

The News-Review

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PROFIT MOTIVES

By CHARLES V. STANTON

Communists and socialists, some labor leaders and many politicians are engaged in a systematic campaign to undermine public confidence in capitalism and free enterprise. Every employer is portrayed as a profit-hungry money grabber, exploiting workers, customers and the general public to put dollars in his pockets.

We wish anyone who might be misled by this type of propaganda had been with us at the 62nd annual meeting of the Oregon Newspaper Publishers Association.

We sat through three days of convention and the only mention of profits as a primary topic came not from the publishers but from an employee—incidentally our own production superintendent, Ernie Fingerlos, who, because of his excellent work with *The News-Review*, was invited to tell the convention some of his production short cuts. Ernie talked about cutting production costs as a means of making more profits.

But the publishers spent three days talking about giving the public a BETTER PRODUCT. Not how to get more money out of their newspapers but how to give better service, improve readability, add to appearance and do a better job of news coverage.

Newspaper publishers are well aware that they can make profits only if they please readers and advertisers. Consequently, they endeavor to find ways and means of giving the best possible product for the lowest price consistent with the service performed.

That's the free enterprise system. One of our speakers pointed out how much simpler it would be—if publishers were willing to surrender their rights of free speech—to make profits under a system of government controls, where the publisher need only serve as a stooge for the party in political power, giving his subscribers and advertisers any service he pleased and collecting high profits from an inferior, non-competitive product. That's the Communistic and Socialistic system.

But our American publishers aren't about to surrender the right of free speech; nor are they about to give up—at least without a struggle—the free enterprise, competitive system.

The newspaper industry is studying as never before methods of improving its service and its product. Millions of dollars are being spent in continuing readership studies in an effort to learn reading habits. Other millions are spent in advertising study. Scientists study eye travel, visual boundaries, effects upon the eye of various type faces. A determination of the physical factors of vision makes it possible to produce more effective advertising layouts and thus aid the advertiser in appealing to prospective customers. Through these studies it also becomes possible to use more effective and pleasing headlines, makeup, pictures, etc.

Naturally, the more pleasing and attractive the product becomes and the better the service given, the more profits accrue to the publisher. Consequently the publisher is not altogether altruistic when he talks about better service, better appearance, better distribution. He knows it will come back to him in profits.

Which, however, is to be preferred—a publisher conscious of competition, seeking profits by the best possible service to readers and advertisers, or a publisher who can reap assured profits with an inferior product? The choice lies in the free enterprise system as compared with the Communistic or Socialistic program of a subsidized, controlled press responsible only to political leadership.

We hear a few people bemoaning the fact that newspapers have "monopolies." Few Oregon communities, for instance, are served by more than one newspaper. Some people seem to think this takes a newspaper out of competition. But the reverse is true. A newspaper alone in its field is constantly fighting competition. Perhaps there is no rival newspaper in the field, but there soon will be one if the publisher fails to serve his territory adequately. The publisher knows full well that the minute he relaxes his productive efficiency another publisher is going to start looking over his field. Consequently, he must be constantly alert and keep his advertisers and readers at least reasonably well satisfied with the service he performs.

Many of our political leaders would like to gain control of the press. Radicals find the press the chief obstacle to successful growth and application of their respective isms. Because these people have definite objectives to serve, they strive constantly to undermine public confidence in the press and, more particularly, the entire free enterprise system. But we believe the recent meeting of the Oregon Newspaper Publishers Association amply refutes the idea that a subsidized press is to be preferred to a press based on principles of free enterprise and open competition.

Building Trades Council Advocates Six-Hour Day

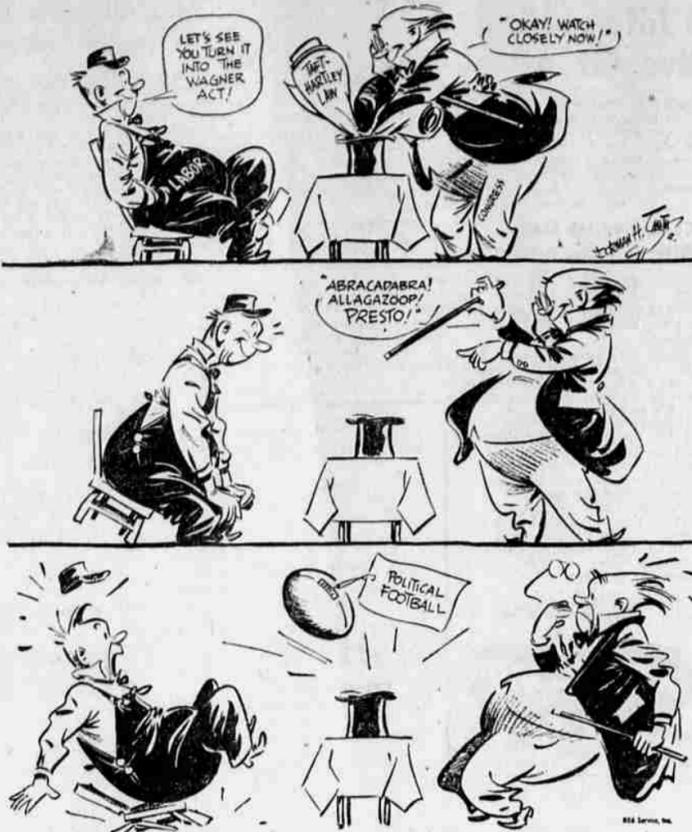
EUGENE, June 21.—(AP)—A six-hour working day, as a means of spreading jobs around, held the endorsement today of the Oregon State Building and Construction Trades Council.
 The council's convention closed after a sharp exchange between two Portland delegates and the council secretary-treasurer.
 "The Portlanders—Clifford Gould and E. R. Dadds—charged that the council 'has no program and is doing nothing for the working man.'"
 "Don't tell me we have no program," boomed back Secretary-Treasurer Volney P. Martin.

