

Roseburg News-Tribune

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Three Months	.75	.90
Per year, by city carrier	2.50	
Per month, by city carrier	.25	

The Weather

U. S. Weather Bureau Office
 Roseburg, Oregon
 Forecast for Roseburg and vi-
 cinity: Clear and warmer tonight
 and Saturday.
 Highest temp. for any Sept.—104
 Lowest temp. for any Sept.—29
 Highest temp. yesterday—75
 Lowest temp. last night—50
 Precipitation yesterday—.50
 Precipitation from Sept. 1—.12
 Deficit from Sept. 1, 1945—.25
 Deficit from Sept. 1, 1945—.25

In the Day's News

(Continued from page 1)

alone. You have to take your hat
 off to this English grass.

PART of it is grazed entirely.
 Part of it is both grazed and
 cut for hay. Some of it is cut for
 hay alone. That which is cut for
 hay alone produces from 3 1/2 to 4
 tons per acre, in three cuttings,
 the last as late as October. It is
 the native English grass, much of
 it in unbroken sod more than 100
 years old—and practically with-
 out a weed.

This farmer is an experimenter.
 One of his experiments has liked
 the fickle English climate, where
 misty rain is likely to fall any day
 or every day. He cuts the grass,
 loads it immediately on wagons
 with mechanical hayloaders, and
 hauls it to a DRYER. The dryer
 is a contraption faintly like (in
 principle) a prune dryer. Hot air
 (heated with coal) is fan-driven
 through the grass, dehydrating it.
 It is baled as soon as it comes
 from the dryer and stored in a
 barn.

Not only, he says, does me-
 chanical drying lick the climate;
 the dehydrated grass contains
 (by careful test) up to four times
 as much protein as sun and air
 dried hay.

ANSWERING an extremely per-
 sonal question, he replies that
 before the war (these high-price
 war conditions, he explained are
 extraordinary) this 200-acre farm
 NETTED from 4000 to 5000
 POUNDS per year. With the
 pound at \$4, that runs up to \$16,
 000 to \$20,000.

HE owns this farm—named
 Lower Wick, pronounced Lor-
 wick, as one word with the accent
 on the first syllable. He rents
 two other farms from a run-down
 Lord Somebody-or-other, who
 owns thousands of acres, rented
 out, cash rent, with a decaying
 manor house all closed off but
 one wing because servants can no
 longer be obtained to keep it up.
 Altogether he operates 850 acres,
 but he keeps his Lower Wick
 farm standing strictly on its own
 feet.

Here's another one for the
 book: When we called at one of
 his rented farms, we found the
 manager and his family at tea.
 We went on, for the tea hour is
 one not to be trifled with, and
 came back later. The manager
 also was wearing a quite well cut
 suit, and his wife wore an attrac-
 tive afternoon dress. She knows
 as much about breeding lines, in-
 dividual animal excellence and
 why, as either of the men. (The
 farmer himself can quote the
 annual production, in gallons, of
 EVERY COW in his approxi-
 mately 300 producers.) The man-
 ager's job (he runs the two rented
 farms under the supervision of
 the farmer) is strictly a MAN-
 AGEMENT job. He does no man-
 ual labor. He gets 750 pounds
 (\$3,000) a year salary.

The farmer came up the hard
 way, getting his eye-teeth cut in
 the tough depression years that
 followed the boom of the other
 war.

DUSK caught us with the in-
 spection job rushed a little at
 the last and we head back to the
 lovely old house for the late din-
 ner that is the normal English
 custom. It was served in a
 paneled, high-ceilinged dining
 room, at a vast oaken table,
 glowing with the patina that
 only age and generations of rub-
 bing can produce, on thin old
 china.

It consisted of a main dish of
 ham—bought with POINTS. Under
 the British rationing system,
 a farmer can have ONE hog per

ADVERTISING TECHNIQUES

By Charles V. Stanton

Unprecedented volume of newspaper advertising is an-
 ticipated for the postwar years. Already pressure on news-
 papers, badly handicapped by newsprint shortage, is being
 felt. Trade papers predict advertising on a much more
 extensive scale during the next few years than has ever
 been known before.

During the war newspapers had the unique experience of
 being forced to reject appeals of advertisers for space. This
 condition still exists, but there is hope that within the not
 too distant future newsprint shortages will be slightly eased,
 thus making it possible to give advertisers additional space.

Advertising took a new and interesting turn during the
 war, and results may bring about some radical changes in
 advertising appeal in the days to come.

