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## Newspaper Ethics on Higher Plane

Associated Press President Stresses Non-Partisan and Non-Sectarian Character of American Newspapers in Speech at Industrial Conference; Individual Workers, Not Owners, Target for Attacks

(Associated Press Licensed Wire.)

NEW YORK, Oct. 24.—Frank B. Noyes, of the Washington Star, president of the Associated Press, told a group of representative industrialists today that American newspapers, as a whole, were "worthy of the confidence of their readers."

Speaking at the fifth annual conference of major industries, held at Columbia university, Mr. Noyes said he thought every one familiar with journalism in America in the last fifty years would agree "that in accuracy of statement, in breadth of information, in ethical standards" there had been a steady progress upward.

Mr. Noyes, appearing as the representative of the publishing industry, said that the reports of newspapers and press associations did contain "many inaccuracies," since they were the products of human beings, but he gave assurance that "the intention is to fairly and accurately depict the situation described."

He defended American journalism against forms of attack and criticism which he said were unjust and unwarranted.

## Ethics Answered

"I have no reply that I care to make," he said, "to those who maliciously and falsely impute motives that do not exist, or those who profess not to believe anything they see in the newspapers, though in truth most of the little they know that has fact as a basis has been gathered from those same newspapers."

"Perhaps the largest cause of criticism," Mr. Noyes said, "are those who find partisanship in the news reports of both press associations and newspapers. I think these critics are in the main of entire good faith, but unfortunately the few even-tempered politicians, but God be thanked, that they are so partisan themselves that what they want is partisanship on their side."

"I have been in this business for many years and if the time ever comes when the Associated Press is not charged by all parties and most candidates with adverse partisanship, I will be very seriously perturbed."

"As it is I am severely conscious of the fact that we are doing our level best, day in and day out, to keep in the middle of the road."

## COUNTRY LUSES \$30,000,000 EACH YEAR IN FIRES

WASHINGTON, D. C., Oct. 23.—One of the most convincing arguments yet advanced for federal aid in building roads through the public land areas of the west is the statement by the United States forest service that there was a loss of \$30,000,000 from fires in the forests of the nation last year, according to the American Automobile association.

The national motor body pointed out that in view of a federal agency admitting that this is a "needless drain upon our resources," the coming congress can ill afford to ignore longer the need for protecting those non-taxable forested areas and at the same time connect up important transcontinental highways.

Senator Tasker L. Odell (R. Nev.) and Representative Don B. Colton (R. Utah) introduced a measure at the last session of congress to meet this condition by appropriating \$5,000,000 for each of three years to build roads in the public land states. The measure was vetoed by President Coolidge.

With the endorsement of motor-dom throughout the country, a similar measure will be introduced at the next session of congress, which convenes in December, and every resource will be thrown behind this legislation in an effort to secure its passage.

"Sound business judgment," says the A. A. A. statement, "demands that the government provide a sum equal to only about one-tenth of this gigantic national loss and protect more than 600,000,000 feet of standing timber."

"This phase of the situation alone should justify the appropriation, but the importance of connecting up main trunk lines between the east and west is also a matter deserving of immediate attention."

The national motor body says that spending up of road construction in the public land states is sorely needed, since the federal government has failed to see that highway improvement on its land keeps pace with that in adjoining states.

The statement continues: "Western motorists have long been resentful at the failure of congress to provide funds for building roads through the public land areas. The fact that these areas are non-taxable and located in sections where there are few automobiles has given them just reason for such an attitude. "When the federal government assumes the full share of this burden, transcontinental motor travel will be expedited, development of surrounding areas will proceed and timber resources will be protected for future generations."

"Today the situation is that America is observing fire prevention week, with the federal government urging precaution after having refused to provide protection. "Losses from forest fires represent a waste of wealth and resources that will affect not only the present generation but future generations of Americans as well."

Every coupe, 1928 model. This car has been very little service and runs like a new one, and is offered for sale by us for the price of a four. Hansen Chevrolet Co.

## FARM REMINDERS

Fall corn grain in Oregon is usually best sown shallow to get prompt germination and have the plants established before the cold weather sets back the growth. Many persons believe that the deep sowing makes deeper rooting. Tests by experiment station show.

To dampen a pressing cloth without making it too wet, dampen one half, fold it into dry end and wring the two together. Warm water penetrates better.

