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Guideposts to the Future

half in and half out of its shell, new era arrives. depends entirely upon those of us who make this city our home. The among some business firms today need for immediate planning and to reduce advertising expenses. immediate action is clearly in Merchandise is difficult to secure. dicated. It is not too soon to begin Many shelves are empty. Execua thorough study of trends and tives are frankly worried over Germans won't let them. Italy that are sure to come.

to the many families that have secure new trade, finding themto the many families that have secure new trade, finding them-left Roseburg and the surround-selves badly handicapped in efing area. They are painting a forts to serve their customers of liance with Germany as Europe's dark picture of the city's future. long standing. As a result they "sole lope of peace," He says he But those who are more closely watching the situation point out that scarcely a habitable residence building remains unoccupied. Power company service connections are more than at any previous time. The Roseburg News-Review is proud of the fact that its subscription list shows more readers than ever before. Despite the removal of many people to defense areas. Rose burg's population is growing and will continue to grow.

Who are these people moving into our community? For the most part they are men and sential to the industry. But these Douglas county. A glance at the deed records or the files of any ownership. Abstract offices are with the demand for abstracts of title on farm and city property transfers. Nearly all of these newproperties. A surprising number on a county road may drive hapamounts, have been reported.

thought and activity.

are but the beginning of a much trade in his direction. C.V.S. greater afteration in community lite. Wartime restrictions halfed a shift of the center of the lumber industry to southern Oregon. Thechange in location already was to the Qattara depression where stopped by the freezing of maccessful stand before Alexandria. In a fair way to lose ALL of New chinery, construction investment restrictions and other regulations ROMMEL has already retreated necessitated by the war effort. That change, however, will come with the ending of the war and, Rengasi without a fight he abandoubtless, will come with startling doned his last chance to escape by suddenness.

Already numerous large de out. velopments have been outlined

not expect to monopolize this in-heavy damage seems to have been. Returns To Eugene-Nate Stiedustrial growth. The city's local done.

It is, in fact, more desirable that the industrial development be spread over the county as a

There is, however, no reason why Roseburg should not become by entitled to the use for republica-tion of all news dispatches credited to it or not otherwise credited in the recreational cashs, the trade to it or not otherwise credited in the recreational cashs, the trade conter and the business headquar-bublication of special dispatches berein are also reserved.

Wy Koseburg should not become the recreational cashs, the trade center and the business headquar-ters for this vast industrial ex-ters for this vast industrial ex-ceptable and the control of the recreational oasis, the trade pansion. But unless steps are taken immediately to assure that desirable status, Roseburg is apt to find that it has lost its opportunity.

Were you ever a stranger in a town or a community? If you have had that experience you realize that the first things you looked for were guide posts.

Advertising is the guide post to any trade center. If Roseburg is to become the center of activity of this industrialized community of the future, it must provide adequate merchandising facilities and those facilities must be advertised. These highly welcome families who have recently moved to our community are now forming their buying habits. When other newcomers arrive they will not search out the oldtimers for information. Their acquaintanceships will be formed HE city of Roseburg is on the among those in the same type of verge of a new era. As a moth activity and who have arrived breaks its cocoon to spread full- earlier. Thus the trade habits be grown wings, so Roseburg will ing formed by those newcomers have its opportunity to emerge now here will be most vastly exas a city of industry and wealth. panded with the sudden burst of Whether the city achieves this industrial activity. The merchant desirable aim, or, like the weak or corporation neglecting instituling moth is unable to break from tional advertising now is apt to Italian people. its restraining bonds and remains and business lagging when the

There is a marked tendency needs to prepare for the changes how they will manage to supply now is little different from other existing trade with limited stocks. conquered small nations. Pessimists are calling attention They are making little effort to either reduce or eliminate ad- is certain of a German victory. vertising.

> dividual business but to the com- LAVAL'S SKIN. munity as a whole. If Roseburg are to enjoy the benefits of the have brought France to her pres anticipated expansion, then it is ent sad state. not too early to start erecting the signposts to guide the flow of GERMAN General Ritter von future trade. future trade.

tain scores of advertisements up by a great general staff." families connected with the log from manufacturers and dealers ging and lumber industry. They of automobiles, refrigerators, ra-many's professional soldier class, workers, piling workers, me other commodities. These com deal of use for Hitler. chanics and the many others es panies today have nothing to self timber workers do not exclusively Their products are frozen. They agreements between Hitler and are manufacturing nothing for his generals have been frequently real estate broker reveals an keep their trade names and the of beginning to break up. quality of their merchandise and lievable change in farm property service before the public, knowscrvice before the public, knowing that soon they will be forced \(\begin{align*} \begin{align* laboring diffigently to keep pace to rely upon that public's buying fore, and may again. Two thoupower for continued existence.

