

FARM CORPORATION IS PROPOSED AT FORUM LUNCHEON

Production and Marketing
on Same Basis as Fac-
tory Suggested by
Maurice Newland.

Central Board Would Be
Formed to Direct All
Activities of Joint
Benefit.

Formation of an "Umpqua Producing and Marketing Corporation," operated on the same principles as big commercial institutions are conducted, to govern production and marketing of all Umpqua valley products, with the purpose of securing year-round returns for the producers, together with better prices and wider distribution, was the proposal made at the Chamber of Commerce forum luncheon today by Maurice Newland, who gave the chief address at the meeting.

Corporation farming is an idea that is rapidly growing in interest in the United States, and is already being put into practice in some communities. The Umpqua valley is peculiarly adapted to this plan, and Mr. Newland proposed an effective means of operating such a plan for this locality.

"Few persons," the speaker pointed out, "realize the extent of the possibilities of this Umpqua valley. It is my hope that the assets will be recognized and made to count for their full value. This county has approximately 575,000 acres of tillable land, yet only 100,000 acres are farmed, making the valley only about one-sixth developed."

The speaker quoted figures showing the growth of other Oregon communities, together with predictions for the future, showing that there is a great opportunity for the Umpqua valley to join in this forward movement. The increased exports of the Pacific coast give additional outlets, while development of better transportation facilities within the state give larger markets. An aggressive attitude is necessary if the Umpqua valley is to keep up with its neighbors.

"Markets do exist for Umpqua valley goods, because of the care products superior to those of competitors may be produced," Mr. Newland said. "Someone is needed who can give his full time to market study and make recommendations. In competition may be found and the strong places may be picked out and a selective market reached."

The speaker pointed out some of the ways Umpqua valley goods are being sold, showing how tourists are buying walnuts, cherries, boxed prunes, etc., because local people have established special methods of contact. Because the products are so excellent in quality it is possible, he stated, to build up a nationwide demand. The problems to be met are buying, producing, grading, financing, transportation, advertising and selling. These problems should be handled by the people's direct representatives, for they will have the valley's interest at heart.

To meet this situation he proposed the forming of a corporation with the stock owned by the residents of the valley themselves. Naturally such an organization would require a large membership. The corporation would establish a trademark and see that all products were marketed under that brand, establish uniform grades to maintain a high standard of quality and be representative of the activities that will promote the progressive interests of the valley.

"The name 'Umpqua,'" Mr. Newland stated, "is an unusual name and may be made outstanding. The Indian head design is distinctive and clever. The quality of our products merits branding. The brand merits publicity. Proper use of brands and publicity cannot help but bring prosperity to the valley."

"Fast attempts to organize the county have proven costly and have resulted in loss of confidence. While the farmer is willing, so many fruitless attempts have been made that he is now weary. In proposing the corporation, the idea is to make it open to membership and spread the benefits over many, not making it the property of a few."

Market System Hit
Mr. Newland called attention to the present "shot-gun" system of marketing. Each division operates independently and the proportionate cost of marketing is unduly high. Then, too, truck peddlers buy up "seconds" of various products and market these goods to producers who in many cases, doubtless believe that they are securing the best of the valley's products. Standards are needed with which to provide means of enforcement, so that a few bad hands of broccoli cannot be slipped into a crate, or poor prunes dried along with the good, or dark yolled eggs sold with the white, thereby lowering the valley's reputation for high quality products.

"Shot-gun" is a good adjective to describe the Umpqua valley method of producing and marketing," Mr. Newland said. "Each organization is a mere B-B in the cartridge—one grain of sand in a handful of dry sand. Would the shot together and a bullet is formed to drill deeply into its mark. Add concrete to the sand and a rock is formed to strike hard."

the speaker said. Gathering of materials is comparable to buying seed. Manufacturing processes resemble production routine. Inspectors would have duties similar to those of graders. Stock reserves would correspond to crop storage. Transportation problems would be the same. Factory mergers would be duplicated in farmers purchasing stock in the central corporation. Engineering and research activities would be reflected in strain improvement. Name advertising of the manufacturer would point the way for the Umpqua Producing and Marketing Corporation. Market investigation methods would be alike.

