

Roseburg News-Review

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Editorials on News (Continued from page 1.)

instead of giving up.

WORDEN'S dispatch describes the way the Japs have lived and worked on Atsu—a handful of rice and some putrid fish, sleeping in filthy holes. It's tough, according to American standards, but let's not forget that's the way Genghis Khan and his Mongols lived.

But they WON THEIR BATTLES.

GENGHIS KHAN fed and sheltered his Mongol armies on unbelievably little, but his ARMAMENT and his TACTICS were beyond criticism. He was the world's first exponent of FIRE POWER, arming his soldiers with two bows, one for long range and one for close range. His staff work was so careful and accurate that without radio or telegraph communication he could start invading columns hundreds of miles apart and bring them out TOGETHER at the desired junction point within a matter of hours of the time set.

SO far Washington's policy has been one of consistent UNDERESTIMATION of the Jap. That policy brought us humiliating Pearl Harbor. Let's quit under-estimating our Pacific enemy.

JIMMY BYRNES (our new czar of all czars) tells his home town (Spartanburg, S. C.) that "squabbling government agencies" will in time be streamlined into an efficient (home front) war machine.

"Your government has no right to call on you to work as a team if it is not going to demand of government officials that THEY work as a team." He adds: "There have been controversies in government, but America's great armament production has demonstrated that these controversies and their effect on the war effort have been exaggerated."

He tells his home towners that our HUNDRED-THOUSANDTH plane since our war effort began has just come off the assembly line, that 100 fighting ships have been finished in the first five months of 1943 and that our fleet will be DOUBLED in size this year; that we are building merchant ships FOUR TIMES as fast as they are being sunk.

IT'S a great record, and we're proud of it. We must add, to be truthful, that it has been accomplished by the good old American system of private enterprise IN SPITE OF the squabbling politicians.

EVEN as Byrnes is speaking to his home town people, another ruckus flares up in OPA at Washington and former Princeton Economics Professor Gailbraith resigns in a huff after a battle with former Advertising Man Mason.

The bare-up seems to be wholly typical of the Washington front.

IT looks at the moment this is written as if the coal miners are going to follow John L. instead of FDR. One has the uneasy feeling that this coal mine business is a clash of personal

THE HOMESEAKER'S NEWSPAPER

EDITORIAL

By Charles V. Stanton

AMONG recent purchasers of farm property in Douglas county is a man from a midwestern state who has been a reader of the Roseburg News-Review for the past three years. Knowing that within a few years he would be retired on pension, this man started to seek the locality in which he desired to live after his period of employment had been terminated.

It is surprising how many people use newspapers as an aid in selecting the location for a home. The News-Review at the present time has 37 such homeseekers on its subscription list. The number is below normal, for within six months, subscription records show, nine News-Review readers, who received the paper in California, Minnesota, Illinois, Oklahoma and other states, have moved to Douglas county.

A woman visiting from an adjoining state was in the office recently.

"We may decide to locate here," she said. "I want a copy of your paper to get the tone of your city."

We thought her use of the word "tone" most apropos, for the meaning of the word, according to Webster, includes "trend, character or quality of morals, breeding, behavior."

A newspaper, above all else, accurately reflects these characteristics. It is the tuning fork which vibrates in harmony with the "tone" of the community.

The homeseeker wants to know the quality of schools, the number and kind of churches, the type of people, whether native or foreign born; the business activity, whether the community is industrial or agricultural, whether it is on an ascending or descending plane. Chamber of commerce literature can provide pictures and statistics, but only the newspaper can mirror the lives of the people.

The weddings, births and funerals, the news of court proceedings, the church news, the society news, the industrial and business reports provide the homeseeker with the information he desires. These are items concerning people—the people who will be his neighbors if he selects that particular locality in which his newspaper is published. After all, it is people who make a community, not farms and factories. Japs may predominate in a farming community. Foreign elements may operate factories. But scan the names in a newspaper and you can quickly form an opinion of the type of people who live in its trade territory.

But there is one department in which responsibility for the true picture does not fall entirely upon the newspaper. Newspaper-reading homeseekers tell us that the advertising columns are read as religiously as the news columns. Homeseekers want to know that the merchants who will serve them are using modern merchandising methods. They want to know they will have ample stocks of merchandise from which to fill their needs. They will know the modern merchant should set aside a certain percentage of his sales to maintain an advertising budget. When a newspaper depicts the home-town merchant as being haphazard in his advertising, the homeseeker rightly judges him to be haphazard in merchandising methods. On the other hand, well-executed and continuous advertising campaigns show healthy merchandising "tone" and are conducive to favorable opinion and action on the part of the homeseeker.

A newspaper seriously accepts its responsibility as a mirror of community life, but it remains a fact that the newspaper is only a mirror. The community can only be reflected as it actually exists. The newspaper's duty is discharged when a true and undistorted reflection is produced.

