

Roseburg News-Review

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EDWIN L. KNAPP, Manager
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Editorials on News

(Continued from page 1.)

at Munda—they have died to the last man, NEVER admitting defeat.

They ACCEPT defeat at Kiska.

THERE was a faint break at Vella Lavella the other day, where we took 300 Jap captives. (The circumstances have never been explained to us, but at least the flat statement was permitted to pass the censor that 350 Japs had surrendered.)

There's another faint break in New Guinea, where the Japs RETREAT from their outer defenses at Salamaua and take refuge within the inner fortifications of the town itself.

Taken in connection with Kiska this may be important.

WE mustn't jump to the conclusion that the backbone of Japan has been broken and that victory in the Pacific is in the bag. Nothing could be farther from the truth.

The Japs are shortening their lines, and as they shorten their lines their capacity to RESIST will grow.

But we're at least certain by this time that Japan is far less cocky now than a year ago.

ALL this has been accomplished while we were fighting in the Pacific with only a PART of our strength and the Japs have been free to use ALL of theirs. When we're finally free to use all our strength against Japan, the picture will change sharply.

The Japs are probably PREPARING for that time.

THERE'S nothing much new in the rest of the world as this is written.

Our warships and planes are pounding the toes of the Italian boot, and Swiss reports say the Italians expect us to invade their mainland somewhere south of Naples. The vigor of the bombardment that is going on lends some color to this expectation.

THERE are further signs of German nervousness in western Europe.

The nazis have set Tuesday as the deadline for French patriots to SURRENDER THEIR ARMS or face the death penalty. That indicates fear of the French.

In Denmark, King Christian and the Danish government appeal jointly to their people to cease sabotaging German production and transport. (Waves of sabotage are said to have been sweeping the country.)

Permitting the Danish government and king to handle this situation in their own way, rather than wading in with firing squads to handle in themselves, is a rather clear admission that the Germans are nervous about Denmark.

STOCKHOLM hears that a shake-up in the Finnish cabinet is brewing as the Finns become increasingly impatient for a separate peace with Russia.

The Berlin radio tells us that the Russians have opened a new offensive along the 1000-mile front from Leningrad to Murmansk. Such an offensive would be directed against the Finns.

ON the New York stock market Saturday, there was a minor wave of precautionary selling said to be based on desire to hedge against possible important developments in the news OVER THE WEEK-END.

The stock speculators, like the rest of us, have noted that in this war most of the big news seems to happen on Saturday night or Sunday morning.

JAPS MAY RAID COAST

EDITORIAL

By Charles V. Stanton

THE collapse of the Japanese campaign in the Aleutian islands might well mean increased danger for the Pacific coast. Until new Jap strategy is exposed, it would be well for the civilian defense forces, the Aircraft Warning Service and the various military branches to be especially alert.

With the loss of their Aleutian bases, the Japanese will be forced to seek new means of diverting the naval, air and ground strength of the United States from offensive campaigns and no method, perhaps, would be more effective than occasional raids of the Pacific coast, even though each raid would be a certain suicide mission.

The Jap invasion into the Aleutians served its intended purpose. The strategy was to draw large numbers of our warships, planes and ground forces into the Alaskan and Aleutian theaters while the Japanese armies extended their occupation into the South Pacific. Had not a large part of our efforts been thus diverted, the Japs would have found it far more difficult to advance southward.

Through the expenditure of a few thousand lives, and a comparatively small number of planes and boats, the Japs have managed to keep occupied on a purely defensive mission a large American air force, thousands upon thousands of ground troops and a large and important part of our Pacific fleet. If MacArthur had had the ships, planes, men and guns now occupied in the Aleutians, he would have had little difficulty in kicking the Japs out of the South Pacific area.

Now that the Aleutians have been cleared of enemy forces and the threat of Alaskan invasion has been temporarily removed, the Japanese will be entirely lacking in the military sagacity with which that nation is traditionally credited if they fail to develop new diversionary tactics.

