

Roseburg News-Review

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In The Day's News

By FRANK JENKINS

FOR two days last week this writer rubbed elbows with the near great at the annual meeting of the Oregon Newspaper Publishers association.

It has been an interesting and in a way unique experience.

THERE was a time when the working newspaper people of this and other states came together at more or less regular intervals to increase their knowledge by swapping experiences among each other.

There were minor diversions, of course, and from around 5 o'clock on the sessions were apt to get a bit noisy in spots—and so somewhat later they might even become plaintively muted, if you've attended conventions, you know what is meant.

But, in the main, the purpose was to add to one's stock of professional knowledge by swapping experiences with others.

ALL that is changed. The highlights now are the government people, civil and military, who come in to tell the newspaper workers how things are going on the various fronts—and to some extent why. (The "why" part is apt to be entirely off the record, which naturally burns us scribes who yearn to rush into print with it.)

BY long odds, the most interesting of these figures at the Oregon session this year was Nelson Rockefeller, grandson of the original John D., one of the richest young men in the world and now "co-ordinator" of Pan-American relations, or some such fancy title.

The title isn't important (outside Washington). What he's doing is putting into practical effect the good neighbor policy in the western hemisphere.

ALONG with Second Assistant Secretary of the Navy Duffield, Congressman Harris Ellis worth of Roseburg and a moderate entourage of assistants, aides, etc., he flies out from Washington.

First Assistant Navy Secretary Forrestal flies in later in another plane.

(They all fly. One gets simply dizzy listening to who left where when and trying to adjust himself to the amazing swiftness of movement in this modern world.)

THIS writer goes out to meet the plane. It swoops down to a landing. The door opens. A young man, carrying a heavy grip in each hand, steps down.

He sets down the grips, extends his hand with a gesture of spontaneous and utterly genuine personal interest in the stranger he is about to meet, his face lights with a smile and he says: "I'm Nelson Rockefeller."

Just like that. No formal introductions. Just easy, natural, unforced handling of one of the casual situations of everyday life.

IF this writer were a woman, he's sure he'd have said to himself: "What a CHARMING man!" Not being a woman, his inner mental comment was: "What a likeable fellow!"

This instantaneous judgment is

ADVERTISING PAYS AGAIN

EDITORIAL

By Charles V. Stanton

LAST April, during the period of the Second War Loan drive, 53 business firms and individuals in Roseburg participated in the display advertising campaign requested by the federal government. You News-Review readers doubtless well remember the full page advertisements which appeared during that month under local sponsorship.

You may be interested in a final report on the national scope of that campaign as recently reported from Washington.

The grand totals for daily and Sunday newspapers show 40,774 advertisements, having a value, at national advertising rates, of \$3,362,890.92. Weekly papers carried 33,164 advertisements valued at \$1,201,380.60.

More than one-half of the advertisers used material furnished by the United States Treasury department, as was done almost exclusively in Roseburg. Advertisements appeared regularly in approximately 1,500 daily and 1,100 weekly newspapers, 49 general magazines, 36 farm publications, 550 trade papers, and 10,000 outdoor panels.

The amount of contributed advertising exceeded treasury forecasts by almost 100 per cent.

It is, of course, impossible to determine the exact amount of bond sales directly produced by newspaper advertising. But it is a known fact that the war loan, with a goal of \$13,000,000,000, which the treasury had set as a figure seemingly beyond possibility of attainment, was oversubscribed five billion dollars, a sufficient amount, in fact, to move forward until fall the third war loan drive, originally planned for mid-summer.

It is interesting to note that business firms and individuals expended approximately FIVE MILLION dollars in sponsoring these advertisements at the request of the federal government and on behalf of the bond drive. The oversubscription, in turn, amounted to FIVE BILLION dollars. That, certainly, is a fair enough rate of return.

Douglas county was among those communities which oversubscribed the bond quota. Local merchants and others who assisted in sponsoring the advertising campaign have a right to feel proud of their part in bringing about the achievement.

And we can't overlook this opportunity, in view of the startling proof shown in the report of the success of this huge, nationwide campaign, to repeat again the old trite phrase: "Newspaper Advertising Pays."

continuingly confirmed as you see and hear him in action. You quickly add to it the conclusion that he is able as he is agreeable. If the great fortunes of this country were in third and fourth generation hands as capable, as kindly and as UNDERSTANDING as Nelson Rockefeller's, there would be a lot less radical discontent in America.

