

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, TUESDAY, MAY 10, 1927.

THE LESSON FROM THE FLOOD.

Ever watch the rain drops running down an unwashed window pane? They trickle around and over the dirt. Soon the glass is streaked because some of the dirt managed to hang on.

Now turn to the map of the United States and imagine that to be a window pane with all the tributaries of the Mississippi river rushing into it and it in turn rushing to the sea.

That is a pretty picture. Great industries, cities and towns by these river banks, beautiful parks and playgrounds for children. Nature seems to provide everything. At the headwaters of the streams were forests. In the winter heavy rain and snow comes. In the spring the warm sun releases the rain and snow in floods because man has cut down the forests on the spots where Nature put them.

Two hundred million dollars are washed away by steady erosion every year because we have no forests where forests ought to be. Then comes a flood year costing many lives and millions of dollars more in ruined crops and demolished homes. Stealing of soil by erosion occurs where run-off waters are not obstructed by forest growth. Silt, sand, and every other kind of soil are swept from their natural positions and spirited away by the foaming waters as they surge down the steep slopes.

The carrying power of a stream is increased 64 times when its rate of flow is doubled. If the flow of a river is speeded up ten times, this raging torrent will be able to carry one million times as much foreign material as it did when it was flowing at a normal rate of speed causing inexpressible damage and destruction of life and property.

The great part forests play in the development of our country according to Charles Lathrop Pack, president of the American Tree association, is seen in the fact that from the streams of the national forests over 700 western cities and towns, with an aggregate population of nearly 2,500,000, obtain their domestic water supply. The forests include 1266 irrigation projects and 325 water-power plants in addition to many other power and irrigation companies which depend on the government timberlands for water conservation and the regulation of rain water run-off and stream flow.

The Mississippi river sweeping ruin on its way to the ocean gave America a terrible Forest Week lesson. This lesson is one of the fourteen in the million and a half Forestry Primers the American Tree association has just given to the schools of America to arouse the coming generation to the importance of reforestation. We must plant snow-holding and rain-retarding trees at the headwaters of our rivers and streams as a result of this terrible lesson. In this lesson we must have a counterpart in the floods of the Yellow river which the Chinese call the River of Sorrow.

We must have forests at the headwaters of streams to help hold back the water for a time. Watch the snow in your own yard hold longer under a tree and you get the idea. Just look at the window pane the next time it rains and you will get a lesson in what Nature is doing all the time because man cuts the trees and puts no new ones in their place.

The major points in successful advertising are two in number, says an Eastern expert. First, advertising has value in direct proportion to its cost. This is to say that an advertisement known to cost money makes an impression upon the buying public. A handbill is larger in size and more flamboyant in type and color of ink, but its cheapness tells against the person who makes use of it. Shops having the trade are the shops selling the goods, and able to pay for advertising, and, naturally, they are the shops to be patronized. This is the way the public reasons. The thing works in a circle. Following the crowd is not altogether an imitative habit, but largely the result of observation and judgment. Second, Persistence in advertising. All persons know that if advertising is stopped the goods that were advertised but are no longer so, drop from the public mind, and sales fall away. The cogent fact is that it is a waste of money to splurge for a season and then lay off, thus losing the pyramidal value of continuous advertising.

What is good fortune, anyway? When you stop to consider you'll agree that it all depends on circumstances. An Arkansas man, fleeing the flood, reached Kansas City the other day with every bit of property he owned in two little pasteboard boxes. He had lost his home, his stock, everything—he was flat broke and the savings of a lifetime were gone. But he announced, "I am lucky." Why? Because he had escaped with his life. The other losses seemed small to him. He was living, and that was enough. It's all a matter of circumstances—good fortune.

The Smithsonian Institution is now engaged in trying to trace the origin of the American Indian. It has a hunch that this country was first settled by immigrants who came by the Bering Straits, and it wants to find out if this hunch is right. It's an interesting problem. The unknown history of the red men on this continent would make an absorbing tale if it could be brought out. There are mysteries enough in it, we suspect, to keep the Institution's investigators busy for a long time. Here's hoping they can unravel a few of them.

Tammany Hall, it is announced, will make no effort to establish branches in other cities. This strikes us as a wise decision. Tammany doubtless isn't as bad as it has been painted. Even so, we imagine the rest of the country will be just as well pleased to know that Tammany will remain strictly a New York institution. Tammany may be all right, but the rest of us have about all the political machines we care for right now.



Mighty Good-Looking

That's what you'll say when you see these new fancies in neckband shirts that have just arrived from Wilson Brothers.

They're all smart style! In the new spring patterns, aglow with color, sparkling or subdued to harmonize with your attire.

You'll find them the kind of shirts that reflect the individuality and good taste of the wearer.

