

# The News-Review

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## Santa Claus Faces New Hurdles As Another Christmas Season Nears

By HAL BOYLE

NEW YORK—(AP)—The question this Christmas isn't whether the children will continue to believe in Santa Claus. It's whether Santa Claus can go on believing in himself. Every year he must be finding it more difficult.

No figure of modern times—except perhaps Mother Goose—has had a harder time keeping his self-confidence than the fun-loving Saint. He has more critics than a French premier, and season after season he is finding himself cramped and confined by more restrictions.

Take 1947—a really tough year for Santa. Psychologists issued stern warning that he could damage a child's whole personality by giving him the wrong gift. And the Saint was brought under municipal ordinance. In one place he was forbidden to show up at department stores for his usual pre-season warmup if he had taken a shot of rock-and-rye to guard against pneumonia. In some cities he had to have his beard fireproofed. In others they turned the fit gun on the old man—his whiskers had to be 99 and 44/100 per cent pure.

The approach of the 1948 season finds new hurdles, hedges and barriers in the path of the red-suited man of good will. Mr. Claus must promise to quit pronouncing the moon to children. And his voice is being de-beamed. The 1948 Santa no longer will bellow—"Ho! Ho! Ho!" He will titter—"Tee, Hee, Hee."

**School Trains Them**  
These new points were decided on this week at a one-day training school for Santa Clauses held at—of all places—the Waldorf-Astoria Hotel. Nineteen Kris Kringles showed up—most came by taxi cab, as well as a number of child psychologists and parent education experts.

The conferees, all former chil-

dren themselves, pretty well agreed that for years Santa's booming laugh has been so loud it startled many lisping small fry. So that Christmas tradition is out. And the Santas present, in order to get a gilt-edged diploma certifying they were fit to deal "intelligently and sympathetically" with children, also had to pledge "to make no promises unless they can be fulfilled."

The prospect for 1949 and the years to come looks even bleaker for Santa Claus.

For if this old soft-hearted scallawag is really to fit himself into the pattern of the atom age, there are a lot more changes to be made.

**Fat Must Be Shed**  
Why, for example, should the idol of childhood remain a fat man? Too much fat is unhealthy. Santa Claus is going to have to go on a diet, train off his blubber and put on some good solid muscle.

Spraying his whiskers with DDT is only a temporary measure. He's going to have to mend his past—and perhaps change his clothing. Why do you suppose he wears that red suit? Did you know that Santa Claus isn't merely the patron saint of virgins and children? He's also the adopted patron saint of seafaring men, thieves, and—yes—Russia.

What is he doing up there at the North Pole anyway? Just toying around? This fellow Claus will bear a lot more looking into. He's got plenty to explain—this mysterious stranger who comes and goes in the night.

tion buying and needless internal competition the impractical who were spending the taxpayers' money and had no interest in value received, began to permit the inclusion of lower grades and still lower grades until the buyer, regardless of the purpose for which the lumber was being bought, had to take what for a time was little more than log run common. With the manufacturers being encouraged by the Forest Service under the guise of conservation to dig up windfalls and drag into their mills decayed timber, this grade racket was worked to the point where finally No. 3 common fir was actually being sold for twice as much as was being realized on the best grades of kiln dried finished uppers in former years and not far back at that.

The government during the war attempted to maintain a control over prices through O. P. A. Quite naturally this complicated and at times impractical bureau allowed inconsistencies to creep in but by and large the plan was not bad. However, in true American fashion, when the war had ended there was a clamor for the lifting of bureaucratic control, in which this publication vigorously joined. Our industry promised that prices would be held to a reasonable level but . . . when O. P. A. went out of the picture everything produced from a log soared upward like an observation balloon broken from its anchor.

To repeat in brief detail the unreasonable ascent of prices after controls were lifted would involve using more space than would be available in an entire issue of CROW'S P. A. C. I. COAST DIGEST. The profits to be realized from any branch of timber products manufacture became fantastic. Wholesalers made unheard of margins. The retailers were soon realizing more gross profit than they formerly paid for stock delivered on their own side tracks. Soon in this orgy of profiteering a majority of the concern in all branches of the business forgot that there ever was such a thing as trade ethics. The retailer wanted the wholesaler's and mill man's profit so he opened a phoney wholesale company and bought himself a sawmill. The wholesaler, seeing the operators of haywire mills riding around in high priced cars, built or bought a mill of his own and then, observing the mint that the retail business had turned into, also opened a retail yard or two. The mill man went into some large center and opened a retail yard and he, too, started a wholesale office and to charge himself and collect for himself a commission going both ways. Out of all this have come inevitable dislocation, disrespect and a return to the law of the wolf.

