

The News-Review

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NEWSPAPER SQUEEZE

By Charles V. Stanton

Oregon newspapermen, through their state association, hold two meetings annually. The Oregon Press Conference meets in Eugene in February of each year. That meeting is devoted chiefly to the editorial side of the paper and is held in close cooperation with the School of Journalism at the University of Oregon. The summer session is held each June. It moves around the state. This year it was held at Gearhart, starting last Thursday and ending Saturday. The summer session of the Oregon Newspaper Publishers Association is given over largely to business and production problems.

Each of these meetings finds the publishers exchanging ideas and information. Despite the continuing squeeze between expense and income, it is interesting to observe that the program is given over much more to ways and means of improving the product, rather than procedures for increasing profits.

Reports by publishers throughout the state have a uniform tone — expenses keep going up while profits keep coming down. The squeeze is causing much concern. Yet at the meeting just closed the topics chiefly considered included improvements in appearance and contents of newspapers, community service and public relations, and how to maintain publication under emergency conditions, a panel conducted in cooperation with state and federal defense agencies.

New Processes Talked

At these meetings of publishers, the crying towel makes frequent appearance at "bull sessions." Two or three will get together and start talking about their troubles, seeking advice, or trying to arrive at a solution of a mutual problem.

Yet, though the problems are many, much of the discussion revolves around product betterment rather than profit.

But profit is, naturally, one of the topics studied, principally in "bull sessions," and is the one subject requiring liberal use of the crying towel.

Much talk centers around processes, old, new and prospective.

There have been few fundamental changes in the technique of printing and publishing for many years. While other manufacturing industries have developed techniques and production procedures of revolutionary character, printing has gone along with the use of metal type, application of ink, and pressure method of printing.

Some refinements have been made, it is true. Typesetting machines replaced the old method of "picking" type from cases. Improvements have been made in presses, some of which have grown to enormous size and have become exceedingly complex. Though we have added speed to the operation, through improved mechanics, the actual printing process hasn't changed materially in fundamentals since the invention of movable type.

But late years have brought about much research into the technique of printing. Mounting labor costs have forced publishers to seek less expensive ways of doing things. With the cost of materials ever climbing upward, publishers have had to seek ways of using less material, such as newsprint, and finding substitutes for the materials they can't afford.

Income Lagging

Newspaper publishers seem to feel that they can't raise the prices of advertising space, or their rates to subscribers, every few months. For one thing, many newspapers contract advertising at a fixed rate for a year at a time. Newspapers also sell subscriptions on a yearly basis. But a newspaper's expenses are not limited to annual boosts. Wages steadily keep going up. The price of paper is boosted with the seasons. Machinery and supplies advance almost monthly. Thus newspaper income never seems to keep pace with the cost of doing business, but is always lagging behind.

Publishers would like to find some cheaper way to publish newspapers. They would like to make profits proportionate to their investments — something few are doing. Most newspapers would be very happy if their rate of net profit would equal that given controlled utilities.

Yet, squeezed as they are between expenses and income, publishers found time at their conference to consider how they could continue to serve the public if an atomic bomb should be dropped on one or more targets; how legibility could be improved; how the newspaper could be made of greater service to its community; what steps might be taken to better newspaper service in general.

IN THE DAY'S NEWS

By FRANK JENKINS

(Continued From Page One)

2. By strengthening in America the instinctive American feeling that the thing for us to do is to get our troops off foreign soil—where, except in time of war, they have no business—and BACK HOME, where American troops belong.

Two questions arise at this point:
1. Why do we keep American military forces on foreign soil?
2. Why are the Russians so eager to get our troops OFF foreign soil?

These, I think, are the answers:
Russia's objective is to DESTROY AMERICA — thus winning for Russian communism the mastery of the world.

Her plan is to keep getting stronger and stronger until she reaches the point where she will be able to destroy us AT ONE BLOW in an atomic Pearl Harbor that will cover all of continental United States.

If our retaliatory striking power is confined to continental United

States, that might be possible.

But —
If our retaliatory striking power is SCATTERED ALL OVER THE WORLD it wouldn't be possible.

