

COFFEE COMPANY MAKING CHANGE IN FIRM NAME

M. J. Bradenstein & Co., one of the largest tea importers and coffee roasters in the country, has changed its name to the M. J. B. Co. Because consistent advertising has so popularized these initials, and because they are shorter and easier to write than the extended name, the trade has for many years addressed the firm as "M. J. B. Co." It was therefore thought best to take official notice of a change unofficially adopted long ago.

The Bradenstein name dates back to 1859, when Joseph Bradenstein entered the mercantile business in San Francisco. Three of his sons later went into the tea and coffee business as partners. Two of the brothers, Manfred and M. J. Bradenstein, who died in recent years, were prominent figures in the social and mercantile circles of San Francisco. The late M. J. Bradenstein was a director of the Panama Pacific International Exposition.

Edward Bradenstein, who has been associated with the M. J. Bradenstein Co. since 1893, is the president of the new M. J. B. Co. He said yesterday: "The new name indicates no change whatever in the essential structure or personnel of the company. It simply marks the growth and the development of an institution out of what started as a personal enterprise."

Several years ago, after a widespread public demand for M. J. B. coffee and tea had been established throughout the states west of the Rockies, the sales territory was extended to the markets farther east. The company now has offices in the principal cities of the west, and also in New York and in Shizuoka, Japan. Among the first Japanese export manufacturers to crawl upon the power of advertising for sales expansion, the M. J. B. Co. has kept a constant contact with the consumer market through the use of newspaper advertising in every section where their products are sold.

NESTLING SPARROW ALONE ON BROADWAY, JAMS AUTOS

NEW YORK, July 28.—(A. P.)—It does not take much to cause a traffic jam on Broadway. Even one of the billions of sparrows can do it if he happens to be a very small sparrow, quite unable to fly.

On the hottest afternoon of the year an angry traffic cop showed his way through a crowd that threatened to spread from the sidewalk into the street. He found a nestling, apparently enjoying his position at the center of things.

"Huh!" said the cop. "Can't arrest him for blocking traffic. What'll we do with him?" Much craning of necks failed to discover a nest on any of the high buildings, and the problem was becoming serious when a girl, green-eyed and with many beads, picked up the cause of the trouble. "I'll take him," she said. "My canary just died."

MORE OF FRENCH QUOTA SEEK HOMES IN AMERICA

PARIS, July 28.—(A. P.)—With the new quotas available for immigrants to the United States on July 1, it was revealed at the American passport bureau that nearly half of the 4,000 French quota for the year had been taken. Last year at this time only a few applications for visas were on file.

The particular reason for the larger number is said by officials to be the larger number of servants being taken home by American tourists who have spent several months living in France in their own apartments where they had good French servants.

MACINTOSH HONEYMOON

EDMUNDBURGH, July 28.—(A. P.)—Constantine Talmadge and her Scotch husband, Captain Alastair Macintosh, are making an automobile tour of Scotland which will last for nearly two months. This is Miss Talmadge's first visit to Scotland which is a delayed honeymoon.

TROUBLED FRANCE SPENT MORE ON AMUSEMENTS

PARIS, July 29.—(A. P.)—Every class of amusement in Paris last year had a greater patronage than in 1924.

Those in the French capital paid approximately \$12,000,000 to all amusements, from which one million dollars was realized on the tax for the hour. The state took over a million as its tax.

UNKNOWN VILLAGE FOUND IN REMOTE ARTIC REGION

RIGA, July 27.—A hitherto unknown village in a remote interior of the Arctic zone is reported by the Russian officer, S. Popow, in the "Russkoje Wrenja." On his wanderings through northern Siberia, Popow stumbled on a village of 28 male and female inhabitants who had never seen a stranger before. Their village is thousands of kilometers from any human habitation and enclosed on three sides by a vast bog. Popow, who lived among the villagers for two years, describes them as being almost primitive in their habits and instincts and as having but a vague notion that they are Russian. They speak Russian, but so profoundly interspersed with old Slavic words as to be almost unrecognizable.

NEWSY BITS

NEW YORK—Unelch Sam is enjoying boom times. His president thinks it is due in part to tax cuts. His nephews are buying more automobiles, for General Motors nearly doubled its profits for the first half of the year and surpassed the earnings of U. S. Steel, which had the largest profit since the war. Freight car loadings have made a new record. Railroads show high earnings. Copper is going up.

