

Roseburg News-Review

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Advertising Under Fire

FOR a number of years publishers and advertising men have been aware of an antagonism toward advertising in general on the part of some of the younger economists in the new deal organization.

In other words it has seemed no more likely that there would ever be a serious effort to curtail the freedom of men to tell the news of products they have for sale, than there would be to curtail the freedom of newspapers to print the other news of the day.

But the word "defense" is a magic word these days. Over a steadily broadening front, and with this magic word as the excuse the government is, in fact, moving to increase its control over advertising.

Moving forward over this broad front are the following government agencies, operating as more or less independent units: Leon Henderson's price control office and the defense administration; the anti-trust division of the department of justice; the federal trade commission; and the federal communications commission.

In congress at least three pieces of legislation could have a drastic effect upon publishing and advertising. These bills are: The new tax bill, the property seizure bill, and the price control bill.

This is definitely a subject that concerns everyone. The test of any proposal as sweeping in nature as the curtailment or elimination of advertising is: How does it effect the 130,000,000 people of the country? Answer the question for yourself. Do YOU wish to be denied the right to read what is published about merchandise or service you might wish to buy? Do YOU want food, clothing and other commodity information and prices kept from you so that you must go from store to store to find them out? Can you think of any possible benefit to the defense program that could be had by the regulation or curtailment of advertising?

The purchaser of any newspaper or magazine reaps two very definite personal values from advertising. He is saved at least three-fourths of the cost of the publication, and he learns from the advertising columns thereof useful facts concerning things he must buy for his personal use.

Well, neither can we. Nevertheless we have it on most excellent authority that the thinking in high places in our government is dwelling heavily upon the idea of controlling and curtailing advertising.

The total length of oil, gasoline, and natural gas pipe lines in the United States would make almost 13 loops around the earth.

Editorials on News (Continued from page 1.)

what he can quickly and settle down there for a while. If and when that happens, the fighting will move south for the winter—as socialites do. Iran is far south.

It looks as if she is destined (along with her middle east and Mediterranean neighbors) to be a battle ground. CHURCHILL made a speech Sunday, wherein he turned reporter.

He estimated German casualties in the battle with Russia as a million and a half or perhaps TWO MILLION men and declared that for the first time in the war German blood "has flowed in a fearful flood," leaving the nazis "surprised, startled and staggered."

Churchill is usually a dependable reporter. HE reports something else. He says: "The United States are laboring with infinite patience to arrive at a fair and amicable SETTLEMENT which will give Japan the utmost re-assurance for her legitimate interests."

He adds: "We earnestly hope these NEGOTIATIONS will succeed." It is from Churchill that we get the first authentic news of what our government is doing in the Far East.

IF these negotiations fail and there is a showdown with Japan, Churchill says in his speech, Britain will back the United States TO THE LIMIT.

The limit, of course, will be war. Thus it is Churchill who is telling US what to expect.

ON the home front, the navy takes over the plant of the Federal Shipbuilding and Drydock company, at Kearny, New Jersey, where half a billion dollars in ship contracts (including warships) have been tied up by a strike since August 7.

The men vote to go back to work. CIO will negotiate with the navy over its demand for a "maintenance of union" (closed shop) contract clause which would provide for dismissal of workers who fail to pay their union dues.

It was this clause which balked a settlement and caused the taking over of the plant by the navy.

AND here are new reports to day of sabotage of railroads in the Paris area and VIOLENCE against German soldiers in German-occupied France—in spite of German threats to shoot hostages if such disturbances continue.

The Vichy French blame the communists. The interesting point is that the disturbances continue.

REMAINING HOURS TODAY: 4:00—Fulton Lewis, Jr. 4:15—Ma Perkins, Oxydol. 4:30—J. B. Priestly. 4:45—Brazil Presents. 5:00—F. Y. L. Frank Blair. 5:15—Play Boys. 5:30—Varieties. 5:45—Song Spinners. 6:00—Confidentially Yours. 6:15—Twilight Trails, Avalon Cigarettes.

