

The News-Review

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THE SHOPPER

By Charles V. Stanton

Myrtle Creek has a new "throwaway" paper. This tabloid-sized weekly paper is printed in Florence, where a similar publication is distributed.

This type of paper is known in the trade as a "shopper." Shoppers are like weeds in the garden — you never know where one will next appear. They flourish for a period, but usually wither and die. In their brief time on the scene they milk a considerable sum of money from the community, with far less return to their patrons than most people, even those using their service, realize.

If the paper were being published in Roseburg, I wouldn't be able to talk about it as I am doing. That would be running down the competition, which isn't good business.

But because the new shopper is being distributed at Myrtle Creek, where my good friends Hal and Portia Schiltz are publishing the *Myrtle Creek Mail*, one of Oregon's finest weekly newspapers, I can discuss the shopper more freely.

The throwaway paper usually is only a glorified handbill. It contains merchandising advertisements and, occasionally, a bit of news or entertainment, filling the space that couldn't be sold. It is given away, tossed onto porches and lawns, stuffed in culverts by tired delivery boys, or otherwise disposed of.

Rates Not Cheap

Ordinarily the shopper convinces merchants that it can distribute their advertising more cheaply than does the newspaper. Too often the advertiser doesn't take the time to analyze what his advertising in a throwaway actually costs him.

Many factors enter into the cost of an advertising message. One of the first factors is, of course, the number of people reached. Another is how the message is received. Is it welcome or is it unwelcome? Does it carry with it a measure of prestige, or does it serve to cheapen the business of the advertiser in the public mind?

The shopper claims to reach every resident by putting one or a handful of its copies on the front porch of every home. But many people are angered to have their porches and lawns cluttered with paper (especially if the family pup adds to the number of pieces) and resent both the paper and the advertiser who made it possible. On the other hand, the newspaper is welcome in the home, so welcome, in fact, that it is paid for. Newspaper readers are almost unanimous in expressing their liking for advertising in the newspaper, but dislike, in varying degree, advertising by radio, television, magazines and, particularly, direct mail and handbills. The potential customer also "grades" a business by its appearance. By appearance they consider the store, its merchandise, display windows and advertising medium and style. A business using a cut-rate advertising medium is not apt to gain much in the way of prestige in the mind of the reader.

Community Service

How many advertisers, I wonder, realize that a newspaper puts more money into circulation in the town's business district than it gets from its local retail advertisers? I find merchants usually are startled by that statement. But it is true.

For example, *The News-Review* pays out more money in payroll and in purchases of materials and services in Roseburg than it collects from retail advertisers in Roseburg. The employees on our payroll spend their money in Roseburg business houses. That money, going into cash registers in the business district, is more than all our Roseburg advertisers combined pay *The News-Review*. For, in addition to revenue from local advertisers, the newspaper gets money from national advertising, from classified advertising, from circulation and other sources. The local retail merchant gets back both directly and indirectly from the newspaper more money than he spends for his own advertising. That is true not only of *The News-Review* but also of *The Myrtle Creek Mail* and newspapers in general.

At the same time the newspaper is giving a large proportion of its news space to community service, reports of local happenings, the work of civic organizations, notice of meetings, both past and future, radio and TV program listing, church notices, and all the other community news that goes to make up the daily history of the area. It has a large investment on which it pays local taxes.

How many of these various functions are performed by the "shopper"? I believe you can answer that question. But the advertiser who is looking for something "cheap," who has a grudge against the good-brained editor, and who, despite a lack of newspaper training, knows more about how a newspaper should be published than does the publisher and his staff, all too often doesn't stop to analyze just how cheap his newspaper advertising really is, when he compares it with something that, at the moment, costs him less dollars.

—Bruce Blossat—

The 20th century is many things, some of them wonderful, some frightening, some magnificently confusing. Among them it is the Age of Paper. And because it is that, it is also the Age of the File Cabinet.