News of Men From Douglas County In War Service



A promotion to the rating of freeman second class has been received by Clarence Francis Charter, 17, son of Mr. and Mrs. Clarence L. Charter, Melrose, R. L. Roseburg. He has been in training in the navy's school for diesel operators on the campus of the University of Missouri, but has completed the course as one of a class of 186 graduated May 31 and is now awaiting assignment.

Word has been received from Howard E. Brown, son of Mr. and Mrs. Frank Brown of Camas Valley, that he has been awarded a medal as expert rifleman. He is a private in the U. S. marine corps and has just completed his basic training at San Diego.

Miss Mabel Muirhead, Former Teacher, Dies

Miss Mabel Muirhead, 65, died Wednesday at the home of her brother-in-law and sister, Mr. and Mrs. V. K. Holcomb, Kellogg, following a short illness. Born in Traer, Iowa, December 28, 1877, she followed the profession of school teaching for 35 years. For the past 17 years she had made her home with Mr. and Mrs. Holcomb at Kellogg.

DAILY DEVOTIONS DR. CHARLES A. EDWARDS

In the latter part of the fourth century of our era there was born a lad, who when sixteen years of age, was taken as a captive to Ireland, where he was held by to a native chief for six years. He had been reared in a Christian home, and he says that while in Ireland "The Lord opened my eyes to a sense of my unbelief, and taught me to remember my sin, and to be converted to the Lord with all my heart." He escaped from captivity and prepared himself for missionary work. Then a vision came to him and a voice summoned him to return to Ireland and preach the gospel there. His parents opposed this, but he went. The end of long years of work pursued in the face of opposition and peril, saw Christianity established throughout the island. He was laid to rest, it is said, on March 17th, 365 A. D., and so we do well to remember the self sacrifice of St. Patrick. "The apostle of Ireland." So thoroughly did he live in the lives of thousands that this day is celebrated in loving memory of one who at all times and everywhere gave his strength to the suffering, his sympathy to the poor, his heart to God, and thereby won a people to stand for righteousness and truth. Amen

Broomfield, Penn.: Frank Muirhead, Hastings, Minn., and two sisters, Mrs. D. J. Myers, Roseburg, and Mrs. Holcomb, Kellogg. Miss Muirhead was a life-long member of the Presbyterian church. The body was removed to Stevens mortuary, Oakland. Arrangements for funeral services have not been completed.

OUT OUR WAY

By J. R. Williams



Henry Ford Again Heads Motor Co. In Death of Son

DETROIT, June 1—(AP)—Henry Ford today was elected president of the Ford Motor company, taking over the office vacated last week with the death of his son Edsel Bryant Ford.

Other officers elected are Charles E. Sorensen, vice-president; B. J. Claire, vice-president and treasurer; H. L. Mordke, secretary and assistant treasurer, and H. E. Schaefer, assistant secretary and assistant treasurer. Directors elected are: Henry Ford, Henry Ford II, Benson Ford, Charles E. Sorensen, Mrs. Edsel Ford, Harry H. Bennett, M. L. Bicker, B. J. Craig and R. R. Rausch.

Henry Ford II and Benson Ford are sons of Edsel Ford, who was the only son of the 79-year-old founder of the company. Bennett has been personnel manager and long Ford's closest lieutenant in carrying out matters of policy and management. Brickner has been plant manager of the great Ford-operated Willow Run bomber plant; Craig has been assistant treasurer and Rausch in charge of production activities in the Rouge plant, parent factory of the Ford organization.

Table with 2 columns: Time and Program Name. Includes items like 6:30-Treasure Hour of Song, 7:15-Eye Witness News, 7:30-Your Date with Fort Lewis, 8:30-Let's Talk It Over, FRIDAY, 10:35-Strictly Personal, 11:45-Rose Room, 3:15-Johnson Family, 6:15-Faces and Places, 7:00-Phil Terranova vs. Chalky Wright, 8:15-Lone Ranger.

Table with 2 columns: Time and Program Name. Includes items like 4:00-Fulton Lewis, Jr., Plough Chemical Company, 4:15-Dance Music, 4:30-Quaker City Serenade, 4:45-Baseball Score, 5:00-Moods in Music, 5:15-Superman, Kellogg's Pop, 5:30-Highway Patrol, 5:45-Norman Nesbitt with the News, Studebaker, 6:00-State and Local News, Keel Motor Company, 6:05-Dinner Concert, 6:15-Faces and Places, 6:30-Treasure Hour of Song, 7:00-Paul Sullivan, White Owl, 7:15-Eye Witness News, Coppo, 7:30-Your Date With Fort Lewis, 8:00-Stardust Serenade, 8:15-Carl Ravazza's Orchestra, 8:30-Let's Talk It Over, Lockwood Motors, 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.

Table with 2 columns: Time and Program Name. Includes items like 6:15-Rise and Shine, 7:00-News, 7:15-Staff and Nonsense, 7:30-State and Local News, Boring Optical, 7:35-Judd Furniture Store, 7:40-Rhapsody in Wax, 8:00-Haven of Rest, 8:30-The Cadets, 8:45-Douglas County Gurdwara School Union.