A folded paper strip put under each side of a linen seam when pressing will prevent marks from showing on the right side.

Pushing an iron over a damp garment often causes wrinkles. The iron may be pulled toward one with better results in such cases.

If edge or seam pressing has resulted in a hard, glossy surface, the nap can be raised by dampening with cloth or brush, letting it dry and re-pressing.

The life of silk stockings can be prolonged by washing a piece of soft silk inside the toe, heel and where the suspenders draw.

The use of washing soda to soften hard water is a cheap saver and a cost saver as it is not as expensive as soap.

## A DAY IS ONLY HALF BEGUN UNLESS STARTED OFF WITH A CUP OF REALLY EXCELLENT COFFEE



Golden West Coffee

In making Bordeaux mixture for spraying orchard and fruit crops six pounds of fresh hydrated lime may be used where the formula calls for four pounds of quicklime (calcium lime). The quality is much improved if the hydrated lime is mixed with water and allowed to stand overnight before preparing the Bordeaux mixture, reports the Massachusetts experiment station.

Pasturing crop land that has only fair drainage during the rain, months in Oregon may result in injury to the soil structure or it may develop a compact layer at the bottom of the furrow slice, known as the plow sole. It says the experiment station, the depth of plowing is varied or increased one inch yearly for the two or three years that the land is in cultivation, packing of the ground in the plow sole may be avoided.

Potatoes are usually stored in bulk in Oregon on a slatted floor in a good storage cellar provided with good ventilation. There is less storage loss this way than where the potatoes are in a poorly ventilated place and where fresh air is largely excluded from the bottom of the bin.

Slender alkali grass and straw-berry clover give promise as alkali resistant forage plants on Oregon alkali land, according to recent trials by the soils experiment station.

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MISSION WORKERS TO HOLD MEETING HERE ON MONDAY

W. S. Turner of Spokane and Miss Goldie Wells, missionary to Africa, passed through Roseburg yesterday on the way to North Bend. They were accompanied by Mrs. W. A. Reid of Corvallis and Mrs. Gladys Collins of Eugene. Mrs. Turner and Miss Wells are associated with the United Christian Missionary Society which is to hold a one-day convention in Roseburg Monday. This society, which directs a large part of the missionary work of the Christian church is holding a series of conventions throughout the Pacific northwest to acquaint the people of the church with the activities carried on by the United Society. They are holding a meeting at North Bend today and will be at Coos Bay over Sunday.

They expect to arrive in Roseburg Monday morning and will remain here that day. A very interesting program has been prepared for the meeting, which is to be held at the Christian church, starting at 10 a. m. and continuing throughout the day. A banquet will be held in the evening.

Overland sedan, 1928 or 7 model in first class condition is for sale by the Hansen Chevrolet Co. for less than half cost.

## TOUGH GAMES ARE EXPECTED BY LOCAL TEAMS TOMORROW

Senior High Plays North Bend Here and Junior High Team Goes to Ashland

The Roseburg high school football team are preparing for a couple of hard battles tomorrow. The senior high school plays North Bend at 10:30 a. m. in Roseburg while the Junior high team journeys to Ashland. Both of the squads are in excellent shape, so that Roseburg is expected to make a good showing in the two contests.

During the week the boys have had two hard scrimmages in which the Junior high school played against the Senior high school, giving both outfits a good deal of valuable training.

While the Junior high boys are considerably lighter and less experienced than the Senior high players, they made a fine showing and several times made long gains through or around the heavier line. While, of course, they were unable to stop the force plays of the heavier team, yet they exhibited a skill that will undoubtedly prove to be on a par with that of any team of their own weight and size. Coach Warberg has some mighty valuable players on his team, boys who are going to make excellent records when they reach high school.

Lisle, Zenor, Little, Parker, Johnson, Dahne and several other of the Junior high boys are making a wonderful showing and with a couple more years of experience will prove strong players for the Senior high. Coach Warberg had 33 Junior high school players on the field last night. His reserve string is almost as good as his first team, so much so in fact that he is having difficulty in trying to decide the players that will make the Ashland trip. This fact promises a great deal for the future of football in Roseburg, as these boys will graduate into the Senior high with a good deal of experience that will permit Roseburg to enter the sport on an equality with towns where football has been established in the schools longer than it has locally.

