

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON, TUESDAY, JULY 15, 1924.

KEEPING AT PUBLICITY.

The trouble with the advertising habits exemplified by some business men is that they have never conceived of advertising as a settled and regular policy that ought to be followed right along. If manufacturers and wholesale dealers followed out any such passive policy, they would usually come to grief. There no doubt are some exceptional concerns whose merchandise has such an unusual hold upon the markets, due to some special advantage, that it can get along for years without aggressive sales promotion work. But such a business is exceptional. The ordinary manufacturing or jobbing firm has to place a great deal of emphasis on its sales work as a consistent policy, to be carried on right along at large expense regardless whether at any particular time it can show a profit or not. It can not adopt a passive attitude and simply fill such orders as come in naturally without effort. It must have a consistent policy every day in the year for getting out after new trade and soliciting business from new and old customers. It must advertise, send out salesmen, or distribute circulars, or all three, or something else along the same line. If sales promotion through sending out solicitors and advertising is usually essential to success in the wholesale line, it would seem as if the same condition must prove true in retail distribution. And as newspaper advertising, in appealing to a local field, usually covers the ground so much more efficiently and economically than sending around solicitors, this means that the principles that prevail in general business would suggest that a consistent policy of regular advertising will be wonderfully beneficial to any retail concern.

SUGAR BEETS.

Oregon is not producing sugar beets commercially. North of the state, east of us, and to the south, sugar beets are grown commercially, and to the very great advantage of farmers, remarks a trade publication.

Oregon has had two experiments in sugar beet production. In each instance the statement was made that the supply of beets needed to keep the factories running properly, was not available, yet, north of us, east and south of us, producers are able to furnish the beets needed to operate factories and are induced to continue this production year in and year out, to the evident very great advantage of themselves and their state.

Absence of the sugar beet industry from the state is inexcusable. We have the same soils, the same water, the same altitude, the same and even better facilities for transportation and the same general type of farmers that accomplish the production of sugar beets in other parts of the west. There is a lack of system, a lack of the proper effort, an absence of the spirit that is determined to do, which alone accounts for the absence of the sugar beet industry in the state.

Sugar beets are an almost necessary element of a diversified farm production in the west.

Ten years ago, if it had been said that a regular service of air mail delivery would be established in 1924 between New York and San Francisco, many wisacres of that day would have said the thing was impossible. They would have said that the big physical and technical facts of the universe were pretty well discovered, and that not much was left to accomplish but minor improvements. Yet the wonders keep piling up on top of each other, and the air mail is an every day fact today. It is a lesson to the world that the field of human advance is almost limitless, and the door that seems hopelessly closed today, may be open by some daring hand tomorrow. The world is still only a partly tapped treasury of resources. The opportunity for discovery and invention is broader than ever before. Every new thing achieved opens new regions of possibility.

It was a notable event in church and American history when the general conference of the Southern Methodist church at Chattanooga, Tennessee, accepted the proposal for an organic union with the Methodist church North by an overwhelming vote, which seems to make it likely that this proposition will finally be agreed to by both these religious bodies. It has seemed singular, after the states of the union have been living together in peace and concord for almost 60 years, that the members of this great religious organization should feel it necessary to live apart. The time has come when such sectional lines ought all to be wiped out, and the forces that make for righteousness and peace should be lined up all over the country against those that tend toward disorder and evil.

PARTY WILL SEARCH FOR MOUNTAIN DEVILS

(Associated Press Local Wire)
KELSO, Wash., July 15.—Armed for big game and carrying photographic equipment, a party left here today to search for "mountain devils," a band of giant gorilla, which five prospectors said attacked them recently, near Spirit Lake, 40 miles northeast of here in Skamania county.

According to the men more than 20 animals "about seven feet tall and weighing at least 400 pounds" buried rocks, some of them weighing 20 pounds at their cabin, breaking in to the roof. One of the men was hit on the head by a smaller rock and knocked unconscious. "The animals have the appearance

of a human being, standing upright, with long arms and claw-like fingers," said Roy Smith, one of the prospectors. "They have black or brown hair, which completely covers their faces and bodies. They run rapidly, swinging their long arms. The beasts' footprints are 13 or 14 inches long and show only four toes of uniform length. Trappers and forest rangers have reported seeing such giant footprints for years."

