

Roseburg News-Review

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We Take the Blame

ROSEBURG merchants were told here Tuesday that Douglas county, which stands foremost among the counties of the state in war savings bond sales, is one of the lowest in the percentage of merchant cooperation through tie-in display advertising.

The News-Review has advertising space for sale. We promote the sale of that space because we know we are able to do the advertiser a service—a service that is inexpensive and efficient and one that he needs.

Today, the average merchant finds his stocks depleted and his prices frozen. In such plight, following the former methods of price and quality advertising, he has felt he had little to submit to his customers, so has reduced advertising budgets.

Larger institutions, however, have recognized the need for continued advertising. They realize that they must maintain their trade names and reputations. Having but little in the way of merchandise and competitive prices to advertise, they have patriotically spent large amounts of advertising money in furthering the war effort, thus keeping their firm names before the public.

BRITISH broadcast quotes French General Giraud in Africa as estimating that the Germans now have about 70,000 men in Tunisia.

The News-Review has had this type of advertising lay-out available for many months. We have, however, made no effort to promote its sale. We urge merchants to join the chamber of commerce, help the Red Cross, or join in other civic enterprise, but we do not send out a solicitor in the name of the News-Review to request the business man that he do his civic or charitable duty.

merchants are lagging behind those of other parts of the state in this type of advertising is perhaps largely our fault. We accept our responsibility. And we hasten to announce to one and all that we can provide for the merchant the illustrations, the layouts and the space he needs for sponsored advertising to tie-in with the war effort.

Editorials on News (Continued from page 1)

(680 planes in the Solomons campaign. From Tokyo comes news, via the radio, that the Jap government has again invoked the prestige of the emperor in an effort to speed up production.

THE Japs are reported in Washington, by military authorities who decline to be quoted by name, to be strengthening their hold on Kiska under cover of the fog and the long Arctic nights. These authorities, however, add that the Jap toe hold on Kiska is probably not much more secure than it was last fall when the fog shut down.

THE natural guess is that they're hanging determinedly to Kiska in anticipation of US moves in Siberia.

RUMORS continue to be prevalent that American supply ships are moving into Vladivostok under the noses of the Japs, who do nothing about it. War has a lot of queer angles.

THE Russians are still going great guns, moving westward in a wide front along the Bakur-Rostov rail line. At the same time they're coming down the Stalingrad-Tikhoretsk railroad and are reported at Kuberk, about 75 miles from Salsk, where a branch rail line takes off for Rostov. On this front, they advanced 20 miles in one day.

THEY'RE still pushing the Germans up from the bottom of the sack while at the same time reaching out to close the mouth of it.

BURMA bobs momentarily into the news again, Wavel reporting that he is meeting STIFFEN, ED Jap resistance in his slow march toward Akyab. British and American planes are raiding Jap rail lines farther back in Burma.

HERE in Oregon as these words are written, the state senate is still deadlocked, 15 to 15, in the fight for senate president. Until a president is chosen the senate can't organize, and until the senate is organized the new governor can't be inaugurated.

It's getting about time for some senator, on one side or the other, to abandon politics and turn statesman by changing his vote, thus breaking the deadlock.

In piping times of peace, this horseplay might be looked upon as merely another sporting event. In war, it is sheer waste, and as such stirs the ire of citizens who are busy with important jobs.

If the deadlocked senators are sparring for a fight, they'd better get into uniform.

IN the great Kaiser shipyards, which have led the nation in production, AFL and CIO are griding for a jurisdictional fight to see who collects the dues.

Back in the shivering east some thousands of coal miners are on strike, oddly enough, because of a fifty-cent-a-month increase in DUES.

Don't be cynical, even if you have a boy in the service. Remember that we have a LABOR GOVERNMENT and, everything considered, labor (especially labor that works with its hands) has been doing a pretty good job of production.

OUT OUR WAY By J. R. Williams



THE SLEUTH

KRRR Mutual Broadcasting System, 1490 Kilocycles.

