

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON, TUESDAY, JULY 1, 1924.

THE POWER OF ADVERTISING.

The more one reads the newspapers and magazines of the present day, the more one must be impressed by the great and growing power of advertising. The advertising patronage of leading periodicals is something enormous. Former generous advertisers are doubling and quadrupling their space, and people who never used publicity before are employing it largely. It must be getting great results, or the enormous growth it has developed since the war could not have been achieved.

Much has been said at the two national conventions as to the needs of this or that section that has been suffering from some special economic difficulties. Politicians realize, when a national election comes on, that they must relieve such conditions, although if the election were more remote, they might feel less the need for action. People ought to realize, whether an election is impending or not, that the interdependence of sections is very close. If conditions are bad today in one section, all other sections soon feel the result in the lowered demand for their products.

The population of the United States increased by 1,162,000 the latter half of 1923, according to an estimate by the national bureau of economic research. In spite of all that has been done to limit immigration, population keeps going ahead by long jumps. At one time this increase would have been considered a reason for great jubilation. It does not arouse so much enthusiasm now. The question arises as to how we are going to feed and find work for all this swelling crowd. However, conditions must be fundamentally prosperous, or the population would remain nearer a stationary point.

At this particular period of the year it is of great importance that every precaution possible be taken to prevent fires—not only in the forests, but in every home and business house. With the present atmospheric conditions prevailing a most destructive conflagration would be the result of carelessness on the part of any person neglecting the important duty of guarding against starting fires of any kind. The risk is entirely too great to consider lightly, and it is imperative that everyone do their utmost at this time to keep down fire hazards.

Some people open their mouths at public gatherings and say things that would much better be left unsaid. Often this is done in an attempt to make a "hit" with the audience. Trying to discredit others to build up individual prestige—when no reason whatever exists for such reference—shows a very small calibre, and always places the expounder in the category of a falsifier.

Racing to a fire is dangerous business. Then, after you get there, of what particular value are you to the fire department? Take it slow and easy—the regular firemen will attend to all the speeding.

And, another fine bridge was dedicated in this county Sunday. We don't like to monopolize all the good structures on the Pacific highway, but certainly feel thankful for what we have.

After a most strenuous day the democrats have again recessed until eight o'clock this evening. Better hurry and get that nominee! The Fourth of July will soon be here.

If printed ballots were used at the democratic convention an awful waste of paper has taken place, judging from the number of ballots used to nominate a president.

And the lightning last evening didn't bring a drop of rain, but it did cool things off a little, which is some relief to a section where we are not accustomed to the unusual.

Anyway, it's not too hot for the fellow who has the time to plant himself in the shade and watch his superiors dig out an existence.

We hope it will not be as hard to elect a democratic president as it has been to select the right man for the job.

PRUNE PICKIN'S BY BERT G. BATES

GOOD EVENING FOLKS— Mayor Nap today issued a Proclamation Tellin' the kids That they can't Shoot firecrackers And we wonder If the kids Of today are Any different Than we were, Because if they Aren't it'll Take a flock Of proclamations To stop the Barrage that Is always Forthcoming on The grand ol' 4th.

DUMBBELL DUKE THINKS Gladioli is a Swede who is happy. The Ump. Chiefs went down to Riddle with a vaudeville show last eve and it'd been a big success if the audience hadn't been home listenin' to radio concerts.

Chief Ketch is plannin' to get a suit of armor in order to enforce the anti-firecracker law next Friday.

HOUSEHOLD HINTS FOR HAP- LESS HELPMATES To make bride biscuits edible, run them through a disintegrator, sprinkle the result on a chunk of butter and say a prayer while swallowin'.

IF any recently wedded swain tries this suggestion on his pay envelope absorber and lands himself in a police court as a result, we will be unable to go his bail, much as we would like to.

HAVE YOU YOURS ALL DONE? House cleaning is the art Of moving things That never will be needed From one place to another and back again.

VERY OFTEN Sometimes the radio sounds like a woman who tries to talk with a mouthful of hairpins.

