

ROSEBURG NEWS-REVIEW

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

The Associated Press is exclusively entitled to the use for republication of all news dispatches credited to it or not otherwise credited in this paper and to all local news published herein. All rights of republication of special dispatches herein are also reserved.

B. W. BATES, President and Manager
BERT G. BATES, Secretary-Treasurer

Entered as second class matter May 17, 1920, at the post office at Roseburg, Oregon, under Act of March 3, 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

ROSEBURG, OREGON, WEDNESDAY, JAN. 2, 1929.

WHEN ADVERTISING CEASES

For those merchants who at about this time each year resolve to cut down on expenses and single out their advertising budget to stand the brunt of the decision, two examples recently cited by the reputable St. Louis, Mo. Times, will furnish some food for thought. Here are the two cases:

A generation ago "St. Jacob's Oil" was one of the most widely advertised products in America. It was a patent medicine enjoying enormous sales. When Charles Vogeler, the head of this business, died, an "expert" went over the balance sheets and saw the enormous advertising appropriation.

This "expert" trimmed the advertising expenditure to little or nothing, reasoning that St. Jacob's Oil was so well known that it was unnecessary to spend money any longer to advertise it. Orders dwindled as advertising contracts ran out; business departed, never to return and it is safe to speculate that hardly one in fifty who reads this article remembers or ever heard of St. Jacob's Oil, one of the best-known products on the continent 25 years ago.

A similar thing happened to James Pyle's "Pearline"—a company which used a \$500,000 advertising fund as far back as 1904 and was one of the best-known products in the entire world. The ad fund was "lopped off"; the business went dead. It tried unsuccessfully to make a comeback in 1914, and sold its plant for junk to a large soap manufacturer. Killing off the ad appropriation wrecked both of these prosperous businesses and it would do the same thing to almost any great advertising concern today.—St. Louis (Mo.) Times.

Here are two bonifide cases in which the advertising expenditures ran into the thousands of dollars monthly. But even on the smaller scale the same conclusions hold. It is a proposition against which there can be no effective argument. Let the buying public forget what you have to sell and that same changeable public will forget you. The price of being forgotten by those who buy merchandise will buy many column inches of display advertising in your own home paper.

THE CHINESE MARKET

An article in the current Magazine of Wall Street emphasizes the enormous potentialities of the Chinese market as a field for American exporters. There are 400,000,000 people in China. The vast majority of these people, at present, use almost nothing that does not come from their own vicinity. But the new regime in China, seeking to rehabilitate the country, have great plans for raising its economic level. They are now projecting a \$10,000,000 road building program, and hope it will be merely the first step in a general awakening. It is easy to figure out the tremendous demand for goods that will come if these 400,000,000 Chinese are lifted even slightly in the economic scale. American industrialists who are prompt in cultivating the Chinese field stand to reap huge dividends a few years from now.

United States army officers are to drill the troops of Nicaragua. If there has to be trouble down there, it ought to be on a military basis.

We were just wondering whether or not the Kellogg multilateral treaty said anything about Lottie Pickford's parties.

NEW YORK'S NEW POLICE HEAD PUTS YOUNG MEN FIRST

(Associated Press Local Wire)
NEW YORK, Jan. 1.—Police Commissioner Grover A. Whitman, in a New Year's gift announced the promotion of 41 men and the dismissal of 250 complaints against members of the force for minor infractions of the regulations.

He also retired one deputy inspector and four captains who had passed the age limit and had served more than 25 years each in the department. Dr. Louis T. Wright, negro physician, was appointed a police surgeon, the first member of his race to hold such a position in the department.

The promotion and retirement followed the police commissioner's statement that he believed New York City deserved a "young and vigorous" police force and that he proposed to give it to them by promoting young men to places of responsibility and seeing that the men who had become too old to carry on their duties actively.

His promotions included the advancement of Vincent J. Scavone from a deputy inspector to inspector, the promotion of five captains to deputy inspectors, eleven lieutenants to captains, twelve sergeants to lieutenants and twelve patrolmen to sergeants.

Deputy Inspector William J. McGrath was retired on a \$2,500 a year pension and four captains on \$2,200 a year pensions.

East barbecue sandwiches and dive forever. Brand's Road Stand

HIGH SCHOOL LAD HIT BY AUTOMOBILE, DIES

(Associated Press Local Wire)
MISSOULA, Mont., Jan. 1.—Greer England, 17-year-old high school boy, died today from injuries received when he was struck by an automobile driven by George Pense, son of the city health officer. Dr. S. E. Pense, Pense's car skidded in making a turn and crashed into a telephone pole. Pense was badly cut about the head.