Raids on the Pacific coast would offer one means of accomplishing the same purpose as the invasion of the Aleutian islands. By occasional air raids, shelling from submarines and perhaps landings by small invasion parties, the Japanese could force us to use large numbers of warships, airplanes and ground forces for patrol work and defensive reserves. Ships, men and planes engaged in defense of the Pacific coast could not be used in offensive campaigns in the South Pacific.

It would make no difference to the Japanese that such raids would be strictly suicide missions. Thousands of lives were sacrificed in the Aleutians to keep vastly superior forces occupied in that area. A few thousand lives, a few hundred planes, and a score or more of submarines and maybe a few small transports would be a small price to pay if such losses served to immobilize a large potentially offensive American force.

It is very possible the abandonment of the Aleutians means greater danger to the Pacific coast. At least, we should not be caught napping.

Terrible Death Braved by Soldier To Rescue Dog

ALLIED HEADQUARTERS IN NORTH AFRICA, Aug. 24.—(AP)—In the next list of awards for valor you may find the name of Private Normal Clark, of Hammond, Ind., who risked meeting a terrible death in the Mediterranean not long ago.

His act of courage wasn't performed in combat, it had nothing to do with military objectives and won't affect the course of the war in any way.

He put his life in the balance to save the life of a dog.

Queenie wasn't much of a dog—just a mongrel which trotted aboard an American troopship one day and took possession of the ship from the bridge to the galley, the way a dog will do.

The transport was riding a few feet from another ship a while back when there was an explosion aboard the latter vessel. Oil gushed out over the ocean, spreading quickly. A jet of flame shot out from the side of the stricken vessel. Fire threatened to engulf both ships.

In the excitement Queenie fell overboard.

They didn't see her until the transport started pulling away. She was coated with sticky black oil, struggling and choking in the water. They tried to block Private Clark when he headed for the rail, yelling to him that the whole ocean would be a mass of flames any minute.

He dove in and plowed through the thick mass of oil and reached Queenie and the dog clawed her way atop his shoulder. It took the sailors nearly half an hour to get them back on board the transport.

The men want Private Clark to have a medal for valor and he's pretty certain to get one.

Catherine Schosso of Yoncalia Passes Away

Catherine Schosso, 86, well known Yoncalia resident, died at her home Monday following a short illness. Born Feb. 4, 1857, in Alton, Ill., she had been a resident of Douglas county since 1880. Her husband died Aug. 2, 1931.

She was a member of the Catholic church.

Surviving are a daughter and four sons, Mrs. Hanna Brant, Peter, James and Herman Schosso, all of Yoncalia, and Ernest Schosso, Drain. She also leaves two sisters, Mrs. Anna McLean, Le-mon, Kansas, and Mrs. Harriet Gorry, Peoria, Ill.

The body has been removed to

DAILY DEVOTIONS

DR. CHARLES A. EDWARDS

Joseph was sold for the price of a slave in order to satisfy the selfish purposes of his brothers. Because of the tragic philosophy of totalitarianism millions of men and women today are enslaved to satisfy the barbaric whims of dictators.

Only divine records will reveal the cost in numbers of human lives that will be called into eternity before this devilish philosophy is crushed. Such a doctrine has no place in a civilized world where Christianity should reign. Twenty pieces of silver or the cheap evaluation placed upon life by dictators do not represent the value of man.

Man was made in the image of God, he was made to live throughout the ceaseless ages of eternity. The value of a human soul can be measured only when we stand at the foot of the cross of Calvary and see the bleeding hands and feet, the risen side and thorn torn brow of Jesus. That was the estimate of value that God placed upon man. To save a human soul cost God the death of His only Son. This price and the value God paid for man, the most valuable being in the world. Today human life has become very cheap indeed. Let us remember God's estimate of a human soul, the price that Jesus paid for its ransom and count no life cheap. Amen.

The Stearns mortuary, Oakland, Arrangements for funeral services have not been completed.