Firms which made automobiles, washing machines, re-
 frigerators, radios and numerous other products, widely
 advertised in the prewar days, devoted all of their pro-
 duction facilities throughout the period of hostilities to
 the manufacture of war materials. They had nothing to
 sell the public, yet few of them ceased advertising. In-
 stead, they took the public into their confidence. They
 told what they were doing and why. They discussed post-
 war plans. They kept the public informed. Many of them
 used stories and illustrations of what their products were
 doing in the war. They gave more or less technical in-
 formation. They learned that such advertisements had a
 powerful appeal to the reader. They learned that Ameri-
 cans are deeply interested in informative and educational
 presentations. People who, perhaps, would have been little
 interested in a prewar advertisement relating, let us say,
 to a certain make of automobile, were intrigued by an
 advertisement which told how the manufacturer of that
 automobile had discovered a new metal alloy which was per-
 forming a war job and would have extensive peace-time
 uses. It was learned that people like to be informed. Alert
 advertisers will not forget that lesson in the coming years.

Some advertisers, confronted with war-time shortages,
 took the public into their confidence. They frankly and
 openly discussed their problems. They learned that an
 informed public was tolerant, courteous and helpful. There
 is no reason why the same technique will not aid in selling
 more merchandise in the future. An informal chat with
 potential customers, in many cases, can do a better job of
 selling than straight merchandise and price displays.

Another type of war advertising taught an important
 lesson. Some merchandising firms, finding their inven-
 tories growing lower and lower, devoted their advertising
 space to the war effort. They plugged for war bonds,
 blood banks, recruiting and other items. A notable example
 has been Meier and Frank in Portland. Yet statistics show
 that firms which practiced that type of advertising con-
 sistently had business gains considerably above competitive
 firms which relied entirely upon more orthodox advertising
 methods. Thus advertisers have learned that consumer
 goodwill can be gained by using advertising space for public
 service.

There is every reason to believe that postwar advertising
 will be more friendly, more personal, more public spirited
 than before the war. Selling power of newspaper adver-
 tising has been more completely proven during the war
 period than ever before. Advertisers have learned there
 is no other method by which they can so completely and
 cheaply establish contact with potential customers.

Within a few more months new merchandise will be on
 the market. Automobile firms will be presenting radically
 altered designs. There will be hundreds of new household
 appliances and gadgets. There will be new fabrics. New
 discoveries in electronics will bring about better radio re-
 ceivers. These and many other new forms of merchandise
 must be introduced and consumer interest created.

Advertisers are not overlooking the fact that savings ac-
 counts are largest in national history; that millions of
 Americans hold billions in war bonds. Americans have a
 substantial backlog of purchasing power. Advertising will
 channel dollars into production.

Lessons gained in wartime advertising should not be
 overlooked by the home-town advertiser. He, too, can profit
 by closer contact with his customers, by supplying their
 desire for information, by gaining their cooperation in his
 problems, by securing their goodwill through public service.

farm point-free for his own use
 (naturally, not being moronic, he
 grows the hog as big as possible)
 after which he buys his pork like
 everybody else. There was a
 salad, two vegetables, beans and
 potatoes, bread and butter, and a
 "sweet"—stewed plums.

The butter was BOUGHT IN
 TOWN with points. But there
 was cream, CLOTTED cream, the
 only cream this writer has seen
 since leaving America.

After dinner, we had coffee
 in a beautiful library, and chat-
 ted along on this and that until
 we discovered, rather to our sur-
 prise, that it was 11 P. M.—so
 late that when this writer was
 driven back to town the hotel,
 after the custom of all small Eng-
 lish hostilities, was dark and
 locked up tightly and we had to
 practically raise the town before
 we could get the proprietor out
 of bed to open the front door.

Quite an unusual farm day—
 for an American. Full of sur-
 prises.

est dope on the programs being
 aired via 1490 on the dial. There
 are lots of new programs, lots
 of changes and lots of good news
 for you. First and foremost, one
 of the best shows on the air,
 namely, Freedom of Opportunity,
 changes time of broadcast to-
 night, so be on the alert for it.
 Recently it has been moved in
 the 9:30 Friday night spot, but
 effective tonight, it moves up to
 8:30, a much better time since
 this is definitely a family show
 and the earlier hour means that
 very small fry of the family
 won't have to miss it. Tonight
 dramatizes the life of America's
 hero, Captain Eddie Rickenback-
 er, mark this "don't miss." The
 time again 8:30 on Friday nights.
 Also on tap for tonight: Spot-
 light Bands at 6:30, bringing you
 the music of Will Osborn, and
 Leave It to Mike at 8.

