

The News-Review

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NO CAUSE FOR COMPLAINT

By CHARLES V. STANTON

Recommendation has been made to the State Highway commission that it set up an advertising budget of \$250,000 to promote tourist travel in Oregon during 1950.

Some economy-minded people probably will be critical of spending such a large sum from highway funds for advertising purposes. But certainly no one with knowledge of advertising will be critical because the amount is too high. On the other hand, an advertising expert might criticize the recommendation because the amount is too low.

The advertising budget is proposed by an advisory committee, which reports that Oregon was visited by approximately 2,500,000 tourists during the past season.

Tourist income has been tentatively estimated by the highway commission at around \$110,000,000 during the past season—an increase of 18 per cent from 1948.

The sum of \$250,000 may seem like a lot of money for advertising purposes, but any advertising expert will tell you that it is only one-tenth the amount the state should spend if it were to put its advertising on a business basis. Any good advertising agent will recommend to a businessman that he set aside a fixed percentage of gross income to be used for advertising purposes. The percentage varies according to the type of business, rate of turnover, markup and other factors.

For instance, a store, doing a large volume of business with a rapid turnover of stock and high markups would have a higher percentage for its advertising budget than a business dealing only in slow-moving merchandise with low markups.

Many businesses have had remarkable growth by plowing a large percentage of profits back into advertising. Recommended advertising percentages seldom are below two per cent. Some businesses are spending as high as six and eight per cent of gross revenue for advertising.

Naturally the rate has many variables to consider, for the percentage must be calculated on a complex formula. But few businesses should have less than a two per cent advertising budget.

A business producing \$110,000,000 annually is a rather large enterprise. Naturally, all the \$110,000,000 revenue does not go to the State of Oregon. Only a small part, in fact, is collected by the state from gasoline taxes. But the profit goes into the pockets, directly or indirectly, of virtually every resident. Thus, everyone has an interest in the state's tourist travel advertising program.

Probably the \$250,000 budget proposed for advertising purposes represents more than two per cent of the tax money and other revenue received by the state government from tourist travel.

But whether it rates more or less, no one should complain that the proposed amount is too high. If anything, it is too low.

"Jim" Ormandy To Retire From S. P.

The Southern Pacific company (and we're not 'needling' today) is losing one of its most valuable employees in the retirement of J. A. Ormandy. "Jim" is affectionately known throughout the division he has served so long, not only by the men with whom he has been associated in the company, but by the thousands he has served in an official capacity and many more thousands who are pleased to call him friend. We will regret discontinuance of his friendly, pleasant visits, and we know we speak for many residents of this area when we hope for many pleasant years following his retirement and extend commendation for the able accomplishments of many years of loyal service.

German Siren Receives 3,000 Marriage Bids

OLDENBURG, Germany.—(AP)—Pretty Sigrid von Haessler is the envy of German girls. She claims to have received 3,000 marriage proposals since her photograph appeared in an American magazine (True). Now women are writing to Sigrid from this country where war depleted the ranks of men. They say:

"You have 3,000 wooers. You can only marry one. How about giving me one of the other 2,999?"

The letters of proposal have come from many parts of the world. But the 23-year-old beauty is exercising a woman's prerogative. She has not made up her mind.

Sigrid, a former doctor's assistant, actress and dancer, was married once before. Her husband was a German naval officer.

She told newsmen that two of the leading candidates were a journalist in Tokyo and a chap who sent his mother to convince Sigrid that he was the man.

SUIT REPELS FIRE

DAYTON, O.—(AP)—The Air Force now can keep its fire fighters reasonably cool in the hottest crash flames.

The AF engineering division at Wright-Patterson field announced successful tests of a new glass-fiber suit that keeps firemen at a 130-degree body tem-

perature in 200-degree flames. The suit, only one of its kind, is constructed of 18 layers of glass fiber and—among other materials—glass fiber net, neoprene-coated glass fiber, honeycombed cotton cloth, silver foil, aluminum foil and nylon.

Project Engineer Abe Plotkin says the suit is only about one-half inch thick.

Driver Found Guilty On Tandem Axle Charge

Scott Vince Ferguson, Roseburg, driver for the Staley Transport company, was fined \$30 plus court costs on a charge of tandem axle overload, reported Justice of Peace Ward C. Watson at Sutherland.

Ferguson pleaded innocent to the charge, but an all-man jury Thursday returned a verdict of guilty, said Watson. A 30-day jail sentence was suspended upon payment of the fine.

STRING TO OFFER

HOLLYWOOD.—(AP)—B. P. Schulberg, one-time top-flight film producer, says his advertising blast has brought an offer here.

Schulberg, who recently ran a full-page trade journal ad berating today's film executives for their indifference to pioneers like himself, said a major studio leader had offered him a producing job.

It had a string attached, Schulberg said. He must first dig up some good stories to produce. Once a \$10,000-a-week man, Schulberg, 57, has been out of work nearly three years.