Two years ago when prices were moving up, not every week but every day, hundreds of manufacturers, enough that it became a common practice, openly and without apology, began to ship the last booked, highest priced orders first. They brazenly demanded of their customers price increases on old orders that had been shipped for better business which came in later. They made the retailers and other buyers take the grades and items the way they found it easiest and most profitable to furnish them and there that was that. That created mounting ill will so . . .

## OUT OUR WAY



By J. R. Williams

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Scrap from the MENDING BASKET. By Viahnet S. Martin

"Of course, as you know, Jed would rather die than admit he was in the wrong. So he glared at the mess and then he flared at me as if I had tipped it over. He was speechless for the moment, so I got in a word. He would much rather I'd cry or scream back at him but where would that get either of us? If I'm going to live with him I might as well start right. Anything's better than to be bullied all my life, even by Jed who is a darling, and funny when he blows his top."

"So I said, as calmly as I could, 'This mess will stay just like it is until you pick it up,' and I looked him straight in the eye, as straight as five-foot-one

what do we see today? At the moment there is an epidemic of cancellations and claims. There is a rapidly widening return to specified buying. Number three common dimension and fir board prices have broken in two in the middle; No. 4 common and "E" grade clears can scarcely be sold at all. The buyer is saying how much No. 2 common he will allow to be included, if any, and prices on all grades are pointed sharply downward.

The hundreds of retailers who were forced to place new orders at higher prices with the same mills that refused to ship previous orders for the same items taken at less money, quite naturally feel no twinge of conscience when they reverse the trick and make cancellations. They feel no compulsion to help carry out some academic theory of maximum utilization when they refuse to buy the lower grades of both uppers and commons.

And so we see what is only the beginning of another phase of the "dog eat dog" merchandising methods of our industry, and who is to blame who?

The sorry feature of this whole orgy is that when we finally come back to earth, as is inevitable, the producers, wholesalers and retail distributors of lumber are going to discover that their greed and lack of balance have incited a lot of difficult competition in their own ranks while at the same time they have invited and made possible the entrance of a lot of timber products substitutes in the building field that will be here indefinitely to take business away from all of them.

**Murder of 12 in Bank Theft Charged to Jap**  
TOKYO, Oct. 12—(AP)—Sadamichi Hirazawa, landscape artist, was indicted today on charges of murdering 12 persons in the cyanide poisoning of a bank staff to rob the bank.

Four others were poisoned and almost died in the robbery of the Shinjima Bank of 164,000 yen last spring.

Hirazawa is accused of posing as a health department inspector to administer the poison. Police said he had confessed the crimes.

## In the Day's News

(Continued From Page One)

this step."

LET'S take a look at this "unilateral" business around which the incident revolves. "Unilateral" is one of these fancy words the diplomats love and nobody else fools with. Webster defines it: "ONE-SIDED; done, made, undertaken, shared by ONE of two or more parties or persons." In the ordinary business language of the street, when you take "unilateral" action you run out on your associates. (No businessman, of course, would be caught dead using such a word; it is reserved for diplomacy.)

Here is an example: If you and two other guys are working on a big deal with a fourth guy and all of a sudden you get a brainstorm and run out on your associates and make a deal on your own, without even consulting your partners, that is unilateral action.

When you remember that Secretary Marshall was doing our dickering in Paris, you can understand why he was upset when he heard what was in the wind.

In this simplified comparison of international and business ethics (in matters of unilateral action) there is one vital difference that should be understood.

In a business deal, profit and prestige are the chief considerations. In this business at Paris, between us and the free nations of Western Europe on one side and Communist Russia on the other, LIFE AND DEATH ARE AT STAKE.

Whenever the Red army divisions begin to move, whenever the Russian guns begin to roar and the Russian planes begin to rain death from the skies, it will be the people of Britain and France and Belgium and Luxembourg WHO WILL DIE IN AGONY FIRST.

They, you see, are taking FAR HEAVIER IMMEDIATE RISKS THAN WE ARE. Naturally, under such circumstances, they are disturbed when they hear that we're hatching up a scheme to make a deal with the Russians on our own.

LET'S get the little man from Missouri straight in our minds.

So far as he was concerned, he WASN'T weighing out on our associates. He wasn't (in his own mind) planning to run for the brush and leave our comrades to die in the bloody mud of Western Europe under the crunching wheels of the Russian Juggernaut.

