



What's today's BIG news?
For once, there's no doubt about it.
It's the sleeping pills death of Marilyn Monroe.

This morning's San Francisco Chronicle devotes 6 1/2 per cent of its front page to the story. In addition, it carries two full pages of pictures and text on the inside. Even more impressive — everything considered — is the fact that the somewhat more staid Portland Oregonian apportions 52 per cent of its front page to it and tops one inside page with what is left over.

Another comparison: The Chronicle uses TWO lines of 120 point type (about an inch and a half high) to headline its front page handling of this big news event. The Oregonian is more conservative. It uses only ONE line of 72 point type (an inch high) for its front page streamer.

What was the rest of the front pages of these two leading metropolitan newspapers of the Pacific Coast?

Again there is agreement in the news and its values. Both use the Finklines to Sweden story. Both use the Red Resume Nuclear Testing story. The Chronicle adds a tale about the American Bar Association convention that is meeting in San Francisco — which is obviously a big story down on the Bay.

The Oregonian fills the rest of its front page with a couple of shorties in the news — one about a boy who finds a wallet containing upwards of \$500 and returns it to the owner, and another about a Beaverton man who was drowned in the Willamette river.

Let's do some supposing. Suppose JFK, at his next news conference, should say to the reporters:

"I'm OFF the New Frontier. I don't think it will work. FROM HERE ON OUT, I'M A CONSERVATIVE." That would be a big political and economic news. It might change the whole future of our nation.

Questions: What would the Chronicle have done with that story? What would the Oregonian have done? How much space would they have used? What kind of headlines would they have put on it?

In conclusion, Just what IS news? Webster defines it thus: "A report of a recent event; tidings. MATTER OF INTEREST TO NEWSPAPER READERS."

Well... On the evidence of two of America's leading metropolitan newspapers, there can be little doubt that at this moment in history the untimely death of Marilyn Monroe is NEWS — big news... news that will sell papers.

The Almanac

By United Press International
Today is Tuesday, Aug. 7, the 219th day of 1962 with 146 to follow.

The moon is approaching its first quarter.

The moving stars are Mars, Jupiter and Saturn.

The evening stars are Jupiter, Saturn and Venus.

On this day in history: In 1783, the Order of the Purple Heart, a decoration for military merit, was established by George Washington.

In 1912, Gov. Woodrow Wilson of New Jersey accepted the Democratic nomination for President.

In 1942, U.S. Marines launched America's first offensive battle of World War II when they landed on Guadalcanal in the Solomon Islands.

In 1961, Soviet Premier Khrushchev said Russia does not want war, but leaves it up to the West to make overtures concerning a Berlin settlement.

A thought for the day: Henry Thoreau, the American essayist, said: "Nothing is so much to be feared as fear."

SILENCE PLEASE
LONDON (UPI) — Notice in a public library: "Readers are reminded that smoking is forbidden and are requested not to engage in audible conversation."

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Editor

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EDITORIAL PAGE

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A "WELCOME" PROGRAM

By Charles V. Stanton

Our neighboring states of California and Washington seemingly are becoming jealous of Oregon's "Welcome Mat" project, it is indicated by Phil Hunt, coordinator of the "Welcome to Oregon" program.

Hunt, formerly publicity manager for the Portland Chamber of Commerce and secretary of the Oregon Chamber Executives, was retained by the Travel Information Division of the State Highway Department to survey the state to ascertain the extent of the welcome program and to urge further community cooperation.

The program was started with the painting of huge welcome signs on highway entrances into Oregon. This was followed by adoption of the slogan by nearly every community.

Oregon's welcome appears in huge letters on airports. Some farmers have plowed the greeting into their fields. Many gardeners have used flowers to spell out the welcome. Virtually every town and city in all of Oregon has extended greetings and hospitality, says Hunt, who in a detailed report tells of the many different ways Oregon is spelling out its welcome.

Counter movements, he reports, include "Welcome" signs adopted by the neighboring states. But jealousy is observed in a parade bearing the banner "Keep Oregon Small," and proposals that Oregon, which is broadcasting its pride in its recreational resources, be declared a "Wilderness Area" in entirety. A "Wilderness Area" permits no form of development.

Hospitality Pays Off

Oregon's hospitality is winning friends. Oregon's natural resources, at the same time, are attracting great interest. Many of the people passing through the state on their way to the World's Fair in Seattle already are planning to return.