The Middleman



Is not that first minute of each day's proceedings at Lake Success the most important of all? In that first minute of meditation, of silent prayer in which each one, regardless of race, creed and religious affiliation, may lift the heart to the Heavenly Father of us all, surely there is a promise of things to come? For the Father of us all cannot be circumscribed within the limits of any one language, of any one creed. In world brotherhood, is not the concept of a common Father the underlying basis? So on this Armistice Day, 30 years after its inception, each one of us, regardless of race, creed or color, has that undeniable right to pray, each in whatever way appears most natural and most satisfying, to pray for universal peace.

Need we be discouraged if the United Nations appears to be less than a hundred per cent perfect? After all, even the members of one family, born to the same parents, sometimes engage in bitterness and allow estrangement to take hold of them. People can be in the same room—and

Drew Residents Escape Death In Blazing Wreck

MEDFORD, Nov. 14.—Three residents of Drew, Ore., had a narrow escape from death here Saturday night when the coupe in which they were traveling toward Jacksonville left the highway, turned over in a ditch and was consumed by flames.

Hospitalized are Doc J. Childers, 42, driver of the car; Erma Trewartha, 24, and Ralph Bratton, 21.

The accident occurred on the Bybee corner, scene of many traffic accidents. Children told the ambulance driver, who brought the three to Community hospital, that he was blinded by the lights of an oncoming car, struck the division sign at the corner and lost control of the machine, which catapulted into the ditch.

Children were suffering from a forehead contusion, knee injuries and shock. The one woman passenger suffered severe face lacerations and knee injuries, and Bratton a broken left leg and shock.

MOM GETS TOO CLOSE

SHELLEY, Idaho.—(AP)—Mrs. Leo Searle suffered a broken leg at a football game. No, she wasn't playing.

Mrs. Searle's an ardent fan—two of her sons play on Shelley high school's team. Mrs. Searle was striding on the sidelines cheering her sons. A ball carrier was tackled as he ran out of bounds. Mrs. Searle was overturned in the scramble. She was taken to a hospital. X-rays disclosed a broken knee.

P. S.: The two Searle boys—Dean and Duane—came out of the game unscathed. Their team won, too.

PLYWOOD PLANT SOLD ALBANY, Ore.—(AP)—The Albany plant of the Western Door and Plywood company will be turned over to the Linn Plywood and Door company Nov. 16. J. W. Reynolds, Anacortes, Wash., who will manage the plant here, disclosed the sale to the Linn Plywood and Door firm. The price was not disclosed.

Nudism Booming In Great Britain; Want To Be Legal

LONDON.—(AP)—Nudism is booming in Britain. More people are working around naked than ever before and naked than ever before.

Not in public, of course—the law frowns on that—but in flourishing "naturist" camps scattered throughout the country.

Leaders of the open-air cult say happily they've never seen anything like it.

Britain's few hundred timid pre-war nudists have grown into a lusty movement 50,000 strong. In 1938 there were 20 nudist clubs. Now there are 60. Many non-club "naturists" enjoy life in the raw in the privacy of their own homes and gardens.

The British Sun Bathing association (BSBA)—biggest nudist group—has just voted to incorporate nudity. It's forming a limited company of 200 shareholders.

Right now the clammy British winter has driven all except the hardiest "naturists" into long underwear. But the BSBA hopes next summer will be the best ever for the one out of every 1,000 Britons it says likes to frolic naked in the sun.

The burning question: Will the sun cooperate? It did in 1949. It was the sunniest summer for 16 years.

Mrs. Sylvia Bassam, 34, pretty Canadian-born secretary of the BSBA, says the association is campaigning for three things:

- 1. The legal right to bathe in the nude on approved public beaches;
- 2. More young women nudists;
- 3. To teach skeptics that "naturism" is a healthy, wholesome way of life followed by intelligent people.

Mrs. Bassam, whose own suntan, she affirms, stretches unbroken from top to toe, says British nudists don't want mixed bathing with nudists and non-nudists taking the sun together; they want certain public beaches set aside.

Biggest pain in the neck for British nudist club directors, Mrs. Bassam says, is the unbalance of sexes. Far more males than females join, the ratio being about four to one.

'Friendly Tavern' Will Open Here For Business

The opening Tuesday of a new business, to be known as the "Friendly Tavern" was announced today by Leonard S. Zacher, formerly manager of the Shallmar room.

The new tavern, located at 535 So. Stephens, will be done in Myrtlewood—1200 feet of it.

Forty feet of refrigeration, up-barbered booths and a 15-stool bar will be features of the new business establishment.

Food will be available at the La Fiesta restaurant next door, also scheduled to open Tuesday. The La Fiesta will feature Italian and Spanish dishes.

Marine Corporal Charlie D. Merritt of Greenville, South Carolina, knocked out seven Jap tanks with seven bazooka rockets on Saipan, for which 'eat he received the Navy Cross.

at 7:30 each evening except Saturday. About 50 persons attended the Odd Fellows Social evening at the lodge hall Saturday night, Nov. 5.