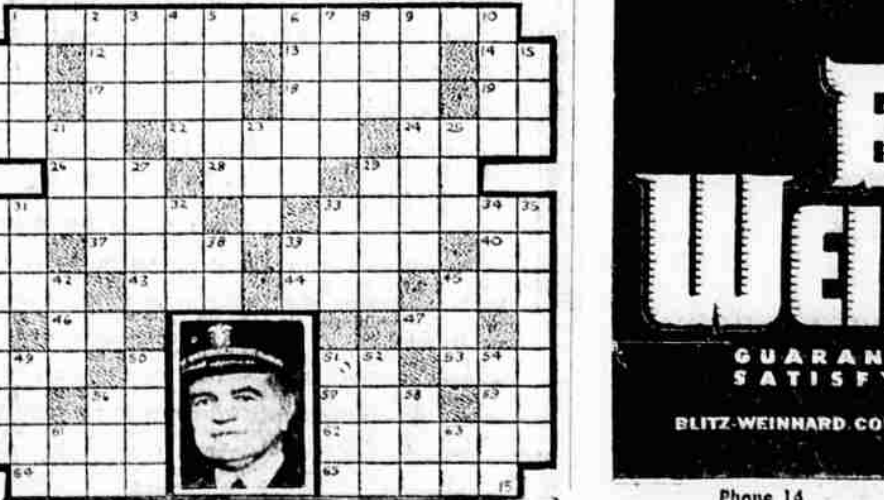
- (REMAINING HOURS TODAY) 4:00—Fulton Lewis, Jr., Plough Chemical Co. 4:15—Johnson Family. 4:30—Confidentially Yours. 4:45—Flight Night. 5:00—Lest We Forget. 5:15—Superman, Kellogg's Pop. 5:30—Jamboree. 5:45—Orpin Tucker's Orchestra. 6:00—Dinner Concert. 6:20—Coppo News. 6:25—Interlude. 6:30—Curtain America, Teamster's Council. 7:00—Raymond Clapper, White Owl. 7:15—Guest Artists Series. 7:45—Talk by Wendall Willkie. 8:00—Chicago Theatre of the Air. 9:00—Alka Seltzer News. 9:15—Round-Up in the Sky, E. G. High, Insurance. 9:30—Jan Garber's Orchestra. 9:45—Fulton Lewis, Jr. 10:00—News Bulletins. 10:02—Sign Off.

FRIDAY, JANUARY 15, 1943

- 6:45—Eye Opener. 7:00—News. 7:15—Happy Johnny, Black Drug Co. 7:30—News Bulletins. 7:35—State and Local News, Boring Optical. 7:40—J. M. Judt says "Good Morning". 7:45—Rhapsody in Wax. 8:00—Breakfast Club. 8:30—President's Press Conference. 8:35—Musical Interlude. 8:45—Douglas County Sunday. 9:00—Alka Seltzer News.

U. S. ADMIRAL

Crossword puzzle grid with clues for 'HORIZONTAL' and 'VERTICAL' words. Clues include 'Answer to Previous Puzzle', '11 North America (abbr.)', '12 Dines', '13 Admit', '14 From', '15 Obese', '16 Half an em', '17 Encourage', '18 Interdiction', '19 "Cracker State" (abbr.)', '20 Pass', '21 Negative word', '22 Lesser', '23 Vehicle', '24 Leave out', '25 Over (poet.)', '26 Fabulous bird', '27 Monkey', '28 Toward', '29 Entangle', '30 Persian', '31 An', '32 Kind of dog', '33 Female sheep', '34 Tales', '35 Perform', '36 Perform', '37 Labrador', '38 Perform', '39 Myself', '40 Us', '41 Alkaline solution', '42 Is (Latin)', '43 Morass', '44 Dry', '45 Festival', '46 Street (abbr.)', '47 Toward', '48 Entangle', '49 Dry', '50 Festival', '51 Missing', '52 Diminish', '53 Rifle', '54 One who uses', '55 Either', '56 Whirlwind', '57 Cereal grain', '58 Electrical unit', '59 South Dakota', '60 Period of darkness', '61 Proceed', '62 Rocks', '63 Negative', '64 Circular roof', '65 Singing voice', '66 Singing voice', '67 Singing voice', '68 Singing voice', '69 Singing voice', '70 Singing voice', '71 Singing voice', '72 Singing voice', '73 Singing voice', '74 Singing voice', '75 Singing voice', '76 Singing voice', '77 Singing voice', '78 Singing voice', '79 Singing voice', '80 Singing voice'.



Writers Club to Meet — The Roseburg Writers club will meet Friday evening at 8 o'clock at the home of Mr. and Mrs. George E. Houck on South Stephens street. All persons interested in poetry are especially invited as the first part of the meeting will be devoted to a general discussion of writing and sale of poetry. Mrs. Hilda Peterson is chairman and each member has been asked to contribute helpful ideas gained from experiences. The last half of the meeting will be a general experience session for writers with Mrs. E. A. Post as chairman and Mrs. Emma Sprague as vice-chairman.

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

WASHINGTON, D. C. Jan. 14.—There is an expressed opinion among westerners in the new congress (at least a majority of them) that this year will find the Japanese making efforts to raid the Pacific coast by using planes based either on carriers or on submarines. In the past six months the Japanese have made a gesture by having one or more submarines appear off the northwest coast and sink or damage a few merchant vessels, and they had a hydroplane catapulted from the deck of a submarine and drop incendiary bombs in the national forest on the Oregon coast.