STETSON HATS
FLORSHEIM SHOES

Harth's
TOGGERY

WESTERN TEAMS
TIGHTEN RACE IN
AMERICAN LEAGUE

(By The Associated Press.)

A wild western baseball attack by the Indians, Tigers and White Sox slashed eastern teams to ribbons and as a result the race in the American league was more intense today.

Under the onslaught the Athletics dropped from the second to fourth place with the Senators while the Tigers and White Sox crowded New York for the lead and the Indians began climbing out of the rack.

For once both the Athletics and the Yankees were outstayed as well as outscored by the opposition.

The White Sox trounced the Yankees 2 to 1. Urban Faber held the Yankees sluggers to seven hits. When the Athletics, minus Cobb, lost at Cleveland, 5 to 1, it was their third straight loss at the hands of the Redskins. The victorious hurler was Joseph Ben Shaute who let the Mackmen down with six safeties.

When it was all over at Detroit the Tigers had a 17 to 11 verdict over the Red Sox and a strangle hold on second place.

In the National league all the games were postponed because of rain throughout the east.

UNITED STATES TO
QUIT BUSINESS IN
THE PHILIPPINES

MANILA, May 10.—The government is going out of business in the Philippine Islands and its holdings in commercial enterprises, involving about \$50,000,000, will be sold to the highest responsible bidder.

This was announced by Governor General Wood to The Associated Press today as he outlined a new policy which he had adopted as the head of all government controlled properties and businesses. The new policy is occasioned by the recent ruling of the regular supreme court which held in effect that the government has full power over government controlled institutions.

NOW YOU ASK ONE

- 1—What is known as the "king of all crustaceans?"
- 2—Against what insects are the U. S. Treasury and the Bureau of Engraving and Printing at Washington compelled to wage constant warfare?
- 3—Why are bats useful?
- 4—Do peanuts grow on trees?
- 5—What is the length of the term of a U. S. Senator?
- 6—Has any president of the United States ever been impeached?
- 7—What American railway system has the greatest total mileage?
- 8—What is the study of insects called?

DR. NERRAS
DENTIST

Painless Extraction
Gas When Oozed
Pyorrhea Treated
Phone 455—Masonic Bldg.

BROCCOLI CARS
REACH TOTAL OF
314 FOR SEASON

Estimates Exceeded as Result of Cool Weather During April.

PROFIT TO GROWERS

Over \$150,000 Brought Into County as Returns From This Year's Harvest.

As a result of the continued cool weather during the month of April the broccoli harvest for the county was considerably larger than had been anticipated. The harvest is now over except for an occasional crate, and the shippers, who handled the carload lot movements from the county are adding their books preparatory to making final settlement with their growers.

It had been anticipated, after the February floods had washed away about half of the crop, that the total shipment would not run over 250 cars, but the weather was ideal to bring about maturity of the crop and the total number of cars for the season reached 314. Usually in April there is a week or more of hot weather, and had this been the case during the past month the total broccoli movement would have been much less, as heads would have matured before they reached a marketable size, while others would have advanced too far for shipment, but as the weather remained fairly cool all month, with only a few scattered hot days the crop ripened slowly giving smaller heads a chance to develop into larger sizes and bringing up the crop volume considerably above the average anticipated.

The Roseburg vicinity shipped 203 carloads, while there were 101 cars from Myrtle Creek and Riddle. It is estimated that the small shipments made by express and auto truck would have totaled about 10 carloads, if shipped in carload lots, so that the total shipments for the season are estimated at 314 carloads.

The average number of crates per car is 550 so that on this basis Douglas county growers shipped out 172,000 crates of broccoli during the season.

It is a difficult task to estimate the amount of money returned by this crop during the season. There was such a wide discrepancy in prices and so much fluctuation in the market that until the shippers complete their audit it is not possible to determine how much the growers will receive.

Prices on Number 1 broccoli ranged all the way from 90 cents to \$1.30 per crate, while on Number 2 stock the price was from 50 cents to \$1.35, so that because of this wide range it is difficult to make an estimate of the total returns.

It is believed, however, that this year's crop has brought in between \$150,000 and \$200,000. It is thought that the average price on Number 1 broccoli will be around \$1.25 per crate and the average on second grade about 80 cents.

The returns, it is believed, will allow a slight margin of profit for the grower, although his earnings will not be high.

The market conditions this year have been decidedly unusual. The price started off high, but the bottom fell out when the shipping was about half over. Conditions in the consuming centers of the east and middle west became such that a number of the leading wholesale houses went bankrupt. Dealers became extremely cautious and at the end of the season, shippers were entirely unable to secure cash bids on their cars and had to ship on consignment, despite the fact that earlier in the season cars were sold for cash as fast as they could be loaded.