PENNSYLVANIA GOVERNOR SEES DRY LAW PROGRESS

(Associated Press Local Wire)
HARRISBURG, Pa., Jan. 1.—Looking into the next two years

with confidence and back upon the past biennial with satisfaction. Governor John S. Fisher today delivered his message to the convening general assembly of Pennsylvania.

The governor expressed gratification that the biennial will end with a balance in the state treasury of \$22,000,000.

On the subject of prohibition, the governor said that enforcement will become a "practical possibility" if corruption among public officials is stamped out.

"A thorough system of cooperation between the state alcohol control board, the federal prohibition agencies and the Pennsylvania state police," he said, "has resulted in more actual enforcement to day than at any time since the prohibition laws have gone into force. It is corruption among public officials is stamped out, enforcement will become a practical possibility."

Armed, plans tumor. Phone 183-4

WILLIAM J. QUINN NEW FRISCO POLICE CHIEF

(Associated Press Local Wire)
SAN FRANCISCO, Jan. 1.—The new boss brought San Francisco a new chief of police in William J. Quinn, the third chief within a week. Daniel J. O'Brien recently resigned as chief after nearly twenty years in that position. He was succeeded by Sergeant Thomas Walsh, body guard to Mayor James Rolin.

Do You Know Your Own County?

Interesting bits of information concerning the origin of names and geographic landmarks in Douglas County.

TODAY: POLLING GROUNDS

(Editor's Note: Material in this column was obtained from the recent book "Oregon Geographic Names" by McArthur.)

ROLLING GROUNDS

These are about 15 miles west of Diamond Lake. They are so called because stock comes from some distance to roll in the light volcanic soil that abounds thereabout.

RICKLES

This place was named for M. C. Rickles, who owned land where the Southern Pacific company now has its station. The community was formerly known as Oak Grove, but when the post office was established this name could not be used on account of duplication, so Rickles was selected. The railroad station is Dole. It is understood that the railroad objected to the use of the word Rickles because it sounded so much like Riddles and this presented the possibility of confusion in train orders. Riddles was the former name of the station now known as Riddle.

Twenty-Five Years Ago

From the Roseburg Review 1903

Perhaps the largest business deal ever consummated here was arranged Monday evening when Frank Brooks, Asco, W. Va., baby, would be on the road to complete recovery within a few days.

The child has been in a hospital nearly three weeks with a toy motorcycle lodged in his throat but doctors today believed his strength would be sufficient the latter part of the week to permit an operation for its removal. The pneumonia which set in as a result of the obstruction had been virtually conquered they said and the child continued to improve.

Rev. Householder of Roseburg preached a very interesting sermon at the Glide church last Sunday.

San Francisco—Never in the history of the prize ring did a fighter stand up to the punishment meted out to Eddie Hanlon in this city last night by "Young Corbett," world lightweight champion. The referee stopped the battle in the sixteenth round, after it seemed that Hanlon would be beaten to death by the terrific blows.

Mrs. J. C. Campbell of Grants Pass is here visiting with her daughter, Mrs. J. H. Booth.

Fred Chapman, student of the Oregon Agricultural college, who has been spending the holidays with his parents at Wilbur, was in Roseburg Wednesday.

F. Long, the harness dealer, has received a patent for an adjustable metal clamp, an invention of his own, to take the place of a harness strap. He has sold the Oregon right for the invention.

Attending physicians said it would be about ten days, however, before the promoter would be able to see his latest project in operation.

DR. NERBAS DENTIST.
Painless Extraction
Gas When Desired
Pyorrhea Treated
Phone 483 Maquino Bldg.

ROSEBURG NEWS-REVIEW
POEM FOR THE DAY
by LOUIS ALBERT BANKS
THE VICTORIES OF MODERN SCIENCE

The Associated Press carried this news story Dec. 15, 1928:

"From corn stalks to newspaper in six hours was an epitome of the achievement of modern science today in the publication of the Danville News."

"A special edition of one hundred pages printed on corn stalk paper was issued by the Commercial News, it being the first time such paper has been used by a newspaper."

"This unique edition actually was printed on paper made from stalks grown on farms surrounding Danville. It was described as heralding a new epoch in the paper industry as well as creating a new market for farm products which once were merely waste."

"Almost simultaneously with the publication of the Commercial News, the Prairie Farmer, national farm magazine published at Chicago, printed its 260,000 copy edition on corn stalk paper, with the remark that this issue was truly a 'From the farm back to the farm' movement."

"Oh, listen to the singing corn—No longer are its notes forlorn. For science sounds aloud its voice And all mankind hears it rejoice. It always has made fat our beef; Of making pork it has been chief; And horses munched it 'twixen their teeth. While fowls would give the laurel wreath."

But all the while those handsome stalks—As proud as soldiers on their walks—Were chewed in silos for the cow—Begrudged the space in any mow; Of little worth in counting gold. But now they've come into their own—The cornstalk's mounted on its throne."

