

Community News Items

Spend Day At Coast — Mr. and Mrs. Carl Nickens drove to Winchester Bay Sunday to visit and enjoy an outing.

Accepts Position — Elena De Chiara, Plizer Street, Roseburg, has accepted a position as nurse's aide at the County Home.

Visits Father — Mrs. Kathryn Hutto of Glendale visited last week with her father, Russel Montgomery, who is a patient at Douglas County Home.

Daughter Born — A daughter was born to former Roseburg residents, S. Sgt. and Mrs. William H. Wagner, July 17 at Spokane, Wash., it was reported here.

Former Residents — Mr. and Mrs. Orrin Gassaway of Coos Bay visited Sunday with Mrs. Lillian Davis, who is an aunt of Mrs. Gassaway. They formerly resided here.

To Attend Conference — Several members of the local Seventh Day Adventist Church will attend the annual conference at Gladstone this week. Among those making the trip will be Mr. and Mrs. E. W. Striplin and daughters; Dr. and Mrs. Ralph Pearson; Dr. and Mrs. A. N. Johnson; Mr. and Mrs. Quintus Dickerson; Mr. and Mrs. Francis Griffin; Mr. and Mrs. R. Shaffer; Mr. and Mrs. Doyle; Mr. and Mrs. D. Parks; Mr. and Mrs. Boyd Bryant; Mr. and Mrs. Hitchman; Mr. and Mrs. E. Estelle; Mr. and Mrs. Ray Clendenon; Mr. and Mrs. William Dietrich; Mr. and Mrs. L. Webb; Mr. and Mrs. O. Cook; Mr. and Mrs. B. Seeburg; Mr. and Mrs. J. VanCamp; Mr. and Mrs. J. Howard; Mrs. Rose White, and Mr. and Mrs. K. Hurt.

At Mathis Home — Visiting Mr. and Mrs. E. M. Mathis for an indefinite time are Mathis' sisters, Olive, Cora and Frances Mathis.

Attend To Business — Walt Clemons and Harry Anderson were in Eugene recently inspecting equipment for the Carter Tire Co.

Visit In Roseburg — Mr. and Mrs. Robert Coston, Seattle, were in Roseburg Sunday visiting Mr. and Mrs. H. W. Sanders. Coston is the manager of Anchor Post Co. Mrs. Coston is Mrs. Sanders' niece.

Attend To Business — Walt Mrs. Les Winders and daughter, Leslie, are visiting Mrs. Winders' mother, Mrs. Lucy Miller in Roseburg. Mrs. Winders is the former Pauline Miller.

To Change Callers — Buckaroo Square Dance Club will swap callers with the Grants Pass club Saturday night. The caller will be Paul Graham. Mr. and Mrs. Curley Reynolds will go to Grants Pass where Mr. Reynolds will call Saturday night.

Here From San Francisco — Mr. and Mrs. George Pancoast and sons, George and Danny, of San Francisco visited recently with Mrs. Pancoast's grandmother, Mrs. Elizabeth Woody of Winchester, who is a patient at Douglas County Home. Mrs. Pancoast has presented room 34 at the home with window drapes in honor of her grandmother, who lived in that room for some time. Other visitors of Mrs. Woody's recently were Mr. and Mrs. Clarence Cole of Riddle, Mr. and Mrs. Glenn Haynes and Ollie Haynes of Sutherlin; A. Z. Woody, Klamath Falls and Mr. and Mrs. W. L. Woody of Wilbur.

Enjoy Weekend — Mr. and Mrs. Richard Plumlee spent the weekend at Loom Lake in western Douglas County.

Go To Portland — Mr. and Mrs. Clarence DeCamp made a business trip to Portland Wednesday. The former is owner of the Farmers Insurance Group Agency on South Stephens Street.

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Roosters, Not Pigeons, Double-Cross Owner

LOS ANGELES (AP) — They were roosters, not stool pigeons, but they double-crossed their owner. Mrs. Ednah Albright, 39, had just testified that the roosters were trained to crow only on cue, for television and movie jobs. Just then the three roosters in the corridor started crowing. The jury in Municipal Court convicted her on maintaining a public nuisance at her home in suburban Van Nuys.

