

# The News-Review

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## CHRISTMAS SHOPPING

By CHARLES V. STANTON

Roseburg merchants are formally opening the Christmas merchandising season through the columns of *The News-Review* today. While Christmas displays have been in evidence since before Thanksgiving, the retail trade normally recognizes the period following the feast day until Christmas Eve as the Christmas merchandising period and are concentrating on that particular time.

Residents of the area will find in the retail markets of Roseburg a wider selection of merchandise than ever before offered. Too, they will discover that no city in the state will be able to offer any better variety or quality.

The city has made wonderful strides recently in the matter of retail trade service.

It does not take a long memory to recall our main streets as they appeared only four years ago. Since then nearly every store building has been remodeled. Scores of new firms have entered the city, some of them representing large organizations with enormous buying power, which permits obtaining merchandise both in quantity and variety.

Roseburg's merchandising picture has changed materially in other respects. Prior to the war, chain organizations made it a practice to "promote" its managers to Roseburg stores. Changes in management usually—not always—brought in men from smaller towns. Managers are sent to Roseburg today, however, for a totally different reason. This area is one of the most rapidly growing in the state. It has prospects of being on the up-grade for many years to come. It is a highly competitive area, and those businesses which succeed in gaining a foothold and establishing permanent customer habits are assured of long life and continued prosperity—prosperity that will be considerably higher than the general national average, because the economy of the Roseburg area will advance from year to year proportionately with the expansion of our timber industry, as yet only in its infancy. Thus the managers sent into Roseburg are the best and most experienced men the represented concerns have available—men well trained in the most modern merchandising methods. The effect of this change is most pronounced in appearance and service in our stores.

During a period of almost four years there has seldom been a week that some portion of either Jackson or Cass streets has not been partially blocked by protective barriers erected by builders engaged in remodeling a store building. Roseburg today has some of the finest stores, in respect to appearance, equipment and stock to be found in the entire state. Variety, quality and quantity of merchandise have improved in proportion to the appearance of the main business district.

And while we have improved the older section, we have been expanding business activities in every direction. More than a score of residences were moved off South Stephens Street to make way for commercial buildings. Market centers are expanding rapidly on all four sides of the city proper.

Probably no city in Oregon has seen such a marked change and improvement in its merchandising facilities in a comparative period of time as has been in evidence in Roseburg.

All this change is of interest and benefit to the Christmas shopper. Roseburg business houses are eager to build customer habits. They want trade, not only for the present but for the future. They want "repeat customers." A major part of Greater Roseburg's population is new since 1944—far more than one-half. Many of these people have not yet formed buyer habits. Eventually they will find favored stores in which they will do the bulk of their buying. Every Roseburg business firm is striving today to merit the continued patronage and good will of prospective permanent customers. To win this approval they are offering the very finest merchandise obtainable and in the widest possible range of style and price. Thus Christmas shoppers in the Roseburg area will be greatly benefited by the competitive spirit so prevalent in virtually all departments of retail trade.

Some of our residents, particularly those who have not yet realized the change which has occurred in our business district, doubtless will cling to the time-honored theory that they can find better and cheaper merchandise elsewhere. They will find, however, if they will investigate, that the best of everything is obtainable in Roseburg and at comparable prices, for we have enough chain organizations interested in building their future to see that Roseburg stores are as well supplied as their branches anywhere, while our independent stores are showing admirable enterprise in keeping their merchandising services at the highest level.

There is only one catch to this Christmas shopping problem. Stocks are limited—not only here but everywhere. Merchants have been keeping inventories as low as possible, fearing a possible recession in general business conditions. This situation prevails throughout the whole country. Roseburg stores are perhaps more liberally stocked on a comparative basis than the general average, but there is a limit. The wise shopper will buy early.

## Oldsmobile Joins In Raising Price of Cars

DETROIT, Nov. 29.—(AP)—Oldsmobile of General Motors joined with Buick and Cadillac today in announcing price increases for 1949.

At the same time Oldsmobile said production of its "66" and "68" series, least expensive of its 1948 cars, would be discontinued for 1949.

Price increases on the largest

Olds model, the Futuramic series "98", will range from \$360 to \$370 over 1948. In the "76" series, lowest priced for 1949, the increases will range from \$45 to \$60.

The Buick and Cadillac divisions of GM announced price increases recently.

Ada Behan, famed American actress who died in 1916, was born in Limerick, Ireland, and her real name was Crehan.