There were more shipping concerns in the field this year than ever before among shipping organizations, which might tend to have a detrimental effect during a heavy year, it is possible that the growers may this year work out

FLAPPEY FANNY SAYS:

NEW YORK, May 10.—A ten-round decision after Pat McCarthy of Boston was added today to the lengthy fighting record of Michael "Methusalem" McGuire, contender for the world's light heavyweight championship which he once held.

The victory at Madison Square Garden last night was marked by constant clinching as both boxers hesitated to come out in the open and mix it up.

The veteran fought a canny defensive battle thru the first five rounds, then opened the throttle wide enough to pile up a safe point total. The fire and punching power he showed in recent bouts with Berlenbach and Sharkey were conspicuously absent.

Occasionally near the end of the fight, McGuire nipped his foe with a stinging right and drove him to cover, but it was not enough to still a constant chorus of boos and catcalls from the gallery.

For McGuire the battle was a tryout for the coveted title bout with Delaney. The judge of whether he qualified will be Tex Rickard and who holds the keys to the match.

KIWANIS TO ENTERTAIN
MOTHERS OF MEMBERS

The Mothers' Day program of the Kiwanis club is being held tonight at the Umpqua hotel. All Kiwanians whose mothers are residing in the city or who are visiting here are expected to have their mothers with them as guests. A splendid program is being arranged in honor of the occasion.

Large size mattress, \$6 at Powell's.

a plan for cooperation among the shipping agencies, along lines suggested several months ago.

There has been for a long time a plan under consideration for the formation of a central board which will act in an advisory capacity and will coordinate the efforts of the various shipping concerns and obtain the best results for the producers. While there is considerable opposition to the plan at present some satisfactory arrangement may be worked out in the future.

Arundel, piano tuner, Phone 1594.

State Press Comment

Bright but Lazy.

A curious situation develops in some Oregon schools in connection with the "intelligence tests." Most of the children do their best, as usual, from pride or respect or love of praise. But some of them, the teachers say, although naturally bright, deliberately slack in answering the test questions, and sometimes they will not answer at all. They are so lazy that they would rather be counted out than do the work they are able to do.

In this, they are not altogether different from a great many grown-ups. It is sad, however, to see such perversion of mental talent in school children. It suggests a moral defect in their make-up, and suggests also that moral soundness is more important for success than mental power. It helps to explain why so many bright youngsters never amount to anything in life. The seemingly dull pupil may run far ahead of brighter classmates, because he makes the best of what talents he has.—Medford Mail Tribune.

"Forest Fire Fables"

Under the title "Forest Fire Fables," the Oregon Voter prints an article by F. K. Burns, on the injurious effect of over-advertising forest fires; their extent, their destructive effect and their appalling liability to happen. Mr. Burns believes that the well meant effort of the forest service and other agencies to frighten people into "saving the forests" has resulted in broadcasting the impression that northwest forests are a fragile property "here today and gone tomorrow"; that our lumber industry is a precarious game, suffering all the usual vicissitudes of business life and besides menaced with extinction, whether by its own wastefulness or the careless camper's bonfire.

The result of this popular misconception is that bankers, bond houses and insurance companies of the east and middle west (where the largest have their offices) are loath to supply sufficient capital or grant just insurance rates to what apparently is an unstable property, and the industry which is the northwest's chief support is handicapped by the very agencies which seek to aid it.

Reduced to board feet, it doesn't take much of a fire loss to run up an imposing row of figures in statistics. Stated in acres, a fire may seem very extensive, even though the loss of its crops was over burned or camp lands, devoid of merchantable timber.

The forestry committee of the Portland Chamber of Commerce has asked that all news of fires be accurately descriptive of their real character. Fires in grass, grain or sage brush, slashings made intentionally to destroy inflammable refuse, and fires in young growth forest lands should be reported for what they are and the term "forest fire" reserved for fires in mature timber.

Mr. Burns gives facts and figures showing that the forests and the lumber industry are menaced by their over anxious friends, and he concludes with the pertinent suggestion that an interchange of knowledge and experience between the trained forester and the practical lumberman would be enlightening to both.—Portland Telegram.

Seed corn at Wharton Bros.

McTIGUE DEFEATS
McCARTHY IN POOR
10-ROUND BATTLE

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THE TINYMITES

STORY BY HAL COCHRAN—PICTURES BY KNICK

"And now," said Daffydoe, "I'll fix a table, just one of my tricks. You Tinites trim the berries of their little stems and such. It really isn't hard to do, so hurry now, and please get through. I seem to get more hungry, every berry that I touch."

So all the Tinites sat right down, and spread the berries on the ground. Then Daffydoe brought out a plate and said, "We'll put them here. Get water from the nearby well, and wash them till they look real swell, and then when we are eating them, of dirt we'll have no fear."

