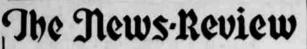
The News-Review, Roseburg, Ore .- Tues., Oct. 11, 1949



Published Daily Except Sunday by the News-Revie & Company, Inc. Entered as second class matter May 3, 1920, at the post office at Reseburg. Oregon, under act of March 2, 1873

CHARLES V. STANTON EDWIN L. KNAPP Member of the Associated Press, Oregon Newspaper Publishers Association, the Audit Bureau of Circulations Represented by WEST-HOLLIDAT CO. INC. offices in New York, Chicage. San Francisco Les Angeles, Seattle, Portland St. Levils UBSURIFION RATES-in Oregan-By Mail-Fer Tear \$5.00, six months \$4.30. three months VLAS By City Carrier-Fer year \$10.00 in advance1, less than any year, pay month \$1.00 Outside Oregan-By Mail-Fer year \$5.00 err works \$152, biss months \$155.

ONE READER TO ANOTHER

By CHARLES V. STANTON

One enjoyable feature of an editor's vacation is that he has opportunity to read a newspaper in a normal manneras if he were a paid subscriber.

When we are on the job we seldom actually "read" the paper.

As we scan one of the first copies off the press our mind is not absorbed with the import of the news but rather with the manner of its presentation. We read to determine whether news has been prepared properly, whether it could have been more effectively edited, whether it is given the right sort of headlines, whether it is fully appropriate. We have in mind the matter of make-up. We shudder at typographical errors. We look for mechanical mistakes. We succeed in absorbing a limited amount of information, but our reading is neither relaxed nor thorough.

But while on vacation we read the hometown paper avidly. We actually seek news. Although we casually observe errors, they do not register their usual impact because, for the time being, there is nothing we can do about them.

It is during such periods that we gain better appreciation of the service a hometown newspaper gives its readers.

We were exceedingly happy, therefore, to read last week of the words of commendation received by The News-Review during the annual observance of Newspaper Week. We were extremely grateful for the public tribute paid by the Roseburg Elks lodge and the kind words from Mayor Albert Flegel and officers of the lodge.

A newspaper, naturally, appreciates words of commenda. each day that passes. in telling us frequently of their appreciation of the paper WHAT is wrong with us? and its service. It is indeed and its service is the paper where I think is the and dation. Readers of The News-Review have been very kind and its service. It is indeed gratifying to receive a pat on the back occasionally,

Due to our vacation period coming during Newspaper Week, we missed the opportunity to comment on that event. Perhaps it is just as well, for readers might have become bored with such discussion.

We feel, however, that too few people actually realize how much a newspaper gives them for so little money.

If, for instance, you were to receive a telegram containing the information embraced in any one of the major items he hammers home this advice: If on today's front page-just one item-it would cost you you want to get ahead in the that. Dr. Pruett makes it sound other hand, it may be even more other hand, considerably more than an entire month's newspaper sub-scription. Yet in today's issue of The News-Review you are ALONG WITH PEOPLE. If you over my head . . .) I was read to beat the Boy Scout of my fanfurnished with telegrams from every part of the world-messages that would cost you thousands of dollars if collected individually.

If you were to receive a daily letter from a friend, relating the happenings that came within his limited knowledge, the postage alone would approximate the monthly subscription price of The News-Review.

Your friend, even though he might be one of those persons with access to all the town gossip, couldn't begin to THE FRAMEWORK OF WHAT furnish you the local news collected daily by a staff of OTHERS WANT AND THINK." trained and experienced reporters who chronicle for you the community's current events.

If our advertisers had to contact you through the mails, seller or between employer and or with circulars to your doorstep, you would receive such employee." a conglomeration of material that you would soon begin to protest. The advertiser would pay many times the amount of his newspaper space bill, and would have far less favorable readership reaction.

The newspaper affords the advertiser an opportunity to FROM ANOTHER PERSON. present to you his information, news and sales appeal in a form attractive to you, at a time most suiting your own convenience, and in a style you have learned through usage from the Golden Rule. This is the to appreciate.



In the Day's News (Continued from Page One)

becoming more imminent with

Here I think is the answer-ALONG WITH EACH OTHER.