THE highest up figure at these sessions was Assistant Secretary of the Navy Forrestal, an able, thoughtful man.

It was largely a navy crowd. Second Assistant Secretary of the Navy Duffield, on the way back from the airport, rode in the rear seat. We were conveyed by a detail of Oregon state police, and (time being a bit short) got over 50 at one point. Duffield remarked: "Boy, look at that scared cow. She hasn't seen a car moving like this since Pearl Harbor."

THE most colorful figure was Colonel Carlson, the organizer and the leader of Carlson's now world-famous raiders. He was in China from about 1927 on, learning about the Jap at first hand. His left breast is practically papered with service ribbons.

He told how he trained his marine raiders. You know instantly why they accomplished the miracles that have made them already legendary. You know you yourself would follow him unhesitatingly through hell. He's that kind of man.

ONE could run on for hours in this vein. The temptation is great, but the end of this column is at hand. Maybe more later.

Norman W. Woolley of Drain Passes Away

Norman Warren Woolley, 20, died Monday after a short illness at the home of his parents, Mr. and Mrs. Arthur Woolley, of Drain. He was born at Drain March 4, 1923, and was a graduate of Drain high school. Besides the parents he is survived by two sisters and two brothers, Alice M. Woolley, Seattle; Ethel C. Woolley, Leona; John G. Woolley and Carwin Woolley, both in the armed forces. The body was removed to the Stearns mortuary (Oakland) and services will be announced later.

Andrew J. Fisher of Glendale Dies at 78

Andrew Jackson Fisher, 78, well known resident of Glendale, died Friday after a long illness. He was born in Indiana, April 3, 1863. He is survived by a son, Lloyd Fisher, Glendale; two brothers residing in Indiana, and a sister, Mrs. Fay Rollins, Los Angeles. Services will be held in the Masonic cemetery, Glendale at 2 p. m., Wednesday. Arrangements are in charge of the Eberle Stearns mortuary, Glendale.

Tires Becoming Scarcer, OPA Tells Applicants

Thomas F. Thorn, district mileage rationing representative for the OPA, today warned applicants for new tires that tire stocks are becoming increasingly shorter.

All local board quotas have been seriously reduced for the month of June with the prospects of a further reduction in the immediate future. Approximately twice as many tire applications are being received by the boards as they are able to fill on their quotas, Thorn said.

"Many car and truck owners are of the opinion that when a tire inspector recommends them for a new tire it is up to the board to issue a certificate. Such is not the case. All the inspector can do is to certify the need for a new tire, thereby authorizing an application to the board," Thorn stated.

The board ordinarily does not question the need for a new tire, Thorn said, but it is up to them to select, on the basis of the national emergency, the few certificates that their fixed quotas will allow.

The situation is becoming so serious that the board can no longer consider the interest of the individual applicant but must base each certificate granted on the applicant's importance in the national emergency.

State Press Comment

(Portland Oregonian)

The office of price administration is dilly-dallying with the idea of replacing ration stamps with ration tokens that may be carried in the purse or the pocket. The tokens would be of two colors and several denominations, and would be obtained on the presentation of one ration stamp issued monthly. They would fit standard coin-counting machines and could be easily tallied by the merchant at the close of the day. The plan still is in the tentative stage, but OPA permits it to be known that the reform is favorably considered.

To us it sounds like sheer inspiration, and the wonder is that it wasn't adopted at the first. It isn't only the grocer who finds the ration stamps difficult to handle, for the customer also has woes. The stamps, cheaply printed and perforated, are not easy to detach from the book, and, indeed, every movement in their handling is of necessity so retarded as to result in the waste of a great deal of time. The transaction is slowed down most vexingly, and so is the grocer's subsequent disposition of accumulated stamps. The books themselves are inconvenient to carry. The token system, if it is adopted, will have none of these disadvantages. The proposal is so entirely feasible that its adoption seems certain. Well, hasten the day.

OUT OUR WAY

By J. R. Williams



KRRR Mutual Broadcasting System, 1490 Kilocycles.

