

The News-Review

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ADVERTISING WEEK

By Charles V. Stanton

We have so many special weeks and days that it becomes an intolerable and impossible task for a newspaper to recognize them all. One special week, however, cannot pass unnoticed for it is Advertising Week, being celebrated Feb. 10-16, and newspapers and advertising complement one another like ham and eggs.

We hear and read of the things that make America great. If we were to center on the one thing that has been of most influence in producing our present standard of living I believe we would find advertising standing alone.

But advertising, to achieve its remarkable influence upon our national greatness, must have a vehicle. That vehicle was and is the newspaper.

You are inclined to take advertising for granted. It is a part of your everyday life. You "shop" your newspaper. You read advertisements in your magazines. You hear and see commercials on radio and television. Your route is lined with advertising billboards as you drive along the highway. Sound cars beat advertising messages into your ears. Skywriters even "paint" signs in the sky. Seldom are you free from the influence of advertising.

Advertising Produced Growth

But go back in history only a comparatively few years. The only way in which goods could be advertised was by word of mouth. A factory could sell its merchandise only in its own community, because no one else knew of its product.

Then someone put an advertisement in the hand-printed newspapers. As newspapers were distributed over wider territories, the manufacturers began to get orders for merchandise from more distant points.

So manufacturers began using more newspapers in more communities. As they took their message to more newspapers and more people, they sold more goods. They had to enlarge their plants and hire more people. Increasing the number of people earning wages caused those people to buy more goods for which their appetites had been whetted by advertising. Sale of more goods brought about more factories, more employment, more wages, more production, all of which resulted in more advertising.

As competition became keener, manufacturers had to devise ways and means of selling cheaper than their rivals. Out of this competition of free enterprise came mass production. Mass production put many items of consumer goods into a classification cheap enough to attract more buyers in low income groups, and so the cycle of production, buying power and employment keeps going around and around, with advertising the energy which keeps it moving.

Without advertising the wheels of industry would grind to a sudden halt. Business would wither. The high standard of living, the gilt-edged prosperity which this country enjoys would melt away, as does an icicle in midday sun.

Can Ward Off Depression

Depression is caused when dollars are taken out of circulation. When dollars are kept moving we have prosperity.

Advertising keeps dollars moving. Advertising, properly used, is the best weapon we have against depression.

Advertising comes to us in many forms. It is as competitive as is the merchandise it sells.

Its art forms, as found in many magazines, compares favorably with the best art to be found in the world's most noted galleries. Today's commercial artist, in many cases, is the peer of the masters in color and form.

Newspaper advertising exerts a unique appeal, and by all measures has been found the most productive for dollars spent. It is the one form of advertising the prospective consumer actually seeks. It does not have to be forced upon him, thus creating the danger of resentment and prejudice. Instead, he scans the advertising columns of the newspaper as he does its news, seeking the information offered.

Radio advertising, and the more recent television advertising, run the gamut from ridiculous to sublime and are still in experimental stages of development.

The advertiser today can spread his message in bold and flashing colors, in words and pictures, in lights and shadows, in music and in rhythm. The advertiser today has few boundaries to limit the presentation of his message.

Sec. Benson Says 'We've Got To Get Out And Fight' For World Markets' Share

SPOKANE — Secretary of Agriculture Benson said Tuesday "we've got to get out and fight" for a share of world markets and said he favors trade with Iron Curtain countries if it doesn't jeopardize security.

"I'd trade with the devil if I got a good deal," Benson told a meeting of wheat farmers. "I won't just barge ahead and trade with the Iron Curtain countries. I plan to keep close contact with the State Department on any such trade."

Benson spoke here Monday night at the Pacific Northwest Farm Forum and said prices received by farmers have been running 2 to 7 per cent above a year ago. "Domestic consumption is increasing, diets are improving, markets are expanding at home and abroad," he said.

He said the national wheat situation "is improving" and that the total wheat crop this year may be about 810 million bushels if farmers take some 3 million acres of spring wheat out of production in the Soil Bank program. "Domestic use and exports may be around 950 million bushels in 1957-58," he said. "A crop of 810 million bushels, therefore, would be 140 million bushels below con-

sumption. This would bring about a substantial reduction in carry-over at the end of the 1957-58 marketing year."

