

The News-Review Editorial Page

6 The News-Review, Roseburg, Ore. — THURSDAY, MAY 23, 1963

Newspaper "Name-Dropping"

The newspaper published at Bend by Robert Chandler no longer is to be known as the "Bend Bulletin." The word "Bend" has been dropped from the newspaper's title.

This is an action taken many years ago by The News-Review.

This newspaper once had the title of "Roseburg News-Review." But the area served by the newspaper was the entire central valley. It was felt that the word "Roseburg" was misleading, because The News-Review was, and is, as much interested in the welfare of Drain, Glendale, Reedsport, Tiller, Glide, and all other communities of the county, as it is in the welfare of Roseburg. It attempts to be of the greatest possible service to each of these communities.

That is the reason "Bob" Chandler took the name "Bend" off the title of his newspaper. He, too, is giving service to a much larger area than just the city of Bend.

A good many other newspapers have expressed the wish it were possible for them to alter their names to apply to the larger area covered, but, because of duplication or other factors, they find the change difficult to make.

The fact that newspapers are eliminating the localized designation in their titles, whenever possible, is a sharp contradiction of the complaints of political demagogues who voice constant criticism concerning newspaper "monopolies," mergers, consolidations, etc.

Only a comparatively few years ago newspapers bore the name of the city or town in which they were published because they had no method of getting far from the city limits. More remote parts of the area had mail delivery only once or twice per week. There was little travel, except by train.

The majority of newspapers in smaller towns seldom printed more than six or eight pages, with a considerable amount

of the space occupied by "filler" or "boilerplate," as this prepared material was called. Only the larger newspapers could afford a limited wire service. There was no such thing as today's pictures by wire-photo or telephoto making possible scenes from the furthestmost part of the world in a matter of minutes. In fact, we're even starting to include outer space in photo coverage.

With today's network of roads and highways, making possible delivery by automobiles, trucks and motorcycles, newspapers may be delivered quickly over a large area. In recent years, some newspapers have even included airplanes and helicopters as delivery vehicles.

So, while politicians moan about "newspaper monopolies," newspapers keep getting bigger and better. They serve more people. They give more people a wider variety of information, interpretation, opinion, entertainment than ever before in the country's history.

At the turn of the century Roseburg had two newspapers, The Evening News and the Roseburg Review. It wasn't until the century was quite well along that these two papers began printing dailies. But they stuck to their twice-weekly publications because much of the county had mail deliveries only once or twice per week.

After the First World War they were consolidated as the Roseburg News-Review. Then, as transportation facilities improved, making it possible to give greater service, the name "Roseburg" was eliminated. But the newspaper made, and still is making, a most determined effort to serve every part of its covered area as thoroughly and accurately as possible.

The News-Review was one of the newspapers pioneering in this "name-dropping" practice. It is interesting, and gratifying, to observe other newspapers following the same pattern.

News Analysis

Seoul Generals Displease U.S.

The United States, never fully enamored of South Korea's military regime, has for several weeks now been evidencing a special displeasure with the generals in Seoul.

A low in relations came on March 18, when the ruling military junta headed by Gen. Park Chung Il reimposed a ban on political activity and disclosed plans to continue military rule for another four years.

Under U. S. pressure, this scheme collapsed on April 6 when Park rescinded the political ban and agreed to fall elections for restoration of a civilian government.

Some Aid Withheld
The agreement eased but did not remove the strain between the two governments.

As concrete evidence of its displeasure with Park, the United States had withheld an extra \$25 million in aid which the Korean government said it needed to pay for important purchases.

Although Park reluctantly had fallen into line, the extra aid still was not forthcoming.

This week the reasons seemed apparent.

From Seoul, U. S. Ambassador Samuel D. Berger, who has been in almost daily consultation with Park and other members of the junta, will travel to Washington for "routine" conversations.

Almost simultaneous with this news, came a blunt warning to Koreans from U. S. aid director James S. Killen.

