

The News-Review

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CHARLES V. STANTON Editor
EDWIN L. KNAPP Manager
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ADVERTISING BENEFITS

By CHARLES V. STANTON

Among other things this is Advertising Recognition week.

It seems that every week and every day of the year carries some sort of special designation, some sort of promotion.

Advertising Recognition week probably no more deserves mention than many of the other observances, except for the fact that the newspaper is more interested in Advertising Recognition week than, for instance, Education of the Hottentots week.

A newspaper is interested in advertising because without advertising it would be extremely difficult to maintain the newspaper. The subscription price paid by readers frequently is insufficient to pay the newspaper, ink and distribution cost. Newspaper profits come from advertising. Consequently, the newspaper is interested in advertising volume.

Advertising volume is obtainable only when advertising produces results for the advertiser. The advertiser must be convinced by experience that a dollar spent in presenting his wares or services to the public will come back to him in profits.

The public thereby is led to accept advertising as a business activity with no benefits other than to the newspaper and the advertiser. But a little study of the subject, we are sure, will convince anyone that advertising has a most important bearing on our everyday life, our general welfare, and, in fact, our health and safety.

Promotes Better Living

Without advertising there would be fewer jobs, poorer pay, lowered living standards.

Advertising is competitive. Because of competition, business and industry are stimulated. This stimulation results in increased employment. As more people are employed, with corresponding decrease in unemployment, employers must raise wages and salaries to attract employees. Thus everyone benefits.

Through advertising we learn of labor-saving appliances.

Take, for example, the average American home.

Today we have gas and electric appliances in nearly all urban and most rural areas. We have vacuum sweepers, automatic washers and ironers, dishwashing machines, and hundreds of other labor-saving devices.

Perhaps all these things might have come in time without advertising, but the stimulation produced by advertising has vastly speeded the production of household appliances, improved quality and lowered cost. Because of competition, manufacturers must constantly strive to produce the best possible commodity at the lowest possible cost. If his rival does a better job, the rival gets the business. This is true, however, only when advertising informs the public of the superiority of the rival's product. How many of these fine products would you have in your home today if you had had to learn about them by word of mouth, rather than through advertising?

What have been the effects of advertising on public health, through dissemination of information on prevention and cure of diseases, avoidance of accident, prevention of fires, and other such topics?

Newspaper Advertising Leads

Recent studies, particularly in cities where strikes or other events have halted newspaper publication temporarily, have shown conclusively that there is no adequate substitute for newspaper advertising.

In cities without access to newspapers, nearly every line of business suffered. Many people were thrown out of jobs temporarily. Retail sales slumped alarmingly. Theater attendance was particularly affected. Real estate sales almost came to a standstill. Even drug stores were affected. Other advertising methods—radio, posters, circulars, direct mail, etc.—were increased in an effort to offset the lack of newspaper space. Yet declines continued in face of greater use of other media.

Advertising—particularly newspaper advertising—has a decidedly beneficial effect upon our daily lives and our economic and social welfare. Without advertising, our lives would be much poorer, not only financially but socially. Our health and safety would be adversely affected.

The industrialist or merchant who advertises consistently not only benefits his own particular business or service but is making in addition a valuable public contribution.

Scissors from the MENDING BASKET

By Viaknett S. Martin

Last evening we were pleasantly interrupted in our reading of "Driftwood Valley" by a knock. And in a short time, visiting with the Mc A's, our mental journey was changed from the Canadian wilderness to the Orient.

For the Mc A's son, an editor in Bakersfield (Calif.), was now in Washington, D. C., for six weeks, after which he would take off for Singapore! The Mc A's themselves were not very much more surprised than their son was. He had applied for an appointment with the foreign service... and had given up the idea because the time-limit which had been mentioned in the reply had long elapsed. Then right out of the blue came the call to Washington! He had only two weeks to "finish" with the newspaper. He made one hurried over-night visit to the Mc A's, who live on Highway 38.

So now the Mc A's little four-year old grandson will be a long way away, for their son is taking his family, too. It seems as one, courageing them up these troubled days, to learn that 15,000 pounds of furniture etc., had been allowed transportation, if desired. Good-

ness, that's a lot of things! Surely if any "trouble" were anticipated in that area, Uncle Sam would not be using ship space for "furniture"? So now we shall be hearing, when we see the Mc A's, about Singapore! We hope only happy news.

How the hometies do lengthen these days! Our mail-carriers, the Whalkeys, have had their son home for one precious week. His ship was in the Korean area. It did seem too bad the snow came just that very week, but I learned long ago that a boy, when he comes home, wants to refresh and store up his heart with something that the snow would not nip at at all. I'm sure, even if he "griped" about the snow, that his week at home was a deeply satisfying one.

