

Roseburg News-Review
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WEEK-HOLIDAY

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 Chicago—160 N. Michigan Ave.
 San Francisco—425 Market Street
 Los Angeles—125 S. Broadway
 Seattle—603 Stewart Street
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STUDIES IN ADVERTISING

By Charles V. Stanton

The direction advertising will take following the war is an interesting topic of conversation around a newspaper office. We naturally are interested in advertising, because our continued operation depends upon it. Newspapers, therefore, spend a good deal of money to maintain a satisfactory service for their advertisers and, at the same time, engage in much research work in order to anticipate trends.

The Advertising Research Foundation, for instance, has been engaged for a number of years on "The Continuing Study of Newspaper Reading." This survey is made by contacting readers and learning exactly what they read in a certain issue of the newspaper being studied. The findings are published for the information of members. Thus, newspapers are able to follow closely the reading habits of the public.

Numerous studies of similar character are conducted by other organizations. The Association of National Advertisers has just completed a study of "Public Sentiment Toward Wartime Advertising." A summary contained in *Editor and Publisher*, one of the leading newspaper trade magazines, states that "modest, informational ads with descriptions of postwar products as well as data on war-winning projects and how to cooperate with them is what the public wants from business and advertising."

"The study also showed," the report said, "that while the people don't want boastful ads, they are fully aware of the job business is doing in the war effort, they want companies to continue advertising because of its help in the war and because they feel business names should be kept in the public eye, and they believe advertised products are superior to non-advertised ones. Those surveyed are already anticipating the postwar purchase of new and improved products, they expect them soon after the war and they want to hear about them now, but they feel that the most helpful advertising is that which gives information on war aims and themes."

Editor and Publisher also is authority for a study of advertising expenditures in 1943, showing that retail stores' advertising budgets provided 85.9 per cent for newspaper space, 4.2 per cent for radio, 4.5 per cent for direct mail and 4.7 per cent for miscellaneous forms of advertising.

Another interesting fact revealed by studies of advertising trends is the fact that those concerns which spent a large part of their advertising budgets in strictly war-aid advertising not only maintained, but frequently improved, their business standings, revenue, profits, etc. In other words, the lending of their names to cooperation in the war effort was just as profitable as trying to make direct merchandised sales.

There are indications that current conditions will work to the advantage of the smaller daily and weekly newspapers. Metropolitan dailies, harder hit by the newsprint shortages, are being forced to ration advertising space. Most of the smaller dailies, however, still have space available. National advertisers, therefore, are expected to spread their advertising out into the smaller papers, with less concentration in the big city dailies.

This will be a "break" for the progressive small-town merchant, who will thereby be able to tie-in his own advertising with that of the nationally advertised brands he carries in his stock.

We believe experience will prove that the spreading of national advertising into the smaller home town papers will be more efficient in attracting public response than the concentration method formerly used. At least we hope so. We are not attempting to hide our selfish interest.

RELEASE IN AFTERNOON PAPERS OF THURSDAY, JAN. 20

MOVIE ACTRESS

HORIZONTAL

1,4 Pictured screen actress
 10 Heavy blow
 11 Book of
 13 Subjects to
 15 East Indies
 16 Soothsayer
 18 Coffin stand
 19 Symbol for tellurium
 21 Lanthanum (symbol)
 23 District Staff Officer (abbr.)
 24 Permit
 25 Mineral rocks
 27 Birds' homes
 29 Year (abbr.)
 30 Most severe
 32 Symbol for selenium
 33 American poet
 34 Pair
 35 Either
 37 Sock hemp
 38 Fowl
 39 Music note
 41 Great number
 43 Suffix
 44 Body part
 45 Compass point
 46 Perch
 47 Tidings
 49 Departed by boat
 51 Long fish
 52 Hamboelike

VERTICAL

1 Assault
 2 Close to
 3 Place for (suffix)
 4 Military Police (abbr.)
 5 Employ
 6 Brad
 7 Suo loco (abbr.)
 8 Officers' Training School (abbr.)
 9 Requirements
 10 Pliable willow
 12 Pauses
 13 With great ability
 14 Thoroughfare
 17 She — to prominence on the radio
 20 Ever (contr.)
 22 Reply
 25 Indian
 26 Symbol for tin
 28 Short jacket
 30 Sprightly
 31 Anesthetics
 35 Augur
 36 Hindu queen
 39 Set in order
 40 Mimicked
 42 Stair post
 44 Pits
 46 Pastries
 48 Shrewd

Answer to Previous Puzzle

DR. ARTUR RODZINSKI

KRRR
 Mutual Broadcasting System,
 1490 Kilocycles.

