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A PLEA FOR NURSES

EDITORIAL

By Charles V. Stanton

AN urgent plea is being made for graduate nurses to serve at Mercy hospital. Under normal conditions, the hospital maintains a minimum staff of nine graduate nurses, together with nurses aides and other help. At the present time the force includes only two graduate nurses on general duty, several practical nurses and a number of nurses aides. The majority of the aides are girls who will be returning to school in September, thus forcing immediate plans to increase the staff in all departments.

The appeal particularly is for graduate nurses, as well as practical nurses and women willing to give service as aides.

A special meeting has been called by the Graduate Nurses Association, Mrs. Vernon Keel, president of District No. 11, for 8 o'clock tonight at the Roseburg Woman's club building. All graduate nurses from Oakland, Sutherlin, Roseburg, Myrtle Creek and the surrounding areas are especially invited to attend.

There are 30 or more graduate nurses known to be residing within the area mentioned, but of this number only four have responded to repeated calls for general duty, while five have taken some private cases. These few, who have been sacrificing a great deal to return to the work from which they had once retired, naturally feel they have been imposed upon when other nurses, equally qualified, have declined to give assistance in the critical emergency.

The shortage of nurses for hospital service is a national problem. Hospitals everywhere are short of help. Therefore, it becomes impossible to import nurses. The solution must be found locally. It can be solved only by the return to duty of a number of experienced nurses, even if only for part-time service, coupled with volunteer labor by nurses aides.

Very obviously, such a solution calls for a great deal of personal sacrifice on the part of those who respond to the appeal. Such sacrifice would not be urged if there was any alternative. But the military services are demanding more and more nurses. It is only natural that those who are free and footloose should respond to that call. Thus there are left for home service only those unable to qualify for the military forces. Those remaining in the home communities are all too few to meet normal demands. Already many hospitals have been forced to close.

There are, in every community, retired nurses, most of whom are women beyond the usual active nursing age or those who have married and retired from the profession. Many of these have families requiring attention. It is easily realized that it is a great sacrifice to such women to return to the exacting duties to which they have given many years of previous service. But these are war times and many people must be expected to make sacrifices. Persons trained and experienced in skilled trades, and professions most essential to the war effort are, because of such ability, being called upon to sacrifice for more than the untrained individual who lacks the talents necessary to make him of outstanding importance.

The Roseburg hospital has an average of about 25 patients. Often more than 40 are being treated. To care for these people efficiently requires from six to 10 nurses on general duty, in addition to those employed in surgery, delivery room and on special assignment. It can be readily recognized that the local situation is indeed critical.

It is to be hoped that all graduate nurses of the entire area will be present at tonight's meeting. Wages, hours, transportation, meals, maintenance, etc., are all problems to be considered. It is sincerely desired to work out a program that will keep the local hospital functioning efficiently.

DIAL LOG
 NOT BY SUSAN

Well, first off, re: I quick live, let's call your attention to the Cisco Kid tonight at 6:30. Cisco has taken an awful beating at the hands of Mr. Mutual's program men, but the boy musta got tough and pulled his rusty six gun on 'em and said something like "Give me a regular spot, Seneca, or else." Anyhow, Cisco has been in the 6:30 spot on Tuesdays for some time now, and we're all hoping he will stay there. On my heart, I swear if as Cisco says. And of course, the AWS show, "Eyes Aloft" will be tonight at 8:00. Always worth a listen. And for you live homebodies, don't forget the sentimental gentleman of swing, T. Dorsey, at 8:45. Rex Miller, the new news commentator (only it won't be "new" news by the time poor Rex gets on the air after all the other boys), will be heard tonight at 9:15. And tonight, a brand new locally-produced show takes its bow, "Music You Remember" at 9:30.

Now for Wednesday. If you like good old military marches and such, don't miss the Coast Guard band at 9:30 a. m. And kind of along the same line, the WAVES now have a coast-to-coast show of their own, being

tors from somewhere in the Middle East or along the African Mediterranean coast now hit Wiener Neustadt, only 30 miles south of Vienna, with a devastating rain of bombs.

That is intended to say to the Germans that there is NO PLACE IN EUROPE where they can get away from our bombers. It's a hard and jolting statement.