In Seoul, the U. S. director said the Koreans were attempting to stir up an artificial economic crisis only to extract more money from the United States.

"The prospect of additional

American support . . . is not advanced by unrestrained talk of economic crisis which is not supported by fact," he said.

Harsh Talk Common
Taut nerves and harsh talk between the United States and its Korean allies have been fairly commonplace in the nearly 10 years since the end of the Korean War.

The U. S. spends about \$500 million a year in Korea and without it the Korean government could not exist. Since the war, U. S. aid amounts to around \$3 billion.

Regardless of differences, the U. S. and South Korea are bound together. To abandon South Korea not only would leave her exposed to a powerful Communist enemy but also would expose the flank of Japan. As for Korean leaders, both military and political, they know that without the U. S., they also have no future.

THE LIGHTER SIDE:

Cooper's Elevator Launch Went A-OK

By DICK WEST

WASHINGTON (UPI) — In addition to having the astronauts to cheer about, we also can be proud of the dedicated young men who operated the elevators in the U. S. Capitol.

If such statistics were available, I believe they would show that your chances of getting where you want to go in a Capitol elevator are almost as good as they are in a space capsule.

When astronaut L. Gordon Cooper visited the Capitol this week to address a joint meeting of Congress, elaborate precautions were taken to make certain the elevator he rode in was functioning properly.

You can imagine the embarrassment it would have caused if his spectacular 22-orbit mission in space had been climaxed by Cooper getting stalled in an elevator.

The Russians would never have let us forget it.

The elevator countdown began several hours before Cooper was scheduled to arrive. Technicians carefully checked over the engine room equipment and then stood by in case trouble developed.

At approximately 7:15 a.m., an inspector from the elevator company rode up and down several times to make certain that everything was shipshape in the capsule.

The mission of lifting Cooper from the street level to the second floor, a vertical distance of

some 15 feet, was carried out by David Muchow, 18, of Winter Haven, Fla.

David runs an elevator to help pay his expenses at Georgetown University here. He has only been in training since last August, but it is generally agreed that he is one of the most skilled and reliable operators at the Capitol.

"I wanted to take him up," Muchow told me in an exclusive interview, so Gene let me substitute for him.

Eugene Buccelli, who normally runs the elevator at that hour, handed over the controls to Muchow and assumed the role of back-up operator.

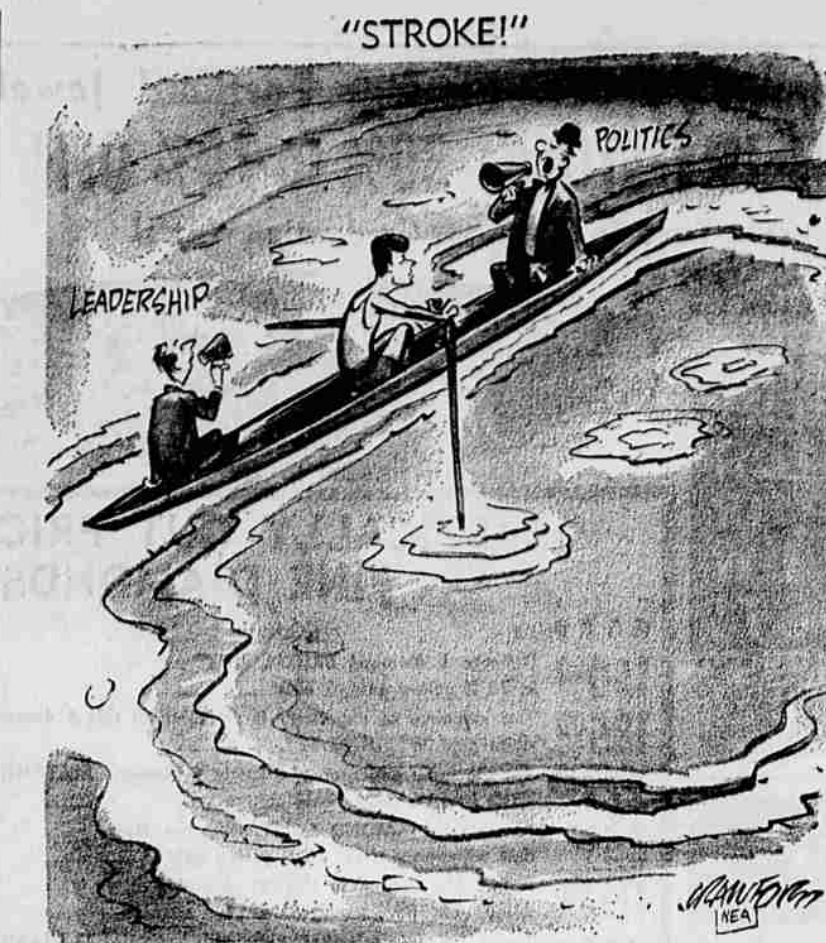
At about 7:15 a.m., a Secret Service man told Muchow to "freeze" the elevator on the street level and cut off the buzzer and signal lights. When the lift-up finally came, Muchow was ready.