Ten dollars a day wouldn't keep some women in perfume, but it must be admitted that \$10 will buy a lot of soap.

Some of the town orators should look up a new line of bunk—their stuff is beginnin' to accumulate whiskers and most of us have heard the ol' gags a couple dozen times.

THE ONLY WAY The only way to convict these women husband shooters is to have all the blondes tried by a brunette jury and all the brunettes tried by a blonde jury. Then, by gosh, we'll have a few hangings.

WHAT'S YOUR CLASSIFICATION? To the world you probably look like a wise man or a sucker and there are so few wise men.

PROBABLY If Sir Walter Raleigh were living today and should place his cloak on a muddy road for the beautiful queen to walk over, he probably would look up in her eyes and say, "Step on her, kid."

When we were kids we used to stick close to the home for fear gypsies would come along and kidnap us, but nowadays we care naught for the gypsies. What the kids now look out for are the sons of the wealthy whose brains have been developed in universities but their hearts neglected.

Some of these fellers who put themselves up to the world as model men wouldn't even make a good substitute if the world knew how they cussed their wives at home.

FISCAL YEAR SHOWS ONE BILLION SAVED

(Associated Press Leased Wire). WASHINGTON, July 1.—The Federal government began a new financial year today, with its administrative heads enjoined by President Coolidge to continue rigid adherence to the program of economy, that the country may be further relieved in its tax burden. The president voiced emphatically his purpose to obtain a maximum of efficiency in administration with a minimum of expenditure in an address last night at the seventh semi-annual meeting of the business organization of the government at the close of the fiscal year. He presented a detailed analysis of the government's financial accomplishments during the past three years, showing that in the 12 months just closed the public debt was cut one billion dollars and a surplus of more than five hundred million dollars was turned into the treasury.

RADIO PROGRAMS From Pacific Coast Stations

Tuesday, July 1.—5 to 6 p. m. news bulletins; 6:45 to 7:30 p. m. vocal concert; 8 to 9 p. m. Ambassador Hotel Coconut Grove orchestra; 9 to 11 p. m. concert; 10 to 11 concert under direction Harry Porter, Baritone.

Wednesday, July 2.—5 to 6 p. m. news bulletins; 6:45 to 7:30 p. m. Nick Harris' detective stories and concert; 8 to 10 p. m. vocal and instrumental program; 10 to 11 p. m. Hollywood orchestra; 11 to 12 p. m. Ambassador Hotel Coconut Grove orchestra.

RADIO KPO 423 Meters (Halo Bros. Inc., Department Stores, S. F.) Tuesday, July 1.—Noon time signals and scriptural readings; 1 to 2 p. m. Fairmont Hotel orchestra; 2:30 to 3:30 p. m. organ recital; 4:30 to 5:30 p. m. Fairmont Hotel orchestra; 5:30 to 6:30 p. m. children's hour; 7 to 7:30 p. m. Fairmont Hotel orchestra; 8 to 10 p. m. talk by Professor David Henry Gray, department of English, Stanford University; San Francisco choral Union, Lelandist, director; 10 to 11 p. m. Bradford's band.

Wednesday, July 2.—Noon time signals; 1 to 2 p. m. Fairmont Hotel orchestra; 2:30 to 3:30 p. m. more orchestral music; 4:30 to 5:30 p. m. Fairmont Hotel orchestra; 5:30 to 6:30 p. m. children's hour; 7 to 7:30 p. m. Fairmont Hotel orchestra; 8 to 10 p. m. Bradford's band.

RADIO KGO 312 Meters (General Electric Company, Oakland, Cal.) Tuesday, July 1.—1 to 1:30 p. m. market and weather reports; 4 to 5:30 p. m. Hotel St. Francis orchestra; 6:45 p. m. news bulletins, market and weather reports; 8 p. m. Metropolitan Four, Mrs. J. S. Mills, contralto; Wilhelmina Walthus, pianist; Ernest H. McCandlish, tenor; David Rosebrouk, cornet soloist; Lilly Aurora Stad, soprano; Joziena Van der Ende, cellist; address "The Forest Problem," by Ex-Governor George Pardee; 10 to 11 a. m. dance music.