Institutional advertising, escomers, buying agricultural lands, doubly important in communities tonic tribes cancestors of the pres come with ample funds to make such as Douglas county, where ent Germans were good fighters

It is true that some motorists feat, of each sales, some for large hazardly, with utter disregard for This means that Douglas countries is becoming a blood transfer of the crack up that the bar of the crack up to blood transful tination. But the wise motorist taste defeat. sion. These newcomers will bring inquires his way or reads the The allied job is to put the new ideas and new demands, signboards. In just such manner, taste of defeat into their months, Many come from larger and more merchants can leave their fate in active sections. Their coming will the hands of fortune, but the wise, they will go on lighting efficient mean changes in community business man is the one who is lytran changes in community business man is the one was longlit and activity.

These changes already noted which will turn the flow of future the flow of flow of future the flow of future the flow of future the flow of flow of

Editorials on News

definitely under way when it was the British army made its suc-

on to Tripoli. When he gave up sea and evidently aims to fight it

for Douglas county by major op THE Italian assenal city of Turin per, will be hear at St. George's crators. Some have even purchas T is given its hardest bombing. Thanksgiving day, the Rey, Perry ed property and are only awaiting of the war. The bombers came Smith, rector, the lifting of federal restrictions clear from England, a round frip. The service will be open to the to engage in large scale projects, of 1500 miles. Two ton "block Roseburg cannot and should buster" bombs were used, and

OUT OUR WAY

I'LL BE WITH YOU SOON AS I FINISH LOOKING OVER THE

NEWS ... GUADALCANAL IS RIGHT

By J. R. Williams DO YOU THINKY I HADDA TAKE A YOU'LL LAST TH FURLOUGH FROM WAR OUTFYOU TH' FRONT PAGE .. TAKE MORNIN' WHY, YESTERDAY I LOOKED UP TWO RUSSIAN, A TURKISH THREE JAP AN' TWO YOU?



The governor of Genoa was de

posed as a result.

RUMORS are multiplying that the Italians are getting heart-

What he REALLY means is Locally, such a condition may that an alliance with Germany is spell disaster, not only to the in- the only way now to SAVE

Their skins, rather than their is to be a trade center and if the country, are the chief consideraindividual businesses of the city tion of the scum politicians who

Many large firms throughout brought to London, is said to have the nation recognize this need, talked to the effect that "Hitler Newspapers and magazines con- has ruined the war machine built

are loggers, truck drivers, mill dos, typewriters and hundreds of and probably doesn't have a great

But don't get too much excited the public except their names over his alleged opinions. Dispublic consumption, yet they are reported before, but the German spending millions of dollars to war machine still shows no signs

N°T believe that Germany. sand years ago Tacitus, the first educated and cultured observer of scribal on a national scale, is the Germans, noted that the Teu substantial down payments while there is, and will confinue to be, as long as they were winning but retaining ample reserves for et a tremendous shift in population. as unit as the face of de

Until that task is accomplished

Guinea. The Americans and the Australians are within a few miles of the Buna beachhead, and the dispatches say the Japs show no signs of giving it up.

If they lose Buna, they will be Ginnea

Episcopal Service to Observe Lord's Supper

A special Thanksgiving service. a celebration of the Lord's Sup-per, will be held at St. George's

wig has returned to his studies at tion restricts the number of The British radio says King plants that can be effectively Victor Emanuel of Italy recently located in the immediate vicinity, visited bombed Italian cities of Mrs. William Snewig.

THIS CURIOUS WORLD

By William Ferguson

11-25

VIENNESE WALTZES NUAHOL STRAUSS WERE NOT WRITTEN DURING TIMES, BUT WHEN AUSTRIA WAS MELANCHOLY FROM WAR AND A



NEXT: The red, red nose!

Answer to Previous Puzzle

FRANKLI

ELLAND

ROOFFEL

11-25

EGYPTIAN KING

HORIZONTAL of Egypt, King -11 7 Plug. 10 Became larger 14 Region of the

dead (Egypt). 15 Lion. 16 Small part. 17 Not fresh. Friend. 20 Mine

21 Compensation 22 Every 23 Paid notice. 24 Twice 26 Has concealed 27 Writing fluid. 23 Erimum (symbol).

14 Soak flax. 35 Print mea Great Lake

51 Speed competition. 53 Collection of 57 Vehicle runners 13 Rod. 58 Hostelis 18 Tablet 58 Browing Cad. 19 Kind. (prefix).

