

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday by The News-Review Co., Inc.

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Entered as second class matter May 17, 1920, at the post office at Roseburg, Oregon, under the Act of March 2, 1879.

SUBSCRIPTION RATES

Daily, per year, by mail	\$4.00
Daily, six months, by mail	2.00
Daily, three months, by mail	1.00
Daily, single month, by mail	.50
Daily, by carrier, per month	.50
Weekly News-Review, by mail, per year	2.00

ROSEBURG, OREGON, THURSDAY, SEPT. 16, 1926.

THE AGE OF TRANSITION.

One of the familiar phrases of public speakers and writers is to say that "this is an age of transition." It is meant by that, that we are in the midst of a kind of uncomfortable period, when we have lost some of the old established customs that produced good effects in the old days, and that while new principles and customs are being developed to take their place, these have not been sufficiently established so that they fully regulate society, but no doubt they will do so some day. And so our orators have been saying for many years, that this is an age of transition, and trying to make us feel more comfortable, on the theory that after a little, when things get more settled, the evils that perplex and annoy us now will no longer be so powerful. The truth of the situation is, that every age ever since the human race began to advance, has been an age of transition. The people are constantly advancing, and yet they never seem to "get there." If they gain in one quarter, it often seems as if they lost somewhere else. And yet few people desire to go back to the so-called good old days. It is doubtful if morals were any better or business any more honest then. It would be more comfortable to many people, not to live in ages of transition. They would like to settle down in the good old ways to which they were accustomed, and have things just the same as they were years ago or when they were young. But with the intense desire for progress that is characteristic of this country, they will not find such states of society around here in Oregon anyway. Our people are impatient of old evils, and they would rather put up with some turmoil and disturbance, if they can see signs of movement.

BRINGS DIRECT RESULTS.

"There will be a tremendous increase in newspaper advertising in the near future, because it is the advertising that brings direct results in sales," declared James H. Rand, Jr., in a recent address before the New England Conference of the district managers of the Keady Rand Sales Corporation. "I believe the newspapers present the most powerful advertising medium," stated Mr. Rand. "Newspaper publicity gets its story across to the people you want to sell, it is read, and consequently exerts a definite force in the making of sales."

"The newspapers are lessening sales resistance and reducing selling expense whenever they are used. One reason why newspapers merit first consideration, is that everyone reads them. Although there is more reading matter published today than ever before, there is far less reading. But everyone reads the newspapers. The average man would as soon miss breakfast or dinner as miss his morning or evening newspaper. No matter how much of his time is diverted to his car, radio, golf game or movie theater, he will always glance through his paper before he is ready to call it a day."

If you look at many of the modern high schools, you will find quite a lot of automobiles parked around them, used by students to go to and from school. Quite a contrast from those old days when the boys and girls used to walk two or three miles each way to school? At the colleges the use of automobiles by students is a problem. Some are forbidding their use by undergraduates. It may seem hard to a boy or girl who has always had the use of a car, to have to get along without it while at college. Yet the old atmosphere of study and attention to healthful athletics, can hardly exist if a large part of the students spend their spare time chasing around the country in those cars. The use of an automobile by students ought not to be regarded as a privilege belonging to them by right, but as a reward for specially good behavior. One would think that with all the delights of college experience, this exterior form of amusement might be dispensed with there.

One good way to advertise a town, is to prepare and use postcards illustrating that town and its attractive scenes. All towns have attractive spots and scenes of general interest, that can be reproduced in post card form. Then the residents of a town need to co-operate, when these postcards are prepared, by buying them and using them in sending messages to their friends. If the people who use cards with stereotyped and meaningless messages, would show an interest in sending around representations of their home town scenes, something would be done to advertise their community.

ILLINOIS BOXING COMMISSION HAS ROW ON ITS HANDS

CHICAGO, Sept. 16.—The Illinois boxing stew, which began to bubble Tuesday, when the state athletic commission suddenly called off the Roseburg-Taylor championship bout scheduled for tonight, boiled over today as principals unleashed a series of statements and charges.

O. W. Huncke, chairman of the commission, denied reports that he

has submitted his resignation, but admitted he intended to resign as soon as he could put the matter before Governor Small.

"I have not resigned," Huncke said.

While Huncke was meeting newspaper men, Harry Seval of New York, manager of Charles Phil Rosenberg, the suspended and disqualified title holder, issued a statement in which he charged in federal court on charges of bribing county jail officials during his incarceration for violation of the prohibition laws, had been named to receive Rosenberg's \$50,000 guarantee from the promoter in advance.

Rosenberg, Seval and all their aides were suspended for life from the Illinois ring by the commission's order Tuesday.

