

# John Henry's Main Street

edited by John M. Henry  
 Compiler of "Can You Say It  
 Writter?"—Ladies Home  
 Journal Magazine

When you go to the store to buy an overcoat, a pair of gloves or a package of hairpins you have a pretty good idea of what you are going to receive in exchange for your money. But when you subscribe to a newspaper, you are taking quite a chance.

If you have feelings of trepidation as you lay down your hard earned money in purchase of a subscription to this or any other magazine you have our entire sympathy. When we consider all the good things you are going to read and all the good things you are going to miss throughout the year we are inclined to think all newspaper subscribers are people who are just a little careless with their money.

The grim truth of the matter is that your investment in a newspaper subscription is protected only by the willingness of the editor to scour the community in search of news stories, to delve into current local history or examine the mummified events of yesterday, to editorial-

ize in some manner or other, and to present advertising material as it comes or is drawn into his clutches.

If the editor falls in any of all these departments you, as a subscriber are being defrauded. If he falls in all these efforts your subscription money is to be regarded as a mere donation to charity, and from the editor's point of view much is to be said for favoring this practice.

Now if you are one who has been debating the advisability of confronting your editor with a schedule of particulars regarding his shortcomings we would beg you to postpone the showdown while we commune with you. We would like to preface our plea with this general statement: The editor's lot is not always a pleasant one.

Every time he brings out a new issue he is a sitting duck for every person who can read; and if they happen to be good spellers, or if they are addicted to an appetite for the more delicate shades of good grammar, the editor is then a dead duck.

Before the editor can write a single line he has to think or be exposed to the thoughts of others. This is a rough choice, for

thinking is just as painful to an editor as it is to you and to others will either blight his crop of original ideas or reduce him to the somnolence of complete boredom. So before you consign your editor to the limbo of jaded journalists, consider him please in this more human aspect.

Picture him in his mental writhings as he wrestles with ideas and jousts with words. Keep pace with him as he runs the whole gamut of local opinion and seeks to find a way to tell the truth and still not alienate all of his readers. Sit by his side as he stares for half an hour at a time at a spot on the wall and hopes that somehow he can come up with an editorial start-

er. But if the editor refuses to think at all and take refuge in the unending task of ferreting out local news he will not have escaped criticism. He will merely have swapped the intellectual type of critic for the sneers of the village gossips who can beat any newspaper man at his own game. There is no reporter so matter how hard he may work at his trade, who can get around fast enough to keep ahead of all

the small town gossip. They can hear and send on a newsy tidbit quicker than lightning can travel the length of a hoe handle. And if the news is a bit on the shady side the lightning is badly out-placed.

In this day of television and radio and mail order publications vie one with another in an effort to give away high class merchandise the modest advertising of the small town newspaper might not create too much of a ripple. People who have grown up in the age when the standard of living is jet propelled might experience some difficulty, understanding the hometown merchant who is striving to sell goods at fair prices.

His advertising does not equal the gift of a free set of auto tires with a purchase of every box of rubber bands. So if you are one who is looking for an electronic pickle slicer to be sold for 77¢ and a year's supply of dill's for a family of 10 thrown in, don't bother with the ads in your hometown paper. All your local merchant hopes to do is to sell you goods and service of a quality and a price that will enable him to look you right in the eye any day he meets you on the street.

## NEWS OF BUSINESS

New York State business is expected to continue at its present level, called "good," for the rest of the year, according to the State Commerce Department. The department said that 1954 business should be one of the best years on record, even though unemployment is higher than last year, and the total volume of business is three percent below that of 1953.

The business has been up every month since January, and although business is down in the nation as a whole, it is not down as much in New York State, the department says.

New York's "relatively favorable position" was credited to the cushion provided by the variety of business endeavors in the state, to the relatively smaller portion of defense industry, and to the state's large number of financial and service enterprises.

Oswego County has been clas-

sified as a Group 4 or "distress" area by the U.S. Labor Department. A distress area has more than six percent of the labor force unemployed, and the future labor requirements by employers do not indicate the likelihood of much improvement. Distress areas are supposed to receive special consideration in the placement of government contracts.

Unemployment went up almost 100 percent between April, 1953 and April, 1954. Most layoffs occurred in the city of Oswego in fabricated metals and machine shop employment, and in recent months many Oswego County workers have lost jobs in the Syracuse area. Fulton is currently enjoying a seasonal upswing in the employment of food and paper industry workers.