The Senior high school team has made a great advancement during the week. Coach Turner has been giving a great deal of time to fundamentals trying to iron out some of the weaknesses that have been shown in the games played so far this season. Much attention has been given the backfield, which is constantly improving, particularly in the matter of running interference. The end positions, which have previously been weak spots, are expected to be working at top speed tomorrow, as Hill and Robertson, both of whom have been suffering from injuries, are in fine condition. They will prove mighty valuable factors in the North Bend game as they will doubtless be called upon to bear the brunt of Roseburg's defense, for the North Bend team is light and fast and will doubtless resort to a good deal of open playing and sweeping end runs, which will keep the Roseburg ends on the alert.

Roseburg's victory over Cottage Grove has given the boys a good deal of confidence that should prove a decided help in the game tomorrow afternoon. Roseburg's football slump for the past two years has been largely mental, as the team physically compared favorably with almost any high school team with whom it was matched. The boys, however, have been suffering an inferiority complex that has caused them to be beaten by teams that were less experienced and that in some instances possessed far less knowledge of the fundamentals. A few victories to give them confidence in their own ability and cause

For the man who steps on the gas jams on the brakes takes corners in a hurry

Dayton STABILIZED BALLOONS

25,000 Miles in 15 Months UNCONDITIONAL Guarantee

Against all road hazards on

Dayton Thorobred Tires

Sold by ROSE GARAGE

McMILLAN & ROBERTSON ROSEBURG

**WIVES—**  
Have you attended Breier's \$2,000,000 SALES EVENT?  
**HUSBANDS—**  
Have you benefited by the savings offered?  
There are no "ifs" or "buts" about the savings which we are able to bring you. The values we offer are bound to arouse interest, they fire your enthusiasm, and they should stir you to action—  
**BECAUSE**  
anything so big, so far-reaching as  
**BREIER'S \$2,000,000 SALES EVENT**  
DEMANDS YOUR IMMEDIATE PERSONAL ATTENTION

UNDERWEAR is found in sales groups.  
SHOES establish a new value record.  
BLANKETS surpass former values. Men, women and children are fully provided for in this event.

Department Stores  
**C.J. Breier Co.**  
IN THE WEST

"WE SAY IT WITH VALUES"

them to realize their own strength, will accomplish wonders for the team.

Against North Bend the local team is going to have one of its hardest fights of the season. Coach Turner says, and if he can win tomorrow's game he will feel very encouraged for the outlook during the remainder of the season. He served as referee at Myrtle Point when North Bend played Myrtle Point recently and had an opportunity at that time to see the North Bend team in action. Despite the fact that the players are small and light, Coach Turner says, North Bend has a clean, fast team that is one of the best high school outfits he has had a chance to observe.

North Bend defeated Myrtle Point and Myrtle Point beat Roseburg, but since the Myrtle Point game the local boys have made a decided improvement and will be able to give a good account of themselves.

The local school has the superiority of weight, coupled with the fact that they are playing on their own grounds, which should be decidedly in their favor. Coach Turner predicts that tomorrow's game here will be one of the best of the season.

This will be the senior high school's last game at home until November 23, when Ashland plays here.

The Junior high school is to play the Astoria game, meeting the Medford Junior high team. The senior high on that day will be at Grants Pass.

Quick sedan. This has been unusually well kept, the upholstery looks and the motor runs like new. This car is offered for the small price of \$275 by Hansen Chevrolet Co.

N. Y. CHATS WITH SYDNEY VIA RADIO, 10 THOUSAND MILES

SCHENECTADY, N. Y., Oct. 24.—The United States talked with Australia for more than half an hour today and early rising radio fans listened to the conversation. Through the medium of short wave broadcasting stations, W-2XAF, an experimental station of the General Electric company, and 2ME, operated by the Australian Wireless Australia, Ltd., conversation was maintained over ten thousand miles of space between this city and Sydney on the other side of the world.

The voices of the Australian speakers came through so clearly that WGV, the General Electric company's regular broadcasting station, put them on the air from 6:30 to 7 a. m. W-2XAF operated on 31.3 meters and used a wave length of 28.5 meters.

Martin P. Rice, manager of broadcasting for the General Electric, opened the demonstration, talking with C. W. Palmer, the announcer at Sydney.

