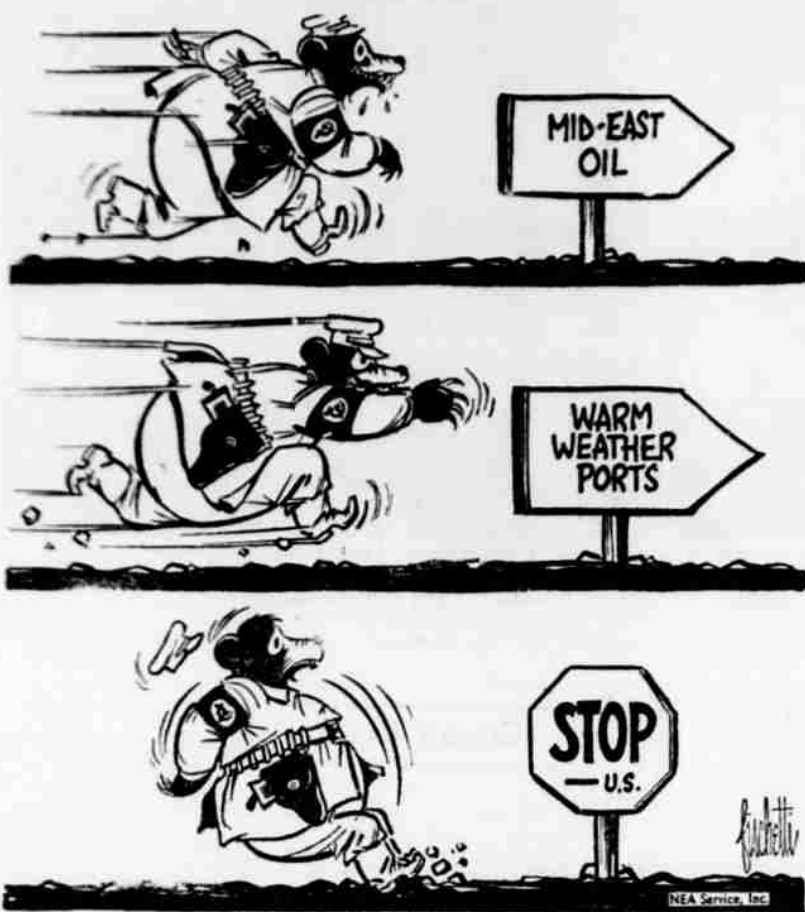
The U.S. position is that until Red China makes this renunciation, it builds another threat of aggressive action over the area and is not eligible to be considered a peace-loving state.

The Reds have made counter-proposals for a joint U.S.-Communist renunciation of the use of force. The U.S. has rejected this. The U.S. has already signed the United Nations Charter, which renounces the use of force.

FURTHER, it is argued that since the Communists have not kept their earlier promises to release American prisoners, there is no assurance that promises not to use force would be kept. Negotiation on other matters is therefore purposeless.

And if Prime Minister Nehru presented no stronger case for Chou in his talks with President Eisenhower, this part of the Indian's mission is considered unsuccessful.

Stop Sign



Hal Boyle

In The Day's News

(Continued From Page One)

NEW YORK (AP) — Things a columnist might never know is he didn't open his mail:

That Jayne Mansfield, Hollywood's greatest natural acting talent since Lillian, sleeps in a king size bed covered with black silk sheets . . . But doesn't everybody?

That new generations of the boomer are getting so resistant to DDT it no longer gives them the DT's . . . proving that one insect's poison is another insect's mouthwash.

That the new 17 million dollar Americans Hotel in Miami Beach is so luxurious . . . so help us . . . it has wall-to-wall carpeting even in the bathrooms.

That there are now 70 million cars, buses and truck drivers in the United States . . . This leaves only 50 million pedestrians to leap out of their way.

That the blouses worn by Edith Adams as Daisy Mae, homespun heroine of the Broadway musical, "Lil Abner," cost more than \$100 each.

That paintings left by ancient cave-men on their indoor walls indicate they preferred the hairy women fat, a beauty ideal still held by some native tribes.

That expectant fathers often suffer such psychosomatic ailments as headaches, dizziness and stomach upsets.

That Dr. Frank S. Caprio, a

Washington, D. C., psychiatrist, says "infidelity is closely allied with excessive drinking" . . . The W.C.T.U. has been saying this for decades.

That each cubic mile of sea water contains 4,500,000 tons of magnesium.

That atomic heating of factories, office buildings and other large structures eventually will help solve the smog problem . . . Meanwhile, anyone looking for Los Angeles can locate it by radar.

That Japan is the only country where pearls have been successfully cultivated. (In America men who can afford to buy a girl pearls are cultivated even more successfully.)

That although former President Truman was photographed several times holding up fish while in office, the Fisherman's magazine raises this burning political issue: "Did he actually catch any of them himself?" . . . Well, HST, how about it? . . . We pause for reply.

That lobsters have sex just like most everything else . . . There are hen lobsters and cock lobsters. Anyone seeking further information on this vital subject is hereby referred to the Fulton Fish Market.

