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CHARLES V. STANTON
Editor

EDWIN L. KNAPP
Manager

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THE FALL OPENING

By CHARLES V. STANTON

Roseburg's retail merchants are sponsoring their annual Fall Opening Wednesday.

Few people realize the extensive planning and work connected with these events, staged for the public's entertainment and education.

This year's event brings to Roseburg a display of the largest and best stock the city has ever known.

As a community grows, its merchandise service grows with it. Through greater volume of business, merchants are enabled to spend more money in service to their customers. Because of Roseburg's growth, and the enthusiastic and competitive spirit of business management, the city's fall merchandise stock will be one of the best anywhere.

Nearly every retail business has had its buyers in all of the nation's chief buying centers. Store owners or their representatives have attended the principal merchandise shows and have made their selections from the very latest fashions and models.

Perhaps you have not thought of what personal attendance at merchandise shows means to the customer. But every community differs in its buying habits. The business, industrial and social life of a town regulates the type of merchandise a store should stock. A person familiar with consumer demand is able to purchase merchandise to satisfy that demand. The buyer knows his customers, the things they want, and the goods that will best satisfy their desires.

First Hand Information

Attendance at merchandise shows and personal acquaintance with buying centers, also gives the merchant valuable first hand information. He secures the latest data on style trends, new fabrics, new models. He obtains information and advice on economic trends, advertising campaigns, inventories and other subjects relating to efficient business management. From the standpoint of service to consumers he is able to purchase a stock of goods embracing the latest styles and highest quality.

It is indicative of the desire of Roseburg merchants to give the best possible service to their customers that so many, representing the entire retail field, have spared no time or expense in their buying activities. As a result, few cities will have a more complete or up-to-date line of fall merchandise to show interested buyers.

The annual Fall Opening is the event marking the simultaneous offering of this new seasonal merchandise to the public.

Roseburg merchants, for a number of years, have surrounded the opening with varied entertainment. This year, in addition to the window displays, style reviews and special events at various places of business, the merchants have arranged a pet parade, band music, variety show and other entertainment features.

Public Is Invited

The city's retail merchants invite the general public to be their guests at this big show. On display will be an exhibit of the very latest in clothing, accessories, household furnishings, appliances, and all other lines of merchandise. Potential buyers will find the display highly educational in evaluating the new style trends. They may be assured they will find no better quality or variety anywhere, nor will they find better prices.

The public will enjoy ample entertainment, staged as a good will activity by the merchants as an appreciation of patronage and an invitation to future relations.

The Fall Opening is an event in which the merchants offer fun for everyone, coupled with particularly interesting and educational displays.

Let's all go!

In The Day's News

By FRANK JENKINS

(Continued from Page 1)

its duties if it supported the American-British drafted treaty.

Then he warns:

"Those who impose this peace treaty here upon Japan must stand responsible for it before the eyes of the world."

He then declares:

"This treaty signed here today by the 'obedient majority' SOWS THE SEEDS OF A NEW WAR IN THE FAR EAST."

A reporter asks:

"Do you see the seeds of a war between the United States and Russia?"

Gromyko replies:

"I have already answered that question."

At this point, 10 o'clock arrives and the signing begins in the Opera House. It will drag on for an hour or so.

What of Gromyko?

Was he sent here to break up the conference and prevent the signing of the peace treaty with Japan? In that event, he has failed. The lot of a communist agent who fails in a task that has been assigned to him isn't a pleasant one and I wouldn't envy him his return to the Kremlin to report.

Free Farm, Equipped, Awaits 'Most Worthy' Veteran

NEW YORK — (AP) — The nation's "most worthy" veteran of World War II or Korea will receive a \$25,000 irrigated farm in Washington's Columbia river basin.

Charles C. Ralls of Seattle, national commander of Veterans of Foreign Wars, said here the farm will be created from desert land in a 24-hour "farm-in-a-day" project. The veteran who qualifies will be given the farm free of charge.

Ralls said the "farm-in-a-day" project will be a highlight of a celebration the Columbia Basin commission will hold next May, when irrigation waters are pumped to the now-arid land for the first time.

The VFW leader said the commission invited the VFW to con-

Price Director Slates Tour Through Northwest

SEATTLE — (AP) — Michael V. DiSalle, Office of Price Stabilization director, will be in the Pacific Northwest next week on a swing of west coast regional and district O.P.S. offices, the Seattle office announced Monday.

He will spend Sept. 19 and 20 in Seattle and Sept. 21 in Portland. Henry B. Owen, regional O.P.S. director here, said speaking engagements are being lined up for DiSalle's visit.