RECEIVES APPOINTMENT

(Associated Press Local Wire)
WASHINGTON, July 15.—Appointment of Fred T. Artois, former United States senator from Idaho, to be a member of the international joint committee was announced today at the White House. He will succeed the late Marcus A. Smith of Arizona.

PRUNE PICKIN'S

BY BERT G. BATES

GOOD EVENING FOLKS—
We asked Bill Harding how he liked golf. And as you all know Bill is a farmer. And he said, "Well, it's a little harder than hoein' corn. An' 'leettle easier than diggin' potatoes."

DUMBLELL DORA THINKS
A bigamist is a man who makes the same mistake twice.

Ralph Bingham, ch'qua lecturer, is in the village today and will hold a chuckle-feat at the tent tonight which makes it easier on this column as our gags are runnin' sly and we need a day's vacation.

A fellow talked on the "Little Red Schoolhouse" last eve at the ch'qua and the poor downtrodden school marm's applauded vigorously.

A band of 65 saxophonists are abroad in the country. And yet Senator Copeland wants to legislate our firearms away from us.

What the ch'qua needs is a place to park babies with a good nurse to act as mechanic.

You can say what you want to, bobbed hair certainly improves the appearance of a span of mules.

Most guys know what to do to save a drownin' man but who in heck knows how to handle a weepin' woman.

The damsels have quit usin' their sex for first national banks as it hain't safe any more.

The maids of our fair village are this week slippin' their hair down to what is commonly nicknamed a "straight bob" and while some of 'em looked dern goofy before, the boss will not permit us usin' language describin' their appearance now.

The jail breakers are still at large despite predictions made by the cops that they would be in the toils of the law before sundown.

Campaign promises are as rash as ever if not rasher.

The new swaggar sticks for janes are a bit awkward to handle as most of 'em hain't had no experience with mop-handles or brooms.

The around the world fliers have landed in Paris and if they hit the same joints that the soldiers did their trip is ended.

Elinor Glyn's "Three Weeks" is comin' to the city and most of us who read the novel on the sly will now come out in the open and admit it.

As the string bean season is now on in full blast we would like to mention that the conductor of this column is in the market for a mess.

Newspaper business is allus rushin'—as soon as the drownin' season ends the deer huntin' catastrophes commence.

On acct. of this bein' Righbrow week we will not inflict a poem on our readers today. It would be much more discreet for us to wait until the ch'qua has passed into oblivion and we have resumed the even tennis of our way.

Life's Little Bites:
"It keeps a fellow busy braggin' on his wife's clothes as she won't get disgusted and purchase new ones."

NOTICE
All persons knowing themselves to be indebted to the J. G. Flook company, are asked to kindly make settlement as soon as possible, and all persons having bills against the company are requested to present them at once to Mrs. Ida Flooker at her residence at the corner of Mill and Mosher streets.

OLDEST JUNIPER TREE FOUND
LOGAN, Utah, July 15.—A giant juniper tree discovered recently in Logan canyon near here is estimated by Dr. Henry Cowles, of the University of Chicago, to be between 2,500 and 4,000 years old, perhaps the oldest living thing except the redwood trees of California. The tree is 27 1/2 feet in circumference.

Mlle. Foch Dies.
ANNETTES, France, July 15.—Mlle. Foch, 82 years old, and oldest sister of Marshal Foch, died today at the family mansion.

Hand concert Sunday at Bandon by the Sea.

RADIO PROGRAMS

From Pacific Coast Stations

RADIO KFSG, Los Angeles, 279 meters.

Tuesday, July 15—3:30 to 4:30 p. m., organ recital and musical program, vocal and instrumental; 6:30 to 7:30 p. m., Kozy Hour program, music; 8 to 9:15 p. m., auditorium service with sermon; 9:15 to 10 p. m., The Swanee Jubilee singers; 10 to 11 p. m., organ recital and other music.

