

MARSHMALLOW MARGUERITES

are just one of many easy-to-make dainties for which you find recipes in every can of Krause's Marshmallows.

Krause's Marshmallows

PUFF to Glorious Proportions

That's why they make such good marguerites. And why they're such fun for TOASTING around a glowing bonfire.

Always Fresh in their Blue and White Tins

Full-pound size, flat for easy packing in picnic basket. 60c
Smaller tins. 25c
Bulk Krause's Marshmallows, lb. 50c

This Gay Little Man

appears in the windows of thousands of stores to tell you where you can buy Krause's Marshmallows. Look for him.

THE-ONE
Biscuit Co.
Spokane
Portland
Seattle

CARNIVAL GIVEN FINE PUBLICITY IN JUNE VOLT

Copco Publication Devotes Much Space to Pictures and Account of Roseburg's Festival.

Roseburg's annual Strawberry Carnival is given a splendid piece of publicity by the June VOLT, official monthly publication of The California Oregon Power Company which is just off the press. This is the second medium of publicity which the Copco people have used to attract favorable attention to this important event, the first being the motion pictures of the celebration which are now being shown to many audiences by the "Copco Current Events" miniature news reel.

The June VOLT features Roseburg and Douglas County throughout and presents a most attractive array of photographs covering the various parades, the prize-winning berries and last but not least the Umpqua Chiefs who were responsible for the success of the Carnival. Pictures such as these cannot help but attract favorable attention to the article itself, which is well written and should do much to impress prospective settlers with the possibilities of the Umpqua Valley as a place to live. The following paragraph is a good example of the interesting subject matter contained in the entire issue:

"On this festive occasion are exhibited the varied farm products of Douglas County, Oregon—including babies, which, strictly speaking are not agricultural products, though some of the handsomest ones are grown on the farms. The carnival is the annual springtime festival of the residents of the Umpqua Valley. Nowhere in the entire West will visitors encounter a more joyous, more beautiful or more wholesome reflection of the spirit of a community than is to be found at Roseburg when her citizens and guests are celebrating Douglas County's strawberry industry."

The main article which is appropriately entitled "Hail, Strawberries, Hail!" is quoted from The VOLT as follows:

"We may say of angling as Dr. Hoteler said of strawberries, 'Doubtless God could have made a better berry, but doubtless God never did; and so, if I might be the judge, God never did make a more calm, innocent recreation than angling.'"

Thus, as quoted above, the quaint, lovable author of "The Complete Angler," while sounding the praise of his favorite sport, paid his respects to the strawberry, nearly two and a half centuries ago. And now, in this epoch, Roseburg, Oregon, expresses its appreciation of the strawberry by holding a three-day celebration once a year—for more than twenty years Roseburg's annual Strawberry Carnival has been the springtime Mardi Gras of southern Oregon. It takes place late in May or in early June—depending on the time when the abundant strawberry crop of the Umpqua Valley reaches its peak.

The 1926 celebration was held last month, sponsored by the Umpqua Chiefs, the booster tribe which has served so ably in this connection since its organization some three years ago. And this carnival was a huge success—from any angle you choose to consider it, it was an advance over any that have been held in the past. Each year has brought greater crowds from longer distances to enjoy Roseburg's unique festival, and this year was no exception. Though the accompanying snapshot photographs, showing but one phase of an extensive and varied program, most inadequately reflect the activities, they will give some idea of what took place to those not fortunate enough to have been in attendance.

A serious purpose behind merry-making does not necessarily spoil the fun, and it does not in this case. But the carnival has a serious purpose, as is explained in the following notes which County Agent R. W. Conroy of Douglas County, was kind enough to VOLT readers unfamiliar with the Umpqua Valley and its strawberry industry:

"The annual program for more and better strawberries is launched each year through the Roseburg Strawberry Carnival. All our devotees unite each year to tell the world that 'We Know Our Berries.' The area in the Umpqua Valley now devoted to strawberry culture will approximate 250 acres. While not large as compared with that in some other sections of Oregon, or when compared with the acreage devoted to other crops in this valley (such as broccoli and prunes), it is of consequence and increasing each year. Many local farmers and new residents are fast realizing the financial returns to be gained through the cultivation of two or three acres of strawberries. The increased interest in growing strawberries has largely come about through the activities of the Roseburg Chamber of Commerce, the county Granges and the Umpqua Chiefs. The County Agricultural Extension forces work in close cooperation with both commercial and rural organizations."