AMONG our targets at Wiener Neustadt was an aircraft plant making Messerschmitts. You may be sure our bombers got a special pleasure out of dropping their eggs on that spot.

heard such Wednesday at 1:30. Show originates at Hunter college and the girls in blue really do it up right with a jivey dance band and everything. In our opinion, one of this year's very best programs is "Wings Over the West Coast", each Wednesday p. m. at 6:30. Those flyin' soldiers from the Santa Ana Army Air Base really have plenty of talent on the ball and they line up some swell guest talent from the Hollywood Notable. At 8:30, the great Sherlock Holmes and his singular colleague, Dr. Watson will solve the Adventure of the Something-or-Other and another of Mutual's raw and nutty news commentators, General Barrows will comment on the days events at 9 o. This Susan will be back with you tomorrow, so drop around again long about time for the News-Review to hit the street and see what she has to say.

P. S. Just got word the Quebec conference will be covered by Mutual on a brief broadcast each afternoon at 1:30. Therefore, the WAVES show will be 15 minutes later this Wednesday.

Kaiser Co. Drops Plan For Child Care Center

PORTLAND, Ore., Aug. 16.—(AP)—The Kaiser company has dropped plans to build a child care center near its Vancouver, Wash., shipyard.

The center was bitterly opposed by operators of other nurseries in Vancouver.

General Manager Edgar F. Kaiser said he found child care facilities in the area were adequate, but that plans for construction of nurseries near Oregon and Swan island shipyards in Portland were proceeding.

GOPS: SAN FRANCISCO—Myron T. Jacobson, pleading with OPA officials for extra mileage ration stamps, fumbled for a paper in his pocket and out fell coupons good for 100 gallons of gasoline.

Assistant U. S. Attorney Valentine G. Hammack filed an information in federal court charging Jacobson with illegal possession of the stamps.

Four Little Blackbirds Sittin' on a Fence



KRRR
 Mutual Broadcasting System,
 1490 Kilocycles.

- BEST BETS FOR TODAY**
TUESDAY
 4:30—Army-Navy House Party.
 6:30—Cisco Kid.
 8:00—Eyes Aloft.
 8:45—Tommy Dorsey's Orchestra.
 9:15—Rex Miller.
 9:30—Music You Remember.
WEDNESDAY
 9:30—Coast Guard Band.
 10:30—Luncheon With Lopez.
 1:45—WAVES.
 6:30—Soldiers with Wings.
 8:00—Take a Card.
 8:30—Sherlock Holmes.
 9:30—General Barrows.

- REMAINING HOURS TODAY**
 4:00—Fulton Lewis, Jr., Plough Chemical Co.
 4:15—Dance Music.
 4:30—Army-Navy House Party.
 5:00—Voice of the Army.
 5:15—Superman, Kellogg's Pep.
 5:30—Chick Carter, Boy Detective.
 5:45—Norman Nesbitt with the News, Studebaker.
 6:00—Gabriel Heatter, Fordham's Toothpaste.
 6:15—Faces and Places.
 6:30—Cisco Kid.
 7:00—John B. Hughes.
 7:15—State and Local News, Keel Motor Co.
 7:30—Let's Talk It Over.
 8:00—Eyes Aloft.
 8:30—Dr. Watson.
 8:45—Tommy Dorsey's Orchestra.
 9:00—Alka Seltzer News.
 9:15—Rex Miller, Wildroot.
 9:30—Music You Remember, Douglas Supply Co.
 9:45—Fulton Lewis, Jr.
 10:00—Sign Off.

- WEDNESDAY, AUGUST 18**
 6:45—Rise and Shine.
 7:00—News, Los Angeles Soap Co.
 7:15—Stuff and Nonsense.
 7:30—State and Local News, Boring Optical.
 7:35—Judd Furniture Store.
 7:40—Rhapsody in Wax.
 8:00—Shady Valley Folks.
 8:30—Happy Joe and Ralph.
 8:50—Musical Interlude.
 9:00—Boake Carter.
 9:15—Man About Town.
 9:30—Coast Guard Band.
 9:45—Morning Melodies.
 10:00—Alka Seltzer News.
 10:15—Shoppers' Guide.
 10:30—Luncheon With Lopez.
 11:00—Wheel of Fortune.
 11:45—Rose Room, Kellogg's Cereals.
 12:00—Interlude.
 12:05—Sports Review, Dunham Transfer Co.
 12:20—Parkinson's Information Exchange.
 12:25—Rhythm at Random.
 12:45—State News, Hansen Motors.
 12:50—News-Review of the Air.
 1:05—Terminal Market Reports, Sig Fett.
 1:15—Melodic Varieties.
 1:30—Resume of Quebec Conference.
 1:45—WAVES.
 2:00—Sheelah Carter.
 2:15—Welcome Inn, Ott's Music Store.
 2:30—The Dream House of Melody, Coppo.
 3:00—Philip Keyne-Gordon.
 3:15—Johnson Family.
 3:30—Mutual's Overseas Reporters.
 3:45—Tone Poems.
 4:00—Fulton Lewis, Jr., Plough Chemical Co.
 4:15—Dance Music.
 4:30—Duke Ellington's Orchestra.
 5:00—Moods in Music.
 5:15—Superman, Kellogg's Pep.