Wednesday, July 16—2:30 to 4:30 p. m., divine healing service and special "shut in service"; 6:30 to 7:30 p. m., Kozy hour program, music.

RADIO KGW, Portland, Ore., 492 meters.

Tuesday, July 15—11:30 a. m., weather forecast; 3:30 p. m., children's program; 7:15 p. m., police reports, baseball scores, weather forecast and market reports; 8 p. m., George Weber's orchestra.

Wednesday, July 16—11:30 a. m., weather forecast; 3:30 p. m., police reports, baseball scores, weather and market reports; 8 p. m., concert; 10 p. m., Olsen's orchestra, dance music; Leona Mouton, contralto, solos during intermissions.

RADIO KPO, San Francisco, 422 meters.

Tuesday, July 15—Noon time signals; 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., Guatemala Imperial Marimba band; 10 to 11 p. m., Bradfield's band.

Wednesday, July 16—Noon time signals; 1 to 2 p. m., Fairmont hotel orchestra; 2:30 to 3:30 p. m., Entella Cafe orchestra; 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 11 p. m., talk on "Irises" by Curtis Redfern; Bradfield's band.

RADIO KFI, Los Angeles, 459 meters.

Tuesday, July 15—5 to 6 p. m., news bulletins; 6:45 to 8 p. m., Edith Lillian Clark and pupils in vocal and instrumental recital; 8 to 10 p. m., orchestra music; 10 to 11 p. m., Fullerton Radio Broadcasters.

Wednesday, July 16—5 to 6 p. m., news bulletins; 6:45 to 8 p. m., Nick Harris detective stories and concert; 8 to 10 p. m., concert by Blue Boy orchestra and Penwomen of American program; 10 to 11 p. m., Hollywood Community orchestra; 11 to 12 p. m., Ambassador Hotel Coconut Grove orchestra.

RADIO KGO, Oakland, Cal., 312 meters.

Tuesday, July 15—New York stock exchange and weather reports; 6:45 p. m., final reading market reports, news bulletins, 8 p. m., varied musical program, instrumental and vocal artists; 10 p. m. to 1 a. m., Hotel St. Francis dance orchestra.

Wednesday, July 16—1:30 p. m., New York stock exchange and weather reports; 3 p. m., short musical program; speaker furnished through Cora L. Williams Institute, Berkeley; 6:45 p. m., final reading market and weather reports, news bulletins.

RADIO KHL, Los Angeles, 395 meters.

Tuesday, July 15—12:30 p. m., musical program; 6:45 to 7:30 p. m., musical program and story telling; 8 to 10 p. m., religious program; 10 to 11 p. m., dance music.

Wednesday, July 16—12:30 p. m., Hawaiian Novelty Three; 6 p. m., Hickman's orchestra; 6:45 p. m., children's musical program and story telling; 8 to 10 p. m., musical program and dance music.

STATE PRESS COMMENT

Why Service is Curtailed
Some of the effects of auto truck competition upon railroads is set forth in a communication to the Dallas chamber of commerce from the Southern Pacific relative to the recent curtailment of train service.

The railroad company shows by its figures that while the business of Dallas and surrounding region shows a healthy growth, the railroad's business shows a steady decrease because shippers have failed to patronize the road, so it has been operated at a loss.

The statistics reveal that while the railroad handled 2320 tons of freight at Dallas in 1916, in 1923 it handled only 1820 tons, a decrease of 31 per cent. Its passenger business, in the same interval decreased from \$30,000 to \$24,917, or 18 per cent.

In the same period the Southern Pacific's taxes were increased from \$35,698 in 1916 to \$41,519 in 1923, or 14 per cent. The wages of employees increased from \$55,400 to \$167,227 or 31 per cent, and the purchase of materials and supplies from \$51,884 in 1916, to \$58,487 or 13 per cent.

Expenditures at Dallas increased \$34,275 in the eight years or 55 per cent, which represents an average

Brazil's President Faces Revolt.



ARTHUR BERNARDES

A serious military revolt has broken out in Brazil against the regime of the new President, Dr. Arthur Bernardes.

of \$22,270 per month in 1923, of which \$14,000 per month was for wages alone.