FEZ—Abd-el-Krim is broke. The erstwhile potentate has only something like half a million francs or \$10,000 or so. And the economical French government is trying to pick out a place of exile where the cost of living is low.

BRUSSELS—Its going to cost quite a bit more to see the bathing suits at Ostend. Belgians can't find accommodations at hotels so the government is going to raise the tax on foreigners. France hasn't plenty of dough yet, but it still takes plenty of suit to bathe at Deauville.

REDDING, Calif.—Huge boulders being carried in the thick flow of mud down the side of Mt. Shasta has created the resemblance of a movement of lava. Mud from the mountain is discoloring the Sacramento River 150 miles away.

FRESNO, Calif.—William G. Walker, chief of police, is mentioned here as a possible successor to Colonel Ned M. Green, prohibition administrator under suspension in San Francisco.

LOS ANGELES—A mania for writing worthless checks has ended in a prison term for Miss Edith Marjorie Truett, member of a wealthy family. She has been sentenced to one to 14 years in the penitentiary.

LOS ANGELES.—Differing only in setting to the breaking up of a crap game, the spectacle of fashionably gowned women standing to waiting limousines, was seen here, when prohibition agents raided a saloon.

SEATTLE.—United States Senator Wesley L. Jones is a dry, but he isn't bragging about it in the coming election. He said that he will avoid the question unless his opponents make it an issue.

SAN DIEGO, Calif.—Sixty airplanes were landed on the flying deck of an aircraft tender while the vessel steamed yesterday off Point Loma. The feat is believed to have set a new record.

MOVIE NOTES

LIBERTY THEATRE—Swinging forward with the strides that scale the heights of film fame overnight, Lefty Flynn is fast building himself a following that rivals that of the late Wally Reid. Given a few more vehicles like "High and Handsome," "The Traffic Cop," and "Glenister of the Mounted" he will make a Swiss Alpine climber look like a deep sea diver, so rapid will be his ascent to an altitude record of popularity. "Glenister of the Mounted" is now showing at the Liberty theatre, and it is safe to say that the big banky athlete has never been seen in a more attractive role, or one that more suited his inimitable personality. Harry Garrison directed the picture, and he has acquitted himself with great credit. The story is an original by Arthur Guy Empey, recently published in magazine form, and it has been cleverly adapted by William E. Wing.

ANTLETS THEATRE—One of the most thrilling battles ever staged on the screen, and comparable to the historic fight in "The Spoilers" or "The Clansman" is one of the incidents in "My Old Dutch," the spectacular English romance which Carl Laemmle presents as a Universal-Jewel feature at the Antlets theatre commencing today. Pat O'Malley, hero of "Foot's Highway," and other strenuous roles, battles with Edgar Kennedy, redoubtable battler in "The Leather Pushers." It is an old time English fight, with bare knuckles—one of the old time frays that existed until the days of John L. Sullivan.

The battle, while one of the big thrills of the picture, is only an incident in the picturesque story, a romance of London coasts like in which the love of a couple is told over a period of a lifetime. May McAvoy plays her first role since her return from Europe in "Ben Hur" in the new picture. Pat O'Malley, Cullen Landis and Jean Herschell are other principals in an all star cast. Edgar Kennedy, Agnes Steele, former British music hall star, Jane Winton, of the Follies and other well-known players are seen.

Hats off To the News Review classified ads. They got results.

DAILY WEATHER REPORT U. S. Weather Bureau, local office, Roseburg, Oregon, 24 hours ending 5 a. m. Relative humidity 5 p. m. yes. 22 Precipitation in ins. and Hundredths Highest temperature yesterday 83 Lowest temperature last night 49 Precipitation last 24 hours 0 Total precip. since last month 6 Normal precip. for this month 32 Total precip. from Sept. 1 1925, to date 23.78 Average precip. from Sept. 1 1925, to date 24.11 Total deficiency from Sept. 1 1925 10.38

1925—1926, (September to May, inclusive) 31.12 Fair and warmer tonight and Thursday, decreasing humidity. ARTHUR W. PUGH, Meteorologist

LOCAL NEWS

To Diamond Lake—Mr. and Mrs. E. K. McLeodon are spending a few days at Diamond Lake enjoying a short vacation.

Mrs. Hampson Home—Mrs. O. E. Hampson and Mrs. H. W. Mercler have returned from Portland after spending a week with Mrs. Mercler's mother, Mrs. C. M. Craven.

To Visit Son—Mrs. B. J. Hittson of Houston, Texas, is visiting in this city with her son, S. N. Young. She expects to remain in the city until about September 1.