This is the day when single copies of anything seem to indicate unparagonable inefficiency. Duplicate and triplicate forms are basic. Since you don't dare let the stuff pile up on your desk — unless you happen to be in the newspaper business — you file it.

Government, of course, is great in this line. We've all seen those acres of file cabinets the FBI keeps. Social Security headquarters must compare pretty closely on a square footage basis.

SOME OF THE BIG corporations have found themselves owning or renting warehouses just for their file files. A fellow who goes over to dig something out needs everything but a passport.

Every now and then some company holds a top-level meeting at

"We're Working—Why?"



Editorial Comment

From The Oregon Press

Capital Journal, Salem

There is much agitation both in this country and Europe over the "fall-out" from nuclear bomb tests. Efforts are under way both in the United States and Britain to bring suits against the American, British and Russian governments by the New York Committee for a "Sane Nuclear Policy" — all of which is propaganda, probably inspired by the Soviets.

Current reports have stated that in the Soviet test series recently concluded at least 15 nuclear explosions from August 1957 to March 1958, resulted in a substantial increase in the radio activity level followed at several places throughout the world, but it will take a month or two before the fall-out could be detected.

Radioactive iodine, a short-lived isotope produced by atomic explosions, is immediately detectable over wide areas. However, it takes longer to measure the long-lived isotopes, cesium 137 and strontium 90.

There is doubt within the Atomic Energy Commission that the Soviet series was the "dirtiest" conducted from the standpoint of radioactive debris thrown into the earth's upper atmosphere.

The Atomic Energy Commission is that the United States probably created more radioactive debris in the 1954 hydrogen-bomb tests in the Pacific.

These tests included one extremely powerful and "dirty" fusion-fission hydrogen bomb. It is the fusion process of the atomic bomb that is responsible for creating the radioactive byproducts that descend to the earth as fall-out over a period of years.

The health peril is a matter of scientific dispute. Dr. Edward Teller in his new book, "Our Nuclear Future" (Criterion Books, N.Y.) says:

"Our knowledge of the effects from the fall-out is deficient. We cannot say exactly how many lives may be impaired or shortened. On the other hand, our knowledge is sufficient to state that the fall-out effect is below the statistically observable limit. It is also considerably less than the effect produced by moving from sea level to an elevated location like Denver, where the radiation has a greater intensity. It is also less than having a chest X-ray every year. In other words, we know enough to state positively that the danger from the worldwide fall-out is less than many other radiation effects which have been studied and which we do not worry them now."

Dr. Teller is called "Father of the H-Bomb" and also one of the atom bomb scientists and ought to know. If anyone does, about "fall-out" if we can't know, we can be sure the Soviet will continue them to eventually strike the crippling blow, deferred until Soviet superiority is assured, in their repeatedly announced policy of world conquest.

A Copenhagen newspaper quotes Moscow reports recently that diplomatic channels asserting that the recent USSR nuclear tests ended in a "disastrous accident," disclosing that the Soviet Union has not succeeded in producing a "clean" atomic or hydrogen bomb. The newspaper said a "dangerous" increase in radioactive fall-out over the Soviet Union was most likely the real reason Premier Nikita Khrushchev decided to suspend arms tests.

This information the newspaper said supported reports from Oslo and Stockholm that radioactivity in certain areas of those countries had increased 25 per cent, and that recent ban on foreigners' travel in southern Russia was "apparently an effort to prevent foreigners from reporting on the increase and fear raised among Soviet citizens by the accident. There has been no other confirmation." — G.P.

TURBOPROP TRAGEDY

Portland Oregonian

The transport plane which crashed Sunday night at Midland, Mich., taking 47 lives, was of a type unfamiliar to Pacific Northwest air travelers. It was a British-made Viscount airliner, powered by four turboprop engines. From the outside these look like conventional

airplanes, pulled along by propellers with reduction gears.

There is some sacrifice in speed through this arrangement, as compared to "pure" jet operation; but there is said to be greater fuel economy and more power at low speeds, as during takeoffs. The turboprop is considered to have a bright future for short haul, feeder airlines serving smaller communities with medium-sized airports.