Mr. Rice extended congratulations to the Australian station on the success of the test, and then he introduced Mayor Henry C. Fernald of Schenectady, who extended the greetings of the city of Schenectady.

**VOTERS' NAMES IN NEW JERSEY ARE UNDER FIRE**

(Continued from page 1.)

Alarmed at the huge increase in taxation in New Jersey and Essex counties, United States Senator Walter E. Edge, republican, intends to ask the assistance of the department of justice to safeguard the voters' names.

Specials: We have a lot of them. Call in and we will tell you all about them. Rogers Real Estate Co. & Insurance.

**MASQUERADE BALL**  
AT  
**THE WIGWAM**  
Wednesday Night, Oct. 31st  
PRIZES AWARDED

**CENTRAL CHICAGO GETS NEW OUTLET**

Traffic choked downtown Chicago is to have a new outlet. A gigantic paving mixer is adding the finishing touch to the newly widened thoroughfare which will carry thousands of vehicles northward over a pavement varying in width from 67 to 86 feet.

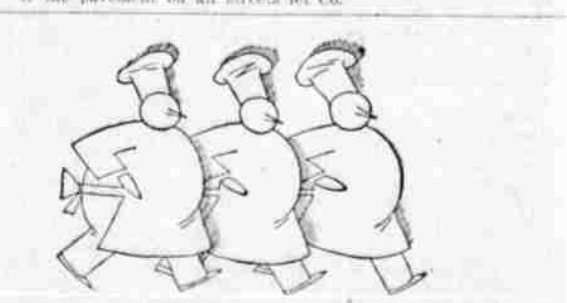
La Salle street is as old as Chicago, yet that Wall street of the middle west has never served the full purpose expected of a modern traffic artery. But now with building fronts set back as much as twenty feet, and the street's first bridge across the Chicago river bearing completion, Chicago's loop will have in effect, a brand new entranceway.

It is difficult to visualize the burden that will be borne by this modernized street. Every week day at least 180,000 motor vehicles enter or leave the central business district which is scarcely three-eighths of a square mile in size. With this tremendous traffic volume in mind, La Salle street is being paved with a ten-inch layer of concrete.

The La Salle project constitutes the first attempt to adopt the remedy for the traffic malady pointed out in the recent Chicago street traffic survey conducted by Miller McClintock, director of the street traffic research bureau of Harvard university.

Mr. McClintock reported, "the most direct physical relief that could be brought to the Chicago traffic problem would be an energetic and comprehensive paving program. The streets of the world's fourth metropolis should be at least as smooth as a modern rural highway."

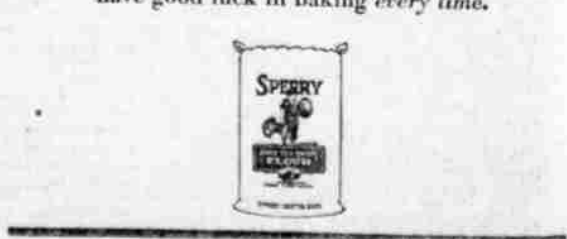
"If the pavement on all streets let Co.



**UNIFORM**

Every sack of Sperry Drifted Snow Flour is exactly like every other.

That means with Drifted Snow you'll have good luck in baking every time.



**MILLIONS OF SATISFIED USERS**

**DOUBLE ACTING**  
MAKES BAKING EASIER

**CALUMET**  
THE WORLD'S GREATEST BAKING POWDER  
SALES 2 1/2 TIMES THOSE OF ANY OTHER BRAND

Calumet must have real merit—must be better than commonplace baking powder—or it couldn't be the favorite of millions of the most particular cooks.

**LESS THAN 1¢ PER BAKING**

**Announcement!**

**The O K Barber Shop**  
Is Now Open  
at 112 West Oak St.

**Your Patronage Appreciated**  
**T. D. WEATHERFORD, Prop.**

**Artstyle Art-Full Box of Chocolates**

Here is a box of the most wonderful chocolates one can find anywhere.

Given with every sort of favor and to be had in regular or milk chocolate coating.

Two pound box \$2.00

**Nathan Fullerton**  
The Rexall Drug Store  
Roseburg, Oregon

**Rexall**

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**SPERRY**