"It was a real smooth ride," he said. "There wasn't a hitch at all."

"Were you nervous?" I asked. "Not really," he said. "The Secret Service had thoroughly briefed me on the procedure. I never had any doubts that the mission would be a success."

Muchow, I might add, ran the elevator on the manual control system. Had he become flustered and pushed the handle to the right instead of the left, the elevator would have gone down instead of up.

But when the pressure was on and the chips were down, Muchow came through.



The Editor's Corner

By Charles V. Stanton

Eugene's Effort To Acquire Hospital Led To Bitterness

On July 3, 1930, President Herbert Hoover signed a bill adopted in Congress granting authority to the Veterans Administration to build a soldiers home in Western Oregon.

But the final selection was not made until Sept. 8, 1931. In the meantime, there was a vast amount of hectic and heated action.

Earlier Roseburg had secured endorsement from all of the major cities of Oregon. Probably few expected that Roseburg would get to first base. When it was seen that Roseburg might be successful, a free-for-all contest appeared to be in the making.

Although some undercover investigations on the possibility of some other part of Oregon getting the site were reported, Eugene was the only city which deliberately "kicked over the traces."

Feeling between Eugene and

Roseburg grew extremely bitter. Early in 1931, following various political pressures, Eugene approached Oregon's congressional delegation to determine possibility of support.

The American Legion post in Eugene submitted to the State Department a proposed resolution in which it sought the site.

Although the Oregon Department of the American Legion had previously endorsed the Roseburg bid for the institution, the Eugene post proposed that if the Roseburg site shouldn't be selected, Eugene should be made second choice.

That was during the time of prohibition, a condition that was somewhat of a handicap at American Legion state conventions.

But the Roseburg post, at the state convention in Corvallis that year, proved so hospitable (the "hospitality" being well financed by local contributions) that the Eugene resolution died aborning and never reached the convention floor.

Hostility was such, however, that no Roseburg resident would even think of buying anything in Eugene — a condition a good many Roseburg merchants would like to see return. The height of conflict perhaps was shown when a Roseburg motorist ran out of gasoline in Eugene and had his car towed out of the region rather than buy fuel in that city.

May 16, 1931, Gov. Julius Meier, on behalf of the State of Oregon, urged speedy selection of the Roseburg site. But the Veterans Administration, armed with the bill to select a site "in Oregon south of Portland and west of the Cascade mountains," said it would delay a decision until further inspection of sites had been made.

Portland had earlier sought the site, but, under pressure, had finally withdrawn in favor of Roseburg. But Vancouver, Wash., still was running and was known to have some "under the table" support from Portland. While the congressional bill designated a site in Western Oregon, Vancouver put up a bitter battle for an amendment.

Three noted military figures were appointed to inspect and investigate the respective sites, General Hines, General Woods and Admiral Riggs. Their first inspection was made in May. This inspection was followed by endorsements from the Oregon Department of the American Legion, also the Oregon Department of Spanish-American War Veterans.

