The News-Review

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NATIONAL PRINTING WEEK

By Charles V. Stanton

The period from Jan. 12 to 18 is being observed throughout the country as National Printing Week.

Because of the great number of special observances, it is seldom that I refer to one of these events in this column. But Printing Week, naturally, has particular interest to anyone engaged in the printing and publishing business and that causes me to comment on the industry.

The observance is promoted primarily by commerical printers, although tribute also is given the mechanical operation connected with the publication of newspapers and magazines. Pointing to the fact that 92 per cent of all knowledge is accumulated through the printed word, printers feel that their industry, the sixth largest in America, is entitled to some special mention.

In considering National Printing Week it is interesting to consider how the industry affects our everyday existence.

If it were not for printing you would have no newspapers. You would be limited to gossip, the most unreliable method for dissemination of news. You would have no magazines. Books would be written by hand and would be available only to very few people.

Printing In Business

Business firms would have no letterheads, no statement forms, no credit slips, no contract blanks, no inventory sheets — and you would have no check book. Maybe you think that would be good!

But think also of the fact that you wouldn't have a telephone directory! How many wrong numbers do you think you would get then?

I can think of some advantages: We wouldn't be getting all that junk mail from mail order insurance concerns, health plans, necktie manufacturers, so-called charitable organizations, and scores of other direct-by-mail solicitors. Nor would we be having our porches and lawns cluttered with circulars and dodgers. That I could appreciate.

But without printing there would be no advertising. If there were no advertising, there would be few jobs.

The key to our prosperity lies in advertising. Our level of economy and our higher standard of living are tied in closely with advertising. The most effective advertising is found in the printed message.

It is through advertising that you are influenced to buy commodities. As more people are prevailed upon to buy, it becomes necessary for the manufacturer to increase the volume of production. As the volume of production is increased, more people are hired to work at production, distribution, sales and advertising. Then, because more people are working, they have more money to buy more advertised products.

Printing Is Fine Art

Modern advertising has challenged the printing industry by its demand for fine art work.

The pages of today's slick paper magazines carry commercial art work comparing favorably with the famed paintings of the masters. Printing processes and machines have been designed to reproduce the detail and color of these commercial works of art. Color photography has brought about some interesting developments in the printing trade.

Color in Run of Press newspaper advertising is a comparatively new device to attract and hold consumer interest. Tests show advertisements in color to be more effective than those printed entirely in black and white. Newspapers, anticipating growing usage of ROP color, are striving to develop better production processes.

Printing holds a vital place in our daily lives. Our prosperity depends upon printing. Yet printing is to become of even more influence in the days ahead, according to all predictions.

—Peter Edson—

WASHINGTON — (NEA) —Senate Democrats, taking the initiative, have now challenged the Eisenhower administration on who will provide leadership for development of missiles and control outer space.

This is the significant development resulting from the Senate Democratic caucus just before the new Congress convened.

Some effort was made to give the impression that this Democratic caucus was nonpolitical. The pitch was that everything said in the closed caucus was for the good of the country.

Then the texts of the Democratic leaders' speeches were made public. The effect was to cut the ground out from under President Eisenhower's State of the Union message.

THIS WAS THE FIRST Democratic caucus that Senate Majority Leader Lyndon Johnson of Texas has called in two years.

During that period, Democratic ranks were so split on issues like civil rights that they did not want to display their weakness.

But on the new, overriding issue of national defense, Senate Democrats now appear to be united. The indication is that they will vote as a block, with few defections.

The possibility is that the defense program for next year is going to be dictated by the Congress rather than the White House or the Pentagon.

Whether a group can provide the leadership that should come from a single head of government is of course questionable.

No one is overlooking the fact that this is a congressional election year. Political motives dominate everything. And the Democrats have apparently seized on missiles and national defense as their number one issue.

THE 14-POINT defense program which Senator Johnson outlined for his colleagues in caucus is a tremendous thing.

It goes far beyond enlarged and accelerated missile development. It calls for the control of outer space.