WEDNESDAY, July 2.—1:30 p. m. market and weather reports; 3 p. m. short musical program; address "The Possibilities of Collaborative Writing" by Louis L. de Jean; 4 to 5:30 p. m. Orchestral concert; 6:45 p. m. news bulletins, weather and market reports.

Eat Hazelwood at Wimberly's.

STATE PRESS COMMENT

Astoria's Crisis Approximately one-seventh of all the flour shipped by water from the Pacific Northwest between July 1 last year and May 31, this year, went from the Port of Astoria. The Astoria flouring mills have milled, or will have milled by the end of the fiscal year, some 4,500,000 bushels of wheat. The operating credit extended by one Portland bank to the Astoria mills has gone as high as \$1,500,000. Grain that has gone out as wheat or flour from Astoria during the year amounts to about 5,000,000 bushels.

The milling enterprise and consequent wheat movement is industry made possible by the fact that Astoria is able to compete with Puget Sound in drawing business from the greater part of the Inland Empire. It is an advantage which Irks Puget Sound, and certain Seattle milling interests in particular. These are interests which would like to see Astoria eliminated, see Astoria reduced to a local port, see the commerce of the Columbia river dwindle.—Oregon Journal.

Jury Reform. Our jury system needs reforming, needs it badly. While courts are not supposed to be swayed by public opinion, we know juries are. Men who do not believe in a law will not convict others, and offending juries will wink at evasions and not feel their patriotic responsibilities.

One national reform we need is in supreme court decisions on constitutional questions. Now a bare majority decides. It should be a two-thirds vote. It is too much to ask the court to agree because the danger of a hung court would be worse than no decision at all, but the country has a right to ask that the agitation be met half way and instead of majority decisions there be a two-thirds decision on constitutional questions.—Oregon Statesman.

The Courts and Prohibition It is evident that not much can be expected from the United States supreme court by way of modification of prohibition laws. Not long ago a test case originating in Los Angeles reached the highest tribunal and resulted in victory for a local ordinance. More recently it has been decided that the Willis-Campbell act is constitutional. Nullification by inaction has no prospect of success.

The regulations promulgated under the Volstead law and the eighteenth amendment provide that, in states which do not forbid it, one pint of spirituous liquor but no more may be prescribed by a physician for a patient in each ten days. Los Angeles which may have been moved by irritating experience, enacted an ordinance reducing the maximum to eight ounces per patient in ten days. The law was assailed on the ground that a city had no power to make restrictions more drastic than those which the federal government had prescribed. The court, while dismissing the action on a technicality, held that the Volstead act contained no guarantee of immunity against such prohibitions as local communities might be disposed to make.—Oregonian.

Down to Dusk Man, seeking always to eliminate



BISHOP T.F. GAYLOR, O.F. TENN. WHO OPENED SECOND DAY OF CONVENTION WITH PRAYER.

time and space, has added new laurels to his crown by spanning the nation in less than twenty-two hours. The goal of Lieutenant Russell Maughan has not been attained but that it can be reached has been demonstrated and it is safe to assume that the next transcontinental flight of this persistent aviator will be accomplished between dawn and dusk.

The romantic appeal of this race across the continent between the sun and a lone, determined and adventurous mortal is more gripping than a novel, and suggests the heroic tales of Greek mythology in which mere mortals pitted their strength against the gods.

Soaring above the slumbering city of New York as the first streaks of a gray dawn lit the eastern sky, the aviator turned his plane toward the west and the land of the setting sun.

High above bustling villages and thriving cities, over hills and plains, the lone pilot battled the tricks of the wind, with the sun always close behind until with the race half run, the sun leaped ahead and a man-made machine could not be goaded into speed sufficient to overcome the handicap of an unexpected one hour delay.

