

Roseburg News-Review

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Entered as second class matter May 17, 1920, at the postoffice at Roseburg, Oregon, under act of March 2, 1879.

Represented by WEST-HOLLIDAY

New York—271 Madison Ave. Chicago—360 N. Michigan Ave. San Francisco—425 Market Street Los Angeles—433 S. Spring Street Seattle—602 Stewart Street Portland—220 W. Sixth Street St. Louis—411 N. Tenth Street

Member OREGON NEWSPAPER PUBLISHERS ASSOCIATION

Subscription Rates Daily, per year by mail... \$5.00 Daily, 6 months by mail... 2.50 Daily, 3 months by mail... 1.25

Editorials on News (Continued from page 1.)

once he gets started again. THE Berlin radio, in between trying its eyes out about our distantly bombing of Rome, says Hitler and Mussolini are meeting in a northern Italian city to discuss military matters.

What with a growing certainty that the Italian army is planning to solve the Italian problem by SURRENDERING to us as fast as possible, it is likely that they have plenty of discuss.

(A Swiss dispatch says that Mussolini spent the Rome raid in a bomb-proof shelter specially constructed for him. This may be merely a dirty crack.)

THE Russians are reported to be 30 miles WEST of Orel and threatening the Bryansk railroad by which the Germans receive reinforcements and supplies. They are approaching the city from three sides.

The Germans are said to be resisting stubbornly, with no signs of panic, and rushing in reinforcements.

THE Berlin radio reports a Russian amphibious attack on Vanganger fjord, in extreme north-eastern Norway, just west of the narrow Finnish corridor that runs up to the arctic.

It would probably be an attack on German submarine and air bases threatening our Murmansk route to Russia.

OUR four-motored heavy bombers fly 2,000 miles round trip (1,000 miles and back) from Australia to bomb the Jap base at Macassar, on the Macassar strait between the former Dutch islands of Celebes and Borneo. They remained over the target for FIVE hours, indicating quite a force.

At the same time the navy announces that a "formation" of Liberators has bombed the Jap base at Paramushiro, in the Kurile islands at the far northern edge of the Jap island empire. (A formation might be a dozen or so planes.)

(These long flights are a warning to Tokyo to LOOK OUT.)

WITH the news from all over the world so good that Churchill said a few days ago it scares him to read it, Navy Secretary Knox and Vice-Admiral Horne hold a press conference in Washington whose obvious purpose is to warn us to stop, look and listen.

Horne "reveals" that the navy is planning a war against Japan to last until 1949.

Knox points out that after all Sicily is only an OUTPOST.

Horne adds: "We're doing a good deal of wishful thinking in expectation of a collapse in Germany. There is likely to be no such morale collapse in the German army as in 1918 because German soldiers have been trained in Hitlerism and separated from family connections through which a spirit of defeat was transmitted in the last war."

Both point out that we still have opposed to us in Europe a veteran army of seven million to eight million men.

KNOW says: "All this talk about an early ending of the war is wishful thinking. Already it has caused a let-up in production whose effects we're beginning to feel."

That, he says truthfully, is little short of criminal.

CHARLES E. WILSON, executive vice chairman of the War

WAR-AID ADVERTISING

EDITORIAL

By Charles V. Stanton

In a recent radio program, broadcast over a coast-to-coast hook-up, heads of the War Production board, War Food administration, Office of Economic Stabilization, Office of War Information and other federal agencies called for further contributions in the advertising of war projects. Federal agencies are so impressed by the services already rendered by advertising that they asked that contributions be doubled during the next year. Advertisers spent 250 million dollars last year in promotion of war efforts, and this year the goal is 500 million dollars. The Pacific Advertising association reports.

