

ROSEBURG NEWS-REVIEW

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ROSEBURG, ORE. MON. JUNE 3, 1922.

EDUCATING PUBLIC SENTIMENT.

Business success is to a large extent dependent on public sentiment toward an enterprise or article of merchandise. Peculiar prejudices take root in the public mind, but people are easily accessible to reason, and such sentiments can be removed by sincere efforts to present facts as they are.

ARE YOU A YESBUTTER?

Do you know what a "yesbutter" is, and are there some of them in your acquaintance? You should recognize them, as there are a considerable number in Roseburg. The man who starts out to accomplish any good result for his home community soon finds out what a yesbutter is.

THE INDIFFERENT CITIZEN.

In a city well known to the readers of the News-Review a newspaper there published reports that only half of the adult people had registered to vote. This city is noted as a prosperous and cultured community. While this may be an unusually large proportion of non-voters, the element that does not register is large in many places.

Some of the local celebrities who are contemplating taking part in a series of golf games on the local course this summer have secured the paraphernalia necessary to "work out."

Now there is talk of an independent candidate for governor at the regular November election. November "doings" may eclipse the May primaries for a real, red-hot fight in the governorship race.

You couldn't convince an old timer that pajamas are worn by anybody but actresses.

Prune Pickin's

GOOD EVENING FOLKS— Why is it That when we get Some good weather The pessimists delight In howling: "We need rain!"

WHAT IS "PEP"? It's the thing that makes the lambs gambol with glee, the colts prance with joy, the calves throw up their tails and run like fury, the birds sing in split-throat notes, the frogs croak upon the creek bank, the insects buzz and hum in the air, the milkman whistles as he jogs along, the blacksmith laughingly beat the iron into shape, the plowman urge his horses with a "gee-up," the engineer wave a kiss his sweetheart as he throws open the throttle, the woodsman smilingly plunge his ax into the giant tree, the banker and merchant rush to their work with a cheery "bye-bye," the mechanic and laborer fairly dance to their jobs, the soldier to "go over the top" with clenched jaws and courage that knows no fear, the live salesman hie to his calls with shoulders squared, pride in his heart, and serves a trifle with anticipation of new success.

RED HAIR. "Speaking of the hair that Titian loved to paint." "Yes?" "There's a lot of henna in sight nowadays."

Some of the politicians who use the radio for broadcasting their speeches will find that radio speeches are the easiest things in the world to interrupt at the receiving end.

TRAFFIC JAM is always hard to spread.

TRUTHFUL EPITAPHS. Here lies Reginald Pudge. He went out in the kitchen and told the cook that one of them would have to go. He went.

Buried here is Doctor Speeder. He was in a hurry to attend a coroner's inquest and tried to hunt a locomotive off the crossing with a flivver.

To the memory of Annie Chump, who ate five pounds of tablets because she was worried about her complexion.

She has stopped worrying. This monument is for Percival Freshleigh. He boasted to the boys in Devil's Gulch that he wouldn't be found dead in such a town.

But he was. In memory of Susie Litefoote, who was warned by the doctors that she had a weak heart, but who told 'em she could just die dancing.

She was right. In memory of Hannah McCuddis. For forty years she "rushed the can," but one day while hanging out clothes on the roof—

She took a drop too much. —The Tattler.

Some husbands are such sound sleepers that the sound keeps their wives awake most of the night.

VIEW OF ONE. "From fifty a week Fluddub is now earning ten thousand a year. Yet his wife is no happier."

"It isn't the amount of money that counts. It is living within her income that makes a woman unhappy."

The wise man not only lets his wife have the last word, but is tickled nearly to death when she reaches it.

ASK ANY ONE. If you smoke a cigar in public at Zion City they'll arrest you. Certain cigars make a similar penalty desirable for Roseburg.

Strange, but the man who kicks about so much space in the news-papers being given to divorce and murder trials is the very man who scans every line of it.

NOT VERY. "Is Jack very religious?" "Religious! Why, he actually believes the Epistles were the wives of the Apostles."

NOWADAYS. Superfluous flesh can be easily removed by taking up poetry as a profession.

EVOLUTION. An army man was overheard talking about Mr. Bryan and the evolution theory.

"Well," he said, "I'd rather start with a Ford and work up to a Packard. Maybe if somebody gave me a Packard first I'd get into trouble."

When a man plants an unfenced garden it is a sign that he is going to fall out with his neighbors.

GETTING THEM TOGETHER. "It was a guaranteed car and was blown to smithereens."