"We're making progress in organizing the unorganized and raising their wages."
 The convention voted to continue political education.

Siamese Women Enroll At Oregon State College

PORTLAND, June 21.—(AP)—Prachuabchits Vadhanaeevi and Pratin Kutranandana have enrolled in Oregon State College.
 They are two young Siamese women who will study home economics there, later to carry the modern teachings back to their own country. They are among 20 students sent by the Siamese government to this country for training as teachers.

Ain't Magic Wonderful?



Scoops from the MENDING BASKET

By Viahnett S. Martin

It takes so little to keep small children contented and happy, and thus free the mother for other things even as she keeps, automatically, an eye and ear out for unusual sounds from the yard. Since a mother I knew always liked to have the other little folk come to play with her two, and this plan seemed popular with the other mothers, "something to play with" was required. Snapshots are reminders of a lot of the ideas hit upon that were easy to make, and cost little or nothing.

The balancing board was a 2x4 smoothed carefully, painted, and set lengthwise and on edge about six inches above the grass. A wide short smooth board was also at hand for a sudden decision to "teeter-totter." There seemed no end to the "stunts" and fun that simple idea gave!

An old ladder—two rungs were missing but the rest were tested for strength—was fastened to the clothespost. To stop too venture-some youngsters from going dangerously high on the ladder, a pretty windmill whirred continuously at the top. Nobody wanted to spoil that, of course. The acrobatics on that "equipment" were good fun.

Lind Troupe To Present Four Entire Ballets

The second Roseburg appearance of the Monica Lind Ballet Company is scheduled for Wednesday, June 22. Curtain time is 8 p.m. This concert, to be presented in the Senior High School Auditorium, comes at the end of a highly successful Northwest tour.

Monica Lind is the courageous young lady who was stricken with infantile paralysis and fought her way back to health and to dance again. Her story is well known by most Oregonians from newspaper accounts.
 About three years ago before polio struck, Miss Lind was well known in the eastern United States and Canada as a beautiful and talented ballet solist and pantomime artist through her appearance with the great man of ballet, Leonide Massine, and in musical comedy.

With the regaining of her health she formed her own touring company and set about the task of popularizing ballet in the smaller cities of Northwestern United States. She has appeared in many cities that never had the opportunity of seeing a ballet performance in their own communities.

Monica Lind has been responsible for starting many Northwestern youths on a dancing career.

The Roseburg concert will present four full length ballets. Miss Lind dances the leading roles in three of them. Her roles range from modern to jazz to classic. She is ably supported by her partner, Joel Benway, and a troupe of 12 dancers.
 Miss Lind is appearing tonight at Oakland. The queen of Douglas County Timber Days celebration at Sutherland and her escorts are to be guests of honor, and the queen will present Miss Lind with flowers.

The first recorded strike in the United States occurred in 1788 when Philadelphia printers walked out demanding a \$6 weekly wage.

In a remodeling spell, some steps were left over. They were put against the house. The performances given on that stage! And also it came in handy on "follow the leader" and for stunts in hopping, etc.
 Just a feather helped out sometimes. "Blow the feather!" They made up their own games mostly, and their own rules.
 Sometimes a "boat race" was in order. Walnut-shell boats with bits of paper for sails, were blown or fanned across the 13-foot "bird-pool," the owners of the sailboats sometimes flat on their tummies, sometimes shrieking when the sailboats would be calm where stepping was forbidden. After all a pool needs something growing around it, too! The pool was made for lilies and fish but in no time it was realized that the birds had taken it over, and a peninsula was built out where water was an inch deep. The fish would swim across in and out the birds' feet, said birds keeping right on with their splashing and wing-shaking. So it was "the bird pool."
 Oh, it takes so little to make little folks happy. Just ideas. The rest follows.