In the course of the national broadcast, Elmer Davis, director of OWI, said: "Business through advertising can create public understanding necessary to successful prosecution of the war on the home front." Speaking of excess spending power, Fred Vinson, director of Economic stabilization, said: "We shall have next year 45 billion dangerous dollars. They need not be dangerously spent. Advertising—that powerful information machine—can channel public spending and help prevent inflation." Donald Nelson, of the War Production board, said: "Advertising has been an inspirational force for the nation at war." Marvin Jones, War Food administrator, said: "Americans should be told the real facts about food—that means advertising." Chester LaRoche, head of the War Advertising council, said: "The big job of advertising in war is to inform and persuade people—with a war message in every ad."

Pressure is being placed upon newspapers to sell war-aid advertising to business. Each mail brings mats, copy, suggested advertising campaigns, all designed to channel more and more advertising dollars into cooperation with the home front program. Appeals to business for war-aid advertising cooperation point out that, as stocks of consumer goods shrink, the merchant is not forced to use large volumes of advertising to sell his wares. On the other hand, it would be a foolish merchant who loses contact with regular and potential customers by failure to keep his name and the name of his firm before the public. War-aid advertising, it is pointed out, is the answer, and it is a form being increasingly used. Any periodical reveals page after page of advertising art devoted entirely to the war program and bearing only the name of the sponsor as a commercial factor. More and more of this type of display advertising is to be seen in the daily newspaper.

How well the newspaper is equipped to serve in this program is shown by the following Associated Press dispatch from New York:

"Daily newspapers are hitting a new high record for subscription and newsstand sales with a gain of 1,678,170 daily buyers—a rise equal to 3.9 per cent over pre-war sales, according to a survey by the audit bureau of circulations.

"The ABC report shows that 43,759,561 newspapers were sold by the total 1,753 United States dailies (English language) in the six months period ending March 31, 1943. This total compares with daily sales of 42,080,391 by 1,857 papers during the six months period ended September 30, 1941—showing that 104 fewer newspapers are averaging better daily sales.

"Further popularity of the daily newspaper was indicated by the fact that average circulations continued to go up this year when the price of approximately 12 per cent of the nation's dailies was raised to five cents per copy."

The circulation of the Roseburg News-Review has increased more than the percentage shown as a national average—in fact many times that average. News-Review circulation is at the highest point in the history of this newspaper and it is steadily growing. Thus this newspaper is in a better position than ever before to be of service to its advertisers and, with the cooperation of the advertiser, to the war effort.

Production board, who had merely dropped into the conference as a spectator puts in his oar to say that "we ought to have produced 8500 planes this month, but it seems now that we won't get anything like that."

He adds that steel production has suffered by about 200,000 tons in the past 30 days as a result of the coal strike, and "we've got to make that up or LOSE SHIPS."

WHAT these officials of our government are telling us is all perfectly sound. The actual end of the war isn't yet even FAINTLY in sight. The news sounds so unbelievably good merely because for the first time in nearly four long years the axis nations are BEGINNING to be hit hard.

"They might turn yellow, of course, and crumple up, as the Germans did in 1918, but we can't build war plans on any such hope as that.

The only safe policy in war-time is to hope for the best and PREPARE FOR THE WORST.

THE trouble with the perfectly good advice given up by Knox and Horne is that we may be inclined to disregard it because of the feeling that we're just being "handed" fed now with pessimistic news to keep us from feeling TOO good.

Rightly or wrongly, most Americans feel that in the past they've been told only what some body at the top thinks is good for them to know instead of being given the hard, cold, often disconcerting facts.

That policy, as such as anything else, is responsible for the present unfortunately widespread feeling that the war is about all over but the shouting.

Volunteers in Air Warning Service Will Be Honored

The governors of Oregon, Washington and California, during the last week, set aside the week of August 1 to 7 in their three states as Aircraft Warning Service week. The purpose of this week will be to recognize the efforts of the members of the Ground Observer corps and the Aircraft Warning corps of the IV Fighter command.