We have renounced aggressive war. We will strike at Russia only in retaliation. That gives to Russia the priceless military advantage of the initiative.

If we are to retaliate successfully after an atomic Pearl Harbor launched with all the power Russia can muster after decades of frantic preparation, we must keep our forces scattered all over the world so that Russia can't destroy them all at once.

That's about the long and the short of it.

That is why we have to keep our forces dispersed over the earth, wherever there is friendly soil. That is why as Americans we have to restrain our yearnings to get our boys off foreign soil and back home — where in normal times they belong.

Difficult as it may be for us to do so, we must force ourselves to realize that these cold war times AREN'T normal times.

Legal Opinion Given Fast Tax Writeoff For Idaho Power Contrary To Intent

WASHINGTON (AP) — A Senate subcommittee produced Tuesday an opinion from a Library of Congress legal expert that a fast tax write-off for Idaho Power Co. "seems contrary to the legislative purpose and spirit" of the law.

Sen. Kefauver (D-Tenn.), chairman of the Antitrust and Monopoly subcommittee, obtained the opinion from James H. Radigan, a specialist in American public law of the library's legislative reference service.

Radigan was put on the witness stand and stuck by his views under questioning by Sens. Wiley (R-Wis.) and Dirksen (R-Ill.). His appearance interrupted the testimony of Gordon Gray, director of the Office of Defense Mobilization. Gray signed the certificate granting Idaho Power the rapid tax write-off for two dams in the Hells Canyon area of the Snake River.

The write-off was opposed by Secretary of the Interior Seaton. Gray balked Tuesday at producing a memo from Arthur S. Fleming, his predecessor at ODM, which had been attached to a Seaton letter of disapproval. But he said it wasn't correct to infer that Fleming opposed the write-off.

Kefauver told reporters Fleming may be summoned as a witness. Kefauver said he got the impression that Fleming "took many exceptions to do not and favored further consultations."

As in the case of the memo, Gray also refused to tell the subcommittee whether he had any discussions of Seaton's objections with White House or Interior Department officials. In each case, he said, it was a matter of "executive privilege" which could not be disclosed because of his responsibility to President Eisenhower.

The Radigan opinion was brought out after ODM counsel C. H. Kennel said no memos had been prepared on the legality of the write-off. Kefauver asked Gray why he didn't get a legal opinion.

"I saw no reason to ask for a legal opinion," Gray replied. The law under which the write-offs are allowed authorized accelerated depreciation for tax purposes for "emergency facilities necessary in the interest of national defense."

Radigan said that to construe these words as applicable to an electrical generating plant of permanent construction in an area where the existing and future known demands for electrical energy (without the necessity of the continuance of the emergency) would justify its construction, requires a total disregard of the stated purpose and of the spirit of the act.

When Gray balked at saying whether he had discussed Seaton's objections with White House or Interior Department officials, Kefauver told him, "I don't think you are doing right by the public and this committee by withholding this information."

WASHINGTON (AP) — When foreign aid Director John B. Hollister was younger, during and after World War I, he worked with Herbert Hoover's relief mission in Poland. He became a "Hoover Republican."

Later Hollister became a law partner of the late Sen. Robert A. Taft in Cincinnati. Then he was a "Taft Republican."

As a Hoover and a Taft Republican, Hollister was made executive director of the Hoover commission on government reorganization in 1953.

When he was promoted from this position to head the International Cooperation Administration in 1954, it was widely assumed his job was to liquidate the foreign aid program.

Now, three years later, he is still running the program and he denies all rumors that he is planning to quit.

WHEN HOLLISTER took over ICA, its non-military appropriations were 1.5 billion dollars. In 1953 they were raised to 1.9 billion, cut to 1.7 billion in 1955, raised back up to 1.9 billion for this year.

And this is the amount which the administration is asking for non-military foreign aid next year. When Hollister is now accused of being a New Dealer and a give-away — in spite of his Hoover-Taft background — he asks his critics what they'd cut out and where they'd begin?

Would they cut out Korean aid? The United States is spending 300 million dollars a year in defense support, to help the Korean economy support a 700,000-man army. No, they wouldn't cut that.