Capital Airlines, owner of the Viscount, has been the pioneer operator of this type of aircraft in the United States, and has flown its 60 Viscounts for the past three years without fatal mishaps. Passengers have spoken favorably of the absence of noise and vibration.

U.S. manufacturers expect soon to challenge Vickers' domination of the turboprop market. Fairchild is putting out a twin-engine, Dutch-designed turboprop which has been ordered by a number of local service airlines, including Western Airlines.

Pacific Northwest, a bigger aircraft, similar to the Viscount, is the Lockheed Electra, 35 of which have been ordered by American Airlines.

Cause of the Midland crash still is a mystery, but in view of the long and successful operating experience with this type of plane, it seems unlikely any basic fault of design was to blame. Turboprops are coming, to bring greater speed and comfort to air travel, and passengers need have no lack of confidence in their safety.

FREEDOM AT STAKE?

Eugene Register-Guard

Congressman Charles Porter says the Eisenhower administration has been "fantastically wrong" in its policy on testing nuclear weapons.

He believes there should be an immediate halt to U.S. tests. We agree, too, that we'd like to see all tests stopped. But halting our scheduled tests must be weighed against risks other than dangers to health. What other way do those who call for an immediate halt to tests envision that the free nations can defend themselves? Can the Russians be trusted to leave the free nations alone if the Reds have marked superiority in nuclear weapons, with which to blackmail the free world?

We must remember that the Russians announced they would halt their tests only after holding a long series of them in Siberia. We do not yet have effective nuclear weapons for long-range missiles, nor do we have anti-missile missiles, which apparently are slated to be key parts of our tests this summer in the Pacific. Do the Russians have these? After their series of tests it is possible, but we don't know.

Can we risk freedom because of the Russians' propaganda thrust? This is the basic risk involved. We don't see how we can take chances until the Russians are willing to act through the United Nations on the whole question of nuclear weapons and disarmament, as much as we'd like to agree with those who say we should halt further tests now.

THE SAD SACK

Oregon Daily Emerald

The great old editor peered out of his office the other day and noted that one of the pet young things about the establishment had gone and draped herself in one of those sack dresses — chemise, if you prefer.

The sack dress, as the top and bottom are joined, is a fashion that is designed to start at the undergarment and go straight to the bottom with no detours en route. It was planned, apparently, around the old saw, "out of sight, out of mind," by a pair of bean pole-shaped women who wanted to level down the competition.

The old editor is used to seeing girls who look like girls running around the office. He's not used to seeing cylindrical hunks of cloth with a head at one end and feet at the other.

And it's not that he's a lightweight and short-shorts fan, or even that he's against fashion. He'll munch buckles and buttons with the best of 'em. But Good Heavens (he said), what a waste!

It was the first pun we'd heard from him all year.

Reader Opinions

Support Given Davis' Work With Youth

On December 2, 1957, I received a letter from the Douglas County Juvenile Advisory Council, under the signature of Robert G. Davis, chairman. This letter informed me of the action taken by the council on November 27, 1957 placing my name on the council as one of its fifteen member executive board. Since that date I have served with the council, attending its meetings and participating on its committees.

At the March 11, 1958, meeting of the council, which was a regular meeting, Robert G. Davis tendered his resignation as chairman of the council because he was submitting his name as candidate for circuit judge of Douglas County.

The unanimous action of the council, as recorded in the minutes of that meeting, was that his resignation would not be accepted and that he should remain chairman of the Douglas County Juvenile Advisory Council. It was I believe the feeling of all the council members that because of Mr. Davis' sincere interest in the juveniles of our county and his capable leadership he should remain as chairman.

The council has already done much to alert the people of the county concerning this important work. Several far-reaching plans are being developed and much good will come as a result of the council's work. No small portion of this will be due to the competent, selfless leadership of Robert G. Davis as chairman of the Douglas County Juvenile Advisory Council.

