

The Oregon Statesman

"No Favor Sways Us, No Fear Shall Awe"
From First Statesman, March 28, 1851

THE STATESMAN PUBLISHING COMPANY
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Member of the Associated Press

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"Sage of Salem"

One whom we used to call with mingled praise and affection "Sage of Salem"—David H. Talmadge—came to the end of life's journey Wednesday. About seven years ago cataracts drew curtains over his eyes, but not over his mind, and forced him to suspend his writing. He will be recalled though as a regular contributor of a column to The Statesman and prior to that to the Oregonian. Many will remember his delightful style, his gentle whimsy, his homely philosophy.

Here indeed was one of the "old school" of newspaper workers. He was born at West Union, Iowa, and learned the printer's trade in a country shop. Like many printers he was a "traveler" and made his way to the east coast, working in Providence, R. I. and other cities. Also like many other printers, Benj. Franklin for instance, he took to writing at which he developed much skill, selling fiction pieces to many papers, and doing other literary work.

Salem became his home and he became a familiar figure on our streets. Tall and thin, indifferent as to his clothes, wearing a battered hat and a long muffler, he was everywhere greeted affectionately. For through luminous eyes and expressive, well-wrinkled features a real soul shone. Gentle, self-effacing, with a rare sense of humor he watched the passing show with detachment but gleaned from it fresh material for his writings.

As the lights grew dimmer and weariness of the flesh increased he sat out the evening watch patiently; and a call would always bring a spark of his old spirit. The writer visited him Tuesday afternoon and found him very ill. He could not talk to be understood but the flash of his old smile illumined his face. Such a visit could not be long, so we said, "Goodbye, Dave." His reply was quite distinct: "Goodbye."

So it was "Goodbye" to a writer of talent, a man with kindly spirit, and a happy companion in the business of living and working.

On Men's Shirts

How long will the sports-shirt rash last? This question is bethering manufacturers and haberdashers. Before the war the male of the species began to get some satisfaction in decking himself out in unconventional plumage—sports shirts and slacks—for his moments of relaxation. The war put even the venerable clubman in a sports shirt of giddy color and flowing design. When dress shirts became an under-counter item or a "save-one-for-me-Harry" appeal windows of men's clothing stores blossomed out in sports shirts of varied makes and materials, priced without benefit of OPA.

The war is over now and dress shirts are coming back, though slowly. The style committee of the trade (clothing retailers association) decrees that the sports shirt craze has gone far enough; but will they succeed in getting the emancipated male back in white shirts with stiff collars?

It is recalled that after the first world war, when starched, detached collars were scarce, men persisted in wearing soft shirts with attached collars and cuffs. Will they now cling to the even looser—and sloppier—sports garments?

Gone of course, save in cities like New York and San Francisco, are well-dressed gentlemen—the ones with boiled shirt fronts, stiff collars, frock coats, striped pants and stiff hats. The ascot tie shows up only on the stage. We are more inclined to blame the automobile than World War I or II for the decadence, if one wants to call it that. It just wasn't agreeable to have to change a tire while wearing a stiff collar and detachable cuffs, on a hot day on a dusty road.

However we incline to agree with the spokesmen for the trade: the sports shirts should be confined to the country club or the rumpus room. Give us back our white shirts (at pre-war prices) and men will be happy. Besides, how otherwise can we identify "white-collar workers" though long ago they went to modest colors?

Reader Preferences

A whole lot of money is spent by newspapers to determine reader preferences. Like other surveys the value is in indicating trends of reader interests. Perhaps the widest survey in the newspaper field is that recently completed by the Advertising Research foundation, covering a seven years' study of newspaper reading.

The survey shows that men favor front page national and international news while women prefer local stories. No one who has watched the reading habits of men and women will deny this fact. Women still let the men do most of the chore of running the world while they look after their families and matters of local housekeeping.

Here is the summary of the study as reported by the Associated Press:

Of 13,364 general news stories in the newspapers surveyed, 476 had a male readership of 50 per cent or better and 340 had a similar rating among women. On the men's list 61 per cent were national or world news; only 27 per cent of the stories ranked high by women were of this type.

