

The News-Review

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DELIVERING THE PAPER

By Charles V. Stanton

A newspaper is of little worth until it is placed in the hands of the reader. Therefore, any discussion of newspaper activities, such as we have been conducting in this column in observance of National Newspaper Week, must include the circulation department as one of the vital functions of newspaper operation.

We have been trying to summarize for you some of the problems, achievements, and gains made by your newspaper during the expansion program of recent years. The circulation department of *The News-Review* furnishes excellent evidence of growth.

In 1942, the beginning of the community's boom, approximately 30 percent of *The News-Review's* subscribers in the county received their paper the same day it was published. Today the paper is delivered to the doorsteps or mail boxes of approximately 80 percent of our readers within the county.

The number of readers has more than doubled. The task of handling almost 9,000 papers daily is a considerable chore. It requires services of five full-time employees, six motor route deliverymen, 29 "Little Merchant" carrier boys and several part-time workers. In prewar times we had one full-time and two part-time employees and from 12 to 14 carrier boys in the department.

Motor Routes Serve Large Area

The circulation department is under the management of A. Fuller Johnson. It is his responsibility to see that the paper is delivered regularly and properly to all subscribers.

Under his direction our carrier delivery system was changed to the "Little Merchant" plan, now generally used by most larger newspapers. Under this system each newsboy operates his own business. He buys the newspaper from *The News-Review* company and sells it to the reader. He develops his own route, collects from the subscriber, solicits new customers and keeps his own books. He is receiving valuable business experience. Where subscribers pay in advance at the office for their paper, the newsboy is credited with the payment and is paid by the office for deliveries to the customer.

Of chief interest in expansion of the circulation department has been the establishment of motor routes. Through these routes we now are able to furnish door-to-door carrier delivery in Oakland, Sutherlin, Winston, Dillard, Myrtle Creek, Riddle, Canyonville and Camas Valley. The motor carriers deliver papers to newspaper boxes along the roads traveled.

Six routes have been established.

One serves the area along the Pacific highway between Roseburg and Canyonville, with a side trip to Riddle. Another goes through Brockway, Tennesse and Camas Valley. A third takes the river loop by way of Garden valley to Umpqua and back through Elgarose and Melrose. Another highway route goes north through Winchester and Wilbur to Sutherlin and Oakland. An east-west route follows the Calapooia valley east and west from Sutherlin. A North Umpqua route serves readers as far east from Roseburg as Rock creek, as well as a part of the Little river and Buckhorn roads.

By means of "Little Merchant" and motor route carriers, *The News-Review* today is being delivered daily to approximately 80 percent of county readers within a few hours after publication.

Proud Of Newsboys

One of the principal sources of pride on the part of any newspaper is its newsboys. No industry is so dependent upon the service of comparative youngsters. Yet no industry furnishes better opportunity for boys to obtain training and experience in the business field.

But when one realizes that day after day, rain or shine, a newspaper carrier travels his route, delivering papers to a constantly changing list of subscribers, making several extra trips to collect bills monthly, often having to return two or three times, when patrons are not at home, it is evident that he has a hard job.

Subscribers occasionally become irate when the boy misses their paper, or they find the paper tossed in the bushes or in a wet lawn.

Yet, when we check the number of newsboy errors against his total deliveries, we find that few people can equal his record for service with so few mistakes. It is not always his fault that the paper is not in its proper place. Our investigations show that the newsboy often is blamed for the acts of children or dogs. Not that a newsboy is perfect. But who doesn't make mistakes? It is the policy of *The News-Review* that careless or irresponsible newsboys shall be replaced.

We're mighty proud of our newsboys. They're doing a swell job.

In The Day's News

By FRANK JENKINS

(Continued from Page One)

ily strong and keep our freedom to
KEEP THE PRESENT ADMINISTRATION IN POWER.

That's the way the politicians look at it.

It isn't just our politicians who look at it that way. The situation in Britain is precisely the same. In Britain a few weeks ago the socialists, by the narrow margin of six votes, decided to nationalize the steel industry. Nationalizing the steel industry, with rearmament and possible war in the offing, is a grave and serious decision. The steel industry is the backbone of war production. If your steel industry isn't functioning at top efficiency when you're preparing for war, you may lose the war when it comes along. Shifting ownership and management of steel from private hands to the government can interfere seriously with efficiency while the change is being made.