DONUT BAR SOLD

Ted Travis has purchased The Donut Bar at 311 West Cass St. from his father, Fred, and brother, Bus. His ownership became effective Sept. 1.

Longest single span of submarine cable in the world is 3,600 miles from Vancouver Island, Canada, to Fanning Island.



Fulton Lewis Jr.

WASHINGTON REPORT

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

WASHINGTON — You have to get a long distance away from the U.S.A. to learn just how painful some of the blithering of administration officials is to the ears of those we anticipate as our allies overseas.

Take for instance predictions of obliteration for U. S. industrial centers from Russian atom bombs that are made with increasing frequency in Washington and elsewhere.

Brian McMahon, senator from Connecticut, who, as chairman of the joint committee on atomic energy, lathers himself with authority on the subject, is the worst offender on the home front. He has company, including Pres. Truman, however, in his constant warnings of our impending doom.

He thinks, apparently, that the U. S. can be scared into a state of totalitarian cowardice by the threat. If we at home get scared to death of the Russian atom, think how it gives the jitters to Europe and Asia. We are supposed to be the strongest nation in the world, but a lot of Europeans are beginning to wonder, and presumably the same must apply for Asia although I didn't cover that front on my recent tour.

Both Britain and Japan can be blackmailed by the threat of a Soviet atom bomb. Both are vulnerable islands, and on top of this Japan has had a taste of atomization. And if Russia is doing as well as McMahon and others say she is with atom bomb production, neither Britain nor Japan has much of a chance in a global war.

All the Russians have to do to get these two or any island area to knuckle under is get within shooting distance — by air or land or sea — and issue an ultimatum. Surely, if McMahon and company think the U. S. is in deadly peril, it doesn't take the British or Japanese long to figure out where they stand in an atom war.

The Voice of America, of course, helps spread the Truman-McMahon warnings about U. S. peril from Soviet atoms. And every time it does our so-called Allies cringe and start watching the sky. Who can blame them? Hints of disaster fall like chips from the chopping block of despair.

When you get to Europe you start wondering what U. S. officials are trying to accomplish with predictions of atom blasted U. S. industrial centers. In Europe those with enough heart left for a fight are looking to us to supply them with the war tools for the job. If they are told every other day that our war production centers are in peril they can't for long go on thinking that weapons and supplies will continue flowing to their fronts. If it keeps up

they'll lay down the guns they do have, and await the arrival of the Russians.

What McMahon, as an atom expert, ought to be telling the Allied nations is that we can lick the Russian atom along with the rest of the Soviet arsenal. And a few military leaders at home and abroad would be doing Gen. Dwight Eisenhower a favor if they started the same line of chatter. Europe, England and Asia want to know how we can stop the Soviet atom bomb, not absorb it.

England and Japan are both like punch drunk fighters. Both have absorbed a grade A pasting. They know how to take it. What they want to hear is a little pep talk on how to dish it out, from the one nation in the world capable of so doing.

If McMahon and the President know some of the tricks available that will help stop a Russian atom attack they ought to share it forthwith with our Allies. So far they haven't said a reassuring word about atomic defense. It may be that we have none. If not, we ought to change our military command without delay. If we haven't developed any protection so far against an atomic attack we'll be worse off than we were when the Reds struck in Korea. There was hardly a tank available then, according to the military, although they had spent \$75,000,000 which ought to have bought a platoon or two of them at least.

Nobody, least of all McMahon and the President, can create a will to fight in Europe and Asia with creepy predictions about how we are going to be obliterated at home before the battle really gets started. U. S. as well as European and Asiatic minds can be conditioned for panic.

SUGAR, PRUNES PLentiful After Two Trucks Spill

PORTLAND — (AP) — Portland was the land of sugar and prunes Sunday.

A truck loaded with 25,000 pounds of sugar overturned at a street corner. Until far in the night Portlanders dug into the mess, and carted sugar home in boxes, sacks and other containers. A policeman said many carried off as much as 250 pounds.

Meanwhile at another intersection about four miles away, a truck loaded with 12 1/2 tons of prunes overturned, scattering the fruit over the street. Portlanders again helped themselves.

TV Of Senate Sessions Squelched

WASHINGTON — (AP) — A new proposal to televise or broadcast senate sessions was squelched quickly at a senate committee hearing.

"It would completely ruin the United States senate," said Senator Benton (D-Conn.) in opposition.

"Everyone would be wanting to advertise themselves," senator McFarland of Arizona, the senate Democratic floor leader, predicted.

"It would play up the showmen in Congress, rather than the workers," Wallace J. Campbell, president of Washington radio station WCFM who made the proposal to a senate commerce subcommittee which McFarland heads, quickly backed away from the idea.