A great big stone stood right nearby, and Daffydoe exclaimed, "Now I will fix a lot of places on this stone where we can eat." He found small rocks around the place and, as a smile spread on his face he said, "Each one of these, of course, will answer as a seat."

The Tinites fixed the berries great and spread them out upon the plate. And then they all sat down to dine, all almost starved to death. Said Scouty, as he swallowed fast, "My share of berries will not last so very long. I hardly stop to take a real good breath."

Just then the bunch heard Clowzy yell, and everything just went pell-mell. The dishes on the table soon were flying here and there. A funny cat, with monkey face, went over the table on a race. It caught the Tinites with surprise and gave them quite a scare.

"Hey, cut that out!" said Daffydoe. The Tinites knew he meant it too. He reached and grabbed the monkey by its long and dangling tail. The cat-faced monkey seemed real proud till Daffydoe lectured



(READ THE STORY, THEN COLOR THE PICTURE)
him aloud, and then he knew that being bald was quite to no avail. (The Tinites meet a hippopotamus in the next story.)

Around the County

MYRTLE CREEK NEWS

The Myrtle Creek high school baseball team today won the second game of a series with Oakland high school 11 to 3, giving Myrtle Creek first place in the race for the Douglas county championship.

The first game was played at Myrtle Creek and resulted in a 4 to 2 win for Myrtle Creek. The batteries in today's game were Waterman and Miles for the local boys and Neas and Paige for Oakland.

This is the eighth game Myrtle Creek has played this season only one of which has been won.

Myrtle Creek is to play Roseburg high school at Roseburg on Tuesday, May 10.

The revival meetings at the Christian church under the direction of Evangelist Billy Baird closed Sunday night. There were 26 additions to the church and Rev. Baird and family made many friends during their stay here.

Mr. L. G. Fullerton, who has been working on the highway here, has been transferred to Klamath Falls. Mrs. Fullerton and small son have gone to Salem.

—X.

SOUTH DEER CREEK NEWS

Mr. F. Gill spent the week-end at the home of C. H. Bailey.

Mrs. Scott finished a very successful term of school Friday.

The Home Economic Club of S. D. C. met at the home of Mrs. T. Patterson. Refreshments were served and everyone had an enjoyable time.

The quilt that the H. E. C. have been making was sold at the S. D. C. garage hall Saturday evening.

Miss Lorene Gross, of Roseburg, spent the week-end with Miss Ruth Gill.

LETTERS FROM THE
PEOPLEAUTHOR OF ELMER
GANTRY IS TERMED
CHEAP SCRIBBLER

ROSEBURG, Ore., May 10.—Editor News-Review—A correspondent of the News-Review has become

enthusiastic over the book of a cheap scribbler who takes as his theme the fact that a minister of the gospel may go wrong. Of course the purpose is to attack the Christian religion. The Bible does not condemn, but plainly reveals that even the heroes of the faith sometimes fall. If your correspondent has lived in Roseburg for some years he has seen many ministers of the gospel come and go, representing all denominations. How many of them have gone wrong? Bankers sometimes waste or steal the funds entrusted to them. Is all banking to be condemned and are all bankers to be pilloried in cheap books? It is only those who seek to do a story religion who write books intended to bring its professors into contempt. This is part of the program of a certain kind of socialist, who belongs in Russia where they are seeking to uproot not only religion, but the right of property, the marriage relation and the home. Perhaps your correspondent does not know that when he writes of the "peasant" of Galilee he is using the lingo of socialism. To millions who have lived on earth during the last 1900 years He was not merely a "peasant," but the Son of the Living God. The men who have held that faith have founded the free governments, built the hospitals and established the schools and universities of the world. Purveyors of carion have never done much for humanity.

—XX.

U. S. AUTO MAKERS MUST
SELL MORE CARS ABROAD

A good garden hoe 20c at Powell's.

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So nearly has the production of automobiles met the domestic demand that American automotive manufacturers will have to look more to foreign countries for their markets, says William F. Sturm in an article in this week's Liberty. This condition the writer explains as follows:

"There are 19,520,000 passenger cars registered in the United States. In 1925, 3,350,000 passenger cars were manufactured. In the same year it is estimated that 1,750,000 passenger cars were sent to the junk heap."

"After the junked cars are replaced with new ones," the writer continues, "there still remain 2,200,000 new cars to be disposed of in order to absorb the output at the present rate of production. Granted that there are approximately 30,000,000 passenger cars in the 24,000,000 families in the United States, it then becomes necessary to sell the 2,200,000 cars to the 4,000,000 families without transportation, to sell to the families that have one or more cars already, or to sell some of the cars abroad."

"Export is becoming of increasing concern for the American car maker. In 1926 the entire industry sent 550,000 cars abroad. This year export is expected to absorb from 50,000 to 100,000 more cars than last year."

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