"Strawberries grow wild in many counties of Oregon, but nature has endowed certain sections of this state with soil types and climate that allow the strawberry to reach perfection in size and quality. The Umpqua Valley in Douglas County is one of them. Here strawberries have been grown commercially for many years with notable success. Here growing experience extending through many years has demonstrated the fact that certain varieties are more adapted than others to certain soils. The majority of our growers are now confining themselves to planting these or four standard varieties. The Gold Dollar, because of its early maturity, is extensively planted in the Umpqua Valley. This section of the Umpqua Valley is known throughout the Pacific Northwest for the excellent quality of its early berries. From nowhere else in the entire United States can ripe strawberries be delivered to marketing centers ahead of the Umpqua Valley growers' early product, except from the Imperial Valley in southern California. This year Myrtle Creek growers began shipping commercially on April 15.

"Our main crop variety is Improved plant hardiness and yield, but is admittedly not best suited for canning purposes. So trial fields have been planted to other varieties with the hope of discovering one having the good points of the New Oregon plus the varying qualities of the Elberts No. 121.

"A significant feature of this year's exhibit during the carnival was the participation of farm women in larger numbers than ever before, clearly indicating that the farm wife is alive to the financial returns to be made from the strawberry field. The sweepstakes prize, a silver cup, was won by a woman, Mrs. J. A. Winniford, of Albion.

"Nor did feminine success stem with the sweepstakes winner. In the competitive strawberry exhibit (which included a shortcake competition) the first prize winners were: Mrs. J. J. Kester, Roseburg; Mrs. Harry Quattrick, Roseburg; Lena Siedt, Melrose; W. D. Dixon, Edenhower; and Mrs. R. L. Whipple, Roseburg.

M. C. RADABAUGH, Auctioneer, 559 N. Pine St., Roseburg, Oregon.

SWEDISH MINISTERS TO CONVENE IN PORTLAND

(Associated Press Local Wire.)

SALEM, Ore., June 22.—The annual convention of the Oregon-Washington Swedish ministerial association of the Scandinavian Methodist Episcopal church will open here tomorrow evening and continue until Sunday evening. Scandinavian ministers from Methodist churches in all sections of the northwest states will be present at the convention. An Epworth League conference will be held at the same time. Religious discourses and business sessions in both Swedish and English will be the main features of the convention. An outing and picnic will be held Saturday afternoon.

Coming Friday night at Oriental Gardens Jimmy Benson's Troubadours from KOWW playing for a jivey dance.

W. FRANK MCCLURE HEADS NATIONAL AD COMMISSION

(Associated Press Local Wire.)

PHILADELPHIA, June 22.—W. Frank McClure, Chicago, has been named chairman of the national advertising commission, it was announced today at the convention of the Associated Advertising Clubs of America.

Other officers are: George M. Henschel, St. Louis, vice-chairman; and E. H. Kirtledge, secretary, who succeeded Charles F. Hatfield, St. Louis.

The commission is composed of 25 members representing 27 advertising associations, including the new paper, agriculture and many others.

WASHINGTON, June 22.—The appropriation carried in the McNary farm bill for a revolving

fund was reduced today by the senate from \$250,000,000 to \$150,000,000 by adoption of an amendment by Senator McNary, Republican, Oregon, sponsor of the measure.

The senate also adopted an amendment providing that the equalization fee shall not be put into operation on any crop unless members of the proposed farm board representing land bank districts producing more than fifty per cent of the product favor its application.

Arundel, piano tuner, phone 189-L.

"HEAD WET? NO DRY." IS THE INDIAN'S CRY.

GLACIER PARK, Mont.—The annual contest in the participation of the Indian tribes of the Little Big Horn on the Custer Battlefield, June 25, promises to be the weirdest number on the program.

Chief Heavy Downpour (that's his real name de plume) of the Charter National Park reservation, has been entered by the Blackfoot tribe as the most successful holder of the magic key that turns on the fountains of the clouds in the section of the country where his people live. When advised of his entry as an agitator of the Thunder Gods, the old Indian scratched his head somewhat in quest of his ability to perform offensively without nature's help away from the "home grounds", for, as he explained through the interpreter:

"Heap much more rain come down here close to mountains than fall away out there on dry prairie."