He just got to thinking things over in the still, small hours of the night, and in his friendly, folksy way he just couldn't bring himself to believe that ANY nation could do what Russia seems to be preparing to do. In his agony of mind it came to him that somehow, in some way, we ought to be able to get together YET and fix things up with these Muscovites.

So, off the cuff, he decided to make a stab at it.

THE tragedy of it is that things like Communist Russia aren't human. Attila wasn't human. Malevolent ogres just can't be dealt with in the kindly way of kindly little men like Harry Truman. They accept such advances as a sign of weakness and begin to lick their chops and what their knives.

## Ballots Ready For Scrutiny Of Electorate

Races Listed for Major Offices, but 5 Posts in County Not Contested

Ballots containing the names of all candidates and issues for the Nov. 2 general election have been printed, and sample ballots are available at the County Clerk's office and several other places in Roseburg and about the county.

The ballots list all candidates running for office in the presidential and congressional election, candidates for state, county and city offices, and various measures upon which the people of Oregon will be asked to ballot. Instructions are that voters must place an "X" between the number and name of each candidate of his choice.

Heading the list of names on the ballot are the candidates for the offices of President and Vice-president of the United States. Listed are: Republican candidates Thomas E. Dewey for President and Earl Warren for Vice-President; Democratic candidates Harry S. Truman for President and Alben W. Barkley for Vice-President; Progressive candidates, Henry A. Wallace for President, and Glen H. Taylor for Vice-President; Independent candidates, Norman Thomas for President and Tucker P. Smith for Vice-President.

The names of presidential electors to the electoral college appear with the name of the respective presidential candidates, so no extra voting for electors is required.

**Cordon, Ellsworth Opposed**  
Candidates listed for U. S. Senator in Congress are Guy Cordon, of Douglas County, Republican, incumbent, and Manley J. Wilson, of Columbia County, Democrat. For Representative in Congress, Fourth District, comprising Coos, Curry, Douglas, Jackson, Josephine, Lane and Linn Counties, Harris Ellsworth, of Douglas County, Republican, incumbent, and William F. Tanton, Lane County, Democrat, Progressive.

The names of Lew Wallace, Multnomah County, Democrat; Wendell E. Barnett, Marion County, Independent; and Douglas McKay, Marion County, Republican, appear as candidates for the office of Governor of Oregon.

Other state office candidates include: for Secretary of State, Byron C. Carney, Clackamas County, Democrat; and Earl T. Newbury, Jackson County, Republican, incumbent. For State Treasurer, Howard C. Belton, Clackamas County, Republican, and Walter J. Pearson, Multnomah County, Democrat; for Attorney General, William B. Murray, Multnomah County, Democrat; and George Neuner, Yamhill County, Republican, incumbent.

For Senator, Fifth Senatorial District, Douglas County, Thomas Parkinson, Republican, incumbent, and T. W. Weaver, Democrat; for Representative, Fifteenth Representative District, Douglas County, two to be elected, James M. McGinty and Christina Micelli, Democrats, and Paul E. Geddes and Robert C. Gile, Republicans.

**County Job Aspirants**  
County office candidates include: For County Commissioner, Richard G. Baker, Democrat, and H. B. Roadman, Republican, incumbent; For Sheriff, O. T. Carter, Republican, incumbent, and A. B. Smith, Democrat; for County Clerk, Roy Agee, Democrat - Republican, unopposed; for County Treasurer, Oliver L. Johnson, Republican-Democrat, unopposed; for Coroner, Harry O. Stearns, Republican - Democrat, unopposed; for County Surveyor, Ben B. Irving, Republican-Democrat, unopposed; for Justice of the Peace, Deer Creek District, A. J. Geddes, Republican, and R. D. Williams, Democrat; for County School Superintendent, Kenneth F. Barneburg, non-political, unopposed.

For trustees of the North Umpqua-Diamond Lake Highway Improvement District, seven to be elected, candidates are: H. O. Pargeter, Republican; George H. Smith, Republican - Democrat; Charles V. Stanton, Republican-Democrat; Leonard W. Tyler, Republican; J. R. Wharton, Republican-Democrat; Earl Wiley and G. V. Wimberly, Democrats, Mor-

an almost endless variation of design.

ris C. Bowker and V. V. Harpham, Republican-Democrats. The names of city office candidates and special measures to be voted also appear on the ballots, but detailed information will be contained in separate articles in the News-Review.

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