



Who is Swift & Company?

Swift & Company is not a one man or one family affair. It is a company owned by more than 40,000 people scattered over the face of the globe—forty thousand shareholders with voting powers and a share in the risks and profits of the business.

Most of the forty thousand live here in the United States. But some of them live in France, some in England, others in the Philippines, Hawaii, Alaska.

13,000 of them are women.

Nearly 14,000 of them are employees.

The average individual holdings are small—about 37 shares apiece.

No one person or family owns a majority of the stock.

In fact, it would take 900 of the largest shareholders pooled together to vote 51 per cent of the stock!

These shareholders are the men and women whose money, in the form of capital, makes Swift & Company possible.

They are jealous of the character and reputation of their organization, proud of what it is doing, proud to have a part in supplying to the world such products as Swift's Premium Ham and Bacon, Brookfield Sausage, Silverleaf Brand Pure Lard, Wool Soap, Swift & Company's fresh meats, etc.

The executives of Swift & Company maintain the high standards of these products as an imperative duty not only to the 40,000 shareholders, but to the public.

Swift & Company, U. S. A.

Myrtle Creek Section Produced Largest Amount Petite Prunes Says Report

The largest tonnage of Oregon prunes ever under one control was shipped this season by the Oregon Growers Co-operative association. And it is also true that the Oregon Petites now hold in the market due largely to the fact that under one control, markets have been developed that have taken all Petites held by the association.

For size, Petites are now about a cent higher in the market than last year, although it has not always been thus. This year, size for size, 90 per cent of the Petite prunes have sold for more than 10 cents.

The Oregon Petite is superior in quality to the French prune of California. But in former years, it had been neglected by packers as none of a tonnage in stock for big sales. As a result the Douglas county Petites were often ditched or sold as California prunes.

With a large tonnage under control the association, markets were developed in the middle west, and until interior markets become familiar with the Oregon Petites. Then the demand increased until a number

of markets that formerly called for California French prunes are now asking for the Oregon Petites.

There was a time when the Oregon Petite had rather hard selling. The California prune had been well advertised and the Oregon Growers Co-operative association at one time was advised that the Petite would sell better if packed under California labels.

But conditions have changed. The Umpqua Valley Petites are known under the brand of "Truewest" and a market firmly established, especially in the central and middle western states.

The association received this past season 1,375,656 pounds of Petites at its plants, divided as follows:

	Pounds
Myrtle Creek	432,271
Riddle	371,751
Sutherlin	281,713
Salem	146,676
Yamhill	61,953
Scotts Mills	42,354
Forest Grove	34,285
Dallas	7,848
Eugene	3,225
Creswell	450

the delicious serving of one of the world's famed products. Choice angel cake and other viands were followed by our national beverage of coffee and really truly cream. Mrs. Garrett was assisted in serving by her daughter-in-law, Mrs. Doris Gillons Garrett, who was one of the successful teachers of our Glendale public schools. We all thank the Garretts for a splendid afternoon.

JARVIS & BELLONS

Are now open at all times and are ready for any and all second hand goods you have for sale. Give us a call. Phone 251. Cass street.

D. J. JARVIS & C. A. BELLONS.

Mrs. W. S. Powell, who has been visiting her daughter, Ruth, at the University of Oregon, returned to her home in this city last night.

CITY NEWS

Arundel, piano tuner. Phone 183-1.

Dr. Harry E. Morgan, dentist, telephone 483. Office 315 Perkins Bldg.

Goodyear Solid Truck Tires, all sizes in stock at the Roseburg Garage.

Federal and Goodyear Tires and Tubes, special vulcanizing department at the Roseburg Garage.

To make room for other coal, am closing out Rock Springs coal at \$16.50 cash per ton in ton lots. H. J. Deen.

Tree price has hit the bottom. Order Petite and Italian trees for fall delivery now. Prices, 3 to 4 ft., \$7 per 100; 4 to 6, \$10; and 6 to 8, \$16. R. L. Ellis, Roseburg.

MOVEMENT CARRIED TOO FAR

Medical Journal Points Out Grave Danger in the Increasing Craze for Psychoanalysis.

Recently, relates the editor of the Journal of the American Medical Association, the minister of a prominent church in Chicago was asked by the head of the social work department to put his approval on the establishment of a lecture course on psychoanalysis. Being in doubt, he conferred with several medical men of his congregation. Finally a neurologist settled the matter by saying: "By all means have it. It should prove very popular. Half the congregation is already crazy and the other half is en route to the asylum."

The jest was not wholly a jest. People are paying too much attention nowadays to their minds. An abnormal interest in the workings of one's own mind produces either an introspective philosopher or a "common nut." When the interest is related more or less distinctly to a concealed but nevertheless obvious fascination for cogitation on things sexual, it has elements of danger. Physicians are beginning to wonder where the normal interest of the layman in these subjects ends and the scope of the psychiatrist commences. We are flooded with books on the subject by lay psychoanalysts; the "movies" picture it; the theaters dramatize it; the churches have lectures on it. In the not too distant future this psychoanalytic craze, if it continues, will make the medical psychiatrist a very busy man.

NOT AN ERA OF YOUNG MEN

Idea That Present Age is Extraordinary in That Respect is Shown as an Error.

