

The News-Review

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ADVERTISING WEEK

By Charles V. Stanton

This week is being celebrated as National Advertising Week. Obviously *The News-Review* has a very special interest in the observance of Advertising Week because *The News-Review* would like to sell more advertising space.

A newspaper draws almost all its income from two sources. One is the sale of advertising space. The other is the sale of its product to its subscribers.

The sale of advertising space is, of course, by far the principal source of revenue to the newspaper.

The newspaper and advertising form a combination as close as ham and eggs. People expect and want advertising in their newspapers. Advertising, in fact is news. The price of beans at the supermarket is as important a piece of news, in its way, as is the more sensational report of an American South. And the person interested in learning the price of beans hunts out that item with as much diligence as he looks for the latest item of scandal.

Advertising in late years has become a science. Millions of dollars are spent annually measuring the pulling power of various forms of advertising. Some advertising expert is continually coming up with some new idea to be used in experimentation.

Newspaper Proves Worth

And, though tests are made of many forms of advertising, and of advertising media, it is shown conclusively that the advertising dollar spent for the purchase of newspaper space produces the best returns. Consequently newspapers continue to lead magazines, television, radio, billboards, direct mail and all other forms of advertising distribution in the dollars composing the national advertising budget.

The general appreciation of the newspaper as the desirable vehicle to carry the advertising message is shown in one respect by the determined efforts of advertising chiselers.

Every day there is piled on the desks of a newspaper office great quantities of "junk" mail, consisting principally of efforts to trick newspapers into publishing in its news columns something like the following:

Lucifer Glutz, president of the Barmald Soap Company, reports that as soon as his company can move into its new manufacturing plant it will be able to double its output of Barmald Soap.

Barmald Soap, says Glutz, is the perfect soap for all purposes from washing the baby's things to spraying your rose bushes.

When Barmald Soap production is increased through the enlarged facilities into which the manufacturing department soon will move, you will be able to buy Barmald Soap at your favorite retail outlet, Glutz announced.

Then, too, the newspaper publisher has a warm spot in his heart for a certain type of politician.

Blackmail Tactics Used

This politician swamps the newspaper, press bureau, and news agencies with canned interviews, copies of speeches, political views and opinions, and reports of his daily activities. He stands on his head, twirls batons, has an expert opinion on every known subject under the sun, and will even do a dance in a conkskin coat if, by so doing, he can get his name and picture in the paper.

But when he campaigns for office, his campaign dollar goes to television and radio, which he wouldn't think of asking for free time. However, if the newspaper doesn't use all of his handouts and publish his picture at least twice a week, he raves and rants about the subsidized, one-party press in a pure effort at blackmail.

Advertising space in the newspaper, used properly, is a genius salesman, working day and night with unflinching energy for its employer. The newspaper knows when it sells advertising space to a customer that it is selling a commodity of proven value and one that is a controlling factor in today's economy.

Advertising is the life blood of modern business and industry, and the newspaper is proud that it can serve as the vehicle which leads the advertising parade.

—Hal Boyle—

NEW YORK (AP)—The tall slender bride was being married in her mother's gown, and she insisted that it be altered so that it would trail on the floor.

She was fussy on this point and John Van Drill finally asked her why.

"My fiancé is shorter than I am—and sensitive about it," she explained. "So I am going to be married with my shoes off. Then I won't have to look down on him when I say 'I do'."

"That's why the dress has to sweep the floor. I don't want my feet to show."

This is one of many odd incidents that have befallen Van Drill, who is known as "the wedding gown king." As president of the Le Boeuf firm in East Orange, N. J., he is the nation's top specialist in the cleaning and preserving of wedding outfits.

His concern handled 30,000 gowns last year, grossed more than a million dollars.

Self-Made Specialist

Van Drill, a short, dark-haired kindly man of 44, is a self-made specialist. He got a job in a dry cleaning plant at 14, after his father's death. At night he read everything he could find in the Newark Public Library on cleaning, dyeing and fabrics. In time he became foreman.

"The plant wouldn't allow us to clean wedding gowns—they were too risky," he recalled. So Van Drill cashed his war bond savings, borrowed money from friends, and set up in business for himself.

Now he has customers across the large many of whom send him for repair and restoration wedding finery that has been treasured in

families for generations. "In former times most wedding gowns were made by brides themselves, by their relatives or by dressmakers," he said. "And they made them out of everything from wool blankets to flour sacks, table cloths and lace curtains."

Women in Prison

"One woman, asking us to be especially careful of her heirloom, told us it had been woven in a Union prison during the war by one of her ancestors, a Confederate soldier."

Today the nation's stores sell between 700,000 and 800,000 wedding gowns yearly. It's a \$100,000,000 industry. The gowns cost an average of \$125, but range from \$30 to \$1,800. Van Drill himself says a bride can do right nicely for \$69.

Brides are the best people in the world to deal with," said Van Drill. "They are approaching one of the most emotional moments of their lives, and they are deeply grateful for any help you give them."