It will cost many billions of dollars over the next 10 years or so.

This program has emerged from the two months' investigation by the Senate Preparedness Subcommittee which Johnson heads.

Two other members of this committee, Senators Estes Kefauver of Tennessee and John Stennis of Mississippi, gave the Democratic caucus a report on delays and failures in intercontinental and intermediate range missiles.

To cap the climax, Sen. Stuart Symington of Missouri, former secretary of the Air Force, gave a bitter recital of the sad decline into which America's Strategic Air Command has been allowed to fall. This will cost additional tens or even hundreds of millions of dollars to correct.

SENATOR JOHNSON gave support to new Secretary of Defense Neil McElroy for what he has been able to do so far in unfreezing funds and speeding missile production.

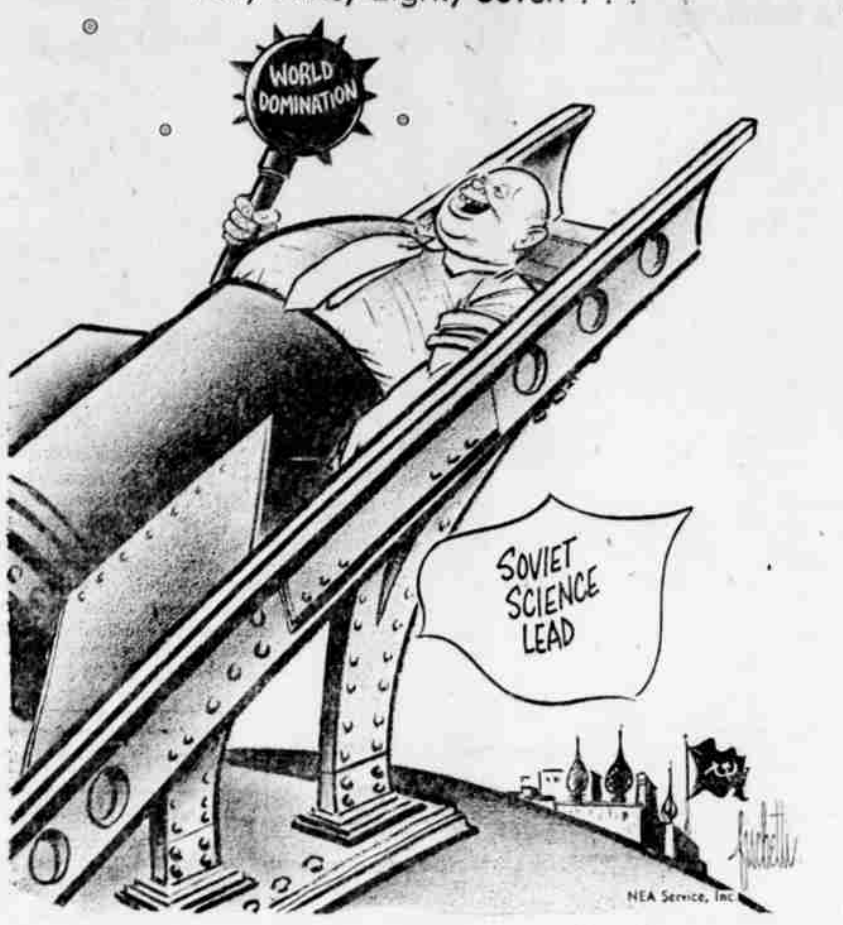
They also backed Dr. James R. Killian Jr., the President's personal science adviser. But there was severe criticism of the President for not giving Dr. Killian more authority.

For the Pentagon's top civilian in charge of missile development, William M. Holaday, there was general feeling that he had no authority to do anything.

As Sen. Richard Russell of Georgia put it, "He can't do as much as a clerk - typist in any senator's office."

And from some place in the caucus room came a voiced postscript. "And he can't do it as well."

"Ten, Nine, Eight, Seven . . ."



