

The News-Review

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three months \$1.50. By City Carrier—For Year \$4.00, six months \$2.00,
three months \$1.25. Outside Oregon—By Mail—For Year \$6.00, six
months \$3.00, three months \$1.75.

ADVERTISING TRENDS

By CHARLES V. STANTON

Summaries by various trade publications and organizations covering the field of advertising show that newspapers led all other media in rate of gain during the past year. Magazines and radio trailed far behind newspapers percentage-wise.

Some of this gain is due to ability of the newspapers to accept advertising which formerly it had to refuse because of lack of space. During the war and for some time following, newsprint shortages forced newspapers to ration display space.

The war also led to other changes in the advertising field. Many products were temporarily off the open market—automobiles, for instance. Automobile companies couldn't advertise for sales because they had no cars to deliver, except in extreme emergencies. Realizing the need for continued advertising large concerns maintained institutional campaigns in anticipation of the time when they would again be back in competition. Because only a limited amount of space was available in newspapers, automobile manufacturers, tobacco companies, radio makers, and others, furnishing the bulk of their products to the war effort, went largely to magazine, outdoor and radio advertising media.

Conditions, however, have changed rapidly. Shortages in nearly all lines have disappeared. Many lines are overstocked. Competition has returned. There is no advertising medium better suited to promote trade on a competitive market than the newspaper. Nor is there any method whereby prospective purchasers can be contacted at lower cost per prospect than through the newspaper.

This leads to another interesting trend in current advertising.

It has been the practice of many of the automobile companies to place much of their advertising dealings with high-priced cars in slick-paper magazines. They worked on the theory that the business executive—men in the upper salary brackets—were their chief customers and that these same persons were largely subscribers to the "slicks."

But today the skilled workman is a potential customer for the Cadillac, Packard, Chrysler or other "upper-bracket" car, while the business executive is apt to be trundling around in a Ford, Chevrolet, Plymouth or other lower-priced automobile. The laboring man is more apt to be a reader of the "pulp" than the "slicks" but both the workingman and the executive read the local newspaper. Therefore, the newspaper reaches potential customers in all classes and is in better position to serve the manufacturer, distributor and retailer of automobiles, refrigerators, radios, household furnishings and other durable goods.

The tougher the sales problem, the more advertisers study the placement of their advertising dollar. The prestige of the newspaper in producing results is well demonstrated by the percentage gains of the past few months.

Oregon Boosted By Rogue Valley Author

The current issue of *Sports Afield*, one of the leading outdoor publications of national circulation, features an article entitled "Oregon." The author is Dale Vincent, Rogue River Valley resident, who for a number of years wrote a daily nature feature for Medford and Grants Pass newspapers.

Armed with camera and typewriter, Vincent has been touring Oregon in recent months securing material for recreational articles. If his job for *Sports Afield* is a sample of the freelancing to be expected from Vincent in the future, we predict he will not only be most popular with publishers, but that he will be making a valuable contribution in presenting Oregon's resources to the nation's recreation-minded public.

1st Citizen Feast Tickets Available

Tickets to the Roseburg Junior Chamber of Commerce January first citizen banquet went on sale today at Lawson's Jewelers and Local Loan Co.

The Junior first citizen banquet, to be held at Kennedy's Dutch Mill Monday night, Jan. 16, will be a dinner dance affair with tickets selling at \$2.50 per person.

The banquet will be highlighted with the selection of the Junior first citizen, who, in the opinion of a secret committee of impartial judges, has done outstanding civic work during the past year. The recipient does not necessarily have to be a member of the Jaycees.

Other awards to be presented include the gold key award to the outstanding Roseburg Jaycee, the plaque award to the outstanding new member and a new plaque award to the outstanding chairman of a Jaycee committee during the past year.

A guest speaker, as yet unannounced, will also be on the program.

OFFICER PROMOTED

SALEM—(P)—The Oregon National Guard Monday announced the promotion of eight officers including 1st Lt. Alfred D. Boyer, Roseburg, promoted to captain and company commander of company D, 186th Infantry.



By Vianett S. Martin

A child is instructively entertained by looking at familiar things through a reading glass. (Use of one for too long at a time might not be a good thing?) The glass differentiates for him the flat ragged thread of linen and the smooth tight thread of cotton. It brings out the pores in his own hand in a way that amazes him.

Holding the glass over a newspaper picture brings out the "screen" and if he is old enough, opens another door to his imagination when the process is explained.

But it is when he is encouraged to examine flowers and leaves that a wonder-world opens up to him. Telling him to move the glass back and forth until the object looks clearest makes sure he is getting the best vision. One cannot adjust the glass for him.