BEST BETS FOR TODAY

- WEDNESDAY**
- 6:15—Believe It or Not.
 - 6:30—Soldiers With Wings.
 - 8:15—Jean and Joan.
 - 8:30—Bulldog Drummond.
- THURSDAY**
- 10:30—Let's Be Charming.
 - 1:30—Full Speed Ahead.
 - 4:30—Human Adventure.
 - 6:30—Music You Remember.
 - 7:30—Education for Freedom.
 - 8:15—Chuck and Jack.

REMAINING HOURS TODAY

- 4:00—Fulton Lewis, Jr., Plough Chemical Co.
- 4:15—Johnson Family.
- 4:30—Halls of Montezuma.
- 5:00—Moods in Music.
- 5:15—Superman, Kellogg's Pep.
- 5:30—Rhythm Road.
- 5:45—Gordon Burke, Studebaker.
- 6:00—Gabriel Heatter, Kreml.
- 6:15—Believe It or Not, Pall Mall Cigarettes.
- 6:30—Soldiers With Wings.
- 7:00—Royal Arch Gunnison.
- 7:15—State and Local News, Keel Motor Co.
- 7:20—Musical Interlude.
- 7:30—Lone Ranger.
- 8:00—Dr. Wainwright.
- 8:15—Jean and Joan.
- 8:30—Bulldog Drummond.
- 9:00—Alka Seltzer News.
- 9:15—Radio Up in the Sky, E. G. High.
- 9:30—General Barrows, Union Oil Co.
- 9:45—Fulton Lewis, Jr.
- 10:00—Sign off.

THURSDAY, JANUARY 20

- 6:45—Rise and Shine.
- 7:00—News, J. A. Folger Co.
- 7:15—H Club Program.
- 7:30—State and Local News, Boring Optical.
- 7:35—Rhapsody in Wax.
- 8:00—Haven of Rest.
- 8:30—Happy Joe and Ralph.
- 8:45—Wax Shop.
- 8:55—Strictly Personal, Gotham Hosiery Co.
- 9:00—Boake Carter, 4 Way Cold Tablets.
- 9:15—Man About Town.
- 9:20—Moment Musical.
- 9:30—Treasury Star Parade, Starring Noel Coward, Roseburg Lumber Co.
- 9:45—Melodic Varieties.
- 9:55—Aunt Jemima, Quaker Oats.
- 10:00—Alka Seltzer News.
- 10:15—Shoppers Guide.
- 10:30—Let's Be Charming, Howe Laboratories.
- 11:00—Cedric Foster.
- 11:15—Radio Bible Class with Dr. Roach, Presbyterian Church.
- 11:30—Address by Paul V. McNutt.
- 12:00—Musical Interlude.
- 12:10—Sports Review, Dunham Transfer.
- 12:15—Rhythm at Random.
- 12:40—State News, Hansen Motors.
- 12:45—News-Review of the Air.
- 12:55—Terminal Market Reports, Sig Fett.
- 1:00—Walter Compton.
- 1:15—Moments in Music.
- 1:30—Full Speed Ahead.
- 2:00—Easy Dandy.
- 2:15—Welcome Inn, G. W. Young & Son.
- 2:30—The Dream House of Melody.
- 3:00—Radio Tour.
- 3:15—Dusty Records, Henningsers Marts.
- 3:45—Rendezvous With Rhythm.
- 4:00—Fulton Lewis, Jr., Plough Chemical Co.
- 4:15—Johnson Family.
- 4:30—Human Adventure.
- 5:00—Junior Jamboree.
- 5:15—Superman's Kellogg's Pep.
- 5:30—Rhythm Road.

Earthquake Draws U. S. Condolences

BUENOS Aires, Jan. 18.—(AP)—Argentina observed a national day of mourning today for the thousands killed and injured in the devastating earthquake which leveled the Andean city of San Juan during the weekend.

As the death toll mounted—900 bodies have been dug out of the ruins so far and hundreds more are known to be dead—estimates of the damage, including part of the wine crop, reached as high as 400,000,000 pesos (\$100,000,000).

The actual number of injured—which has been estimated as high as 13,000—still was uncertain.

Public and private contributions are continuing to pour in and are expected to reach 40,000,000 pesos. The British embassy donated 50 tons of packaged food which was about to be shipped overseas to British prisoners of war in Germany. Two German organizations donated 38,000 pesos.

