

# The News-Review

Published Daily Except Sunday by the News-Review Company, Inc.  
 Entered as second class matter May 1, 1926, at the post office at Roseburg, Oregon, under act of March 3, 1879.  
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 Member of the Associated Press, Oregon Newspaper Publishers Association, the Audit Bureau of Circulations  
 Represented by WEST-HOLLIDAY CO. INC., offices in New York, Chicago, San Francisco, Los Angeles, Seattle, Portland, St. Louis.  
 SUBSCRIPTION RATES—In Oregon—By Mail—Per year \$3.00, three months \$1.00. Outside Oregon—By Mail—Per year \$3.50, three months \$1.15.

## ADVERTISING PAYS

By CHARLES V. STANTON

A unique and highly successful advertising campaign is being conducted by the West Coast Lumbermen's association.

The public is conditioned to advertising of manufactured products, but it is somewhat unusual to find a campaign built around a raw material. If the steel companies were to advertise the quality of their iron ore, rather than finished and fabricated iron and steel products, we would have something comparable to what the West Coast Lumbermen's association is doing.

We find the association has successfully advertised qualities of Douglas fir until the industry during the past year showed a substantial gain while all other markets declined. Douglas fir lumber even went into markets in the South in competition with cheaper southern pine.

Now in its fourth year, the advertising campaign definitely has proven its worth and the association, with a good backlog of experience, is striving to bring more producers into membership and into the cooperative effort to promote wider usage of products from mills of the Douglas fir region.

### Educational Program In Progress

Purposes of the advertising program recently were explained to us by Art Prialux, the association's public relations director:

We are trying to teach the public the proper use of lumber. Until recent years lumber was cheap and people used only the best grades. With today's higher building costs, they can save much money by using cheaper grades without sacrificing structural strength. For instance, a number 3 stud is just as strong, will last just as long and be just as serviceable, as one of a better grade. Why, then, should the consumer buy a higher priced stud which will not be a bit better insofar as its service is concerned?

We are educating the public concerning the structural advantages of Douglas fir over many other species of wood. We are offering suggestions on the most economical uses of wood.

A current campaign is promoting the one-story school building. Advertisements and literature show how economically a one-story school building can be built compared with multi-storied buildings. And how one-story buildings are equally safe, when compared with the more expensive two and three-storied buildings which must be constructed of fireproof materials.

Because of the widespread need for new school buildings, and the shortage of funds with which to erect facilities, the campaign is producing large demand for Douglas fir products.

### Success Satisfactorily Demonstrated

Advertising in 20 magazines with national circulation, each advertisement carrying a coupon which may be used to obtain literature on one or more of many subjects, the association has had requests for 1,100,000 pieces of literature, far above the normal experience average in similar campaigns, which, Prialux states, indicates the tremendous interest in home construction in the United States.

How the campaign affects production was amply demonstrated a few months ago.

The Douglas fir industry is controlled by the market on low-grade lumber. The average log produces more common than higher grades. If the public uses only top grades, mills soon accumulate large quantities of common, which represent the difference between profit and loss.

A short time ago all Pacific Northwest mills were heavily overstocked with common grades. The association directed its campaign into teaching the public how these less expensive grades could be utilized. Within six months the campaign had to be curtailed, because mills were oversold on low-grade lumber.

### Advertising Encourages Better Utilization

Lumber producers have concentrated on manufacture of lumber but have given little attention to marketing and merchandising, says Prialux. Steel and aluminum industries have spent large sums in advertising metals as materials for the "Home of the Future." Between 1900 and 1949 per capita use of lumber dropped from 540 feet to 203 feet. Prialux believes this decrease is due to a lack of aggressive selling by the industry.

By educating the public to use cheaper grades of lumber, he points out, utilization of the resource is materially increased.

A survey recently made by the Washington State Forest Institute, covering four counties of northwestern Washington, he reports, shows that in 1926 usable wood amounting to 21,000 board feet per acre was left in the forest. Today, usable wood left in the forests in the same area amounts to only 2,800 board feet per acre. This has been accomplished through improved merchandising, selling and advertising methods.

If current efforts to bring the industry into full cooperation in the advertising program are successful, Prialux says, a tremendous improvement may be expected in production, and particularly in the field of utilization.

