

Roseburg News-Review

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The Weather

U. S. Weather Bureau Office Roseburg, Oregon. Forecast for Roseburg and vicinity: Rain tonight and Friday; warmer tonight. Highest temp. for any Jan. 71. Lowest temp. for any Jan. 6. Highest temp. yesterday 56. Lowest temp. last night 39. Precipitation yesterday .25. Precipitation from Jan. 1 .60. Deficit from Jan. 1 .97. Deficit from Sept. 1, 1944 5.94

In the Day's News

(Continued from page 1)

prise and should be exasperated by the rationing imposed by government.

PERHAPS efficiency is the test by which we should judge these two forms of rationing—the unofficial, private enterprise vs. the official, public kind.

Let's take a look at cigarettes. They are scarce—there can be no doubt of that. They are increasingly hard to come by. The two-packs-a-day consumer has to waste a lot of time digging up his two packs.

Undoubtedly there is a lot of hoarding. Preventing hoarding—guaranteeing to everybody his share of that which is scarce—is the announced purpose of official, run-by-the-government rationing.

But have you seen ANYBODY who just COULDN'T come by ANY cigarettes? This writer hasn't, and it is his firm conviction that the cigarette shortage isn't hurting anybody.

CIGARETTES are rationed—let there be no doubt as to that. They are rationed by this process:

The armed services (and maybe lend-lease) TAKE AT THE SOURCE what they need. What is left over is distributed to the public by the ordinary processes of private commerce. The manufacturer divides his supply up among the distributors. The distributors divide up with the wholesalers. The wholesalers divide up with the retailers.

The retailers APPORTION THEM OUT to the consumers.

IN this final process of apportionment by the retailer there is admittedly a lot of dealing from under the counter—sometimes two or three packs at a time and sometimes in carton lots.

What the retailer is doing is TAKING CARE OF HIS CUSTOMER. After all, what is sounder or more fundamental in American business than taking care of your customer? If you are training your son to be a salesman, and want him to be a successful one, what do you teach him?

Why, you teach him to take care of his customers so fairly and so well that they will buy from him with confidence. And GO ON buying from him. American business is founded on REPEAT customers—people who go on buying at the same place because they feel that they are well taken care of there.

The retailer who deals cigarettes from under the counter at the regular, established price (no black marketing, no bootlegging) is merely taking care of his regular, established customers who provide the bulk of his living.

TAKE a look at it from this angle:

Cigarettes are admittedly scarce. There must have been some reduction of consumption by some individuals. But have you seen anybody going wholly without. This writer hasn't. The private, unofficial system of making the existing supply go around seems to work with a reasonable

ACADEMIES ON WEST COAST

By Charles V. Stanton

U. S. SENATOR GUY CORDON of Roseburg has introduced a bill in Congress to provide naval and military academies on the Pacific coast.

There are many good reasons, we believe, why this project should receive support. West Point and Annapolis, where our professional army and navy officers now receive their academic military training, are situated on the Atlantic coast. In the coming years the Pacific area is certain to be of increasing importance to the United States, not only in world trade but also in possible military activities. More and more of our military and naval strength must be centered in the Pacific theater. Men trained on the Pacific coast, with wider knowledge of prevailing conditions, would have advantages over fellow officers trained on the Atlantic coast, where interest is more generally centered in the European theater.

Compulsory military training, in some form undoubtedly will follow the current war. We hope we will never again permit our army and navy to become as dangerously weak as in the period after the first World war. If we maintain a policy of adequate preparedness, as we should do, a large increase in the number of officers trained in military and naval academies will be necessary.

The states of Oregon, Washington and California offer hundreds of most suitable sites for the proposed institutions. Sons of the three states, graduates of West Point and Annapolis, are distinguishing themselves on the world's battle fronts today. Seldom has there been a time when there were not more applicants for entrance into the existing academies from the far western states than could be accepted. There would be little difficulty, we believe, in keeping two Pacific coast academies well supplied with capable students. We believe Senator Cordon's bill to be justified and timely.

No Fingers in Legislature's Pie

SOME political writers have complained that Governor Snell's message to the state legislature sidestepped controversial issues and lacked the tone of aggressive leadership.

We have become so accustomed to having executive department leaders impose their wills upon legislative bodies, that when a governor keeps his fingers out of the lawmakers' pie it doesn't seem natural.

We delight in a governor who is not trying to dictate to a legislative body.

There were several points of his message, however, which we believe should receive utmost consideration from the lawmakers.