Newell Morgan
1422 S.E. Court
Roseburg, Oregon

President Sends Plan For Defense Dept. Changes

WASHINGTON — President Eisenhower sent Congress his proposals for strengthening the hand of the secretary of defense Wednesday but left for later action the matter of Pentagon money control.

The money question — over which a storm has blown up at the Capitol — was left off for a year.

Eisenhower said in a message to Congress that it will be dealt with in the Defense Department budget for the year starting July 1, 1959.

Dispatch of the message came on the heels of a news conference in which Eisenhower denied he had ever approved the idea of having Congress appropriate a lump sum of money for the secretary of defense to finance the nation's military establishment.

That had been the crux of congressional criticism of the White House plan on the basis of interpretations put on the first announcement early this month.

In the news conference Eisenhower did say that in some phases of the military operation he favors providing money for categories of tasks and letting the jobs be put where they can be best handled.

The message to Congress said the secretary of defense "should have greater flexibility in money matters" but did not go into detail.

SUBMITS LOW BID

SEATTLE — The Hannam Co. of Portland was the low bidder at \$39,767 for construction of an addition to an Air Force station building near Baker, Ore., Army Engineers said Thursday.

There were six other bidders. The government estimate for the job was \$60,493.

The addition will be on the automatic operation building, the engineers' announcement said.

In The Day's News

(Continued from Page 1)

and business concerns whose credit is good) to borrow more money and put it to CONSTRUCTIVE uses?

Time will tell. But we should remember this:

In and of itself, what the politicians call "easy" money isn't enough to make business good and keep it good. If business is to be good and STAY good, able-minded business people must have CONFIDENCE ENOUGH IN THE FUTURE to be willing to go out on a limb and borrow money and put it to constructive uses.

This is the point: What able-minded people DO about money and business is much more important to the continued prosperity of our country than what the politicians SAY about money and business.

I suppose you listened to Ike's speech to the nation's top bracket editors in which he explained and defended his defense reorganization plan.

Did you understand it all? If you didn't, it's no discredit to you. It's an abstruse subject.

Let's see if we can simplify it. Suppose you own and operate a hamburger stand. Suppose you have three employees. One is ALL OUT for the bread that goes into the sandwich. He thinks it's the all-important ingredient. Another is equally convinced that the ground meat is what counts. The third thinks that without the onions, the spices and such a hamburger just isn't worth eating.

What would be the ultimate result in such a case?

I expect that while your outfit was wrangling over who and what are most important to the establishment your competitors would GET THE BUSINESS and you would go broke.

That is roughly what Ike meant the other night when he told the editors: "It is more important to HIT THE TARGET than to haggle over who pulls the trigger."

The defense department has a three-pronged attack: the Army, the Air Force and the Navy. They are all good. They are all made up of dedicated men. What Ike is seeking is to bring about a system under which they will all work as a TEAM rather than as individual stars.

Electronic Warning Line In Atlantic To Spy On Subs

PARIS — The United States, Britain and Canada Thursday were reported rushing work on an electronic warning line far out in the Atlantic to prevent Russia's submarine fleet from splitting off North America from Europe in case of war.

The disclosure came from an Allied official here for the meeting of the 15 defense ministers of the North Atlantic Treaty Organization.

Defense of the Atlantic sea lanes is the primary responsibility of the United States, Britain and Canada.

They have concluded that, despite all countermeasures, the Russian fleet of 300 submarines could stop convoys steaming to Europe during the first six or more critical weeks of any global war.

The official said naval strategists of the three nations already have begun work on an Atlantic DEWline modeled after the distant early warning line guarding the skies across northern Canada. Radar and sonar (underwater) screens and devices are being developed to scan the North Atlantic from North America to Europe and take in the waters around Iceland and Greenland.

No details of these devices were given. The United States now flies radar picket planes over vast reaches of the Atlantic and its submarines engage in anti-sub exercises.

