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SEEKING LOST RECORD

By CHARLES V. STANTON

Until the late war *The News-Review* for many years had enjoyed the unique distinction of having circulation larger than the population of the town in which it was published. During and since the war the rate of Roseburg's growth has been much greater than the increase in number of *News-Review* subscribers because we could not obtain enough newsprint to satisfy unrestricted demand, nor did we have sufficient press capacity. In fact, we were forced for six years to discourage circulation.

But times have changed! *The News-Review* with the "New Look" is proving very popular with readers. Our circulation is booming. Soon, we hope, we will be back to the point where our subscribers again will outnumber Roseburg's residents.

Of course, we have no exact figures on the city's population, but we imagine a census would show between 7500 and 8,000 within the city limits, and we will be very greatly disappointed if *News-Review* circulation doesn't surpass that figure within the next few months.

The distinction of having greater circulation than the population of the town—something which few newspapers can claim—is somewhat misleading in that the city's boundaries are very small and population in the immediate suburban area probably equals urban population or, perhaps, is even greater. If any of the proposed annexations go through, *The News-Review* will be forced to double its circulation efforts if it is to achieve its special claim to distinction.

But, on the other hand, if new subscribers keep coming in as rapidly as they have since we started bidding for new readers, after a lapse of six years, it will take a lot of annexation to keep us from regaining our old proportionate record.

Obviously no one knew better than did the *News-Review* management that growth in circulation was lagging behind population expansion in our trade area. But there was nothing we could do about it while we lacked press facilities to print more papers and had no extra paper to run through the press. Now that we have both the paper and the press, we intend to have circulation.

We are not using any high-pressure salesmanship. We believe we have a product that is well worth the cost—one that provides a service everyone in our area needs. Because we believe we have a good product, we are trying to make it available to all who want it.

We are now delivering papers door-to-door in Canyonville, Myrtle Creek, Oakland and Sutherlin. Our representative in Riddle is building up his subscription list and will be starting deliveries within a few days. We are supplying subscribers having mail boxes along the highway between Roseburg, Canyonville, Riddle and Myrtle Creek, as well as between Roseburg and Oakland. Soon we will have door-to-door deliveries in Yoncalla and Drain, and motor route deliveries along the highway as far north as Drain. We further propose a motor route into Brockway, Tenmile and Camas Valley, and hope to serve at a later date Melrose, Elgarose and Garden Valley. We believe that within the near future it will be possible for us to deliver *The News-Review* to nearly 80 per cent of our subscribers within our trade area the day of publication.

Some of our subscribers who get their papers by mail are asking why mail deliveries are not as speedy as our carrier service.

Papers handled by our carriers do not go through the mail. It requires approximately two and one-half hours to run papers through our addressing machines, wrap them and bale them into bundles. Then they must go to the post office for weighing. That makes them too late for carrier delivery. Our carriers, on the other hand, start on their respective routes as quickly as their papers come off the press.

Carrier delivery is slightly more expensive to the subscriber than getting the paper through the mail, but the service is much faster. Papers cannot be delivered by mail inside the City of Roseburg, except to locked boxes or general delivery at the post office.

Subscribers now getting *The News-Review* by mail, but who desire the carrier service, may make such arrangements through their Little Merchant or motor route carrier or our circulation department, paying the small difference in cost.

OUT OUR WAY

By J. R. Williams



THREE-POWER CONFERENCE ON BERLIN CRISIS—Lewis Douglas (center), U. S. Ambassador to Great Britain, and Australian Prime Minister J. B. Chifley (right) confer with General Lucius B. Clay, U. S. Military Commander in Germany, in Clay's Berlin home over the Berlin crisis. (AP Wirephoto via radio from Berlin)

Largest Occupational Group in U. S. Comprised of 32 Million Homemakers

By JANE EADS

WASHINGTON—The nation's largest occupational group is its 32,000,000 homemakers, observes Dr. Hazel K. Stiebeling, chief of the Department of Agriculture's Bureau of Human Nutrition and Home Economics.

"Taken singly or as a group," she says, "these 32,000,000 women have a big job with big responsibilities. Collectively they spend billions of dollars a year for food, clothing, home furnishings and other goods and services that families use. When they buy intelligently they are helping shape the markets for better farm and other products. When they manage time, energy and goods efficiently, they are conserving the country's human and material resources."