### Cockroaches Wanted For Nerve Experiment

MEDFORD, Mass. —(AP)—Troubled by cockroaches? Send them to Kenneth D. Roeder of Tufts college physiology department. He wants all he can get — preferable males. The ladies are too fat for Roeder's project. He wants them to study nerve impulses in conjunction with the army medical corps. The project is based on the theory that the nerve impulse of the cockroach reacts like a human impulse.

The professor doesn't say what he intends to do about it if the impulses prove the same. Another object of the project is to find out how various drugs and insecticides act on killing insects. John Adams, second president of the U.S., once fought as a marine during a sea engagement in 1778. Idaho is called the Gem state and its state flower is the syringa.



## In the Day's News

(Continued from Page One)

need for these political gangster mobs to run our big cities that for me to walk on my hands instead of my feet.

If these Big Town cops, who apparently have been looking the other way for the past 17 years, had been doing their duty in the sincere spirit of the average country town marshal or chief of police they would have had these unsavory characters behind bars long ago. Instead, they wait for some new and up-coming gangster to pop the old-time bosses off, and then "mingle with the crowds" at the ensuing flossy funerals.

SINCE so many of these big city cops seem to look the other way while gangster-politicians carry on their business, I'd say that the more of these Binagios and Gargottas and similar ilk meet up with bullets and come out at second best in the encounter the better off the general run of us average citizens will be.

Out here in the West, we pay a bounty on cougars, which prey on our livestock wealth. What are these city bosses, with their gangs of armed henchmen who roam the streets of places like Kansas City, but two-legged predators that prey on our economy?

The only difference I can see is that the cougar gets his only protection out of his own skill and cunning whereas these big city predators are PROTECTED BY THE POLITICIANS THAT BACK THEM AND USE THEM.

ANYWAY, I think it is scandalous, and when I read these tales that embroider the news I want to hold my nose.

ALSO the to-do being raised over this business of "mercy" killings leaves me unmoved. Personally, I want to die whenever I begin to lose my capacity to get around and do things, BUT I DON'T WANT SOMEBODY TO HOLD THE LEGAL POWER TO DECIDE WHEN IT IS TIME FOR ME TO QUIT LIVING.

He might pick a time when I wasn't ready to go yet.

LET'S close on a few shorties from the news:

Spanish Dictator Franco's daughter marries (with a big splurge) a Spanish aristocrat WHO WORKS AND TAKES MONEY FOR IT (he's a doctor). Aristocracy is far gone in decay. Its basic idea was that nobody who worked for a living could be an aristocrat . . .

The United States supreme court refuses to interfere with the right of congressional committees to require persons to say whether or not they are Communists . . . that sounds like good doctrine . . . me, I'd be proud of EVERY opportunity to proclaim that I'm not a Communist . . .

Premier Nehru of India and Premier Liaquat Ali of Pakistan have just concluded a personal conference at which it looks like they may have stopped an impending war . . . Y'know, it kinda half looks like those two men MIGHT BE SINCERE LEADERS, intent on the welfare of their peoples rather than on INCREASING THEIR OWN PERSONAL POWER.

## Scoops from the MENDING BASKET

By Viachett S. Martin

"Trees to Know in Oregon" 50 pages, beautifully printed and illustrated—for the asking! "Every citizen of this state," says the author, Charles R. Ross, farm forestry specialist, OSC Extension service, "has a vital economic interest in the welfare of Oregon's great forest resources. Every Oregonian—farmer, laborer, business man, civil servant, housewife, and schoolboy—can well afford to take a longer and more appreciative look at the trees around him."

The clear and helpful illustrations were done by Hugh Hayes, C. E., State Board of Forestry. Mr. Ross gives other credits, too, which you will find for yourself in your own copy. "Trees to Know in Oregon" was published cooperatively by Oregon State Board of Forestry, and the Oregon State college extension service, and Federal Cooperative Extension service. Ask for Extension Bulletin 697 or by name.

Boy Scouts have a special interest in the Oregon fir. Why? Ah, that's telling. Look on page 14.

At last the spelling of Madrone (final -e!) is settled so far as I am concerned. I shall stick to madrone from now on. Page 68.

"A dogwood shuttle may have woven the clothes you are wearing. The wood is famous for . . ." see page 69.

North of the Oregon-California line we say Oregon myrtle; south, they say, California laurel. Dr. Helen Gilkie, well-known OSC botanist, suggests the name "Pacific laurel" since it really is not a myrtle, but is a member of the laurel family. See page 64.