PRUNE PICKIN'S

By BERT G. BATES

GOOD EVENING FOLKS

Down here in Hollywood they talk about getting aside one week in the year as "Don't poison your husband week."

DUMBELL DORA THINKS

Fat girls are like vests as the boys prefer to leave them home in the summer time.

The village college feller will soon be returnin' on the weekends from the institutions of higher curricula and showin' the folks at home some of their new fangled gol dang foolishness ideas.

Ye ed gotta a good look at Alvin Simple Mc the other p. m. but to dnt's we haven't had a glimpse of her algebraic sister, "Miss X," which evidently equals the minus quantity.

Bein' in Hollywood durin' the deer huntin' season means that we'll hafta forego the pleasure of havin' a mess venison for breakfast and omigosh how we'll miss that hunk of jerky to chaw on this winter.

Judgin' from the pessimistic wails of a few of the fellers who have been moved from Roseburg to Eugene, the woodpeckers will soon be peckin' the depot down. It's a gol dern good thing that the citizenry of Roseburg is composed of some real red-blooded individuals who have foresight enough to vision a greater and bigger Roseburg in spite of calamity howlers who have their orbs obstructed by a dense growth of cobwebs.

We rec'd a farewell letter the other day from our feller Kiwanian, who wished us well on our journey into moveland. That's the kinda friends to have—those fellers who can say a kind word that gives you a boost. The trouble with so many "friends" in this day and age is that they are always secretly hopin' you'll take a flop and hafta crawl back on your hands and knees beggin' assistance. We take this means of thankin' the Roseburg Kiwanians for their kind message. It spurs us on to greater effort, gang. Thanx a million!

Down here on Holl'd boulevard we've noticed that the gals who roll up their eyes usually roll down their sex.

Was down to Venice beach last Sunday and oh man there's no wonder the waves are so dern wild.



Late Perkins Sec.

"The guy who marries a woman lawyer is plum crazy."

George E. Goodell, Grants Pass business man, is in Roseburg for a day or so attending to business affairs.

DR. NERBAS
DENTIST
Painless Extraction
Gas When Desired
Pyorrhea Cured
Masonite Bldg.
Phone 485



BY PROXY.

In my large, easy rocking chair I sit and read wild tales of strife, of strange adventures everywhere, of men who lead the red blood life. And I can thrill with one who sits upon a broncho's active spine, and hangs on while it's throwing fits, refusing to take in his sign. I love him when he leaves his steed, with sweat and sandbars in his hair, but as for me, I'd rather read such stories in a rocking chair. However well a man may ride the nag that sunfished, bucked and raced, there are abrasions on his hide, and half his vitals are displaced. He bravely smiles when men applaud, pretending that he has no hurt, but there is anguish, fierce and broad,avoring round beneath his shirt. So let the hero gain his wealth, but such a course is not for me; I read about his deeds beneath the branches of my banyan tree. One gathers pain, perhaps a hearse, from riding on a loosed mare, but no one ever is the worse for riding in a rocking chair. The country's full of wights like me, who read gore stories in the sun, and so on all the stands we see the he-man stories by the ton. They're mostly read by portly gents who've spent their lives on humdrum chores, who never slept a night in tents, or saw a campfire out of doors. They've never seen a bucking nag or watched a herd of milling steers; to put the snickers in a bag has been their task throughout the years. But they must have adventure, too, by proxy ride on maddened nags, and so they buy a cord or two of he-men, open spaces nags. I hear men say, "It is a sin, such books are sold to growing lads," and I regard them with a grin—the chronic readers are the dads. The readers are the old fat boys who dealt in prunes and creamed o' steers, and who'd deprive them of the joys that solace their declining years?

State Press Comment

Their Sound Judgment.
Published reports of the attitude of Rogue River and Hood River fruit growers toward the tolerance limit of residue on fruits indicate a purpose in both districts to meet the requirement.

It adds to the burdens of the growers. It adds to the cost of production. It is a matter of regret that this new charge had been laid upon the fruit industry.

But business is business, and there are inextinguishable rules in successful business. The Medford and Hood River fruit interests seem to have full purpose to meet those rules.

They recognize that the consumer decides what he will or will not buy. The kind of package, the character of contents and all the other incidentals of the transaction must suit him or he will make no purchase.

For a long time we tried to tell South Americans how goods and products we sold them should be prepared and packed. Our business there failed to grow. When we studied his tastes and found out the form and conditions in which he wanted our stuff, and applied those forms and conditions, the South American became a heavy buyer.