Ingram, a former newspaper man, now a vice-president of the

Southern Pacific Company. All the way through the book,

NOTHING CAN STOP YOU. HIS, he asserts, is the basic rule

for getting along with people: Think, act and speak in terms of the other person's interests." Then he adds:

"Another way of saying it is seek what you want WITHIN This philosophy holds that there need be no irreconcilable conflict of interests between buyer and

THEN he puts on this cap sheaf: YOU DON'T NECESSARILY HAVE TO OBTAIN SOME-THING BY TAKING IT AWAY

VOU will recognize, of course, Golden Rule: "Do ye unto others as ye would that others shall do



One of these days-maybe-a. An expedition set out to transfer Boy Scout adventuring over the the mess of which "fully 10,000 hills about forty miles from Port kilograms was exposed." But be-WE HAVEN'T YET LEARNED Orford, is going to come across fore they could reach their ob-THE TRICK OF GETTING a mass of queer-looking stone. jective, Dr. Evans, a government ALONG WITH EACH OTHER. Like as not he will happen to geologist, had departed from this tell his teacher about it, and the present experience without leav-A this point, I'd like to suggest science teacher will recall the ing a record of the exact loca-tion. Ninety years ago Dr. Evans title is "Winning Your Way with finish the pleasant thought as said he found the meteor on a People." Its author is K. C. you like. I'll settle for a fund grassy slope on a bald mountain for the boy's education? forty miles from Port Orford."

In some material recently re- Of course, says Dr. Pruett, ceived from Dr. J. Hugh Pruett, debris may have washed down the U. of O. extension astronomer over the site, burying it; or trees ino, I'm not taking a course in may have covered it; on the have that priceless talent, he says, ing about the Lost Meteor. It cy to the finding of the Lost seems that scientists have been Meteor there will be a lot of hunting ever since 1895 for the very pleased scientists. meteor, of which pieces-speci- In the meantime, cheer up, the

mens, I mean-were sent to the famous Willamette Meteor is east coast by Dr. John Evans, safely in captivity, the original

price range above gives you all the value of the big, powerful new Mercury!

Best of all, this big new Mercury is actually among the thriftiest of all cars on the road-gives you extra mileage on every gallon!

formance

istrator

Twelve parcels will be sold by sealed bid November 8 at the re-gional administrator's office in Portland. These tracts carry a volume of 12 million board feet, valued at \$94.161.

The remaining parcels will be offered at oral auctions Novem-ber 7 at Roseburg, November 3 at Eugene, and November 9 at Salem at Eus Salem.

One out of four children re-peats the first grade, usually be-cause he is -low in learning to read, says a Temple University professor.

in the Museum of Natural His tory in New York, and a fac simile thereof at McClure hall at the U. of Oregon. It's approximately 4 x 7 x 11, and weighs 16 tons. You can see a chip off, I mean a specimen, at the Evergreen observatory in Eugene where the Pruetts keep an eye on the stars, and in her spare time (?) Mrs. Pruett helps in answering hundreds of letters on her typewriter by her cactus-window. By the way, in mentioning the October FIRST Meteor, I slipped on the date. Sent a special delivery next mail to correct it. October First, of course, is correct date.



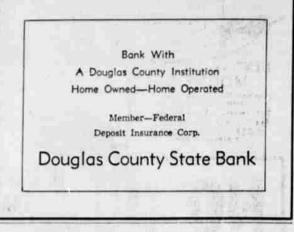
. blown rock wool insula-tion where it does the most good. Absolutely fireproof too' Our installations pay for themselves and add value to our home. You can't afford to be without GOOD Insula-to be without GOOD Insulan. Buy from professional ulation men, a Roseburg usiness; permanent—not a issatisfied customer. Ask for estimate-a free rranty with every installa-

Builder's Insulating Co. "Chuck" Edmonds



Sales Of Federal Bear, Shot Four Times With .22 Gun, Routs Man

Sales Of Federal Timber Planned PORTLAND, Oct. 10 – Twenty parcels of O. & C. timber and timber carrying a volume of 51.3 million board feet, plus 5050 lineau feet of western red c ed ar poles, with an appraised value of \$393.067 will be offered Novem band be flops back weakly on his pllows. Hicks, a logger near the Mt. Hood community of Zigzag, shot the bear, four times, last night cause bruin had been prowling The slap cut open his right because bruin had been prowling round his cabin. He used only a .22 caliber rife, though, and the bear, esti-mated to weigh 250 pounds, just