DAILY DEVOTIONS DR. CHAS. A. EDWARDS

Christianity is the only religion that has an Easter. It differs from every other religion in that respect. The Crucified Christ became the Risen Christ. You may visit the tombs of the other leaders of religion. The tomb where the Christ was laid is empty. "He is risen from the dead." Christ broke the shackles of sin, and rose a victor from the dark domains of death. Easter is no delusion. Paul says: "If Christ be not risen, then is our faith vain, and we might as well ring down the curtain on the supreme tragedy of the universe. Jesus' friends went to the tomb on that first Easter day expecting to find the mortal remains of a great failure. Instead they found the miracle of miracles, an empty tomb. Instantly hope burned bright, their sadness was changed into strange joy. He was not there. "Christ is risen," bringing eternal life to men. Death is not all, sickness, discouragement, failure, and sin is not the end. "He is risen and because He lives we too shall live. "If ye be risen with Christ, seek those things which are above where Christ sitteth on the right hand of God." Amen

OUT OUR WAY



THE BIG BOSSES

- 6:30—Dinner Music. 6:50—News, Calif. Pac. Utilities. 6:55—Interlude. 7:00—L. A. County Band. 7:15—Dance Time. 7:30—Wythe Williams, Star Blades. 7:45—Sky Over Britain. 8:00—Standard Symphony Hour. 9:00—Alka Seltzer News. 9:15—Ted Florio's Orch. 9:30—Fulton Lewis, Jr. 9:45—All Star Football Game. 12:00—Sign Off.

FRIDAY, AUGUST 29

- 6:45—Eye Opener. 7:00—News, L. A. Soap. 7:15—Stuff and Nonsense. 7:30—State and Local News. 7:45—J. M. Judd Says "Good Morning". 7:50—Rhapsody in Wax. 8:00—Haven of Rest. 8:30—This and That. 8:45—Shopper's Guide. 9:00—John B. Hughes, Aspartane. 9:15—Man About Town. 9:30—Front Page Farrell, Anaheim. 9:45—Fill Find My Way. 10:00—Alka Seltzer News. 10:15—Varieties. 10:30—Adventures of Jane Arden, Copco. 10:45—Lester Huff, Organist. 11:00—The Bookworm. 11:15—Wheel of Fortune. 12:00—Interlude.

MOVIE STAR

Crossword puzzle grid with clues for words like 'Exclamation', 'Rudder', 'First name of 29 horizontal', etc.

Large crossword puzzle grid with a portrait of a man in the center.

few days' visit and with his son, Guy, and family, also Roy and family at Lebanon. Mr. and Mrs. Cater Gates and Perry George of Kellogg were business visitors in Sutherlin Tuesday.

Mrs. W. W. Livengood of Elkhart, Ind., left Friday night for her home following several weeks spent here visiting her daughter and son-in-law, Mr. and Mrs. James Stutzman.

Friday, August 29, Mrs. Dave Pichette will take over and reopen Dick's cafe on State street. Mrs. Jules Dubbeleare of Garden valley visited her mother, Mrs. Anna Babke, Saturday.

Mr. and Mrs. Fred Jones of Myrtle Clark spent the week at the Icel Clark home. E. E. Leas of Roseburg was a visitor in Sutherlin last Sunday.

Mrs. A. Coenenberg, Mrs. George Green and Mrs. P. C. Trozelle of Sutherlin and Mrs. Wilson Hartshorn of Roseburg attended the South Douglas fair at Canyonville last Saturday.

Mrs. Cora Allen, Mr. and Mrs. Dee Atterbury and Miss Helen Allen were dinner guests of Bert Rising at Chap's cafe in Myrtle Creek last Sunday.

Mr. and Mrs. Bob Thomas and daughter, Adele, are spending a few days vacation at Odell lake this week. George Spencer is in charge of the Caribou during their absence.

Miss Dale Green received a certificate of registration from the state of Oregon last Saturday which classifies here as a registered nurse.

