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Editorials on News (Continued from page 1)

are supposed to be building a long the Po river.

THE valley of the Po lies just south of the barrier Alps. It is Italy's most important industrial area. It contains the air fields we'd WANT MOST.

THIS is the situation in Italy—and it's a ticklish one: Fascism is definitely out, and Badoglio and little Victor Emmanuel are trying to restore the Italian constitutional monarchy.

Opposing them are the racketeers, the self-seekers, the long-hairs, the opportunists—all the ME-FIRST tribe that Italy has in common with all other countries.

ALL this Churchill foresaw when he warned us the other day that we mustn't force Italy into a situation where there will be NO GOVERNMENT FOR US TO DEAL WITH.

ADDED to Badoglio's other troubles, the Croats and Slovenes are reported to be "demonstrating" for separation of the Istrian peninsula from Italy.

GERMAN and Italian troops are said to have been rushed to Flume and Trieste to combat this movement.

THE air is still cluttered with rumors of unrest in the Balkans—always as explosive as a keg of powder.

Hungarian workers are said to be "demonstrating" in the streets of Budapest against the Germans.

Istanbul says Bulgaria might be the first of the Balkan satellites to break away from the Axis IF ITALY GETS AWAY WITH IT.

NOTE this suggestion of what Bulgaria might do if Italy gets away with it. Don't think Hitler isn't worried by these possibilities.

That will be one of the fatal consequences of the Italian breakup.

KEEP this thought in your mind: If Italy kicks out fascism, gets rid of the Germans, erects a liberal constitutional government without intervening and destructive anarchy and settles down to something like peace and decency, all with our understanding help, it will SEND

WE SALUTE THE A. W. S.

EDITORIAL

By Charles V. Stanton

THIS is Aircraft Warning Service week. Special emphasis is being given the work thousands of civilian volunteers are doing for the protection of our nation.

The volunteers who man the observation posts and operate the filter center are deserving of the utmost praise for their loyalty and perseverance during the past months.

It was the AWS working in close cooperation with the Royal Air Force that brought an end to the aerial blitz on London and probably saved the British isles from enemy invasion.

Those words "so few" should be boldly proclaimed here in our own Umpqua Valley. It is a crying shame that here where we have made such an outstanding record in all other departments of the war effort, the Aircraft Warning Service should be forced to appeal for aid.

If all who could and should participate in the work of the AWS would volunteer to do their part in this great defensive organization, no worker would be required to make any major sacrifice of time and effort.

While praise is being given the conscientious men and women who have been devoting their time and service to this important work, tribute also must be paid the business and professional men and other individuals who have contributed to the celebration of this week.

It is to be hoped the stress placed upon the work of the Aircraft Warning Service this week will serve to bring about a greater unity of forces and swell the number of volunteers.

OUR STOCK UP unbelievably in the minds of all the war-wick peoples of Europe—INCLUDING the Germans.

That is why we are proceeding with such obvious tolerance, even kindness, in our handling of the Italian situation. Our job is also a ticklish one, with great rewards if we handle it just right.

Oregon's Income, Excise Tax Levies To Be Heavily Cut

SALEM, Ore., Aug. 2 (AP)—A decrease of 75 per cent in income and excise taxes to be collected in 1944 on 1943 incomes and a total lack of any tax on property for state purposes or for the two-mill elementary school tax for the new fiscal year (ending June 30, 1944) is shown in the state tax levy filed with the secretary of state.

Total net requirements for the fiscal year are \$10,977,618.51, fully covered by the estimated receipts from the lowered income and excise taxes. Included in this amount is the two-mill elementary school tax amounting to \$2,041,719.50.

A surplus of \$15,887,932.94 was held by the state on July 1 of this year. The state tax commission's estimate of taxes that would normally be collected during the current fiscal year is \$19,835,000, bringing total available revenues to \$35,722,932.94.

Under the 1943 law, the requirements which figure as an offset against the total revenues are as follows: Amount subject to state levy, \$10,954,741.43; state school support fund, \$5,000,000; the reserve fund, \$3,000,000, leaving a balance of \$14,788,191.51, which is the amount used as a basis for determining the discount on 1943 income taxes as payable in 1944.

OUT OUR WAY

By J. R. Williams



Air Cadet Exam Board Sets Three Days in Roseburg

Final plans for the arrival of Major Eric K. Shilling and an aviation cadet examining board here were announced by Chief of Police Erwin Short, local cadet procurement chairman.

The visit of Major Shilling here is a part of the statewide campaign, recently endorsed by Governor Snell, to meet the urgent and mounting need for more aviation cadets to keep step with the army's growing air force.

