

Roseburg News-Review

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HARRIS ELIASHWORTH, Editor
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Editorial on News
(Continued from page 1.)

A SHOP worn theory that is trotted out by many who delight in calling themselves liberals was dusted off recently and exhibited to limited public view in a book assembled by no less an authority than Secretary Harold Ickes. The theory, which by the way is generally refuted by this thinkers, is that advertising is an economic waste.

Now before we get into a discussion of this subject let's get one important fact straight. A newspaper editor is not necessarily prejudiced on this point. Newspapers and magazines can operate successfully from a financial standpoint, without running any advertising at all. Readers Digest is a most successful business venture, but it carries no advertising. There are others, less notable but reasonably successful financially.

But if Readers Digest carried advertising you might be able to buy it for a dime instead of a quarter. We could refuse to run advertising in the News-Review but if we did we would need to charge the reader about four times the present subscription rate.

If no other argument in favor of advertising could be advanced than that it greatly reduces the price of wanted publications and radio programs, it seems to this writer that would be reason enough to justify its existence. The only advertising that does not tend to greatly reduce the price of the medium which in itself is a wanted service, is outdoor advertising—the billboard. Almost anyone can afford to buy a newspaper for a few pennies and most folks can afford a nickel or more for a magazine—but these items of ordinary use would be many times more costly, hence less universally enjoyed, without advertising. Radio reception is free and of good quality in this country—but it is paid for entirely by advertising.

Mr. Ickes and his ilk have little or no actual equity in this matter. The owners of mediums carrying advertising are not numerous enough to need much consideration. They could doubtless find other things to do if advertising were abolished and their mediums rendered unprofitable business ventures. The 150,000,000 people of this country, the vast army of consumers, are the ones most concerned.

Would you, as a buyer prefer to buy an automobile that had not been described and pictured for you in advertising? If no automobile were described or pictured in advertising? Possibly so, but isn't it more satisfactory to be able to know all about an auto before making a selection.

And with reference to ordinary everyday purchases, is it not better to know, from reading advertising in your local newspaper, the current retail prices of the food and clothing and other everyday things you buy than to have to get such information by your own personal effort?

In other words, is advertising in newspapers and magazines a useful service to you or would you like to see it all done away with? After all it is the welfare of all of the 150,000,000 subscribers to this newspaper that is at issue in this discussion and not necessarily the publication and the advertisers.

Space will not permit a detailed discussion of the economics of this question. It is the well supported contention by those who deal with advertising that quantity production and standardization made possible by sales stimulated by ad-

vertising far more than offset the cost of advertising chargeable to each unit of advertised merchandise.

Editorials on News

(Continued from page 1.)

PRESIDENT ROOSEVELT signs the embargo repeal bill just passed by congress, and immediately in New York long lines of trucks begin to roll to the docks to load war materials purchased in this country by Britain and France. It is estimated that war orders to be PLACED IMMEDIATELY will exceed a billion dollars.

This will give you some idea of the business pressure for repeal of the embargo act.

HERE is the danger we face: War business will be likely to touch off a boom. In order to keep the boom going, we may be led in to acts to protect our war business that will LEAD US INTO WAR.

To prevent that will require all the horse sense and native gumption we possess.

RICHARD CONNORS, of Philadelphia, Mass., aged 23, applies for a job at a factory and is told that it is company policy to employ NO MEN OVER 21. So he applies to the city welfare commission for an old age pension.

Funny? Of course. But it gives us something to think about. When laws make it HARD TO FIRE, employers become CAUTIOUS ABOUT HIRING.

The moral seems to be that if you want a job in these days you've GOT TO BE GOOD.

U. S.-ALASKA ROAD PLAN HELD FEASIBLE

SEATTLE, Nov. 7. (AP)—United States members of the Alaskan International highway commission reported today the proposed U. S.-Canada-Alaska highway is a "worthy and feasible project" of reasonable cost, but they withheld definite recommendations on route and financing.

The report said construction of between 182 and 275 miles of new road in Alaska and about 1,000 miles of new road in Canada would connect Alaska with the United States highway system. Blaine, in northwestern Washington, was recommended as the most feasible contact point between the United States and Canada.