Advertising Roundup

By DELBERT ADDISON

THE growth of advertising, from its early patent medicine-horse collar days, always has carried with it a fight for accuracy of statement and truthful effect.

Advertising has become quite clean and above board on the whole. It couldn't have become such an important part of our daily transactions if it hadn't become so generally dependable.

The big thing in keeping it on the straight and narrow is competition. The advertising of any measurable product or service HAS to be entirely truthful, or it will bounce back on the advertiser and teach him a lesson.

If a grocer advertises large, crisp heads of lettuce and you go in and find little, wilted heads, you're more likely to give him the go-by after that than if he had said nothing about them at all.

Cigarette Ads Questioned
THE various mediums of advertising—newspapers, magazines, radio, billboards—exercise a control over advertising. And they, with the power to accept or reject, should take it upon themselves individually to reject copy that does not ring true. It's to their own best interests to see that public confidence in advertising is not broken down.

The government, also, through the Federal Trade Commission, holds a rein on advertising claims. The Literary Digest, in recent editions, has reported FTC actions on cigarette and tooth paste ads. (Products whose differences are not easily measurable.)

Lucky Strike with its "among the men who know tobacco best it's Luckies two to one"; and Camel with its "get a lift" testimonials, and Old Gold on Literary Digest's own testimonial; and Philip Morris with its non-irritating ethylene glycol (whatever that is)—all were raked over the coals.

The tobacco companies may have perfectly logical come-backs. But nevertheless, if FTC action, and Literary Digest publicity, influence such advertising to put it on more believable grounds, it will be a good thing for the business. From here, it never has seemed that these themes had quite the right ring to them.

The old newspaper standby, Chesterfield, came off with a clean bill of health. Maybe the commissioners smoke Chesters and think they DO satisfy. (Oh yes, the commission did object to Chesterfield featuring "a number of deep southern accents" on their radio programs. Liggett & Myers ought to stick to newspapers where words are in type and the accent is your own.)

Digest on Dentifrice
THIS month's Digest takes dentifrice ads to the cleaners. Dentifrice, if you don't keep up on such things, is the successor to tooth paste—the stuff we all use to polish up the old ivories. Less fortuitous use it on "artificial dentures."

I can't go along with all the FTC-Literary Digest fuss over pink tooth brush, gum exercise, and the like. The facts of the case are that when Colgate first advertised "ribbon dental cream, that lays flat and doesn't roll off" (it's probably been made round, square and triangular, liquid and powder a dozen times since—when this advertising began, we all began to brush our teeth. And we all began to see our dentists oftener. And today most of all of us have some kind of teeth to chew those steaks we can't get.

The debunkers point out that one part of table salt and three parts of baking soda make an inexpensive tooth-cleaning material. Somehow, one part of table salt and three parts of baking soda never had the oomph to make junior brush his teeth twice a day—even with mother's hints that he'd feel pretty funny if his teeth all fell out tomorrow.

(And mother had better look out, or the FTC will get her for scare advertising.)

- 5:30—Chick Carter, Boy Detective.
 5:45—Norman Nesbitt with the News, Studebaker.
 6:00—Gabriel Heatter, Kremel Company.
 6:30—Soldiers with Wings.
 7:00—John B. Hughes, Anacin.
 7:15—State and Local News, Keel Motor Co.
 7:20—Musical Interlude.
 7:30—Lone Ranger.
 8:00—Take a Card, Hinds.
 8:30—Sherlock Holmes.
 9:00—Alka Seltzer News.
 9:15—Roundup in the Sky, E. G. High Ins Co.
 9:30—General Barrows, Union Oil Co.
 9:45—Fulton Lewis, Jr.
 10:00—Sign off.