Expressing Secretary of State Hull's condolences, U. S. Ambassador Armour transmitted to the Argentine government an offer of the American Red Cross to send aid.

NEWS OF OUR MEN AND WOMEN IN UNIFORM

- Aviation Cadet Millard C. Northcraft, son of William H. Northcraft, Brockway, was recently awarded a marksman's medal for proficiency in firing.
- 7:30—Education for Freedom.
- 7:45—Aircraft Labor Picture for 1944.
- 8:00—Carl Ravozzina Orchestra.
- 8:15—Chuck and Jack.
- 9:00—Alka Seltzer News.
- 9:15—Rex Miller, Wildroot.
- 9:30—Faces and Places, Vicks Products.
- 9:45—Fulton Lewis, Jr.
- 10:00—Sign off.

Glide Farmers Want Used War Equipment

GLIDE—Glide grange concurred in a resolution urging the sale of army equipment to farmers as one of the principal items of business at the last regular meeting. The resolution proposes that all war equipment suitable for use in agricultural pursuits shall be released for purchase by farmers following the war. A report was made on current prices for farm products by Fred Chilsen, agricultural committee chairman, and on proposed legislation by Willard Smith, chairman of the legislative committee. Mrs. George Casebeer reported the home economics club had held ten Red Cross sewing meetings in 1943 and had completed 228 articles and four knitted garments. Refreshments were served following the business meeting.

Corporal Roy E. Goldman, son of Mrs. Clara Goldman, Roseburg, was graduated recently from the army air force training command's flexible gunnery school at Buckingham field, near Fort Myers, Florida. He is soon to become a member of a bomber crew. Formerly employed as a logger, he entered the army 15 months ago and has completed an army advanced aircraft mechanics school.

THE MAN WHO CAME TO BREAKFAST



Think of it—a hot breakfast in 4 minutes! Carnation Quick Wheat is a new, improved whole wheat cereal enriched with Vitamin B1, naturally rich in needed Niacin and Iron. And its delicious flavor appeals to youngsters and adults alike!

VITAMIN B1 ENRICHED

A hot breakfast in 4 minutes

The Weather

U. S. Weather Bureau Office, Roseburg, Oregon.
 Forecast for Roseburg and vicinity: Cloudy tonight and Thursday.

Highest temp. for any Jan. 71
 Highest temp. yesterday 61
 Lowest temp. for any Jan. 6
 Lowest temp. last night 30
 Precipitation yesterday 0
 Precip. from Jan. 1 1.57
 Deficit from Jan. 1 1.52
 Deficit from Sept. 1, 1943 5.46

Oregon Youth, 17, Commences Life Term for Murder

ST. HELENS, Ore., Jan. 18.—(AP)—Robert F. Myers, 17-year-old confessed slayer of an aged farm couple near Clatskanie Aug. 24, was taken to the state penitentiary today to begin life imprisonment.

The sentence was pronounced by Circuit Judge Zimmerman yesterday after the bespectacled youth, indicted on first degree murder charges, changed his plea from not guilty by reason of insanity to guilty of second degree murder in the shooting of Julius Clavessen, 68.

In consenting to a reduction of the charge, District Attorney Dillard said a hold order would be issued providing for the return of Myers to Columbia county to stand trial for the slaying of Anne B. Borglund, 67, if he ever is paroled.

When Myers was arrested last October, Dillard said he confessed to shooting the pair with a stolen rifle to obtain Clavessen's \$3 nickel-plated revolver and become a hold-up man. The aged rancher's body was found in a well and the body of his housekeeper on a bed.

Myers recently was turned over to Portland police by his father after escaping from the Columbia county jail with two other prisoners who still are at large.

DIAL LOG

By SUSAN

Kay Francis and Herbert Marshall will team up for a performance as guest stars on *Soldiers With Wings* at 6:30 this evening. And, into the night walks Bulldog Drummond with another hair-raising adventure at 8:30. For Tomorrow morning remember "Let's Be Charming" with Julia Sanderson at 10:30. Full Speed Ahead is Wave Day on Thursday at 1:30. Human Adventure at 4:30 continues informative and educational in a nice entertaining way that's no strain on the little grey cells. Speaking of "little grey cells," we stop to wonder why the famous Hercules Poirot has never appeared on a show when practically every other detective of fiction ever dreamed up has a serial written around him. Music You Remember—6:30—and thanks to Annie for our song—Henry Gladstone replacing Raymond Clapper, while he's touring the fox holes of the South Pacific, at 7:00—a spot of western tunes with Chuck and Jack at 8:15—lots of news—and there you have it. We're hearing bond announcement so frequently down here that it seems to even creep in here—so here it is: Buy that extra bond this month—and give the change to the March of Dimes (Guess we kinda fooled you, eh neighbor?)