The stalk will laugh into the ear Until the whole wide world can hear. The farmer'll touch it with a care. Where'er he sees his eyes will bless. For many ills 'twill be the cure—Our modern cornstalk literature. 'Twill fill the farmer's purse with wealth And greatly aid financial health."

Our modern science is a joy—She'll all our waste will yet employ. She's made our cotton bloom anew And now she'll see the cornstalks through. For she's a seeker after truth. Has in her zest the glow of youth; She's always searching mid our waste To find new joys for us to taste."

Also in Costa Rica, as well as in other Central American republics, including Salvador, Mr. Hoover was advised of the need of the countries for additional capital to bring about internal improvements and to develop natural resources.

U. S. Money Welcomed
The recent South America trip of the mission were somewhat surprised at the extent of American investments in the republics. They were informed that American capital was welcomed and that apparently South America was looking to the United States for funds to assist in the vast development, which is possible for every one of these countries.

In Ecuador, President Ayar frankly discussed the problems of

his country with Mr. Hoover, emphasizing the need for outside financial assistance.

Peru, one of the largest of South American republics, and regarded as unusually rich in natural resources, appeared especially eager to welcome American capital. President Leguia in his own conversations with the president-elect stressed the need of better steamship connections, air lines and roads.

Hoover Discreet
Bolivia, who bearded the Maryland at Antofagasta, discussed the road program but they also went into the question of the difficulty of bringing in supplies for the country. Mr. Hoover listened but made no comment when political questions about internal problems in Central and South America were mentioned.

Members of the mission were impressed by conditions in Chile and had a full frank discussion with cabinet members on economic problems of that country. Mr. Hoover left a splendid impression of the spirit and capacity of administration officials.

Better communications with the United States by sea and air, as well as economic conditions, formed the basis of conferences in Argentina and Brazil. The Brazilian president particularly emphasized the need for better communication and he and Mr. Hoover discussed air lines to some extent.

Spray hose, rods, guns, and repair parts are sold at Wharton Bros.

CHANCES BETTER FOR CHILD WITH TOY IN THROAT

(Associated Press Local Wire)
CINCINNATI, O., Jan. 2.—It was considered probable here today that Frank Brooks, Asco, W. Va., baby, would be on the road to complete recovery within a few days.

The child has been in a hospital nearly three weeks with a toy motorcycle lodged in his throat but doctors today believed his strength would be sufficient the latter part of the week to permit an operation for its removal. The pneumonia which set in as a result of the obstruction had been virtually conquered they said and the child continued to improve.

RICKARD UNDER KNIFE IN FLORIDA HOSPITAL

(Associated Press Local Wire)
MIAMI, Fla., Jan. 2.—Tox Rickard was doing nicely today after an operation for appendicitis.

The Madison Square gardener underwent an appendectomy in a hospital last night while 15,000 customers were yelling their approval of his new \$250,000 greyhound racing plant at his Miami Beach premises.

Attending physicians said it would be about ten days, however, before the promoter would be able to see his latest project in operation.

DR. NERBAS DENTIST.
Painless Extraction
Gas When Desired
Pyorrhea Treated
Phone 483 Maquino Bldg.

ROSEBURG NEWS-REVIEW
POEM FOR THE DAY
by LOUIS ALBERT BANKS
THE VICTORIES OF MODERN SCIENCE

The Associated Press carried this news story Dec. 15, 1928:

"From corn stalks to newspaper in six hours was an epitome of the achievement of modern science today in the publication of the Danville News."

"A special edition of one hundred pages printed on corn stalk paper was issued by the Commercial News, it being the first time such paper has been used by a newspaper."

"This unique edition actually was printed on paper made from stalks grown on farms surrounding Danville. It was described as heralding a new epoch in the paper industry as well as creating a new market for farm products which once were merely waste."

"Almost simultaneously with the publication of the Commercial News, the Prairie Farmer, national farm magazine published at Chicago, printed its 260,000 copy edition on corn stalk paper, with the remark that this issue was truly a 'From the farm back to the farm' movement."

"Oh, listen to the singing corn—No longer are its notes forlorn. For science sounds aloud its voice And all mankind hears it rejoice. It always has made fat our beef; Of making pork it has been chief; And horses munched it 'twixen their teeth. While fowls would give the laurel wreath."

But all the while those handsome stalks—As proud as soldiers on their walks—Were chewed in silos for the cow—Begrudged the space in any mow; Of little worth in counting gold. But now they've come into their own—The cornstalk's mounted on its throne."

The stalk will laugh into the ear Until the whole wide world can hear. The farmer'll touch it with a care. Where'er he sees his eyes will bless. For many ills 'twill be the cure—Our modern cornstalk literature. 'Twill fill the farmer's purse with wealth And greatly aid financial health."

