

The News-Review

Published Daily Except Sunday by the News-Review Company, Inc.

Entered as second class matter May 1, 1925, at the post office at Roseburg, Oregon, under no. 273.
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Member of the Associated Press, Oregon Newspaper Publishers Association, the Audit Bureau of Circulations
Subscription Rates:—In Oregon—By Mail—Per year \$3.00 six months \$1.50 15c per copy. Outside Oregon—By Mail—Per year \$3.50 six months \$1.75 15c per copy.

PROMOTIVE ADVERTISING

By Charles V. Stanton

Opponents of the initiative measure, appearing on the forthcoming election ballot, banning the sale of promotively advertised alcoholic beverages are claiming it is a "prohibition bill." They contend that the brand label, demanded by federal law, would make the liquor unsalable, as the label, giving the brand name, the alcoholic content, etc., could be construed as promotive advertising.

Perhaps the construction placed on the bill by its opponents is correct. However, we are inclined to the belief that the interpretation is rather drastic and probably would not be supported if brought into court.

It is our opinion, formed from a study of the measure, that no reduction would occur in the quantity of liquor available for purchase or consumption. But the quality would be something different.

Advertising is the public's primary protection. Widely advertised merchandise must be of good quality or it cannot long be widely advertised. False and misleading advertising claims fail to fool the public for any considerable length of time. Consequently, continuous, long-time advertising of any particular product, liquor included, means public acceptance of quality claims.

Market For Bathing Gin

One of the first results to be anticipated from the promotive advertising bill, if passed, would be to flood the market with various brands of "mountain dew" and "bathing gin."

All standard brands of liquor would be forced off the shelves. Eventually the distillers would get around to labels very similar to their advertised products: just enough change to keep within the law, but still sufficient to identify the brand. Several months probably would be required to get this system in operation, and in the meantime, liquor stores would sell "grab bag" liquor. The purchaser would have no idea what he might be getting.

If the law could serve any good purpose whatsoever there might be some excuse for it. We can find no provision, however, in any way promoting the cause of either prohibition or temperance. On the other hand, the law would become a laughing-stock while affecting liquor consumption and use only in the matter of quality.

Many sincere people believe in prohibition and abolishment of alcoholic beverages. Any such person is entitled to his beliefs and convictions. We do not believe, however, that any person, no matter how he may hate or despise the liquor traffic, wants to weaken respect for law. Yet that is all a vote for this forthcoming initiative would accomplish.

Would Open Door To Bootlegging

Oregon's existing Knox law is recognized as one of the most effective methods for handling alcoholic beverages to be found anywhere in the nation. If liquor is to remain a legal commodity, then the Knox law is the best plan found so far to regulate it. If liquor is to be banned as a legal commodity, then the attack upon it should be made openly. No one can question the right of opponents of alcoholic beverages to place a strict prohibition proposal before the state's voters.

But the misguided proponents of the promotive advertising bill are only opening the door to bootleggers and moonshiners. Under the bill they propose to enact into law, any liquor, regardless of quality could be placed on the market. Consumers, at least temporarily, would have no guide as to quality, the guide normally furnished through advertising. Eventually "brand names" only slightly amended, would be on the market, affording everyone a laugh concerning the methods used to circumvent the law, thereby causing disrespect for the laws of our state.

In The Day's News

By FRANK JENKINS

(Continued From Page One)

Columbus' effort to find a short cut to Asia?

Well, Asia was hot stuff then. Among other things, it was the chief and almost the only source of SPICES, and the 15th century world needed spices to keep its meat from spoiling.

Asia was also the source of silk and silken, splendid fabrics, and beautifully worked gold and silver. And JEWELS. Asia and jewels have always been more or less mixed up together.

The 15th century world was a world of BIG SHOTS, and the big shots loved gold and silver and jewels and they loved magnificent fabrics in which to clothe themselves and make themselves look like something pretty hot-stuffy.

Anybody who found a short cut to Asia could bring all these things back to the Mediterranean world of the 15th century and MAKE A LOT OF MONEY by selling them to the big shots at a longer profit because of the cheaper transportation.

Columbus thought he had it and his backers thought he had it and when it turned out that he didn't have it (because an unknown continent had intervened) there was great disappointment in all quarters. As a last resort, the Spaniards, who had financed Columbus' ill-starred expedition, turned to looting the New continent of its gold and silver and the British turned to hi-jacking the Spaniards of their loot.

In time, the Europe of that period got so rotten that decent people could no longer stand it. So these decent, moral, right-thinking people shook the dust of rotten Europe off their feet and came to the despised America that had thwarted Columbus' great scheme

to find a new, cheap transportation route to Asia and get rich out of the ensuing profits, and in America THEY FOUNDED A NEW NATION THAT IS NOW THE GREATEST NATION IN THE WORLD.

America is the WEALTHIEST nation in the world. It has grown wealthy by making things, quick and cheap, for COMMON PEOPLE TO USE in vast quantities—by making luxuries for the big shots.