The bride he remembers most is one he never met. She sent a brand new wedding dress, lovely and shimmering, to be preserved and sealed in foil. With it came this note:

"I want to keep it all my life. It has never been worn and never will be. My fiancé was killed in a plane crash on the way to our wedding."

Thinking It Over

By Robert L. Diefenbacher, D.D. (Written for NEA Service)

Going to church has become an accepted practice by millions of Americans. Although this regular attendance helps each worshipper prepare to live a better life, we cannot be satisfied with this single objective.

Since our lives are fuller for the experience, we ought to urge others to share our benefits. Thousands of other folk seldom go to church. It is up to those who have learned to walk with God to invite others to go to worship with them.

A good rule for us to follow would be to always take a friend, a neighbor or even a stranger with us. Many would never take the initiative to go to church alone. Many would never meet God nor know his love and peace if they were not invited by someone else. We must be the ones to give the invitations.

Editorial Comment

From The Oregon Press

WHO'LL VOTE AGAINST THE SACRED SEVEN?

Salem Capital Journal

There's a group about schools, like everyone else. We want a return to fundamentals and an end to frills. We want lower taxes and cheaper buildings and more utilization and better teachers and all the rest. We, too, are in tune with 1958, the year of educational soul-searching and agonizing reappraisal.

But we have mixed feelings about the businessman's march on Salem School District. It takes more than a set chin and the energy to attend a hearing to cut taxes. It takes knowledge and a singleness of purpose. As a group, and in the context of the moment, the half hundred persons who sat in on the first school budget meeting had neither.

But they did get there and they learned something, which is more than most of us do. We've often thought that in Utopia if nowhere else there should be a system of gripper's cards—if you sit through even half of the city, county, school and state meetings, you get a card which enables you to grumble publicly and be heard. Otherwise silence must prevail.

In any case, we have a lot of sympathy for Superintendent Charles Smith and the school board. All year they get battered by irate parents who scream that Suzy isn't learning to read, cook, mind her manners, talk to boys, etc., etc. The district is no good because young Larry doesn't make the team, learn to make money or burn to become a doctor. Then, at the end of all this, a group comes by to see that taxes are increased—without knowing much about what the taxes buy.

Taxes could be cut if we all would dispense with our pets. The so-called frills in education are these seven fields: music, art, shop, homemaking, business education, sports and foreign languages.

Does this list make anyone wince? Which would you cut out? We'd knock out home ec and music, but the next fellow would chop foreign languages and protect sports with his life. Someone else would scrap music and art and use the space for squash courts.

And if our willingness to dispense with the holy trinity (football, basketball, and baseball) makes you think we're un-American, you have an idea what a sweat school people go through trying to trim the budget.

So keep all the courses and refuse teacher wages. Then what happens when teachers stop coming to Salem—which already is occurring. Salem's a nice place to live, if you move here without going broke.

So then double shift. Too many parents have been involved in double shifting, and anyone who's seen it work cringes.

So turn to 12-month schools. That's fine. It would save perhaps five per cent on the budget. But we're being pulled mothers and haven't found one yet who would stand for her kids going to school in the summer and fretting around the house in the winter.

A critic, we insist, has the obligation of being informed and of having an alternate proposal worked out. Otherwise he accomplished nothing.

We get what we ask for in schools, and we ask for everything.

Famed French Painter Dies

PARIS (AP)—Georges Rouault, the 20th century's most famous painter of religious subjects, died at his home Thursday of uremia. He was 86.

Rouault won his fame as a religious artist with his "Miserere," a collection of 58 engravings completed in 1927.

Born in a cellar during the shelling of Paris in 1871, Rouault's work at the age of 14 in a stained-glass factory where he developed his sense of art and color.

His early paintings attracted little attention. He sold practically nothing until he was past 40. Rouault finally began promoting his work and his reputation spread rapidly.

Rouault was involved in an unusual court ruling on artistic property in 1947 when Rouault's heirs refused to hand over pictures which Rouault wanted returned for modification. The heirs refused, contending the works were their property and could not be changed. The court ruled, however, that the paintings he returned to Rouault.

The artist then burned 315 of the 1,000 paintings he returned because he said they were not representative of his art. The paintings were valued at about one million dollars.

—Bruce Blossat—

Decent Americans are naturally outraged at the violence which attends so many juvenile offenses. The story of youthful terror is no longer new to us, yet we are shocked again and again as fresh episodes unfold.

Two recent incidents provide sample highlights. A 19-year-old went on a killing rampage in Nebraska. And in New York a Brooklyn high school principal, caught in a crossfire of pressures after a flurry of violent crime among his students, jumped to his death from his apartment roof.

Threading through accounts of these and many other explosive juvenile outbreaks, one is struck by certain things which seem to get less attention than they deserve.

For one, the resort to violence by youthful offenders is so often drastically out of proportion to the alleged excuse for it.

A WOMAN walking in the park is bumped by a boy. She asks:

"Are you crazy?" Does he laugh or sneer or tell her to get lost? No, he knifes her in the back.