Dr. Stiebeling, in a review of the 25 years' work of the bureau which she heads, says it was established to provide the kind of factual help that other branches of the government gave the farmer and business man.

Her bureau was established, she says, "because women of the country, and particularly those in the American Home Economics Association, kept asking the Department of Agriculture and state college for information on food, clothing and housing, which could come only from research. They kept urging the need for a bureau to provide the kind of factual help that other branches of the government gave the farmer and business man."

Dr. Stiebeling says the bureau's work is to study principles of efficient household management and ways of making the best use of food, fiber and other products of the country's farms. Its work, she adds, aids farm and city families alike. To give all branches of the public the benefit of its research findings, the bureau has more than 100 bulletins available for distribution on request. (Address Bureau of Human Nutrition and Home Economics, Department of Agriculture, Washington 25, D. C., not this newspaper.)

More than half of these are for homemakers. The others, more technical in nature, are for research and professional workers.

"The annual distribution of these bulletins," says Dr. Stiebeling, "runs into millions of copies and shows that the American public is increasingly aware of the need to apply research findings to problems of everyday living."

She points out that homemakers must have scientific facts at their command in order to be good buyers and managers. She says that learning by trial and error is always the hard way, slow and wasteful. "This is especially so in these days when more and more of the things

she extracted a steak. It was a sirloin steak. It was "raw, red, limp and damp," the dispatches tell us. She held it aloft, and the blood oozed down between her fingers, obscuring the brilliance of her diamond rings that glittered and twinkled in the bright Kilg lights. One correspondent says: "It looked, somehow, like a red jellyfish stuck on a trident encrusted with jewels."

She told her audience how much she had paid for it, and in winged words she hung on the Republicans the blame for the price.

It was good, in a showy sort of way.

Still, there must have been at least a skimpy handful of level-headed thinkers in the audience who reasoned to themselves that if the diamond-draped lady and a lot of others like her who can afford what they want when they want it had eaten less steak and more neck meat, more pork and greens and pot licker, the price of prize beef might not have gone quite so high. Republicans or no Republicans. Supply and demand, you know, DO have quite a lot to do with price. Politics isn't everything.

But let's not complain. Conventions have to have showmanship or they go flatter than beer opened day before yesterday. The Democrats have always been great showmen, and they're demonstrating at Philadelphia this week that they haven't lost ALL their cunning.

WHAT we need is a campaign that will be close enough to let the Republicans know they've been in a battle. That will tend to sober them when they go into office next year.

A total, utter, complete landslide that would bury the Democrats so deep they couldn't dig out for years would be a first-class calamity.

DOG HAS NINE LIVES

WALSENBERG, Colo.—(AP)—Policeman "Teddy" Barrow was called to get rid of a mongrel that had been bothering children. He took the dog to the edge of town, shot him through the head and left him for dead.

A few days later, the dog was back in the same neighborhood, wagging his tail as lively as ever. The bullet wound healed, and the dog showed no ill effects of his "execution."

Western Needs Recognized in Demo Platform

PHILADELPHIA, July 15 (AP)—Democratic policy planners went all out yesterday in platform recognition of western demands for a strong plank on power development, flood control, and irrigation and reclamation development.

In one notable instance, however, they ignored the lead of the Republicans. This was on the hot issue of restoration of the tidelands to the states, who lost title under a Supreme Court decision.

The Republican platform advocates recognition of the "historic rights" of the several states to title to coastal tidelands. The Democratic platform passes over the issue.

The platform pledges otherwise of special interest other-wise to power and irrigation states of the west were:

1—A provision pledging the party to development of publicly-owned power transmission lines from federal power projects, which now sell their power at the powerhouse.

2—A proposal to establish and maintain "family-sized" farms for veterans and others in irrigation areas coming under the reclamation program.

This latter provision was interpreted as having a likely bearing on the so-called 160-acre limitation for land holdings in large reclamation projects, such as California's Central Valley.

FLOOD CONTROL STRESSED—The platform pledges continuation of "adequate appropriations" for flood control, and takes a jab at the 80th Republican congress for its flood control record.

"In addition to practicing false economy on flood control," the platform states, "the republican-controlled 80th Congress was so cruel as even to deny emergency federal funds for the relief of individuals and municipalities victimized by recent great floods, tornadoes and other disasters."

It was particularly in power and veterans-farms proposals, however, that the platform makes its most notable departure from the western policy stated by the Republican party.