The Diamond Match Co., which shut down its Oswego plant two years ago and hit Oswego hard, has advertised its

plant for sale. Machinery was moved out some time ago, to other Diamond plants, and now the buildings are to be sold.

Workers in the Fulton plant of the Birdseye division of General Foods, who are members of the company's group life insurance plan, will receive at no additional cost, twice the amount of life insurance they have had in the past, according to Francis A. Curry, personnel manager.

The life insurance plan now provides each employee in the program with life insurance equal to about twice the employee's annual earnings.

Carrier Corporation in Syracuse has laid off about 500 workers. The firm makes air conditioning equipment and says that the layoffs, which came about a month earlier than usual, takes place at about this time because of the abnormally cool weather through out most of the country during the spring months.

American Federation of Labor carpenters in Syracuse, who have been on strike for eight weeks, have become eligible for unemployment insurance. More than 1,000 men hold cards in Carpenters Local 12.

**IN ALEUTIANS**  
 John E. Kowal, pipefitter fireman, son of Mr. and Mrs. Ignacy Kowal, 863 Hannibal St., has reported for duty at the naval station in Adak, Alaska. He is a graduate of Fulton High School and was formerly employed by Yager's Plumbing and Heating Co.

**DANCE WINNERS**  
 Patricia Blackwood and Jack Simmons of RD 1, Fulton, were the winners in the square dance finale of the New York State 4-H Club Congress in Ithaca recently. They received a trophy and blue ribbons.

## Fulton Woman Hits Liquor Ads; Gets Reply From Syracuse

Liquor advertising in newspapers is an evil, according to a Fulton woman, Mrs. Glen B. Blakeman of R. D. 3. As a matter of fact, Mrs. Blakeman wrote recently in the Syracuse Post-Standard, there is so much liquor advertising in some newspapers that other ads are hard to find. (The Fulton Leader does not accept liquor advertising.)

Mrs. Blakeman received a prompt answer from Charles R. Day of Syracuse who pointed out that in three particular issues of the Post-Standard the amount of liquor advertising was only a small part of the total content of the papers.

Mrs. Blakeman made the point that most subscribers do not find it necessary to drink, and that liquor advertising can be regulated or prohibited by the state or federal government, since the governments control the liquor licenses.

The correspondence of Mrs. Blakeman and Mr. Day follows:  
**MRS. BLAKEMAN**  
 The Post-Standard has been a lifetime favorite newspaper in our family, but it is getting to be filled with liquor advertising almost to the exclusion of that of honest merchandising.

It is becoming a sad state of affairs when we have to borrow a neighbor's newspaper in order to read merchandise advertising. Everyone buys clothes, but those many huge liquor advertisements are worse than just so much waste space to most of your subscribers who do not find it necessary to drink.

I speak advisedly of "honest advertising." This point is beautifully made in the Christian Advocate which says that the crusade for an end of liquor advertising in interstate commerce, at least, may not bring victory in this session of Congress, but it is attracting solid support.

The Advocate maintains that it is a special privilege business without a right to exist except with a special permit by the government. The Advocate says that since the liquor business exists by sufferance, and has no inherent right its advertising is a special privilege, too.

Therefore, the advertising of alcoholic liquors can be regulated or prohibited without infringing upon any right of the advertisers.  
**MR. DAY**  
 Please let me say a few words regarding the letter submitted by Mrs. G. B. Blakeman of Fulton, and printed in your "Letters

to the Editor" column, Monday June 28.

I'm of the opinion Mrs. B. that you think the advertising of liquor is dishonest—Tak-tak.

After reading your letter, I became curious—so I looked through two of last week's copies of the P-S I still had about the house, one dated Thursday, June 24; the other dated June 25. I also scanned the June 28 copy, the one in which your letter appeared.

This is what I found. Thursday, June 24, the entire coverage of news, funnies, advertisements etc., was approximately 7,920 square inches; 168 square inches was given to liquor advertising.

Friday, June 25, the entire coverage was approximately 11,220 square inches—77 square inches was given to liquor advertising.

Monday, June 28, the entire coverage was 8,000 square inches—79 square inches was given to liquor advertising. The coverage for all three days was approximately 25,740 square inches, with approximately 324 square inches going to liquor advertising.