—Hal Boyle—

NEW YORK (AP) — "The 20th century woman is supposed to have everything," said author Leonard Levinson, "but in one way she has been cheated.

"The 18th century woman had something the modern woman knows about only through hearsay — and that is Casanova. If the 20th century has produced a lover to match him, he is still anonymous."

Levinson, who has just edited for Pyramid Books a one-volume condensation of Jacques Casanova's famous memoirs, is convinced that to compare any of today's international gigolos or millionaire playboys to the great Venetian boudoir athlete is like comparing a painted rosebud to a rainbow.

"History has been most unfair to Casanova," he said. "Many people think he was either a fictional character or an awful big liar. But the more we check his story the more we find he told the truth."

Levinson, who has compiled for the first time a list of 154 romantic affairs by Casanova, thinks it is unfair to write him off as a wolf or a mere lecher who preyed on defenseless womanhood.

Victim of Women

"Actually, there have been few men in history more the victim of woman," he said stoutly.

"He was a man eternally in love with love. When he swore undying love, he meant it—at the time. He could look across a room at a woman and fall instantly in love with her. He did have a low boiling point.

"He would then abandon whatever project he was on and begin to court her. He would buy a house and hire servants and throw a big party merely to meet her. He would shower her with the most expensive of gifts. He was no penny-ante lover.

"If she happened to be married, he would arrange to do her husband a great favor to win his friendship.

"He did love them and leave them, as the saying goes. But that was because he loved one thing more even than he did woman—and that was his freedom.

Left Them Happy

"But he always left them happy. Casanova could always go back to the ladies he had loved in the past, even a dozen years later, and—Wham!—they were in love all over again. Sometimes they would introduce him to their children who, on occasion, bore a marked resemblance to him."

Casanova was no matinee idol in looks. He was tall, dark, strong, hawk-eyed, hawk-nosed. He was also more than a mere pleaser of the ladies.

"He was man of all-around talent, the king of opportunists," said Levinson. "He was a self-made aristocrat. During his life he was a preacher, an abbe, an actor, a poet, playwright, novelist, gambler, diplomat, jailbird, scientist, traveler, mining expert, doctor, lawyer, violinist, mathematician, mystic and espionage agent.

"He also fought and won 12 duels.

"To equal him today you'd have to merge the various abilities of such people as John Barrymore, Mike Todd, Nick the Greek, Frank Sinatra, Ernest Hemingway, Howard Hughes and Burton Holmes—but even then there'd still be something missing.

"What happened to him. Well, at 60 he was pretty well done with romance. The last dozen years of his life he was a librarian for Count Waldstein at his castle at Dux in Bohemia.

"He died in bed at 73. The cause of death? Prostate trouble."

Garment Union Head Praises Court Decision

NEW YORK (AP) — David Dubinsky, president of the International Ladies' Garment Workers' Union, said Tuesday the Supreme Court decision on union organizers clears the way for "greater union efforts to raise wages and work standards in the South."

He referred to Monday's court action ruling unconstitutional a Baxley, Ga., ordinance requiring union organizers to get permits before soliciting members.

Dubinsky said many Southern communities have used a licensing requirement to "keep unions out of their midst and wages at a low level."

Voting 7-2, the high tribunal struck down an ordinance under which a woman employe of the International Ladies' Garment Workers' Union was sentenced to 30 days and fined $300. She had solicited union memberships without getting a city permit.

Such a municipal requirement, said Justice Whittaker, "makes enjoyment of (free) speech contingent upon the will of the mayor and council of the city."

Who's Helping Who With Family Homework

CYNTHIANA, Ky. (AP) — It's getting to be a problem of who should ask whom for help on school homework at the W. T. Wilson home.

Wilson, a chemist at the city filtration and water plant, is taking a high school chemistry course with his son. He believes it's much harder for him than for Teddy.

They just completed the first semester and their teacher says: "Though the son did have a little edge on his dad, both are still in the 90s."

And if either of them have trouble, Mrs. Wilson is a teacher at an elementary school.