Picture pages and outstanding news photos have consistently drawn the highest readership, the report showed, with three categories of pictures—human interest, crime and national defense—competing equally for top attention of all readers.

Ranked by the sexes as the most popular continuing editorial feature, the summary showed, were:

Men—editorial cartoons, oddities panels, comics, the weather and local sports columnists.

Women—humor panels with gag-lines, editorial cartoons, deaths, comics, humor panels with balloons, oddities panels, and the weather.

In comparison of pre-war, wartime and postwar reading habits, the study disclosed that although readership of editorials had declined from its wartime level, it remained well above the pre-war position.

New Chairman of ICC

Clyde B. Aitchison, new chairman of the interstate commerce commission, is a former Oregonian. In fact he retains his legal residence in Portland. A native of Iowa, he came to Oregon in 1903 after having practiced law for a time at Council Bluffs. He served as secretary to a commission to revise tax and revenue laws in the state in 1905-6. (They were working at that job 40 years ago as well as now). He is best remembered here however as member and twice chairman of the old state railroad commission and its successor the public service commission from 1907 to 1916.

Appointed by President Wilson in 1917 to the interstate commerce commission he has served for nearly 30 years on that important national body. Mr. Aitchison makes occasional visits to Oregon and retains membership in the Portland Mazamas. Oregon is pleased at this new honor which comes to one of its citizens who has distinguished himself for faithful service on a very important public body.

Harold Stassen is frank about his ambitions. He is a candidate for president and not dodging reporters. He does not strike a pose and say the nomination must seek him; nor does he deny his purpose while his outrunners are trying to herd delegations in his support. Latest polls put him next to Governor Dewey in public favor for the nomination. It remains true of course that the convention names the candidates, or thinks it does; so Stassen has his job cut out to win over the regulars who usually dominate the convention.

IT SEEMS TO ME

(Continued from Page 1)

on the purpose of the one doing the figuring, but on the whole the two states seem about on a parity as far as the burden on industry is concerned. Certainly Oregon's industrial progress has gone forward very satisfactorily in recent years.

This dissatisfaction with the Oregon system has expressed itself in numerous ways. One was to impose a property tax limitation such as Washington has, which Oregon voters rejected. Another was to adopt a sales tax usually with a portion of it used for property tax offset; and the sales tax has been defeated many times by popular vote.

Two years ago, sensing this pressure, Governor Snell recommended a tax study, using experts. Senator Coe McKenna who has been a staunch advocate of a sales tax, introduced a resolution to authorize a study. The Portland Chamber of Commerce strongly endorsed it. So the commission was created and \$25,000 appropriated to finance its work. While the enabling act sets forth a whole string of subjects to be studied the idea still protruding was that the Oregon tax system was screwy, with the accompanying hope that an "out" might be found in a sales tax—hope which was dashed when the voters in June of 1943 again knocked over a sales tax.

The commission organized, selected its own expert, S. J. Barrick, and got down to work. Meantime the Portland Chamber of Commerce eager to assist, hired experts of its own, Griffenhagen & Associates, a recognized firm experienced in public research. The latter organization made its study and presented it to the Portland chamber which aside from furnishing copies to the state commission labeling them "Top Secret" has kept the report locked up. I tried to get a copy a few weeks ago and was told the chamber committee was not releasing it. The inference is that the report did not sustain the previous opinions of Portland business leaders. Otherwise surely the report would have been widely publicized.

On the basis of its own studies, and having the Griffenhagen report before it, the state commission made its report, the first conclusion of which reads as follows:

"(1) In general, the State of Oregon has an essentially sound tax system that compares favorably with those of other states and although some changes are recommended, such changes should improve but not alter the general character of the present state and legal system."

"There you have it, whether you like it or not. While the commission goes on to propose some drastic changes of questionable merit, it does put its stamp of approval on the "Oregon system."

In the two-year period a rising demand for more revenues for all public bodies forced the commission to see how more money could be obtained for the state, schools, counties, cities. But this conclusion no one should be nailed to the masthead, namely, that Oregon has "an essentially sound tax system." I hope the Portland editors will note that, and the Portland Chamber of Commerce, as well.

In other words, we start with what we have—and should retain it.