Among other things, these Americans invented and produced mechanical refrigeration and made it cheap so that day laborers could have it in their homes AND MECHANICAL REFRIGERATION DID A FAR BETTER JOB OF KEEPING MEAT FROM SPOILING THAN THE SPICES THAT COLUMBUS WANTED TO GET FROM ASIA!

Going on with the story: The Europe and the Asia of Columbus' day have made such a botch of their institutions, have reached such a pass in their social set-up, that free enterprise in those regions (remember, it was desire for profit, which is one of the mainstays of free enterprise, that sent Columbus hunting a sea route to Asia) is rapidly disintegrating and COMMUNISM IS TAKING ITS PLACE. And now Americans, the new people who grew up on the new continent that Columbus discovered, are fighting a bloody war in Asia to STOP THE ONWARD MARCH OF COMMUNISM AND SAVE AMERICA and its free institutions!

Isn't history, which is the story of mankind and its achievements, a strange and weird and wonderful thing? Really, it has the Thousand Nights of Ahab's rebebeberade backed off the boards.

If Someone Would Only Stop Dragging Their Feet!



Scapes from the MENDING BASKET

By Viannett S. Martin

On our way down highway 38 day before yesterday we noticed a new sign on that nice white house trimmed with bright red: Hail's Harbor. Last night, Mr. D. H. Hail happened to come in to the Echo Harbor, and I met him. He is a native Oregonian who can talk most interestingly about the "old times."

"All my life I wanted to live on this river," said Mr. Hail, "and when I retired, I realized that dream. We had to buy 160 acres to get the location we wanted overlooking the river. We have no interest in commercializing our place; Hail's Harbor is quite private. But we do have more land than we wish to keep."

Talking with Hail gave us a vivid picture of the Umpqua when there was no highway, no road of any kind, along here! "My friend, George Ester," said Mr. Hail, "came down the Umpqua in a skiff. I have the original manuscript of his book, 'The Stagecoach' as well

as the original drawing for the frontispiece. The story is written about Dr. ... We were invited to stop a and see it."

"That I must see at first opportunity!" I suggested. The state archivist might be interested in such a manuscript. Mr. Hail is going to let Ed Hile hire a local time stories of Douglas county; that way I'll have more time for historical research."

"Before George died," said Mr. Hail, "he asked me to see that his body be placed at the feet of Jesse Applegate, and that was done. It was his way of paying tribute to a man whom he almost idolized."

This and other little stories of the author of "Stagecoach" and other books, told by a man who had been my very good friend, made me feel he had added another name to the increasing number of interesting Oregon personalities in The Mending Basket.

Blame For Poor Anti-Red Measure Rests On President And Congress

By BRUCE BLOSSAT

Not since the Taft-Hartley act became law has Congress put through so controversial a measure as the anti-subversive act recently adopted over the President's veto.

Mr. Truman devoted 5000 words to telling the lawmakers why he believed it was bad. Many critics labeled it a patchwork of repressive features dangerous to democratic freedoms.

But Congress was in a highly troubled mood and wouldn't be denied. The House didn't even bother to read Mr. Truman's message before overriding his veto.

The Senate did debate 24 hours, but then followed suit. Some observers said Congress would have voted for almost any sort of Red-control bill.

Everyone is agreed, however, that some phases of the legislation are sound. Clauses aimed at tightening espionage and sabotage laws, extending the statute of limitations from three to ten years on spying, authorizing internment of dangerous Reds in wartime, all are valuable and necessary.

On the other hand, the registration provision is of highly questionable worth. It compels all Reds and Communist front organizations to register with the government. But if the Communists defy it, or take advantage of it, elaborate appeals machinery, this system could produce a welter of litigation and tie up the FBI in endless chasing harmful to its other responsibilities.

Some critics say the lawmakers didn't even read the anti-Red bill. Maybe not, but the fact is the registration clause, at least, is old stuff. It was a prime element in the Mundt-Nixon bill passed by the House two years ago, and the idea has been kicking around all that time.

Mr. Truman himself must bear a lot of blame for this result. He knew the mood of Congress long before the critical voting stage was reached. He didn't work hard enough to make out a convincing case—earlier—against the unworkability and possible dangers of the well-advertised registration plan.

Moreover, his own proposals, while useful in dealing with the espionage and sabotage problem, were limited. He ordered no really constructive thinking on the great unsolved dilemma: how to curb a group which tries to use the devices of democracy to overturn democracy.

The delicate aspect of this problem is that when you check the undermining activities of Communists, you run the risk of interfering with the legitimate doings of free people. Opponents of the registration plan say it almost surely will lead to abuses on this score, since it may not always be easy to decide whether an ac-

Prices Of Food Decline; Turkey Marketing Begins

(By The Associated Press)

Retail prices of several fresh foods declined a little in most stores this week—the first time in months that mark-downs appeared to outnumber advances.