Whether these enemy craft were sunk or escaped, or the earlier submarines which appeared off the northwest coast, there is no means of knowing, for despite rumors the navy has never issued a communique on the subject; nor has the army.

With the war in the Pacific becoming even more desperate in 1943 than in 1942, it is assumed by various members of congress from that region that the Nips will make a determined try to inflict damage and throw fear into the hearts of the civilian population. The entire Pacific coast from Bellingham to San Diego is one gigantic munitions plant, containing shipyards, aircraft factories, government power plants, innumerable smaller industries which contribute parts for ships, aircraft and armored tanks. The lion's share of aircraft expenditures, for example, has been in California and Washington with subcontractors in Oregon. The three states are cluttered with shipyards wherever there is suitable space available. Every type of ship and barge is under construction.

Japan is aware of the industrial war activity on the west coast; it is familiar with the lay of the land, the depth of the water, climatic conditions. In modern warfare it is more important to destroy at the source than to sink a merchant ship or warship at sea; more important to wipe out an aircraft factory than to shoot a plane out of the sky. As America assumes its stride in production it becomes a more serious menace to the Japanese and will incite the enemy to extraordinary efforts to prevent continued pro-

duction of planes, ships, tanks, etc. Japanese Not Idle When Japan decides that American production must be curbed it can send a suicide task force to the west coast; not necessarily troops, but squadrons of raiding airplanes ready to drop their bombs and run the risk of never returning to their carrier base. It will be argued that no enemy craft can approach the west coast without being sighted and attacked by destroyers and planes. The answer to that is that for a week or more vessels were steaming toward Pearl harbor without being detected, although there was an aerial patrol. And Japanese transports, destroyers and submarines captured Kiska and made themselves at home in the fine harbor there when the navy department was insisting that no enemy had set foot on a single rock in the Aleutians.

As for Kiska, the public is kept in a puzzled state of mind. One communique will state that Kiska has been bombed; another that all the Japanese have been driven from that island; the next reports that the Japanese have strengthened their foothold on Kiska, and the latest communique is that American bombers are engaging Zeros and dropping bombs on vessels in the harbor. It is a fair conclusion that the Japanese intend holding on and that their men and munitions on Kiska are not on a fishing expedition.

Attacks Forecast The Pacific ocean is a vast expanse of water and ships navigate it for days without sighting another craft. If an American submarine was so close to Japan that the crew had a good view of Fuji-yama, the perfect mountain (as has been attested by crewman) it is also known that at least one Japanese submarine was within six miles of the coast of the Pacific northwest and had a first class view of Mount Rainier. This shows that neither Japan nor the United States has complete control of the ocean at this time, and there are ways of the enemy slipping up to the west coast to inflict such injury as is possible. In view of these conditions it is assumed that the enemy will not be inactive on the mainland of the west coast in 1943. There is, it is explained, more water than in the past for the civilian waterman and guerrillas of west coast counties to be on the alert. Observers for the filter stations can expect a surprise attack within the coming 12 months and watchers on the towers in the forests can look for incendiaries. There is greater need in 1943 for maintaining the ranks of the observers than there was in 1942, when the futile attacks were launched.

Women's Council to Meet—The Women's Council of the First Christian church will meet Friday at 10 a. m. at the home of Mrs. Washington Hughes, 320 Spruce street, for an all day session. A noon "paper-bag" lunch will be enjoyed and the hostess will furnish hot drinks.

Brighter Homes • Kitchen Cabinets Have you seen the new Brighter Homes Kitchen Cabinets, unit type? Perhaps one of your neighbors have installed one of them. We know they will take pleasure in showing same. We have units that will fit any space—ready for delivery. These Cabinets are precision made furniture, useful, labor saving and the source of pride and satisfaction. See them at the COEN LUMBER COMPANY R Phone 121

When Dining Out... or at Your Favorite Tavern! Order Blitz-Weinhard by the Glass! ... Save Blitz-Weinhard in Bottles for HOME USE! HOW TO RE-CORK A QUART AND KEEP IT! 1 POUR SLOWLY! This is very important. To retain the life and sparkle of the beer left in the bottle, pour slowly. 2 CORK TIGHTLY! Do not allow bottle to remain open. After pouring a glass or two, cork the bottle immediately. Use airtight cork or paraffin cap over the cap from the bottle. 3 RE-ICE PROMPTLY! Beer should be kept cold to retain its life and sparkle. After re-corking, put quart back into cooler refrigerator immediately. BLITZ WEINHARD GUARANTEED SATISFYING BEER BLITZ-WEINHARD COMPANY • PORTLAND, OREGON Phone 14 DOUGLAS DISTRIBUTING CO. Roseburg, Ore.