Divorce Suit Filed—Suit for divorce by B. M. Barrett against Rogers Barrett. Cruel and inhuman treatment is charged. The plaintiff is represented by Attorney M. F. Rice.

Henry Easton Here—Henry Easton, formerly of Roseburg, now supervising manager of the Eagle grocery chain stores in Portland, is visiting in Roseburg with his mother, Mrs. George Chandler.

Resigns Position—Woodley Stephenson, who has been employed for several months as night fire truck driver, has resigned his position and is taking a position at the Palace of Sweets. His resignation becomes effective on August 1.

Leave For Beach—Mr. and Mrs. Bert G. Bates left yesterday for Rockaway Beach, where they will join Mr. Bates' mother, Mrs. B. W. Bates and will enjoy a short vacation. They came overland by auto to Roseburg, and are so well pleased with this section of Oregon that they have decided to remain, provided Mr. Radabaugh, who is an electrical worker, can find suitable employment.

Marsters Are Home—Mr. and Mrs. Reuben Marsters have returned from a week's vacation spent in Seattle. Their daughter, Dorothy, who accompanied them, stopped at Salem to visit her sister, Mrs. Harry Percy. Mr. Marsters gives an enthusiastic account of the city of Longview, which though comparatively recently started, is a beautiful thriving city, known as the model city of the northwest.

Visiting With Sister—S. W. Bertram, wife and son, of Chicago, arrived in Roseburg yesterday to enjoy a visit with the former's sister, Mrs. F. B. Darrow. This is Mr. Bertram's second visit to the west and he is greatly surprised at the great advancement achieved throughout the northwest. In company with Mr. and Mrs. Darrow the visitors left today for Crater and Diamond lakes, where they will spend a few days.

Leave For Seattle—Mrs. Anton Miller, of Hamburg, Iowa, and Mrs. Fred Slicker of Rock Port, Missouri, sisters of Mrs. W. D. Kuehling of Roseburg, who have been visiting in this city for the past month, left this morning for Seattle. Mrs. Kuehling accompanied them as far as Seattle, where she will visit with friends and relatives for several weeks.

Longview Represented—John A. Dostwick, representing the Long Bell Co. of Longview, Wash., is in the city for a few days. Mr. Dostwick is doing some effective advertising for his company and the city, distributing descriptive pamphlets of the thriving community he represents. He will continue his trip to the southern part of the state before returning north.

COOS BAY MEN HERE TODAY TO MEET CO. COURT

Hon. Charles Hall of Marshfield, accompanied by J. Benjamin Hall of Eugene, and E. W. Gates of Marshfield, arrived in Roseburg this afternoon for the purpose of conferring with the county court relative to starting of construction work on the Marshfield-Roadway section of the Roseburg highway.

Mr. Hall is president of the Coos and Curry telephone company and Mr. Gates is superintendent of the company. As this concern operates also in Reedsport the construction of the highway will necessitate some changes on the part of the company in the equipment and lines serving Reedsport. Marshfield people, Mr. Hall says, are very anxious for the completion of the state road between Coos Bay and Reedsport as it will not only open up trade connections, but will open beach resorts at Winchester Bay and other points.

Special price of \$19.00 for Simmons 2-inch bed complete with all-steel Mooreport spring and 48-lb. wool mattress, delivered anywhere in or near city. Don't wait! Powell Furniture Store.

SMALL FINE ASSESSED

Charges against Georgiana Carver and Earl Stover of Eugene, arrested yesterday for drunk and disorderly conduct, were changed today to charges of operating a car without a driver's license, and a minimum fine of \$1 and costs assessed against each. Officers lacked evidence to support a charge of drunkenness, it was stated.

Former Residents Here—Mr. and Mrs. Louis Bellife, of Oakland, California, are visiting at the home of Mrs. L. B. Moore, and are greeting old friends in this city. Mr. Bellife will be remembered by many of the older residents of this city, having been one of the best known musicians in Roseburg and active in band and orchestra work in the office. He is now employed in the city of the San Francisco Bulletin.

Fire Department Called—The fire department was called out last night for a grass fire in Laurelwood. Residents started a fire to burn off grass along the river bank and a stiff breeze came up and fanned the fire out of control. The fire department had gathered for fire and there were a large number of the firemen on hand when the alarm came in. As there were plenty of men to control the fire it was allowed to burn over the large grass area so that there would be no further danger.