Two pages about the big leaf maple with pictures that—but don't let me hinder you another minute from taking pen, or pencil, in hand and writing OSC to ask for bulletin 697, Trees to Know in Oregon.

## LETTERS to the Editor

### Opposes Indebtedness For Airport Project

ROSEBURG—A few days ago I saw in The News-Review where our city officials went on record to sponsor an election on or about June 8 to increase the property owners' taxes to improve the airport to the tune of \$300,000.

It seems to me most of us have about all the taxes we can stand, with more streets, sewers and schools to build, all very important to the welfare of the people in general. But I cannot see where improvement of the airport is going to benefit very many of us.

I can see no need for going into debt for something we don't need. Most people have their own transportation system and, if they haven't, have two good bus lines out of here, giving very good service.

I hope our city officials are not trying to pattern after our head government officers who are plunging us headlong into debt. If you have owned property in Roseburg for the past five years or more you can check back on your tax receipts and see that property taxes have increased about double in that time. Where are we going to end up if we keep up this rate?

If you are not registered to vote, don't forget that April 18 is the deadline for registration. WALTER NICHOLS, Roseburg, Ore.

### Death Follows For Boy Struck By Snowball

CLEVELAND, April 13 —(AP)—Thirty-one days ago, six-year-old Craig Finley was hit by a snowball. He had been semi-conscious ever since. Tuesday night he died. A physician diagnosed the ailment that transformed Craig from a robust boy to a sleeping invalid as cerebral meningitis.

Ancient Egyptians painted the figure of an enemy on the leather soles of their sandals, so they could insult him daily by treading him under foot.

In 350 B. C., the famed Greek physician Hippocrates, "Father of Medicine," used a leather-soled boot to treat club-foot.

## Wilbur

By ELSIE BROZIO  
Mr. and Mrs. Roy Patterson of Eagle, Ida., are visiting at the home of Mr. Patterson's brother, Ray Patterson.

Mr. and Mrs. Tom Brinniger had their home redecorated this past week.

Mr. and Mrs. W. R. Brown and son Ricky of Coos Bay stopped over at the home of Mr. and Mrs. Ray Brown on their way to spend Easter at the home of an aunt at Elkton, Calif. Mrs. Argie Watkins of Decoto, Calif. is spending a few days visiting at the home of Mr. and Mrs. Lonny Watkins and family in Wilbur.

Mrs. Chas. France has returned from an extended visit to Gloucester, N.J., where she has been visiting Mr. and Mrs. Charles Boll.

Jack Hill is leaving shortly for Portland for medical treatment pertaining to injuries received from a broken back some months past. Those still on the sick list with mumps are Mrs. John Thomas, Charlene Jenkins, Lois Carey and the little Cock and Nicholas girls. Mr. and Mrs. Charles Holcomb entertained with an Easter dinner at their home in Wilbur. Guests included Holcomb's parents, Mr. and Mrs. I. B. Holcomb of Roseburg, and the Holcomb's daughter Velva.

Mr. and Mrs. Everett Vincent and son Ronny, Mr. and Mrs. Harry Baird and Mrs. C. O. Russell of Wilbur were entertained at an Easter dinner at the home of Mr. and Mrs. J. D. Adair and children Jim, Dick and Joan in Roseburg. The occasion was also the birthday of Mrs. Everett Vincent.

Mr. and Mrs. Walter Crosier and sons Leroy and Don were entertained at an Easter dinner at the home of Mr. and Mrs. L. E. Nickson and family.

Mr. and Mrs. F. H. Todhunter were entertained at an Easter dinner at the home of Mr. and Mrs. C. Anderson and daughter Fern in Molave.

Mr. and Mrs. Fredrick Broszio and family were entertained at a lovely Easter ham dinner at the home of Mr. and Mrs. A. R. Hill in Garden Valley. Other guests included Mr. and Mrs. Robert Fox and sons Davie and Laddie of Sutherlin and Geraldine Broszio and Pat Christie of Wilbur. The evening was spent in playing pinocle.

Mr. and Mrs. Menzie Lee and children Shirley and Marvin spent Easter Sunday with Lee's brother, Jess Lee, and family at Oakland.

Agnes Holcomb spent the Easter holidays in Portland visiting friends.