U. S. commissioners said negotiations with the Canadian members had not progressed sufficiently that a conclusion could be reached regarding financing. They expressed belief that the Canadian commission at the next joint conference would look to the United States to finance in whole or in part the Canadian construction. If this is done, the report added, this country should have some jurisdiction and supervision.

The report declared the proposed highway would release natural resources, open new country for settlement, foster air commerce, promote friendly relations "and become a most important link in the national defense program now under way."

PENSIONER OF 1812 KNOWS, HATES WAR

PORTLAND, Ore. (AP)—Mrs. Esther Ann Hill, Morgan of Independence, Ore., is the only dependent of an 1812 soldier still drawing a federal pension. At least she is so far as she knows.

Hill as a result of the Civil war and 82 years old, Mrs. Morgan has had intonks in most of America's wars. She doesn't want any more relatives to march away. She is sure there is "some way" for America to stay out this time.

Mrs. Morgan's grandfather, Jedediah Hill, enlisted at the age of 15 and fought for two years in the Revolutionary war.

Her father, John Hill, who was 71 when she was born, enlisted with three brothers for the War of 1812 and served in the New York militia. The soldiers furnished their own clothing and got no pay. Mrs. Morgan says, while the government furnished some and ammunition.

Mrs. Morgan had medals in the Civil war and nephews in the World war, too.

She lost her sight at the age of 7 in an epidemic brought home by soldiers after the Civil war. Some persons afflicted with epidemic blindness, she recalls, but hundreds remained blind. "The scourge was called simply 'sore eyes'."

Visit Here—Mrs. J. Harold Burroughs and son, John, have been spending the last several days here visiting relatives and friends en route from Mason City, Wash., to Panama to join Mr. Burroughs, who was sent there as a government engineer a month ago. Mr. Burroughs is a son of Mr. and Mrs. E. A. Burroughs, of Green, and a brother of Mrs. Henry J. Chandler, Jr., of Kelley's Kanies. Mr. Burroughs was employed on the Grand Coulee dam at Mason City until his transfer to Panama. Mrs. Burroughs was visiting Mrs. Theodore Matthews, of Roseburg.

OUT OUR WAY



DEFENSE, FARM AID WILL TOP ISSUES

WASHINGTON, Nov. 7. (AP)—Renewal of the reciprocal trade program were put forward today by some congressional leaders as key issues in the 1940 session.

The administration already has served notice it would request an expanded defense program when congress meets in January. The idea found quick support—and a measure of criticism—from members of both major parties.

Plans for a new system of agricultural banks, drought relief, and liberalized crop benefits were among the farm proposals.

Senator McNary, of Oregon, the republican leader, told reporters national defense measures would be the most important issues at the next session. He predicted the existing farm subsidy program would be continued for another year.

Chairman Smith (D-S. C.) of the Senate agricultural committee declared that he would work for legislation to set up a new \$2,000,000,000 system of agricultural banks.

SAYS BRITAIN WARS FOR HUMAN RIGHTS

LONDON, Nov. 7. (AP)—Foreign Secretary Lord Halifax declared tonight that Britain was fighting for a "new world" in which nations would be immune from "human rights." In a broadcast on British war aims Lord Halifax asserted:

"When the challenge in the sphere of international relations is sharpened, as today in Germany,

by the denial to men and women of elementary human rights, that challenge is at once extended to something instinctive and profound in the universal conscience of mankind."

"We are therefore fighting to maintain the rule of law and the quality of mercy in dealings between man and man and in the great society of civilized states," he added.

The foreign secretary spoke of the war against Germany as against "the substitution of brute force for law" and aimed at repatriating "the damage successfully wrought by Germany upon her weaker neighbors."

Official notice to all Roseburg business houses was given today by the city council that regulations must accompany all bills presented for payment in connection with the sewage disposal plant project.

City Recorder A. J. Geddes has been appointed by the council as registration officer and no purchases may be properly made without written authorization from the recorder.

"There has been too much indiscriminate buying in connection with this project, and the practice must stop," Mayor A. J. Young stated this morning. "We do not want to work a hardship on any merchant, but for the protection of the city it is absolutely necessary that all future purchases be made on receipts signed by Mr. Geddes. The council will reserve the right to refuse payment on any bill submitted in the future unless it is accompanied by a requisition authorizing the purchase or service for which the claim is filed."

