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Guidposts to the Future

THE city of Roseburg is on the verge of a new era. As a moth breaks its cocoon to spread full-grown wings, so Roseburg will have its opportunity to emerge as a city of industry and wealth.

Pessimists are calling attention to the many families that have left Roseburg and the surrounding area. They are painting a dark picture of the city's future.

Who are these people moving into our community? For the most part they are men and families connected with the logging and lumber industry.

This means that Douglas county is receiving a blood transfusion. These newcomers will bring new ideas and new demands.

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

There is, however, no reason why Roseburg should not become the recreational oasis, the trade center and the business headquarters for this vast industrial expansion.

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.

There is a marked tendency among some business firms today to reduce advertising expenses. Merchandise is difficult to secure.

Locally, such a condition may spell disaster, not only to the individual business but to the community as a whole.

Many large firms throughout the nation recognize this need. Newspapers and magazines contain scores of advertisements from manufacturers and dealers of automobiles, refrigerators, radios, typewriters and hundreds of other commodities.

EDITORIALS ON NEWS (Continued from page 1) to the Qattara depression where the British army made its successful stand before Alexandria.

ROME, has already retreated 700 miles and it is 400 miles on to Tripoli. When he gave up Bengasi without a fight he abandoned his last chance to escape by sea and evidently aims to fight it out.

OUT OUR WAY By J. R. Williams



THE FRONT PAGE

THIS CURIOUS WORLD By William Ferguson

THE GAY VIENNESE WALTZES OF JOHANN STRAUSS WERE NOT WRITTEN DURING HAPPY JOYOUS TIMES, BUT WHEN AUSTRIA WAS MELANCHOLY FROM WAR AND A FINANCIAL DEPRESSION.

LAVAL in a radio speech in Vichy, advocates a French alliance with Germany as Europe's "sole hope of peace."

GERMAN General Ritter von Thoma, captured in Africa and brought to London, is said to have talked to the effect that "Hitler has ruined the war machine built up by a great general staff."

GERMANY may crack up, but the crack-up won't begin until the German armies definitely taste defeat.

DON'T believe that Germany won't crack up. She did before, and may again. Two thousand years ago Tacitus, the first educated and cultured observer of the Germans, noted that the Teutonic tribes' ancestors of the present Germans were good fighters as long as they were winning but didn't stand up in the face of defeat.

THE allied job is to put the taste of defeat into their mouths. Until that task is accomplished they will go on fighting efficiently.

HITLER and apparently FINAL fighting for Buna is on in New 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.

Episcopal Service to Observe Lord's Supper A special Thanksgiving service, a celebration of the Lord's Supper, will be held at St. George's Episcopal church at 10 a. m. Thanksgiving day, the Rev. Perry Smith, rector, announced today.

Returns to Eugene—Nate Stuewig has returned to his studies at University of Oregon, after spending Sunday at his home in this city visiting his parents, Mr. and Mrs. William Stuewig.

EGYPTIAN KING

HORIZONTAL Answer to Previous Puzzle 1 Pictorial ruler of Egypt, King... 7 Plug... 12 Because larger... 13 Region of the dead (Egypt)... 15 Lion... 18 Small part... 17 Not fresh... 18 Friend... 19 Anger... 20 Shine... 21 Compensation... 22 Every... 23 Paid notice... 24 Twice... 26 Has concealed... 27 Writing fluid... 28 Erlum... 29 Article... 30 Window... 31 Skull... 32 Monster... 34 Soak flux... 35 Print measure... 36 Chinese weight... 37 Great Lake... 38 Helene... 40 Private... 41 Upward... 42 Endowment... 26 Has concealed... 27 Writing fluid... 43 Golf device... 44 Upon... 45 Movement... 46 Exalt... 47 Symbol for... 48 Animal... 49 Sport... 50 Proceed... 51 Young woman... 52 Morindin dye... 53 Slith... 54 Near... 55 Toward... 56 On account... 57 Metallic fastener... 22 Emmet... 23 Come... 24 Make bread... 25 Within... 26 Head cover... 27 Iridium... 28 He is ruler of the... 30 Tip... 31 Native of America... 33 Grafted (her... 34 Tear... 35 Age... 36 Move swiftly... 37 Writing tool... 38 Inevitable... 41 Rowing implements... 43 Short for Frederick... 46 High card... 47 Girl's name... 49 Fondle... 50 Essence... 52 Morindin dye... 53 Slith... 54 Near... 55 Toward... 56 On account (abbr.)

CHEYENNE, WYOMING, IS CREDITED WITH MORE HAZL THAN ANY OTHER U.S. CITY.

TO ATTAIN GREAT HEIGHTS, ONE MUST STAY ON THE LEVEL. MARJORIE STEWARTSON, New York, N.Y.

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Concerning the NORTHWEST As Viewed at the National Capital By John W. Kelly

WASHINGTON, D. C., Nov. 24.—For reasons, principally political, no sales tax was included in the revenue bill recently enacted and which becomes operative January 1.

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.

Where the new revenue will be found stumps government economists, unless a sales tax is tried. Statistics of the government estimate that 57.8 per cent of the consumer units will have less than \$2,000 income this year.