Now for Saturday—and this is
 a note to the kids—it's House of
 Mystery for a full half-hour be-
 ginning at 9 A. M. We'll give you
 an advance tip on another pro-
 gram, but you'll have to watch
 for the announcement of the
 show and date. However, it's one
 of your favorites and it will move
 right in with Superman and Tom
 Mix, so you'll have a full 45 min-
 utes of the kind of entertainment
 you like best.

That seems to be the story for
 today, but keep your ears tuned
 to KRNR, especially when Sun-
 day rolls around. Lots of new
 shows; we'll tell you about those
 tomorrow.

Well, we're back on the beam
 at long last and ready to settle
 down and give out with the new-

OUT OUR WAY



Hiroshima Bomb Ruin Slated For American Study

YOKOHAMA, Sept. 7.—(AP)—
 A secretive group of American
 Army experts arrived here yester-
 day on route to Hiroshima to
 study the devastation wrought in
 the world's first atomic bombing.
 Japanese simultaneously made
 elaborate reports of results of
 their own inquiry and asserted
 that many persons, including
 those who rushed in after the
 bombing to aid in relief work,
 were slowly dying.

The Japanese reports said that
 since Aug. 30, a group of 20 ex-
 perts have been at work at Hiro-
 shima, headed by Dr. Masao
 Tazaki, Tokyo university profes-
 sor and a leading Japanese au-
 thority on anatomy and pathol-
 ogy.

Some of the effects they ex-
 amined have been described in
 earlier reports: Exposed parts of
 the body received fatal burns,
 and persons nearest the center
 of the atomic explosion died in-
 stantly from blast or suffocation.
 In addition, those caught and in-
 jured by falling debris suffered
 from effects of radioactivity, and
 died a week to ten days later, the
 Japanese said.

Neutrons Blamed
 Tazaki said the belated deaths
 two miles away who received no
 visible burns and felt no imme-
 diate ill effects died three weeks
 later. None of these Japanese ac-
 counts has been confirmed.

Tazaki said the belated deaths
 were blamed on neutrons—and
 he described them as more deadly
 than the gamma rays of radium
 or the x-ray Radium rays can be
 absorbed by buildings, while neu-
 trons penetrate anything, he said,
 inducing weariness followed by
 high fever, sore mouth and
 throat, diarrhea, and an "amaz-
 ing" decrease in white blood cor-
 puscles.

Many people not in Hiroshima
 at the time of the explosion suf-
 fered falling hair, diarrhea and
 slow death after aiding in relief
 work in the city. Tazaki reiter-
 ated. These, he said, were the vic-
 tims of an unknown radioactive
 element and neutrons which he
 said remained active approxi-
 mately 10 days after the explo-
 sion.

Tazaki and his associates do
 not, however, accept the theory
 that Hiroshima would remain un-
 inhabitable for a long time.

U. S. Naval Air Unit

HORIZONTAL 49 Too
 1 Depicted in
 51 Skill in
 52 performance
 53 Ensign of
 54 U. S. naval
 55 aviation
 56 Uncommon
 57 Ireland
 58 Facts
 59 Postscript
 60 (ab.)
 61 Symbol for
 62 calcium
 63 Russian city
 64 Dry
 65 Lonely
 66 (comb. form)
 67 Sprightly
 68 Forest
 69 Bard
 70 Egg (comb.
 71 form)
 72 Skill
 73 Beverage
 74 Seed covering
 75 Touch
 76 Military cap
 77 Native of
 78 Latvia
 79 Swiss river
 80 Deceive
 81 Ocean
 82 Symbol for
 83 magnesium
 84 Note in
 85 Guido's scale
 86 Railroad (ab.)
 87 Lamprey
 88 Prince

Answer to Previous Puzzle

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VERTICAL 1 Merchant
 2 Liquid
 3 Element
 4 Expunge
 5 Compass point
 6 Affirmative
 7 Either
 8 More
 9 Fastidious
 10 Make into law
 11 Accomplish
 12 Father
 13 Lonely
 14 (comb. form)
 15 Sprightly
 16 Forest
 17 Bard
 18 Egg (comb.
 19 form)
 20 Skill
 21 Beverage
 22 Seed covering
 23 Touch
 24 Military cap
 25 Native of
 26 Latvia
 27 Swiss river
 28 Deceive
 29 Ocean
 30 Symbol for
 31 magnesium
 32 Note in
 33 Guido's scale
 34 Railroad (ab.)
 35 Lamprey
 36 Prince