BEST BETS FOR TODAY

- TUESDAY 6:30—Return of Nick Carter. 7:30—Boy's Town. 8:00—Health Talk, Dr. Wainwright. WEDNESDAY 4:30—California Melodies. 6:00—Gabriel Heatter. 6:30—Soldiers With Wings. 8:00—Take a Card. 8:30—Sherlock Holmes. 9:15—Cal Tinney.

(REMAINING HOURS TODAY)

- 4:00—Fulton Lewis, Jr., Plough Chemical Co. 4:15—Dance Music. 4:30—Quaker City Footlight Troupe. 4:45—Musical Scoreboard. 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—Eye-Witness News, Copco. 6:15—Faces and Places, Chevrolet Motor Co. 6:30—The Return of Nick Carter. 7:00—John B. Hughes. 7:15—State and Local News, Keel Motor Co. 7:20—Musical Interlude. 7:30—Boy's Town. 8:00—Health Talk by Dr. Wainwright. 8:15—Jack McLean's Orchestra. 8:30—Belgium Folk Songs. 8:45—Stardust 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.

WEDNESDAY, JUNE 23

- 6:45—Rise and Shine. 7:00—News. 7:15—Stuff and Nonsense. 7:30—State and Local News, Boring Optical. 7:35—Judd Furniture Store. 7:40—Rhapsody in Wax. 8:00—Shady Valley Folks. 8:30—Yankee House Party. 9:00—Boadie Carter. 9:15—Man About Town. 9:40—Morning Melodies. 10:00—Alka Seltzer News. 10:15—Shoppers' Guide. 10:30—Luncheon with Lopez. 11:00—Wheel of Fortune. 11:45—Rose Room, Kellogg's Cereals. 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. 1:05—Talk by Ralph Carney. 2:00—Sheelah Carter. 2:15—Welcome Inn. 2:30—The Dream House of Melody, Copco. 3:00—Phillip Keyne-Gordon. 3:15—Johnson Family. 3:30—Mutual's Overseas Reporters. 3:45—Tone Poems. 4:00—Fulton Lewis, Jr., Plough Chemical Co. 4:30—California Melodies. 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—Gabriel Heatter, Kreml. 6:15—Faces and Places. 6:30—Soldiers With Wings. 7:00—John B. Hughes, Anacin. 7:15—State and Local News, Keel Motor Co. 7:20—Musical Interlude. 7:30—Lone Ranger. 8:00—Take a Card, Hinds. 8:30—Sherlock Holmes. 9:15—Alka Seltzer News.

Local Board Now Takes Ration Book Requests

Application blanks for war ration book No. 3, which previously have been directed to Salem, Oregon, where the task of preparing the books for mailing has

- 9:15—Cal Tinney. 9:30—Uncle Sam. 9:45—Fulton Lewis, Jr. 10:00—Sign off.

been handled by penitentiary inmates, will be accepted in the future by the local rationing boards. Story lies, secretary of the Roseburg board, announced today that persons who have not previously applied for their No. 3 book, should submit their application to the Roseburg board, rather than mail it to Salem.

Trespassers on England's "allotments" (Victory gardens) are subject to a \$200 fine.

Fir Point Meet Draws 14 Young People, Roseburg

Fourteen young people from Roseburg are in attendance at the young people's conference which started Monday at the Fir Point camp grounds near Glendale. The camp will continue through June 27.

Conference leaders are Rev. Irvin Williams, Salem; Rev. Harry Hanson, Medford; Rev. J. K. Howard, Glendale; Rev. Frederick Appleton, foreign missions representative; Rev. Morris H. Roach, Roseburg, and other ministers of the district.

Mrs. Corinne McTaggart of Roseburg, daughter of Mr. and Mrs. V. V. Harpham, is serving as one of the instructors.

Those attending from Roseburg include Morene Moore, Priscilla Wade, Aileen Slattery, Betty Mae Quist, Ruth Ferris, Doris Dunning, Betty Witcher, Donna Primrose, Fredricka Hamilton, Sheldon Chambers, Robert Roach, Joe Copeland, Naomi Schloeman, Jack Chloeman.