Well, then, asks Hollister, how about Formosa? The United States is spending 100 million dollars a year for defense support of Nationalist China's 400,000-man army.

When Hollister asks if this should be done away with, he generally gets a reluctant admission it's necessary to do.

ON THE OTHER billion dollars of non-military foreign aid asked for next year, half is to provide the initial capital for the development program. The rest is the administration's plan for replacing the give-away with repayable loans.

Of the other 500 million dollars for non-military aid, 152 million is for technical cooperation (Point Four) aid, 113 million is for United Nations, Latin American and other multilateral regional programs, 200 million for contingencies and presidential emergency funds. This last item covers such things as aid to Hungarian refugees, the proposed worldwide anti-malaria campaign and any new crisis situation that arises.

No, it wouldn't be wise to let Chiang Kai-shek down.

But what about Viet Nam? There the United States spends 250 million dollars a year to support President Diem and his 400,000-man army against Communist Viet Minh and Red China.

NO, IT WOULDN'T be smart to let that one, either.

So what about the Middle East? Ambassador James P. Richards just obligated about 120 million dollars for non-military aid there.

President Eisenhower's Middle East Doctrine message to Congress called for a total of 200 million dollars a year for the next two years.

Korea, Formosa, Viet Nam and the Middle East account for 850 million of the 900 million dollars sought for defense support next year. There are 50 million left for Africa, South America and South Asia. This is what the "give-away" program to neutral nations boils down to.

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Reader Opinions

Reputation Of Senators In Other Regions Cited

To The Editor — From time to time I have the opportunity to read your editorials concerning Senator Neuberger in papers forwarded to me from Roseburg.

I would like to encourage your frank criticism of Mr. Neuberger for I feel that many people in Oregon do not realize how much of a laughing stock he is becoming throughout the country. Oregon editors can do much to bring the glaring facts to the people, and possibly create a more responsible attitude on the part of Neuberger and some of his Democratic colleagues in the House and Senate.

Since I have been stationed in the Mid-west for over a year now, I have had a chance to get a small sample of opinions of people not living in Oregon and have heard their reactions to our new, and already notorious Senator.

Most of the people I have talked to find the Senator's legislative proposals "Comical," especially the bill asking to preserve the squirrels on the White House lawn, not to mention the recent Neuberger plan to expend a considerable sum of money to build a separate gymnasium for the only woman Senator, Mrs. Smith. It is pleasing to me to find that out-of-staters know our Senators from Oregon, but it is too bad they know Mr. Neuberger because he has managed to be a clown, and Mr. Morse because he is a rebel.

I especially appreciated your editorial of May 31, wherein you pointed out Mr. Neuberger's evasion of fact concerning your charge that he brought an investigating committee out to Oregon at great expense to "erect a phony give-away bogeyman," an evasion tactic used to good advantage many times by Senator Morse.

However, so long as you and your fellow editors continue to demand facts, I feel that the people of Oregon will not become complacent and allow political oratory to overshadow concrete truth.

1st Lt. Brent W. Bates
78th ACW Squadron
Minot AFS, N.D.

Italian Gives Up Try To Form New Cabinet

ROME (AP) — Senate President Cesare Merzagora, an independent, Tuesday gave up his efforts to form a new government and a Christian Democrat was called in.

President Giovanni Gronchi asked Amintore Fanfani, secretary general of the Christian Democratic Party, to put together a Cabinet to end Italy's 45-day-old crisis. Fanfani indicated he would try to form a coalition government.

Merzagora, a 58-year-old former banker, had been engaged since Saturday in trying to get the backing of a group of center parties that could command a majority in Parliament.

North Umpqua Timber Tract Sold At Auction

A tract of 167 acres of federal timber in the North Umpqua Ranger District, 47 miles east of Roseburg, was sold Tuesday to Douglas Veneer Co. of Roseburg, the only bidder.

The company bid the appraised price of \$121,250 for an estimated

5 million board feet of timber. It included 3,800,000 board feet of Douglas fir appraised at \$26.35 a thousand board feet; 400,000 board feet of pine at \$33.79 a thousand; and 800,000 board feet of hemlock and other species at \$9.55 a thousand.

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