Mrs. Si Nash and daughter Ruth Mary of San Francisco, Calif. spent the Easter holidays with her husband at Wilbur.

Mrs. Leo Lockman and children Jimmy and Jackie spent the Easter vacation in Springfield visiting at the home of Mrs. Lockman's parents, Mr. and Mrs. Fred Louik. They were joined there by Mr. Leo Lockman who is working at Detroit, Ore.

Mr. and Mrs. Raymond Brown were host and hostess at an Easter chicken dinner at their home in west Wilbur. Guests included Mr. and Mrs. George Short, Mr. and Mrs. Norman Leitheiser and children Michael and Kathy of Portland and the hostess' daughter Arlyn.

Mr. and Mrs. Charles Sands entertained at an Easter ham dinner at their home in Wilbur. The table was decorated with spring flowers. Guests were Mr. and Mrs. Ed Sands of Roseburg, Mr. and Mrs. Ray Howard and daughter Vickie of Roseburg and Charles Schroeder.

Mr. and Mrs. E. G. Godfrey entertained at an Easter ham dinner at their home in north Wilbur. Guests included Mr. and Mrs. Glen Godfrey, Mr. and Mrs. Jean Godfrey and children Jamie, Bobby, George and Donny, and Mr. and Mrs. G. C. VanVleet and family of Sutherlin.

Mr. and Mrs. Les Moorhouse entertained at an Easter dinner at their home in Wilbur. Guests included Mrs. Moorhouse's parents Mr. and Mrs. R. R. Hardesty of Sutherlin and Mrs. Moorhouse's sister and family, Mr. and Mrs. C. C. Webber and children, Claudia and Bill of Sutherlin and the hostess' son and daughter, Tommy and Bonny.

Mrs. Carrie Blakey has gone to Tillamook, Ore., to visit her daughter and son-in-law, Mr. and Mrs. Vern Lerwill for a few weeks.

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## U. S. Faces Hard Job To Squeech Reds—Lilienthal

NEW ORLEANS, April 13 —(AP)—The United States may have a hard row to hoe before Democracy wins a world-wide victory over Communism, says David Lilienthal.

But the victory can be gained if American leaders make the issues clear to the people, Lilienthal believes. When these issues are made clear, the former chairman of the Atomic Energy commission said in an interview with newsmen here, "we'll be united as never before."

"The people have a helluva stake in this thing. If they didn't care, we'd be a pushover. But I've found in my travels about the land that at the taproots the people do care. And they are prepared for a pretty hard story."

And a hard story is what faces them if they are to be told the real facts, he added.

"We are going to have to tighten our belts," he said, explaining that he believes it may be generations before the United States can shake the burden of shoring up the rest of the world against Communism.

## Presbyterians To Pray On Member's 102nd Birthday

LANCASTER, Pa., April 13 —(AP)—A prayer meeting will highlight the 102nd birthday Sunday of Annie Heibek of nearby Strasburg.

And for the occasion, sponsored by a group of fellow Presbyterians, Miss Heibek will sport a new hair-do. She has been confined to a wheel-chair for six years but refuses to be called an invalid. "I can stand a little now, when I get something good and solid to hold on to," she says "and I guess my 102nd birthday is a good time to make a fresh determination to walk."

Friends say she is alert mentally and as lively a talker as any woman 25 years her junior.

Miss Heibek recently discarded her glasses "because they don't help me much with my reading of the newspapers and the Bible."

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From where I sit . . . by Joe Marsh

**Gabby Enjoys Going to The Dentist**

One of my molars was giving me a bad time Tuesday afternoon, so I slipped over to Doc Jones, hoping to catch him free. When I arrived, Gabby Jackson was sitting there reading a magazine. I said hello to Gabby and he nodded.

Doc comes out and says I'm next. "Wait a minute," I says. (My tooth seemed to have stopped aching.) "How about Gabby—doesn't he have an appointment?" Doc smiles and says, "Gabby? Why, he's got the finest teeth in the county. He just comes up here and reads the magazines whenever he's in town!"

As Doc went to work he told me that he's glad to have Gabby come up and read magazines . . . they might not all be fresh off the newsstand, but if Gabby—or anyone wants to while away some time who is he to stand in their way?

From where I sit, this "live and let live" spirit helps make America what it is. If I prefer a friendly glass of beer with my supper and you prefer milk—who's to say one's right and the other wrong?

Joe Marsh

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