In the analysis of receipts, it is revealed that over 70 per cent of the freight receipts of 1923 came from two firms and that without these two patrons, the business did not total 25 per cent of the 1916 business.

The railroad cannot be blamed for curtailing a service that a community does not appreciate. If Dallas and other cities want the railroads to operate, they must co-operate to make such service possible. Failure to extend only loss of train service but of local payroll.—Salem Journal.

A Man Who Came Back

No more romantic or absorbingly interesting story of real life has come to light in Oregon than that brought forth by the recent death at Corvallis of Judge Wirt W. Saunders, of Spokane.

As the Salem Statesman recalls the facts of the story Wirt W. Saunders, then a stripling of 20, came to Corvallis from Texas, where he had served as a Texas ranger, and engaged in newspaper work. He was popular and made friends in various valley towns. He wooed and became engaged to Miss Minnie Allison, a school teacher of Albany. Their wedding was being planned.

Then entered the tragedy. An Albany young man, Charles Campbell, spoke disparagingly of Miss Allison. The word was carried to Wirt Saunders. He was of the south and his code of honor called for vengeance. He killed Charles Campbell on November 4, 1885, without hesitation and without compunction.

Wirt Saunders was tried and convicted of first degree murder and sentenced to be hanged. He escaped jail but was recaptured by Frank P. Hogan, ex-sheriff of Douglas county, in the mountain fastness of that county. Then Wirt Saunders appealed his case and obtained a reversal. Upon retrial he was convicted of second degree murder and sentenced to the penitentiary for life.

Wirt Saunders took up his sentence. He soon became a trusted man in the prison. He kept the books and helped to preserve order. He was a model prisoner, and after ten years he was pardoned.

Minnie Allison had waited for him through the weary years of his imprisonment. Now they were married. They left Oregon and went to Spokane to begin life anew. F. P. Hogan, who had recaptured Wirt Saunders in the Douglas county mountains more than ten years before, was living in Spokane. He had become wealthy. He befriended Wirt Saunders, and Wirt Saunders proved himself worthy. He was admitted to the bar and practiced law. He was elected municipal judge and then county judge and gradually through wise investment amassed a comfortable fortune on his own account.

Some little time ago Minnie Saunders died. Her husband, broken hearted, returned to Corvallis to end his days. And there he died. He was tired and he was glad to go.

The man who had served ten years in a penal institution died with the respect of all who knew him. He was described as a typical southern gentleman, a profound student and an original thinker. He was a man who had come back.

FARM NEWS

CODDLING MOTH SPRAY

(By B. W. Cooney)
The July coddling moth spray should be applied on or before July 15th according to the trap conducted by the County Agent. Two and one-fourth pounds of arsenic to each 100 gallons should be used to secure a maximum control.

The moth spray will be in combination with 4-4-5 Bordeaux for control of apple anthracnose. Maximum control can be expected at this date if the operator covers all twigs and limbs with a thorough coating of spray materials. All growers are acquainted with the various types of sprayers used and no comment is needed further than to say that it is good business to use them in the July and August sprays.

Every fruit grower is invited to write or call at the County Agent's office if any disease or insect pest becomes troublesome. Control measures are quite definitely known for our important diseases and pests.

Brumfield Was Too Good To Oleson

And Besides He "Had a Hunch"

When the Doctor Became Solicitor

HIS name is Oleson and he is a mason by trade.

Just recently he returned from California where he has spent the last couple of years.

When Oleson came back he told a very peculiar, if not easily believed, yarn which calls us back to the days during which Roseburg was receiving a great deal of publicity through the efforts of one well-known dentist who was described in newspapers as far away as Hawaii as the "American dentist who removes heads."

It is only one of many such tales which have been left as the aftermath of the big story which spread all over the world, but Oleson told it in a very serious manner.

Times are not always prosperous for one of his trade, he claims, and along about July 1922 they seemed particularly dull. For some time he had been out of work. On one of these summer days Oleson was determined that he would not remain idle throughout the warmer season so he started out in search of something to do in order to earn his bread.