It is through a glass that the exquisite beauty of a wild carrot umbel becomes indeed "Queen Anne's Lace." The "beard" on the iris and its purpose become evi-

dent. The honey lines on the throats of trumpet flowers. Almost any flower or those misplaced flowers we call weeds, offers a wondrous thought to eager eyes exploring through a glass.

It all helps a child see the world about him, just as suggesting at bedtime "we have a look at the stars for a minute" and making the Sailor's Star, the North Star really his for keeps, means much.

My father had a habit of always stepping to the door or outside each evening just before he locked it for the night, and also in the morning. He was weather-wise, star-wise, wise in many ways that he might have learned from his father in turn. Country-wise! Although even in the city, if we set our minds to it, we can still see the wondrous works of the Creator.

A young sailor said, "Mom, when you look at the sun and the moon and 'our' star, I'll be looking at it too. We'll seem closer, remembering that." The mother still seeks the North Star because after all . . . ?

In the Day's News

(Continued from Page One)

primarily, because the Chinese people lost confidence in them and decided that the communists couldn't be any worse.

ON our own home front, President Truman follows his State of the Union message, which was frankly and unabashedly a political document, with an economic message that COULD BE the chart for our progress to a new and better America.

In it, he declares that: The United States can offer its people 61 million jobs this year, 64 million in five years and, in the end, complete elimination of poverty.

The nation's economy has emerged strong and stable, and with reborn confidence, from its post-war crisis.

The way lies open for a rise in national income equal to nearly \$1,000 a year for every family by 1954.

Prices—with some outstanding exceptions—are generally close to the level where they should stay.

HAVING done that, he then—Calls on business, labor and farmers, as well as the government, to rise to the "magnificent challenge" which, he says, lies ahead—the challenge to achieve a steady growth of income, employment and production to hitherto unknown levels.

As to wages (admittedly our toughest problem) he says he hopes to keep his hands off from now on. Wage adjustments, he says, "are now in the hands of management and labor—which is where they should remain."

JUDGED by the standard of WORDS alone, Mr. Truman's economic message is a splendid and hopeful document. Its WORDS inspire us with optimism, enthusiasm and renewed confidence in the future.

Will the deeds that follow it be equally admirable?

AS TO THAT, TIME ONLY CAN TELL.

WE stand now at the threshold of another political campaign that will determine whether the Democrats are to remain in power or are to lose out. One of the disheartening developments of political history, in this country and elsewhere, has been the fact that in such a situation the tendency of the party in power is to promise the voters the world with a fence around it.

The idea, too often, has been that in such a crisis nothing matters but staying in power. If fair words will turn the trick, as political thinking too often has held, then the thing to do is to say on the fair words with a trowel.

NOTHING could be more wonderful than for our President to mean what he says in his economic message to Congress and to go on and DO THE THINGS (some of them hard and difficult and trying) that will turn into actual reality the beautiful picture that he sketches for us in his message.

Singers Call Meeting Plans for the program for the polio drive benefit will be discussed at a special meeting of the Barber Shop Quartet society tonight at 8 o'clock. The meeting will be held at J. R. Daugherty's office, room 214, U. S. National bank building. The polio drive shows are being arranged in conjunction with the Eugene chapter. Members and interested singers are invited.

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SOC Professor Authors Book

Dr. Arthur S. Taylor, professor of social science at Southern Oregon college, is co-author of *Our Oregon*, new elementary social science textbook published by Harr Wagner Publishing company of San Francisco. Other authors are Mrs. Buena Stone and Mrs. Irene Foster, teachers in the Klamath Falls schools. Mrs. Foster is a graduate of SOC. This book contains 42 stories dealing with the development of Oregon and the Northwest area. There is a teacher aid section containing map suggestions, vocabulary helps, questions, visual aids and bibliographies. The book is amply illustrated in color.

Our Oregon has been given a six-year adoption in the elementary schools of Oregon by the State Textbook commission. The book has also been adopted in Kern, Alameda, and Sonoma counties in California.

Elkton

By PHYLLIS A. SMITH Paul Riley has been ill with the flu for more than a week at the home of his parents, Mr. and Mrs. Fred Riley. Because of his illness, Mrs. Riley has been unable to cook at the high school. In her absence, Mrs. John Levenhagen and Mrs. Ed Gates are substituting for her.

Mr. Cyrus Hedden was released from the Sacred Heart hospital Thursday, and is now at home. Mrs. Charles Hedden is reported improving, as is Robert M. Smith.