We are given to thinking of this era of ours as the era of young men, but the average age of Washington's cabinet was under 40 years, observes the Villager, Katonah, N. Y. Hamilton was thirty-two; Jefferson, forty-six; Randolph, thirty-six; General Knox, thirty-nine, and Samuel Osgood, forty-one. What is it persuades us to the notion that leaders of earlier times were always older than the men holding the corresponding offices today?

What explains the boast that our own generation is the first to discover and dispose of the horrible waste involved in "middle age"? Is the impulse just the contempt of today for yesterday? Or are we misled by the powdered wigs of the earlier time? "It was a young man's army," some whippersnapper second lieutenant returned from France told us in explanation of "how we won the war." A young man's army! Whenever was there another kind?

The whippersnappers confessed they had never thought of it in that way. They had come to conceive of the Civil war as having been fought by men like those few who still totter along in their blue uniforms on Memorial day!

Use More Coconut Fat.

For many years past the world's production of animal fats has been steadily diminishing. Lack of such fats spelled famine in Europe during the war, when great quantities of them were withdrawn from human use to make glycerin for high explosives.

Even now, and in this country, there is an insufficiency of animal fats (as indicated by the price of butter) and to make good the shortage coconut oil is imported in enormous quantities. During the last year 345,737,913 pounds of this oil were brought into the United States.

The oil is largely used in cooking fat, but also in the manufacture of nut butter, candles, soap and cosmetics. It is said to be an excellent substitute for cod liver oil, being highly digestible and with the advantage of an agreeable flavor. At ordinary temperature coconut oil is a white, butterlike solid.

The new "meats" are dried in the sun before shipment from the tropical countries, where coconuts are grown. In this shape the material is called copra. The oil is extracted by powerful hydraulic presses, the yield being 65 to 70 per cent of the weight of the copra.—Kansas City Star.

Overheated Houses.

Atmospheric conditions in homes, say specialists of the United States Department of Agriculture, are frequently not maintained as they should be. Houses are often overheated. In most cases practically no thought is given to humidity, or air moistening. Physicians insist that an overheated house is unhealthy, and that colds, sore throats, coughs, and the tendency to be nervous and feverish may be attributed to continually breathing air having too little moisture in it.

Miles of Film.

Usually 150,000 to 200,000 feet are run through the camera to get a six-reel, or 6,000-foot picture. The director stations three, four or five cameras to take the same scene. He has one camera close beside the struggling villain and hero, another grinding from an elevation, still another at this angle, one more at that angle. When all of these negatives are developed, part of each enter into the composition of the completed reel.

The Part of Wisdom.

"Why is the director wearing a base ball catcher's mask?" "We're starting a new comedy in which the pies and brickbats are to be thrown by the lady stars.—Film Page.



I'd walk a mile for a Camel

The pleasure is worth it. There's no substitute for Camel quality and that mild, fragrant Camel blend.

The fellow who smokes Camels, wants Camels. That's because Camels have a smoothness, a fragrance and a mildness you can't get in another cigarette.

Don't let anyone tell you that any other cigarette at any price is so good as Camels.

Let your own taste be the judge. Try Camels for yourself. A few smooth, refreshing puffs and you'd walk a mile for a Camel, too.



R. J. REYNOLDS Tobacco Co. Winston-Salem, N. C.

Camel

CLEVELAND NOTES.

Gardening is the order of the day. Nearly everyone has their orchard cultivated in good shape.

Paul Trozelle expects to work for the Clark & Henry Construction company near Sutherlin this summer.

The Maddox brothers are getting a nice lot of wood cut for sale.

Elvin Lukana spent Wednesday and Thursday with his parents over in the vicinity of Looking Glass.

Allen Taylor is hauling wood to Roseburg with his truck.

Mrs. Grace Burnam, of Albany, is here visiting her parents, Mr. and Mrs. George Reynolds, also her husband's mother, Mrs. Durnam, of Tyee.

The caterpillars are doing about as good a job on the oak brush as a bunch of goats would.

John Demmer, of Medford, who runs a big market garden, spent the week end here with his sister, Mrs. Minnie Becker.

It looks like the way they have the new commercial fishing law is to freeze out the little fellows and ones that want to set a net for catching a fish to eat once in a while. There is not enough in fishing on the upper river to pay all they want now.

Paul Trozelle has done a fine piece of improvement on his place here by slashing down a lot of thick brush.

John Tavenner is building a large packing house to take care of his big strawberry crop coming on. John

will have some choice berries this year.

The Nachter brothers sold a large flock of sheep Saturday to George Kohlhaugen.

Bernice Bates, of Winchester, accompanied by his mother and Bryan McDaniels, motored over here Sunday and had dinner with Mrs. Bates' sister and brother-in-law, Mr. and Mrs. Wm. Hall.

THE PORTLAND NEWS

Has come to Roseburg to stay. Leave subscriptions at Paquette's cigar store or Monogram cigar store. James A. Shirley, Roseburg Representative. Res. 147 Sheridan St.

Right Out After Them!

Plenty of people want plenty of things. We've listed a few in this issue.

Over 4000 NEWS-REVIEW buyers and their families are reckoning up their spring wants and needs right now.

The way to sell those people those things is to CONNECT.

Connect your goods with their wants.

Put your story into their family confabs.

You can do so o-n-l-y by telling it where they expect to see it.

They guide their buying by

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