

ROSEBURG NEWS-REVIEW

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Editorials on News
(Continued from page 1.)

the marks of it.

The happiness that invests his
young wife like a garment is
built upon the knowledge that he
is there, with her, and is born of
the long hours when she didn't
know where he was or whether
he would ever be with her again.

THE scales fall from your eyes.
With your cleared and sharpened
vision, you look about you.

The difference that formerly
puzzled you is now as clear as
day.

As for the past year and a half,
the bulk of the boys around you
are in uniform. But many of the
uniforms bear foreign service
stripes.

The faces above the collars are
graver. The eyes in the faces
have been places and have seen
things.

Because of the things they have
seen, they are no longer boys.

A YEAR and a half ago, or even
as late as a year ago, the hotel
lobbies and the bars of San Fran-
cisco were gay.

It was a brittle gaiety, and the
brittleness of it was the natural
accompaniment of the excitement
that stirs all of us in the face of
new and as yet untasted adven-
ture.

The lobbies and the bars of this
city where the convoys creep in at
night are not somber now. We
aren't a somber people. But the
brittle quality of what gaiety
there is gone.

The war is no longer an un-
tasted adventure.

It is no longer remote. . . .

So, you see, it really makes no
great difference whether it is
raining or isn't raining, for the
mixing of a little pleasure with
one's business seems now to be
so very, very much less important
than it used to be.

**Lenten Sermons Set
At Lutheran Church**

Beginning Sunday, March 14,
at 7:30 p. m., a series of Lenten
sermons will be delivered at St.
Paul's Lutheran church, Covey
avenue and Military street. The
general topic to be considered in
this series is, "The Suffering Ser-
vants of Christ." The first ques-
tion, to be answered in the
Sunday evening's service, is,
"How Shall We Pray?" Other
questions of the series to be con-
sidered on succeeding Sundays,
include: "Why Do Christians
Suffer?" "How Shall We Face Our
Foes?" "What Shall We Do With
Jesus?" "How Shall We Face
Life's Two Crosses?" "How Can
We Conquer Death?" "What
Must I Do to Be Saved?" The
public is invited to attend and
hear the entire series.

**Order Nitrogen Needs
At Once, Farmers Urged**

Now restrictions on the sale of
nitrogen fertilizers for certain
crops makes it highly important
for growers to order their sup-
plies immediately from dealers if
they are to be sure of getting
their needs, announces At King,
extension specialist in soils at
Oregon State college.

Crops have been divided into
A and B classes, with dealers in-
structed to supply the needs of
growers of A crops before those
with B crops. A crops include flax,
hybrid corn for seed, dry and
snap beans, lima beans, beets,
cabbage, and carrots. In Oregon,
however, many class B crops
need nitrogen fertilizer before
the important A crops, says King.
While dealers will attempt to
hold back supplies for class A
growers, they can only do this if
growers cooperate by placing or-
ders immediately, which means
today or tomorrow and not two
weeks hence, according to King.

MENTION THE NEWS-REVIEW

EDITORIAL

By Charles V. Stanton

A NEWS-REVIEW advertiser, who recently contracted a con-
siderable amount of display space for a period of one year,
has reported to us that the advertising has greatly increased his
business despite the fact his announcements have appeared
for only a comparatively short period of time. That the in-
crease in business is due to the use of space in the News-Review
is proven by the fact that so many new customers commented
on his advertisements, he states.

Naturally, we are delighted by this advertiser's report. We
are not surprised that his business was improved by a consist-
ent advertising policy. We well know that the proper use of
display advertising space brings desired results. What pleases
us most is the fact that News-Review readers mentioned to the
advertiser that they had read his advertisements in the News-
Review.

If every News-Review reader as he or she engages in shop-
ping or in utilizing advertised services would mention to the
clerk or business man contacted that his trade was influenced
by advertising, it would soon be possible for the News-Review,
in turn, to produce a much better newspaper.

