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KEEPING DOLLARS MOVING

Charles V. Stanton

Celebration of Advertising Recognition Week serves to call to the attention of Americans the place played by advertising in their daily lives in our national economy.

Just how critically our economy is influenced by advertising, and particularly by newspaper advertising, has been demonstrated most effectively in recent years when newspapers were closed by prolonged strikes. Experience in each city so affected has been uniform. Retail sales immediately declined. Service businesses took heavy losses. Attendance dropped at theaters. These results were charted despite the fact that advertising effort, through channels of radio, television, handbills, and other devices, was greatly increased.

These experiences indicate that we are very dependent upon advertising and that we have grown accustomed to our newspapers as instruments of information, not only for news but also for advertising.

When retail sales decline it does not take long for the lag to reach the manufacturing process. If the manufacturer cannot sell to the wholesaler, and the wholesaler to the retailer, the wheels of industry are slowed. People are thrown out of employment. Unemployment decreases purchasing power. Reduced purchasing power leads to general recession and, if prolonged, to depression.

Thus it may readily be seen that advertising is an important factor in high-level economy.

Problem Complex

Today's successful businessman is advertising minded. His advertising problem, however, becomes more complex and difficult each day.

Going back into newspaper files we find that only a few years ago the printed advertisement lacked eye appeal. It was a type-set announcement, often left standing month after month.

Introduction of cheaper processes of photoengraving brought pictures into the printed advertisement. We find some of our most beautiful art work in modern advertising. Many commercial illustrations, used to draw reader attention, would be masterpieces in any art gallery.

Newspapers today make available illustration services to their advertising patrons. Ads, instead of being monotonous, are colorful and appealing.

In still more recent days, the trend has been toward more and more color. Within a few years advertisements in natural color will be commonplace in newspapers, as they are in slick-paper magazines.

The advertiser finds that he must keep alert to these changes and present his message in modern dress.

Many Avenues Open

He also finds that he has an increasing number of methods by which he may contact potential customers. Radio, despite its youth, is an established medium. Television, just entering the advertising field, is still in experimental stages. Within a few years it will have demonstrated its effectiveness.

Advertising also is handled by direct mail, billboards, doggers, circulars and various other means.

While each of these methods of handling the advertising message is competitive with all other media, volume of advertising budgets keeps steadily increasing. Consistent advertisers find that advertising is extremely profitable when carefully studied for its appeal and the usage of media best suited to the particular business being advertised.

We have an old saying that a man can't lift himself by his own bootstraps. We can, however, approach that impossible achievement through wise use of advertising.

It is obvious that prosperity depends upon the circulation of dollars through normal channels of trade. So long as we keep dollars circulating we have prosperity. When fewer dollars are circulated we have recession.

Advertising is the most effective means of keeping dollars in circulation. It also will serve to draw out hoarded dollars if made sufficiently attractive. As advertising produces more trade it also creates more jobs. More jobs mean more money to buy more goods. Thus we have opportunity to keep our economy high through effective advertising.

Hal Boyle

NEW YORK (AP)—"Sure, the Irish drank goat's milk," said Mary Pickford. "That's how I have my vitality—because my ancestors drank goat's milk."

At 60, "America's Sweetheart" of yesterday still retains the simple charm that once made her the movie favorite of millions.

"I'm the busiest woman in Beverly Hills—or any other hill," she said smiling as we sat in the living room of her hotel suite.

"I have a big house to look after, and my husband, Buddy Rogers, and my business interests—and the children, Ronnie and Roxie."

"Roxie will soon be 12, but she's already four inches taller than I am. She's horse crazy. But I'd rather look forward to her being horse crazy than boy crazy."

Mary also is active in half a dozen philanthropic and charitable enterprises. She recently completed her memoirs for McCall's magazine, and said she would like—after 29 years away from the screen—to return in one last film.

"It would be the story of my mother's life," she said, "and end on that day in 1909 when I walked into the old Biograph Studio and got my first movie job."

Mary rose from \$40 to \$10,000 a week in a few years, and piled up millions later producing her own films. This girl, with the haunting face of a golden angel also had a cashbox mind.

