

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON, MONDAY, JUNE 8, 1925.

PERSISTENT HAMMERING

There are many business men who have tried out advertising at some time in their past history, but who gave it up because the returns did not immediately come in as they thought they should. They are a good deal like a certain type of editors whom one meets occasionally. These fellows take the authority of their words very seriously. If they come out in their papers for some proposition of public improvement, they expect the public to accept the idea at once. But if a newspaper mentions some project once, and then drops it, people do not usually get waked up enough on that matter so they will do anything about it. The result is that a good many editors who lack the resolution for a sustained campaign in behalf of any public cause, will drop such a subject when they find the public did not at once follow their lead. If they had had a better conception of human nature, they would have kept hammering at the subject a long time. People have to hear a thing over and over again before it arouses their attention. But if you tell them a certain thing often enough, they will either believe it or at least be interested enough so they will take the matter up and consider it. It is much the same in advertising. Merely telling them once or a few times that a certain place is a good one to trade at, is a good thing so far as it goes, but it fails to reckon on this element of inertia in the human temperament. It is necessary to keep hammering on the idea, until the constant repetition of the same lodges it finally in their minds. That does not necessarily mean spending a large amount of money. The same effect is often produced by inserting a small advertisement over and over again, making different announcements of course so that the advertising shall seem new.

H. M. Atkinson, who is chairman of the board of the Georgia Railway and Power Company, declares we have become a nation of law breakers. He says: "What we need is fewer laws on the statute books, more respect for law and more regard for justice in the minds and consciences of men. I do not mean that we should take less interest in government. On the other hand we should take a more active interest than ever before. The greatest trouble is that too many of us have pursued the even tenor of our way and left the affairs of state to the politicians and soap box orators. The result has been that the highest offices within the gifts of the people have been brought into more or less disrepute and are seldom sought by men of marked ability and high principles. We have defaulted in our obligations to society and need an aroused public conscience with particular reference to our duty as citizens as it relates to the affairs of state and conduct of our government."

The Department of Agriculture estimates that our country has between 450,000 and 475,000 miles of surfaced roads. The report calls attention to certain wrong ideas that are current about road improvement. For the movement of every vehicle over a road, there is a certain cost, which is less if the road is improved than if it is left in a state of nature. Logically, therefore, the limit that should be placed on expenditures for road improvement is the amount that can be saved in vehicular operating costs. All roads should be improved to the maximum degree that their traffic justifies, but no road should be improved beyond its earning capacity. Another mistaken idea is that there is such a thing as a permanent road. However, state highway departments now understand that all roads, regardless of type, gradually depreciate and wear out under the wheels of vehicles and action of the weather.

Gov. Miriam A. Ferguson of Texas told the women of the Associated Advertising clubs some days ago, that women in the business world must take their womanly ways with them, or they would not succeed. The idea has been held by some, that when women got down in the muck and dust of competitive business, they would have to abandon sentimental feelings. No doubt this is wrong. A woman of that type would offer such an unpleasant contrast to one's idea of womanliness, that people would be repelled. Without sacrifice of business interests, she can still manifest courtesy, sympathy, and graciousness, and qualities that it had been thought would be handicaps, will prove assets.

It had been thought that building in this country had reached its peak, and that the shortage of construction caused by the war, had been largely relieved. Yet building operations for April are reported to be 13 per cent over April, 1924. The drift from country towns to cities has no doubt increased the shortage of dwellings. There may be houses enough in the country for every one, and yet not enough in the places where people want to dwell. The continuance of the boom shows a sound condition of business. People would not invest money so freely, if conditions were doubtful.

Many graduating classes adopt mottoes which they print on their programs as an expression of the idealism of Commencement day. How far they carry out those mottoes may be a question. They may have a very lofty one, and then do something the next day quite contrary. Yet the folks who never look at any higher standard, never attain one. Perhaps in some day of sordid temptation, the former graduate's mind may reach back to that distant day of faith and confidence, and remember that fine old sentiment of purpose, and decide he would like to adhere to it.

PRUNE PICKIN'S

BY BERT G. BATES

GOOD EVENING FOLKS—

Jupe Pluvius and his Over-worked sprinklin' can Are to be congratulated For dressin' our valley Up in its green frock To greet the

Tourists and now it's Up to us to give Our guests the Hearty handslap of Welcome and show 'em What we've got to sell.

DUMBELL DORA THINKS The Kurds live on dairy farms.

The local fellers who are continually howlin' about local traffic laws oughta try to navigate the one way streets of Portland where ever' body is wrong except yerself.

WANTED—Some one to cut a feller's lawn ever' other day for the grass for his cows. Apply this sanctum at once. We furnish the rake, you the energy.