Press reports indicate that the pilot, the first human to travel from New York to San Francisco in less than a day, was "dazed by his own success" and could hardly clamber from the cockpit of the machine at the landing field.

In the rush of the workaday world we may not easily grasp the significance of this record flight, but when we recall a flight made in 1912 from San Diego to Jacksonville, Fla., required 122 days and was considered marvelous, we may appreciate Maughan's contribution to the advance of aviation.

We are carried closer to a realization of the air age by feats like this and the day is hastened when transcontinental air service will be an accepted commonplace as transcontinental train service has become within the past few years.

Communities will always be as close together as the most rapid means of communication and travel between them.

There are residents of Coos county who recall when it required from dawn until dusk to make the trip from Riverton, for example, to Empire, then the county seat.

A flight from New York to Empire could have been made by Maughan yesterday within the dusk to dusk period with ease.

Distance is fighting for its very existence.—Southwestern Oregon Daily News.

Summer Time. This is officially the good old summer time. The days run their length and are gradually tucking in the outer circles in order to prepare for winter. Each day is shorter than its predecessor.

Out in Oregon, summer is such a

Camp Equipment Headquarters

Water proofed Auto Tents, Improved Camp Beds, folding tables, folding camp stoves, camp mattresses, Wenzel poleless tent, ammunition and fishing tackle. Standard equipment at reasonable prices.

PARSLOW Furniture Company

211 No. Jackson St. Roseburg, Ore.

We Buy For You

Flour and feed are going up but we have bought a lot in time to save you some money.

Best Grade Flour \$7.30; Good Grade Flour \$6.60; Medium Grade Flour \$5.80; Baling Wire \$5.00 per 100

See Us First—We Can Save You Money.

FARM BUREAU COOPERATIVE EXCHANGE Roseburg and Oakland

BUY WHERE YOU CAN SAVE MONEY

Our Prices Are The Lowest When considering price consider quality also. Complete stock of chairs, tables, beds, springs, mattresses, dressers, Axminster rugs, linoleums, window shades, dishes, ranges, cook stoves, trunks, suit cases, oil stoves, nails.

Powell Furniture Company 238 North Jackson St.

Build and Save

Paying Rent is like feeding money into a furnace—it does nothing to show for it.

We can supply you with any building material needed, and furnish plans and specifications, and do the work on the job.

L. W. METZGAR Warehouse at Oak and Pine

UNION CHURCH SERVICE

On next Sunday evening the pastor of the city of Roseburg will be in their usual summer service in the custom of the church—Roseburg to unite during the months for evening services move from church to church practice has been followed for a number of years and is found pleasing to the different congregations. During the various services on Sunday evening very small groups of people are held, but by combining different churches and the union services the evening can be made very enjoyable. It is possible for the pastors to arrange their own congregations. The meeting will be held at the church next Sunday with Rev. Joseph Kaas as the message.

We'll do your electrical repair work—phone 123, Hudson's Electric Store.

Medford-Roseburg Truck Line LEAVES ROSEBURG WEDNESDAYS AND SATURDAYS from the office of the Denn-Garretsen Co. Roseburg Phone 128 Medford Phone 333 Medford Transfer Co. Operators

So good, so cool —this new breakfast is ch...

Here's the recipe. All you need is Quick Quaker—try it.

WANT a change in breakfast? A dish so essential, so delightful on a summer's day that no other breakfast has compared? Here is the latest delight in thousands of homes—it's worth while trying.

As you prepare dinner tonight, cook your regular breakfast quantity of QUICK QUAKER (the new Quaker Oats that cooks in 3 to 5 minutes).

When done, pour into a pudding mould and let cool. Then place in the refrigerator over night. Cut in medium thick slices and serve at breakfast with fresh or canned fruits or berries and sugar—float with rich milk or cream.

The combination is delightful. A world noted chef discovered this new way. Now millions enjoy it every day. Just for the joy of it, try it yourself.

Standard full size and weight packages—Medium: 1 1/4 pounds; Large: 3 pounds, 7 oz.