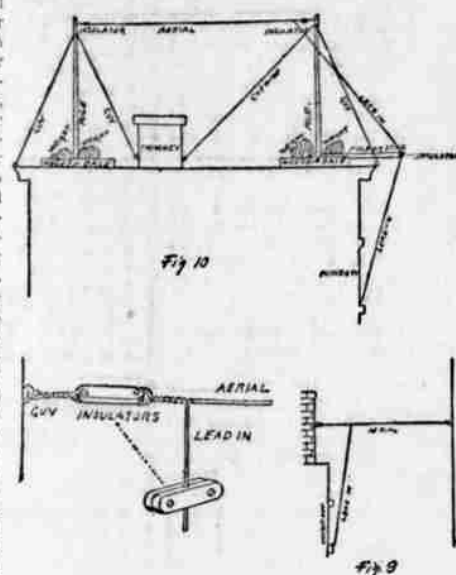
"I can collect damages for you. We'll offer those smithereens in evidence."

THE HOME RADIO How to Make and Use It

By A. HYATT VERRILL

VII. AERIALS AND HOW TO INSTALL THEM

One of the greatest advantages of wireless telephone receivers is that an elaborate or expensive aerial is not required. Although good sets with vacuum bulb detectors may be used with an indoor aerial, or even with a bedstead or wire springs as an aerial, yet an outside aerial will always give better results.



lead-in wire enters the building it should be of rubber insulated wire and may be brought in at the corner of a window, either by cutting a small groove or by jamming the window down until the wire flattens and is buried partly in the wood. All joints in the aerial and lead-in should be scraped bright, tightly twisted and soldered, finally being wrapped with insulating or adhesive tape or covered with "spaghetti" tubing.

LETTERS FROM THE PEOPLE

(Communications sent to the News-Review for publication in this department should be written on only one side of the paper, not exceed 200 words, and the true name of the writer must be made known to this paper, otherwise they will not be considered. It is not necessary that your name appear in print, but as a matter of good faith the author's name must be signed to all articles intended for publication.)

HERE'S A PLAN FOR MIGHTY ENTERPRISE.

Roseburg, Ore., June 1. Editor News-Review:

Don't you think Roseburg might fairly be compared to old Rip Van Winkle? Hasn't it been asleep for the last 20 or 30 years? Of course there has been muttering, grumbling and talking in their sleep, but they have not awakened. Here goes to stick a pin in them, and I hope deep enough.

It is true at the present time that public sentiment is strongly opposed to higher taxes or any more bond issues, but there is an old adage that "It takes money to make money," and who would be against higher taxes for only two or three years if by so doing their principles and business would increase in value 100 per cent or more?

Let Roseburg, Myrtle Point, Coquille, Marshfield, Bend, and Boise, Idaho, issue bonds to build a railroad from Boise to the coast. Incorporate for railroad and steamship lines, each city to receive stock for their bonds, and then solicit the towns and farmers in the different counties to buy stock. Of course there will be calamity howlers who will say the road won't pay, but I am here to tell you that it will pay, not only pay, but will pay large dividends. Why? Because it would be 800 miles shorter from coast to coast than any other route. All the eastern trade to the Orient, all of Portland's trade to and from the east, in fact there would be so much tonnage going over it that I wouldn't wonder if it wasn't one of the best if not the best paying roads in the United States. Everyone knows about what a waterfall power there is away up the North Umpqua, now held by the government, but few, I think, know of the waterfall that could be had on the Coquille—2500 foot fall over a half mile across the bend.

Every man in town would benefit, be he either capitalist, merchant, laborer or farmer, as a large per cent of the money would be spent for labor. Not our money, eastern money. All we have to do is pay our share of the interest on the bonds while the road is being built, after that we could sell it for sure, at a good profit if we saw fit.

Commercial club, get busy, write to the towns I have mentioned and see if they won't cooperate. We want a new bond of \$500,000. Marshfield should be a second Portland. It can be done if Roseburg has the energy to put it through.

I. S. HILDEBURN.

COOPERATION A GOOD THING FOR THE FARMER

Editor News-Review:

A short time ago an article appeared in your valuable newspaper written by Mr. Knight, of Canyonville, deploring the existence of the Oregon Growers' Cooperative association, claiming that the organization upset the price of prunes.

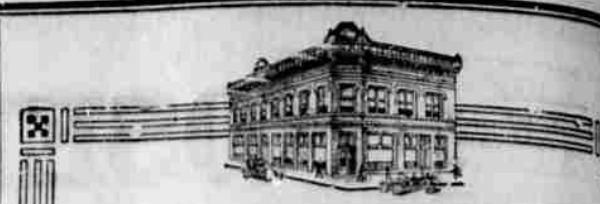
As a member of this organization I would like to say that we have no quarrel with any of the packers of the state nor with any of the growers who have not yet seen the light for the necessity of cooperative effort.

More than 2,000 growers in the state of Oregon have, however, banded together to have something to say as to what their fruit, vegetables and berries shall be sold for, and not to take the price that organized buyers are willing to pay.

The Oregon Growers' Cooperative association is to be the greatest factor in developing Oregon of any that now exist, for our plans call for extensive advertising campaigns along the lines of the orange, prune and apricot, raisin and other cooperative societies of California.