Those in the 17-year-old group who qualify for the cadet air crew training will be presented with the official aviation cadet "Silver Wings" which will be worn on their civilian clothes to indicate that they are members of the air corps enlisted reserve.

Men from 18 to 26, may take the cadet examination and if found qualified will be authorized to volunteer for induction into the air corps.

KRRR Mutual Broadcasting System, 1490 Kilocycles.

- BEST BETS FOR TODAY: 8:00—Bulldog Drummond. 8:30—Double or Nothing. 9:30—Greece Fights On. TUESDAY: 8:50—The Forester Reports. 2:15—Welcome Inn. 6:30—Cisco Kid. 7:30—Let's Talk It Over. 8:00—Eyes Aloft. 8:30—Health Talk, Dr. Wainwright. 9:15—Rex Miller.

REMAINING HOURS TODAY

- 4:00—Fulton Lewis, Jr., Plough Chemical Co. 4:15—Dance Music. 4:30—Army Air Forces. 5:00—Moods in Music. 5:15—Superman, Kellogg's Pep. 5:30—Black Hood. 5:45—Norman Nesbitt with the News, Studebaker. 6:00—Gabriel Heatter, Kremel. 6:15—Faces and Places. 6:30—Eye-Witness News, Copco. 6:45—Tommy Dorsey's Orchestra. 7:00—Raymond Clapper, White Owl. 7:15—State and Local News, Keel Motor Co. 7:30—Musical Interlude. 7:30—Lone Ranger. 8:00—Bulldog Drummond. 8:30—Double or Nothing, Fecena mint. 9:00—Alka Seltzer News. 9:15—Hi Neighbor, Carstens Furniture Store. 9:30—Greece Fights On. 9:45—Fulton Lewis, Jr. 10:00—Sign off.

Canned Pea Pack Will Exceed the 1942 Record

WALLA WALLA, Ore., Aug. 2 (AP)—Unofficial estimates here are that canned pea production in the Blue Mountain area of Washington and Oregon this year will exceed last year's pack by at least 2,000,000 cases.

War restrictions prevent the releasing of the actual figures. Canneries in the Milton-Free water district of Oregon, which contributed heavily to the total, are expected to complete runs this week.

- Boring Optical. 7:35—Rhapsody in Wax. 8:00—Shady Valley Folks. 8:30—Merry Go Round. 8:05—The Forester Reports. 9:00—Boake Carter. 9:15—Man About Town. 9:30—U. S. Marine Band. 9:45—Morning Melodies. 10:00—Alka Seltzer News. 10:15—Gardener's Friend. 10:30—Luncheon With Lopez. 10:45—First Church of Christ, Scientist. 11:00—Oregon on Guard. 11:15—Diana Gayle, Song Stylist. 11:30—Nashville Varieties. 11:45—Rose Room, Kellogg's Cereals. 12:00—Interlude. 12:05—Sports Review, Dunham Transfer. 12:15—Rhythm at Random. 12:45—State News, Hansen Motors. 12:50—News-Review of the Air. 1:05—Terminal Market Reports, International Harvester Co. 1:10—Melodie Varieties. 1:30—Ice Cubes. 1:45—Len Salvo, Organist. 2:00—Sheelah Carter. 2:15—Welcome Inn, Ott's Music Store. 2:30—The Dream House of Melodie Copco. 3:00—Phillip Keyne-Gordon. 3:15—Johnson Family. 3:30—Mutuals Overseas Reports. 3:45—Tone Poems. 4:00—Fulton Lewis, Jr., Plough Chemical Co. 4:15—Dance Music. 4:30—Army-Navy House Party. 4:50—Voice of the Army. 5:15—Superman, Kellogg's Pep. 5:30—Black Hood. 5:45—Norman Nesbitt with the News, Studebaker.

Warning Service At Glendale Sets Notable Example

The Aircraft Warning service holds the Glendale, Oregon, community in Douglas county to be an outstanding example of how a small group of determined people can give effective and patriotic service.

When the Japs attacked Pearl Harbor, the Glendale observation post was housed in a tent adjoining the city hall. Early in 1943, the members of the city council, all interested in the work of the Aircraft Warning service, decided the city should have better post facilities.

- 6:00—Gabriel Heatter, Forham's Toothpaste. 6:15—Faces and Places, Chevrolet Motor Co. 6:30—Cisco Kid. 7:00—John B. Hughes. 7:15—State and Local News, Keel Motor Co. 7:20—Musical Interlude. 7:30—Let's Talk It Over. 8:00—Eyes Aloft. 8:30—Dr. Wainwright. 8:45—Treasury Star Parade, featuring Duke Ellington's Orchestra. 9:00—Alka Seltzer News. 9:15—Rex Miller, Wildroot. 9:30—Alvino Rey's Orchestra. 9:45—Fulton Lewis, Jr. 10:00—Sign off.