SEWER BILLS MUST BEAR REQUISITION

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JAPANESE PRESS RAPS U. S. POLICY

TOKYO, Nov. 8. (AP)—Simultaneous attacks on American foreign policy by three of Japan's largest newspapers recalled today to observers the barrage of propaganda which preceded Japanese-British conversations last July.

A majority of the press comment, coming in advance of projected diplomatic talks to clarify relations between the United States and Japan, led the observers to believe it was officially inspired.

The newspaper Asahi, citing proposed expansion of the United States navy and Senator Key Pittman's suggestion of an arms embargo against Japan, declared the United States was preparing both economic and naval measures against Japan.

Nichi Nichi said the United States was preaching peace while reopposing the arms embargo, was "like one monkey laughing at another because it has a red posterior."

"As a matter of fact," Nichi Nichi declared, "the United States' posterior is rather red now."

Yomiuri predicted the United States might attempt to encircle Japan by taking the Dutch East Indies under its protection. It said the United States was preparing to invade Germany, in which case the Dutch East Indies would require foreign protection.

One week after the Pennsylvania broadcast series began, Dr. Franklin E. Townsend and Senator Sheridan Bowney of California began a joint speaking tour of the state. Into 21 cities and towns they will carry their tidings of the coming prosperity for old folks.

Both the meetings and the broadcast will be directed at the 1940 campaign, both will seek to strengthen and solidify Townsend strength in every quarter of the state.

In mid-December this whirlwind campaign will recess for the Christmas holidays. Immediately after the first of the year, the scene will shift to New York.

Dr. Townsend and Senator Bowney will conduct a similar speaking tour throughout the Empire state, while between 25 and 30 New York radio stations will be signed for twice-weekly broadcasts, as in Pennsylvania, will last until the presidential election has been held.

Since the Senate will be in session during the winter, the doctor and the senator will hold all of their public meetings on Fridays, Saturdays and Sundays.

After the New York campaign is ended, the same thing will be done in Ohio. Next the prosperity preachers will visit Illinois. Plans are not yet definite beyond that, but it is learned that the performance is to be repeated in state after state until the election.

May Curb Broadcasts
The radio angle of the program, of course, cuts squarely across the recently adopted code of the National Association of Broadcasters. Under its rulings stations may not sell time for the presentation of controversial issues.

NAZIS UNBEATABLE. GOERING ASSERTS

U. S.-Built Airplanes "Not Yet Over Here," States Field Marshal.

BERLIN, Nov. 8. (AP)—Field Marshal Goering told foreign correspondents yesterday he regarded Germany as unbeatable and even if the United States built a great number of airplanes "it doesn't mean yet that they are over here."

In exceptionally good humor, Goering submitted to questions by foreign correspondents at a reception given by the new soviet ambassador, Schkwarzoff.

The fact that I am here at this time should in itself tell you better than any words can as to just what the situation is," he asserted. "If anybody had told us in 1933 that our fight with England and France would bring us side by side with Russia we should have been regarding him as crazy."

Goering listened intently when one American correspondent asked: "Supposing American planes are shipped for the allies? There is talk of 8,000."

"In the first place it isn't possible to build 8,000 so fast," Goering replied. "In the second place, even if they were built that doesn't mean yet that they are over here. Anyway if we built only 3,000 we'd be poor aviators."

Again an American asked: "There are said to be 800 ready at American docks for shipment?" "Well that's something but by no means enough," Goering said. "We certainly are not afraid of American planes."

When asked why Germany didn't attack the British coast but contented herself with attacks on warships, the field marshal asserted: "Warships are more important strategic objects than the coast."

"But why if you are in such excellent condition didn't you open a 'blitzkrieg' (lightning war) on England?" a correspondent persisted. "Because we are humane," Goering quickly replied and growled, added, "please gentlemen, that's no joke."

Townsenders Aim at Presidency in Campaign Plans
By BRUCE CATTON
News-Review Washington Correspondent

WASHINGTON, Nov. 6.—The Townsend old age pension organization is about to begin the most thorough and intensive campaign it has ever undertaken, which aims directly at the election in 1940 of a president and a congress pledged to enactment of the oldest of the currently popular back-to-wealth plans.

The campaign begins Nov. 9, when 17 Pennsylvania radio stations will begin a series of twice-a-week Townsend broadcasts. It will not end until the 1940 presidential election is over. Between now and then it will likely become the most striking "pressure" campaign in recent political history.