Local Man Winner in Contest on Pump Use

H. L. Bailey of the Denn-Gerretsen company has received notice that he was declared winner of fourth place in a contest sponsored by one of the largest pump manufacturing companies of the nation. The company offered substantial cash prizes for suggestions from service men on subjects of installation, maintenance, improvements, etc.

Mr. Bailey, who has had a great deal of experience in this type of work, made an entry which the company reports had many valuable suggestions and contained ideas not mentioned by other competitors. His letter will be included in a forthcoming service manual to be distributed among dealers.

Salem, Mass., so dominated the pepper and spice trade years ago that the Dutch East Indies became known as the Salem East Indies.

Mexico produces 40 per cent of the world's silver.

Livestock, Poultry To be Scored in Four-H Program

The 4-H livestock scoring program is to begin this week, according to E. A. Britton, county club agent, who states that the scoring should all be done by August 31. In connection with this, the poultry projects will be scored at the same time.

The livestock and poultry comprise two sections of the Umpqua Valley Chamber of Commerce and the Roseburg Lions club food production contest. The first section, that of gardening, was scored last month and the fourth section, canning, will be scored in September.

Mr. L. J. Allen, assistant state club leader in charge of livestock, poultry and crops, will be in Douglas county today and tomorrow to confer with County Club Agent Britton. They will visit several livestock projects in the central section of the county and be of what help they can.

Robert Insley, former 4-H club member and now a second lieutenant in the air corps, visited here last week. Robert is flying a B-24 bomber and expects to get into active combat soon.

NEWS OF OUR MEN AND WOMEN IN UNIFORM

Roy V. Peterson has been advanced in rank to aviation machinist mate first class, according to word received here. His wife, nee Helen Roser, and baby are residing here for the duration. Mr. Peterson has been stationed in the Solomon islands for the last two months, having previously served in the Hawaiian islands. While in Roseburg,

he was an employee of the Douglas County Flour mill.

Lee Zenor, formerly of Roseburg, has been promoted from corporal to sergeant at Marana army air field, Tucson, Ariz. that station reports. Zenor attended high school at Roseburg and Northwestern school of commerce in Portland. He entered military service at Portland.

Donald C. Wilson, son of Mr. and Mrs. R. H. Wilson, Umpqua has completed flight training as a naval aviation cadet at the U. S. naval air station at Livermore, Calif. A graduate of Roseburg high school, he attended University of Oregon at Eugene prior to his enlistment.

Miss Betty Sether, daughter of Dr. and Mrs. A. F. Sether of Eugene, formerly of Roseburg, has enlisted in the marine corps women's reserve. She is a graduate of University of Oregon.

Private John B. Richards, son of Mr. and Mrs. John J. Richards who reside at Melrose S. Route, Roseburg, Oregon, graduated from the post Link trainer school at Gardner Field, it was learned this week. Prior to his enlistment in the army, October 1942, Pvt. Richards was a mechanic at Boeing Aircraft in Seattle. He attended Lookingglass high school, where he was student body president. Pvt. Richards will now be a member of the Link trainer department here at Gardner field, where he will instruct cadets.

Peru is the largest producer of vanadium.

Private party wants to buy good serviceable car. Late model preferred.
 505 East Douglas St.

"Magnolia" Pattern Pottery
 ideal for gifts—last shipment before first of year. Variety of pieces in several harmonious colors priced from 50c up. See our window display and select a few for Christmas while stocks are complete.
CHURCHILL HARDWARE
 Phone 73

LIFE IS NO REGARD
 HARRY CROCKETT
 Gave his life in the line of duty in the Axis torpedoing of British warship in Mediterranean.
 VERN HAUGLAND
 Survived 43 days in New Guinea jungle, awarded Silver Star by MacArthur for "devotion and fortitude."
 to SOLDIERS of the PRESS
 Not when there's a story to be had. The gentlemen of the fourth estate take the same chances as fighting men, but are without guns. Because of their daring and devotion to duty, the truth gets back to the free people of the world, and so important a weapon is the truth that the identifying arm band of the correspondent marks him as an especially worthy target to the enemy.
 Wherever war news breaks, an Associated Press correspondent is on the job.
 For AP News from all Fronts Read
Roseburg News-Review