"Balancing of production throughout the year is the aim of the factory, and this is done by stocking merchandise that will sell each month of the season. By accurate survey and predictions farmers can keep working through the year on some crop that will bring an income every month. This would bring steady revenue the year round."

Organization Proposed
"The organization would have a manager, a representative from each of prunes, turkey, broccoli, dairy, sheep, livestock, pear, poultry and other industries, a crops specialist, banker, accountant and lawyer, making twelve men on the board under a manager with combined experience to cover almost every field."

"Educational programs could be conducted on production control, improvements of strains, standards, labor saving, soil rotation, fertilization, crop seedlines and many other such subjects. Purchasing power for producers would be increased through cooperative buying. Better and more dependable transportation service could be demanded from truck and railroad companies with a better likelihood of results. Territory coverage would be more efficient and economical. Small crops would be strengthened by reason of being able to benefit from the market organization at its proportionate cost instead of having to maintain a separate organization."

"Advertising could be made uniform and effective, as funds now dissipated among many organizations could be concentrated on one name and brand, which would be protected by guarantee and careful grading."

Mr. Newland also made many suggestions for the use of the Umpqua brand, which he hopes to see made a universal designation for the valley. Use of the emblem on the covers of stationery, envelopes, etc., he stated, can be made of great benefit. He urged the use of the emblem on signs, particularly at camp grounds and hill boards, and elsewhere, so that the Umpqua brand may become widely known.

Committee Proposed
In concluding his address he presented a motion that ten outstanding men be selected as members of proper experience, vision, and energy, and that five of them be selected by popular vote, and that these five form a committee to make a careful study of the corporation production and marketing plan and determine whether or not such a proposition may be put into effect in the Umpqua valley.

The forum luncheon today was attended by large groups from the Myrtle Creek and Riddle granaries both organizations being exceptionally well represented.

Hay rope, cable, pulleys and other barn equipment is sold at Wharton Bros.

She Helps to Send College Teams East

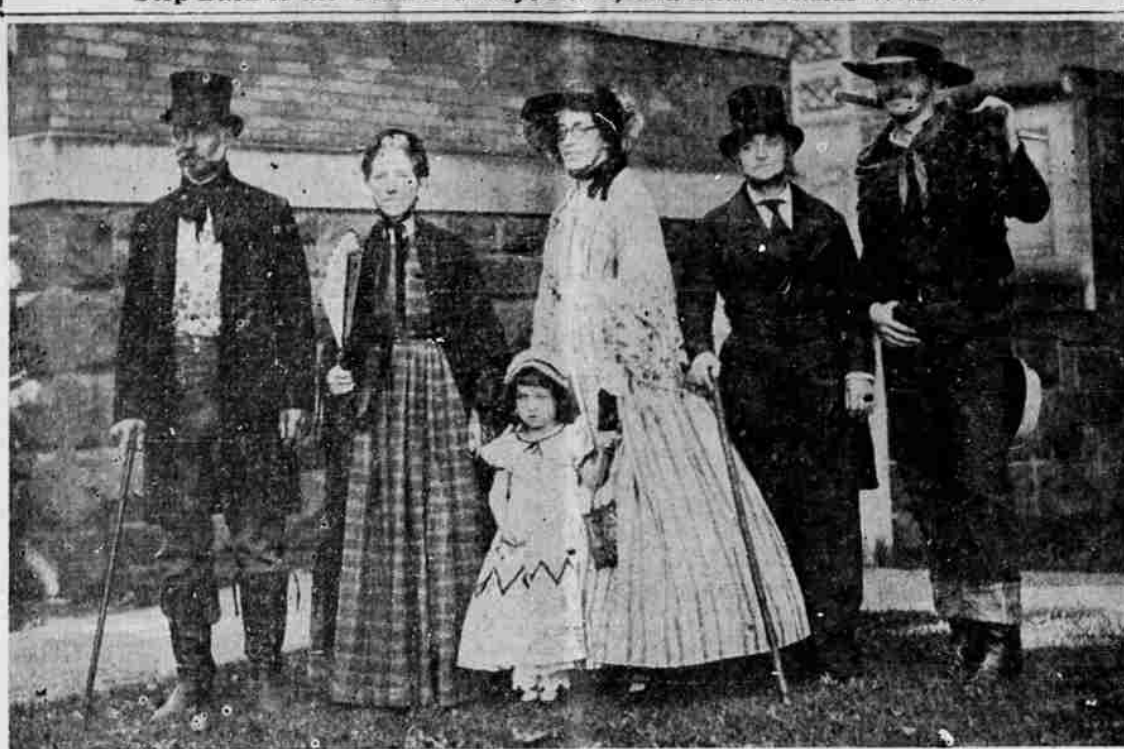


(By NEA Service)
University of Oregon has sent more athletic teams east this year than in any preceding year. This is in part due to the efforts of Merina Medler, above, pretty president of the Junior class.