SHEET METAL STRIKE
EUGENE (AP) — AFL sheet metal workers in the Eugene-Springfield area are on strike against 15 shops. Pickets appeared Tuesday, marking breakdown of three months of negotiations.

Special Price On WAVY EDGE SIDING
AT PAGES
164 E. 2nd Ave. South



SERVICE WITH A SMILE—Coppo's Home Economist Grace Wells and Danese Horn serve refreshments to customers at the grand opening of Horn's Appliance. Women watched demonstrations of home appliances along with enjoying a cup of coffee.

Patronize News-Review Advertisers

How much horsepower in your ad program?

If you want your products to move faster, take a cue from the automobile people. They stepped up their newspaper advertising by 47.1% last year.

BIG NATIONAL ADVERTISERS of all types of products increased their newspaper advertising heavily in 1953.

But in the giant automotive field—where manufacturers had to sell as never before—they turned to newspapers with even more dramatic force.

Certainly these big advertisers use other media to help move their mountainous production—but they rely on newspapers as the basic medium in their sales effort.

They know that almost all the people in every town read a newspaper just about every day. It's one thing people won't do without!

They know that people read the newspaper for the ads as well as for the news—and that sales action follows newspaper reading!

IF YOU SELL PRODUCTS IN THIS AREA—don't settle for advertising that covers part of your market part of the time. For fast movement of your products, you need a steady, high-power ad program that hits on all cylinders!

If you're not getting newspaper advertising on all your products, don't delay. Tell your wholesalers and manufacturers' men you want full support in your local newspaper.

Car Manufacturers' Newspaper Advertising* 1953 vs. 1952

	1953	1952	% CHANGE
General Motors.....	\$30,792,665	\$18,601,624	+ 65.5
Ford Motor Co.....	17,338,067	10,797,502	+ 60.1
Chrysler Corp.....	13,763,719	11,421,333	+ 20.5
Kaiser Motors Corp.....	3,165,533	3,061,405**	+ 3.4
Nash-Kelvinator Corp.....	3,120,359	1,509,010	+ 104.8
Studebaker Corp.....	2,863,918	1,904,828	+ 50.4
Hudson Motor Car Co.....	2,639,435	2,104,610	+ 25.4
Packard Motor Car Co.....	2,516,846	2,800,214	- 10.1
TOTAL	\$76,801,102	\$52,203,526	+ 47.1

*Total national advertising in newspapers increased from \$526,058,000 in 1952 to \$807,224,000 in 1953—a gain of 54.3%. The figures are based on records from newspapers representing 89.5% of total U. S. weekday circulation and 93.7% of Sunday circulation.

**Includes car and truck advertising only. The individual company expenditures shown are as accurate as possible, short of the manufacturers' own records.

*Includes individual expenditures of Kaiser-Frazer Corp. and Willys-Overland Motors, Inc., who combined their operations in 1953 as Kaiser Motors Corp.

(Source: Bureau of Advertising, ANPA, June 24, 1954)

This message prepared by BUREAU OF ADVERTISING, American Newspaper Publishers Association and published in the interests of fuller understanding of newspapers by

The News-Review

HERMAN'S MEN'S STORE

MEN'S SHOE CLEARANCE ENDS SATURDAY

SAVINGS UP TO 50% AND MORE
.....
FAMOUS BRANDS



Limited Quantities
Broken Sizes
Discontinued Styles
All Dress Shoes



SHOE VALUES TO \$17.95
NOW PRICED



7⁹⁹ 8⁹⁹ 11⁹⁹

LIMITED NUMBER

6" WORK SHOES

4.99

MEN'S ALL WOOL
FLANNEL SUITS
Single Breasted
All Sizes--Many Colors
Regular 65.00
\$34⁰⁰

Shop Our
Shoe Sale

234 N. Jackson

Dial 3-7026