Trout Eggs Being Taken At Rock Creek Hatchery

GLIDE—The game commission's trout hatchery at Rock Creek has started the task of taking eggs from brood fish in the holding ponds. The eggs will be hatched in the tank house and the fry will be held until next fall for release in lakes and streams.



BOWLING

City League

Team	W	L
Umpqua Chiefs	6	3
Fullerton Candy	6	3
Nordlings	5	4
The Monarch	5	4
Umpqua Cleaners	5	4
Debs Market	4	5
Model Bakery	4	5
Gilkesons Standard	1	8

Games Monday Night

Team	W	L
Fullerton Candy Co. 3, Gilkeson's Standard 0	Umpqua Chiefs 2	The Monarch 1
Umpqua Cleaners 2	Debs Market 1	Model Bakery 1
Gilkesons Standard 1		

Remarks

Team	W	L
High individual game score: Paul Lund, 221.		
High individual series score: Paul Lund, 559.		
Umpqua Chiefs:		
Handicap	96	96
J. Phillips	163	155
E. Bobs	123	143
D. Baker	180	155
G. R. Phillips	152	178
G. Wellman	113	179
Totals	827	906
The Monarch:		
Handicap	126	126
R. Hillard	133	129
B. Blessing	131	138
H. Joslyn	133	172
E. Erdman	137	138
J. Quant	163	148
Totals	826	851
Debs Market:		
Handicap	112	112
Lindsay	113	123
DeBernardi	169	144
Poolley	109	116
Phillips	128	166
Lund	221	165
Totals	852	826
Model Bakery:		
Handicap	113	113

King	116	144	137	397
Willener	152	116	180	448
Hiney	125	142	141	408
Morgan	163	142	181	486
Peterson	162	193	184	539
Totals	831	850	936	2617

Gilkeson's Standard Oil

Handicap	96	96	96	288
Gilkeson	133	136	158	427
H. Rice	125	141	145	411
A. Rice	144	141	181	466
Todd	152	175	152	479
Froodman	173	168	179	520
Totals	803	857	914	2574

Fullerton Candy Co.

Handicap	103	103	103	309
Porter	142	184	146	472
Elliott	161	138	163	462
Gelffin	99	143	141	383
Neas	137	151	177	465
Beck	165	143	184	492
Totals	807	862	914	2383

Umpqua Cleaners

Handicap	92	92	92	276
McDonald	160	135	139	434
Parkinson	183	144	169	496
Glenz	96	152	107	355
Bruton	141	155	156	452
Carr	196	176	151	523
Totals	868	854	820	2542

Nordlings

Handicap	110	110	110	330
Muller	123	161	161	445
Tannlund	183	142	192	517
Jackson	108	119	143	370
Noordling	112	157	168	437
Zenor	131	151	181	463
Totals	767	840	895	2502

Chaplain John Barney Leaves for Army Post

GLIDE—Chaplain John Barney, captain in the U. S. army, left Wednesday for Fort Lewis, Wash., after spending a brief leave with Mrs. Barney and friends at Glide. They also visited his parents at Hood River. Chaplain Barney formerly was pastor of the First Christian church at Roseburg.

War Relief Group to Meet—The Christian Science War Relief sewing group will meet Thursday at 2 o'clock at the Perkins building. Mrs. Annie L. Russell is sewing chairman.

Now! GET YOUR MATTRESS AT SENSATIONAL SAVINGS...

Mattress Clearance

FILLED WITH CLEAN, NEW REST-INVITING COTTON

STURDY LONG-WEARING COTTON TICKERS IN ATTRACTIVE PATTERNS

17.25 Ward Mattress

14.44 SALE! A superior mattress designed for genuine comfort! Filled cotton filled with vertical-stitched pre-built borders to hold shape. Neat corded edges.

36.95 Compartment

29.88 SALE! Ward's best selling mattress, and no wonder! Long lasting comfort is built in. A series of roll-like mattresses prevent lumping, shifting. Crown center, too!

SALE! WOOD-FRAME SPRINGS
 Formerly 20.95now, 16.88
 Formerly 27.25now 24.88

PAY ONLY 20% DOWN ON WARDS CONVENIENT PAYMENT PLAN!

Montgomery Ward