Knowing all this, the British socialists decided to take the chance and nationalize steel.

WHY?

This seems to be the reason:

There is a serious split in the British Labor party. One faction is left-wing. The other faction is middle-of-the-road. The middle-of-the-roaders got scared that if they didn't nationalize steel the left-winners might jump the reservation. In that event, the Conservative party MIGHT WIN CONTROL OF PARLIAMENT.

The socialists would then be OUT. So, in order to stay in power, they took all the chances involved in nationalizing steel with possible war on the horizon.

Here is the curious part of it: The socialists in Britain ACTUALLY BELIEVE that voting them out of power would be the worst thing that could happen to the British people. In this country, the Democrats believe with equal sincerity that if the United States of America is to survive they must be kept in power.

As I said a few paragraphs back, that's the way politics works.

Still Bringing Good Things To Many People



By WENDELL WEBB
Editor, The Oregon Statesman
THE STEREOTYPE ROOM

On newspapers of all sizes, but particularly on larger ones, the circulation is too large for reliance on flat-bed presses, the stereotypers play an important role.

They "cast" innumerable "mats" which comprise a newspaper's illustrations—comics, ads, some pictures. (Other pictures are printed direct from original engravings.)

The mats are heavy cardboard carrying the impressions of whatever item is to be reproduced in the newspapers. Hot lead poured into them makes a cast from which the illustration can be printed.

The lead must be just the right temperature and contain just the right ingredients—zinc, tin, antimony, etc.

If the stereotype department must also change the flat pages of type into circular form (so that the newspaper can be printed on cylindrical presses and thus speed output) it is an especially busy place.

Sometimes a composing room—waiting for correction proof on some pages and for type enough to fill others—gets all the pages ready practically at the same time. This poses a tremendous problem for the stereotypers. Each page has a "date" with the press at a certain time, yet stereotypers can't cast all the pages at once into the circular forms. It takes time for each one. It is then they battle the clock to get the casts to the press as fast as humanly possible. There is plenty of sweat in the hot lead room.

Lead used for type, except the larger heads, is melted over and over to supply the lineotypes or intertypes. That good story of yours in yesterday's newspaper, for instance, today is but a lead bar and by tomorrow will be another story entirely.

Farm Group Backs Sales Tax Plan, Wants No CVA

The North Douglas Farm Bureau center of the Oregon Farm Bureau Federation held a final organizational meeting Wednesday and elected officers for the year. Elected to office were: E. K. Mulkey, Yoncalla, president; Paul Flury, Yoncalla, chairman; William Castor, Rice Valley, vice-chairman; Mrs. Hazel Gregerson, Yoncalla, secretary-treasurer; Mrs. Dolly Goodrich, Yoncalla, associate women's chairman; Mrs. William Castor, Rice Valley, associate women's vice-chairman, and Mrs. Paul Flury, publicity chairman.

Russ Cary, vice-president of the Oregon Farm Bureau Federation, addressed the group on the subject of the proposed sales tax and the proposed Columbia Valley authority. Following the talk, the group voted to go on record against CVA, favoring local control of water rights. The group voted to go on record favoring a sales tax for school support, offset high property taxes.

The North Douglas Farm Bureau center will hold its meetings the first Friday of each month. The next meeting will be held at the Bill Cooper ranch Nov. 2.

The Oregon Farm Bureau will hold a meeting at Elkton in the JOOF hall Friday, Oct. 6.

CHOOSY CHIEF

SAN BERNARDINO, Calif.—J.P. Elaine Hunter told police someone lifted a day's wash from her line, leaving only a torn sheet.



Anything is "news," it is said, until it is read. One heart of folk in the Arctic getting a year's supply of newspapers and magazines in a batch, then carefully piling them chronologically and reading that way, while waiting for the next year's supply to reach them!

Robert Harvie Discusses Work For Handicapped

Robert Harvie, deputy in the Roseburg office of the Oregon State Employment service, discussed the current Oct. 1-7, National Employ the Handicapped week Thursday noon at the Hotel Umpqua before an audience of Roseburg Rotarians.

"When you hire a man, look at his abilities rather than his disabilities," Harvie declared. "Look at what he is able to do and put him to work."

The Roseburg Toastmaster's club provided the speaker who made his talk short and to the point as a concession to the second world series game which was reaching its climax. Harvie was introduced by Cece Sherwood, football coach of Roseburg high school.

