

The News-Review

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BUILDING DELAYED

By Charles V. Stanton

Numerous friends have asked when *The News-Review* will start construction of the building planned for the site we purchased some time ago adjoining Garden Valley Boulevard and Vine Street.

Regrettably, we must report that we do not now contemplate erection of the building this year, as had previously been announced.

We are renewing the lease on our present quarters and will remain here temporarily. We do plan to build at some future date.

Our decision to postpone construction does not result from any lack of confidence in future prosperity for this area. It does, however, stem in part from the drop in business over the past couple of years. We have suffered with other businesses and, because of that fact, have had to postpone our expansion program.

Despite the fact that our business has suffered, along with all others, as a result of the recession, we have not reduced our working force. We have a good crew. Nearly all of our people are skilled. We could have added materially to our profits had we reduced personnel. Instead, we have retained all our workers, even though they haven't been kept fully occupied at all times. But we know we'll need each of these workers in the near future, and have kept them on the payroll rather than go into the labor market later to pick up replacements.

Pay Increase Indicated

Our employees did not get a wage increase last year. Neighboring newspapers increased hourly wages by 8 to 10 cents, but our scale remained unchanged. It has always been the policy of *The News-Review* to pay its workers as much or more than any newspaper within its general area. We greatly appreciate the cooperation of our employees and the business agent of the pressman's union in bypassing a wage increase as a part of contract negotiations last year. We can't expect them to go on forever on a pay scale lower than in neighboring communities, and we don't propose to ask it.

But the responsibility for increasing wages means that we must add several thousand dollars to this year's budget to meet the additional cost.

In addition to absorbing the expense of a larger crew than required to handle production during the past couple of years, we also have tried to cooperate with our readers.

It has been six years since *The News-Review* last raised its subscription rate. We were preparing to raise both advertising and circulation rates at the time the bottom fell out of the lumber market, almost two years ago. Prior to that time nearly all comparable daily newspapers in Western Oregon had gone to a subscription price of \$1.50 per month. But in face of depressed economy and decrease in employment, *The News-Review* postponed rate increases, despite advancing costs in all lines of production.

Readers Appreciated

We have appreciated beyond the ability of words to express the loyalty of our readers. Our circulation has remained almost unchanged in spite of the drop in business and employment. In recent weeks the number of readers has gained. Hundreds of two-newspaper families remained loyal to *The News-Review* while dropping the second newspaper. We have tried to show our appreciation, in return, by absorbing as long as we could the steadily mounting expense of publication.

We are convinced the recession now is near an end. We expect the gray train to be back on the track in the very near future. Raising our circulation rates to a parity with other newspapers will no longer cause a hardship to our readers, we believe. But, regardless of other conditions, it is absolutely impossible for us to postpone longer the rate increases which should have been put into effect two years ago. We have reached the place where we no longer can absorb production costs in the face of steadily rising prices on all materials and labor.

Because we did absorb those costs for the past two years and because we have maintained full employment for our crew, we have had to revise the time schedule for the erection of our proposed building.

We have not abandoned our plans. We are retaining the site and will build on it eventually. We hope we will be able to do so in the comparatively near future.

Washington State Launches Huge Campaign To Attract Visitors During Summer

By LYLE BURT

OLYMPIA — Washington state is in the midst of the biggest tourist promotion campaign in its history.

The goal is to attract approximately four million out-of-state vacationists this year to pour an estimated 200 million dollars into the cash registers of hotels, motels, restaurants, resorts and other businesses.

To stir the tourist urge to "Go West," or as the case may be "Go North," more than \$200,000 will be spent on various types of advertising that will reach into every corner of the nation and into parts of Canada.

George Prescott, tourist promotion manager in the newly organized Department of Commerce and Economic Development, said advertisements extolling the wonders of Washington have appeared or will appear in 10 of the best known magazines in the country and in specialized publications aimed at automobile club members and teachers.

Newspaper and billboard campaigns are being carried out in the Western states and in three provinces of Canada.

Another program being developed will be aimed at persuading tourists to extend their stays in the state.

Prescott said a representative of his division will travel through Washington all summer speaking

to groups of waitresses, policemen and others who contact the public.

Promote Scenic Spots

The representative will advise how to promote local scenic spots, industrial developments and other attractions in conversations with out-of-state visitors.

"If we can persuade each of the anticipated four million tourists to spend one extra day in the state it will mean an additional 39 million dollars in the tills of business firms," Prescott stated.

The stepped-up promotional campaign results from establishment of the Commerce Department by the 1957 legislature. The agency received a \$1,500,000 appropriation for the 1957-58 biennium, of which \$750,000 will be spent by the tourist division.

That is approximately twice the size of the largest tourist promotion budget of past years.

Other projects and ways planned include distribution of pamphlets, brochures, maps and similar publicity material; booth displays at fairs, conventions and other special events inside and outside the state and participation in travel shows throughout the country.

