



Slip into
Bradley
and out of doors

Duds For Men
INCORPORATED
and out of doors

BERRIES CAN BE GROWN BIG SCALE

No Reason Why Many Car Loads Cannot Be Marketed Annually.

SOIL AND CLIMATE RIGHT

Industry Promises Excellent Returns to Growers—Market Easily Established for Product.

It has been the experience of all successful agricultural districts that it is wisdom to provide for adverse conditions by diversifying crops so that when one thing fails, or the market is off, something else may be relied upon to take its place and thus keep things on the farm moving. The wheat growing sections have had this thing to meet, and instead of growing that product exclusively, have found it profitable to raise hogs, cattle and sheep to which they feed the surplus. The fruit growers must also diversify their crop. Broccoli has been a fairly good crop, but the freeze last winter and the dry spell this summer, both calculated to reduce growers' profits, emphasize the fact that this commodity will not do when grown exclusively.

It is also necessary, in order to grow a thing successfully, to produce it in sufficient quantities so as to permit of shipping in car lots. To do this it becomes imperative that a sufficient number of growers be interested in the project to insure the desired shipments. When fruit growing was undertaken in this valley growers met the situation by planting sufficient acreage to assure car shipments. The same thing was true of the broccoli industry.

Owing to the fact that next season promises to be a light broccoli year, and last season was financially unimportant, owing to the freeze that destroyed many of the plants, a good many are beginning to look about for something else that may be grown commercially, and which is practically a safe venture. In this connection the thought suggests itself that selecting a product it should be one that is adapted to the soil and climatic conditions. It would appear wise to leave experiments out of the consideration, because the growers cannot afford to devote time and money to something that is not an established success in the locality.

Why Not Strawberries?
The mild winters, early springs, soil and general conditions are favorable to strawberry culture in the Umpqua Valley. This is an established fact, and not only is this true, but berries here come on just as the California season is closing and about ten days earlier than strawberries grown any other place in the northwest. In most localities in the Umpqua Valley berries can be grown successfully without irrigation. Even this season of extraordinary drought there were splendid crops of strawberries grown here. All this being an established matter, it would appear to the News-Review that here is an industry that has long been left out of reckoning.

Right at this time the opportunity presents itself to Umpqua Valley land owners and small farmers to get in on this industry and push the business to a successful conclusion. This paper suggests that the services of the county agent be enlisted in the enterprise, and acting under his advice and direction, a sufficient acreage be secured to warrant going in to this industry quite extensively. Those varieties suited to shipping long distances, and which are early enough to get in on the first markets should be selected for planting. It should be remembered that this fruit is to go out in car lots if the industry is to be permanently established, and planters must adhere to the same varieties so as to keep the shipments uniform. Like everything else in this world, strawberry growing must be done intelligently. There will be a lot of work, but the crop comes on early and is practically sure. Where the grower can irrigate, so much the better, but in all cases intensified cultivation will be necessary to make for success.

\$300 An Acre
Over at Milton, in Umatilla county, where strawberries have been grown commercially for 20 years or more, the beds are generally irrigated. Most of the plantings, however, are on gravel. Experience has proven to those people that a well cared for field of strawberries can be depended upon to yield \$300 an acre taking the crop one year with another. As good results can be had in the Umpqua Valley. Indeed, in the berry districts of the northwest it is well known that families live comfortably from the products of from five to ten acres.

Benefits Derived
The question of labor to carry on this industry comes up for consideration. Help must be had in the picking season, and unless the grower has his own help he must depend upon outside assistance. This creates a demand for labor, and adds to the prosperity of the community just that much. During the picking season many boys and girls will be employed in the berry fields, and these players are enabled to earn money for helping themselves through college or buying clothing. As the crop comes on pickers can be secured from near by towns, as there is always a lot of people who can go out

come on the
4TH
night!

"The Great Commoner," Kettering's noted play of the life of Lincoln, is one of the feature attractions of Chautauqua this year. A great play splendidly presented by an all-professional cast.

7 days
19
ATTRACTIONS!

A few of the other attractions—
Guatemala Marimba Band
Comic Opera—"Robin Hood"
Edward Amherst Ott
Ralph Bingham—Humorist
Aunt Concert Artists
Ada Roach—Ruth Freeman

Season ticket sale positively closes at 6 p. m. opening day

CHAUTAUQUA
Seven Big Days

and lend a hand at that work. Good wages can be made picking strawberries, and often whose families go into the fields for this work.

Another feature of the industry is the boxes and crates. These are supplied by local concerns who first buy the timber for manufacturing, then employ the labor in making up the boxes. This puts more cash in circulation in the berry growing districts and adds to bank accounts of the numerous individuals employed, as well as to the wealth of the grower himself.

Market Problem
Looking at the situation from our limited market advantages at the present, this might at first appear to be an unsurmountable difficulty. Every other industry has had the same thing to confront, but with the matter of acreage guaranteed, so that growers will have collectively something to offer, the market bugaboo will vanish. Buyers will readily be found to take all the berries that can be grown in this valley. The best of the fruit can be shipped and overripe berries turned in to the local cannery at a profitable figure. Strawberries being the very first fruit in the spring, there is a good demand, and the earlier the product, the better the price. Umpqua Valley berries coming on as they do, two weeks or so in advance of any other section, the highest prices may be confidently expected.