Word has been received from Mr. and Mrs. Chester Beaman that they are vacationing in Mexico.

Mr. and Mrs. O. W. Hancock who have been spending the winter in the south have visited at the homes of Mr. and Mrs. Milton Haines and Mr. and Mrs. J. Zane Adams, San Antonio, Tex.

We are all saddened by the news of the death of Mrs. Louise Cunningham of Drain.

Word has been received of the birth of a baby boy to Mr. and Mrs. Donald Brown of Redmond about Christmas time. The Browns have one other child, a daughter.

George Albert Sprouse Passes Away In Roseburg

George Albert Sprouse, 35, died this morning, Jan. 9, after a lingering illness at his home in Roseburg. He was born Oct. 31, 1914, in Blue Mountain, Ill., and came to Roseburg six years ago to make his home.

Surviving are his mother, Mrs. Berchie Beach, Roseburg; two brothers: Leslie Sprouse, Ames, Iowa; Harry Sprouse, Roseburg; three sisters: Mrs. Edith Donaldson, Ames, Iowa; Mrs. Annie Seymour, Guthrie Center, Iowa; and Mrs. Dorothy Sloate, State Center, Iowa.

Funeral services will be announced by the Roseburg Funeral home later.

Hugh Coleman Buys Auto Agency Interest, Medford

Hugh Coleman, salesman for the Lockwood Motor company for a number of years and for the last 16 years engaged in a partnership agency at Oakland, Calif., has purchased controlling interest in the Crater Lake Motor company in Medford from C. A. Winetrot and has assumed active management of the firm, a Ford agency. Winetrot will remain with the firm as a stockholder. While the Colemans were residents of Roseburg, Mrs. Coleman was employed at the Roseburg National bank.

MAYOR RETAINED BEND, Jan. 9 —(P)—T. D. Sexton was serving his second term as Bend's mayor today. He was reelected by the city commission.

MIRRORS

PAGE LUMBER & FUEL
164 E. 2nd Ave. S Phone 24

Local News

Reported ill—Lowell Atterbury, employee of the City Cleaners, is reported ill at his home.

Enlarging Living Room—The living room of the home of Mr. and Mrs. Ernest Edwards at 520 Bellview street is being enlarged and redecorated this week.

Returns to Bandon—Mrs. C. C. Barrows left yesterday for her home in Bandon, following a week in Roseburg assisting in the care of her daughter, Mrs. James Turk, who is reported much improved following a severe cold.

Enjoying Christmas dinner at the home of Mr. and Mrs. Howard Wilson on South Main street were Mr. and Mrs. S. V. O'Reilly and family, the host and hostess and daughters, Ethel Mae and Mary Jean.

Guild to Meet—St. George's Episcopal guild will hold an important meeting and installation of new officers following a 12 o'clock potluck luncheon Wednesday at the parish house on East Cass street. The speaker on the program will be Mrs. Arthur Clarke, who will give a talk on her year's stay in Europe. Mrs. Clarke returned to her home in Roseburg Thanksgiving week.

A dinner party was held at the home of Mr. and Mrs. Alva Manning on New Year's Day. The table was decorated in the traditional colors with a centerpiece flanked by tall tapers.

Covers were placed for: Mr. and Mrs. Clifford Flory and daughter, Sandra; Mr. and Mrs. Marshall K. Jones and daughter, Myra Rose, of Portland; Mr. Flory, Sr., Mr. and Mrs. Harry Bird and children, Harriett and Teresa, and the host and hostess, Mr. and Mrs. Manning.

Freedom Of Fugitive Convict Lasts Only Hour

SALEM, Jan. 9 —(P)—One hour of freedom was all a Umatilla county convict got last night after escaping from the state penitentiary.

The convict, Leslie Caldwell, was a trusty who worked in the prison annex. He was sentenced to serve five years for larceny.

Caldwell fled the institution in a truck at 11 p.m. Albany police caught him an hour later.

He won't be a trusty any more.

PHONE 100

between 6 15 and 7
p. m., if you have not
received your News-
Review.

Ask for Harold Mobley

Meeting Scheduled—Roseburg Camp Fire council will hold the January meeting at the Chamber of Commerce Monday at 2 p. m. Members are asked to notice the half-hour advance of the meeting time.

To Meet Tonight—Lady Lions will meet at 7 o'clock dinner at Carl's Haven tonight, at which time initiation will be held. Hostesses include Mrs. Robert Brown, Mrs. David Campbell and Mrs. Phil Sutton.