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May Curb Broadcasts
The radio angle of the program, of course, cuts squarely across the recently adopted code of the National Association of Broadcasters. Under its rulings stations may not sell time for the presentation of controversial issues.

It is probable that a way out will be found. The code does permit the selling of time during political campaigns for the discussion of "public proposals subject to ballot" which certainly covers the Townsend plan—and it is likely that it will be ruled that that clause will permit the selling of time in this instance.

The Townsend people are confident that as a result of this campaign they will be able to build a bloc of anywhere from 6,000,000 to 12,000,000 voters who will apply to all candidates for every national office on simple test: will he vote for the Townsend plan?

Daily Devotions

DR. CHARLES A. EDWARDS

Sometimes we are prone to smile at our forefathers when we consider how they felt impelled by a sense of emergency in religion. The old preachers emphasized that fact that one should make his decision at once. They were wise in their day. Only those who feel the urgency of life, the imperative necessity of using time get anything accomplished. People who procrastinate miss many of life's opportunities. Too many of us forget that out of eternity a new day is born. Into eternity the night will return. Even though we have a second chance, the failure to use the first opportunity is a loss. Tomorrow may be too late. Amen.

The Townsend plan was voted down in the house of representatives. Dr. Townsend and his aides kept a careful check on the way the representatives voted. They immediately organized a number of "flitz squadrons" to go into the districts of anti-Townsend congressmen and do some intensive organizing work.

That program has been carried on ever since. Right now, for instance, there are a dozen of the squadrons in the field, carefully building up local clubs in the home districts of the pension plans' leading congressional foes.

KRNR
Mutual Broadcasting System
1500 Kilocycles

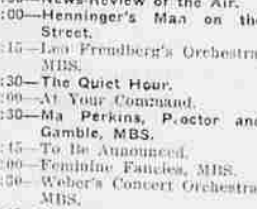
REMAINING HOURS TODAY

4:00—Fulton Lewis, Jr., MBS.
4:15—Haven of Rest, MBS.
4:45—Tea Time Dance.
5:00—Eddy Duchin's Orchestra, MBS.
5:30—Songs of the West.
5:45—Variety.
6:00—Tonight's Tune.
6:05—News, Calif. Pacific Utilities Co.
6:10—News-Review News Flashes.
6:15—Shatter Parker, MBS.
6:30—John B. Hughes, Avalon Cigarettes.
6:45—Dinner Dance.
7:00—Mutual Maestros.
7:30—Lone Ranger, MBS.
8:00—Griff Williams' Orchestra, MBS.
8:15—Alvin's Key's Orchestra, MBS.
9:00—Alka Seltzer News, MBS.
9:15—Gay Lombardo's Orchestra, MBS.
9:30—Shirley Ennis' Orchestra, MBS.
9:45—Fulton Lewis, Jr., MBS.
10:00—Sign Off.

THURSDAY, NOV. 9

6:40—Farm Bureau Service Program.
7:00—Staff and Nonstaff.
7:30—News-Review of the Air.
7:40—News, Gilmore Corner.
7:45—Rhapsody in Wax.
8:00—Breakfast Club, MBS.
8:30—Keep Fit to Music, MBS.
8:45—Medical Information Bureau, MBS.
9:00—Savoy Singing, MBS.
9:15—Songs of the Homecoming, MBS.
9:30—Man About Town.
9:45—Richardson Ensemble, MBS.
10:00—Happy Gang, MBS.
10:30—Enoch Light's Orchestra, MBS.
10:45—The Family Doctor, Cupco.
11:00—Palmer House Concert, MBS.
11:15—Ed Fitzgerald, Talk, MBS.
11:30—Southern School of the Air, MBS.
11:45—Novelty Rhythm.
12:00—Lantern Dance.
12:15—To Be Announced.
12:30—Rhythm in Random.
12:45—News, Safeway Stores.
12:50—News-Review of the Air.
1:00—Henninger's Man on the Street.
1:15—Leo Freudenberg's Orchestra, MBS.
1:30—The Quiet Hour.
2:00—At Your Command.
2:30—Ma Perket, Pactor and Gamble, MBS.
2:45—To Be Announced.
3:00—Feminine Fancies, MBS.
3:15—Weber's Concert Orchestra, MBS.
3:45—American Legion News Barange, MBS.
4:00—Fulton Lewis, Jr., MBS.
4:15—Haven of Rest, MBS.
4:45—Tea Time Dance.
5:00—Moody in Music.
5:15—Melody Ringers, MBS.
5:30—Cosmo Skunk, MBS.
6:00—Tonight's Tune.
6:05—News, Calif. Pacific Utilities Co.
6:10—News-Review News Flashes.
6:15—Shatter Parker, MBS.
6:30—News and Views, MBS.
6:45—Dinner Dance.
7:00—American Family Robinson.
7:15—Mutual Maestros.
7:30—Lone Ranger, MBS.
8:00—Alvin's Key's Orchestra, MBS.
8:15—Hal Howard's Orchestra, MBS.
8:45—Twilight Trails, Avalon Cigarettes, MBS.
9:00—Alka Seltzer News, MBS.
9:15—Sammy Kay's Orchestra, MBS.
9:30—Jan Garber's Orchestra, MBS.
9:45—Fulton Lewis, Jr., MBS.
10:00—Sign Off.