HE KNOWS ANSWERS

Crossword puzzle grid with clues for horizontal and vertical words. Includes a small portrait of a man.

Advertising Roundup

By DELBERT ADDISON CHESTER J. LAROCHE, chairman of the War Advertising Council, who announced the aim of getting at least a third of all advertising contributed to war messages, gave advertising its best compliment to date.

He said, "Two modern weapons of decisive power are emerging in this war: Air power on the fighting front, and advertising on the home front. Air power is daily demonstrating its might. Advertising is beginning to."

We have with us, of course, those who can see no future for the airplane. They perhaps, can see no future for advertising either.

If advertising is emerging as a "modern weapon of decisive power," it largely is do to one important quality. That quality is public acceptance.

Let's say that John Doe makes a public speech. The speech is reported in the news, and he also covers the same subject in a paid ad.

No two listeners will come away with the same account of his speech. (It is then easy for him to pass the buck.) Trained reporters will have variations in the way they "write up" his talk. (And he can always be misquoted.) But in his ad—he bought the space himself, pondered carefully over the copy, and it's a matter of public record over his own name.

Which would you believe the most quickly?

Cherish the Truth OF course, unscrupulous and over-enthusiastic advertisers occasionally give the truth a bad stretching. That's the exception rather than the rule, if for no other reason than that it doesn't pay.

In a competitive situation, stretching the truth is duck soup for the opposition. No advertiser is happier than when his bitter competitor misrepresents something in his advertising.

Smart advertisers know this, and therefore cherish the truth. (If you don't believe it, sit in this office some day when the paper has made a typographical error in an ad.)

Retailers and War Ads AN unusual outlook on war-theme advertising is given by a retail merchant. This merchant was approached to run an ad on War Saving Bonds. His reaction was, it is poor taste for a retailer to run patriotic messages over his own name.

His attitude was to lean over backwards in the matter of waving the flag to promote his own business.

His outlook was unusual because he was entirely sincere. (It wasn't a dodge to keep from spending the money to promote War Bonds. He bought the space, and ran the ad—anonously.)

There's no doubt that patriotic advertising sometimes is abused. It's bound to be when there is such a tremendous need for the promotion of war programs, and such a large amount of advertising devoted to it.

Again let's consider the aim of the War Advertising Council—at least ONE THIRD of all advertising to be devoted to war messages. (And this council is not a group of theorists, but a group of hard-boiled men who previously have been successful in the business of getting ideas over to the public.)

If there is this need—and no one doubts the need for stepping up the sale of War Bonds, for instance—I say it's better to go ahead and get the job done, even if a few advertisers may violate the ethics of linking war messages with retail selling.

(If an advertiser insincerely does this, the ad will bounce back on him anyway because the public will tab it for what it is.)

Instead of it being a matter of waving the flag to promote a retail business, it generally is the case of a public program hitch-hiking on the back of retail advertising. If the retailer can build some public good will by linking his name with patriotic effort, more power to him.

The performance of advertising is spotless in comparison with some war activities.

bor, together with an appropriation of funds by the city, resulted in construction of the tower in accordance with the army plans. Bears Hero's Name.

The post was dedicated April 23, 1943, with an impressive ceremony, and was named the Wesley Hayes post, in honor of the first man from the Glendale vicinity to be reported missing in action.

Nineteen-year-old Wesley Hayes lived with his parents on a farm five miles south of Glendale. He graduated from Glendale high school in 1939 and enlisted in the army in November, 1940. He was trained as an army air force mechanic at Hamilton field, Calif., and in November, 1941, went to the Hawaiian islands. He was transferred to Australia prior to Pearl Harbor. He failed to return from a combat mission June 14, 1942. The purple heart award, made posthumously, has been received by his parents.

A service flag, made by Kittie McMullen and Kathryn Harbour, bearing 84 stars, was presented the post by Mrs. Frank Harris, president of the Victory club. The flag bears two gold stars, one for Wesley Hayes and the other for Neil Gillons whose death followed that of Hayes.

Service Personnel Listed. Other men and women in the service from the Glendale district and in whose honor the Glendale post is efficiently served include: William M. Jones, Henry O. Pete, Richard S. Grenier, Herbert O. Webber, Virgil Harris, Harvard Lewis, Monte Bates, Jr., Linsey M. Tomerlin, David A. Winkleman, Charles M. Wilder, Robert E. Morey, Benny Whaley, Rod-

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