BY J. R. WILLIAMS

Snap Bean Less Heavy; Hop Crop Now Periled

CORVALLIS, Ore., Sept. 6.—
 (AP)—Harvest help shortages
 caused the loss of possibly 10,000
 tons of snap beans in the Will-
 amette valley, the Oregon State
 college extension service esti-
 mated today.
 J. R. Beck, the service's farm
 labor supervisor, at the same time
 predicted that four million pounds
 of hops, valued at two and a half

million dollars, would be lost if
 more harvesters are not found.
 He said a let-down of interest
 after Japan's surrender drained
 the manpower supply.

Reservations for private
SKATING PARTIES
 are available at the
Rainbow Skating Rink
 Winchester

WANTED TO BUY

Petite, Date and Italian Dried Prunes
 Will pay Government Ceiling Price
 Receiving Station—McGee's Dryer, Canyonville
 Contact Mr. Guy McGee at
 Canyonville—Phone 1911

HUDSON-DUNCAN COMPANY

Portland, Oregon

OLALLA DANCE

Opening Night . . . Sat., Sept. 8

Olalla Hall

Music by Glendale Orchestra

Gentlemen—\$1.00

Ladies free

FARM SALE

Sunday, Sept. 9th

at the J. E. (Olie) Cooper Ranch, Oakland

Six Miles East on the Elkhead Road
 Watch for Signs

25 HEAD OF CATTLE, consisting of 3 white face cows, 2
 white face heifer calves, 5 white face yearling heifers,
 2 yearling steers, 2 good milch cows, 2 yearling heif-
 ers, Jerseys, 1 yearling bull, 2 two-year-old Guernsey
 bulls, 2 two-year-old Durham bulls, some good veal.
HORSES: 10 head of good saddle and work horses. Sad-
 dles, bridles, harness and collars.
HOGS: 60 head of hogs consisting of bred sows and gilts,
 fat hogs, weaner and feeder pigs, 1 good Berkshire
 boar.

Sheep

SHEEP: 35 or 40 head of ewes, 6 bucks.

Farm Equipment

1 two-wheel trailer
 1 14-inch plow
 1 disc
 2 lawnmowers
 Set of iron wheels for wagon
 Fairbanks-Morse platform
 scales
 3000 two-foot fir shakes
 1 electric motor
 350 foot one-half-inch pipe
 100 feet 1 and 1 1/2-inch pipe
 All kinds of pipe fittings
 Oil drums, cream and oil cans
 Feed drums, cider press
 Crosscut saws, sledges, wedges
 All kinds of small tools
 Hand saws, cream separators
 1 electric roaster
 1 3-burner electric stove, like
 new
 1 electric corn popper
 1 electric iron

Household Goods

1 electric toaster, electric
 cooker
 1 enameled range
 2 heating stoves
 2 oil heaters
 1 mohair davenport and chair
 Dressers, library table
 Coffee table, 2 end tables
 Oak dining table and chairs
 1 walnut dining table
 Lawn table and benches
 Breakfast set
 Lots of dining chairs and
 rocking chairs
 1 cupboard with glass doors
 Several chests of drawers
 2 9x12 wool rugs, 1 linoleum
 rug
 Several small wool rugs
 2 full-length mirrors
 2 porch settees
 2 portable laundry tubs, like
 new
 1 fall-leaf table
 2 magazine racks
 3 baby beds and mattresses
 2 floor lamps
 Bedsteads, springs and
 mattress
 1 shaving cabinet with plate
 glass
 1 mahogany wardrobe
 A lot of dishes and other small
 articles too numerous to
 mention

SALE STARTS AT 10:30 SHARP

Don't Be Late — Lunch Will Be Served at Noon
 If you have anything to sell, bring it to this sale and we will
 sell it for the regular commission.

**Al Lapan, J. E. Cooper, and Tom John-
 son, Auctioneers. Mike Daniels, Clerk**

GOETTEL'S

SCHOOL SUPPLIES

Bring in your lists. We can take care of your
 requirements, including Grade Work Books.

Urban School Districts see us for your Supplies.

Ink, Paper Towels, Chalk, Erasers, etc.

249 N. JACKSON ST. **VARIETY STORE** ROSEBURG OREGON