

THE BROOKINGS-HARBOR  
**PILOT**

AN INDEPENDENT NEWSPAPER



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Editors and Publishers

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**EDITORIAL**

*This Is Newspaper Week*

This is National Newspaper Week, and if we tend to boast a little just now perhaps we may be indulged. For the newspaper, which regularly devotes itself to bring news and the interpretation of news to your homes, has a message of its own. We believe that message worthy of some attention.

The American newspaper occupies a unique place in the world. Its freedom to print is guaranteed by the Constitution. It has been considered from the beginnings of the Republic and from even before that --an essential instrument in the lives of the American people.

Its basic purpose has been and always will be the same: To tell the happenings of the day. Here the function is to try to place the facts concerning these happenings in perspective--to give them meaning in the light of other events, past and present.

It has other important purposes--to serve as a medium for advertising, to entertain and amuse, to serve as a public forum.

You may, and undoubtedly do, on occasion become discouraged with your newspaper or even become angry with it. Yet it is an indispensable item for intelligent living, and in more cases than is generally realized it is the most constructive and most educational item in a family's existence.

Where newspaper are free from government restriction, as they are in the United States, you are free to select the reading matter of your choice. You are privileged to have a voice of protest. You are favored by having news of importance about you, personally, collected, verified and presented in readable and understandable form delivered to your home each day or week.

The newspapers of America set aside this week, therefore to call attention to the services they perform. But more than that they set it aside to remind themselves and their readers of the obligation they owe the American public.

It is their constant hope that the reading public will continue to trust the integrity of their services. It is their constant effort to maintain the standards which have made this nation, more than all others, a nation of newspaper readers.

National Newspaper Week, therefore, is not an occasion for self-praise by newspapers nearly so much as it is an occasion for self-appraisal. It is a time for newspapers over the land to rededicate themselves to the trust placed in them by the vast intelligent, progressive and enlightened American public.



Archie Hendricks was in the city over the weekend, attending to business here. He was to return to Portland this week.

Miss Neva Moore of Corvallis was an over night guest of Mrs. Ralph Reed. They are old girl hood friends. Miss Moore has been an employee of Greyhound for fifteen years.

Mr. and Mrs. Sam Gott drove to McMinnville the past week with their daughter, Joy, who is in her second year at Linfield college there.

Mrs. Tom Doherty and Judy Sadler and Mary Gall Smith drove to Klamath Falls over the weekend to attend the student conference held there.

Mr. and Mrs. Myron Guernsey of Coos Bay visited with Mrs. Guernsey's sister, Mrs. J. C. Jagers the past week.

Mr. and Mrs. Bob Phillips returned Tuesday from a vacation, visiting relatives and friends in various parts of the country.

**PROGRAM ANNOUNCED FOR 1957-58 SEASON**

Final program dates were set for the 1957-58 Community Concert series, according to the Brookings chairman, Mrs. C. Ed Dempsey.

Membership cards are to be mailed by Mrs. L. E. Bailey, secretary-treasurer, as soon as they are received from the printers. About 150 people in Brookings hold memberships.

The first program will be on Tuesday, October 22, when pianist Ozan Marsh appears at the Del Norte County Fair Pavilion in Crescent City. Mr. Marsh was a star student of the great Dutch pianist Egon Petri, and Emil Sauer, and was one of the last pupils of Franz Liszt. He is making a phenomenal rise in the music world.

Members are asked to remember that the concerts for this year only will be held at the Fair Grounds Pavilion instead of the Crescent Elk school where extensive repairs are being made to the auditorium. The program with dates of each is printed on the reverse side of the Membership cards.

**FIRST LITTLE THEATRE MEETING ON FRIDAY**

The initial meeting of those interested in organizing a Community Little Theatre group will be held in Room 5 at the high school on Friday, Oct. 4th beginning at 8 p. m.

**for what it's worth**  
CLIFFORD ROWE

Up to now, I have taken the advance of civilization in stride. Certainly I have never been one to harp on the good old days or to oppose change just because it was change. Rather I have sincerely endeavored to go modern.

However, just last week I was dismayed to learn of one innovation which had taken place without my even being aware of it. My ignorance was undoubtedly due to the fact that of late I had not been accompanying the good wife on her weekly shopping expedition for groceries.

At any rate, I discovered that a definite move is on foot to eliminate the butcher as a public relations man. Actually they are putting him behind glass where he can still be seen but certainly cannot be heard. And that is my complaint; for in my humble opinion, a butcher without his public is as frustrating as confining Marilyn Monroe to head shots on TV.

I do want it known that I didn't gripe when the grocery clerk disappeared from the scene. I soon discovered that the required search for cleverly hidden

merchandise gave me much needed exercise as well as an outlet for an exploring instinct which had long lain dormant. Furthermore, clerks had never established themselves as distinctive personalities anyway.

Now, alas, I find the meat all wrapped, labeled, priced, and piled in properly refrigerated receptacles while in the background, peering out through the glass longingly, is the butcher busily engaged in cutting, wrapping and marking. And all the while that public, which once was his, goes on its way ignoring him within his enclosure. Truly, the mighty have fallen.