Great Britain has been a heavy consumer of Oregon fruits. If health boards and consumers over there ask for "de-sprayed" fruit, the thing to do is to send them "de-sprayed" fruit. As the Hood River committee says, not only send them "de-sprayed" fruit, but capitalize the fact by telling the world that "de-sprayed" fruit is our specialty.

It may make no difference in safety, that an apple has been "de-sprayed". But if British consumers are taking sprayed fruit seriously, what better sales argument than to give them our stuff "de-sprayed"?

The attitude displayed by the committee in Medford and Hood River is so intelligent, that the spray residue should become a passing incident to be quickly forgotten in the weightier things of tomorrow.

The Medford pear industry cannot be permanently harmed. The world produces no finer fruit. No district is better suited to pear production. Consumers will more and more demand it, and while the passing episode of the present controversy may be discouraging to growers, it leaves no permanent mark on the delicious Rogue River pear.—Portland Oregonian.

A Threatened Handicap.
Just why Oregon should be singled out by her own people as a field for the experiment of an income tax is difficult to understand. This state above everything else needs more capital that will invest in productive industries. The opportunities for such investment are practically the same in all three of the coast states. In Oregon and Washington they are almost identical, while California's great resources also are susceptible of indefinite expansion as capital is available.

In the face of these conditions, there are many Oregonians who pretend to seriously believe that, everything else being equal, investors will come into Oregon and pay an income tax premium for the privilege of engaging in a business which they could conduct in either California or Washington without paying an income tax. The Telegram has never questioned the merits of an income tax law in the abstract. This paper has frequently expressed a desire to see this method of raising public funds tried out simultaneously by Oregon, Washington, California and other Western states with which we must compete for population and capital.

For the least developed of these states to be handicapped with an income tax while its neighbors made no such discriminating levy

DANCE AT LONGS HALL

COLES VALLEY
Saturday Night
September 18th
MUSIC BY
STAR FOUR ORCHESTRA
LET'S GO!

against industry would be suicidal. In providing highways, opening harbors, building schools and otherwise making the state an attractive place for the intending investor, Oregon and her subdivisions have shouldered a heavy debt, but most of the money has been well invested, and we have made but few mistakes that have not also been made by our competitors. With so much constructive work accomplished, it would be a monumental blunder to do anything that would check the flow of men and money into the state.

Mr. Ralph B. Lloyd of Los Angeles is a recent investor in Portland, and the fact that he saw enough merit in Oregon to invest more than \$2,000,000 here makes his views on the matter of special interest. There was considerable agitation over the income tax about the time that Mr. Lloyd was investing here, and only the assurance of many prominent people that the income tax bill would not become effective induced him to complete the deal.

"It was not," said he, "the fear of the amount of tax that I might be called upon to pay, but it was the fear that the outside people in other states would misunderstand the people of Oregon and would be afraid to come to live and invest in your state." Continuing, Mr. Lloyd said:

"Now, Oregon is just beginning to get up momentum in the movement of people across her borders and if she will conduct her internal affairs so as to be able to compete with California and Washington, she is going to see the greatest development and growth of population and business in her history during the next five or ten years. In this way her tax burden will be lightened, for there will be many to carry the burden, where there are few now. But, on the other hand, if by ill-adviced laws she stifles this flow of new blood into her territory, she will have to carry an ever increasing overhead with a per capita increase of taxation."

Oregon will get no relief from the present tax burden by the passage of an income tax law that would divert the flow of capital from the East to Washington on the north and California on the south. Capital is independent and when we erect barriers to keep it out, it will readily take the hint.—Portland Telegram.

Why The Discrimination?
The Capital Journal was the first newspaper to call attention to the outrage perpetrated by the federal bureaucracy upon the pear growers of the Rogue River valley by the so-called regulation and sanitary restrictions which have demoralized not only the markets, but the industry and cost the growers hundreds of thousands of dollars. Since then the Oregonian has rendered a public service by giving statewide publicity to the facts ascertained by staff investigation. The Medford papers have, however, maintained silence lest they "injure" the industry—as if the truth could injure anything half as much as an unfilled rumor that mangles itself.

One phase of the matter has not been explained, and that is why Rogue River pears were picked upon by the red-tape bureaucracy and California and other pears that use the same spray not molested? Why the discrimination against southern Oregon? Is it because the Rogue River pear has become a serious competitor both in the east and Europe because of superior quality?

For 30 years the same spray has been used not only on Oregon but on California, Washington and other fruit and there has never been a case of poisoning or other injurious effect. Yet this little fruit district that produces less than a tenth of the coast pears shipped to eastern markets as fresh fruit, is singled out as a horrible example and the other 90 per cent of which the same spray was used, is left unmolested.