The subject came up at a committee hearing on bills sponsored by Benton and Senator Hayden (D-Wyo.) seeming to require television

to devote more program space to cultural programs.

The two senators told the subcommittee yesterday that radio fell far short of serving as a powerful force in education of the American people. TV, as an educational medium which "knows no bounds," should not be allowed to follow radio's footsteps, they said.

SUSPENSION HEARING SET

PORTLAND — (AP) — Suspensions of horse owners from State Fair races last week, will be the subject of a State Racing commission hearing here Wednesday.

Two owners were suspended after an electric stimulating device was found.

Two jockeys will appear at the hearing, Cecil Edwards, meet steward, said Saturday.

The North Atlantic is criss-crossed by 19 cables.

MENDING BASKET

Seraph From the by Vahnett Martin P.O. Box 874, Drain, Or.

It is so easy to think, looking back over the years, that another course of action should have been followed. But whether the subject be another or ourselves who is to know for sure.

I first knew Amy — to give her another name — when she was a charming girl in her middle twenties. She was most attractive, but year after year went by and she remained in the same position, giving unstinting loving service to all with whom she came in contact. She was a nurse in a noted surgeon's office and because we were frequent patients my mother and the nurse became friends. In time we moved away, but the correspondence has never been dropped. Usually a Christmas interchange and a catching up of news.

I know Amy was in love, and I know it was on "mother's account" that she kept postponing and subsequently gave up marriage. "I can't leave mother," she said. She made no pretense of being a martyr. She simply saw it as a duty.

Amy's younger sister, feeling no obligation about a burden Amy had assumed, lived her own life until the day when she came home, unhappy, bringing her child to add to Amy's burden. Incidentally, in all of Amy's letters I never saw even a word suggesting self-pity or martyrdom; she was simply doing her duty as she saw it.

The sister committed suicide. Amy raised the boy until he went his way as boys will sometimes. In time Amy was alone in the little home she had worked so hard over the years to keep over for him. There was no daughter for Amy... no memories of a life lived to the full in motherhood and wifehood. Just the little house, and now that her burdens were lighter, a bit of money in the bank. The doctor passed on... the family clutched Amy in their need, but in time released her. Now Amy has her church, lots of friends, and her own home. She has "retired" to live alone in her old age.

I wonder — Has there been compensation for her? What do you think?

REAPPOINTMENT SET FOR HEARING AT EUGENE

PORTLAND — (AP) — Eugene will be the site of the first of a series of hearings to get public reaction to legislative reapportionment plans.

That was the announcement here Saturday of the legislature's interim committee studying reapportionment.

Sen. Philip S. Hitchcock, Klams Falls, said the first hearing will be early in January.

The U. S. census shows 12 percent of American males over 18 have completed at least one year of college.

Doctor Says Many Things Cause Cancer

By HOWARD W. BLAKESLEE Associated Press Science Editor

NEW YORK — (AP) — There are literally hundreds of things you eat, breathe, drink or touch that are known to possess the mysterious ability to cause cancer. They are not the sole cause. Our own bodies aid them in some way. Investigate these things, Dr. Eric Boyland of London, England, told the American Chemical Society, and we should be able to prevent cancer to a large extent.

Dr. Boyland is professor of biochemistry in the Chester Beatty Research Institute of the Royal Cancer Society. He is one of the top foreign chemists on the program of a two weeks chemical conclave, the largest in the world's history, which began here yesterday.

As an example, he singled out arsenic, saying:

Arsenic Causes Cancer

"Arsenic is cancer-causing for man, but there is at present no laboratory test which will reveal its activity. This is probably important, as it has been suggested that arsenic present in cigarettes may be, in part, responsible for some cancer in the lung."

"Since the war, new classes of cancer-causing compounds have been discovered and there are now hundreds, which can be divided into four categories."

First, he said, are physical things like X-rays, radium and intense cold; second, inorganic material like arsenic and the metal beryllium; third, fatty compounds; and fourth, the aromatic, or smelly benzene compounds.

If, he said, science can protect people against these physical and chemical agents, it will be easier to learn what role human tissues play in starting cancer. And that, he said, adds up to prevention.

Scores of messages can be sent at the same time — and in both directions — over modern cables.

AN IMPORTANT MEETING OF THE UMPQUA BASIN IMPROVEMENT ASSOCIATION

will be held at the Roseburg Rod and Gun Club, Winchester, Oregon, TUESDAY EVENING, SEPTEMBER 11th AT 8 P.M.

George J. Halladay, President

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