The governor requests a thorough study of the state's tax system. Certainly this should not be delayed. Oregon has always sought to raise revenue principally from two sources, property and income, with direct levies on each. We have in recent years branched out to include taxes on gasoline to support roads. But more money will be needed for schools, roads, airports, pensions, and numerous other state-supported activities. Washington, on the north, and California, on the south, both tap many sources of revenue which Oregon does not touch.

Our tax structure has been remodeled and patched so many times it is surprising that it holds together. We need to build a totally new structure, and what advice could be better than that we employ a firm of competent architects to draw the design?

Another phase of his message, dealing with state advertising to attract tourist business, also attracted our interest. The governor said:

I believe that it is generally recognized that Oregon is the top ranking recreational and inspirational playground of the Union. We must capitalize on our great tourist potentialities. It is an industry the income from which is estimated roughly at fifty million dollars. It should be doubled. Let's do it.

To help accomplish that purpose has been a major project here in Douglas county, but aid is needed from the legislature. For one thing, we must stop the destruction of our fishing streams by commercial interests. We must maintain roadside beauty. We must empower our county courts to preserve for the future free access to fishing streams, and to provide public parks and playgrounds. We must encourage construction of commercial accommodations for our tourist visitors.

The governor's message, it is true, were not the words of a dictator, but they placed plenty of work and responsibility upon the legislature.

degree of fairness.

BUTTER is scarce. It is officially rationed. IF YOU HAVE THE POINTS, you can usually get a little butter somewhere. If you're out of points, you go without.

If you're out of points, you're out of butter just as surely as you're out of cigarettes if you can't find any to buy.

ALL this is merely moralizing. It gets us nowhere. We have food rationing, and it's going to be with us until the war ends. Having started it, we'd be foolish to wipe it all out and start over. You can't win a war by the process of its and starts.

But LET'S NOT ACCEPT the doctrine that ONLY GOVERNMENT can deal fairly by the people and that private business is inherently wicked and crooked and has to have its ears knocked down. In that way lies totalitarianism.

It is this writer's observation and belief that the rationing that has been practiced by private business to spread out the supply of certain scarce commodities such as cigarettes, candy, gum, etc., has worked just about as

fairly and perhaps even more satisfactorily than the fancy government-run point system.

KRRR

Mutual Broadcasting System, 1490 Kilocycles.

REMAINING HOURS TODAY

- 1:00—Luton Lewis, Jr., Plough Chemical Co.
4:15—Time Tabloid
4:30—Box's Town
5:00—Sam Hayes, S. & W. Fire Foods.
5:15—Supperman
5:30—Tom Mox, Ralston's Purina.
5:45—Night News Wire, Studebaker.
6:00—Lutrel Heater, Lohan's Toothpaste.
6:15—Dinner Music.
6:30—Music You Remember, Douglas, Oregon.
6:45—The Male Quartet, G. W. Young.
7:00—State and Local News, Keel Motor Co.
7:05—Musical Interlude.
7:15—Lutrel Heater, Standard Oil Co.
7:20—Twilight Review.
7:30—Songs of Good Cheer, Capes.
8:00—The Old Corral.
8:15—Last We Ferged.
8:30—Roseburg Riders with Bob Darr.
8:45—Oregon State Grange.
9:00—Kerry's News.
9:15—Res. Miller, Willard.
9:30—Wings Over the Nation.
10:00—Luton Lewis, Jr., Kampfers Sav.
10:15—Music for the Night.
10:30—Sign Off.

- FRIDAY, JANUARY 12, 1945
7:00—Schubert's Andante
7:15—News, J. A. Fulger Co.
7:30—Rose and White, Smith Brothers.
7:45—State and Local News, Boring Optical.
8:00—Holl's Furniture Store.
8:15—Bugsy in Wax.
8:30—77 Love's Tabloid, Los Angeles Institute (ABU-8000).

Goodness! Who'd Ever Think It'd Come to This?



Sutherland Needs Additional High School Teacher

SUTHERLIN — At the regular meeting of the board of directors, held Tuesday, Jan. 2, Ivan C. Parker, superintendent of schools of District 130, was appointed clerk-of-the-works for the new school building now under construction. This appointment carries with it additional responsibilities for the superintendent. Supervision and inspection of the work must be carried on continuously to see that all materials used, all workmanship and all other parts and phases of the construction follow the plans and specifications. With this added to his regular duties as superintendent, coach, and class room teacher, it is thought that the hiring of an additional teacher in the high school should be done immediately to relieve Mr. Parker of his teaching duties.

A teacher with a science and social science background will be needed and if anyone knows a high school teacher not now under contract, his giving such information to the clerk of the board or the superintendent of schools would be appreciated. Work is progressing rapidly and in good form on the new construction. The ground has been leveled and filled and forms are being constructed to pour the concrete footings.