Mr. and Mrs. Carl Lundeen entertained at New Year's dinner at their home Sunday. Enjoying the affair were Mr. and Mrs. Conrad Lundeen of Sutherlin; Mr. and Mrs. Tomas Coats of Roseburg and Mr. and Mrs. Virgil Woodruff.

Visit in Arizona—Mr. and Mrs. V. H. Crittenden and son, Jimmy of Sutherlin spent the holidays at Morend, Ariz., with Mrs. Zela Simons and son, Glen. Mrs. Simons is the mother of Mrs. Crittenden. They report a fine trip and excellent weather while in Arizona.

Mr. and Mrs. C. K. Flory entertained last week at a dinner party at their home southeast of Sutherlin.

Covers were placed for: Mr. and Mrs. Alva Manning and grand-daughter, Myra Rose, Mr. Flory, Sr., and the host and hostess, Mr. and Mrs. Flory and daughter, Sandra Lee.



Talking

About a Home?

So many people do nothing but talk about it! But if you really want to own your home, consult me now. Personal attention. Economical terms.

RALPH L RUSSELL

Loans and Insurance

Loan Representative
Equitable Savings &
Loan Assn.

112 W. Cass Phone 913

A New Year's Resolution

Resolve to do your 1950 business with us. Let us help you consolidate your banking business and arrange for the banking services which your needs require.

Safe deposit boxes and night depository available at your home-owned, home-operated bank.

Douglas County State Bank

Member . . . Federal Deposit Insurance Corp.

DIRECTORS
S. J. Shoemaker, Pres.
M. E. Ritter, V. Pres.
H. O. Pargeter,
Sec. & Mgr.
A. N. Orcutt, Atty.
V. J. Micelli, Treas.
Edyth Gilmour,
Asst. Secretary



DIRECTORS
G. V. Wimberly
G. C. Finlay
Guy Cordor
B. R. Shoemaker
W. F. Harris
N. Fullerton

Condition of

The Umpqua Savings and Loan Association

Roseburg, Oregon

At Close of Business December 31, 1949

RESOURCES

Notes Secured by D. R. Loans	\$1,558,434.97
Notes Secured by Stock	29,265.11
Sales Contracts	6,636.05
Federal Home Loan Bank Stock	12,400.00
Government Bonds	45,000.00
Home Office Building	24,000.00
Advanced Borrowers	217.66
Interest Receivable	416.92
Cash on Hand and Due from Banks	69,047.56
	\$1,745,418.27

LIABILITIES

Investment Stock	\$1,533,706.97
Building Account Reserve	12,200.00
Contingent Reserve	43,205.02
Surplus	9,630.12
Deferred Profit	1,938.74
Money Borrowed	78,750.00
Incomplete D. R. Loans	25,739.10
Other Reserves	257.69
Undivided Profits	35,990.63
	\$1,745,418.27

State of Oregon, County of Douglas, ss.

I, H. O. Pargeter, Secretary of the above Association, do hereby solemnly swear that the above statement is true, to the best of my knowledge and belief.

H. O. PARGETER, Secretary.

ATTEST:

SAM. J. SHOEMAKER, President.

Subscribed and sworn to before me this 5th day of January, 1950.

A. D. 1950.

(Seal)

W. F. HARRIS, Notary Public for Oregon.
My Commission Expires November 17, 1952.

An Oregon bank serving OREGON



CONDENSED STATEMENT OF CONDITION DECEMBER 31, 1949

RESOURCES

Cash on Hand and Due from Banks	\$116,482,121.53
United States Government Bonds	247,009,377.73
Municipal and Other Bonds	42,010,204.94
Loans and Discounts—Net	148,218,808.95
Stock in Federal Reserve Bank	600,000.00
Bank Premises (Including Branches)	7,418,190.83
Customers' Liability on Acceptances	272,012.99
Interest Earned	1,765,694.05
Other Resources	249,043.72
	\$584,025,454.74

LIABILITIES

Capital	\$10,000,000.00
Surplus	10,000,000.00
Undivided Profits	12,826,870.56
Reserves for Interest, Taxes, etc.	1,868,878.54
Acceptances	353,807.53
Dividends Declared	250,000.00
Deposits	527,181,822.75
Interest Collected Not Earned	1,378,844.73
Other Liabilities	65,230.63
	\$584,025,454.74

This statement includes 40 branches in Oregon.
HEAD OFFICE: PORTLAND, OREGON

ROSEBURG BRANCH

DIRECT BRANCH OF
THE UNITED STATES NATIONAL BANK OF PORTLAND

UNITED STATES NATIONAL BANK

OF PORTLAND, OREGON

Member Federal Deposit Insurance Corporation