Six lads accost two girls and demand their pocket money, whipping out knives and stabbing them when the answer is "no."

This is how it goes. You can get a knife and a beating for smiling the wrong way, uttering an answer a kid doesn't like, or just doing nothing at all.

We as a people do not condone violence even when there is real provocation. But in today's rough-tough juvenile world, provocation isn't a necessary prerequisite.

So explosive are many of our teen-age offenders that in countless places the mere threat of violence is enough to strike terror.

THIS IS THE second aspect that merits attention.

Again and again we learn that youthful outbreaks are not met by countermeasures but by fearful silence. The constant refrain: "Don't say anything or they'll do something worse."

This petty blackmail of threatened violence is practiced by delinquent youngsters with shattering effect in big towns and small. Few dare to challenge the menace of the strong-armed reprisal.

Obviously, long-range solutions lie in getting, somehow, at the root causes of this explosive violence. But while we are searching, we have got to find ways of countering it. To yield totally to fear is simply to give terror free rein.

California Would Enjoin Washington Liquor Enforcement

SAN FRANCISCO (AP)—California Atty. Gen. Edmund G. Brown asked the U. S. Supreme Court Wednesday to enjoin the state of Washington from enforcing its alcoholic beverage laws.

Brown asserted the laws discriminate against sale of California wines in favor of those produced in Washington.

Pointing out that the population of Washington has increased 61 per cent in the past 20 years, Brown said:

"Because of the effect of the discriminatory Washington system, the sale of California wine in Washington has decreased about 25 per cent. During the same period the sale of wine produced in Washington has increased about 200 per cent."

Washington is usurping congressional rights of regulating commerce between the states, Brown said, in asking the high court to hear the issue.

Brown said the Washington Liquor Control Board, which operates state-owned retail liquor stores, has adopted unreasonably high markups on California wines, pricing them out of the market.

A Washington law also prohibits direct mail advertising in the state by California wineries, he declared.

PLANT TO CURTAIL

ROCKDALE, Tex. (AP)—Aluminum Co. of America officials here have announced a 250-man reduction of forces at its 100 million dollar Rockdale Works.

Two of the Alcoa plant's six pot lines will be closed at noon Saturday with the resulting layoff.

In The Day's News

(Continued from Page 1)

clearance and other public works. In general, his idea seems to be that the doors of the treasury should be pried open and the money permitted to spill out in a golden stream which everybody could dip into more or less at will.

In both cases, the political reasoning is clear. If an upturn doesn't come, the GOP is a dead duck. If it does come, the Democrats must be able to make out a case that it came BECAUSE OF WHAT THEY DID, and IN SPITE OF WHAT THE REPUBLICANS DID.

So much for the politics of the situation. Let's take a look now at some purely business statements, which represent the thinking of free enterprisers who are looking forward to the future and making plans for it.

Pan American World Airways announces it will build a 15 to 20 million dollar jet overhaul base at Miami. Construction is scheduled to start about July 1.

American Can Co.'s Dixie division will open a three million dollar plant at Lexington, Ky. this year. A Canco official says the firm also will expand its paper facilities in Darlington, South Carolina, Fort Smith, Arkansas and Anaheim, Calif.

Ralston Purina Co. says it plans to build a major cereal plant on a 20-acre site in the Cincinnati area. The expected cost isn't announced. Construction will begin immediately.

The Bank of America will double the size of its proposed new San Francisco office building on Market Street, says Van Ness. The building will be eight stories high, and bank officials say it will be designed so that additional stories can be added as needed. More than 1,000 employees will work in the building, which will supplant the Ross building as the city's biggest office structure.

These new plans represent CONFIDENCE, backed by MONEY. If confidence in the future continues, there will be NO depression.

If confidence is lost, there will be a depression and no possible shots in the arm can prevent it. What the future holds for all of us will be determined far more by the business people of our country who are trying to make a living for themselves and their employees than by the politicians who are reaching for political power.

That's about the long and short of it.

Some Sunshine Seen By Oregon Weather Man

By THE ASSOCIATED PRESS

Occasional sunshine brightened Oregon Thursday and although rain-swollen streams continued to rise, no serious flooding was in prospect.

"I think we're going to get out pretty lucky," said Elmer Fisher, river forecaster at Portland.

He based this optimism on an end to the heavy rainstorm which dropped more than an inch of rain on coastal points Wednesday and the prospect that the next storm would be both delayed and moderate.

The Yamhill and Tualatin rivers were running high and still coming up and many main stream tributaries throughout Western Oregon continued to rise Thursday and cooler surface temperatures are in prospect.

They will be falling, though, before any appreciable amount of new rain comes, Fisher said.

The next storm, forecasters said, was drifting slowly northward about 1,200 miles west of Portland.

A front extending from it is expected to bring some rain Friday.

Temperatures in the Northwest continued moderate and when cloud cover remained through Wednesday night, few points got as cold as freezing. Exceptions were Baker and Klamath Falls, both reporting 31.

The freezing level dropped to below 4,000 feet Thursday morning.

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