Supreme Court Justice Kester Seeks Election

SALEM (AP) — Supreme Court Justice Randall B. Kester filed his candidacy for election to that position Monday.

The 41-year-old judge was appointed to the high court Jan. 3, 1957, to succeed the late Justice Walter L. Tooze.

He had practiced law in Portland, and now is the Supreme Court's representative on the Legislative Interim Committee on Judicial Administration.

Other filings:

Grant V. Mumpower (R), Fossil, for Wheeler County district attorney.

State Rep. Thomas R. McClellan (D), Neotsu, for re-election.

Thinking It Over

By Robert L. Dieffenbacher, D.D.

(Written for NEA Service)

Airplanes carry a great deal of weight. Some passengers are thin, and others are heavy. It never seems to make any difference at the ticket counter what the passenger weighs. Somehow, when the right number of persons is on the plane, it can take off.

It seems so strange to go down the runway for a take-off in the winter and have the plane remain on the ground. The wings have iced over. They have taken on a little weight and a take-off is unwise. We do not understand the pilot's decision. The bit of ice could not be so important as the weight of the passengers. However, we trust the pilot and appreciate the safeguards of life and limb.

Many folks are less patient with God than they are with the pilot of the plane. When our desires are thwarted after we pray, we criticize God. We lose faith. We question God's power, His love and His interest in our well-being. Somehow we ought to place as much trust in God as we do in even a well-trained pilot of a commercial plane.

Mice Infestation Probe Is About To Be Completed

PORTLAND (AP) — The investation of mice which has plagued farmers in Central Oregon and adjacent states for months, is about at an end, Donald A. Spencer, Denver, biologist with the U. S. Fish and Wildlife service, said Tuesday.

Spencer said that in most of the affected areas the mice now number not more than 1,000 to an acre, a 90 per cent decline from a few weeks ago.

There is a four-year cycle of increase in the number of meadow mice but last year the increase zoomed unexpectedly to one of the highest recorded levels in 30 or 40 years, he said.

Just as the increase came swiftly, the fall-off will be marked, Spencer said. Only mice born this winter will likely be around by spring, and the winter kill is about 50 per cent, he said.

Poison bait was used widely in Oregon, Northern California, part of Central Washington and in the Carson valley of Nevada and Boise and Payette valleys of Idaho. Spencer said that this program may have to be continued in some localities to check crop damage from the rodents but that for the most part the trouble is nearing an end.

GOPHERS DAMAGING

MEDFORD (AP) — Gophers are damaging Jackson County fruit trees, County Horticulturist Clifford B. Cordy says.

The gophers cut the roots and damage often is not noticed, he said, until the trees start to lean. He advocated a trapping program.

IN THE DAY'S NEWS

By FRANK JENKINS

(Continued from Page 1)

conservation and lending programs are "unwise and unrealistic." Representative Jamie Whitten of Mississippi says defense needs can be taken care of by cutting out waste in the present defense program RATHER THAN REDUCING FARM AID.

Oregon's Senator Morse complains that the two million dollars requested for the Pacific Northwest's John Day dam is "only a fraction of what is needed."

He adds:

"This budget continues the policy of starving federal multipurpose development in an attempt to force its bankrupt partnership upon the people who have repeatedly rejected it as the polls."

Eastern Oregon's Al Ullman joins Senator Morse in "deploring" the two million dollars John Day dam didn't get. He says:

"We need to restore farm markets and farm purchasing power. We need to help small business and encourage small industries.

"Defense spending alone will not solve this crisis."

Oh, shucks! I forgot.

There is one Pacific Northwest senator who LIKES the budget. He is Senator Warren Magnuson, of Washington, who says he is VERY MUCH pleased with it because it recommended 20 million dollars for Ice Harbor dam in Washington state.

He says he has asked for $570,000 more in planning funds for Lower Monumental dam in the Columbia Basin.

At this point, let's skip to another development in the news.