The Farm Forum, sponsored by the Spokane Chamber of Commerce to promote better understanding between farmers and businessmen, heard a plea for a more realistic federal farm program Tuesday.

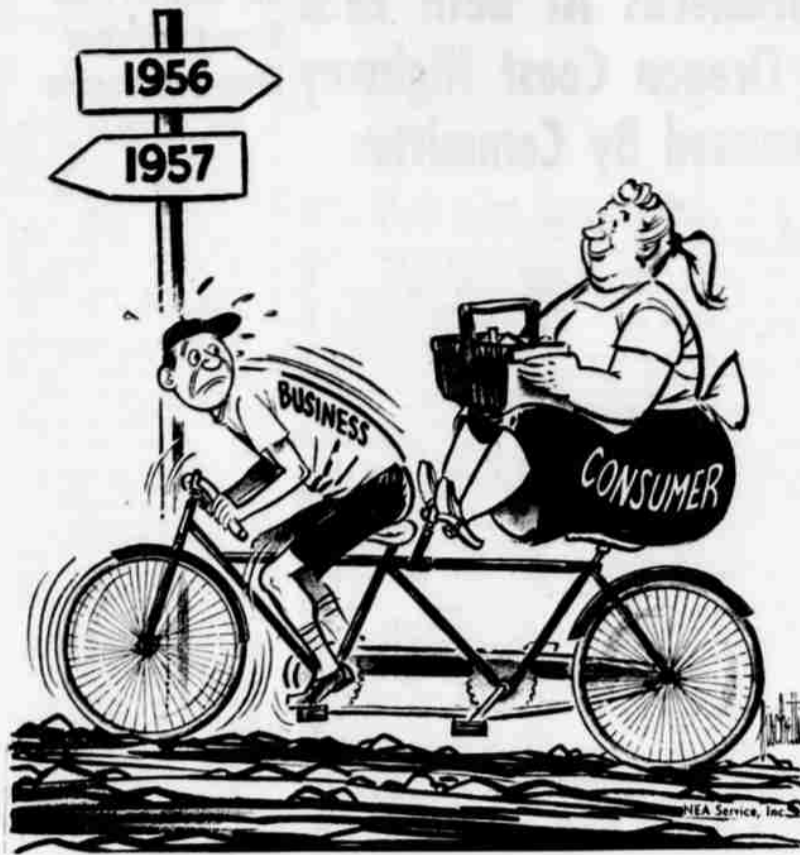
"Allotments will become more valuable than land if government controls continue to grow," said Robert C. Liebenow, president of the Chicago Board of Trade.

"The greatest barrier to developing a sound farm program is a depressing atmosphere created by government subsidies in other segments of the economy," he said. "The long-range goal must be a free agriculture" that provides for efficient production of all needed food and fiber, he added.

Edgar L. Smith, a prominent St. John, Wash. farmer, told the Forum the average reserve portion of the Soil Bank program "tends to eliminate surplus of one crop to create a surplus of another."

"The acreage reserve program is not suited to the 3 million acres of summer fallow land and gives no consideration to regional situa-

Return From The Picnic



Peter Edson

In The Day's News

(Continued From Page One)

WASHINGTON — (NEA) — A gradual shift in the roles and principles of the Republican and Democratic parties is becoming discernible.

A large part of this may be simply a matter of politics. Anything the Republicans in power are for, the Democrats are against.

So as the GOP grows more liberal under the Eisenhower program, the Democrats appear to be more and more conservative.

President Eisenhower's first five messages to Congress this year leave little doubt as to which way he is leaning.

His special message on Middle East policy and his inaugural put the whole GOP elephant all the way under the tent of the internationalist, and not just its trunk. His economic report, budget and State of the Union messages spelled out a domestic program just as liberal as anything Presidents Roosevelt and Truman wrote on their slates.

THE MIDDLE EAST POLICY proposed by President Eisenhower is entirely in keeping with the Democratic policies to contain communism and give aid to free countries wanting to resist it. President Truman was completely consistent in endorsing the new Middle East doctrine as a necessary development of his own policy.

The spectacle which Washington observed, however, was that former Democratic Secretary of State Dean Acheson was called back in something of an heroic role to testify on the Eisenhower doctrine before the House Foreign Affairs Committee as an expert witness.