It is no trade secret that a newspaper depends for its ex-
istence upon advertising revenue. The money paid by sub-
scribers barely pays for the paper received during the year,
together with the mailing and distribution costs. It is the adver-
tising revenue that supports a newspaper. As advertising in-
come increases, a newspaper is able to support a larger staff of
newsgatherers and mechanical experts. It can print a greater
number of pages and thus furnish more news, information and
entertainment. When advertising revenue decreases, the news-
paper must cut its overhead costs.

It is plainly evident that existing conditions work a tremen-
dous hardship on newspapers. A few months ago manu-
facturers of automobiles, refrigerators, radio sets, farm machin-
ery and numerous other products were utilizing a great deal of
newspaper advertising space. Gasoline companies, food dis-
tributors, tobacco companies, etc., were major advertising ac-
counts. Naturally, these concerns have greatly reduced adver-
tising budgets. Nearly all of them are carrying on some form
of advertising, because they realize the necessity of maintaining
their identity with the public in readiness for the day when
their products again will be unrestricted.

The same condition prevails to some extent with the local
merchant. His stocks of merchandise are reduced and he has
little difficulty in selling the goods he is able to secure. There
are, however, some merchants who have not realized the need
for the use of newspaper advertising space in maintaining con-
tinuous contact with the consuming public.

News-Review readers can do much to prove to those mer-
chants who are advertisers that they are following a wise
course, if they will only mention the News-Review when they
do their buying. When several customers comment on an ad-
vertisement appearing in the News-Review, the merchant has
definite proof that his advertising expenditure is a sound
investment. On the other hand, if no one mentions his adver-
tisements, even though his business volume may increase, he
has no proof that it is his advertising that is causing the gain.
The whole procedure operates in a cycle. More advertising
means more revenue to the newspaper. More revenue means
a better newspaper. A better newspaper means more readers.
More readers means better business for the advertiser. The
only motive power needed for this cycle is the mention by the
consumer of the influence of newspaper advertising.

So the next time you go into a store which uses newspaper
display space, tell the merchant you saw his ad in the News-
Review. If enough of you will do this, everyone will profit.

We are not trying to hide anything in making this request.
Our motive is evident. We want more revenue. That's why
we are in business. We can increase our revenue with your
help. But we believe we are not entirely selfish in making
this request for your assistance, because we know that the use
of our advertising service will benefit the user. Will you not
help us prove that theory?

KRRR

Mutual Broadcasting System,
1490 Kilocycles.

BEST BETS FOR TODAY

THURSDAY

7:15—Guest Artist Series.
8:00—Dark Destiny.
9:30—Uncle Sam.

FRIDAY

11:00—Gedric Foster.
4:15—Johnson Family.
7:00—Tami Mauriello vs.
Jimmy Bivins.
8:00—Lone Ranger.

(REMAINING HOURS TODAY)

4:00—Fulton Lewis, Jr., Plough
Chemical Co.

4:15—The Johnson Family.

4:30—Confidentially Yours.

4:45—Salvation Army.

5:00—Last We Forget.

5:15—Superman, Kellogg's Pop.

5:30—Norman Nesbitt,
Studebaker.

5:45—Aunt Jennie.

6:00—Dinner Concert.

6:50—Capco News.

7:00—Raymond Clapper, White
Owl.

7:15—Guest Artist Series.

7:45—Vernice Concert Orches-
tra.

8:00—Dark Destiny.

8:30—South American Serenade.

9:00—Alka Seltzer News.

9:15—Round Up in the Sky,
E. G. High Insurance.

9:30—Uncle Sam.

9:45—Fulton Lewis, Jr.

10:00—Sign Off.

FRIDAY MARCH 12

7:00—Eye Opener.

7:30—State and Local News,
Boring Optical.

7:35—J. M. Judd Says
"Good Morning."

7:40—Rhapsody in Wax.

8:00—Breakfast Club.

8:30—President's Press Confer-
ence.

8:35—Musical Interlude.

8:45—Douglas County Sunday
School Union.

9:00—Boake Carter.