That Kate Smith, who never took a singing lesson in her life, once aspired to a career in opera . . . Gave it up on the advice of Leopold Stokowski.

That a medical survey showed a trend among doctors of all types to reduce their cigarette smoking.

That a lawyer named John C. Argue has been admitted to the California state bar.

That prosperity may make people even more jittery than poverty . . . Rise why did U.S. physicians write 35 million prescriptions for tranquilizing drugs last year?

That it was philosopher George Santayana who observed: "The young man who has not wept is a savage, and the old man who will not laugh is a fool."

Many college students can't spell common words, some do not know the alphabet, and something should be done about it, he told the American Assn. for the Advancement of Science.

"It is well known that college students do not read, write, nor comprehend as well as they should. This study over a 25-year period proves that they cannot spell either."

Dr. Crooks cited these among the probable reasons: Children don't get enough drill in writing and spelling. We are addicted to slogans. Incorrect public signs and notices. Most school teachers seem to feel that teaching spelling is beneath their dignity.

Nuclear Power Obtained From Atomic Reactor

WASHINGTON (AP) — Nuclear power has been generated from an experimental atomic reactor in Illinois.

The Atomic Energy Commission announced here that the power production at its Argonne national laboratory, Lemont, Ill., was the first under its civilian reactor development program begun in 1954. Four other reactors have been started under this program.

The first atomic power came five years ago on a trial run in Idaho of an experimental breeder reactor similar to that which powers the submarine Nautilus. As a further experiment, the Argonne plant supplied all the town's electricity for an hour in July 1955.

The AEC said the Lemont reactor, of a 25 percent type, generated electrical power at 100 kilowatts for the first time on Saturday, Dec. 29, 1956, on a test run.

the free world it isn't given to human beings to be able to look that far forward into the future with precision and exactness.

About the best we can do is to guess as accurately as is humanly possible how Russia proposes to achieve her objective of destroying us and thus extending communism over the world. Our next stop after that must be to figure out how we will STOP her.

That, it must be assumed, is what we are undertaking to do.

Secretary Dulles, explaining the new policy to the house foreign affairs committee, says it would be a disaster to the West to let the Middle East—with its strategic location and its immense supplies of oil—fall under Soviet domination.

But, more than that, he adds, it would encourage the Kremlin to resort to force everywhere in the world.

That seems a reasonable statement.

We must not, of course, go all out for the Ike plan just because it's Ike's plan. That would be carrying partisanship MUCH too far.

What the new plan amounts to is a new foreign policy for the United States. The purpose of a foreign policy is to PROTECT THE INTERESTS of the nation laying down the policy. If it is to be adopted and backed up with all the resources we possess, including our lives and our property, it must be sound and wise.

If it is to be SUCCESSFUL, it must be thoroughly understood by the people, whose lives and property are at stake. That can come about only through full and unlimited discussion.

In this NECESSARY discussion no punches should be pulled and no policies should be played.

Moving over from the grave and serious to the peacocks of human nature, I suppose you are aware of the hullabaloo over Princess Grace's and Prince Ranier's impending baby.

Reporters and cameramen and commentators are ganging up around the toy palace in the toy principality of Monaco. Presently, they are seeking gossip. The big prize, when the baby arrives, will be a scoop of the first magnitude, and it is reported that steeplechase bribes are being offered to palace retainers all the way up from scullery maids to the first lord of the royal bedroom.

Anyone who can hide out a camera and sneak a shot of the infant seems to be eligible for backsheesh.

"Snooping" is inexcusable invasion of privacy? Sure! But I'll risk a bet. I'll wager you're reading the stories, instead of skipping 'em. That's why the reporters and the cameramen and the gossip writers are converging on Monaco.

Discussing? Let's not go that far. It's just of human nature. We human beings are built that way. Before loving faith in human nature, it's well to remember the ancient jungle.

There's so much good in the worst of us.

And so much bad in the best of us.

That it ill behooves any of us "To speak evil of the rest of us."

Women Never Lose All Hostility Towards Men

DETROIT (AP) — A Chicago psychologist says women never lose all their hostility towards men.

Dr. Allison Davis of the University of Chicago told delegates to the Delta Sigma Theta sorority convention here that women occupy an inferior position in American life.

He said their inferior position makes them hostile to men.

"Yet once they become reconciled to the feminine role," he said, "most of their hostility toward the male is dissipated, but never all of it."

Editorial Comment

From The Oregon Press

IT SEEMS TO ME

By Charles A. Sprague
In the Oregon Statesman

In one of his columns last week Drew Pearson related how Sen. Wayne Morse backtracked over Oregon for thank-you "coffees" following his reelection. Morse wasn't the only one who did that. Rep. Edith Green not only filled numerous engagements following election, but in making speeches outside her own third district (Multnomah County) started rumors she might contest for the senatorship in 1960. And newly elected Charley Porter of the fourth district and Al Ullman of the second made limited tours of their districts to show gratitude to their supporters and smooth out any remaining rough spots. The lone Republican to survive the congressional elections, Walter Norblad of the first district, whose campaigning had been quite inconspicuous, made no such tour. Instead the day after the election he hitched up and started to drive back to the national capital.