Thirty minutes will be allotted for each medicine man to "bring on the moisture" and old timers along the Little Big Horn say it looks as if luck might become the deciding factor in this contest.

MORE MILES TO THE GALLON



start

stride

finish

For sale at all Company stations and at the best independent dealers

ASSOCIATED OIL COMPANY

Sustained Quality Products

It takes in all three

Start—a quick getaway according to seasonal demands! Stride—a full continuous flow of power! Finish—mileage that stands for real economy! These three in perfect coordination is what the motorist gets out of Associated Gasoline. Associated Gasoline is always associated with "more miles to the gallon."

CONFERENCE TO BE HELD AT EUGENE FRIDAY, SATURDAY

UNIVERSITY OF OREGON, Eugene, June 23.—School men from all over Oregon will be attracted to the University of Oregon campus this week end by the annual educational conference to be held Friday and Saturday, June 25 and 26.

Dr. Harry J. Baker, clinical psychologist of the Detroit public schools, whose work includes the study of 200,000 public school children, will be one of the principal speakers, and will deliver an address on "Major Problems in Child Training," at the Saturday morning session of the conference.

Dr. B. W. DeBusk, director of the bureau of research of the Portland public schools, will speak Friday afternoon on "Scientific Measurement and the Improvement of Instruction."

The conference will open at 11 o'clock Friday morning, with an address by Dr. H. D. Sheldon, dean of the school of education, at the regular daily summer session

assembly. His subject will be "Matthew Arnold, Prophet and Critic of Secondary Education; an Analysis of Modern Tendencies in Liberal Education." "Recent Criticisms of Education from the Standpoint of Social and Civic Tendencies" and "Some Needs of the Oregon School System" are topics to be discussed at the afternoon session and the round table meeting Friday evening.

The Saturday program includes Dr. Baker's lecture, and an address by Miss Marion Brown, dean of girls at the University High school, Oakland, California, on "Moral and Social Guidance as a Modern School Problem."

BRITISH HEIR IS 32

LONDON, June 23.—Today was the Prince of Wales thirty-second birthday and flags were flying throughout the country in his honor. The bunting displays were particularly brilliant in the west end of London.

For days the half-apparent has been inundated with messages of congratulation from all parts of the world.

Corsets Made to Your Own Measure

MADE BY 5TH AVE. N. Y. CO.

Also the New Charis Combination Girdle and Brassieres for Wear With One-Piece Dress. Satisfaction Guaranteed

MRS. JONES, 206 Perkins Bldg., 1 to 5 p. m. Phone 27-F-4



Travel to San Francisco

LOS ANGELES AND WAY POINTS

BY PICKWICK STAGE

24-Hour Service, Roseburg to San Francisco Effective April 5

—STOP-OVER PRIVILEGE—

THREE SCHEDULES DAILY—LEAVING

TERMINAL HOTEL 4:20 P. M., 1:00 A. M., 8:10 A. M.

One Way Fare to San Francisco \$14.75

Round Trip to San Francisco \$29.15

One Way to Los Angeles \$26.60

Round Trip Fare to Los Angeles \$50.00

One Day to San Francisco and Two Days to Los Angeles by Pickwick Reclining Chair Stages

TRUNKS—WE HANDLE FOR YOU—SEE US

FOLDERS SENT ON REQUEST

CALL

Terminal Hotel

Phone 586, Roseburg, Ore., for Information

Again a wonderful

SATURDAY SPECIAL

Glass Ice Tea Set

An attractively shaped covered jar and six equally pretty tumblers. Optic type and the assortment comes in amber, blue and green. All popular colors. The season is here for refreshment or Ice Tea Sets.

ONE DAY ONLY

\$1.99

ZIGLER-CRAVEN HARDWARE CO

Roseburg

Phone 25

L. W. METZGER

SASH DOORS MILLWORK

Complete Line of Building Material Plate and Window Glass

Agent for Fairbanks-Morse & Co.

Phone 362

Roseburg, Ore.

WE GUARANTEE!

ROYAL CLUB

CANNED GOODS

Every can must be right, or your money back.

Economy Grocery

O. L. JOHNSON

"The store that serves you best!"

344 N. Jackson St. Phone 63



RASPBERRIES!

Are you going to can?

HEIGHT OF SEASON

BEST QUALITY

LOWEST PRICE

Through Your Grocer

or Phone 45F2