At the special school meeting held at the school building, Tuesday evening, Jan. 9, Corbett Eggs of Sutherland was nominated and elected to fill out the unexpired term of Director Lawrence Robertson, retired. Twenty-five voters were present.

Driver Exams Dated at Sutherland, Myrtle Creek

Two special stops at Sutherland and Myrtle Creek have been arranged for next week by Ward McReynolds, license examiner for the state motor vehicle department.

- 8:30—Wally Townsends Orchestra.
8:45—Ray Lintin.
9:00—William Land and the News, Krrr.
9:15—Man About Town.
9:30—Joe Fiacco's Orchestra.
9:45—Shopper's Guide.
9:55—Sign Off.
10:00—Miss Solfer News.
10:15—Musical Clock, Modern Furniture.
10:30—Sam Hayes, With Lopez, Van Camp, Inc.
10:45—Musical Market Basket.
11:00—Wheel of Fortune.
11:15—Morning Melodies.
12:00—Musical Interlude.
12:15—Sports News, Buchanan Transfer.
12:30—Treasure Hunt for Today.
12:45—Hypnotic at Random.
1:00—State News, Denver Motels.
12:45—News-Review for the Air.
1:15—Luton Lewis, Jr., Plough Chemical.
1:30—Musical Concerts.
1:45—Realistic Serenade.
2:00—Music in Harmony.
2:15—Musical Interlude.
2:30—Dancers Serenade.
2:45—Griffin Reporting.
3:00—Dore, Richards, Benningers, Marks.
3:15—Luton Lewis, Jr., Plough Chemical.
3:30—Time Tabloid.
3:45—Chloe and Lyrics.
4:00—Bible, Adventurers, Presbyterian.
4:15—Sam Hayes, S. & W. Fire Foods.
4:30—Tom Mox, Ralston's Purina.
4:45—Night News Wire, Studebaker.
5:00—Luton Lewis, Jr., Plough Chemical.
5:15—Dinner Music.
5:30—Double or Nothing, Examined.
5:45—State and Local News, Freemanist.
6:00—Musical Interlude.
6:15—Lutrel Heater, Standard Oil Co.
6:30—Lohan's Toothpaste.
6:45—Dancing Dancers, Galleth with Jimmy Dore and Frankie Terry.
7:00—Miss Solfer News.
7:15—Roseburg vs. Eugene, Carleton & Co.

WHY BE FAT? Get slimmer without exercise

You may lose pounds and have a more slender, graceful figure... In clinical tests conducted by medical doctors, more than 100 persons lost 10 to 15 lbs. average in a few weeks with AYDS Vitamin Candy Rationing Plan.

NEWS OF OUR MEN AND WOMEN IN UNIFORM

Major Ivan Branton has landed with the U. S. forces in France, according to word received by his parents, Mr. and Mrs. C. L. Branton, who reside on Idlewild route, Roseburg. He was graduated from Roseburg high school in 1929 and later from Oregon State college.

Corporal Hilburn L. Cheek, son of Mr. and Mrs. H. S. Cheek, Melrose Rd., Roseburg, has recently completed an orientation course,

designed to bridge the gap between training in the states and combat soldiering against the enemy. He is stationed at an army air service command station in Europe.

S/Sgt. Carl F. White, son of Mr. and Mrs. Levi E. White, Roseburg, was graduated last week from the army air forces central instructors school at Laredo, Texas. A veteran of the Italian campaign, Sergeant White was returned to the states several months ago and is to serve as an instructor in aerial gunnery.

Marine Sergeant Clifford C. Black, son of Mrs. Hallie Black, Myrtle Creek, was recently promoted to his present rank while stationed at the marine corps air station, Mojave, Calif. He is an aviation mechanic in the headquarters squadron. A graduate of Myrtle Creek High school, Sgt. Black was a basketball and football letterman. He has served on Guadalcanal and Munda Point with a torpedo bombing squadron.

Advertisement for Red & White products including Tomato Sauce, Pancake Flour, Mayonnaise, Salad Dressing, etc. Includes a cartoon of a man and a woman and the slogan 'RED & WHITE and HIGH QUALITY'.

Advertisement for Saw Dust Slab Wood 16 in. by Denn-Gerretsen Co. with contact information.

Advertisement for Luminall paint, described as 'The Ever Popular Wall Paint'.

Advertisement for Tires & Tubes Lubrication Service, Grease, Gasoline Batteries, Fog Lamps.

Advertisement for Farm Bureau Co-Operative Exchange, located in Roseburg, Oregon.