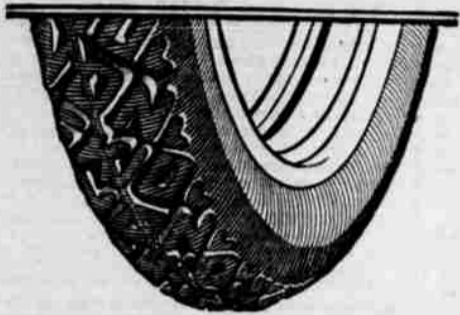




What Most Miles per Dollar Means To 7,000,000 Car Owners

The thing that every tire buyer—is trying to buy, is mileage economy. And the one way to produce it is scientific manufacturing.

That means quantity buying, quantity production and quantity selling—always the Firestone way to better tire values at low cost. Buy Firestones!



Most miles per dollar is a Firestone pledge, to the big car owner as well as to the owners of light cars. See the new Standard Overize Firestone Cord.

Firestone

PORTLAND WRITER BOOSTS REEDSPORT

Writer in Western Breeders Journal Tells of Visit To That City.

INDUSTRIES REVIEWED

Dairying, Fishing, Cattle Raising, Etc., Advancing by Leaps and Bounds—Timber Standing is Marvellous.

(Western Breeders Journal). As a general rule the larger the breed of animals the longer it takes to get them going. You can hatch chickens in three weeks, but it takes 2 1/2 years to get an elephant born. Reedspport has been incubating for something like 60 or 75 years and no one heard much until a year ago when a railroad was built to the Coos Bay country. Now everyone is talking about Reedspport. The town is filled, strangers are coming in every day, and you find 12 buyers for every farm that is for sale. The Reedspport country is different from most sections invaded by a "boom." The men who have lived the greatest number of years at Reedspport are the hardest to buy out; for, they say, where can we find any place that is better, and why move to a place that is not so good. However, a considerable number of farms have changed hands around Reedspport.

Clifford F. Reid, a well known Portland business man and Jersey breeder, visited Reedspport last week and after looking over the country with Isaac E. Staples, a Portland jeweler, who is interested financially as well as personally in Reedspport, returns home an enthusiast of the first water for the Reedspport section.

Reedspport is now a building town and has 1200 people where there were only 300 before the coming of the railroad. They have lumber mills, canneries, saw and door factories, box factories—a payroll point. The fishing industry is a big thing at Reedspport. In one month alone last year the express charges on shipments from Reedspport amounted to \$50,000. Reedspport ships more goods by express than any other point on the S. P. R. R. except Eugene. A number of people got on Easy street last year fishing. One man made a record of \$510 in one night.

But the big industry at Reedspport, the one that brings in a steadily increasing stream of revenue, one which is not affected in a week by some turn in the business world—is the real industry of Reedspport—is that of dairying. You find grass on Reedspport farms knee high right now. They had not a flake of snow last winter when the Willamette valley was snowbound. There are dairymen in the Reedspport section whose cream checks average better than \$6000 a year. Jerseys have a high place in the esteem of the dairymen around Reedspport. They are going in for purebreds. There were a few pioneer breeders and who brought in such good stock that they proved a strong argument for the breed and since that time an increasing number of Jersey breeders are found in that section from month to month.

Joe Morris was probably the pioneer Jersey breeder of that section. He is located on the Otto slough, an offshoot of the Smith river. He bought two Jersey bulls from Harry West, of Scappoose, 16 years ago. He has at the head of his herd today one of the best of the St. Marks Bulls.

Isaac E. Staples, of Portland, is one of the newcomers. He bought the Buck ranch up near the falls on Smith river. It consists of 520 acres, 300 of which is bottom land. He intends making a Jersey farm of it.

Some of the leading Jersey breeders of the Reedspport section are Lincoln Blackwell, who has a fine herd of the breed, in which Roter blood is predominant. He is regarded as a coming breeder of the state. Oscar Hanson is another prominent Jersey breeder. His bull was good enough to go in and win first in his class at the show held on Smith river last fall.

Noah Black has several purebreds that run over 50 pounds of milk daily. He showed his bull last year and took first and second prizes with him at the state fair. He sold him for \$500 in a community auction. Noah Black owned Merry Golden Lad, shown at the Pacific International last fall when 13 years old. He bought this bull from the W. M. Ladd herd. The heifers sired by this bull have been one of the strong factors in the growth of interest in Jerseys around Reedspport. More than 50 of his daughters on Reedspport farms have records of 50 pounds of milk a day.

Will Lyster has a herd of 47 purebred and high-grade Jerseys. Other men around Reedspport who have good Jersey herds are Asa Henderson and Frankie Boys.

W. P. Reed is a comparatively new man with purebred Jersey cattle. He has upwards of 250 milking cows that are made up of Ayrshires, Shorthorns and Jerseys. Last year he purchased 25 head of registered Jersey cattle, among them five from the Stewart sale for which he paid \$1942. All five of the cows are in the Register of Merit. Mr. Reed has some bottom land that pays 6 per cent interest on a valuation of \$250 per acre. He is a pioneer of Reedspport.

They are raising corn now for silage in the Reedspport section. They have found a variety called the King Phillip the most satisfactory. It was acclimated and improved by the late C. E. Ricker, of Reedspport. Two or three years ago there were no silos in that section of the country and now there are many, with a big crop of them planned for this year.