Most meats either edged lower or held unchanged, and the sharpest price cuts in pork items—down to as much as 16 cents a pound in competitive chain stores across the nation. Retail mark-downs on beef ranged from two to six cents a pound, and there were scattered cuts of one to four cents a pound on some lamb and poultry items.

The meat reductions marked the beginning of the seasonal downturn. Eggs also were slightly lower in many places. The Agriculture department reported that egg production will be rising soon and market supplies will increase, holding prices for the rest of 1950 below last year. The nation's hens, however, laid 3,459,000,000 eggs last month—a new record for September and 25 percent above the September average.

Fresh foods lower-priced in most produce departments this week included snap beans, brussels sprouts and carrot from the seasonally important growing areas of California, Utah and New Mexico.

Cabbage and sweet potatoes are the headlines on the Agriculture department's most plentiful-foods list for this week. Above-average yields and moderate acreage increases are expected to push the fall cabbage output to around 363,000 tons this year—18 percent larger than last year and 24 percent above the average for the past 10 years.

Sweet potatoes also are particularly abundant right now, even though this year's crop is expected to be slightly below average. Administration also pointed out that a substantial part of the 1950 turkey crop already is being marketed. That crop is expected to reach 44,500,000 birds—six percent over last year and the largest on record.

U.S. Natl. Notes Gain In Deposits

The deposit figure reported by the United States National bank of Portland in response to a call issued by the comptroller of the currency of Oct. 4, was the third largest ever recorded in the history of Oregon's major banking institution.

United States National continued to lead in state-wide deposits with \$371,080,892, a gain of \$47,324,104 since the June 30, 1950, call. This figure has been exceeded only by two calls which came during the height of war and post-war activity.

According to H. E. Schmeer, manager, deposits for the Roseburg Branch now stand at \$15,994,345.15.

Loans and discounts for the United States National have also shown a healthy increase since last December, now totaling \$181,660,182. This represents a gain of \$33,441,374 or 22.5 percent since the end of 1949.

The loans and discounts total for the Roseburg branch is \$4,463,681.05, Schmeer asserted.

Growing in all phases of banking activity, the United States National bank, with 40 branches throughout Oregon, now lists total resources of \$613,229,461. This amount reveals a gain of over 48 million dollars in just the 12-week period since the last bank call, June 30, 1950.

Vital Statistics

Marriage License—Richard Lyle Newby and Norma Margaret Donovan, both of Roseburg. Suit for Annulment—TURNIDGE—Delbert W. vs. Ruth Lucille Turnidge. Plaintiff asks annulment since he has been divorced from a former wife only one month.

County Sues To Obtain Property For Access Road

Douglas county has filed a suit in circuit court against James A. Fuller, Nora N. Fuller and Mary Lou Fuller to force relinquishment of property held by them, in order that the county can construct an access road across it.

According to the complaint, the county needs the property, located west of Canyonville, for an access road to a garbage disposal site for the communities in southern Douglas county. The defendants have allegedly failed to agree on a suitable compensation, so the county asks that the assessment be made by a jury to determine the compensation for title to the property.

A. F. Suksdorf and Anna M. Suksdorf have filed suit in circuit court against Edgar James Rotterette for \$1,100. This amount allegedly remains to be paid on property sold to the defendant. The plaintiff asks the court to bar the defendant from the property in the event the money is not paid.

The Pacific Employers Insurance Co. have also filed suit for recovery of \$966.25 from Jackie J. Cundiff and W. W. Eilfritz. The plaintiff company contends that it held an auto insurance policy for Joe I. Brant covering loss or damage over \$100 to a Diamond T truck. The truck was damaged Aug. 24, 1949, when the defendants' loaded logging truck allegedly sideswiped Brant's truck. The insured truck was reportedly damaged to the extent of \$1,966.25, of which the plaintiff company paid \$966.25.

Oregon Forests' Income In 1949 Sets New Record

PORTLAND — (AP)—Cash income from Oregon's forests last year hit an all-time high of \$229,133,000 exceeding 1948 income by \$22,000,000, an industry spokesman says.

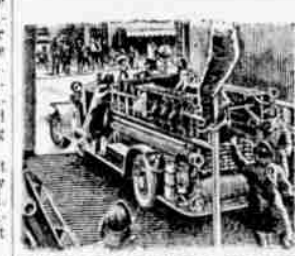
Arthur W. Prialux, public relations director of the West Coast Lumbermen's association, said the total, figured at mill level, was 170 percent greater than the state's farm income.

The return came from eight billion feet of pine and fir lumber, 655,000 tons of woodpulp, 650,000 square feet of plywood and large volumes of shingles, poles, pilings and similar products.

The figure did not include the furniture industry or hundreds of small industries that use wood. Some 91,000 men and women were employed in the forest products industry during the year and payrolls reached an all-time high of slightly more than \$350,000,000, he said.

Cash income from agriculture, the state's second largest industry, was placed by Prialux at \$36,363,000. Third was the tourist industry with an income of \$19,000,000 he said.

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