When you look at it this way, it really doesn't seem like a lot, does it, Mrs. B.?

## Rico for care. Co. Highway Job Exam On Sept. 25

An open competitive examination for the post of county highway superintendent will be held Sept. 25, according to John Johnson, Jr., secretary of the County Civil Service Commission. The post has been vacant since the death of Almon Clement of West Monroe last February.

The board of supervisors will appoint a highway superintendent after the commission furnishes a list of candidates from those who qualify in the examination. Applications for the examination may be filed in Oswego until Aug. 25, accompanied by a \$4 fee. The job pays \$5,000 a year plus a cost of living bonus.

Candidates for the examination must be high school graduates with 12 years of business experience, of which three years must be in county highway administration work.

The highway department is now being directed by the Highway Officials Committee of the board with Supervisor Dewilton Lettimer of Orwell, committee chairman, in charge.

**GREEN THUMB SPECIAL:** Don't let your roses go to waste! Make a sweet smelling rose jar. Send a self-addressed, stamped envelope for our bulletin, "How to Make a Rose Jar." It's a dandy!

## Freedom Of The Press

BY ROBERT N. TAYLOR

The month of July marks the 210th anniversary of the passing of one of America's greatest and least-remembered heroes—John Peter Zenger. In 1734, as the "Independent, truculent" editor of the New York Weekly Journal, he was thrown into jail, charged with criminal libel for airing the abuse of power by the British governor of New York. It was his ultimate court victory in 1735, that established the foundation for freedom of the press in the New World, and Zenger's vindication before a hostile court resulted from the insistence of his counsel on the right of the jury to inquire into the truth or falsity of the published statements.

We are grateful to Publisher John W. McPherrin of The American Magazine for the timely reminder of our debt to Zenger in the current (July) editorial "Free—to be Responsible." It was this latter point—that the press must be responsible as well as free—that inspired the first editorial in the first issue of the colonies' first magazine. In 1741, three years before John Peter Zenger's death, and 35 years before the Declaration of Independence, the first editor of The American Magazine wrote:

"While we are zealously endeavoring to promote liberty, we shall as carefully avoid contributing to the licentiousness of the press. We have here particularly in view Defamatory Libelling as it comprehends the ideas of Falsehood and Scandal combined together."

The promoting of the Liberty of Mankind comprehends the highest acts of Beneficence that we can possibly exercise toward our fellow creature. The Press, under right Application, has been found to have an admirable influence on magistrates, restraining them in the bounds of their duty.

## News In The World Of Religion

The Rev. Earl Rodman Barr, Jr., thirty-year-old assistant minister of the Church of St. Paul and St. Andrew in New

York City, has been named a missionary to Vieques Island, Puerto Rico, where he will pilot his own plane from church to church. Mr. Barr learned to fly in the United States Army Air Force during the war. He had already applied for mission service when the opportunity came to take over the Vieques mission, with the return of the "flying missionary", the Rev. John Kenneth Vincent to the United States. Mr. and Mrs. Barr are now on Vieques Island to take over the "pilot projects" established by Mr. Vincent in his seven year ministry there. These include, in addition to the church a clinic, a program for U.S. servicemen, a housing cooperative, a demonstration farm, a vast recreational program for island youth, and the flying ambulance service to ferry seriously ill patients to the mainland of Puerto

published. Nevertheless, we think the arguments presented here are as valid today as they were 219 years ago.

And if anybody asks us, we think they are valid—if there is such a word. Certainly in the face of today's complexities—at the local, national or international level—we are more dependent on our press than ever, a press that must have freedom to serve us, and must be responsible to perpetuate that freedom.

## ARTHTRITIS?

I have been wonderfully blessed in being restored to active life after being crippled in nearly every joint in my body and with muscular soreness from head to foot. I had Rheumatoid Arthritis and other forms of rheumatism, hands deformed and my ankles were set.

Limited space prohibits telling you more here but if you will write me I will reply at once and tell you how I received this wonderful relief.

**Mrs. Lela S. Wier**  
 2805 Arbor Hills Drive  
 P. O. Box 2885  
 Jackson 7, Mississippi

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## OSWEGO SPEEDWAY!

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**THE BEST DRIVERS**

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