The co-operative creamery at Reedspport had an income of \$100,000 last year. It is operated exclusively by Mr. Borglum. He receives the cream, churns the butter and boxes and ships it—in addition to all that he writes up his business records. They are a model of accuracy and give such a wealth of detail that any member who wants information can get it. Mr. Borglum was born and raised on a Danish dairy farm and knows the creamery business from all sides.

They have marvelous timber standing in all directions from Reedspport, something like 50,000,000,000 feet of it. But it is the timber that will ultimately make Reedspport a business center of great consequence in Oregon. The timber may in time become exhausted, but the grass renews itself month to month and year to year.

Agency is Changed—The agency for the Portland Telegram has been taken by Arthur Lansing of this city. Gilbert Wood, who has served as agent for the past few months, having resigned.

Will Visit Brother—Lorene Hungart left this morning for Sutherlin to spend the day visiting with her brother.

C. J. Breier Co.

LADIES WAISTS

A large assortment of Ladies Waists in Silk Souisine Georgette and Crepe Dechine.—\$2.95 to 7.50 ranging from.....

LADIES SKIRTS

Latest patterns and designs, \$3.95 to \$10.95 From.....

This Merchandise represents an exceptional buy from most exclusive makers in Philadelphia, and are values not offered anywhere.

SPECIALS

Boys Suits, extra values \$8.50 to \$16.50
Boys heavy Chippewa Shoes..... \$4.65
Mens heavy Work Shoes, full stock \$4.50 up
Mens high-grade Dress Shoes, brown & black \$9.50

"HELP"

--The Little Busy Bee

FOR SALE --- Homes and Furniture for The "Little Busy Bee".

- Hives and Supers, complete or parts.
- Sections and holders.
- Foundation for Brood Chamber or Sections.
- Porters Bee Escape, singly or mounted.
- Honey Boards, latest improved.
- Alleys Queen and Drone Traps.
- Separators and Division Boards.
- The Little Bee donates the work, you furnish housing and supplies.

Churchill Hardware Co.

P. S.—How about a new Lawn Mower and also Garden Hose? You will need them right soon.

Try A News-Review Want Ad For Results

Prohibition Aids Ball Players to Get in Condition

Doe Ebling, of the Philadelphia Athletics, bemoans the reign of prohibition, which deprives him of good alcohol with which to rub down the athletes' sore arms. But says prohibition is the greatest aid to spring training, for we are finding out that there is something better.

Rexall Rubbing Oil

Nathan Fullerton The Rexall Store Perkins Building

MAY 3, 4 and 5

are general clean-up days. The city of Roseburg has ordered us to clean up, which means our personal appearance as well as our back yards.

You can improve the appearance of your yard at home. We can improve your personal appearance by thoroughly cleaning and pressing your outer apparel. The house with a reputation.

WHO'S YOUR CLEANER?



TRY OUR WAY

Phone 277

Our Auto Will Call

FISHER'S Fifth Annual Clearance Sale

NOW ON!

Everything Reduced.

LOWER PRICES

You will find them in our Grocerteria Department

Investigate. - - Special Sale Every Week-End.

EVERYBODY'S EXCHANGE

More Money for your Produce

More Goods for your Money.

Boat to Quell Alien Activities

(By Associated Press) WASHINGTON, April 30.—Activity of alien agitators in the vicinity of Hydar, Alaska, resulted in the despatch of the coast guard cutter Algonquin from Port Townsend to that place today. Officials of the coast guard service stated the vessel will cooperate with the local officers in maintaining order in Hydar.

AUTO STAGE TO COAST.

Beginning Tuesday, May 4, the auto stage between Roseburg, Myrtle Point and Marshfield will be resumed, the weather permitting. The stages will leave the hotel at 7 a. m., fare to Myrtle Point \$6.48. Reservations for the trip may be made at the hotel.

CLINTON & TAYLOR.

Will Return Next Week—

According to a communication received here this morning N. T. Jewett who has been spending the past few months in Palo Alto, Cal., visiting with his son, Ted Jewett, will return to this city the early part of next week. Ted Jewett, who has been employed for some time by the public health service commission at the base hospital maintained there, will resign his position in a short time to accept one with a steel corporation in San Francisco. It is understood that Mr. Jewett's new position carries with it a raise in salary as well as an excellent opportunity for advancement.

If you have something to sell or rent try an Adv. in the News-Review.

Arundel, piano tuner, Phone 1381.

Give Consecrated Dollars



Be an Informed Presbyterian

HOSPITALS of the Presbyterian Church throughout the mission world last year cared for over a million patients. Offerings of Presbyterian churches in mission lands are so large that for every \$1 given by you to foreign work there is expended on the field \$1.43.

The Presbyterian Church is teaching the Siamese the dignity of labor and providing them with shoes through a mission tannery. Better bred chickens have been introduced into India, so that the people may have sufficient food. In Africa this church is teaching the blacks farming, carpentering, and blacksmithing—all to help build better life for the natives.

Learn the facts of Presbyterianism. Subscribe to New Era Magazine, (75 cents a year, club rates) sample copy from 1328 Chestnut St., Philadelphia, Pa. Get from your pastor two leaflets: "Bird's Eye View of the Budget of 1920-21" and "What Your Money Will Buy". Read "The Four-Fold Task of the Presbyterian Church" (40 cents, of New Era Headquarters).

Come to Church on Sunday

New Era Movement Presbyterian Church in the U.S.A. Cooperating with Interchurch World Movement