Cole Bros. Circus Dated In Roseburg Sept. 9th

The advertising car for the Coles Bros. circus, scheduled to show in Roseburg September 9, at Bellows field, arrived in Roseburg today. The car is under the supervision of C. E. Primrose, advance agent, who was engaged today in the technical details in preparation for the show date here. A crew of 24 men accompanied Primrose to Roseburg in the special advertising car and were engaged in putting up posters and distributing other advertising material.

THE CANADIAN WAY

LOS ANGELES—Councilman Harold Harby's campaign to do something about crowding roosters is international now.

A letter from R. H. Mortimer, Kitchener, Ontario, Canada, describes this sure-fire gadget:

A false roof is lowered inside the pen until it rests upon the back of the birds' necks, or almost so.

Result: Absolute silence.

Just a Couple of Hitch-Hikers



DIAL LOG

NOT BY SUSAN

Well, Cisco, the great lover has his regular 6:30 p. m. spot tonight. And that's still rather amazing, remembering the beating the poor chap usually takes at the hands of Mutual's program men. Rather looks like Cisco will have this time regularly now.

Let's hope. Tonight's sked from 8 on particularly looks especially good. Eyes Aloft at 8:30, Dr. Wainwright and his health talk at 8:30, and Sinfonietta at 8:45. Sinfonietta is one of KRNR's only two really fine musical programs, and 15 minutes worth won't hurt even the most ardent live bound. Do 'em good, in fact.

News at 9 tonight, of course; then Rex Miller, one of the new commentators and pretty good, too, followed by the new local musical show, Music You Remember, Junior as usual at 9:45.

Wednesday is hailed in as usual with the Rise and Shine program at 6:45. How many of you western music lovers follow the Shady Valley folks at 8 a. m. on Monday, Wednesday and Friday? You should if you don't.

Wednesday morning's and early afternoon shows seem pretty much as usual, which means you hear a nice variety of radio entertainment and you should find something you'll like. We praised the Soldiers With Wings show to the high heavens in this column last week, so this week all we will bother to say is that we still think it's one of this powerful five-watters very finest shows, and that we think the flyin' soldiers from Santa Ana are plenty good, to say nothing of the movie stars from Hollywood who are grand enough to appear as guest artists for free.

Have no advance dope on Take A Card for this week but as quiz shows go it's a k. Now that radio's quiz shows have passed their popularity peak, it reminds us to wonder if we'll need WPA to feed all the news commentators who will have nothing on which to comment when the war is over. And that's a real incentive to buy more stamps and bonds so we can have some good radio listening again sooner. See ya' tomorrow, or some body will.

KRNR

Mutual Broadcasting System, 1490 Kilocycles.

REMAINING HOURS TODAY

4:00—Fulton Lewis, Jr., Plough Chemical Co.
4:15—Swing Songs.
4:30—Army Navy House Party.
5:00—Voice of the Army.
5:15—Superman, Kellogg's Pep.
5:30—Chick Carter, Boy Detective.

5:45—Norman Nesbitt with the News, Studebaker.
6:00—Gabriel Heatter, Forham's Toothpaste.
6:15—Facts and Places, Penzoll 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—Art Kassel's Orchestra.
8:00—Eyes Aloft.
8:30—Dr. Wainwright.
8:45—Sinfonietta.
9:00—Alka Seltzer News.
9:15—Rex Miller, Wildroot.
9:30—Music You Remember, Douglas Supply Co.
9:45—Fulton Lewis, Jr.
10:00—Sign off.

WEDNESDAY, AUGUST 25, 1943

6:45—Rise and Shine.
7:00—News, J. A. Folger & Co.

Montgomery Decisions

Zivic in Ten Rounder

PHILADELPHIA, Aug. 24.—(AP)—Fritz Zivic spoke out from behind his cut left eye today to tip Beau Jack that he can expect the worst when he tries to win the world lightweight championship back from Bob Montgomery Sept. 10.

A crowd of 21,452, who attended a punch-party in Shibe park last night will agree with Zivic unanimously, after the way Bob Cat Bob practically raised lumps on him in winning a ten-round decision. The Bobcat beat the ears off Fritz at Fritz's own game, in fighting.