In Washington, members of the congress, along with federal communications commission members and reporters, submitted themselves as a guinea pig audience for a test demonstration of the new "subliminal perception" technique in TV advertising—in which messages are flashed on the screen so fast you can't see 'em, but they are supposed to influence you to do what the messages tell you to do.

In this case, the subliminal messages commanded the test audience to BUY POPCORN. This morning's dispatches are vague as to the results, and we'll have to wait for the reports of the popcorn sellers to see what happened.

I can't help wishing that instead of "buy popcorn," they had flashed this command on the screen:

"BE STATESMEN—not demagogs."

If subliminal perception could put that command over in our congress it would be something WONDERFUL.

Editorial Comment

From The Oregon Press

BOOKMOBILE ROUSES TAXPAYER IRE

Port Umpqua Courier

In a recent issue of the Roseburg News Review is a long letter by Margaret Cross, executive secretary of the Douglas County Citizen's Committee singling out the County Library's Bookmobile service as a terrible extravagance and one which should be deleted in these hard times. If there is any part of Douglas entitled to "gripe," it is Western Douglas, because here — although we pay our full share of County Library costs — we do not have any Bookmobile service west of Scottsburg. In fact, our little Reedsport City Library now a County branch serves Winchester Bay, Smith River and all the area west of Scottsburg.

But we do NOT agree with Mrs. Cross. In 1956-57, the total cost of Bookmobile service was only $11,660.67. It travelled 16,905 miles, and achieved a circulation of 94,680 books at an average cost of 12 1-3 cents per book circulated. For the first four months of this year (1957-58), the Bookmobile has travelled 5,460 miles, with a circulation of 36,356 books and the unit cost is down to 11 2-10 cents per book. The Bookmobile is bringing OPPORTUNITY and SELF EDUCATION to several thousand rural dwellers in Douglas county who cannot have efficient library service in any other way.

Here in Reedsport, affiliation with the County Library even without benefit of Bookmobile — has modernized our library service completely, and our figures for library use and readership are at an all-time high. We feel sure that a fair and critical examination of library services in Douglas county before and after the organization of the County Library will show that we are getting better value for every library dollar than we ever did before.

Some of us are a bit unhappy because the City of Roseburg, so far, has shown no disposition to pay its full share of County Library costs. All of us in the smaller towns provide quarters and pay all the maintenance costs of the branch libraries. The City of Roseburg simply pockets the substantial savings made possible by moving into the County Library. However, many Roseburg people recognize the injustice of this and they are trying to persuade their City Council to "do right" by the rest of us.

Actually the Douglas County Library took a substantial cut — from $91,000 in 1956-57 to $85,000 for this year — despite tremendous growth and many obvious needs. Carol Trimble and her staff are doing their share to hold expenses to a minimum during this period of business recession, and falling revenues for county needs.

As we have pointed out many times, first class public libraries are never a luxury. They are a vital part of our educational system, as important as the schools. Especially when times are hard, libraries become centers for SELF HELP. The County Library and its Bookmobile service can be justified by reasonable test.

PAPER MILLS FOR OREGON

Salem Oregon Statesman

One of the best prospects for early industrial expansion in Oregon is in the manufacture of pulp and paper. We have the largest stores of timber, the principal ingredient of pulp from which paper is made, and at proper locations an abundance of water and electric energy. Some such projects are being made ready for production — a kraft paper mill set up by Georgia - Pacific at Toledo, and an insulating board mill near Klamath Falls, by Johns Manville Corporation, which will use jack pine of the high plateau for raw material.

Other projects are hanging fire. International Paper Co. which bought Long - Bell, definitely plans to erect one or two mills in Oregon, and communities from Reedsport to Klamath Falls via Roseburg and Grants Pass are bidding for site selection. Powell River Paper Co., which now controls Brooks-Scanlon of Bend, has been studying possible locations for a pulp - paper operation, but has announced no choice. Bend is hopeful that the plant will be located in its vicinity.