Many activities are being planned during the first week of August to pay homage to the many thousands of Pacific coast men and women who have given much of their time, so that the entire Pacific coast may carry on their active part in the war effort with a minimum of inconvenience. Due to the efforts of the members of the Ground Observer corps and the Aircraft Warning corps, our citizens have been able to sleep without fear of sudden and unexpected raids, and to carry on their daily activities, confident that they shall have sufficient warning in case of any immediate attack.

SURE THERE'S A WAR, BUT—

BROADBUS, Mont.—Home-front news from Broadbus: Riekie Schulte's white cat has been seen napping peacefully on the broad back of an unconcerned cow.

The Rev. Patrick Berthner killed a rattlesnake in front of his church. Neighbor George Taylor killed another on his doorstep, and Mrs. H. L. Whitting got one from a hen's nest.

Kay Wilson's cow, the one that had twins last fall, now has a three-legged calf.

OUT OUR WAY

By J. R. Williams



Storage Space to Be Adequate for Oregon Grain Crop

CORVALLIS, Ore., July 22.—(AP)—Oregon farmers appear to have no problem in providing storage space for this year's grain crop, according to an AAA survey released this week.

It shows space enough in the seven principal wheat producing counties for almost 164 million bushels of the 1943 crop. All is in interior warehouses and in farm storage facilities, and does not include a considerable amount of space available in terminal elevators.

Mainly responsible for the improvement in the storage situation is the heavy movement of government wheat for feed, export under lend-lease, and other movement into consumption. The survey shows an estimate of 9,200,000 bushels of grain on hand now in the seven "wheat counties," about half of July 1, 1942, carryover.

While total space available appears adequate for the 1943 grain crops, not all of it may be in the right places, the AAA chairman said. With transportation facilities taxed to capacity, growers who cannot move their wheat in to storage direct from the combines may have to provide temporary storage on the farm pending completion of transportation arrangements.

Oregon's 4-H Roster Sets All-Time Record

A new record in 4-H club members has been established in Oregon this year in response to the nationwide plea for the youngsters to rally in larger numbers to help win the war on the home front, reports H. C. Seymour, state club leader at OSC.

This year's enrollment shows 27,192 different club members working on an estimated 30,000 projects. This is a membership increase of 32 per cent, compared with last year's enrollment of 20,450.

The garden club membership has shown the biggest increase, with 6388 garden projects this year compared with 1444 last year, an increase of 375 per cent following a smaller increase of 70 per cent in 1942.

Roseburg Presbyterians Will Fete Anniversary

The First Presbyterian church of Roseburg will observe its 70th anniversary on Sunday, August 1. The Rev. Roy Achor, who was pastor of the church for a number of years, will be the guest minister for the occasion. He will deliver the anniversary message at the Sunday morning service. At the evening service several members will present the history of the church, and the Rev. Mr. Achor will give a devotional message. The Presbyterian church was organized in Roseburg on August 3, 1873. The present building was erected in 1909.

Television for All Is Post-War Probability

NEW YORK, July 22.—(AP)—Television called by scientists the flesh and blood of sight and sound, will be ready for every family's use "immediately after the war," Ralph R. Deal, research director for the Radio Corporation of America, said without reservation today.

Home receiving sets with "screens" from six to 24 inches in width will be available to purchasers, Deal said, "within the shortest space of time required

U.S. Marines—by Kraf



to convert the radio manufacturing industry from war to peace production."

He made it clear, however, that he thought there was room for both sound broadcasting and television, just as the telegraph and the telephone have pursued parallel successes.

"Unquestionably, television receiving sets will be within the range of the average pocket-book," Deal said, "and we expect to be able to do a good job of programming without too many awkward growing pains."