The fishin' enthusiasts were out in the highways and byways yesterday seekin' the elusive trout while their wives were home openin' a sardine can with their pet razor.

Tommy Gibbons hit the skids Friday evenin' propelled in that direction by a jab from the mit of Gene Tunney. Even though he lost, Tommy was one of the clearest men who ever rubbed a shoe in the rosin. He lived a clean life, admired good sportsmanship, was a family man and all that—but in the prize-fight game its the man with hefty punch who gains the plaudits of the multitudes who are ever willing to point thumbs downward when a former hero is being shoved into the ropes by a younger adversary.

When we pick up the daily papers and read where Dickie Lobb is sufferin' from mental distress and is likely to be committed to a sanitarium we can't help recallin' how Harry Thaw got away with that insanity gag and later shook off the bonds that held him and started burnin' up Broadway agin'.

The barefoot season is here and the supply of rusty nails protrudin' from boards around the village is as abundant as ever.

One-piece bathin' suits are bein' worn with reckless abandon in an out of the Umpqua river and unless the damels use more discretion there's liable to be some wild waves rollin' on the ol' river.

Thirty people bit the dust in New York from the excessive heat says a dispatch today. No, thanks, we'll stay out where the sunshine is more modest, where the coolin' showers soothe our fevered brow and where we need a few extra quilts at night.

Saw a damsel walkin' along the main stem with a couple butterflies tattooed on her rolled sox. What a travesty on the beautiful butterfly.

"After seein' some of the tourists along the road we'd rather travel in a Pullman."

Heat with gas.

VACATION BIBLE SCHOOL BEGINS.

Vacation Bible School started this morning at the Baptist Church with splendid attendance and interest. There is still room for more children in the school and the registration will be held open till further notice. The hours are from 9:00 a. m. to 11:30 a. m. every school day through June 24th. All ages above six are received.

A cyclone wester will kill the weeds in your field or orchard and keep the ground pulverized. See one at Wharton Bros.

DILLARD BASEBALL TEAM BEATS YONCALLA, 6 TO 9

In a slugging contest the Dillard baseball team defeated the Yoncalla players by a score of 6 to 9 in a game at Yoncalla Sunday afternoon. The batters of both teams had their eyes well trained apparently, for they were able to hit the best offerings of the hurlers of both sides. Dillard used three pitchers, while Turpin, the Yoncalla twirler, went the entire distance, but was hit hard. The game was witnessed by a fair sized crowd.

See us for tourist supplies. Zigler-Fee Hdw. Co.

THREAT TO KILL IS CHARGED IN YONCALLA JUSTICE COURT

Harry Morrow, who resides near Yoncalla, was arrested in Justice Brown's court the last of the week charged with threatening to shoot Ed Jones, a neighbor. The two men were reported to have been quarrelling over a road through the place which Mr. Morrow has rented. The complaint was sworn out by Mr. Jones, and the defendant entered a plea of not guilty, and will stand trial. An effort is being made to require him to furnish bonds to keep the peace. The county officers are investigating the case prior to the trial, the date for which has not yet been set.

Pass the Worry Up

Let the Delicatessen cook your foods and bear the burden of what to have for lunch.

ROASTS, PIES, CAKES, TAMALES, SALADS. HOT BREAD EVERY DAY.

TUESDAY SPECIALS—Roast Beef, Corn Chowder, Spaghetti Italian, Cherry Pie, Banana Cream Pie.

VOSBURGH & WIARD

Fancy Grocers Phone 515

HEALTH UNIT MAKES REPORT ON WORK IN SCHOOLS OF COUNTY

The county health unit has completed its school examination work in the county for the year, the greater part of the schools being closed for the vacation season. The nurses have made a good record during the past year for school visitations and examinations, and a great deal of good has resulted from their work. One of the good indications was that a large per cent of the defects which were found in the first examination made by the unit have been corrected.

It is the plan of the unit to make a careful examination of all the school children, ascertaining the existing defects, and then notify the parents, advising medical attention. In very few instances have the parents failed to consult a physician when the defects were called to their attention, and as a result many children who otherwise might have been afflicted with some bad defect as they grew older, will have stronger and healthier bodies than they would have had if the examination had not been made. The health unit expects during the summer to devote its energies to hygiene classes, baby and pure school ethics, and when school starts in the fall will resume the examination work among schools. The reports of the two nurses, Mrs. Post and Mrs. Grandy are as follows:

Table with school statistics: Total number schools examined 54; Total number pupils 1583; Defects found 446 (28.2%); Tonilla 464 (29.3%); Teeth 507 (31.8%); 19% Overweight 244 (15.4%); 20% Overweight 41 (2.6%); Thyroid 85 (5.4%); Orthopedic 117 (7.4%); Defective Vision 246 (14.9%); Defective Hearing 5 (0.3%); Lymphatic Glands 52 (3.2%); Old Defects corrected (incomplete) 170; More than one defect found in many children.