Not long ago I heard one of the Oregon officials connected with both the Fair and with Oregon's promotional effort say that tourist travel is far exceeding expectations. It has been predicted that the tourists would go to Washington by one route, and return home by another. They would pass through Oregon only once.

Instead, a great many tourists are changing their plans and are traversing Oregon by two routes, passing through the state both going and coming.

Visitors to the state are "crazy" about it, to use their description.

I have commented previously about attending the national convention of the Izaak Walton League of America at Portland.

One of the very enjoyable experiences at that meeting was an afternoon tour made in company with the conservation directors of two of our midwestern states. These men, two of the chief conservation leaders in the United States, were guests of Phil Schneider, Oregon Game Director, on a trip around the Mt. Hood Loop. I was invited to go along.

I wish everyone could have heard those two men exclaim over the beauties of that trip.

One of the men, who will reach retirement age in a few more years, said he plans to move to Oregon to retire.

Scenery Exciting

It was my pleasure to sit next to a very attractive woman at one of the banquet sessions. She was a member of a party of three women delegates to the convention. They planned to go on to the Fair, then return directly home. They were so fascinated by what they had seen, she said, that they had discussed the matter and had decided they could edge in an extra week of sightseeing. They were to return from Seattle to Portland. There they would rent a car and travel for a week. By flying to the East, instead of going by train, as planned, they could gain a few days.

I suggested a trip south along the Oregon Coast, through the redwoods of northern California, east to Highway 99, then back by way of the Siskiyou, Mt. Shasta, to Medford, then Diamond and Crater Lakes, Bend, and a view of the Three Sisters, and return to Portland by way of Warm Springs and Mt. Hood. As I described the things to be seen on this trip, the woman became excited and rushed to her room without waiting out the banquet program to get the itinerary down on her road map.

A few days ago I had an interesting conversation with a couple from a far eastern state. They had departed from their planned course and were backtracking through Oregon. They wanted to know how to get to Crater Lake. I persuaded them to take the North Umpqua highway and go by way of Diamond Lake.

Then I contacted a couple of men from California who are on a "tramp" vacation. They didn't much care where they went. They wanted scenery and fishing. They, too, were diverted up the North Umpqua.

Roseburg is getting a tremendous "play" from the booming tourist travel. Many people are staying overnight, are using our motels, hotels, restaurants.

We should be doing everything possible to make them welcome, to show hospitality, to answer their questions, serve their needs, and, above all to give a smile and show a personal interest.

Many of them are coming back, some to stay. Now's a good time to say "hello" and "welcome."

Ten New People Join VA Staff

Ten new people have joined the U. S. Veterans Administration Hospital in Roseburg in recent weeks, hospital officials said today.

Dr. John L. Haskins, a Roseburg resident who formerly served the hospital as manager and more recently as a consulting physician, now has the fulltime assignment of staff psychiatrist.

Another new staff psychiatrist is Dr. Clotilde D. Bowen. She was transferred to Roseburg from a VA hospital at Albany, N. Y., where she completed her residency in psychiatry.

Dr. Takeo Takano, staff psychiatrist, recently transferred here

from a VA hospital in Coatesville, Pa., where he completed a residency in psychiatry.

A newly assigned registered nurse is Mrs. Ruth W. Kurtz. Mrs. Kurtz previously worked for a private physician in Bellevue, Wash.

Ronald B. Teeters was transferred here from a Fort Lyon, Colo., veterans hospital and promoted to assistant chief of the housekeeping division.

David L. Maks was transferred here from the Fresno, Calif., hospital for veterans. His move included promotion to the position of chief of the local hospital's registrar division.

A transfer from a VA facility at American Lake, Wash., is Dr. Thomas P. McGeehee, clinical psychologist.

Donald A. Hartford, a clinical social worker, was transferred from the Sheridan, Wyo., VA hospital to accept a similar position here.

A new registered nurse is Miss Priscilla J. Rancourt. She was previously employed at Memorial Hospital at Albany, N. Y.

Mrs. Nancy Clark is another new registered nurse. Mrs. Clark was previously employed at Douglas Community Hospital.

DEAR ABBY

Abigail Van Buren

Don't Be Foolish!

DEAR ABBY: On Mother's Day I got a potted plant from one of my children. I think!