Perhaps the solution desired it to send the Oregon fresh pears out, as the canned Oregon pears are sent, under a California label—for California seems to it that its fruit is damaged. Its congressmen are not asleep on the job, like our own.—Salem Journal.

WORD RECEIVED OF DEATH FORMER ROSEBURG RESIDENT

Word has been received here of the death of Mrs. Volney London, for many years a resident of Roseburg and well known in this community. Mrs. London died Tuesday evening, evidently in Los Angeles, as the message was dated from that place. Mrs. London had been making her home in San Francisco. She resided here for a number of years while her husband was employed as a railroad conductor out at this city, but for the past fifteen years has been making her home in California. She is survived by a son and a daughter, both of whom are in Los Angeles.

Business Visitors.
Mr. and Mrs. Ben Schmidt, residents of Medford, are in Roseburg visiting and looking after business interests today.

HEAVY FRUIT LOSS IN PRUNE DRIER FIRE AT CARNES

Between 450 and 500 bushel of prunes were destroyed in addition to the loss of the building and equipment when the J. Howard Carnes prune drier at Carnes Station was burned yesterday morning, according to Mr. Carnes, who was in Roseburg today. The drier caught fire shortly after 6:30 a. m., the owner stated, the fire being discovered shortly after the night crew had gone off. Mr. Carnes was at the barn feeding the stock, and as he came out saw the front of his drier in flames. He was unable to save anything from the building, which, with its contents and equipment, was a total loss. Practically all of the fruit in the building was from his own orchard, Mr. Carnes says. He had about 450 bushel of his own fruit in the drier according to his estimates and about 25 or 30 bushel of prunes which were being dried for neighbors. The loss is partially covered by insurance. Mr. Carnes states that he expects to construct a new drier before the next season and will probably erect one of larger capacity. The burned drier was a 6-tunnel plant.

(Associated Press Local Wire.)
SALEM, Ore., Sept. 16.—The Hugh Guttry 12-tunnel prune drier south of Sheridan was consumed by fire in 20 minutes this morning. The loss is estimated at \$10,000, partially covered by insurance. Rain yesterday saved the large warehouse with one of the largest crops in the history of the district. The drier was located in what is known as the Red Prairie district.

PRICES LOWERED ON OVERLAND CARS

Following a statement made by John N. Willys, President of Willys-Overland, Inc., upon his return from Europe early this week, that recent improvements in factory facilities at the plants of the organizations had materially reduced manufacturing overhead and that prices had been holding up in a manner entirely unexpected at this season, a sensational cut in prices on all Overland models was announced today, the cuts averaging from \$40.00 on the Whippet Sedan to \$120.00 on the Overland Six Sedan DeLuxe.

Coming at the end of what has been the largest month in volume of sales ever known in Willys-Overland history, this price reduction is looked upon as an indication that Willys-Overland is taking the position of passing all excess profits, coming as a result of increased output, on to the car buyer.

Prices in the Willys line are dropped in the new schedule from \$735 on the Sedan Model to a new price of \$695; from \$735 on the Coupe Model to \$685. This brings the Whippet into a closely competitive price range with its only other competitors in the light car class with the advantage from the buyer viewpoint that it is regularly equipped at these new prices with four-wheel brakes, full balloon tires and other constructional features which are exclusive with this model in its size class.

The most sensational cut in the Overland Six line has been made on the Overland Six Sedan DeLuxe on which the reduction is \$120 from \$1995 to \$1875. The price of the touring car has been cut \$70 to a new low level of \$825; the coupe has been cut \$70 to a new level of \$825; the two-door Sedan \$100 to a new price of \$825. These four models are offered with two-wheel brake equipment, four-wheel brakes being furnished at an additional cost of \$50.

The new prices on the Overland Six line brings all models below \$1000 f. o. b. Factory. The new Overland Six prices have brought this model down to a point where the price difference between the lowest priced six on the market, and the Overland, in the two-door coupe model is negligible despite the fact that the general dimensions and specifications of the Overland make it the largest car in its general size class.

No changes have been made in the prices on the Willys-Knight model built by the same manufacturer.

It has been known in the trade for some time that sales on all Overland models have exceeded the original factory specifications and that production has been steadily stepped up since the first of the year. It has also been known that Willys-Overland have set high aims as they relate to quantity output and that all manufacturing sales plans have been laid with the idea of keeping prices down to the lowest levels consistent with the profitable operation of the company. The new prices on the Overland models have, however, reached a lower level than any in the industry has anticipated in view of the fact that numerous mechanical improvements have been made in the Overland Six Models during the past several months and that the original price on the Whippet models were held surprisingly low in face of the constructional features of this light car.