STATE GLEANINGS AND NEWS ABOUT PEOPLE WE KNOW

EUGENE—A claim against the Southern Pacific company on account of the death of Robert D. Evans, of this city, who was killed at Albany several weeks ago while employed as trainman, is the reason for the appointment of an administrator of the state yesterday. He was killed June 1 and was aged 27 years. Mrs. Edith B. Evans, his widow was named as administrator and C. D. Rorer, Harold Boynton and B. H. Hovey were appointed appraisers.

SALEM, Ore.—Articles of Incorporation were filed here today by the Western Fish Lift company of Reedsport. Capital stock is listed at \$25,000. J. R. Wheeler, Albert Ross and J. H. Austin are the incorporators.

ELECTION CROOKS RAPPED BY REED

(Associated Press Local Wire.) CHICAGO, July 28.—The man who contemplates the liberty of the ballot was admonished "worse than any murderer who has dipped his hands in blood," by Senator James A. Reed of Missouri in an address here.

The chairman of the senate committee investigating senatorial campaign expenditures in Illinois in speaking before the Missouri society of Chicago, also assailed foreign entanglements and the world court, which he saw as something not unlike the doctrine of the radical reds of Europe.

FIRE FIGHTERS YIELD MONEY TO HOLDUP MEN

(Associated Press Local Wire.) SPOKANE, July 28.—Five fire fighters returning here today from Sand Point, Idaho, where they were paid off yesterday, reported to police that they were robbed of more than \$1,000 by two bandits who held them up on a freight train last night.

Sums ranging from \$3 to \$78 were taken from the men. Known victims numbered 13, but it was believed probably that several others whose loss had not been reported, also were robbed. After they robbed the fire fighters, the bandits bolted the doors of the freight cars in which they were riding, and their captives were released at Rathdrum, Idaho, when trainmen heard their calls for help.

Say you contractors! Buy your paint at Powell's Hardware Store. Wholesale cost on all gallons of paint. Come in and see us. \$1000 stock of paint at wholesale price to go at once.

BREITENBUSH SPRINGS INVOLVED IN BIG SUM

(Associated Press Local Wire.) SALEM, Ore., July 28.—Filing of foreclosure proceedings in circuit court here yesterday against Joseph M. Healy and the Breitenbush Hot Springs company for a sum aggregating over \$15,000. Healy owned ownership of the springs in the Cascade near the head of the Santiam river.

Breitenbush Hot Springs are visited each year by people from many parts of the United States. Pietro, the internationally known accordion player, makes an annual pilgrimage to the springs from New York City and remains a month there.

These burner Perfection ovens reduced to \$8.00. One 12-cup burner wickless for only \$5.00. Motor back guarantee with every purchase at Powell's Furniture Store on Jackson street.

PEARS MOVING.

(Associated Press Local Wire.) MEDFORD, Ore., July 28.—Eighteen cars of Rogue River Bartlett pears were shipped yesterday to eastern markets, making the total to date sixty cars.

MARKET RATINGS

(Associated Press Local Wire.) PORTLAND, Ore., July 28.—Values are still soaring in the local fresh egg market. All grades are higher on the dairy exchange today with extra and current receipts up 2c at 34 and 29c respectively. Other grades were posted a cent higher. Re-

Children's Shoes Values to \$2.50 \$1.00 Children's Shoes Values to \$3.00 \$1.45

For Children Only Starts Thursday July 29 For Children Only Starts Thursday July 29

Children's Shoes Values to \$4.00 \$1.95 Boy's Shoes Values to \$3.50 \$2.45

Children Only! Roseburg Booterie Shoes That Irrate and Fit Your Feet

Every Boy Wants a Pair of Hi-Kicks Here's Your Chance \$2.45 \$2.95 \$3.45

Children's White Cotton Stockings 10c Roseburg Booterie Shoes That Irrate and Fit the Feet

Children's Blonde Kid Slippers \$1.65 Children's and Misses' Oxfords \$1.45, \$1.85 \$2.35, \$2.65 \$2.85, \$3.35

Boys \$5.00 Oxfords \$3.35 Boy's Shoes Values to \$4.00 \$2.95

Corsets Made to Your Own Measure MADE BY 6TH 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-F4

BLACKBERRIES WANTED 5c lb. Cash Delivered at Roseburg Crates Furnished Umpqua Valley Canning Co. Roseburg, Oregon

DR. DEAN B. BUBAR OPTOMETRIST Specialist in the Fitting of Glasses 116 Jackson Bl.