No telling, nowadays, as we contact others in our daily comings and goings, what lies back of the smile with which we are greeted. My neighbor, Mrs. B., who lives on the hill beyond us, is finding it hard these days to meet the world with her usual bright, merry smile. But she does it! Her son left for the army last week. Everywhere, in every little hamlet,

The Story That Comes Down From Biblical Times



Fulton Lewis Jr. WASHINGTON REPORT

(Copyright, 1951, King Features Syndicate, Inc.)

WASHINGTON — Madagan is a city in Soviet Siberia. It is one of the biggest Russian air bases in existence, equipped with Soviet jet fighters and copies of the U.S. B-29 Bombers. In 12 years the city grew from a few shacks to a major aircraft and communication center of 40,000 Russians.

The chance of you or me ever visiting Madagan is nil. Two Americans, however, have been there, or in the vicinity. They are Owen Lattimore, the Baltimore Bugle who spends his time now explaining the fine points of Secretary Acheson's foreign policy to school children, and Henry Wallace, the New York state poultry raiser. "Wallace and Lattimore got back from Madagan in Soviet Siberia late in 1944, after we taxpayers

had spread them to a free trip for reasons now unknown. Naturally, neither of them could keep quiet about the joys they discovered on their visit. Wallace a natural-born grass lover, tells about the Russian Commander Nikishov, who entertained him.

"Nikishov gambled about, enjoying the wonderful air immensely," Wallace informed a breathless nation when he returned. He said, also: "Big husky young men, who came out to the Far East from European Russia, work in the gold fields. Such is the return of the exiles to Siberia—they are the moneymen of the machine age, builders of cities."

In the Day's News

By FRANK JENKINS

(Continued from page One)

ington, offered this flat opinion:

"If Stalin died today, Molotov would start the war within two weeks."

He added:

"In any case, war with Russia is likely within a year. . . . The Korean fighting is part of Russia's plan to get control of Japan and bring all the Far East under Soviet domination."

So, you see—

If we patched up some kind of peace with Red China—

If our war boom busted and we went into a peace-time deflationary tailspin—

If we were so utterly bone-foolish as to abandon military preparedness and stamped back toward the fleshpots of peace, as we did in 1945—

ALL WE WOULD ACCOMPLISH WOULD BE TO PLAY THE GAME OF THE KREMLIN WAR LORDS, WHOSE PURPOSE IS TO CONQUER THE WORLD IN THE NAME OF COMMUNISM.

What we must realize is that the only way to avoid war is to get so strong that the Kremlin war lords won't dare to tackle us.

Back on the home front, Senator Kefauver, chairman of the senate crime committee that has been making big headlines for months, makes this statement in Washington:

"The time has come for their underworlds without congressional help."

That raises greatly my respect for Senator Kefauver, who is a comparative newcomer to Congress (he was elected to the Senate in 1946), where he beat the powerful and corrupt Crump political machine.

That's exactly what our American cities and states and towns ought to do. They ought to clean up crime in their own backyards, if they don't do it, the federal government will step in. That would be a calamity.

We ought to keep as much of our government as we can in our courthouses, our statehouses and our city halls. But if we make a mess of it, as we've been doing in the case of law enforcement (especially gambling law enforcement), Washington will take over.

almost every block in town, homes are trying to carry on "as usual" while hearts journey far.

I saw on a sampler once the words in cross-stitch: HOME IS WHERE THE HEART IS THE CHAIN MAY LENGTHEN BUT IT NEVER PARTS

widely published by Yale University Press.

The almost indestructible Elinor Lipper survived 11 years of starvation and agony as a Soviet slave. She recites names, dates, places and tortures in page after page of her book. She is of German-Jewish parentage, a medical student who went to Berlin from Brussels in 1931. There she became a Communist.

In 1937 she went to Russia to live. Two months after arriving, still glowing with expectations from the "Promised Land," she was arrested in a purge. In the summer of 1948 she was released, following the intervention of Swiss authorities. She is a Swiss citizen.

Slave labor camps today are unbelievable graveyards of humanity that Communists across the globe refuse to recognize or admit exist. The suckers who buy the Soviet brand of freedom ought to have the Lipper book spoon-fed to them. Wallace and Lattimore might like a sip, also. It won't poison them.

Hear Fulton Lewis Daily On KRNR, 4:00 P.M. And 9:15 P.M.

No Trace Discovered Of Last Flying Farmer

HELENA, Mont. — (AP) — Officials announced end of the "all out" search for Julius Bechard, 60-year-old flying farmer who disappeared Thursday on a three-hour flight from Geraldine to Spokane, Wash.

Dick Brechbill, assistant Montana Aeronautics commission director, said an "intermittent" search will continue for several days, then fade out.

The entire area has been checked once, Brechbill said. "We've had as many as 60 planes in the air at one time. . . there's absolutely nothing to go on. . ."

Bechard left his farm to bring his daughter, Alice, 18, a Spokane business school student, home for Easter.

FLORIST INDUSTRY OUT

WASHINGTON — (AP) — The government today exempted the florist industry from price control. The order goes into effect tomorrow.

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BY 6:15 P. M.

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