Top Rodeo Purse Posted By Posse, Not Elks Lodge

Purse of \$500 for the all-round championship of the Douglas County Sheriff's Posse Rodeo was not contributed by the Roseburg Elks Lodge, as reported Monday, but by members of the Sheriff's Posse.
 Bruce Carter, secretary of the Sheriff's Posse, said that in previous years the Elks have donated the top championship purse, but this year they did not do so.
 Because the list of prizes approved for the local show by the Rodeo Cowboys Association included the \$500 purse, and it was so advertised in professional cowboy magazines, members of the Sheriff's Posse decided to put it up themselves, Carter explained.
 Carter said that Tater Decker, who won the all-round championship this year, had driven here from his home at Roswell, N. M., just to participate in the local Rodeo and to "win the purse."
 A number of the cowboys here left immediately after the show for Calgary, Canada, where they plan to enter the forthcoming Calgary Stampede, said Carter. The Christensen Bros., stock contractors, will stage a Rodeo next week at Eureka, Calif.

Mark Wildgrube, pioneer cranberry raiser of the Reedsport Area, says that his bog located on Highway 101 between Reedsport and Winchester Bay promises to produce a bumper crop this season, the first season it has been in full production.
 When Wildgrube, a logger, decided to experiment with raising cranberries locally, he was given many reasons why it "just wouldn't work," but none of them sounded convincing. He proceeded to prepare the logged off swamp land as rapidly as he could, and the results have more than vindicated his judgment. Others have followed his lead since that time.

Cranberry Venture At Reedsport Is Profitable

Trustees and Elders of the Reedsport Community Church held their monthly meeting in the church parlors Thursday night. Present for the meeting were Rev. George Mortensen, Mr. and Mrs. Albert Burling, Mrs. Walter Keating, Mrs. Tom Lillebo, Ed Seabloom, W. A. Burdick, Frank L. Taylor, James R. Simms, Jack Flug and S. S. Smiley.
 Rev. Mr. Mortensen announced his plans to attend the Young People's Conference at Fir Point, near Glendale. The dates of the vacation Bible school were announced as from July 18 to 29.

Holy Ghost Revivals To Be Held At Oakland

Series of old-time Holy Ghost Revival meetings are to be held in a tent at the east end of the City Park at Oakland, starting Wednesday. The meetings are to be conducted by Evangelist Elmer William Brown.
 As a "lumber jack preacher from the ranks of labor," Brown announced he will preach the "old-time Gospel of the Kingdom of Heaven in its fullness." Meetings will be every night except Saturday at 7:30, and Sunday at 2:30 and 7:30 p. m.
 The public is welcome at every meeting.

Bakery Drivers' Strike Threat Still Poised

PORTLAND, June 21.—(AP)—The possibility of no bread on their butter faced Portlanders today.
 The bakery drivers' union received backing from the State Federation of Labor's Executive Board in a plan to strike Wednesday if wage settlements are not reached.
 Representatives of 20 bakeries and the union conferred with Federal Conciliator Lee Kotkin Monday but reached no agreement. They called another meeting for today. The drivers want \$75 a week instead of \$70.

Film To Show Women How To Note Cancer Signs

WASHINGTON, June 21.—(AP)—The American Cancer Society will make a 10-minute movie to show women how to watch out for signs of cancer of the breast.
 The National Cancer Institute said it has given the Society a grant to finance the animated color film. It is to be designed for showing to women's clubs and other organizations.

Portland's License Fee Program Is Eased

PORTLAND, June 21.—(AP)—Portland businessmen won some relief yesterday from the city's new license fee program.
 The city council listened to the business appeals, then voted to consider as taxable sales only those which go to customers in Portland.
 Some businessmen asked a further change—to free from gross sales tax those goods intended for eventual use upstate.
 The News-Review classified ads bring best results. Phone 100.

Brittell To Open New Accounting Business Service



Walt Brittell, Rt. 1, Roseburg, announced today he is initiating a complete bookkeeping and accounting service for small businesses.

A resident of Roseburg for one year, Brittell is a graduate of Hastings College at Hastings, Neb., and formerly was manager of the credit department of the Seattle branch, Federal Reserve Bank of San Francisco. He also was manager of the U. S. Treasury record department at the same bank. Brittell served as an officer aboard U. S. Navy aircraft carriers during the recent war.

Brittell resides with his wife and three children at their home at 1664 E. 2nd Ave. S., where he will make his office. He is a member of the Roseburg Junior Chamber of Commerce.

Complete bookkeeping and tax record service is now becoming too involved for the owners of small businesses to keep accurate records, efficiently, Brittell stated. His services, offered on a part-time basis, will be "advantageous" for businesses that cannot afford full-time accountants.

No Confirmation Of Stalin 'Heart Attack'

WASHINGTON, June 21.—(AP)—If Soviet Premier Stalin has suffered a heart attack, the State Department has heard nothing about it from the embassy in Moscow.

A Department spokesman said this Monday in commenting on a published report (Drew Pearson) that the Embassy had advised that Stalin recently suffered such an attack and that it was his third in the last two years.

Lincoln White, the Department's press officer, told reporters that the Embassy at no time has reported that Stalin has had a heart attack. He noted that former Ambassador Walter Bedell Smith said recently that the last time he saw Stalin several months ago he appeared to be in excellent health.

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