DIAL LOG

By SUSAN

We have a talk by Ralph Carney scheduled for Wednesday afternoon at 1:05—and we blush to admit (and this includes the whole staff and the manager) that while his name is faintly familiar, we haven't the slightest idea who he is or what he does. We think he must be somebody pretty important because he's taking the whole hour up to Sheelah Carter—but we can't even tell you what he's going to talk about. You'll notice that California Melodies has moved back to the 4:30 spot in the afternoon again—maybe just for this week

or perhaps for good; we aren't sure either way. Soldiers With Wings (6:30) has two very glittering stars guesting for them this week—none other than Jinx Falkenberg and Edward G. Robinson—and by the way, if you haven't been listening to that half-hour show from Santa Ana you've been missing good music and entertainment. Also on Wednesday, don't forget Take a Card (8:00) and Sherlock Holmes (8:30). Take a Card presents Dean Murphy, star of "Zigfield Follies," who will be conductor Wally Butterworth's guest contestant this week. And that's about all the news we have for Wednesday, so far, so unless there are some sudden changes you'll just be hearing the usual good Wednesday billing.

NEWS OF OUR MEN and WOMEN IN UNIFORM

Edward W. Jackson, son of Mr. and Mrs. George Jackson of Roseburg, participated in the North African campaign, according to a letter received by his parents. It was the first letter they had received for more than five months and was written in a foxhole on the date of May 3. A student at Roseburg high school at the time of his enlistment in November, 1941, he was sent overseas seven months ago.

Aviation Cadet Clyde Bennett, son of Mrs. C. H. Mable, Oakland, Oregon, has arrived at Freeman air field, where he will continue his pilot training. Freeman field is devoted to training pilots on twin engine planes. Upon completion of the nine weeks' program, he will be commissioned either as a second lieutenant or a flight officer.

Here on Business—Mr. and Mrs. Elmer Thompson of Yoncali spent Monday in this city attending to business.



Why Professor Tate spends his week-ends as a Section Hand

Professor Richard Tate teaches history. Meeting him the first time or two you'd never suspect that he also works on railroad track, with a section crew.

Genial, plump and fortyish, Professor Tate lives with his nice wife and two youngsters in a pleasant western town where Southern Pacific trains stop frequently.

He is a member of the golf club, often speaks at War Bond rallies, belongs to Rotary. Not long ago his dahlias won mention at a famous flower show.

But Dick Tate working week-ends on S. P. track is a different man from Professor Tate delivering a week-day lecture. He looks leaner, tougher, healthier. He "eats" hungrier. And he's definitely better pleased with his part in the war effort...



PROFESSOR TATE likes to think of himself as an example of what's happening to our whole country in this war. "Nowadays," the Professor declares, "we Americans are learning that a lot of tough work must be done if we're to keep our right to a free, good life."

"I see the trains go by packed with troops and war goods, and I know that railroad transportation is vital. That's why I'm mighty pleased I can do a job of work on Southern Pacific track."

MAYBE YOU DON'T understand why we of Southern Pacific tell you about the life and views of Professor Richard Tate. We're proud of him—that's why!

Just as we're proud of thousands like him who are giving up their week-end leisure to do a war job for the

railroad. (As we're proud, too, of our full-time S. P. "regulars" who carry the main part of the work load.)

RECENTLY WE RAN an ad addressed to business and professional men, to clerks and students. We said:

"There is a serious shortage of track workers. We must keep our track in first class shape to move vital war traffic. You are urgently needed to work on S. P. track on week-ends in this vicinity."

With this ad we tapped a reservoir of manpower eager to tackle a real earthy job of war work. And because over twelve thousand S. P. "regulars" have gone to war, we need to enlist more patriotic men to keep the war trains rolling. We need patriotic women, too.

SOUTHERN PACIFIC serves the great sweep of West and South and we're in this war with everything we've got. Short of men and locomotives, we're still going all-out to meet public transportation needs.

Our strategically located lines contact more military and naval establishments than any other railroad. S. P. tracks converge at key West Coast ports—point like daggers at Japan. Steadily our war load grows. In mounting tempo until peace comes, the Victory trains must roll.

So if you have spare time on your hands—if you want to switch to war work—come talk it over with S. P. Come work with us to speed the victory promised by our singing rails!

S.P. The friendly Southern Pacific For America's Victory—keep on buying War Bonds!