July 31, 1931, General Hines and Admiral Riggs returned to Roseburg to make further inspection. In the meantime the demand for land for the hospital reservation was raised from 250 acres to 400 acres.

Roseburg agreed to buy the land, which was to be added to 47 acres and the facilities of the Oregon State Soldiers Home which the Oregon Legislature previously had agreed to transfer to the federal government.

(To Be Continued)

In Days Gone By

Taken from the files of The News-Review

40 YEARS AGO
May 23, 1923
Attorney Dexter Rice today received word from Long Beach that the Rice oil well at Signal Hill is showing a strong flow of oil and it is expected that it will be brought in within a short time. Almost a score of Roseburg men are interested in this well and the news is very welcome here.

Sheriff Starmer returned from Salem where he took two prisoners, one to serve a 20-year term and the other to serve a life term after being sentenced on morals charges. En route, Starmer stopped at Albany to attend the funeral of

Sheriff Dunlap of Linn County who was murdered a few days ago.

25 YEARS AGO
May 23, 1928
George Reed, Roseburg barber, suffered a severe spinal injury Sunday afternoon when his light monoplane crashed at Roseburg Airport. The motor stalled and the ship crashed in from an altitude of 30 feet, observers stated.

State Highway Department and Forest Service crews today started clearing snow from the Union Creek-Diamond Lake Highway and expect to have the route open to the lake within four or five days. Between four and five feet of snow is reported on the summit of the highway.

10 YEARS AGO
May 23, 1933
Donald S. Kelley, deputy under two district attorneys since 1931, announced he will return to private practice in Roseburg.
Petitions including about 1,200 names were received by the District 4 School Board clerk this morning asking for recall of School Board Chairman N. D. Johnson and Director W. O. Clarenbach.

GETS NEW HAIRCUT
WASHINGTON (UPI) — President Kennedy's two-year old son has a new haircut.

The White House said Wednesday the boy's long hair had been trimmed by his nurse, Maud Shaw, and he now had a part on the left side. For some time, John Jr. had worn his brown hair in a long "English" style.

ASTROLOGER EXPELLED

KATMANDU, Nepal (UPI)—Jaganath Misra, an Indian astrologer who predicted trouble for King Mahendra's two-month-old parliamentary government, has been expelled from this mountain kingdom.

Police escorted Misra to the Indian border and advised him not to return.

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House Votes More Pay For Teachers

SALEM (UPI) — The House Wednesday ordered bigger pay raises for college teachers, and probably for state employees.

The House voted 39-20 to send a trimmed salary bill back to the Ways and Means committee for restoration of some of the money.

The bill involves money for salary improvements over and above built-in step increases.

It would have provided \$1.5 million for teachers at state colleges and universities, cut \$500,000 from the governor's request, plus \$3.6 million for state employees, cut \$814,000.

Those urging restoration of the money argued that better pay is essential to keep high caliber teachers on the campuses and experienced personnel in the state's offices.

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The Almanac

By United Press International
Today is Thursday, May 23, the 143rd day of 1963 with 222 to follow.

The moon is approaching its first quarter.

The morning stars are Venus, Jupiter and Saturn.

The evening star is Mars.

Those born today are under the sign of Gemini.

On this day in history:

In 1903, Wisconsin became the first state to adopt a direct primary for party elections.

In 1939, the U. S. submarine Squalus sank off Portsmouth, N.H. in 249 feet of water. Thirty-three of the 59 men aboard were rescued by a diving bell.

In 1945, Heinrich Himmler, the sinister chief of the Nazi secret police, committed suicide at Luneburg, Germany, three days after his capture by British troops.

In 1962, Gen. Raoul Salan, leader of the Secret Army Organization in Algeria, received a life prison sentence in Paris.

A thought for the day — President Theodore Roosevelt said: "No man, not even the soldier who does his duty, stands quite on the level with the wife and mother who has done her duty."

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