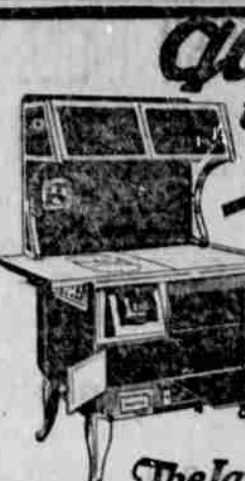
The News-Review stands ready to give publicity to any information on this subject, and this paper is also sure that the County Agent will be more than glad to advise with the

South Carolina's Choice for Vice-Presidency.



Mrs. Leroy Springs

Mrs. Leroy Springs, of South Carolina, was that Southern State's choice for the Democratic Vice-Presidential nomination, the first woman ever thus to be honored. She was chairman of the Democratic National Convention's committee on credentials and is an active political worker.



Guaranteed
to cut fuel costs
1/2 Thirty Days trial

Any LANG DEALER will install a LANGWOOD on our special thirty-day trial offer, at the end of which time if you are not entirely satisfied your money will be refunded.

Guaranteed to keep for twice as long with one-half the wood required by any other range, if properly installed. Write to us today for full information and the address of your nearest dealer.

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Factory, 2714 First Ave. So.
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The Lang LANGWOOD Range
FOR WOOD ONLY

WRITE FOR FREE CATALOG NO.

PARSLOW FURNITURE COMPANY

111 N. JACKSON

Phone 116

growers along these lines. Plants set out this fall will bear some next spring, and the second spring will be in full bearing, so there are no long waits for berry fields to become profitable.

Are you interested in Roseburg's being on the Chautauqua map? Buy your season ticket before Saturday noon and help keep her there.

LARGE SPONGES 15c
Usual 50c size in a good sponge, our special 15c each. Large chamols at 50c. Fine for the car and get it at Carr's—where you save.

HUGHES HEADS LAWYERS

(Associated Press Leased Wire.)
PHILADELPHIA, July 10.—Chas. H. Hughes, secretary of state, was today elected president of the American Bar Association at its annual meeting.

Girls' have you a Chautauqua dream? Get your season ticket and go to Carr's and get one.

Positive relief for PILES

DON'T SUFFER! Immediate relief is possible with this SIMPLE HOME treatment. GLEONIS is healing, soothing, PAINLESS, CLEAN and SURE! Satisfaction Guaranteed.

W. F. CHAPMAN'S PHARMACY
Masonic Temple, Roseburg, Ore.

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PILE TREATMENT
Works while you work

Dr. C. M. McNeil
CHIROPRACTIC SPECIALIST
Diseases of Women and Children a Specialty
Rapp Bldg., 327 W. Cass St.
Phone 594-J, Roseburg, Oregon

IF
"It Ain't a Goin' to Rain No Mo'"

Things will get dryer than they are now. And fire hazards will increase.

Insure Against Fire Now
Our agency is at your service. Prompt service and reliable protection.

G. W. YOUNG & SON
INSURANCE

116 Cass St. Phone 417

USED CAR BARGAINS

FORDS

1921 Ford Touring, A-1 condition.
1921 Coupe.
1923 Touring—looks like new.....\$325
Touring with California top.....\$175
Ford Touring.....\$200
Touring.....\$100

OTHER MAKES

1921 Touring, in good condition.....\$225
1917 Dodge.....\$125
Buick Six.....\$125
Used Tractor, just overhauled.....\$275
1920 Special Six
Studebaker, new paint.....\$450
Dodge, screen side.....\$350
Motorcycle.....\$50

C. A. Lockwood
Motor Co.

MONSTROUS FOREST FIRE IS RAVAGING

(Associated Press Leased Wire.)
ALBANY, Ore., July 10.—Superintendent C. C. Hall, of the Santiam forest, this morning was assembling forces to combat the Detroit forest fire which last night assumed alarming proportions and broke entirely from control.

A change in the wind last night turned the fire back across the Breitenbush river after it had swept northeasterly during the day. Fanned by a strong north wind it is now racing up the Breitenbush slope toward the north Santiam river. Hall reported this morning. Low humidity last night and today accelerated the progress of the flames which have now covered more than 1,000 acres.

Damage estimated at between \$100,000 and \$150,000 has already been suffered by the Hammond Lumber Company, it is said. Equipment destroyed is known to include one Ledgewood log loader, and the fire is thought to have consumed a steam shovel and another Ledgewood loader besides other logging equipment.

According to word received, here nothing has been heard from a man named Allen who left Detroit just before the fire started at 11 o'clock yesterday morning enroute to his cabin four miles above Detroit.

McKoyen's "Robin Hood" alone is worth the price of a season ticket. Get your ticket and see that and thirteen other entertainments.

GEN. CHARLES DAWES
CONGRATULATES BRYAN

(Associated Press Leased Wire.)
CHICAGO, July 10.—General Chas. G. Dawes, republican vice-presidential nominee expressed his pleasure today that the democratic vice-presidential nomination had been conferred upon his old friend, Governor Charles W. Bryan, of Nebraska.