It is hard to make many people believe that there is danger of over production of prunes in Oregon. The only way in which we can determine what will happen in the future is by a glance of the past. For a long while to the naval orange growers of California is seemed impossible to overdo the growing of their product. The time came, however, when the orange growers either had to organize or go out of business. Raisins are only grown in a comparatively small part of the United States, yet at one time vines were being pulled up around Fresno and to save the industry the business men and bankers went out in their shirtsleeves and helped sign up the growers to a five-year contract to market their raisins along cooperative lines. Last year the value of the agricultural crops of California amounted to \$362,690,000, about half of which was marketed by the growers themselves through their own associations. In other words, on \$180,000,000 worth of products the farmers and horticulturalists of California set the price and not the buyers. As Robert Ritchie says in a recent number of the Country Gentleman: "I could name for you a dozen towns in California whose pride in their exchange is greater than their civic vaunting of a new courthouse or a winning ball team. Fresno, which may be said to be paved with raisins, believes the Associated Raisin company is the greatest institution this side of heaven; once its bankers went out in their shirt sleeves to sign up growers when the life of the raisin industry trembled in the balance. Say 'Prunes' to a man in San Jose and you are good for an hour's extemporaneous address on the subject. Riverside would almost bend itself to help out the California Fruit Growers' Exchange if need should ever arise—a contingency quite remote."

Many, though not all, of our business men and growers have not yet caught the vision of what the Oregon Growers' Cooperative association can do for our state. Two local incidents of this spring will show what a large organization can do. Through the efforts of Mr. Lewis, at that time assistant manager of the Oregon Growers' Cooperative association two marketing experts were sent here by the department of agriculture at Washington to help solve the shipping problems of broccoli and some valuable data was worked out. Also through our association we were able to furnish half the finances necessary to make a trial casing pack of broccoli. Only through cooperation are farmers able to avail themselves of credit sufficient to finance their operations along this latter line. Incidentally I might say that the bankers of Portland have the vision of what the Oregon Growers can accomplish and are backing us with all



THE SEED OF SUCCESS

Saving is the seed of success—and it soon grows if properly cultivated. Now is a good time to sow some saving seed—open an account with the Roseburg National Bank.

4% Interest Paid on Savings Accounts

The Roseburg National Bank Roseburg, Ore.

the funds necessary for our future success.

It is true that our officers and board of directors have made mistakes and will make mistakes in the future. They are only human beings liable like the rest of us to err, but they do not make the same mistake twice.

At one time the California Prune and Apricot Growers' association was advertising in the eastern papers with this line: "Do not eat the sour Oregon prune. Eat the California sweet prune. It requires no sugar." Through the efforts of our officers the California association agreed to discontinue this unfair advertising, which was actually hurting the sale of the Italian prune on the eastern market. This could only have been accomplished by an organization of growers.

Every man and woman of intelligence knows that this is an age of organization along all lines of endeavor. Retail merchants, bankers, carpenters, boot blacks and in fact all classes are organized to better their own industry and if the producers of half the wealth of the country wish to obtain a just share of the products of their labor they can expect to obtain it only through organized effort. Let's learn to pull together instead of pulling apart so that in the future we may obtain a larger part of the consumer's dollar than we have in the past. The annual report of the department of agriculture shows that the consumer's dollar the farmer is now getting less than 35 cents. Suppose, through cooperation the growers in Oregon are able to obtain only 50 cents of the consumer's dollar, an increase of 15

cents. Can any retail merchant in the small cities of the state see what that would mean to him? This is the vision we would like the business man to get of cooperation while to the grower it means more comfort on the farm home than a larger income, added dignity in his calling by placing him on an equality with other business men, and, only through cooperation he expect to be able to sell his products at a price that will do for him what another buyer's is compelled to do for the present he is compelled to do "What will you pay?"

Yours for more cooperation and better Oregon.

C. H. BAILEY, Roseburg, Oregon.

WHEN EVERY BOLT AND NUT IS IN PLACE AND TIGHT, WHEN YOUR ENGINE IS THROBBING MERRILY, WHEN YOUR WHEELS TURN SMOOTHLY ON THEIR AXLES AND YOUR CAR RUNS WITH LITTLE VIBRATION, THEN YOU WILL GET THE MOST OUT OF YOUR MOTORING. IT IS EASY TO MAKE YOUR CAR THIS EFFICIENT.



HALL & SON Garage 631 Winchester St. Phone 472

GOOD NEWS!

A substantial reduction in the price of CLEANING and PRESSING. We mean to do our part in meeting the decline in prices, a list of our new prices as follows:

SUITS CLEANED AND PRESSED... \$1.50

Suits Pressed - 75c

We guarantee the same first-class workmanship as in the past. Phone 472 and we will call and deliver

ROSEBURG CLEANERS 308 N. Jackson Phone 472.

Just Received a Car of Johns-Manville Roofing

Direct from the factory at Milwaukee, and can give exceptional values in the various grades both ready and built up.

L. W. METZGER Contractor and Builder.