Anyway, it came from a local florist with a card which read, "From the family." I am sure it came from one of my sons. I am real angry about it. I think they should have at least signed their given names. My daughter here in town says I am being silly. Of course, I could have called the florist and found out where it came from, but I was too hurt. What do you think about it?

MRS. STILL ANGRY
DEAR MRS. STILL: You are turning a simple potted plant into a jungle of trouble. Many mothers were forgotten entirely on Mother's Day. Be glad you weren't one of them.

DEAR ABBY: I read somewhere that a hostess should be complimented if a guest picks up her china or silverware to admire it. We were at a dinner party last night and I picked up a plate and turned it over to examine it more closely and everyone looked shocked. I don't want to embarrass myself again. Did I do something wrong or not?

LOVES NICE THINGS
DEAR LOVES: If a guest ad-

mires china or silver and wants to know the pattern and manufacturer, she should ask her hostess. It is improper to examine it for trademarks.

DEAR ABBY: I am an ex-sailor, married a year. We are both 31 and, Abby, can you believe it, I am trying to teach my wife how to wash dishes. She never rinses the soap off dishes or glasses. She says you don't have to go to all that trouble because the dish towel does that. I never eat at her mother's because I don't like soapy tea. Can a dish towel remove soap? Please put your answer in the paper. She won't believe me.

EX-SAILOR
DEAR EX-SAILOR: You don't have to join the Navy to know how important water is! A dish towel will NOT remove soap residue. Rinsing is necessary. People have become violently ill from unrinsed dishes and glassware.

DEAR ABBY: You can tell "From Missouri!" that when our son was two weeks old he turned COMPLETELY over in his crib and we have witnesses to prove it. Now he is 26 months old, and four-year-old neighbor boys are afraid to wrestle with him. How about that?

MRS. D. VINTON

THE LIGHTER SIDE:

Huckster's Irresistible Imagination Vs. Consumer's Immovable Skepticism

By DICK WEST

United Press International

WASHINGTON (UPI) — One of my favorite pastimes is looking over the daily list of complaints issued by the Federal Trade Commission (FTC).

In these documents one can observe at close range the eternal conflict between the advertising man's irresistible imagination and the consumer's immovable skepticism.

As an arbiter of such matters, the FTC has been both praised as a watchdog of the public interest and denounced as a bureaucratic nutpicker.

I don't intend to get involved in that, but it does seem to me that the agency has turned up some unusually intriguing cases this year. For instance:

"If a straw hat bore the label 'genuine Milan,' would you assume it was made in Italy of Milan straw? And would you feel deceived if you learned it actually was made in the United States of braided manufactured in Japan from hemp grown in the Philippines?"

Or how about using "First Prize" as a trademark for bobby pins that never won a prize of any kind? Or is "Lifetime" a proper brand name for a battery additive that doesn't last an ordinary lifetime?

These are a few of the questions that the FTC has grappled with, usually to the detriment of the manufacturer.

The agency also has taken an interest in home instruction, or correspondence courses, three of which I regard as particularly noteworthy.

DON OAKLEY

LESSON IN LAOS

A sigh of relief but no great wave of cheers circled the world at the signing of the agreement in Geneva formally proclaiming Laos to be a neutral nation.

It would be easy to let wishful thinking read more into the occasion than 17 years of cold war allow.

The Chinese, for instance, unborn so far as to appear downright congenial. Arriving in Vienna, the Communist regime's foreign minister, Marshal Chen Yi, said:

"Countries great or small, if they can agree to negotiate, can always find a solution to their problems."

This is true and reasonable, but there is a very large "if" in the middle of the sentence. It was not a heartfelt desire for agreement for its own sake nor an outpouring of good will that inspired the "solution." It was merely that it was the most advantageous compromise either side could hope for short of going all the way to full-scale war.

The statement might have more meaning if it read: "If we HAVE to negotiate."

For men do have to negotiate in this nuclear age, whether they like it or not. The days are over when an "appeal to arms" was the logical recourse if diplomacy failed.

There was agreement over Laos, and whether or not it will be really workable, it could provide a pattern for the future.

Some may think it a bit premature, but there is already a little friendly in fighting going on among scientists about which one of them will be sent to the moon when the three-man Apollo is launched later in the decade.

The arguments for including a scientist in the crew are overwhelming, and NASA is considering starting one or more in astronaut training. There is a lack of eager volunteers.

Most likely candidates are astronomers and geologists. It will probably be one of the latter, for he would be most useful after a landing on the moon.