Informants said other antisub measures being considered include arming British and Canadian ships with nuclear striking power such as atomic depth charges and eventually the Polaris missile which can be fired from a submerged submarine.

Oregon Projects Will Qualify For City Loans

WASHINGTON — A number of Oregon projects will qualify for loans under the billion-dollar community facilities bill passed by the Senate, Sen. Neuberger (D-Ore.) said Friday.

Neuberger said he asked specifically for these Oregon projects for the 30-year loans at 3 1/2 per cent. The Multimodal-Clarkamas-Washington counties sewage disposal project; additional buildings for the community college at Bend; reconstruction of water works at Rockaway; a new city hall and fire department facilities at Nehalem.

He said he was assured they would be eligible.

Neuberger said he asked about those projects, because they seemed representative of many needed projects in Oregon. He said he also sponsored an amendment that will enable private, non-profit hospitals to qualify for loans.

DISCONTINUING RUN

BALTIMORE — The Baltimore and Ohio Railroad, the nation's oldest, is discontinuing its Baltimore to New York passenger service April 27.

The B&O has been running the trains for 72 years. The railroad said the six daily trains became too much of a financial burden because patronage had dropped 45 per cent since 1946.

—Peter Eason—

WASHINGTON — (NEA) —

Outwardly, at least Secretary of State John Foster Dulles is probably the most optimistic man in town. Day after day he does his damndest to beat down the rumors and propaganda that constantly foul up his foreign policies.

Sometimes, however, the secretary must privately take the dim view of his own policies.

If it isn't the Russians who are rocking his ship of state, it will be America's glorious allies, or the neutrals, or his congressional opponents, or that segment of American public opinion which likes to blame him for everything that goes wrong.

AT THE TOP of the secretary's headache list there are always the Russians. Why are they pushing for a Summit conference?

Do the Russians think that, because they were first in the air with satellites, they can dictate to the world?

Deflation of the Russian proposal to suspend atomic bomb tests has had one good effect. It has strengthened belief that the Russians are not serious in any of their proposals. On the contrary, they are merely trying to seize the present opportunity to divide the western powers.

In that light, all they are trying to do is stir up trouble. But that doesn't make the work of the secretary's press secretary any easier. On May 5, the North Atlantic Treaty ministers will meet in Copenhagen. Secretary Dulles therefore has the next month in which to formulate any new policies he may care to present to counter Russian pressure. Or in new policies are to be put forward, which is likely — then arguments must be marshaled to strengthen support for their continuance. It is a constant selling job.

ON SPECIFIC problem areas, the Tunisian situation is probably of most immediate concern. This can reach condition crisis any day or hour — perhaps even before this comment can get into print.

Key to the whole crisis is of course Algeria. But the French government is so weak that it is impossible to get a parliamentary majority to approve any sensible solution.

The only hope is to reach a compromise during the peaceful Easter recess. If that doesn't work, the French and everyone else realize that hostilities may spread.

REVOULT IN INDONESIA finds the United States in another dilemma. Trying to maintain straight neutrality, Secretary Dulles must look for a compromise settlement.

It is considered unlikely that the revolution in Sumatra and the Celebes will gain strength. There is concern that the Communists may gain increased power in the government of President Sukarno, if they do not actually take over.

At home, continuance of the foreign aid programs and extension of foreign school openings. This will come to a head when Congress returns to Washington.

To save the keystones of his foreign policy, Secretary Dulles must save both these issues. It isn't exactly a bright spring picture.

Wilbur Methodist Women's Society Elects Officers

By MRS. LEWIS BINTLIFF

The Wilbur Methodist Women's Society elected officers for the coming year at a recent potluck luncheon.

Beulah Carey will be president; Estella Hart, vice president; Mavis Bintliff, secretary and Olga Harvey, treasurer.

Alberta Jenkins and Edith McKay were hostesses for the day and Mavis Bintliff was in charge of devotions. The day was spent piecing a quilt.