Table with school statistics: Total number schools examined 46; Total number pupils 2489.

ELKS ATTENTION

If you are going to the convention at Portland in July have your measure taken at once for your suit at Wilder & Agen store. Don't delay.

Number of pupils not defective 1139 54.9; Tonilla 559 23.0; Teeth 495 15.5; 19% Underweight 676 27.2; 20% Overweight 49 7.9; Thyroid 215 8.5; Orthopedic 4 .1; Defective Vision 298 12.0; Defective Hearing 11 .4; Lymphatic Glands 53 2.1; Old Defects corrected (complete) 369 21.1; More than one defect found in many children.

Cook with gas.

FORMER TIGER NOW 54, STILL PLAYS BASEBALL

BATTLE CREEK, Mich., June 8.—A 54-year-old grandfather, who formerly wore a Detroit Tiger uniform, still is able to pitch winning baseball, despite his years. Fans who knew the Tigers in 1905-06 will remember him, John Eubanks, who came to the club the same year that Ty Cobb did. Of all the players in the American League then, just two remain, Cobb and Walter Johnson, and Eubanks has vivid memories of each. Eubanks, who lives at Bellevue near here and pitches for the Bellevue United Stone team, recalls Johnson's first game in the American League, and says that Walter's spiked shoes were the cause of the young rookie's defeat in that contest. "Walter was only 19, just a kid, when he pitched for Washington against Detroit in that maiden big-league game of his," Eubanks said. "He had never worn spiked shoes until that day, always preferring tennis shoes. "When he got on the field he fairly stumbled all over himself. He wasn't used to the shoes. But he could pitch, and the score was three to nothing in favor of Washington in the seventh inning, with none of our boys hitting. "Will Armour was managing the Detroit team then, and he told us all to hunt. Of course Johnson couldn't field the bunts with those spiked shoes, and we got the game. But we always knew it was those spikes that lost him that one." Eubanks has a son, a daughter and three grandchildren.

Favors Dr Stewart

Local legionnaires are elated with the news of the decision of Dr. E. B. Stewart of Roseburg to run for department commander of the legion at the coming convention in Prineville, June 25 to 28. In addition to his wide acquaintance among legionnaires, Dr. Stewart is well known locally—Marshfield Times.

FARM AND INCOME TAX.

Many Oregon farmers are convinced that farm fortunes will be greatly advanced by the enactment of a state income tax law, assuming that such a law will bear less heavily upon the already burdened farm properties. This idea is set forth in the annual report of the state grange master.

STATE PRESS COMMENT

Trifling With the Law

The attempt of all public authorities to suppress the sale of corrupt magazines and other literature is commendable. Municipalities generally are subjecting this feature of immoral suggestion to closer scrutiny just now than usual. The matter of incense literature persists and strangely the cleanup process goes on interminably.

After special effort the aroused public conscience usually lapses into a state of security or indifference and the dissemination of the vile stuff increases until persons or organizations whose sense of decency is shocked offer indignant opposition. And to these latter who do demand protection from the evil influences every encouragement possible should be given.

Trifling with the law by giving its defiants opportunity to disobey or ignore it and then escape punishment through a gentle notice that the law will be enforced is productive of law breakers. Not until law enforcement is a matter of fact instead of a possibility will our laws be respected and obeyed. —Salem Statesman.

Advice to the Grange

The state grange in session at Dallas appeals to the electorate to vote down the Dennis resolution that forbids the enactment of income and inheritance taxes for 15 years, and proposes the initiation of a new income tax measure to be submitted to voters at the same election. The Dennis resolution is taken altogether too seriously. There is nothing to get excited over. People are not going to exempt from taxation any kind of property for any extended period, and if they did, it would not be binding for it could be repealed at any election following.

If the grange expects to put over an income tax measure, it will have to be a fairer one than any of those it has hitherto sponsored, which have had for their main purpose a penalizing of wealth that only drives it out of industry. A fair state income tax is one that provides a flat rate of taxation, regardless of size of income, above a certain minimum, and permits an offset for other taxes paid. Such a tax will reach the wealthy taxpayers and eliminate the unfair double taxation on realty and industry that caused the repeal of the old income tax law. The grange ought to have learned its lesson. If it fathers another unfair and drastic income tax law, it will be defeated. If it presents a fair bill, it stands a chance of success. —Salem Journal.

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CORN!

Whole Corn ..... \$2.75 100 lbs. Cracked Corn ..... \$2.90 100 lbs.