Under Miss Medler's leadership, the Junior class has presented the athletic fund with a large sum to help defray the expenses of the athletes. Thus, this year Oregon was able to send its four-man tennis team, its golf team and several track stars east.

Miss Medler is one of the few girls in the country who have won the honor of being class president at a large co-educational school.

Step Back to the Good Old Days Folks, and Shake Hands With Us!



Many attics were ransacked and the contents of many trunks strewn about in order to provide these people with raiment for the first Sunset Trail pioneer parade held in Eugene Monday. These costumes, all of them authentically 1860 or earlier, won prizes for the wearers. From left to right the "pioneers" are Archie Knowles, winner of first prize for men; Mrs. Ida Patten, first prize for women; Miss Martha Comings, second prize for women; Mrs. ("he" really is a lady) Minnie Holcomb, honorable mention in both men's and women's divisions; Carl Love, second prize, men's division. The demure little lassie in front is Patty Jones, winner of the children's prize. Mrs. Holcomb is wearing the suit worn by Josiah Callison, first minister to come to Lane county. More than 300 took part in the first parade and now the entire city has entered enthusiastically into the spirit of the Sunset Trail celebration, an event to be held here July 25, 26 and 27.

OKLAHOMA CO-ED FACES CHARGE OF STEALING JEWELS

(Associated Press Leased Wire)

OKLAHOMA CITY, July 10.—Alma Lee Couch, University of Oklahoma co-ed at Norman, was at liberty on bond today following her arrest in connection with the theft last April of \$2,000 in jewels from a home where she was employed as nursemaid.

Miss Couch's arrest yesterday brought business and religious leaders of Norman to her aid. Jack Foster, city councilman, and Charles Richardson, a leading merchant, signed her bond. Judge James A. Gressum, Dean J. R. Reeves of the school of arts and sciences at the university, and several ministers, also offered to help her.

W. E. Davidson, in charge of a public check stand where the jewels were found, identified Miss Couch as the girl who had checked the bag containing them, police said. The girl said the jewels were stolen from the home of her employer, John D. Frederickson, the night of April 11 when a robber knocked her unconscious and locked her in a closet.

BROKEN HEARTED WORKER JOINS HIS FRIEND IN DEATH

(Associated Press Leased Wire)

CHICAGO, July 10.—Even death could not separate John Joyce and his friend, Steve Noble, for long. They had been working together many years, these two. In their trade, as electricians, they had taken chances together, without serious accident. But yesterday—

Steve, who was 51 years old, stretched beneath the flying wheel of a dynamo they were repairing at the Armour and Co. plant. Joyce, younger by 11 years, was at work on the main shaft above.

Joyce called to his companion to hand him a file. Noble did not answer. His right hand had touched a loaded connection. He was dead.

Joyce watched with blanched face and quivering muscles as others removed the body. After it had been done, he walked with dragging steps, away.

Two blocks from the plant he pressed his hand to his eyes, tottered, fell. When other workmen reached him, he was dead.

NATIONS LOOSE PROTEST FLOOD ON TARIFF BILL

(Continued from page 1)

"Farmers have been compelled to market their crops in a disorderly fashion. Now they can have orderly marketing with finance provided for at a rate of four per cent in contrast to the 8 per cent usually required for bank loans. More information is to be made available to the farmers about the size of crops in the producing countries. This will bring about systems in planting and increased prices due to less fluctuation caused by the operation of supply and demand."

McNary says that the debenture plan did not have a chance for passage, though it got the support of the democrats and a republican group that was trying to embarrass President Hoover.