and because you know Good Hosiery when you see it



we want you to come by our hosiery department and see the new Fall colors of Humming Bird Hosiery, so exquisitely sheer that four-threads give the illusion of being three-threads, yet so strongly guarded by Invisible Extra Silk they have a stamina that means long wear

Hosiery Department

SPECIAL FOR Thursday and Friday Only

79c Pair 3 pairs for \$2.35

LOWELL'S BEAUTIFUL STYLES 14 N. JACKSON ST.

INDIANS DRILL FOR GRANTS PASS FOE

The Roseburg high school football squad resumed practice today on Finlay field, after a four-day holiday. In preparation for the final home game of the season—the traditional Armistice day battle with Grants Pass high school scheduled for Saturday afternoon on the local gridiron. Only two games on the 1939 schedule remain to be played, both with the Caveons. The final game to be played on the latter's field a week from Friday night.

Coach Jim Watts indicated that only one day of heavy workout would be scheduled this week in order to give the entire squad a chance to rest up from the rigors brought on by a long season of stiff practice sessions so that the Indians would be better prepared to go against their old foe in the final home appearance. The Caveons are reported to be much weaker than they were last year, but will more than likely still rule favorite over the local gladiators who are undergoing one of their most disastrous seasons. In five games the Redskins have lost four and tied one, and scored but once—a single touchdown against University High of Eugene.

Wide-Open Play Likely.

With nothing to lose and everything to gain, the Indians will probably use wide-open tactics against the visitors. Their aerial attack with Virge Sanders, Paul Cacy and Eddie Nordvik throwing and Hay Puckett, Bob Davis, Lovell Baker, Lowell Atterbury, Herchel Byrd on the receiving end, will likely be given plenty of "going-over" before game time.

The Indians came out of the Cottage Grove game without serious mishap. Lovell Baker's trick ankle again forced him to leave the contest early, and the rest received only a few bruises. Coach Watts was well pleased with the way several reserves worked in the Lion game, hinting that the regulars will have to produce to stay in the coming fracas. Larry Anderson, 200-pound tackle, played his best game of the season at Cottage Grove, turning back nearly everything thrust at his side of the forward wall. Watts believes that the husky lad has found himself and that he will probably give Grants Pass plenty of trouble.

chman, organizers, said college students would be the first called to arms if the United States entered the European war "and we feel an organization of 1,200,000 students can demand peace in a voice that will be heard."

They said Princeton men were handling the organization in the east and University of California at Los Angeles students in the west.

FOREST GROVE WILL TIE TO BONNEVILLE

PORTLAND, Ore., Nov. 8. (AP)—Forest Grove will switch on Bonneville power late this month at rates that in some cases will be half present electric costs, Bonneville Administrator Paul J. Raver, disclosed last night.

The first contract to include retail prices, was signed by Forest Grove and Bonneville officials. Store and factory rates ranged from 3c a kilowatt hour to 1.3c for big users and Raver said some users would find their electricity bill cut in half. The average store cost, he estimated, would drop from \$18.25 to \$9 a month.

The commercial schedule: 2c per KWH a month for the first 150; 2c per KWH for the next 50; 1c for the next 200; 1c for the next 900; 7c for more than 900. The minimum monthly bill will be 75c.

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