9:15—Man About Town.

9:40—Don Allen's Orchestra.

10:00—Alka Seltzer News.

10:15—Shopper's Guide.

10:30—Cheer Up Gang.

11:00—Cedric Foster.

11:15—Wheel of Fortune.

12:00—Interlude.

12:05—Sports Review, Dunham
Transfer Co.

12:20—Parkinson's Information
Exchange.

12:25—Rhythm at Random.

12:45—State News, Hansen
Motors.

12:50—News Review of the Air.

1:05—Treasury Song Parade,
Interlude.

1:15—Sweet and Sentimental.

1:30—Theme and Variations.

2:00—Don Lee Newsreel
Theatre.

3:00—The Dream House of
Melody, Copco.

3:30—Mutual's Overseas
Reporters.

3:45—Dance Music.

4:00—Fulton Lewis, Jr., Plough
Chemical Co.

4:15—Johnson Family.

4:30—P. T. A.

4:45—Standard String
Ensemble.

5:00—Musical Matinee.

5:15—Superman, Kellogg's Pop.

5:30—Norman Nesbitt,
Studebaker.

5:45—Aunt Jennie.

6:00—Dinner Concert.

6:30—Treasury Star Parade pres-
ents "Sacrifice for
Victory."

6:50—Capco News.

7:00—Tami Mauriello vs. Jimmy
Bivins, Gillette Safety
Razer Co.

Concerning the NORTHWEST As Viewed at the National Capital

By
John W. Kelly

WASHINGTON, D. C., March
11.—Sprinkled all over the Wash-
ington-Oregon territory are can-
neries whose business it is to pro-
cess the fruit and vegetables they
buy from the producer. These
scores upon scores of packing
plants are not happy, for the
heavy hand of government re-
strictions rests upon them. The
canners, as a rule, argue that they
are caught in a squeeze between
what they must pay for their raw
material and the ceiling fixed by
office of price administration.
(This is the same trouble with
the meat business.) At long last
OPA has decided to give the can-
ners a break. Soon there will be
promulgated a new price list for
vegetables and fruit of the 1943
crop which, explain the officials,
will permit the canners to make
a reasonable profit.

Last year OPA proposed sub-
sidizing the canners, which would
give them a guaranteed profit
and at the same time the cost of
the processed food to the ulti-
mate consumer would not be in-
creased. This proposal was flat-
tened out by congress. The word
"subsidy" is offensive, hence the
use of "soil conservation pay-
ments," "rural rehabilitation" and
"incentive payments," all of
which, boiled down, are subsidies.
Canners are now having their
troubles over containers, tin be-
ing so scarce, and almost all the
packing plants will be working
with some plastic substitute for
the familiar tin can.

Although canner prices for
vegetables have been announced
recently in the northwest, what
"reasonable profit" will be al-
lowed is a secret, and the recent
price of raw material delivered
at the plant may not insure an
adequate supply. Uncertainty of
labor for cultivating and harvest-
ing is a determining factor. Grow-
ers recall that of the 1942 crops
(the all-time record) thousands
of tons of vegetables, fruit and
berries wasted in the ground and
on the vines. Inability to harvest
the vegetables and fruit and
transport it to processors is one
reason why today there is such
a shortage of these items on
shelves of grocery stores and why
rationing is becoming so general
and dried food, which was not to
be rationed at all, was suddenly
given points in book No. 2. Wast-
age last year was colossal.

It can be stated that too many
of the economists who work out
the rationing of food are not
practical and very few have ever
had first-hand contact with "run-
ning a home." Their ignorance of
farming conditions is appalling.
They are prepared to slam down
the rationing lid upon butter,
margarine, American type cheese
and kitchen fats, which was pre-
dicted, for always in war times
these items disappear promptly.
Butter and cheese are scarce be-
cause of the desire to increase the
supply of fluid milk and this in
an area where there are so
many cheese and butter factories.