Women of the society who last week assisted in refurnishing and waxing the floor of the church annex, will undertake cleaning and refurnishing the floor of the main building during the coming week.

An assortment of greeting cards will be on sale by the Women's Society after next month's meeting.

Teen Club Elects

The Wilbur Teen-age Club elected new officers at their Tuesday meeting here for the coming season will be Leanne Gable, president; Curtis Wilson, vice president; Charlene Jenkins, secretary-treasurer, and Lois Carey and Jerry Concorve, sergeant-at-arms. Mrs. Francis Wells acted as chaperon for the meeting.

Rev. John Ginter, has announced that beginning this week all the Wilbur Methodist Youth Fellowship groups will meet Friday afternoon and evening instead of Thursday as previously.

The annual M.F. has set April 26 as the date for all day dance at the Benton-Lane Amusement Park at Junction City.

The Wilbur Community Club will hold its annual ice cream social at the school auditorium at 7:30 p.m., April 25. The senior MYF is in charge of entertainment for the evening.

Ben Smith, principal, reports there has been a high incidence of illness in the Wilbur and Winchester schools for the past month. Measles and sore throats have accounted for most of the absences.

Mrs. Selma Moser, first grade teacher at Winchester, was hospitalized for surgery at Canyonville but is now convalescing at home.

The boy's baseball teams have started playing their inter-school games. They play each Tuesday and Saturday. The girl's softball teams will begin inter-school meets April 23.

Father Passes

The Mesdames Jim and Bob Tucker left by bus last weekend to join their husbands at Fresno, Calif. The men had been called there by the illness of their father. The elder Mr. Tucker passed away Friday.

Mrs. Phyllis Patterson of Sacramento, Calif., and her son, James, spent last weekend visiting her sister, Mrs. Charles Clark at her home on Coles Valley Road.

Mrs. Hazel Edison of Corvallis was a houseguest at the Fred Koehler home for three days the early part of the week.

Mr. and Mrs. Dee Fox entertained two nieces and nephews last weekend. Arriving on Thursday were Mr. and Mrs. Larry Weber of Lorraine, Ore., and on Friday were Mr. and Mrs. Guy Matthews of Cottage Grove. The Matthews also visited their grandfather, Will Smith who is hospitalized in Roseburg.

Drain Boy Scouts Plan Three-Day May Camporee

By EDITH BUSH

Drain Boy Scout committee Arthur Cormier has announced the district camporee will be held at Blue Mountain May 16-18.

Blue Mountain is eight miles south-west of Cottage Grove. Scouts are asked to make their plans and register soon for summer camp.

Robert Swearingen and Paul Cormier were given the Life advancement. Emergency service award was presented to Robert Swearingen, who also received a merit badge for Pioneering. Other merit badges were Douglas Wilkerson, swimming and first aid; John Russum, scholarship; Kenny Swearingen, machinery; Gary Russell, animal industry; and Richard Yoder, machinery.

A candidate for the Order of the Arrow, Scouting's honorary fraternity, was voted upon, but results were not announced.

SALEM — Commercial fishermen plan to file a Supreme Court attack on the initiative measure to prevent commercial fishing for steelhead.

James H. Cellars, Astoria, secretary of the Columbia River Salmon and Tuna Packers Assn., said his group would file its case Friday on Monday. The initiative, sponsored by a Milfont-Freewater sports group, is being circulated for signatures.

Cellars said the association would seek to have the ballot title, "Making Steelhead a Game Fish," declared invalid. The group suggested a title, "Outlawing Commercial Fishing for Steelhead" would be more truthful.

Cellars said the measure would put salmon packers out of business because they cannot separate steelhead from other salmon in the Columbia River.

LINE CONTRACT LET

PORTLAND — Parker Schram Co., Portland, has received a \$27,713 contract for construction of the 43.3-mile section of the McNary-Alvay 387,000-volt transmission line to carry power from McNary Dam to Southwest Oregon.