The most serious problem, Harvie indicated, is that of the mentally handicapped. But under an efficient vocational program, even this obstacle can be overcome.

Employment of the handicapped worker has many advantages, Harvie pointed out. It is economically sound because the employee is not drawing welfare assistance, and becomes an asset rather than a drain on the economy of the community. The physically handicapped worker is more faithful, more loyal, because jobs are harder to get. The national average of absenteeism is lower for the physically handicapped worker than for other workers, he pointed out.

The Veterans administration has a good program, Harvie said, and the State Vocational Rehabilitation board would be glad to cooperate in any way.

Give the physically handicapped worker an opportunity to show his abilities and to show what he can do, Harvie concluded.

President Walt Mallory announced that there will be a Rotary club assembly meeting at Carl's Tavern at 7 p. m. Wednesday.

News-Review classified ads bring results. Phone 100.



Funds Allotted N.W. To Combat Fires In Forests

One and one-third million dollars will be received by the state forestry agencies in Oregon and Washington from the federal government to help control forest fires this fiscal year. This annual allotment of funds under the cooperative Clarke-McNary act has just been announced by the U. S. forest service.

Oregon will receive \$705,166 and Washington \$583,536 of this allotment. These funds are to aid the states in protecting state and private forest lands. Oregon's allotment is the same as last year, but Washington's share is up approximately \$20,000 from \$563,502.

The two Northwest states have received 14 million dollars of federal funds for this purpose since 1934. The cooperative program was initiated in 1911 and was revised and broadened in 1924 largely through the efforts of Senator McNary of Oregon. The objectives of the law are to assist private and other nonfederal landowners to adequately protect their timberlands from fire. Federal funds appropriated for this purpose are administered through the U. S. forest service for direct expenditure by the state forestry departments.

"The forests of Oregon and Washington produce approximately one-third of the total annual timber cut in the United States," said T. H. Burgess, assistant regional forester in charge of state and private cooperation for the Pacific land. "A major portion of this comes from private and state forest lands. Adequate protection is essential for the continued production of this valuable resource. At present the federal government shares approximately one-third of the total cost of protection of these nonfederal lands."

Used Cars and Trucks

For Sale

- '49 Chevrolet 4-door
- '42 Pontiac 8 Sedan
- '41 Pontiac Club Coupe
- '48 Dodge 1/2 T Pickup
- '49 Plymouth 4-door
- '41 Chevrolet 2-Door
- '49 Chevrolet, 5-Pass Coupe
- '48 Jeep
- '48 Kaiser 4-door
- '48 Jeep
- '47 Mercury 5-Pass. Coupe
- '42 Ford 1/2-Ton Pickup
- '37 Ford 1/2-T. Pickup
- '41 Oldsmobile 8, 4-door

Liberal Trade-In

Any Make or Model

Doyle's Sales

and Service

Highway 99 at Garden Valley
Phone 611

WOOD FOR SALE

16" Core Wood - - - - \$8.00 per load
Split Log Ends not to exceed 16" 8.00 per load
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Extra charge for any load more than six miles from the plant.

The Martin Brothers Box Co.

Oakland, Oregon

Phone 2211 and 2212



SCENE STEALER

One of the most inspiring and practical trends in modern decorating is the recent revival of murals. In the not-too-far past only those of fabulous wealth could afford to have artists paint murals on their walls. Today beautiful wallpaper murals are within the bounds of the most modest budgets.

Besides imparting a feeling of great space to your room, a wallpaper mural can create a rich breathtaking decorative effect. If you love the outdoors you can interpret its freshness with a mural of a rustic country lane bordered with evergreens; or a snow scene; or a lazy river flowing dreamily across your wall.

Sketched above a wallpaper mural of silver birches along a bank of wide blue water makes a small inside dining room appear delightfully spacious. Dado



111 N. Jackson
Phone 330

DON'T BE TRICKED INTO
PROHIBITION-
ON NOVEMBER 7th
VOTE 317xNO

Last Measure on the Ballot

Be sure to register so that you can vote 317 X NO—a vote against the return of bootlegging, racketeering, speakeasies, disrespect for law and order, and all the other evils of prohibition!

REGISTER NOW



VOTERS' REGISTRATION
CLOSING OCTOBER 7th

Citizens 317 X No Committee, Lee Stidd, Jr., Secretary
301 Lombard Bldg., Portland, Oregon