SENATOR WESLEY L. JONES
UNDER SURGEON'S KNIFE
(Associated Press Leased Wire)
WASHINGTON, July 10.—Senator Wesley L. Jones of Washington underwent an operation for a kidney ailment today at a hospital. Physicians reported he stood it well.

STATE LAND GRANT ASSOCIATION WILL DISBAND TONIGHT

(Continued from page 1)

Guy Gordon, district attorney of Douglas county, who represented the association in the courts.

The committee will divide the costs among the several counties and will conclude the work of the association.

Douglas county, which received approximately one and a half million dollars from the first payment, a larger share than any other county, will, of course, bear the principal cost of the suit. The county's total expenditure in the land grant matter will probably be slightly in excess of \$5,000.

PATHFINDER AT ROME, AFTER ONE STOP ON THE WAY

(Continued from page 1)

and had it filled with an additional 75 gallons, providing the 150 gallons they deemed necessary for the flight to Rome. It was believed they would have no difficulty in rising above the Pyrenees.

South Breaks Record
CROYDON, England, July 10.—Captain Charles Kingsford Smith, completing a fast flight between Sydney, N. S. W., and England, arrived at the Croydon air field this afternoon from Rome.

Unofficial figures showed that Captain Kingsford Smith had established a new record for a flight between Australia and England.

GOING UP NORTH UMPQUA

Carl B. Neal, supervisor of the Umpqua national forest, accompanied by his daughter, Patricia, and by Harris Ellsworth, editor of the Roseburg News-Review, left this afternoon for a trip into the forest. They will remain at Steamboat tonight and will go through to Diamond Lake tomorrow and after spending a few days there will return by way of the South Umpqua trail. They plan to arrive home Tuesday.

Myers has carriers will give you good service and you can always get repairs. Wharton Bros.

LITTLE HOPE FOR 21 ON SUBMARINE

(Associated Press Leased Wire)

LONDON, July 10.—The admiral announced late today that the position of the sunken submarine H-47 had been buoyed but that bad weather had forced the salvage fleet to withdraw temporarily to the shelter of Milford Haven. Previously the British submarine L-69 dived in the vicinity of the stricken H-47 and tried to communicate with the 21 men trapped within her, but without avail.

BEAUTY COMES FROM HEALTH

Fashions Now Emphasize the
Natural Healthy Figure

A great change has come over the world of fashion. The slim and angular figure is growing less popular.

Perhaps this is partly due to the warnings of medical specialists that thousands of women and girls were ruining their health by extreme reducing diets. Part of it may be due to a more sensible trend in style. All the world knows today that beauty comes from health.

The health of the public is in the hands of the women. If men were left to his own devices he might eat few foods, and those improperly cooked. Monotony in diet and eventually bodily disorders would result. Sugar is a great ally of women in preparing a varied, balanced diet that is not only healthful, but delightful to the taste and welcomed by every member of the family.

Learn the value of a dash of sugar in making cereals delicious. Use a sprinkling of sugar to encourage the ingestion of grapefruit and other healthful, fresh fruits. A little sugar makes stewed fruits delightful to the palate. And now four women cooking experts have rediscovered the old secret of using a dash of sugar in vegetables while they are cooking in a small amount of water. You will hardly recognize vegetables cooked in this proper way. They are fresher, more colorful, and the vegetable flavors are developed to a new point of perfection. Remember also ice cream, cakes, cookies and candy for dessert. A bit of sweet makes the meal complete. The Sugar Institute.

ROSEBURG UNDERTAKING CO.

Established 1901

M. E. RITTER, Manager

Founded and Maintained on Efficient
Service and Courtesy

Phone 284
Oak and Kane Str. AMBULANCE SERVICE
Licensed Lady
Embalmer

MUST THESE LITTLE ONES SUFFER FROM FLIES?

Not only the tantalizing torment... but the danger of dread disease... and even death. Flies are the filthiest insects known. They must be killed. FLY-TOX is the scientific insecticide... easy to use... fragrant... harmless to people... guaranteed.

FLY-TOX

DEVELOPED AT MELLON INSTITUTE OF INDUSTRIAL RESEARCH BY MEX RESEARCH FELLOWSHIP

LANE COUNTY JAIL BREAKER CAUGHT IN LARCENY ATTEMPT

(Associated Press Leased Wire)

PORTLAND, Ore., July 10.—Cal Johnson, alias Gustad Pick, 26, who police said admitted breaking jail with seven other prisoners at Eugene, Oregon, was in jail here today after he had been arrested on a charge of attempted larceny.