Republicans might well take notice of the fact that the Democrats who have risen to high office are diligent campaigners, in season and out of season. Senator Neuberger, who faces no electoral test until 1960, is prolific with speech and typewriter, quick with a press release or a public statement. Both he and Morse shower the state generously with weekly news letters. Those in the advertising business know the value of repetitive pounding of names and labels to gain and hold public acceptance; and the Democrats mentioned have been quick to build on this feature of mass psychology.

It wasn't always that way. When the late Charles L. McNary returned after a session of the Senate where he was long Republican leader, he would have a prepared statement to be handed reporters on his arrival. Then he went to his farm home, Piroche, for a rest. He would receive visitors and constituents there or in his former law office in Salem, but he made very few trips over the state, and hardly any speeches. He left campaigning pretty much to his friends—and once nearly got scooped as a result, by Willis Mahoney, in 1936.

McNary's successor, Guy Gordon, followed a similar pattern, spending most of his time in Washington, seeming to take pride in keeping his name out of the papers, issuing few public statements, trusting that the work he was trying to do would speak for itself and win him reelection—which it did until Neuberger came along in 1954.

Winning elections isn't just a matter of tea and crumpets, of publicity and news letters. You still should have parcels of political merchandise that will have some appeal to voters. But so long as elections depend on the count of votes politicians need to employ techniques that will keep their names before the public, and if at all possible, always in a favorable light. This doesn't mean they should avoid controversy—some politicians achieve success by fighting evil dragons (W. A. R. street, the Arlington club, the international bankers, the Reds), which gives them a steady run of publicity. Their ready and admitted techniques gives these Democrats quite an advantage which their Republican opponents will have to reckon with.

OREGON STUDENTS HIGH

BUT . . .

Coos Bay Times

It has been widely known for some time that Oregon stands high among the states in excellence of secondary education. But it has not been publicly known just where Oregon is especially strong and where there are still weaknesses.

Writing in the current issue of Oregon Education magazine, official publication of the Oregon Education Assn., John S. Conway, supervisor of secondary education for the State Department of Education, reports that while Oregon high school seniors ranked fifth in a nationwide sampling, there was room for improvement.

General Educational Development tests of graduating seniors taken in 14 Oregon high schools selected at random (none of them in Southwestern Oregon) showed Oregon ranking second nationally in social studies, seventh in literary materials, eighth in expression (English), 13th in natural sciences and 23rd in mathematics. The latter two categories obviously could stand improvement. The low standing in mathematics is especially significant compared with the national scoring, which showed its greatest rise in mathematics.

Faced with these figures, we must bend a little from our line that natural sciences are being over-emphasized. It would seem that over-emphasis in these fields would have shown up in the recent GRE tests. At the same time, we re-learn on this point and admit that more emphasis is needed there, we still maintain that natural sciences must not be pushed at the expense of social sciences, as would be quite likely if the clarification call for chemists, physicists and engineers—a call coming from business and industry—were heeded to the fullest.

Off this point, but worthy of thought, are several other conclusions about education reached by the survey.

It found, for example, that variation of quality was great from one state to the next. In social studies seniors in the highest state scored 69 compared with 19 for seniors in the lowest state. The spread was from 74 to 24 in the natural sciences. As Mr. Conway points out, "the implication of these differences are tremendous in terms of any proposed plan of federal aid to education or of national scholarships or existing college programs." It becomes apparent that some states need education aid far more than others, yet it is obvious that to base allocations of federal aid upon need would raise some thorny problems.

The study also found a definite correlation between the amount of money spent upon education and the excellence of students. Mr. Conway reports that all except one of the lowest fourth of states spent less than \$200 per student; yet one state with high expenditure fell below the median and three of the top four schools in performance had only average expenditure. The conclusion is that there is a high relationship between financial support and level of learning, but money is not the sole factor.

Finally, the study discovered a high relationship between learning and the level of citizenship (voter participation), standard of living (per capita retail sales) and the attractiveness of the state. This gives itself to a chicken-or-egg analysis of which comes first, but it is more likely that highly educated communities and high level of secondary school attainment feed upon each other.

State's 1956 Tourist Business Hits New High

PORTLAND (AP) — The Portland Chamber of Commerce, in a series of year-end reports, has reported that the state's 1956 tourist business totaled 141 million dollars—a 14 million dollar increase over the previous high of 1955.

The state survey showed that 1,096,000 out-of-state cars visited Oregon in 1956, a gain of 65,000 cars and 216,000 persons over 1955. Total number of visitors was reported at 3,453,849.

Portland convention business totaled \$7,802,457, with 324 conventions held here in the past year.

The Chamber said that 1,750 additional persons found manufacturing jobs in the Portland area during the year as a result of manufacturing expansion in the city.

SHIPS REPAIR UP

PORTLAND (AP) — Ship repair activity here during 1956 climbed seven per cent over the previous year, the Port of Portland said.

The port reported the bulk of the 728,800 tons of shipping involved came from 77 large freighters and tankers. The 2,011,153 ton-days on its two docks during 1956 was a peacetime record, the port said.

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