Permits Are Necessary For Use Of River Water

To The Editor:

There is a very general misunderstanding of the legal procedure required for the storage and/or use of water from rivers, creeks, springs, wells and reservoirs. Now that a Water Master has been appointed for Douglas County, it becomes vitally important that the required rights be obtained to avoid penalties.

The FOREWORD in the State Engineer's booklet of RULES AND REGULATIONS states:

"The appropriation of water in Oregon is governed by the provisions of the state water code which was adopted February 24, 1909, and subsequent acts."

All waters within the state from all sources of water supply are declared by statute to belong to the public.

Subject to existing rights, all waters within the state, excepting those which may have been withdrawn by legislative act or by order of the State Engineer, may be appropriated for beneficial use by complying with the requirements of the water code and not otherwise.

Nothing in the code, however, is so construed as to take away or impair the vested right of

any person, firm, corporation or association to any water right which was initiated prior to February 24, 1909.

No rule, regulation or statement contained in this pamphlet shall be construed as depriving the State Engineer of his right to exercise the powers conferred upon him by law, or to limit the amount and character of data required from an applicant."

The newly appointed Water Master is a State Officer enforcing the laws quoted in the FOREWORD.

The intent of the law is to avoid the serious situation which has been caused by the misuse of water in California. The apportionment of all available water by permits will assure a fair distribution to all those who need it for beneficial use.

While filling out the applications and preparing the necessary map for many of my clients I have found the following misunderstandings to be most general:

1. "The river, creek or spring is right there at or on my property so I can use it without a permit." The law clearly states that a permit is required for the USE of water. Property owners who are not on streams can obtain water rights by securing right-of-way.

2. "If a dam or reservoir is not over ten feet deep, I don't need a permit." The right to STORE water, regardless of depth must be applied for, and the construction plans approved. Any dam ten feet or more above stream bed must be designed and its construction supervised by a Registered Professional Engineer. This rule is to protect property downstream from flooding resulting from failure of a dam.

Many ranches have a suitable location for a dam and there are five definite advantages in having one:

1. The water stored is the property of the owner and only the dry weather stream flow need be passed to protect riparian rights downstream.

2. Most dams can be built at an elevation which will provide gravity flow to the irrigating system and avoid the cost of pumps and power.

3. Some water irrigated finds its way into streams increasing the dry weather stream flow.

4. Erosion is reduced by control of stream flow.

5. Flood control results when the outlet pipe is opened after irrigation season and winter floods are retained in the dam for slow release.

There is a government program which will pay half the cost of a dam (up to \$1500.00) for irrigation supply.

The priority of water rights is important and it is hoped that this letter will prompt those who are

or want to use water to secure the necessary permits at once.

James R. Daugherty
Civil-Sanitary Engineer
Box 511
Winston, Ore.

The Question Now Is, Where Is Cong. Durno?

To The Editor:

As a constant and steady reader of your paper I have read your continual blasting of Senator Wayne L. Morse in your editorial column. In Saturday's issue you brought the late Senator Richard L. Neuberger's name into the general complaint about the Democratic Party and it's elected members of Congress. From the news stories I read in the newspapers, I am sure that Senator Morse must be trying hard to do a good job, for he is constantly in the news and sometimes even in the headlines.

In the last election, you supported the Republican candidate for Congress from our district and said to say, he was elected. The question now is, where is he? During the campaign Durno spoke all the time about how he was going to heal the sick plywood industry and he won his seat with that type of lingo. Just when he supposedly learned something about being a Congressman, he let his people down and tried for being a Senator. As far as I am concerned he ended up just where he belongs when the primary vote was counted.

John C. Groat
1660 N.W. Mulholland Dr.
Roseburg, Oregon.

Flag Desecrators Due Expulsion From Spain

GERONA, Spain (UPI) — Four English tourists who allegedly lowered a Spanish flag and ran up the lower half of a girl's bikini in its place faced expulsion Monday from Spain.

The four earlier were charged with insulting the Spanish flag and were to face a military court. But a military governorship spokesman said the government decided to drop the charges.

Informed sources said the civil governor probably would write the affair off as ordinary "hooliganism," fine the Englishmen and kick them out of the country.

According to reports, Englishmen Richard Hogger, 24, took the lower half of the bikini from the girl while they were swimming with three other friends, ran along the beach to a flat pole, ran down the Spanish flag flying there and raised the bikini in its place.

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