SINGING STAR

- HORIZONTAL 13 Pictured singer of stage and screen 8 He is a well-known 13 Accomplish 14 Exist 15 Virginia (abbr.) 16 Deadly snake 17 Skill 19 Like 20 Prevent 22 Any 23 Deserves 25 Musical instrument 26 Insect 27 High eard 28 Rhode Island (abbr.) 29 Domesticated 31 Mannegion country 34 Route (abbr.) 60 Palm lily 36 River in Italy 61 Ever (poet.) 37 Behold! 63 Out of (prefix) 38 Twelve months (pl.) 64 He sings 41 Storeroom 65 Begins 43 Music note 66 Street (abbr.) 45 Dessert 67 Street (abbr.) 47 Path 1 First man 26 Help



DIAL LOG Remember, folks, this is the new night for American Forum of the Air. It's 8:00 o'clock—and has been expanded to a full hour. Topic—What Is the Gasoline Situation? However, don't concentrate on the Forum to the point where you forget to listen to Your Date With Fort Lewis at 7:30. The new 4:30 afternoon show on Friday is practically sure to be good, because it's the 90-piece all-blue-jacket band and 60-voice chorus from the U. S. Navy School of Music. Lt. James Thurmond directs and Rear Admiral Woodward of the navy will be a guest. On Friday night, too, there's your Date at Eight with Annaloris—and we know, if you heard her last week, we don't have to remind you to listen again; but, if you didn't, don't miss your date this week. We'll see if we can give you a slight preview of the program tomorrow before she makes her appearance. And here's a postscript to you Lopez fans—you'll get to hear him twice on Friday. He will appear on his regular Luncheon With Lopez (10:30) and again in the evening at 6:45 in a Treasury Star Parade—so be a listener!

KRNR Mutual Broadcasting System, 1490 Kilocycles. BEST BETS FOR TODAY THURSDAY 7:30—Your Date with Fort Lewis. 8:00—American Forum of the Air. 9:00—Newspaper of the Air. FRIDAY 8:30—Merry-Go-Round. 3:00—Phillip Keyne-Gordon. 4:30—For Victory. 6:15—Faces and Places. 6:30—Eye Witness News. 8:00—A Date at Eight. 8:15—Oregon On Guard. 8:30—Music Without Words. REMAINING HOURS TODAY 4:00—Ray Henlee, Plough Chemical Co. 4:15—Dance Music. 4:30—Radio Newsreel. 5:00—Moods in Music. 5:15—Superman, Kellogg's Pcp. 5:30—Black Hood. 5:45—Norman Nesbitt with the News, Studebaker. 6:00—Gabriel Heatter, Forham's Toothpaste. 6:15—Faces and Places. 7:00—Raymond Clapper, White Owl. 7:15—State and Local News, Keel Motor Co. 7:20—Musical Interlude. 7:30—Your Date with Fort Lewis. 8:00—American Forum of the Air. 9:00—Aika Seltzer News. 9:15—Round-Up in the Sky, E. G. High, Insurance. 9:30—Uncle Sam. 9:45—Ray Henlee. 10:00—Sign Off. FRIDAY, JULY 23, 1943 6:45—Rise and Shine. 7:00—News, Los Angeles Soap Co.

Food Pack to Be Slashed Because Labor Lacking

NEW YORK, July 21.—(AP)—A. W. Eames, president of the California Packing Corp., has advised stockholders that the 1943 food pack will be considerably lighter than last year's record tonnage. Eames said that weather conditions and labor shortages were major factors. The only optimistic note of his report to the annual meeting yesterday was that it appeared the salmon pack would be ahead of recent years and a good share would be left over for civilian use after the government had requisitioned a substantial portion of the output. Because of the labor shortage, the company was unable to process all of the early vegetables offered and the general vegetable pack will run below last year's total, Eames said, adding that all of the apricot pack will go to the government and that the pear pack was indeterminate.

My stamp book's filled! Now for SWELL-TASTING HONEY MAIDS! Reward youngsters with fresh, delicious Honey Maid Graham Crackers. Extra nourishing because they contain the finest ingredients! Buy a big green package, today! "ONLY THE BEST MEETS A MOTHER'S TEST!" Honey Maid GRAHAM CRACKERS BAKED BY NABISCO & NATIONAL BISCUIT COMPANY