## OUT OUR WAY

By J. R. Williams



BORN THIRTY YEARS TOO SOON

12-1 J.R. WILLIAMS



By Viahnnett S. Martin

I wonder why it is that my mother down in California can buy good cranberries, from Cape Cod, for 16 cents a pound; cranberries that were shipped way across the country, or around through the Canal, or maybe flown! Yet here am I, where cranberries are raised, paying 39 cents a pound.

Lots of peas are grown in Oregon, too, yet the other day I opened a can that, according to the label, had been processed in New York state. Does that make sense to you? It doesn't to me.

An editorial in the *News-Review* the other day discussed waste in the lumber industry. Well, paper is a part of the lumber industry; at least newsprint is made from wood! Newsprint is a hundred dollars a ton. But do we read of any "paper drives"? No, I read that "there is no market for paper." (A Boy Scout troop, some years ago collected bundled newspapers by putting up a sign on a simply made shelter located on the boulevard. Motorists deposited bundles, and how fast they added up to truck loads, sold for 40 cents a hundred weight.)

I was wondering just now, when I came across the old let-

terhead on which a chain of seven New York state newspapers accepted the Mending Basket (it was running in California papers, too, at the same time) and I noticed the dates of the founding of those papers: 1841, 1872, (2), 1874, 1875, etc. They weathered wars, and I don't know how many depressions. Yet recently five of them combined: newsprint trouble, maybe? The names of the "old" papers are strung along the tops of the inside pages, names that have been interwoven with the histories of the several towns and outlying countryside they served so many years, one of them over a hundred!

Never in our history were there so many publications of all kinds! Yet they function under such difficulties, despite all the modern inventions and the speed-up of making up the papers. Now we read that President Truman is very likely to ask for a raise in postage rates on second class mail. That hits the newspapers and periodicals again!

It's all very confusing to a housewife who hates waste of all kinds, and who believes that if we waste we shall want! Waste seems a kind of ingratitude to the Giver of all good things. Is that the way you feel about it?

## Social Security Broadening Plan Handed to Truman

WASHINGTON, Nov. 30.—(AP)—A proposal for a broadened social security program—being submitted to the White House—reportedly would bring soldiers, sailors, fliers and marines under the civilian old age pension system.

Federal Security Administrator Oscar Ewing had the proposals drafted. They might cost \$1,000,000,000 if approved by Congress. Among other things, Ewing asks a sharp boost in the amount of pensions and survivors' benefits paid under the system.

Mr. Truman is known to support at least 50 per cent increase. Ewing was reported by an FSA spokesman to believe that even a greater increase in the pension benefits might get White House endorsement.

The present \$39.90 pension for an old couple, Ewing was quoted as saying, amounts to "slow starvation."

Upwards of 20,000,000 new earners would be brought under social security protection, the spokesman said. In addition to the 35,000,000 now covered, if the FSA proposals are adopted.

Farm workers, domestic help, the self-employed, employees of the federal, state and local governments, and workers in hospitals and other institutions, not not protected would be embraced.

Military Status Changes The proposal to include the 1,400,000 or more members of the armed services was urged in Ewing's annual report to the president several months ago.

Servicemen were not originally covered because it was deemed that the armed forces' own retirement systems were adequate. Growth of the "civilian army" concept, in which great numbers of men shift between military and civilian employment, has changed the picture, Ewing said.

Periods of military service interrupt the accumulation of benefits in private employment. That would not be true if the armed forces were brought under social security protection. It is proposed also to tie federal retirement systems in with the social security program.

Lean meat is more than 73 per cent water.

## Books on Best Seller List Suggested as Yule Gifts

Christmas is the time for giving good books. The most popular books of fiction that are the best sellers throughout the nation are:

"The Plague and I" by Betty MacDonald (author of the Egg and I), The Big Fisherman by Lloyd Douglas (author of The Robe), Dinner at Antoine's by Frances Parkinson Keyes, Shannons Way by Cronin, Castle in the Swamp by Edison Marshall.

The best of the new non-fiction is "Crusade in Europe" by Elsenhower, and "The Gathering Storm" by Churchill.

A new book of interest to many local people is the Main Line by King. A story of the Southern Pacific and very interesting. Another book of local interest is "Out of the Yukon by Bond—a former resident of the North Umpqua who has many friends and relatives in this locality.

A host of books for children are available for the youngster of every age. The bright rag and linen books for the little tot to the exciting mystery and sport stories for the teen age.

There are many new games and puzzles to suit every taste, along with the ever popular electric baseball and electric football games. The finest thing for the active youngsters is the large selection of Playskool and Holgate toys that are now available. Made entirely of wood these toys are harmless and sturdy but best of all each toy teaches the youngster to do something.