Hop Trading Reported Slow

PORTLAND, Dec. 18.—(AP)—Little hop trading in Oregon was reported today by the department of agriculture in its monthly hop review covering a period to Dec. 16.

The survey said a few contracts were reported for the 1947 and 1948 crops, generally at about 50 cents a pound for seeded hops.

Several carloads of hops have been shipped from Oregon for export to Europe, and others will be exported from Portland early next year, the USDA said.

GRIN AND BEAR IT



"... and furthermore ... who, may I ask, brings home the unemployment check each week?"



The Best Present of All—Your Presence

Dave Talmadge, 'Sage of Salem' Veteran Newspaperman Dies

David H. Talmadge, veteran newspaper man of Salem, died Wednesday morning in a local hospital. Funeral arrangements await the arrival of his daughter, Mrs. Mary Talmadge Hedrick of Los Angeles, who is expected to arrive by train Friday.

Details of his obituary are not readily available because his relatives no longer reside here. His family home was in West Union, Iowa, and he came of a family of printers and newspaper folk.

He learned the printing trade before the days of composing machines and followed it in different parts of the country, working for some time on the Atlantic coast. His natural talent took him into the field of writing and he became a newspaper contributor. Before his retirement due to impaired eyesight in 1939 he contributed a column under the heading "Sage of Salem" to The Statesman and previously had done a similar column of anecdotes, whimsy and philosophy for the Oregonian.

He was married to Harriet M. Talmadge who died a number of years ago. One son, David H. Jr., was a printer in Salem until his death in 1929. Another son, William Everett, died in his youth. Besides the daughter Mary he is survived by four grandchildren and four great grandchildren.

Notable events in his career included a trip to New York where he was a guest on a nationwide broadcast and another trip to Hollywood as a guest of Warner Brothers.

Public Records

CIRCUIT COURT

Clover Haynes vs Willar V. Haynes: Decree of divorce awards custody of two minor children to plaintiff.

Mary Backley vs Everett J. Backley: Decree of divorce awards custody of two minor children to plaintiff.

Hazel D. Sims vs Errol J. Simms: Order approving motions to strike by defendant, and giving plaintiff until Jan. 6, 1947 to file amended complaint.

Donald W. Cooper and Mildred J. Cooper vs Clarence Lansing: Order for publication of summons.

Chester Lambert vs Ethel Lam-



DAVID TALMADGE
'Sage of Salem' Dies

Salvation Army Leader Speaks To Rotary Club

A new need for unity among peoples of the earth that there may be "Peace on Earth" was voiced by Brig. H. B. Collier, divisional commander of the Salvation Army, at Salem Rotary club Wednesday.

The occasion was the annual Christmas party of the Rotary club in the Salvation Army headquarters when the army serves the luncheon and the club makes its annual gift to the Salem corps. It was W. H. Baillie, Rotary club president, birthday, and Justice Arthur Hay, member of the club, presented him with a gift from the club.

Drop in Lumber Prices Forecast

SPOKANE, Dec. 18.—(AP)—Ray W. Bell, president of the western lumbermen's association, predicted today that northwest lumber prices would start dropping by next March.

Bell said leading lumbermen believe prices eventually will drop

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to levels slightly higher than former OPA ceilings because of buyer resistance, the desire of big mills to hold prices down to avoid competition from aluminum and other materials, and because production is approaching capacity, bringing supply nearer to demand.

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Beautiful Desks, Walnut, Mahog., Maple	\$39.50 to \$49.50
Platform Rockers, Spring Construction	\$39.50 to \$89.50
Floating Rockers	\$69.50 to \$99.50
Cedar Chests	\$69.50 to \$79.50
Coffee Tables	\$6.95 to \$29.50
Assorted Hassocks, from	\$5.95
Clothes Hampers, from	\$4.95
\$11.95 Child's Platform Rocker	\$5.95
\$ 4.95 Child's 3-Pc. Table & Bench Set	\$ 2.95
\$ 9.95 Sturdy Scooters	\$4.95
\$12.95 Large Wood Rocking Horse	\$9.95
\$ 8.95 Solid Oak Folding Chair	\$4.95
\$ 8.95 Toy Chests, White & Pink	\$3.95
\$ 8.95 Flat Top Coaster Wagon	\$4.95

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