PRICED FOR QUICK SALE.

Chevrolet Baby Grand—will pull any hill on h'l. Fine tires and mechanically perfect. You'll be surprised at the price and terms.
RAPP BROTHERS GARAGE.

braska, the state where the general formerly lived. He issued this statement:

"Governor Bryan and I differ sharply, of course, on principal matters, but that has never interfered with the personal friendship. "I am glad of the honor which has come to Governor Bryan and to the city of Lincoln and the state of Nebraska in his nomination for the vice-presidency.

HUGE BLAZE RAZES GRANTS PASS MILL

(Associated Press Leased Wire.)
GRANTS PASS, Ore., July 10.—Fire last night destroyed the planing mill in this city owned by J. W. Walker, taking also a million feet of lumber which was stored in the yard. The loss was estimated at \$20,000 on the plant and more than \$30,000 on the timber, which was all white pine. Nearly every sawmill in Josephine county had lumber at the mill for dressing, with very little insurance. The mill had \$10,000 insurance.

HAY FEVER

Complete relief in 24 hours from every trace of Hay Fever positively guaranteed with new method prescription of Crocker's Rinex. Rinex completely eradicates pollen poisoning without the system. Money back instantly if every symptom—runny eyes and nose, sneezing, itching, itchy throat—has disappeared in 24 hours. Prescription now known as Rinex.

LLOYD L. CROCKER'S
Pioneer Drug Store.

A Bargain Event

In keeping with the policy of the store to carry no garments from one season the the next, we offer the following

Spring and Summer Apparel
at 1-3 to 1-2 the original price.

23	Dresses, Knit Fabrics, Roshanara, Canton Crepe, and Crepe de Chine, now	\$10
7	Dresses of dotted and plain hand drawn voiles, cleverly styled, now	5.95
25	Street and Porch Dresses of fine quality domestic and imported Gingham, now	2.95
3	Dozen Waists and Blouses of striped and check dimity, white and ecru, each	95c
16	Suits of Tweed, Cashmere or Homespun in light colors, now	\$15
7	Coats for Sports or utility wear—plaids, stripes and plain colors	19.75
8	Sports Coats of polaire in plain colors and plaids, now	12.75
3	Dozen Sleeveless Sweaters in Fibre Silk and light weight Wools, fashionable colors, each	2.95

MARKSBURY CO.

RELIABLE TAILOR

J. H. BERNIER
Upstairs Next Umpqua Hotel
Cleaning, Pressing, Alterations
We Make Your Clothes in Roseburg

THEATRES

Liberty Theatre.

ing action spaced with packs—that's "Hold Your Breath"—of the Al Christie feature which comes to the theatre for a two days run. Those who have seen the short farces and comedies must know what to expect, for full-length production, the organization has followed which it pursued in its two-day run, is telling a logical little and brightening it up with situations.

"Your Breath" has an all-star cast headed by Dorothy Deane, who is called upon to display her in many dangerous situations, she dances from hazardous and risks her fair neck in a different ways, she manages at large quantities of humor role.

Antlers Theatre.

what you write on paper, get you into a lot of trouble," says Mackall.

and in Sam Wood's latest production, "The Next Morning," Mackall writes a story that is leaving him for a moment of passion. I down many another woman, and regretted writing certain

advice is never put it on paper, the art of writing what are as "stuttering" generalities, all never get you into trouble, as surely as the sunrise, if you are committing serious sins on paper, the habit will get you

ves Americans Safe in Japan.

to these people we say, "Go to your drugstore and get an original box of MOAVA SUPPOSITORIES." One of these inserted into the rectum according to directions will be found to give immediate relief. They reach the source of the trouble and by their soothing, healing, antiseptic action first allay the pain and soreness and then by direct contact with the ulcers and piles cause them to heal up and disappear forever.

It's simply wonderful how speedily they act. Blessed relief often comes in two days. Even in cases that have steadily resisted all known treatments, marvelous results have been obtained.

Nathan Pullerton dispenses MOAVA SUPPOSITORIES in the original box or can get it for you on short notice. Mail orders accepted.

Get your Chautauqua season tickets before Saturday noon. Regular ticket sale closes then.

DAILY WEATHER REPORT.
U. S. Weather Bureau, local office, Roseburg, Oregon, 24 hours ending 6 a. m., July 10, 1936.

Relative humidity at 5 p. m., yesterday.....82%
Precipitation in inches and hundredths.....0.00
Highest temperature yesterday.....87
Lowest temperature last night.....61
Precipitation last 24 hours.....0.00

Total precip. since first month.....0.32
Normal precip. for this month.....6.32
Total precip. from Sept. 1, 1935, to date.....18.06
Average precip. from Sept. 1, 1935, to date.....4.10
Total deficiency from Sept. 1, 1935, to date.....16.04

Average precipitation for 46 wet seasons, (September to May, inclusive).....21.48
Fair tonight and Friday. Moderate temperature.

CHAS. L. DAQUE, Meteorologist.

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