Johnson was arrested early this morning by a special policeman who is alleged to have found him ransacking the offices of a Portland fish company.

Police said Johnson confessed the attempted larceny and said he was seeking money with which to get more distance between him and Eugene. He is the second of the fugitives to be recaptured. The first was Harvey Bico, the alleged leader in the break, taken yesterday in Lane county.

Here For Summer—
Mr. and Mrs. Andrew Fisher, and Messrs. A. E. Engleke and Larry O'Donovan, all of Los Angeles, are here for the summer. Mrs. Fisher is a daughter of R. M. Wood. These people spent the summer here two years ago, and the fishing they enjoyed then brought them back this season.

Baling wire in single and double loop ties, and coils at Wharton Bros.

New Refrigerators For Old

We will take your old ice refrigerator as a payment on the

Copeland Electric Refrigerator

Ott's Music Store

for Economical Transportation



Another Record!
over
800,000
New CHEVROLET Sixes
on the road since Jan. 1st!

Today's Chevrolet is scoring a huge nationwide success because it represents one of the most sensational achievements in automotive history—a Six in the price range of the four

The Chevrolet six-cylinder engine delivers its power freely, quietly, and easily throughout the entire speed range—delightfully free from annoying vibration and rumble. Combined with this remarkable six-cylinder smoothness are equally remarkable speed, power and acceleration—and an economy of better than twenty miles to the gallon.

In addition to such sensational performance the Chevrolet Six offers the outstanding advantages of Bodies by Fisher. And no car ever provided a more impressive array of modern convenience features—adjustable driver's seat and VV one-piece windshield in closed models, easy action clutch and gear-shift, ball bearing steering, and instrument panel complete even to theft-proof Electrolock and electric motor temperature indicator!

The MASTER \$525	The COACH	The Convertible LANDAU \$725
The PHAETON \$525		The Sedan Delivery \$595
The COUPE \$595	\$595	The Light Delivery Chassis \$400
The SEDAN \$675		The 1 1/2 Ton Chassis \$545
The Sport CABRIOLET \$695		The 1 1/2 Ton Chassis with Cab \$650

COMPARE the delivered price as well as the list price in considering automobile values. Chevrolet's delivered prices include only reasonable charges for delivery and financing.

A SIX IN THE PRICE RANGE OF THE FOUR

HANSEN CHEVROLET CO.

Phone 446 Rose St. Roseburg, Oregon

Radio Bargains

One new latest style Crosley table model, 8-tube set, using 5 No. 227, two 171A and one 280 tubes. Equipped with Jensen Dynamic speaker, spring antenna and all tubes, ready to set up. The regular price of this set and equipment is \$180.75. Our special price \$120. Easy terms, but no trade on this set.

One Crosley, five-tube dry cell operated set with Crosley Dynamic speaker, spring antenna complete. Our special price \$60. Here is a real good value.

One Jensen Dynamic speaker \$40.

A few \$25 and \$30 cone speakers at \$12.50.

WE DO RADIO REPAIRING ON ALL MAKES

Taylor's Battery & Electric Station
Phone 67
In Roseburg Super-Service Station

USED CARS

Offered for Sale
at prices only a
Ford Dealer
could offer.

1928 Chevrolet Coach, nearly new	\$525
1927 Chevrolet Roadster	\$325
1926 Chevrolet Coupe	\$275
1927 Essex Sedan	\$500
1926 Oldsmobile Coach	\$350
1927 Ford Roadster	\$210
1926 Ford Pickup	\$175
1927 Ford Delivery	\$250
1926 Buick Coach	\$550
1924 Ford Coupe	\$140
1923 Ford Coupe	\$50
1923 Ford Sedan	\$125
1924 Ford Touring	\$45
1923 Ford Touring	\$45
Ford Truck, closed cab and Warford transmission	\$150
Ford Truck, extra good for	\$100
Ford Truck, good cab and body	\$175

EASY TERMS

C. A. Lockwood
Motor Company
Roseburg, Oregon