While walking leisurely along a certain country road he was overtaken by a distinguished-looking man in a powerful motor car—a red Elgin.

Oleson, at the time, had never seen this man and likewise with the driver in his acquaintance with the pedestrian.

An invitation to get in and ride was accepted after some little argument from Oleson, who explained to the solicitous stranger that he was headed for no place in which to get there. However, a ride on a hot day is not to be despised and is preferable to walking, so Oleson rode.

The conversation which took place during the ride and before the ride around town work and before the ride was over Oleson had a job. He was to cut wood for this man, whom he had learned was a dentist and from whose card stood out the words:

"Richard M. Brumfield, Dentist."

It was a splendid job, despite the fact that wood-cutting was not exactly in season, for the money paid him after his first week's work was done tallied up pretty well with the regular pay of a mason.

The next week Oleson sawed wood with increased vigor, contented now that he had a good job with good pay. Even wood-cutting wasn't so bad when a fellow could be at it regularly and not feel that he was wasting his life by loafing. It's reassuring just to have something coming in.

A week flew past and with the end of it came the doctor to visit with his

affecting fruits, flowers, berries and vegetables, and the County Agent's office is prepared to assist all growers in their production problems; bulletins and other literature can be found at that office upon any problems in agriculture.

NEW AIR MARINE Bomber

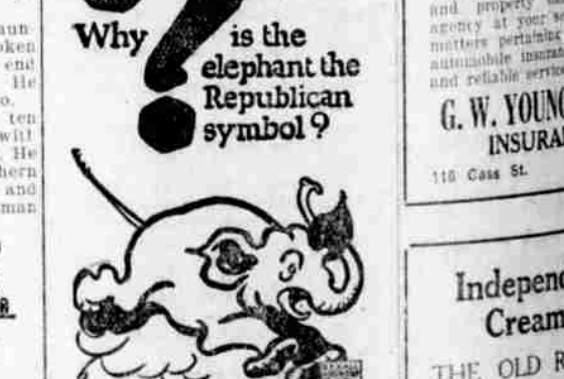
SOUTHAMPTON, July 15.—Successful tests have occurred with a new air-marine bomber built for the Spanish Government by an air-craft firm here. The plane easily "took off" as well as came to anchor on rough water. Pilot, gunner and observer are accommodated in the forward position of the boat and the bombs are carried in the hull.

SNAKE PEST IN GERMANY

WEILHEIM, Germany, July 15.—A pest of adders has made its appearance in this agricultural community and done much damage to stock. The snakes attack calves, many of which have died, and an adder brigade has been formed to exterminate them.

Eat Hazelwood at Wimberly's.

Why is the elephant the Republican symbol?



—because the famous cartoonist, Thomas Nast, used the elephant in 1874 to picture the huge Republican vote in the previous presidential election. Members of all parties vote for

Puretest Epsom Salt
as a gentle, thorough cathartic to keep the body internally clean.

Puretest Epsom Salt frees the bile ducts from stagnant secretions. A little every few days in a glass of water tones you up for work and makes you feel right or play. Very easy to take. One of 200 Puretest preparations for the health and hygiene. Every item the best that skill and care can produce.

NATHAN FULLERTON
The Rexall Drug Store
Roseburg, Oregon

Dr. C. M. McMillan
CHIROPRACTIC SPECIALIST
Diseases of Women & Children a Specialty
Rapp Bldg., 327 W. Can.
Phone 594-J, Roseburg, Ore.

Electronic Diagnosis and Treatment
(Abrams Method)
DR. HARRISON FULLERTON
Electronic and Chiropractic Physician
417-18-19 Perkins Bldg.

When in Roseburg Hotel Umpqua

Fire Insurance
Automobile insurance, theft, collision, public liability and property damage. Agency at your service. Matters pertaining to automobile insurance, fire and reliable service.
G. W. YOUNG & SONS
INSURANCE
110 Cass St.

Independence Creamery
THE OLD RELIABLE
Roseburg Branch Station at
ROSEBURG POULTRY MARKET
501 No. Jackson St.

UPSON BOARD
Let us help you
Make a
Wal
Cher
Hok
P. S. You
cost drug