14



Much could be said about the place of the newspaper in unto you." providing information and education and how it serves to If that rule were followed by providing information and education and now it serves to keep the American people among the best informed in the better off. It would pay in dollars world, or how freedom of speech and the treatment of con- and cents. It would pay in dominant troversal subjects by free and open discussion contribute to satisfactions of a TRULY more the welfare of the nation. But these are subjects with which abundant life. everyone is familiar, if he will but stop to consider them.

As a "vacation reader" we were able, during National It would do more than that. It would get for us the SE-Newspaper Week, to gain a little better appreciation of CURITY that we all crave AND newspaper service, because we laid aside for a short time WHICH WILL NOT BE PROthe matter of editorial and mechanical detail. We feel that VIDED FOR US BY PRESENT the newspaper is performing a service which, while appreciated, often fails to receive full credit for its contribution to public welfare.

. . .

SCHEMES TO VOTE EVERY-BODY RICH AND PENSION EVERYBODY OFF.

LETTERS to the Editor

Current Legal Length Of Trout Cited To Anglers

ROSEBURG—The picture of a thirilled and happy boy holding a salmon half as long as himself, published in The News-Review Wednesday, Oct. 5, is truly satis-fying. That lad is well on his way to becoming an ardent sports-man, if indeed he is not one al-weads.

The last line of the explanation gling for trout during the winter The last line of the explanation under the picture indicated, how-ever, that someone (perhaps the photographer) is not thoroughly versed in the angling regulations, since reference was made to a ten-inch salmon trout caught by the man who accompanied the successful salmon angle. In the hope of clarifying the regulations and causing all an-glers to become familiar with

HIS is a fact about our industrial strife that we can't af-MODERN INDUSTRIAL STRIFE IS THE FIRST COUSIN

them I would like to point out that the winter angling rules for the Umpqua drainage permit the taking of two fish a day over 12 inches in length, but not more than four such fish in any seven consecutive days in the following mamed waters: main Umpqua, in eluding tidewater; North Ump qua below The Narrows at Rock creek pool; South Umpqua, be low Jackson creek; Calapooia and Elk creeks below Highway 99 crossing, and Mill creek. This regulation has been insti-gated to help salmon and steel-head anglers avoid unnecessary waste of fish should they acci-dentally hook small fish. It was and designed to encourage an gling for trout during the winter Save in exceptional cases, such as our Revolution, war is a destroyer. Continued long enough, If our industrial warfare is continued long enough, it will destroy

It is often necessary to use two extra tablespoons of liquid for every cup called for in regular recipes when using cake flour to bake a cake in a dry climate.

> WALLBOARD PAGE LUMBER & FUEL • Firtex 164 E. 2nd Ave. Phone 242

And don't overlook Mercury's greater safety . : : Before you sign an order for any new car, consider greater dependability, and higher-than-ever resale value? this: Not one-no, not one-of the other cars in the

Consider everything carefully-price ; ; ; ralue ... style ... and performance-and you'll make your next car Mercury, too! Come in for a dem-For owners say Mercurv is the best-looking car for the money ... the easiest to-handle ... smoothest-to-drive ... and, by all odds, the liveliest-in-peryour next car Mer onstration today!

MAKE YOUR NEXT CAR MERCURY

Get more for your money with MERCURY! Yes! You can own this big Mercury for as low as-

PRICE INCLIDES: 5 Super-Cushion Balloon Tires, Directional Turn Indicator, Wheel Trim Rings, Oil Filter, Electrie Clack, Grille Goards, Form-Rubber Cushianed Seats, Oil-Both Air Cleane

MERCURY SIX-PASSENGER COMP

e-wall fires and rear wheel s are aptional at extre cost.

LOCKWOOD MOTORS

Rose and Oak Streets

\$76500

DOWN and chances are your pres sut car will easily cover it!