Bob just stuck to Fritz as close as the landlord on the first of the month, used the old Zivic gags of short, slicing uppercuts and rough body treatment, and came home six rounds to three with one even, on the Associated Press score card.

The original Order of the Purple Heart consisted of purple sprigged silk edged with silver braid, and was worn on left breast of the uniform. The present decoration is a heart-shaped medal bearing a bust of General Washington on a field of purple enamel.

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.
9:00—Alka Seltzer News.
9:15—Round-Up in the Sky, E. G. High Ins. Co.
9:30—General Barrows, Union Oil Co.
9:45—Fulton Lewis, Jr.
10:00—Sign Off.

1:15—Melodic Varieties.
1:30—Full Speed Ahead.
2:00—Sheelah Carter.
2:15—Welcome Inn, Ott's Music Store.
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—Rendezvous With Rhythm.
4:00—Fulton Lewis, Jr., Plough Chemical Co.
4:15—Rhythm Road.
4:30—Duke Ellington's Orchestra.
5:00—Moods in Music.
5:15—Superman, Kellogg's Pep.
5:30—Chick Carter, Boy Detective.
5:45—Norman Nesbitt with the News, Studebaker.
6:00—Gabriel Heatter, Kremi.
6:15—Facts and Places, Penzoll Co.

1:05—Terminal Market Reports, Sig Felt.

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Advertising Roundup

By DELBERT ADDISON

WITH our side steadily edging into the win column, part of our attention, rightly enough, is directed to post-war prospects. After all, everyone is doing a job these days, not because he likes it, but to get it over with and to reach a sane and peaceful time again.

Manufacturers, all along, have maintained research and post-war planning departments. We hear stories now that these departments, from necessity small, are receiving more attention.

We read of marvelous new discoveries from the war that will be applied to peace-time production. We talk with so-and-so, whose uncle works at such-and-such—and somebody told him of the miracle gadgets that will be made there when it's over.

As a result, all of us have taken to dreaming of these miracle gadgets that will be at our finger tips when it's over. This dreaming has grown to such proportions to scare the socks off the hard-boiled individuals who will be responsible for the building of them when the day does arrive.

From Alfred P. Sloan on down, these men have risen up to give us a word of warning.

"Keep your shirts on," they have said in effect, "it will be a long old pull until it IS over. It will be a long old pull until we get into any kind of peace-time production. And after that it will be long old pull to complete research, test, produce, and market the new miracle gadgets."

Wait for the Whites of Their Ads
The day dreaming is all right, if it is kept on the basis of dreaming, and if it doesn't interfere with keeping our present equipment working.

Don't start figuring on any of the new things until you start reading ads about them, in your own paper—and then read the ads carefully.

You already have read ads about the first new product to come out of the war—synthetic tires. And if you read the ads carefully, you won't expect them in any quantity until 1944, and under certain conditions you won't expect them to stand up to quality of the best pre-war tires.

Still, with the first ads about the first of the war production miracles, there's hope. Wait 'til you see the whites of their ads, forget the rumors, and you won't be disappointed.

Advertising Saves Identity.
And that brings up the fellow who is marking time on his advertising (and kindred progressive activities) until it's over, and the time is "right."

Actually, the time never is just "right." The duck hunter who waits for the perfect day and the perfect bird, coming in at the perfect angle, doesn't get much shooting nor many ducks to eat.

(And if he ever does find this "just right" setup, he'll probably miss anyway, from being so out of practice.)

We've heard the tale repeated, time and again lately, about the well known names that never came back after cutting off advertising during the first World war. They really are forgotten, for off-hand even an advertising man can't recall many.

Let's see—there was the Gold Dust Twins, Fatimas, Sapolio. . . .

Anyway, it doesn't matter. The point is, most retail advertisers feel far divorced from the big name manufacturers. But the same principles apply, in part at least, to every little Main street store.

If advertising does nothing else, in times like these, it identifies the advertiser as being progressive, and more important, as having the public's interests in mind.