"One of our next big jobs," said Prescott, "is to extend the state's tourist season into the autumn months. We'd like to persuade additional thousands of persons in other states to come to Washington during the fall for our famous salmon fishing and hunting."

This Calls for the Hard Sell



—Hal Boyle—

NEW YORK — The average husband, thumbing through his wife's style gazettes, is convinced that most fashion models are human beanpoles in need of a blood transfusion.

One of his constant fears is that his wife, wearing the same clothes, will come home looking that way, too—that is, rather like a basketball center in skirts.

Somehow word got around recently that the new sack look would change all this. The rumor spread that fashion models now would look less like a vertical clothes line and more like—well, more like Marilyn Monroe.

We have checked this rumor with Mrs. Roz O'Rourke Foy, an authority in such matters, and she can't understand how such a falsehood ever got started.

"A fashion model definitely still must be slim," said Mrs. Foy, who, with her husband, Bill Foy, a former photographer, operates a model agency that stocks 50 of the town's leading gazettes.

Marilyn Too Abundant

"She can't be voluptuous—along Marilyn Monroe's lines. Marilyn Monroe indeed! Why, she'd definitely flop as a fashion model. There's simply too much of her. No doubt of it."

"Marilyn is too abundant. So is Anita Ekberg. So is Jayne Mansfield. In the world of fashion, they're regarded as freaks of nature."

Mrs. Foy, who regards fashion models as willows, gets her Irish up if someone in her hearing refers to them as strolling thermometers, or implies that an extra inch or so of padding in the right place wouldn't do them any harm.

Bosoms Out, Legs In

"As a matter of fact," she said, "if there is a trend it is this: Bosoms are on the way out (of the fashion picture), and legs are back in."

—Peter Edson—

WASHINGTON — (NEA) — In another complete reversal of what was going on here a year ago, U.S. Information Agency is now being criticized for not doing enough.

Principal complaint is that USA is not waging psychological warfare as aggressively as it should, to beat Russian propaganda.

Arthur Larson, since elevated to the White House Staff, was head of USA last year.

Because of a couple of inept political speeches he made in 1956, Congress took out after his budget in 1957. It was cut from 144 to 95 million.

Since January, there has been a new man in charge of USA. He is George V. Allen, a professional diplomat for 28 years.

He has served as ambassador to India, Greece and Yugoslavia. He has done two hitchhikes as an assistant secretary of state.

Also, he comes from North Carolina, which helps a lot in sweet-talking to southern congressmen.

THE ODDS ARE that Allen will get practically all of the 105 million dollars USA has asked for next year.

Allen now sits with National Security Council and he can suggest items for its agenda. He has a man on the NSC planning board. He attends Secretary of State Dulles's staff conferences several times a week.

So he is on the administration's foreign policy planning.

HE HAS, HOWEVER, some very definite ideas on what psychological warfare can and can't do.

He still believes in conventional diplomacy as the proper channel for negotiations between nations.

He doesn't think government propaganda can take its place.

He recognizes, however, that something new has been added in the government information program. They go over the heads of the diplomats. They speak directly to the people, press, radio, films and intellectuals of other countries.

Allen takes a dim view of this direct approach being run by a Madison Avenue type of super-salesman. He thinks the job must be run by experienced foreign service officers.

Thinking It Over

By Robert L. Dieffenbacher, D.D.

(Written for NEA Service)

Learning to walk is a long and arduous process for an infant. First he crawls. Then he tries to balance himself in an upright position. Unsteadily he takes a step, then two steps, then more. He still has to learn to manipulate his body and his legs so that he does not fall.

Bumps occur by the dozen. Skinned knees, scarcely heal before they are bloody again. The child does not give up. He does not sit down and say to himself, "There is no use in my trying." He is determined to walk and he accomplishes the feat.

With this example before us we ought to realize that learning to walk spiritually with God requires the same determination. A few bumps, a score of failures and some scoffing from others should not discourage us. We must have the determination of a child if we are going to enjoy the normalcy of walking on our own, spiritually.

Spring Planting On Oregon Farms Behind Schedule

PORTLAND — Oregon farmers had better weather for field work last week, but spring planting is still behind schedule in many locations, the U.S. Department of Agriculture said in its weekly report.

In many places farmers were able to get in two or three days of field preparation, the report said.

Crop development continued generally advanced for this time of year. Warmer weather in Western Oregon brought good growth and development there, but in Eastern Oregon cool night temperatures slowed growth, the report added.

Wet fields postponed work in Wasco, Union, Walla Walla, Umatilla, Lake and Harney counties. Western Oregon farmers were able to get in some field work although fields on the lower lands were still too wet.

Winter wheat continued to show excellent potential, with Oregon's 1958 production now estimated at 23,467,000 bushels, 9 per cent more than average yearly production.

Pears and cherries were near the full bloom stage in the Rogue River and Willamette valleys during the past week.

In Western Oregon early variety strawberries were nearing full bloom. Some fields in the Salem area showed more winter damage than expected.

Pasture feeds generally made good growth in Western Oregon, while Eastern Oregon development was good at lower levels but only poor to fair at higher elevations.