200 Million Left By Edsel B. Ford

DETROIT, June 3—(OPA)—The will of Edsel Ford was filed for probate today and, because it bequeathed the greater part of his Ford Motor company stock to the Ford foundation, attorneys estimated estate inheritance and transfer taxes might not amount to much more than \$12,000,000. Earlier reports, based solely upon conjecture, had placed the possible tax at as much as \$200,000,000.

Attorneys said the estate itself probably would amount to \$200,000,000. Edsel Ford, only son of Henry Ford and late president of the Ford Motor Co., died last week at the age of 49.

The Ford foundation, a non-profit corporation, was organized in 1936 for educational and other purposes. Gifts to organizations of its type are not taxable. That portion of the Ford stock not bequeathed to the foundation is left in equal shares to Mrs. Eleanor Clay Ford, the widow, and each of the four children. The Ford Motor Co. is capitalized at \$10,000,000—twenty million shares at \$5 a share, of which but 3,452,900 shares were outstanding as of September 1, 1942. Ninety-five per cent of the company stock, known as "Class A," is non-voting; five per cent, known as "Class B," is voting stock.

Latest available data indicate Henry Ford held 55 per cent of the stock; Edsel Ford 41 per cent and Mrs. Henry Ford 3 per cent. Each held "Class B" stock in proportion to his or her holding of "Class A" stock. Edsel Ford also owned or controlled a majority of the stock in the Manufacturers National bank of Detroit.

Vacation Bible Schools Planned by 3 Churches

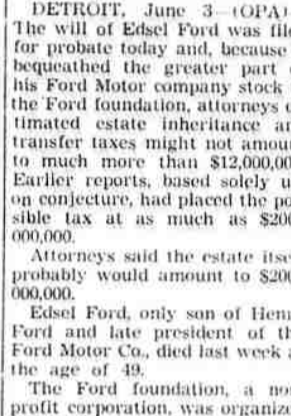
Daily Vacation Bible schools will be conducted by three Roseburg churches, starting June 14. It was announced today by the Roseburg Ministerial association. The schools will be conducted by the First Baptist church, the First Christian church and the First Presbyterian church. Class sessions will be held from 9 a. m. to 11:30 a. m. daily for a period of two weeks. Experienced instructors will conduct each school. All boys and girls from the beginners department in Sunday school through the junior high school age group are invited to attend the school of their choice.

Sergeant Gillam at Winchester on Furlough

Technical Sergeant Lloyd Gillam, son of Mr. and Mrs. G. W. Gillam, Winchester, is spending a brief furlough at home after spending more than a year in overseas duty in Hawaii. Enlisted January 15, 1942, he was assigned to the signal corps and received his training at Fort Monmouth, N. J. He was sent overseas May 8, 1942, and remained in Hawaii until the middle of last month, returning to the mainland last week. He is a member of a signal corps cadre selected to form a new company, and is scheduled to report at San Luis Obispo June 9 to begin his new duties.

The petard, used centuries ago to blow up bridges and palisades, was the forerunner of the modern land mine. The sport since the advent of radio broadcasts—all the excitement without the gore.

Vacation Is Near...



... a summer when health must be stored up in the family backyard... and around the family table. War-busy mothers give their vigorous offspring Patterson's Model Kream bread, know it's good for them.

Ask Your Grocer for PATTERSON'S MODEL KREAM BREAD

After June 8th

They Can Bar You from Oregon Roads if you have an accident and cannot prove you are financially responsible for \$11,000.00.

Under the new state law recently passed by the Oregon legislature, if you have an accident causing any damage whatsoever, or if you are convicted for any offense under the Oregon Motor Vehicle Laws, you must be able to prove you are financially responsible for \$11,000.00. Otherwise they can take away your driver's license and bar you from the road forever. They can even suspend your registration certificate. Failure to comply with the law may bring about imprisonment and a heavy fine.

How many drivers can lay \$11,000 on the line. Could you? An insurance policy with the Douglas Abstract Company does this for you. Prove your financial responsibility for \$11,000 now, this easy inexpensive way.

Secure one of our free booklets on the Oregon Law Today.

DOUGLAS ABSTRACT CO. Insurance Specialists

Improving—Henry Moore, son of Mr. and Mrs. Grant H. Moore, is reported to be slowly improving at his home in Laurelwood, where he is convalescing from a concussion suffered two weeks ago, when his bicycle struck the Oak street bridge throwing him into the side-railing. He was taken to Mercy hospital for treatment, before being removed to his home.

CO-OP DELUXE TIRES

are available. These fine tires are nearly 50% latex and have 110% tread depth. If you can secure one of these Co-op Deluxe pre-war tires your tire troubles are over for the duration.

Buy tires with confidence at the Co-op service station—where you also get perfect lubrication service.

DOUGLAS COUNTY Farm Bureau Co-Operative Exchange ROSEBURG, OREGON

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... a summer when health must be stored up in the family backyard... and around the family table. War-busy mothers give their vigorous offspring Patterson's Model Kream bread, know it's good for them.

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