When the hearings got to the Senate, it was the Democrats who led the attack on Republican Secretary of State John Foster Dulles. Eventually, it seems now, they will have to accept some kind of a new declaration on Middle East policy. But at the outset, Senators Fulbright, Humphrey and Morse

Hal Boyle

ANDROS TOWN, Bahamas — I owe an apology to America's 20 million fishermen.

For years I have secretly felt that a fisherman was like a professional gambler who plays poker for keeps with a group of kindergarten kids.

Fishing seemed unfair to me. Any man ought to be able to outsmart anything dumb enough to spend its life under water. Or so I thought.

The Andros Yacht Club here has become a mecca for anglers of three continents seeking everything from delicate needlefish to blue marlin big enough to fill a Cadillac.

After listening to a lot of their tall yarns about record catches, I ventured the opinion that fishing was basically a childish sport.

"As a matter of fact," I said, "I set a record myself when I was only 19 years old. I caught three fish in two minutes in Troost Lake in Kansas City, Mo."

"The largest was about three inches," I admitted. "But the principle's the same whether you're after a minnow or a whale. All fish are dumb. What chance have they got, once you learn their weakness?"

All the fishermen moved silently away from me down to the other end of the bar — as if I had broken out with smallpox. All that, except Dave Roberts, outdoor editor of the Cincinnati Enquirer, who is a kindly, tolerant man.

"Tomorrow," he said, "you're going home with me. The sport has changed a little since you were 19."

I agreed. The next morning Joe, our native guide, put-potted us up Fresh Creek.

We poled into the shallows, and Dave said, "now, we get out and walk."

"On top of it—if you can," answered Dave mildly.

We started wading, and after about a mile of this I began puff-

ing. Every few moments Dave or Joe, noiselessly poling the boat behind us, would get excited and point, and then—zip!—Dave would send the fly arching far out into the water. But nothing bit.

I stared and stared. Each time I saw nothing but rippling waves. Once, when Joe pointed and called softly "there!", I nodded as if I had really seen something and said, "yes, there were four—counting the little one with the narrow forehead."

"Sure," said Joe, reproachfully. "It was a school of six... maybe eight."

"How far can you really see a bonefish?" I asked.

"Six hundred feet in this light," he said, and at the look of disbelief on my face he added with simple dignity, "sure, in my work my eyes are my hands."

Dave offered to let me flick out a few flies, but by then I was so exhausted I couldn't have hurled an underweight mosquito three feet to catch even a walrus.

After casting a bit from the boat, we started home empty-handed. "Phantoms of the flats," indeed Joe and Dave had seen maybe 20 bonefish I saw not one.

Unless a man has 20-20 vision, the patience of Job, and the endurance of a well-trained infantryman, he'd better leave bonefishing to real fishermen—and strong silent women.

But no fish is ever going to get a chance to make a fool of me in public again.

The next one I catch will be with a knife and fork, and if it even dares look up from the plate in an appeal for justice or fair play I'll pour a whole bottle of Worcestershire sauce right square in its big leering blue eye.

of which wants to run its own shebang) are the least obvious. There's always the chance that different "kinds" of communists will get to fighting with each other instead of everybody ganging up to fight us.

Speaking of communists, Russia comes up with its own Middle East doctrine. The doctrine calls for a Big Four (U.S., Russia, Britain and France) declaration of hands off the Middle East—that is, let the Middle-East countries fight it out among themselves with the rest of the world staying out of it.

The Russian "doctrine" proposes that if there is to be any economic aid it will be provided by ALL the Big Four nations, instead of any one of them.

On the face of it, it sounds good. But—like all Russian proposals—it has a catch. The catch is this: The United States, Britain and France must close down their Middle Eastern military bases. That would mean that we'd get clear out and move back home, thousands of miles away, and leave the Russians JUST OVER THE FENCE from the Middle East ready to jump in at a moment's notice.

It's a typical Russian proposal. The very fact that a county is growing rapidly is a reason why a county court, although elective, can no longer truly represent the people; not that it is not capable or honest in its work, but because it is not possible for more of us to know the people elected, or for them to know us. A direct vote on the proposed regulations themselves supplies the only determinative opinion of the people.