"But I dislike business heartily," she said. "A lot of career women may not agree with me, but I don't think business is a woman's world."

Her long Cinderella story has had many bittersweet hours. Mary said she had enjoyed so many happy moments in her life she didn't know which to name first.

"But there is no doubt about

my most miserable moment," she said. "It was the moment my mother passed on in 1928."

Here is Mary Pickford looking back at her life—a reverie aloud:

"The greatest picture ever made? My choice would be 'Gone with the Wind.' Of my own pictures, I still like 'Tess of the Storm Country' best. I made it twice—in 1914 and 1922."

"The greatest geniuses of the motion picture have been Charlie Chaplin and Walt Disney. After them: D. W. Griffith and Irving Thalberg. Irving had a bad heart. He walked with death at his back. He knew he had not time to waste on trivial things, or things half done. He died young."

"I made 50-odd feature pictures. We do look ridiculous in them today. And sometimes I feel like destroying my old films."

Those awful clothes we used to wear.

"They can't compare with the pictures now, of course. But silent pictures did speak a universal language. . . I think we go in for too many sound effects now. The great ones avoid superfluous gestures and superfluous sound. But the great ones are all too few."

"They say the pioneers cut down the forests and made the roads and take the chances. And then the gamblers come along and make the money."

"Chance plays so important a part in an actor's life. . . He

Here's Hoping



Bruce Biossat

There is no disagreement in this country over the fact that business is off and unemployment is up. Disagreement surrounds the questions of how serious the matter is and what, if anything, should be done about it.

Labor leaders are clamoring for "action," by which they mean a variety of things—wage boosts for workers, reduced taxes for lower income levels, public works projects to make work and stimulate industry, and what not.

Some Democrats and others have joined the critics who decry Republican "inaction." In a few

But at a recent press conference, President Eisenhower showed himself unmoved by this chorus shouting doom. For one thing, he remembers that many of these same people were not speaking up at all when unemployment was nearly twice as great under former President Truman in 1949-50.

For another, the President's economic advisers are confident that the present downturn is not serious, that it will end in a few months, that the thing to do is allow a certain amount of "readjustment"—downward movement—to take place.

Mr. Eisenhower plainly is governed by still a third consideration. He believes that as President it is his duty to maintain sturdy confidence in the nation's economy. If he were to act at the first sign of trouble, he reasons, then America would take on the air of a nation in a state of panic.

Instead, he asks that the people adopt a "steady, unshakable attitude of public confidence" while the economy makes what he believes is a transition from war to peace levels.

No one who has seen Mr. Eisenhower's new legislative program, embracing as it does wider social security, housing, farm aid, health, broader unemployment insurance, can argue that the President is indifferent to the people's welfare. To contend that he is standing callously by while "readjustment" works its cruel effect on unemployed workers is to miss altogether Mr. Eisenhower's basic humanity and devotion to the common weal.

Obviously the President thinks he can do the average man more good right now by letting the war-to-peace transition take place without interference, so long as the pain of unemployment is eased.

For the good of us all, it is time we learned whether this economy can exist at high level without war-defense expenditures or artificial, depression-style props. Since we have had either one or the other of these situations in effect since 1933, the test has not yet been made.

Mr. Eisenhower's confidence that it is more than a glib expression of hope, and that it is a deep-seated conviction that the American economy is fundamentally a healthy one—and will prove it if just given a reasonable chance.

Bonn Government Claims Russians Would Dominate

BERLIN (AP)—The West German government said Friday the Soviet Union showed in the Berlin conference that it intends to become "the sole dominating power on the European continent."

In a statement bitterly criticizing proposals advanced in Berlin by Soviet Foreign Minister V. M. Molotov for settling the German question, the government said:

"The (West German) federal government, together with the German people in the federal republic and in the East Zone, is a unity in deploring the result of the Berlin big four conference."

The Soviet Union has blocked the reintroduction of freedom in her occupation area and has thereby blocked the reunification of Germany in peace and freedom.