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

Touches Everybody One argument for the sales tax is that the individual can decide for himself how much he shall pay.

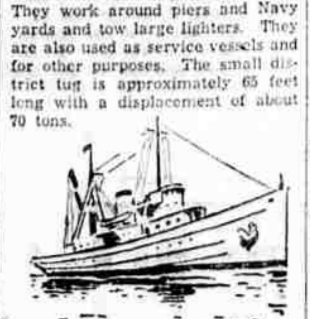
Senator George, chairman of the finance committee, says that the extra six billion dollars could be raised by compulsory savings (payroll deductions), but it would take the bread out of the mouths of poor people.

To Conserve Zinc For more than a year efforts to have the zinc deposits in Oregon and Washington developed have met with resistance by the chief of the division of zinc.

Economy To Be Watchword The new congress will be more economical, it is believed, than the outgoing congress. There will be a closer watch over expenditures and with \$26,000,000,000 still unexpended the congress is not likely to make a new appropriation until that sum has been reduced.

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What You Buy With WAR BONDS Naval tugs are used for the same purpose that the Army uses mules... that is for all purpose hauling.



The district tug carries a crew of 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 harbors and coastal waters.

000 civilians are now living in the northwest and unless brakes are applied, there will be more of them. Navy, anticipating something, is offering monthly rewards to employees who show how to prevent waste.

KRRR Mutual Broadcasting System, 1490 Kilocycles. (REMAINING HOURS TODAY) 4:00—Fulton Lewis, Jr., Plough Chemical Co.

4:15—Johnson Family. 4:30—Confidentially Yours. 4:45—Paul Decker's Orchestra. 5:00—Women at War. 5:15—Musical Interlude. 5:30—The Federal Act. 6:00—Dinner Concert. 6:30—Jamboree. 6:45—Interlude. 6:50—Copco News. 6:55—Interlude. 7:00—John B. Hughes. 7:15—Art Kassel's Orchestra. 7:45—Dick Kuhl's Orchestra. 8:00—Health Talk by Dr. Wainwright.

8:05—Chicago Theatre of the Air. 9:00—Alka Seltzer News. 9:15—Round-Up in the Sky, E. High, Insurance. 9:30—Harland Leonard's Orchestra. 9:45—Fulton Lewis, Jr. 10:00—News Bulletins. 10:02—Sign off.

WEDNESDAY, NOVEMBER 25 6:45—Eye opener. 7:00—News, L. A. Soap Co. 7:15—Happy Johnny, Block Drug Co. 7:30—News Bulletins. 7:33—State & Local News.

News of Men From Douglas County In War Service

According to word received here, Bob Russell, son of Mr. and Mrs. C. G. Russell, of this city, is in the Camp Kohler hospital at Sacramento, Calif., receiving treatment for severe leg injuries recently suffered in a fall at the camp.

Boring Optician 7:40—J. M. Judd Says "Good Morning." 7:45—Rhapsody in Wax. 8:00—Breakfast Club, Mentholatum. 8:30—Yankee House Party. 9:00—Bonke Carter. 9:15—Man About Town. 9:45—Treasury Song Parade. Interlude. 9:50—Women at War Committee.

10:00—Alka Seltzer News. 10:15—Shopper's Guide. 10:30—News Bulletins, Am. Home Products. 10:35—The Charioteers. 10:45—Palmer House Orchestra. 11:00—Cedric Foster. 11:15—Wheel of Fortune. 12:00—Interlude. 12:05—Sports Review, Dunham Transfer Co. 12:15—Interlude. Exchange. 12:25—Rhythm at Random. 12:45—State News, Hansen Motors.

12:50—News Review of the Air. 1:05—Musical Interlude. 1:15—Sweet & Sentimental. 1:30—Man With A Harp. 2:00—Don Lee Newsreel Theatre. 3:00—The Dream House of Melody, Copo. 3:30—Mutual's Overseas Reporter. 3:45—Lobby Sherwood's Orchestra. 4:00—Fulton Lewis, Jr., Plough Chemical Co. 4:15—Johnson Family. 4:30—Musical Matinee. 4:45—Bob Crosby's Orchestra. 5:00—Women at War. 5:15—Theatre the Barry's. 5:38—True Story Theatre of the Air.

6:30—Dinner Concert. 6:30—Treasury Star Parade. 6:45—Interlude. 6:50—Copco News. 6:55—Interlude. 7:00—John B. Hughes, Anacin. 7:15—Art Kassel'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 Timney. 9:30—John B. Hughes, Stude-Baker. 9:45—Fulton Lewis, Jr. 10:00—News Bulletins. 10:02—Sign Off.

Advertisement for Acme Beer featuring a glass of beer, a bottle, and the slogan 'BIGGEST SELLER in the West!'. Includes text: 'The West's flavor-ite because it's a flavor bit! It's the beer with the high I.Q. It quenches your thirst... quickly... pleasantly. Buy WAR SAVINGS BONDS • STAMPS. BREWED WITH PACIFIC NORTHWEST HOPS and BARLEY. ACME BREWERIES. DOUGLAS DISTRIBUTING CO. Phone 14 ROSEBURG, ORE.'