Why experiment? You know Crown feeds are good. Mash \$3.00 100 lbs.

See Us First—We Can Save You Money

FARM BUREAU COOPERATIVE EXCHANGE

ROSEBURG—OAKLAND

If there is an inequity in the taxation of farm properties compared with other property, it has not yet been proved that this will be remedied by a state income tax. The assessed valuation of the state for taxation purposes is not far from a billion dollars. The surest way to reduce the tax rate per capita is to increase the value of the property in the state. We can cut the tax in two by doubling the value of the state property; and this value can assuredly be increased more quickly and profitably by adding manufacturing industries than by adding farms.

It has been proved to the satisfaction of most students of the situation, that so long as Washington and California have no state income taxes, such a tax would bar many industries from seeking a location in Oregon. Our state already has a larger proportion of income to the total population than has California or Washington. It would, therefore, seem the part of wisdom to induce manufacturing to come hither. We need new consumers more than we need new farmers. Oregon farms are vitally dependent on local consumption of farm produce. And these added consumers who will add prosperity to our farms, must be people who are not raising farm crops—factory workers and people who have chiefly to do with manufacturing transportation and merchandising. Oregon is destined to be a manufacturing state. Waterpower coming from her hills, a deep waterway to carry away her products, and a watergrade traffic way by which to bring raw material from the interior all point to the manifest destiny of this state as a manufacturing state. We cannot afford to threaten with overtaxation, industries looking toward Oregon for a new location. —Portland Telegram.

AMERICA DEPENDENT.

When we boast of America being a self contained nation, able to get along well in isolation; quite free from any need to interfere for the settlement of trouble abroad, we do greatly deserve our foolish selves. Every year we become more and more dependent on foreign countries for our prosperity. In fact as we grow more prosperous we grow more dependent.

According to the report of the Federal bureau of foreign and domestic commerce, we imported in 1924 materials raw, half finished or manufactured to the amount of \$3,575,000,000. This enormous amount was never reached before the World War; nor was ever before that war, our annual increase in imports so rapid as since 1918.

As an example of our need of raw material from abroad, with our own enormous wealth of iron ore we imported in 1924, 1,881,480 tons of iron ore. We need such ores as alloys to mix with our own ore for the manufacture of various types of steel. In other metals we heavily lean on foreigners. We have practically no tin; not enough manganese, nor vanadium nor aluminum nor nickel. All these metals we must have in our great steel industries.

How great a part rubber now plays in our industries! Not a fraction of it is raised on our own soil. Not an automobile could run without rubber. Yet the manufacture and upkeep of automobiles is now the greatest industry in America. We import leather and aluminum lacquers and other materials for automobile manufacture.

The drug trade of America would be broken up if we were cut off from goods originating abroad. All our coffees and tea, one-half of our sugar, much of the material entering into our table ware; all the silk we manufacture and wear, one-half of all the wool we use; nearly all the rope and twine fiber; practically all our linens come from other countries.

We often think that it would be well if we manufactured all the fabricated things we use, and raised all our raw material. We shall never come to that point nor is it desirable that we should. Unless we sell our manufactured materials to some outside nation, we can never become a very great manufacturing nation.

We are being rapidly and steadily wrapped up with the rest of the world so intimately, that trouble in the back counties of China or Russia, Afghanistan or Peru, means loss to us. We must keep the world practically on our feet. We have practically no tin; not enough manganese, nor vanadium nor aluminum nor nickel. All these metals we must have in our great steel industries.

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Advertisement for Spencer's A Man's Shop. Features: 20% off all shirts until Saturday, June 13. This stock includes the well known brands of Ide, Arrow, Green Hood, and Argonaut. Neckband and collar attached. The finest materials and the latest patterns and colors. A WONDERFUL OFFER. SPENCER'S A MAN'S SHOP.

Arundel, piano tuner. Phone 159-L.

SANTIAM ROUTE IS BOOSTED BY ALBANY

BEND, Ore., June 6.—Carrying a letter from Mayor Robert of Albany to Mayor R. H. Fox of Bend, a party of five Albany business men arrived here yesterday after having crossed the Cascades on the Santiam road. The trip was made with the avowed purpose of demonstrating the advantages of the Santiam road using Hogg Pass over the McKenzie road.

While the mid-Oregon posts of the American Legion failed to effect the opening of the McKenzie Pass last Sunday, the bureau of public roads is working on the McKenzie Pass cut this week with the steam shovel and local legionnaires are confident that it would be open for travel before the state convention, June 25 at Prineville. The McKenzie Pass over the mile high Cascades has been closed to traffic since the last week of October. The Santiam road was said to be in bad condition, the Albany party reported.