I claim there can be no true progress without the unity and the spirit of all people behind it and that this unity cannot be achieved by legislation unless the people themselves have a part in it. I believe our need for unity supersedes our need for orderly development, important though that may be. I do not believe in waste, either of people or work that has been done. With these things in mind, I offer the suggestion that the planning commission continue as it is, but that it make its recommendations to the voters instead of to the county court. Let it explain, expound and advertise its recommendations through the medium most likely to reach all the people which, in my opinion is the newspaper.

Public hearings cannot reach everyone. By this method the public's voice would be heard on these matters of vital importance to us all.

Mrs. Harry Vance, Rt. 1, Box 37A, Oakland, Ore.

Court Order Wrecks Cable Car Wrecking

SAN FRANCISCO — A court order halted wrecking crews four hours after they had started tearing up abandoned sections of the Washington and Jackson streets cable car line Monday.

Judge William T. Sweigert issued a temporary restraining order stopping the \$100,000 project on a complaint filed by attorney Morris Lowenthal on behalf of six Pacific Heights residents.

They charged that abandonment of the line west of Hyde Street was illegal, that approval of a 1934 cable car renovation program was won by an election campaign based on "fraud," and that rents dropped and business suffered because people don't like buses that have replaced the cable cars along the Pacific Heights loop.

"This suit is entirely without merit," said Dep. City Atty. Thomas O'Connor.

Only a few of San Francisco's cable cars still operate.

ASK FINANCIAL STATEMENTS

SALEM — A bill to require all public officials to file personal financial statements within 15 days after taking office was introduced Tuesday by Rep. Vernon Cook, D-Greensham.

The statements, to be filed with the secretary of state, would be open only to the governor, attorney general or a district attorney.

Barbershop Quartets' Contest Feb. 28-Mar. 2

FOREST GROVE — Quartets from several states will compete here Feb. 28-March 2 in the 11th annual All-Northwest Barber Shop Ballad Contest.

Women's foursomes will launch the contest the night of Feb. 28 and male quartets will hold their eliminations the following evening.

Last year's women's champions from Seattle, the Northwest Hilliers, are entered to defend their title. Another Seattle entry is the Velva-Deans of the Puget Sound chapter of Sweet Adelines.

"Strolling Through the Park" will be the setting for this year's Gay Nineties revue, to be staged as parts of the ballad contest finale.

Reader Opinions

People Must Have Part In Forming Legislation

Some years ago, at a community club meeting, I was a member with voting privileges. This was something of an event in my life. Having grown up in the back woods, and gone to a little weather-beaten, unpainted school house, I had dreamed at times of taking part in group work, learning procedures, rules of order and so on. Consequently I was thinking very seriously of how I would cast my vote.

Imagine my feeling when the chairman, after receiving the vote of the nominating committee, announced calmly that "Mrs. X is our next president."

There was no vote at all. That was my first example of how our democracy sometimes works.

I'd been about to touch a rain-bow and my fingers closed on a hunk of clay.

Later I realized that this particular chairman had not known how to proceed, or had suffered stage fright, but the incident made an impression that time has never erased.

In the current controversy surrounding the planning commission, it seems to me that the real issue is scarcely being touched; that the germ of contention is not planning commission, zoning or building codes, but, rather, whether or not people are to have a voice in governing their own homes and developing their own country. Offering a package which they have no direct part in making, and little opportunity to examine, the human attitude likely is to be, "even if it was good I wouldn't like it."

Not all of us have the experience, training or, in some cases, the mentality to grasp and understand the complex problems of government which often are presented in technical or legal wording on our ballots. A good deal of it is remote, over our heads, or out of our circle of interest. Frequently we are quite willing for those who have greater knowledge and capability to shoulder the responsibility for us and to make the decisions. I believe that this is as it should be, up to a point, and one reason for having a legislature, at the same time when the legislature enacts a law that gives a few people sole power of making or adopting binding controls over an entire county, without a vote of the people, it is my belief that the lawmakers are assuming a prerogative of the people. If such a law is not unconstitutional, in my opinion, it should be void.

To impose regulations by force, through another legislative bill, would, to my mind, be a very serious error. The leaning toward more appointive offices, and toward local ordinances, without a vote of the people, troubles me, just as the community club incident troubled me. I think it is a sign of danger. It is at the local level that people should have most to say about their government.

The very fact that a county is growing rapidly is a reason why a county court, although elective, can no longer truly represent the people; not that it is not capable or honest in its work, but because it is not possible for more of us to know the people elected, or for them to know us. A direct vote on the proposed regulations themselves supplies the only determinative opinion of the people.