## Mad Killer Believed Riding Swedish Trains

STOCKHOLM, Nov. 30.—(AP)—Police delved today into the chance that a mad killer might be riding weekend Swedish trains. Four persons have been killed and a fifth injured critically in falls from trains in Southern Sweden on successive weekends. The circumstances in all mishaps were similar.

The lone survivor, Policeman Carl Nilsson, has partial amnesia and remembers nothing of his train trip Oct. 30, after which he was found injured on the tracks near Halmstad.

Newspapers recalled that a killer eight years ago amused himself pushing women from Berlin suburban trains. A spokesman for the state-owned Swedish railways said an inquiry is on but would not comment further.

## Mayor Flegel To Emcee Carnival

The Senior Carnival committee announced Mayor Al Flegel as master of ceremonies of the annual Senior Class event, to be held Thursday, Dec. 2, at the Roseburg Armory.

The current theme for this year's graduating class is "Days of '49" which will be carried out by the decorations committee. The carnival queen will be announced and crowned by last year's queen, Miss Lorraine Loebe.

More than 20 concessions will be set up and room will be set aside for all-evening dancing. The entire Senior Class is taking part in the affair, under the direction of Miss Donna Mears, chairman of the central planning committee, which includes Susan Motschenbacher, Jim Poirot and Bob Sanders.

## Two Fined for Sprees, 3 Others Forfeit Bail

Two persons pleaded guilty to charges of drunkenness in the Municipal Court Monday, and three others forfeited bail for failure to appear on disorderly conduct charges. A fourth forfeited bail for drunkenness, Municipal Judge Ira B. Riddle reported.

Judge Riddle fined Einar Fretlie, 60, of Roseburg \$30 on the latter's plea of guilty to drunkenness on a public street. Fretlie was committed to the city jail for 15 days in lieu of payment of the fine. James F. Brown, 25, Myrtle Creek, paid a \$25 fine on a similar charge.

Those who forfeited bail in lieu of appearances in court were reported by Judge Riddle to include: William Milton Goehring, 219 W. College St., drunkenness in a public place, \$30; Fred Hazel Brown, 60, Canyonville, disorderly conduct, \$10; Russell Oscar Smith, 35, 402 W. Lane St., disorderly conduct, \$10; Daisy Ethel Brown, 41, Canyonville, disorderly conduct, \$10.

Eusibo Ramirez, 22, a transient, was ordered to "leave town," after Judge Riddle had imposed a \$20 fine and suspended it. Ramirez had asked for a place to sleep last night.

## Truman Will Push His Civil Rights Program

WASHINGTON, Nov. 30.—(AP)—An official of a Negro organization said yesterday President Truman had "expressed determination to go straight through" with his civil rights program.

"I saw no signs of any compromise," said Walter White, secretary of the National Association for the Advancement of Colored People.

White said the president told him he was obligated to no one.



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## West Coast Dock Strike Continues In Parley Stage

SAN FRANCISCO, Nov. 30.—(AP)—The West Coast maritime strike is 90 days old today, with settlements yet to be reached between employers and three seagoing unions. A jurisdictional question involving a fourth union also remained undecided.

Only CIO longshoremen, whose deadlocked negotiations precipitated the long strike last Sept. 2, have ratified a new work contract.

Independent Marine Firemen late yesterday ordered their negotiators to continue talks with the Pacific American Shipowners Association until a complete "package deal" could be submitted to the workers for approval.

Still to be negotiated, too, are PASA contracts with the CIO Marine Cooks and Stewards and the CIO Radio Operators.

The AFL sailors union of the Pacific insisted meanwhile that it be guaranteed jurisdiction over certain jobs and be granted certain wage increases before it will return to work. This union has not been on strike, although made idle by the tie-up of all Pacific Coast ports. The jurisdictional issue involves cargo handling on coastwise lumber vessels and stewards' jobs on Alaskan vessels. The AFL sailors also wanted "parity" with wage increases offered other unions.

Firemen last night reported employers have offered them a \$21 a month wage increase, rather than the \$17.50 agreed to before the strike began; an annual review of the wage question, and improved working conditions.

Although waiting for a complete settlement before approving any single points, the firemen did vote to return to work as soon as a contract is accepted. Whether

this would mean crossing any possible AFL picket lines—in event the jurisdictional scrap remained unsettled—was not announced.

Restaurants first became really popular after the French Revolution when aristocrats could no longer afford great retinues of servants.

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