"The Soviet Union has made it clear that she wants to control Germany as a country with impaired rights. The plans and proposals of the Soviet government in Berlin have taken away the veil from her resolution to make the Soviet Union the sole dominating power on the European continent."

The statement from Chancellor Konrad Adenauer's government added:

"In the name of all Germans for whom reunification in peace and freedom is the utmost aim of all their labor, the federal government wants to express its gratitude for the actions of the foreign ministers of the three Western Powers in Berlin."

The government statement came after a special cabinet meeting summoned by Adenauer to map a dynamic campaign to speed the unification of West Europe. Official sources pictured Adenauer as believing that Russia's position has created a solid opportunity for final approval of EDC.

KIDNAPED SANTIAGO, Cuba (AP)—The family reported Friday the kidnapping for \$50,000 ransom of Facundo Bacardi Bravo, 8, a member of the internationally known Bacardi rum family of Cuba.

In The Day's News

(Continued from Page One)

It is an imaginary autobiography of a horse named Black Beauty. Its underlying theme is a plea for kindness in the treatment of animals. It is one of the most famous horse stories in our literature and is a fascinating reading.

In this morning's mail, I have a letter from one of our shop youngsters, who is taking a course at a Chicago technical school to improve himself in his chosen work. After a few salty but not quite printable observations about the price of food in the Windy City, he says:

"I met a guy at breakfast this morning from Roswell, New Mexico, who was telling me about wind blows so hard down there they have to use a logging chain for a wind sock at the airport. When the chain blows out straight from the pole, they ground all civilian planes. When the links start popping off, they ground the air force planes."

Among this morning's visitors was John F. Lacey of Chicago, national press relations director for the American Farm Bureau Federation. He gave me some interesting figures.

According to the Kansas Agricultural College, he says, the minimum cost of producing a bushel of wheat in Illinois, Ohio, Indiana and other older agricultural states where land prices are much higher and mechanization of wheat growing is not so complete is \$1.50.

In western Kansas, according to the same authority, the average cost of producing a bushel of wheat is 75 cents.

That is to say, at the price of \$1.50 a bushel, the farmer in Illinois, Ohio and Indiana wheat grows even the western Kansas wheat grower can make BIG MONEY.

Let's pursue this inquiry a little further. A support price of \$1.50 a bushel would force growers in these older states out of wheat and into other crops better adapted to their area. But a HIGHER support price keeps them growing wheat and ADDING TO THE SURPLUS piling up in the elevators.

Thus they bring nearer the inevitable day when the accumulated surplus will break the back of the support system and when that happens the price of wheat will go to pot—as the price of potatoes did. These Illinois, Ohio and Indiana farmers will then turn to something else, but the farmers in western Kansas, where wheat is peculiarly adapted to their climatic conditions, will go broke. It doesn't make sense, does it?

Additional Funds Asked For Dams WASHINGTON (AP)—A House appropriations subcommittee Friday was asked to increase appropriations for the Dales and Chief Joseph Dams and to appropriate money for new power dams in the Pacific Northwest.

The subcommittee was given a letter by Oregon's Gov. Paul Patterson, who said he also represented the governors of Washington, Idaho and Montana, urging that enough money be appropriated for the Dales and Chief Joseph so that construction schedules can be maintained.

It has been estimated that the recommended appropriations for Chief Joseph and the Dales, 27 million dollars and \$34,000,000, would result in a one-year delay in the two projects.

C. A. Erskine, Northwest Utilities Conference Committee chairman, and J. Frank Ward, managing director of the Washington State Power Commission, joined Patterson and also requested additional funds to start new projects in the area.

DULLES TO BROADCAST NEW YORK (AP)—Secretary of State Dulles will report on the Berlin "Big Four" conference in a nationwide radio address Wednesday from 7 to 7:30 p. m. (EST), the major networks announced Friday.

The announcements from NBC, CBS and ABC said the broadcast would originate in Washington.

Dead Woman Is Charged With Shortage Of Funds

DETROIT (AP)—A dead woman is charged with a felony in an investigation of the records of a Wayne County Circuit Court post-mortem. The late Mrs. Freda Croft, who was the court's chancery clerk, after Mrs. Croft's death last September a shortage of \$58,965 was found in her accounts.

