

Roseburg News-Review

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The Weather

U. S. Weather Bureau Office Roseburg, Oregon. Forecast for Roseburg and vicinity: Cloudy tonight and Friday; fog night and morning; warmer Friday.

In the Day's News

(Continued from page 1)

men, familiar with history and its lessons. As they looked back over the past, they saw too many men on horseback who started as popular heroes and ended as DESPOTS.

RULING all their thinking was their desire to avoid, in this new nation they were bringing forth, the mistakes of the past. Yet, oddly enough, they chose as the first President of this new experiment in government of the people, for the people and by the people the commander-in-chief of the Revolutionary armies.

History records the fact that it was a wise choice.

OUR experience generally, however, has indicated that Washington was the exception that "proves the rule."

Our "military hero" presidents haven't worked out too well. Grant is probably the shining example. He possessed the quality of grim determination that was needed to win for the North the war between the states and to establish definitely the principle of one united nation strong enough and loyal enough to its underlying ideal to settle its domestic differences without fatal division into warring parts.

But Grant was almost a total failure as a political administrator and finally went out of the President's office discredited and unsung.

WE still fear the Man on Horseback.

Yet no one who reads the papers, who talks to people, who keeps reasonably well up on what is going on throughout the country as a whole will even attempt to deny the strength of the movement toward Eisenhower or MacArthur.

WHY this seeming contradiction? This writer thinks it is because in this hour of grave national decision—perhaps national peril such as we have never faced before—the people are losing confidence in the current type of POLITICAL leadership.

Wherever they turn, they see (or at least they think they see) POLITICS instead of STATESMANSHIP; narrow, selfish thinking rather than patriotism. With the mass intelligence of common people on subjects of basic human importance, they recognize in such a situation (if it really exists) a real national danger.

If that is true, it seems reasonable to assume that the people may be turning away from leaders whom they believe (rightly or wrongly) to have become so ensnared in the meshes of vote-chasing as to have lost sight of the ideal of the greatest good to the greatest number, and TOWARD leaders whose background and training have kept them remote from politics.

That could explain the phenomenon of Eisenhower-MacArthur thinking.

"Marshall Plan" for Japan May Eventuate

WASHINGTON, Jan. 22.—(AP)—Speculation mounted today that an industrially revived Japan might be made the center of an eventual "Marshall plan" for the Far East.

SALUTE TO ROSEBURG

By CHARLES V. STANTON

Representatives of The Oregonian, Portland, have been spending the week in Roseburg gathering material for a "Salute to Roseburg," to be featured as tenth in a series of publicity programs. Principal cities in Oregon are being treated individually in The Oregonian, which carries interesting feature stories in its Sunday issues, and uses material collected by its staff in national advertising.

The Oregonian for several years has been boosting Oregon in advertisements appearing in popular magazines and trade publications. The department in charge of promotional work points out that Oregon had two previous immigrations—one the pioneer period, when the first settlers came to the Territory, and the other the Railroad immigration which brought to the state its large farm population.

The Oregonian contends that the period for general advertising is past; that the people coming to Oregon want specific information. Consequently, in its new series of advertising, it is paying a "salute" to each of Oregon's principal cities, telling of industry, agriculture, and various advantages offered by each community.

Representatives of The Oregonian frankly admit that the newspaper's motives are not entirely altruistic. The program, of course, builds good will, resulting in increased circulation and sale of papers. But the small increase in readership, gained by good will engendered in Oregon, would not pay a fraction of the cost of the activity upon which the Portland paper is engaged.

The Oregonian is interested in bringing more people to Oregon, for, the more people who reside in the state the larger the paper's opportunity for circulation. But still more important is the increase in industry and business resulting from larger population. Business and industry spend money in advertising, and, like other newspapers, The Oregonian makes its principal profit from the sale of advertising space.

It would seem at first glance that Roseburg's growth would not materially affect the City of Portland. But as Roseburg's population grows, there is a wider outlet for the business of Portland's wholesale firms and an increased outlet for the manufactured products from the Columbia Empire. In competition for Roseburg's business the Columbia Empire factories and wholesalers will buy more advertising space from The Oregonian.

The Oregonian's program is based on the theory that anything benefitting Oregon will benefit The Oregonian. We wish some of the state's other large corporations would operate on that theory. We wouldn't, of course, think of mentioning the "Friendly" Southern Pacific in that connection.

Active Club Dates Ball For March of Dimes

The Roseburg Active Club has scheduled a March of Dimes benefit dance for Friday, Jan. 30 at the Armory. It was decided last night at the club's weekly meeting at the Rainbow Grill.

KRRR Mutual Broadcasting System 1490 Kilocycles

- REMAINING HOURS TODAY: 8:00-9:00 - Radio News, Roseburg; 9:00-10:00 - Local News, Roseburg; 10:00-11:00 - Your Favorite Songs, Farm Bureau; 11:00-12:00 - My Merry Oldenrod, Bankers; 12:00-1:00 - The Andersons, Emery Insurance; 1:00-2:00 - Music as You Like It, Lockwood; 2:00-3:00 - The Sports Page, Harris Sales; 3:00-4:00 - Musical Interlude; 4:00-5:00 - Local News, Roseburg; 5:00-6:00 - Your Favorite Songs, Farm Bureau; 6:00-7:00 - My Merry Oldenrod, Bankers; 7:00-8:00 - The Andersons, Emery Insurance; 8:00-9:00 - Music as You Like It, Lockwood; 9:00-10:00 - The Sports Page, Harris Sales; 10:00-11:00 - Musical Interlude; 11:00-12:00 - Your Favorite Songs, Farm Bureau; 12:00-1:00 - My Merry Oldenrod, Bankers; 1:00-2:00 - The Andersons, Emery Insurance; 2:00-3:00 - Music as You Like It, Lockwood; 3:00-4:00 - The Sports Page, Harris Sales; 4:00-5:00 - Musical Interlude; 5:00-6:00 - Local News, Roseburg; 6:00-7:00 - Your Favorite Songs, Farm Bureau; 7:00-8:00 - My Merry Oldenrod, Bankers; 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