ferm 43 Golf device. 2 Amount (abbr.). 3 500 sheets (pl.). -4 Solely. 5 Indian. 44 Upon. 45 Mercinent. 48 Exast. 47 Symbol for 48 Animal 6 Kings (abbr.). 47 Girl's nan 7 Sport 49 Fondle. 8 Long fish, 50 Essences 9 Proceed. 10 Young woman mends II Fish ori

VERTICAL

52 Morindin dye 5 Toward. (abbr.)

21 Metallic

3 Come. 4 Make bread.

6 Head cover. 7 Iridium

(symbol)

20 Tip

39 Write

42 Inevitable.

44 Rowing implements. 45 Short for

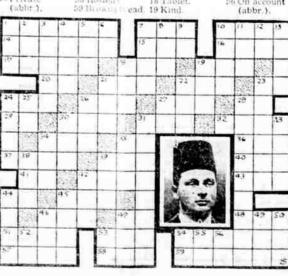
46 High card.

(abbr.)

Frederick.

28 He is ruler of

3 Grafted ther.



Concerning the NORTHWEST As Viewed at the National Capital By

John W. Kelly

WASHINGTON, D. C., Nov 24 —For reasons, principally politi-cal, no sales tax was included in the revenue bill recently macted and which becomes operative January 1. This does not mean, however, that the sales tax proposal is dead. Already members of the finance committee are walking around figuring on the revenue bill to be adopted next year and wondering where the additional six billion dollars wanted by the treasury department will come from.

Washington state has a sales tax; Idaho had one and repealed it. Oregon has always rejected every proposal, largely by the votes of farmers and labor. California has such a tax. All told, there are now 23 states with a sales tax and these probably would resist the federal government imposing a similar grab.

It is being suggested that a federal sales tax (excepting food) be the new source of revenue and that part of this tax be rebated to the respective states. The rebating would remove the sting of osition, it is believed. Where the new revenue will be

found stumps government eco-nomists, unless a sales tax is tried. Statistics of the government esti-mate that 57.8 per cent of the consumer units will have less than \$2,000 income this year; 21.3 per cent will have less than \$1,000 and 5.7 per cent less than \$500. A consumer unit is a family or a single consumer. The 5.7 per cent with less than \$500 inome for the 1942 is calculated at 2.442,000 households. Of all the consumer units 30 per cent receive less than \$1250. Office of price administration is sponsor for these figures. According to the department of labor, 50 per cent of individual employes in manufacturing received less than \$30 a week, and 24 per cent re ceives less than \$20 a week. Half of the workers in war industry plants were receiving less than \$37 a week. The department says that \$30.27 a week is the mini-mum of cost of maintaining a family of four.

full time shipyard worker on Puget sound and the Vancouver-Portland area draws about \$60 a week-some more, some

Touches Everybody One argument for the sales tax is that the individual can decide for himself how much he shall pay. He can spend and pay a sales tax, or save his money to a minimum and contribute very little in taxes. Another argument is that it produces an immense sum of ready cash in a steady flow; that it touches every pocketbook and results in individuals who never pay an income tax con-tributing to the federal government; that only by a sales tax will several million people ever assist in carrying the cost of the

Senator George, chairman of the finance committee, says that the extra six billion dollars could be raised by compulsory savings (payroll deductions), but it would take the bread out of the mouths of poor people.

To Conserve Zinc For more than a year efforts to have the zine deposits in Ore-gon and Washington developed have met with resistance by the chief of the division of zinc. Not withstanding the various reports presented to demonstrate potential tonnage of this ore in everal sections of the northwest, the official refused to be convinced and asserted that present sources of supply were adequate to meet all requirements; that opening up new zinc properties would not be justified. Now WPB, through its newspaper division, is preparing to issue an order to all wspapers to curtail on the use of zinc in their etching room because of threatened shortage. Later the papers will be told about ink, newsprint, number of Economy To Be Watchword

The new congress will be more conomical, it is believed, than the outgoing congress. There will be a closer watch over expendi-tures and with \$26,000,000,000 still unexpended the congress is not likely to make a new appro-priation until that sum has been reduced. The policy has been to oppropriate and appropriate un-til there is a large surplus, sufficient, it is contended, to run the war for many months-say about 11 months. Items such as the pur chase of \$24 axes to cut down 50 trees, as reported by Congress-man Dirksen, or appropriating for a rat-killing project in New-Orleans with a cost of \$2.97 for each rat exterminated, will be definitely rejected. There is a possibility that congress will attempt to curb the civilian army, now almost 3,000,000 strong, and try to weed out young men on government payroll and send them into the army, navy or ma rines. A fair share of the 3,000,-