At present there is some overcapacity in paper manufacture, also in the production of cellulose pulp for rayon. But such is the steady growth in demand for paper products there is no alarm over the present surplus capacity. It takes about two years to erect a plant and iron out its bugs, so corporate interests study prospects for the future not the present. It is the long range view for instance which prompts Crown Zellerbach to bargain with Newfoundland for timber for a newsprint mill there. It figures the present over-supply of newsprint is temporary and expects to find a market in the eastern part of the country for the output of a Newfoundland mill.

Oregon communities are a bit impatient, but decisions will be announced before long on pending projects, and others will spring up to take care of the growing needs of an increasing population.

BUSINESS LISTS SHOW INCREASES

Salem Oregon Statesman

We hear much about the plight of small business, and pleas are made for special government aid for such enterprises. A frequent charge is that big business is getting bigger at the expense of little business. It is true that big business keeps getting bigger, so do businesses in other categories, for unless a business grows it is apt soon to fade out. It is true also that many small businesses fold, for a variety of reasons. That goes on even in good times and of course is more noticeable in bad times.

In spite of the difficulties of meeting competition and surviving the dips in the economy small business continues to expand. That is true in our own area. For instance Dun & Bradstreet report that their most recent Reference Book issued last November, lists 1271 business concerns in Salem as against 1223 the preceding year, a gain of 48. Eugene, which is reported as "hard hit" by the drop in lumber production showed an even greater gain, from 1417 to 1483. Even Roseburg, also in the lumber belt reported 530 business concerns in 1957 as compared with 492 in 1956. Corvallis and Albany showed gains of five each, Lebanon a loss of one.

The D & B Reference Book lists only manufacturers, wholesalers and retailer. It does not include some of the service and professional businesses such as barber shops, beauty shops, real estate and stock broker and accountants. It is the "business bible" for reference giving the history, nature and credit rating of each business listed. Its testimony then as far as business in this region is concerned is that the number of business units is increasing, and it is safe to assume that most of the increase is in small business. The spirit of enterprise is still very much alive.

CREDULITY

Eugene Register-Guard

So it was just rumor, this story about the rumor that the Russians had launched a satellite with a man inside, and that the man had parachuted from some horrible distance and landed back on Russian earth. Now we can all say, "Of course, it was just rumor. A thing like that is out of the question."

But the important thing is that only a few days ago, we were unwilling to say flatly that we didn't believe the story. For ours is the gullible age. We'll believe just about anything. Only 75 years ago people with brains were laughing their heads off at young men who fashioned bird wings and jumped off barn roofs in an attempt to fly. The young men were right. Men could fly, and soon did.

Progressively over the years we have scoffed less at "impossible" ideas. No longer can the child of the mid-century say he has the scientific attitude. The man with the scientific attitude was grandpa who wouldn't believe anything until he had good, sound reasons for believing it.

New Controversy Swirling Over Snake River Dams

WASHINGTON (AP) — A new controversy is swirling over the dams in the Hells Canyon stretch of the Snake River between Idaho and Oregon.

Public and private power forces have fought for years over whether the federal government or the Idaho Power Co. should build dams in the river.

The new dispute is between Idaho Power and state agencies over the question of what fish facilities should be provided at the dams now being built by Idaho Power and who should pay for their operation.

State agencies in Idaho and Oregon say the company should pay all construction and operating costs. The company says the government should pay some of the operating costs.

One Idaho game official, Ross Leonard, has suggested that the construction of Brownlee Dam be held up until an agreement is reached.

The company will be required to provide facilities for the passage around its dams of steelhead (sea-going rainbow trout) and salmon.

The questions regarding the fish facilities will be decided by the Federal Power Commission, which will consider recommendations of the company and interested fish and game agencies of the federal and state governments.

AGAIN IN '58

LANGENDORF BREAD CHOOSES KRNR CBS RADIO AS THEIR BROADCAST MEDIA IN ROSEBURG

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1490 KC CBS RADIO

(ADVERTISEMENT)

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The News-Review

Delivered daily to 11,500 Douglas County Homes