Neither of these points was enlarged upon by the Republicans. The western plank generally, and in the exact language in some particulars, adopted the proposals submitted to the platform committee by representatives of Washington, Oregon, Idaho and Montana.

Thirteen Women To Run in '48 For Congress Seats

WASHINGTON—Of the 13 women expected to run for seats in Congress this year, two are spinsters, three are widows and seven are wives. The youngest is 39 and the oldest 70 plus.

All but four hold college degrees, but these attended special schools, two receiving part of their education abroad.

Two of the women candidates are ranchers. There are an actress, a lawyer, a labor organizer, two teachers and three business women. Mary T. Norton (D-N.J.) with 23 years service in the House of Representatives and Edith Nourses Rogers (R-Mass.) with 23 in the same body, are rated by the women's division of their parties as statestmen.

The 13 candidates come from as many different states: seven east and six west of the Mississippi. Democratic women candidates are Mrs. Norton, 13th Dist., N. J.; Miss Julia Maletta, Curwenville, Pa.; Mrs. Olive Remington Goldman, Urbana, Ill.; Mont.; Mrs. Helen Gahagan Douglas, Los Angeles, Calif.; Mrs. Jessie Beck, Bosone; Salt Lake City, Utah and Miss Ocie Heady of Holdenville, Okla.

Republican women candidates are Mrs. Rogers, Lowell, Mass.; Mrs. Katherine St. George, Tuxedo Park, N. Y.; Miss Camilla Genseau, 2nd Florida district, and Mrs. Margaret Chase Smith, Skowhegan, Me.

Mrs. Sanders and Mrs. Kingsbury are the rancher wives. Mrs. Douglas is the actress and her husband is movie star Melvyn Douglas. Judge Bosone is the lawyer and the first and only woman police judge in Salt Lake City. Miss Maletta has been a national organizer of the Amalgamated Clothing Workers of America for the past 13 years. Mrs. Goldman and Miss Genseau are teachers. The business women are Mrs. Smith, Mrs. St. George and Mrs. Heady.

Dewey to Center Attack on Demos' Foreign Policy

NEW YORK, July 15 (AP)—Gov. Thomas E. Dewey, republican candidate for president, charged yesterday the draft platform of the Democratic party contained "extremely partisan and provocative assertions concerning foreign affairs."

After a conference with John Foster Dulles, his international affairs adviser, Dewey issued this statement: "Mr. Dulles and I have canvassed the tense Berlin situation and the problems which may result from the extreme partisan and provocative assertions concerning foreign affairs in the draft platform of the democratic party."

He did not indicate what sections of the proposed platform he found objectionable. The conference emphasized Dewey's avowed intent during the campaign to:

1. Smash heavily at president

Truman's conduct of foreign policy.
2. Outline a course which he believes can lead to lasting peace without a third world war.

BIG TB STUDY PLANNED
COPENHAGEN—(AP)—The Danish Red Cross will examine about forty million children and youths in European countries for tuberculosis during the next two years. Expenses will be covered by the United Nations children Salvage Fund with \$2,000,000, by Denmark's government with \$400,000 and by a nationwide collection in Denmark, which is supposed to produce \$1,000,000 to \$1,250,000.
The examination will be made mostly in Finland, Austria, Bul-

garia and Romania. Up to now 1,700,000 persons in Europe have been examined by the Danish Red Cross.

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Washington Laborites Oppose City Managers

BELLINGHAM, Wash., July 15, (AP)—The Washington State Federation of Labor today expressed dissatisfaction with wages and working conditions of state employees and opposed introduction of the city manager plan of government in this state.

These views were contained in a special committee report presented by president Ed. M. Weston criticizing wage appropriations of past state legislatures.

The report recommended a minimum pay of \$130 a month for state employees, a 40-hour

week and a 33 per cent increase in travel and mileage reimbursements.

The federation swung its 100,000 members behind the Puget District Council of Lumber and Sawmill Workers in its campaign for a 6-hour day without reduction in daily wage in another resolution approved by voice vote.

LASSO-TOSSEN TOSSED

LIVINGSTON, Mont.—(AP)—An inspiring cowpoke—age 12—tried his lasso aim on the car bumper of a moving car, tossed too straight and was dragged for 20 feet. Policemen who treated his bruises advised that he stick to fence posts for target practice.