Word has been received that Sgt. and Mrs. J. Zane Adams are enroute from Rantoul, Ill., where Mr. Adams has just completed a six months' course at Chanute Field, to San Antonio, Texas. The Church of Christ is to have evangelistic meetings Nov. 13 to 27. Bert Johnson is the evangelist, and the services will begin

Douglas County Ranked Second In 1948 Lumber Production, Report Shows

Douglas county's 796,509,033 board feet output of Douglas fir lumber ranked second in the Pacific Northwest during 1948, a report from H. V. Simpson, executive vice-president of the West Coast Lumbermen's association, reveals. The county employed 8,337 persons during its peak month, August, 1948.

Lane county ranked first with an output of 1,311,573,154 board feet. Only three other counties in the Douglas fir section have exceeded a billion-foot cut in the last quarter century, Simpson says. They were Gray Harbor, from 1926 to 1928, Snohomish and Pierce counties, all in Washington. Multnomah county fell short by a few million feet in its best year, 1925.

Top Washington lumber producing county in 1948 was Coville with 573,915,446 board feet, third largest in the Douglas fir region. Snohomish county, Wash., with 508,733,680 board feet was fourth, followed by Coos, with 504,911,607; Jackson with 502,810,264; Linn with 486,316,759 (all in Oregon) and King in Washington with 465,572,732.

Western Oregon and Washington's 1,675 sawmills in 1948 broke lumber production records which have stood since 1923, according to Simpson. Douglas fir region mills cut 9.4 billion board feet last year.

This record volume of lumber was worth \$690,000,000 in cash to the two states, Simpson said. It amounted to 26.1 per cent of the nation's total lumber cut last year. Oregon retained its place for the 11th straight year, since 1938, as the nation's leading lumber producing state, and Washington held on to second place.

This production came from 26 million acres of rich, rain forests of the Douglas fir region, Simpson said. This compact forest region, which makes up only 5.6 per cent of the nation's 461 million acres of commercial forests, can sustain this lumber output perpetually foresters claim under forest management practice now being widely followed, he pointed out.

Biggest consumer of Douglas fir lumber, Simpson stated, was California which took 20 per cent of the total cut from the region. Next largest consumers are Washington and Oregon, followed by Illinois, New York and Texas.

Sen. Morse Urges 'Specific' Terms

EUGENE.—(AP)—Senator Wayne Morse urged his fellow Republicans to start talking in terms of specific proposals when they discuss the "welfare state" instead of just being against all tendencies towards it. The emphasis, he said, should be on constitutional liberties and guarantees of individual dignity.

He warned his own party members, in a Friday noon speech before the chamber of commerce forum, that the ordinary man is getting the idea that the Democrats are concerned with public welfare, and the Republicans are not.

Morse declared that adoption of the Hoover commission's report would be quick, "but not painless," in getting on the proper road to government economy. However, if it will not be effective if Congressmen persist in being "all for economy in every direction but the one." Because of this attitude, he said the 81st Congress has not done a decent job of cutting government expenditures.

Turning to foreign aid, he warned against slashing expenses by refusing aid to foreign countries. "If we let them down now," Morse said, "there is only one direction in which they can turn—the Soviet Union."

TOUGH SAFE

NORTH LITTLE ROCK, Ark.—(AP)—Burglars battered up a large wall safe at the Mechanics Lumber company.

But next morning, a company official, found a note next to the safe, which read:

"Good safe, we couldn't get in."

Now you Know!

The answers to everyday insurance problems By KEN BAILEY

QUESTION: I understand there is a form of automobile fire and theft insurance which specifically states the amount of insurance rather than given as "actual cash value at the time of loss." Why isn't the specific value policy a better one for the average person to buy? At least you'd know exactly what you'd get in case of loss.

ANSWER: No matter what amount is stated in the policy, the insurance company will not settle for more than the actual cash value at the time of loss. No settlement will be made in such a way as to give the insured a profit from an accident or other kind of loss.

If you'll answer your own insurance questions in this office, we'll try to give you the correct answers free of charge or charge an abbreviation of any kind.

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CATHEDRAL TUMBLING YOPK, England.—(AP)—York cathedral is falling down. The Very Rev. E. Milner-White, dean of the centuries-old church, said four tons of masonry tumbled from the west front during the summer. He had just posted warning notices. It will take \$250,000 (\$700,000) fully to restore the historic structure, Milner-White said. Meanwhile it remains in use.

Oregon's Douglas fir region (19 counties west of the Cascades) cut 6,366,466,809 feet in 1948 and Washington's fir region (19 counties west of the Cascades) produced 3,038,637,129.

Simpson said the forest products industries in the 38 counties of Western Washington and Oregon gave employment in their top month in 1948 to 147,378 wage earners.

Oregon's top month of employment for the 19 western counties was August, 1948, when 71,707 persons were employed in the basic timber and forest products industries. This included logging, pulp and paper, plywood and other wood-using industries, except furniture.

Washington's peak employment period in 1948 found 61,961 persons engaged in logging, lumbering, plywood making and basic forest products, and 13,710 employed in pulp and paper making for the 19 western counties for a total of 75,671.

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