In the works is a plan to cut
down on the allowance of sugar
again. It was finally admitted by
OPA that when sugar rationing
was initiated there were immense
stocks available and there was no
necessity to ration; the top men
in OPA admitted to senators that
they had been misinformed on
the supply but said they could not
make the admission publicly. Af-
ter the home canning season was
over, more generous quantities
were allowed and this ran
through the winter. Now that the
time is coming for home canning
again, OPA is contemplating re-
ducing the quantity permitted on
a coupon. And inability to buy
sugar for preserving was another
cause of loss of fruit. Apparently
OPA intends repeating the mis-
take of 1942 again this season.

Mrs. Beard, Mrs. Deets On KRRR Bill Tonight

Mrs. Clyde Beard, pianist, and
Mrs. Joseph Deets, contralto, will
present the Guest Artist series
program tonight at 7:15 on
KRRR. Mrs. Beard's piano num-
bers will include "I Love Thee,"
"Abide With Me," "Sweet Hour
of Prayer," and "Moonlight at
Luxor." Mrs. Deets will sing "I
Love You Truly," "To You," "I'll
Walk Beside You," "Mighty Lak
a Rose," "Hush, Here Comes the
Dream Man" and "Now the Day
Is Over."

Springfield Plywood Corp. Buys Lumber Firm

SPRINGFIELD, Ore., March 10
—(AP) The Springfield Ply-
wood corporation today announce
the purchase of logging camps
and equipment from the Lewis
Lumber company of Dexter.
Paul R. Trojel, office manager,

8:00—Lone Ranger.

8:30—Music Without Words.

9:00—Alka Seltzer News.

9:15—Hi Neighbor, McKean &
Garstens.

9:30—Uncle Sam.

9:45—Fulton Lewis, Jr.

10:00—Sign Off.

said the purchase included some
timber and that logging opera-
tions will begin shortly with
Lewis Lumber company em-
ployees remaining as members of
wood crews.

World Prayer Day Observance Set in Roseburg Church

World Day of Prayer will be ob-
served Friday at 2:30 o'clock at
the First Presbyterian church of
Roseburg with Mrs. Len B. Fish-
back as general chairman. The
theme will be "Father, I Pray
That They May All Be One." The
worship service for this meeting
will be the same that is to be car-
ried out by women all over this
nation and other parts of the
world, where Christians observe
this day of prayer. The service is
divided into six subjects, "Out
of the Depths," "Glory be to
Thee," "O Lord, Forgive," "Love
Never Fails," "We Offer unto
Thee," and "The Lord Reigneth."
Mrs. Homer Grow will be in
charge of the music.

The World Day of Prayer was
first started in 1887 by Mrs. Dar-
win R. James, president of the
Presbyterian Women's Board of
Home Missions. Such a day grew
increasingly popular from year to
year and later two other women,
Mrs. Henry W. Peabody and Mrs.
Helen Barrett Montgomery,
chose a day for united prayer, and
in 1920 both the United States and
Canada church women of all de-
nominations joined in prayer for
home and foreign missions, select-
ing the first Friday in Lent for
such an annual observance. The
popular spread of this annual
day of prayer embraced fifty
countries by 1936.

The public has been cordially
invited to attend the afternoon
service as well as the evening
service, which will be the same as
held earlier in the day, and begin
at 7:30 p. m.

Astoria Favored To Retain State Basketball Title

SALEM, Ore., March 11.—(AP)
—The princelings of the Oregon
high school basketball realm
start their insurrection today to
drive Astoria from the throne,
but the odds are that the sharp-
shooting Fishermen still will be
wearing the crown when the
jousting is over Saturday night.

Astoria, the training ground of
the hard-running, tireless, drive-
the-heart-out-of-you type of bas-
ketball, has produced the pre-
tournament favorite for the 24th
annual championships. The un-
defeated Fishermen are not a
veteran team this time but they
have with them the tradition of
winning the title the last two
years and they have done nothing
this season to indicate they won't
do it again.