A warrant charging conspiracy to violate gaming laws was issued against Mrs. Croft and Stanley Kulma, 32, alleged numbers operator. Investigation has brought out that Mrs. Croft played the numbers and bet on horses, and dabbled in the stock market as well, with court funds, officials said.

She was named in the warrant since it is necessary to name at least two persons to charge a conspiracy, the prosecutor's office said.

Bids Will Be Opened On Columbia Dredging PORTLAND (AP)—Bids will be opened here March 5 for dredging the Astoria reserve fleet basin, where surplus grain will be stored in idle merchant ships.

A deeper basin is needed there for the ships when loaded. The plan is to load 33 ships there before the next harvest begins, making space for the new crop in now-loaded grain elevators.

The job calls for removal of four million cubic yards of material, and is expected to cost \$750,000 or more. Army Engineers will let the contract.

AFL Teamsters Refuse To Sign No Raiding Pact

MIAMI BEACH, Fla. (AP)—The powerful AFL Teamsters Union Thursday refused to sign a proposed AFL-CIO "no raiding" agreement which has been regarded as an initial step toward merging the two federations.

Dave Beck, Teamsters Union president, said the union's general executive board voted unanimously against going along with the plan to bar unions from one federation from trying to take over members already organized by the other federation.

Beck, at the same time, said the teamsters' board agreed with him that John L. Lewis' United Mine Workers Union should be invited back into the AFL.

"The board unanimously supported my position that Lewis should be taken back into the AFL and should be a party to any unit agreement arrived at," Beck said.

Beck said the teamsters did not want to enter the AFL-CIO pact until more than 50,000 workers, whom he claimed were properly in Teamster Union jurisdiction, are returned to the teamsters by other unions.

Beck said the teamsters are in favor of labor unity, but feel a ground work should be laid first by unions voluntarily settling jurisdictional problems between themselves.

Chamber of Commerce

MEMBERSHIP FORUM

Monday Noon Umpqua Hotel
CIVIC ROOM

The Program

Will Feature the Unveiling of Plans in Color of the Boy Scout Camp to be established at Siltcoos Lake.

Discussing the Plans will be:

John D. Todd, Calvin Baird and Walter Smith

Parents of Local Boy Scouts Invited.

GET THE HABIT! TUNE IN KRNR AT 12:30 EACH WEEK DAY FOR THE CHAMBER OF COMMERCE SPONSORED PROGRAM "MAN ON THE STREET"

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Todd Building Company
as a service of good will to this community.

★ For BEAUTY MAGIC Use Professional Care

NATIONAL
Beauty
Salon
Week
WEEK OF FEBRUARY 21

Dedicated to MORE
Beautiful Women

There's magic in professional beauty care. Beauty experts know how to enhance your natural beauty...with a coiffure designed especially for you...and every grooming aid to glamorize you! Treat your natural beauty to a touch of magic with regular professional beauty care. Telephone today for an appointment.

Well-groomed women everywhere depend on regular professional beauty care.

ROSEBURG BEAUTICIAN ASSOCIATION

Fairhaven Salon of Beauty 1883 Harvard Ave. Dial 3-5167	Umpqua Hotel Beauty Salon Umpqua Hotel Dial 3-3273
Helen Rayse—Owner Fern Craig Virginia Sortland	Elizabeth Hughes, Pat Kertesz—Owners Marjorie Miles Faye Endicott

Irene's Beauty Shop 107 West Cass St. Dial 3-7426	Valley Beauty Salon 150 E. Washington Dial 3-6544
Irene Wangemann—Owner Mae Helland Alphabel Grubb	Helen Lane, Ferne Andrus—Owners

Miller's Beauty Salon 2nd Floor Miller's Dept. Store Dial 3-3448	Z's Beauty Salon 99 Parrott St. Dial 3-6300
Ethel Odekerk—Owner Irene Clark, Merle Hess Betty Wafer	Zelma Davis, Owner Emma Glines



Sunday at 4:30 PM
CBS Radio
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