The lady of the household as yet has made no complaint, but somehow I sense a hidden sorrow. No longer can he proudly display a slab of bacon as he extols its merits and convinces her that he has fought off the mob to save for her this particular cut.

So I'm afraid our better halves are going to miss the butcher. He could always be depended upon to reinforce their egos by saying those nice things to them that hubby was always forgetting

**PIPE DREAMS**

JOE MURPHY



AT THE ALLEY--we find one insurance man with a bowling shirt with "Smiling Charlie" neatly embroidered on the back. It serves to bring cries of "Smile Charlie" from the opponents if he misses a pin or two.

IN THE WOODS--We understand that Frenchie Arrell and son Jerry nailed their bucks with only one shot apiece, which isn't bad for a couple of amateur hunters. They report that it sounded like a war was going on over in the Steen Mountain country at the opening of the season. Another hunter we know that has a sporting goods store here claimed he missed his buck because of a gun sight that wasn't lined up. And yet the poor guy spent hours and hours lining up sights for just about everyone in town.

AT THE GAME--Coach Cal Pace watched his Junior Varsity squad get run over by Port Orford. The only difference was that the Port boys were mainly juniors and seniors, while the Brooks were almost all freshmen, with a few sophomores. This is Port Orford's first season with the sport, and they looked pretty good but with about a 20 pound weight advantage per man almost anybody could look good.

ALONG CHETCO AVENUE--Our illustrious mayor, hiz honor Fell Campbell just isn't the proud type. He has had his model "A" Ford pick-up out on the street, riding around just for show. Apparently the good mayor doesn't want to take his later model vehicle over the streets, considering the lack of paving.

WITH THE BRAVES--Bill Hammond drove back to Milwaukee this week, but said that he wasn't planning on taking in any of the world series games. Hummm. He'll have to visit the games if he wants to visit anybody there, or do any business, because it is apparent that most of the city will be at the game. We'll pick the Braves to win the world series in three games.

**FOREST TREE SEEDLINGS AVAILABLE TO PLANT**

About 3 1/2 million forest tree seedlings will be available from the Oregon Forest Nursery for landowners to plant this year, according to Louis Oester County Extension Agent.

Because of the great demand in Oregon for these seedlings a limit has been placed on the number an individual can purchase.

Last year the supply of trees was exhausted a few weeks after the first orders were taken.

The limit this year on Douglas Fir will be 50,000 seedlings per person.

The limit on other species varies from 1,000 to 5,000.

**WANTED:**

**AIRLINE AGENT**

21 to 35 years old  
2 years of college or equivalent required.  
Must have experience dealing with the public  
Personal interviews only. 10 to 3 at Del Norte Airport  
SOUTH WEST AIRWAYS

**FOR RENT**

Unfurnished  
2 bedroom modern house in Brookings, close in, near school. Phone 3102  
34-4-c



The business analyst frequently attempts to develop capsule summaries of total economic activity. There are nearly always divergent trends within our total economy-- in both good and bad times. It is, therefore, not always simple to determine which trends are most worthy of consideration, thus the task of capsulizing is difficult.

A few intriguing statistics, however, do serve to inform us as to where we have been and give us clues as to where we are. The Department of Commerce's national income series is one statistical exhibit which provides an over-all evaluation of business activity. This series includes Gross National Product figures (the value of all goods and service produced). In the second quarter of 1957, GNP was running at an annual rate of \$434 billion, 5 1/2 % above the second quarter of 1956.

Both wholesale and retail prices have been steadily climbing during the past year. It is estimated that about one half of the year-to-year increase in GNP, since it is measured in terms of dollars, is

accounted for by price changes. Still, even when measured in terms of constant dollars the GNP continues to show significant gains.

Some industries are not doing as well this year as last. The home building, non ferrous metals, paper, textile, meat packing, steel and railroad industries for example, show lower operating levels than a year ago.

Other industries, however, show an improvement in operations compared with last year. They include the electric utility, industrial and public construction, retail stores, petroleum electrical equipment, shipbuilding, food products, coal, machinery, and office equipment industries.

On balance, it is apparent that those industries which are doing well more than offset those which are lagging. Thus, in the aggregate, our economy continues to move ahead.

A consensus of economists would seem to indicate that the over-all level of business activity will continue during the next few months at an even keel. Consumer income and spending are at record levels and still rising. The depressed farm economy seems to be picking up, and farm prices have been running about year-earlier levels for the past 15 months.

Business spending for new plant and equipment, although leveling out, remains at 6% ahead of last year, and retail sales are also 6% about 1956 levels.

Employment in August remained at record levels and unemployment continues low.

New housing starts in the month of August jumped above a one million-unit annual rate for the first time this year and appear to show continued improvement in September.

Measured optimism is emanating from Detroit on auto industry prospects after introduction of the 1958 models.

The business scene is reviewed weekly by the Research Department of J. Henry Helser & Co., Investment Managers, with offices in principal West Coast cities.