Two of Astoria's biggest threats
to power come together this after-
noon to open the tourney—
Klamath Falls, the pride of
southern Oregon, and Eugene, the
ruler of the tough Willamette
valley hoop country. They meet
at 3 o'clock.

Pendleton, the best of many
good eastern and central Oregon
teams, goes against a sometimes
hot-sometimes cold Oregon City
five at 4:15.

The Fishermen get their first
test at 7:30. Their opponents are
the Salem Vikings, who got into
the tournament this year not be-
cause they scoured the courts
but because they are the host
team. But that's no reason for
selling them short. Salem has
had a poor season, but the Vik-
ings tradition is to rise to su-
preme heights for the tourna-
ment. That they have done be-
fore and come out with an unex-
pected championship. That is
their hope this year.

The final first-round game of
the streamlined tourney, which

cut the A division from 16 to
eight teams this year because of
war conditions, pits Baker, the
top team in the northeastern cor-
ner of the state, against St.
Helens, the district 3 titlist, at
8:45.

In the B division, moved back
here for the first time in two
years, Harrisburg tangles with
Union at 3 p. m., and Warrenton
and Powers battle at 4:15.

Ortiz Retains Crown in Again Beating Salica

OAKLAND, Calif., March 11.—
(AP)—There's no disputing Man-
uel Ortiz' clear title to the world
bantamweight championship—
not after the pasting he gave
challenger Lou Salica last night.

The little Mexican from El Cen-
tro, Calif., cleared up the 118-
pound title question by stopping
the ex-champ from Brooklyn in
the 11th round of a 15-rounder
that was Ortiz' fight from the
start.

Ortiz first won the title from
Salica in Hollywood last August.

Lois Schaerer Joins WAACs; Brother in Navy

Army khaki and navy blue will
be equally represented in the
family of Mr. and Mrs. Bernard
J. Schaerer, 714 Mill street, Rose-
burg. Miss Lois Pauline Schaerer
has enlisted in the WAACs at
Portland's recruiting headquar-
ters while her brother is serving
in the navy as a second class sea-
man.

Announcement of the new
woman soldier's enrollment came
from Colonel J. J. Fulmer, Ore-
gon recruiting chief. She was
sworn in by Lieutenant Margaret
Horn, WAAC recruiting officer.

Miss Schaerer is a graduate of
Roseburg high school and of Mod-
ern Beauty college. She is now
employed in Eugene and will re-
main there until called for train-
ing.

For newspaper deliveries
after 5:30
Please Call
215-L

FIGHT BROADCAST

Friday, 7:00 P. M.

TAMI MAURIELLO vs. JIMMY BIVINS

10 Rounds Madison Square Garden

TUNE

KRRR --- 1490

**LUMBER
MARCHES
FORWARD**

**TO THE FIRING LINE
-IN WOOD!**

U. S. SHELLS must travel 4,000
miles in wood crates . . . to
speed the last few miles from our guns
into enemy positions!

Machine guns, jeeps, clothing, food, air-
plane engines, nearly every item on the mil-
itary list of needs must be crated and shipped
to battle fronts in wood!

Yes! West Coast wood is vital in many
things besides airplanes, barges, ponton
bridges, PT boats and aircraft carrier decks!
At every port lumber reserves are following
the Yanks overseas for docks, warehouses,
bomb-proof shelters and stores of other uses.

There's a loyal army of forest front fighters
in the West Coast woods "loggin' like hell!"
to produce the timber the United Nations
need! They're matching needs with logs!

INGHAM LUMBER COMPANY
ROSEBURG LUMBER COMPANY

Here are just a few
of the thousands of
needs for wood in war:

- RAILROAD TIES
- LOOK-OUT TOWERS
- HEADQUARTERS FIELD
DESKS
- SKIS
- INSTRUMENT BOXES
- SENTRY BOXES
- CRASH REPAIRS FOR
BATTLESHIPS
- TRUCK BODIES
- FREIGHT CARS
- FOUNDRY PATTERNS
- OVER-SEAS BARRACKS
- CRASH BOATS

Let's keep 'em coming