Northwest Camp Fire Girls Retain Officers

SALEM — Mrs. W. T. Noel of Seattle will continue as president of the Northwest Camp Fire Girls organization.

She was re-elected Saturday as the group closed its regional conference here. Also re-elected were Mrs. John Ehrig, Richland, Wash., vice president, and Mrs. Earl Chilcott, Kellogg, Idaho, secretary.

Mrs. W. E. Gardner, Salem, was named to the national council.

Alleged Spy For U. S. Draws Life Penalty

BERLIN — A communist court has sentenced an East German railway employee to life imprisonment for spying for American and British intelligence. His wife was sent to prison for three years and four months for not informing on her husband. Willy Black, 46, was convicted of heading a ring which spied on trains, carrying Russian and East German military equipment.

Editorial Comment

From The Oregon Press

NO SLUMP, JUST FATIGUE

Capital Journal, Salem

We've reached that overread, super-bored point in the slump when we feel that the whole country's army of economic experts, journalistic and otherwise, have bamboozled us just for a lark.

First, except in such demonstrable things as lumber, was there ever much of a real slump? And second, was it caused by lack of wherewithal, confidence, etc., or just by plain fatigue—fatigue with buy, buy for buying's sake.

In the current issue of New York Magazine our questioning are, in a way, borne out. That magazine's editor, E. B. White, tells why, after two months of shopping around, he still has his 1949 auto and Detroit still has the 1958 with his name on it. In short, E. B. didn't buy because there was no reason to.

"I'll promise Detroit one thing—build me a car that's as comfortable, as safe, as durable, and as handsome as the one I have today, and I'll swap cars."

Now, White is a man well able to afford a 1949 and a 1958 and one of each year in between if he should so desire. And he isn't a moldering Victorian; he's in his mid-50s and an adaptable type.

It's just that he wants something intended for traveling about, in which he sits above the floor, not on it, with doors that allow easy entry, and with a design that allows a driver to see the curb, not just the open road a mile ahead.

New cars, both foreign and American, are "styled," not designed or engineered. Because they are styled, they aren't functional.

Certainly there are few holdouts as stubbornly dedicated to his case as White. If there were, the auto business would have gone fenders up in 1951. But perhaps there's a streak of White in most of us. The stylists have considered everything from aerodynamics and hydrodynamics to orbital deviation and deflection of stardust—and have forgotten people.

ENVIABLE RECORD

Eugene Register-Guard

One would think that the traffic enforcement officers in Douglas County had found some special formula for preventing accidents and deaths on the highways.

Our neighboring county to the south has set some sort of modern record with no traffic fatalities in the first three months of 1958. In fact, the last traffic fatality was on Dec. 24, 1957.

But there is no special formula for this enviable record. It is a formula used in most areas in Oregon, although the issuing of more tickets for moving violations (i.e. running stop lights, improper turns, etc.) both by the state and city police apparently has been a factor.

State Police Sergeant Robert Keefe in Roseburg, cited probable causes for the record as stricter enforcement, better driving attitude by the public and harsher court penalties.

Whatever the reasons, we could use a few of them here in Lane County. So far this year, 19 persons have been killed in traffic accidents on our streets and highways, which in early March was nearly a quarter of the total in the entire state. Five of them were in single car accidents.

Lane County has slightly more than twice the population of Douglas County which would be a partial explanation, but even so, if we had matched our southern neighbors record we would have reduced our terrific toll to 9.

Stricter enforcement and harsher court penalties can be a big help in reducing accidents but most important of all is driver attitude.

We keep remembering the story this newspaper carried about the local state police radar units picking up speeders on U.S. 99 doing

Baseball Players Cut, Bruised As Auto Rolls

LA GRANDE, Ore. — An automobile carrying six members of the Lewis and Clark College baseball team hit a soft shoulder and rolled over three times near this Northeastern Oregon town Sunday.

All the players were shaken up and suffered cuts or bruises, but no one was seriously hurt.

The team had played two games with College of Idaho Saturday, and was en route to Walla Walla to meet the Whitman team Monday.

Indianapolis Trio Wins Talent Contest

NEW YORK — "The Debs," a trio of Indianapolis high school girls, Friday received an RCA Victor record contract for winning a Westinghouse Broadcasting Co. talent contest.

The 16-year-old girls, Linda Hirt, Karen McLasters and Julie Wilson, won out over four other entries in the finals of the contest.

One of the finalists was sponsored by Radio Station KEX in Portland, Ore.

There Is No Labor Dispute Between Wards And Its Employees In Roseburg, Oregon

Employees of Montgomery Ward & Company are not on strike and there is no labor dispute between Wards and its employees here.

Handbills are being distributed by people who have been hired on instructions from national officers of the Retail Clerks Union in Washington, D. C. This union does not represent our employees in the Roseburg store.

E. C. Nolte
Retail Store Manager
Montgomery Ward & Co.
Roseburg, Oregon



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