I claim there can be no true progress without the unity and the spirit of all people behind it and that this unity cannot be achieved by legislation unless the people themselves have a part in it. I believe our need for unity supersedes our need for orderly development, important though that may be. I do not believe in waste, either of people or work that has been done. With these things in mind, I offer the suggestion that the planning commission continue as it is, but that it make its recommendations to the voters instead of to the county court. Let it explain, expound and advertise its recommendations through the medium most likely to reach all the people which, in my opinion is the newspaper.

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Specialists Recommend Klamath Forest Purchases

WASHINGTON — A group of management specialists Tuesday recommended government purchase of the forest lands of the Klamath Indians in Oregon when federal wardship over the tribe is ended.

The wardship is to end in August, 1958. Three specialists named to study methods for the transition, T. B. Watters, Eugene G. Favell and Earle Wilcox, testified Tuesday before the House Indian Affairs Subcommittee on proposed amendments to the termination law enacted by Congress in 1954.

The committee was told Monday that unless the required deadline for sale of tribal forest lands is extended, the pine market will be glutted to the disadvantage of the Indians owners.

The law would require sale of 745,280 acres of Ponderosa pine timber land by Aug. 13, 1958. Asst. Secy. of Interior Hatfield Chilton proposed that this deadline be extended for four years.

Watters told the committee it would be best for the government to purchase the timber.

"The law, if carried out as it stands at present, would jeopardize the long-term interest of the Indians," he said.

Watters said he favored the government buying up the timber lands—instead of having it purchased in smaller tracts by private interests—because of the lack of experience on the part of many of the Indians to handle their own affairs.

He said he and other members of the group favor giving the Indians a voice in the matter if the land is to be sold.

Chilton and Lewis Siegler, solicitor for the Indian Bureau, testified it would be a mistake to assume that all members of the Klamath tribe would automatically obtain control of the money paid them for their share of the tribal property.

In the case of minors and incompetent Indians it is expected that guardianships of trusteeships

will be set up to protect the Indians' interests, they said.

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Plagued Day And Night with Bladder Discomfort?

Such a common thing as uric acid eating or drinking may be a source of mild, but annoying bladder irritations—making you feel restless, tense, and uncomfortable. And if you're plagued with nagging backache, headache or muscular aches and pains due to over-exertion, strain or emotional upset, now adding to your misery—don't try Doan's Pills.

Doan's Pills have three outstanding advantages—act in three ways for your speedy return to comfort. 1—They have an easing soothing effect on bladder irritations. 2—A fast pain-relieving action on nagging backache, headache, muscular aches and pains. 3—A wonderfully mild diuretic action thru the kidneys, tending to increase the output of the 15 miles of kidney tubes. So, get the same happy relief millions have enjoyed for over 60 years. Ask for new, larger, economical size and save money. Get Doan's Pills today!

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CONSTIPATED?

new laxative discovery un-locks bowel blocks without gag, bloats or gripe

Constipation is caused by what doctors call a "thrifty" colon. A "thrifty" colon is one that, instead of retaining moisture as it should, does the opposite: robs the colon of so much moisture that its contents become dehydrated, so dry that they block the bowel; so shrunken that they fail to excite or stimulate the urge to purge that propels and expels waste from your body.

TO REGAIN NORMAL REGULARITY two things are necessary. First, the dry, shrunken contents of your colon which now block your bowel must be re-moistened. Second, bulk must be brought to your colon to 5-T-B-E-T-C-H STIMULATE it and so, excite its muscles to action; to a normal urge to purge.

AND, OF ALL LAXATIVES, only COLONOID, the amazing new laxative discovery possesses COLONOID's great moistening capacity plus COLONOID's stretch-stimulating bulk that

activates normal colon reflexes. So effective that it relieves even chronic constipation overnight, COLONOID is yet so smooth, so gentle it has been proved safe even for women in the most critical stages of pregnancy.

SUPERIOR TO OLDSTYLE bulk, salt or drug laxatives, COLONOID neither gags, bloats nor gripes; does not interfere with your absorption of vitamins and other valuable food nutrients; and in clinical tests, did not cause rash or other side reactions.

IT'S A PHYSIOLOGICAL FACT! Exercise tones your body! AND COLONOID exercises your colon to tone it against const