What You Buy With WAR BONDS

Naval tugs are used for the same purpose that the Army uses mules . . that is for all purpose h They work around piers and Navy yards and tow large lighters. They are also used as service vessels for other purposes. The small dis-trict tug is approximately 65 feet long with a displacement of about



The district tug carries a crew of 7:45 Rhapsody in Wax from 8 to 10 and costs about \$95,000 Your purchase of War Bonds will enable the Navy to build the tugs necessary for the tremendous job which faces them in our barbors 8:30 Yankee House Party. 9:00 Boake Carter. 9:15-Man About Town and constal waters. All of us, join-9:45—Treasury Song Parade ing together, buying Bonds regularly every payday will give the Gov-9:50-Women at War Com ernment sufficient money to prose cute this war successfully. from your bank, postoffice, your ra-dio station or at some retail stores. 10:00-Alka Seltzer News. 10:15-Shopper's Guide.

U. S. Treasury Department

10:35-The Charloteers 000 civilians are now living in the 0:45-Palmer House Orchestra. northwest and, unless brakes are applied, there will be more of 11:00 Cedric Foster. them. Navy, anticipating some thing, is offering monthly re-11:15-Wheel of Fortune. 2:00 Interlude 12:05-Sports Review, Dunham wards to employes who show how Transfer Co. 12:15—Interlude. to prevent waste.

KRNR Mutual Broadcasting System, 1490 Kilocycles.

(REMAINING HOURS TODAY)

1:00-Fulton Lewis, Jr., Plough Chemical Co.

Johnson Family

4:30—Confidentially Yours. 4:45—Paul Decker's Orchestra.

Women at War.

5:15-Musical Interlude

-Copco News.

7:00 John B. Hughes. 7:15 Art Kassell's Orchestra. 7:45 Dick Kuhn's Orchestra.

8:00-Health Talk by Dr. Wain

8:05 Chicago Theatre of the

9:15-Round-Up in the Sky, E.

Harland Leonard's Orches-

High, Insurance.

Air. 9:00-Alka Seltzer News.

tra. 9:45 Fulton Lewis, Jr.

News Bulletins.

7:00-News, L. A. Soap Co

7:15—Happy Johnny, Block Drug Co.

7:33-State & Local News

7:30 News Bulletins

WEDNESDAY, NOVEMBER 33

6:55 - Interlude.

scott.

6:50

10:00

10:02-Sign off.

5:30 - The Federal Act. 6:00-Dinner Concert.

4:00-Fulton Lewis, Jr., Plough 6:30-Jamboree. 6:45-Interlude

Chemical Co. 4:15 Johnson Family, 4:30 Musical Matinee.

4:45 Bob Crosby's Orchestra. 5:00 Women at War.

News of Men

In War Service

ere, Bob Russell, son of Mr. and

Mrs. C. G. Russell, of this city,

s in the Camp Kohler hospital at acramento, Calif., receiving

treatment for severe leg injuries

recently suffered in a fall at the

camp. Dr. O. R. Hess, formerly of Roseburg, is on the medical staff at the hospital at Camp

Boring Opitioni

7:40-J. M. Judd Says "Good

-Breakfast Club, Mentho

Morning."

latum.

Interlude

10:30-News Bulletins, Am.

Exchange.

12:25 Rhythm at Randon.

12:45-State News, Hansen

1:05 Musical Interlude, 1:15 Sweet & Sentimental.

3:00-The Dream House of

Melody, Copo.

Man With A Band

3:30-Mutual's Overseas Repor

3.45 Bobby Sherwood's Orches-

Don Lee Newsreel Thea-

Motors. 12:50-News Review of the Air.

Home Products.

mittee.

According to

Sacramento,

From

Douglas

County

5:15 They're the Barry's, 5:38 True Story Theatre of the

6:30 Dinner Concert 6:30 Treasury Star Parade

6:45 Interlade 0:50-Copco News.

6:55 - Interlude

-John B. Hughes, Anacin.

7:15 Art Kassell's Orchestra. 7:30 Lone Ranger. 8:00 Boy's Town.

8:30 Stop, Look and Listen-

Fourth Fighter Command

8:45 Alvino Rey's Orchestra.

9:00-Alka Seltzer News.

9:15 Cal Tinn

9:30-John B. Hughes, Stude-Baker.

9:45-Fulton Lewis, Jr.

10:00 News Bulletins 10:02 Sign Off.



BREWED WITH PACIFIC NORTHWEST HOPS and BARLEY ACHE BIEWERIES

DOUGLAS DISTRIBUTING CO. Phone 14 ROSEBURG, ORE.