Our modern science is a joy—She'll all our waste will yet employ. She's made our cotton bloom anew And now she'll see the cornstalks through. For she's a seeker after truth. Has in her zest the glow of youth; She's always searching mid our waste To find new joys for us to taste."

NEWSPAPERS AID IN SECURING NEW OREGON SETTLERS

In the business of bringing new settlers to Oregon, two features of the work have been noted many times, according to W. G. Ide, manager State Chamber of Commerce, Portland.

The first is the excellent results obtained from advertising Oregon's resources and opportunities in the smaller newspapers in the middle and southern states, from which most of Oregon's new settlers are recruited. The state chamber has found that the weekly, semi-weekly and daily newspapers are widely read by the substantial farmers in the trade territory of the towns in which they are published. The state chamber uses mainly the classified sections and results received from this type of advertising is one of the most conclusive proofs that the newspapers are being read.

The second feature which the state chamber's experience has proved to be a good thing is the use of a questionnaire. Upon receipt of a letter from a farmer interested in coming to Oregon to locate, the state chamber replies and also encloses a questionnaire which the prospective settler is asked to fill out and return and which will assist the state chamber in intelligently advising him. One of the questions asked is the amount of money or property the prospective settler possesses. Now folks, unacquainted with our form of farming, are not advised to come unless they have ample capital. A minimum of \$2500 is suggested to those who have farming experience and more for those who have never farmed. People merely wanting jobs are never encouraged to come.

Because of the use of the questionnaire Oregon has obtained an exceptionally fine group of new settlers. They are people with ample capital, in most cases, to insure their success in their new homes. Investigations prove these statements correct. New settlers who located in Oregon during October invested a total of \$532,500 in property, stock and equipment.

Through the kind settlement work of the state chamber of commerce, Oregon is one of the few states gaining in farm population and the wealth of our state is also being greatly increased.

KING GEORGE CONTINUES TO SHOW IMPROVEMENT

(Associated Press Local Wire)
LONDON, Jan. 2.—There was an optimistic note in today's news about King George. He has retained the improvement which the doctors reported last night.

Even the restless night for his majesty which the doctors reported this morning did not cause him to lose any ground since the improvement noted last night. Palace doctors were gratified that there has been no check in this progress which, however, continues to be slow.

It is understood that the new calcium treatment for toning up the blood, in connection with which Prof. E. Dodds, brilliant recent chemical pathologist from the university of London, was

TINY MITES

STORY BY HAL COCHRAN — PICTURES BY KNICK



READ THE STORY, THEN COLOR THE PICTURE

"I am prepared to duck my head ride," so I won't get a bump, 'cause (The Tinymites meet some through that hole we're going to quack friends in the next story.)

SIDE GLANCES—By George Clark

FOUR SQUARE GOSPEL DISPUTE IN COURT

(Associated Press Local Wire)
DES MOINES, Iowa, Jan. 1.—A dispute involving the Four Square Gospel Lighthouse, established here by Aimee Semple McPherson, has gotten into district court.

Pending final decision by Judge Herman Zeuch, an order has been issued restraining the Rev. H. D. Mizner from entering the church, of which he has been pastor.

The injunction was issued yesterday on petition of the church board which announced the termination of the Rev. Mr. Mizner's pastorate, effective immediately.

LIQUOR FINE PAID

F. T. Gibson was arrested last night by Deputy Sheriff Branham charged with being intoxicated. He appeared this morning before Justice of the Peace Hopkins and was fined \$75.

WILL THE OCEAN OVERFLOW?

If Commander Byrd's expedition to the Antarctic answers but one question it may prove of the greatest value to the world. The question is: Is the Antarctic ice cap melting?

If it is, then the seacoast cities of the world might better begin now to move inland to high ground, for the complete melting of the Antarctic ice would release enough water, now stored as ice, to raise the level of the whole ocean by fifty feet, says Sir Edgeworth David, of Sydney, Australia, a distinguished explorer and geologist, in Popular Science Monthly.

There seems ground for belief that the tradition of a world-wide flood, persistent among all ancient peoples, may have originated in the rise of the oceans when the Arctic ice cap melted at the end of the last Ice Age, about 20,000 years ago.

OUT OUR WAY

By Williams

HASTINGS ARRAIGNED

Herbert Hastings arrested Monday night, charged with possession of liquor, appeared this morning before Justice of the Peace Hopkins and was fined \$75.

kins, through his attorney Elliott Hermann, and entered a plea of not guilty. Bail was furnished in the sum of \$500 and a trial will be held Wednesday, January 9.

THE BARE STRIP

JR WILLIAMS

PRINTED BY NEA SERVICE, INC.