The Misses Mabel and Gladys Williams of Myrtle Creek were attending to business and visiting friends here last Saturday.

Guests in the Ernest Adamson home Sunday were Glen Adamson of Fullerton, Nebr., and Edwin Adamson and sons, Melvin and Neil, of Lebanon.

Earl Evans of Lebanon visited friends here over the week-end. A special army bus full of soldiers, en route to Salinas, Calif., from Fort Lewis was stalled here for a short time Tuesday morning.

"Sandy" Thompson of Dixon, Calif., is visiting with Mr. and Mrs. Edgar Keith and other friends here for several days. He is a son of Mr. and Mrs. Bob Thompson, former garage owners in Sutherlin.

Ira DeBolt of Roseburg visited friends in Sutherlin last Sunday. L. B. Huekings of Roseburg transacted business and visited friends here Tuesday. He is a former resident of Sutherlin.

Mr. and Mrs. Mark Jordan and daughter, Patty, made a business trip to Portland Tuesday, returning Wednesday. Mrs. B. S. Slack and Mrs. Claude Sellock were in charge of the store while they were gone.

Mr. and Mrs. Ernest Archambeau left Tuesday for Portland for a few days' visit and to attend to business.

Miss Jean Albro and small sister, Sheila, left Sunday for their home in Grants Pass. Jean was employed at Ben's cafe but was called home due to the illness of her mother.

Miss Elvira Wofford accompanied by Mrs. Marlowe McKay, of Cottage Grove, shopped in Eugene Wednesday.

Mrs. Mary Witcher of Cottage Grove visited with her daughter, Mrs. Cora Allen, Tuesday.

Miss Etta Murphy, Mr. and Mrs. William Crowell, Mr. and Mrs. Howard Stacey and son, Jimmy, returned Tuesday from a few days' trip to Vancouver, Wash., and Portland, Ore.

Mrs. Harold Powell and small son made a trip to Eugene Monday to see Dr. Sether.

Mr. and Mrs. Dean Cook are planning to visit over Thursday and Friday in Eugene with relatives.

Mrs. Don Rone has returned from San Francisco where she visited friends and attended to business.

The Douglas county road department is reconstructing a stretch of the pavement east of town between the Harry Chenoweth home and the piece which they fixed recently nearer town.

Yoncalla

YONCALLA, Aug. 27.—Mr. and Mrs. Oscar Osterhout of Spokane, Wash., Mrs. Ruby Winters and

\$25.00 REWARD

Will be paid by the manufacturer for any Corn or Callous GREAT CHRISTOPHER Corn Salve can not remove. It never fails. 35 and 60c at

CHAPMAN'S PHARMACY Phone 299 Roseburg, Oregon

PORTLAND'S distinctive hotel THE BENSON Broadway at Oak St.

WEATHER STATISTICS By U. S. Weather Bureau Humidity 4:30 p.m. yesterday 53% Highest temperature yesterday 74 Lowest temperature last night 47 Precipitation for 24 hours, Trace Precip. since first of month .44 Precip. from Sept. 1, 1940 31.30 Deficiency since Sept. 1, 1940 1.55

80th OREGON STATE FAIR SEPT. 1-7 HUGE EXHIBITS & FARM MACHINERY SHOW PARI-MUTUEL HORSE RACING! FUNZAPOPPIN EXTRAVAGANZA EXTRAORDINARY! HORSE SHOW! FAIR GROUNDS SALEM

Why some telephones report "busy"!



Sometimes, a call is answered at one telephone, but you talk from an extension... the original instrument remaining "off the hook" after the conversation has been finished. People can't reach you by telephone when that happens. Your line is "busy" to anyone calling. For full use of your telephone, please keep your instrument "hung up"—ready for service!

JUST A FEW CENTS MORE THAN A DOLLAR (per pint) buys a great KENTUCKY Bourbon! SUNNY BROOK KENTUCKY STRAIGHT BOURBON WHISKEY This whiskey is 4 YEARS OLD • 95 Proof National Distillers Products Corporation, N. Y.