They came as a boomerang in face of the apparently authoritative statement given out earlier in the week from other trade sources, that prices had reached a low level which would apparently remain stationary for some time to come.

Mrs. Charles G. Stanton
TEACHER OF
PIANO HISTORY HARMONY
PROGRESSIVE SERIES
MOORE FUNDAMENTAL MUSIC SYSTEM
HIGH SCHOOL CREDITS GIVEN
Studio 702 S. Pine St. Phone 75-J

MANY LETTERS ARE RECEIVED BY AIR MAIL ROUTE

Letters from the first flight of the Seattle-Los Angeles air mail route were received here yesterday by a number of local residents. Many of these letters were in the form of souvenirs sent by friends or relatives marking the inauguration of this service, which doubtless is due to become an important factor in future years.

A letter mailed by Bert G. Bates from Los Angeles at 12:01 a. m. yesterday was delivered at the Roseburg News-Review office by Postmaster Reindle personally at 4 p. m. yesterday afternoon. The letter was carried by airplane from Los Angeles to Medford and by train from Medford to Roseburg arriving in an elapsed time of 16 hours.

The Medford Chamber of Commerce and Medford business houses in cooperation sent out attractive greetings announcing the opening of the "Only air mail landing field in Oregon."

SKIDDING AUTO INJURES COUPLE ON KLAMATH ROAD

(Associated Press Local Wire.)
MEDFORD, Ore., Sept. 16.—J. R. Kneetsky, of San Francisco, sustained a broken right leg and his wife cuts and contusions, when a light coupe they were driving, skidded off the Ashland-Klamath Falls highway last Monday, eight miles from the junction with the Pacific highway.

No report of the accident was made to the traffic officers, it is stated, and the injured couple were taken to the community hospital at Ashland.

The car, which dropped ten feet off the embankment, has been salvaged.

SEEKS INJUNCTION AT PHILADELPHIA AGAINST BIG BOUT

(Associated Press Local Wire.)
CHICAGO, Sept. 16.—Carrying copies of the writ of an Indiana court, upholding the contract for a Dempsey-Wills boxing match, E. C. Clements, president of the Chicago Coliseum Club, left today for Philadelphia with plans to initiate the Dempsey-Tunney fight scheduled for September 23.

He announced he would serve copies of the order on the Pennsylvania boxing commission with a

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SALEM, OREGON
Business affords the best opportunities for young people to get ahead and succeed, but one must have a business training to get started. This school has trained and started thousands on the road to success in business. Let us train you. Just moved into fine new quarters. Send today for the booklet "A Golden Investment."

Bandon-by-the-Sea Auto Park, Inc.
A wonderful place to spend your Sundays or Vacation at Oregon's Most Picturesque Beach
Modern Cottages, one room, \$1.00; two room, \$1.25. Winter rates. Beginning Sept. 15. Furnished with Spring, Mattress, Stove, Electricity and Water.
Excellent Camp Grounds for all Campers Hot and Cold Showers Laundry
Write for Reservations or Phone 1742
Surf Bathing
BANDON OREGON

SOCIAL Dance
AT
Hotel Sutherlin
Sutherlin, Ore.
Saturday Night
September 18
MUSIC BY
Ernie Crane and Rice Brothers
Both the latest and old time dances.
Admission: Men, \$1
LADIES FREE

request that they declare the bout off, and that he would go before the Pennsylvania courts in quest of an order restraining delivery of money to Dempsey.

"This is not a boxing injunction," Clements said. "It is a property right injunction and there is no question of its validity in any court."

RAIN HITS FAIR.
(Associated Press Local Wire.)
KLAMATH FALLS, Ore., Sept. 16.—Lowering skies, following a night of rain, which ended a 90-day drought, marked the opening of Klamath county's fifth annual fair here today. The fair is without outside attractions and will be a display of fair products only, closing in a sale of pure-blooded livestock Saturday.

VETERAN EDITOR'S LAST EFFORT TRUE TO LIFE'S PURPOSE.
(Associated Press Local Wire.)
WOODLAND, Calif., Sept. 16.—Edward E. Louke, veteran publisher of the Woodland Democrat, died at his home here today.

"Ed" Louke, disciple of hard work, famed for the opinions that found country-wide circulation in the columns of his Woodland Democrat, left an editorial half written in his typewriter to take to his death bed. He had been sending out those acceptable opinions for the fifty-three years of his newspaper life, and the half-written editorial was eloquent testimony that his lifelong wish to "die in harness" had been gratified.