

ROSEBURG NEWS-REVIEW

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

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HARRIS ELLSWORTH, Editor

Entered as second class matter May 27, 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 .20

ROSEBURG, OREGON, FRIDAY, AUGUST 16, 1929.

NEWSPAPERS AND GOOD CITIZENSHIP

By WILLIS J. ABBOT,

Contributing Editor, The Christian Science Monitor.

THE relationship between better newspapers and better citizenship has in it much of mutuality. It is easy to say that an improvement in the ethical and political character of the newspaper press will lead to a higher type of citizenship. It ought to be equally easy to understand the fact that a higher type of citizenship would compel owners of newspapers seeking suitable circulation to adopt a higher moral and ethical standard of their own.

It would be interesting to organize and support a careful inquiry into the question as to whether the tone of a community is more affected by its newspapers than the newspapers are affected by it. Newspaper publishers, particularly in this day, are exceedingly responsive to the attitude of the community in which they are published. Curiously enough this fact is not very greatly affected by the increasing extent to which newspapers are coming to monopolize their individual fields. More and more is coming to be a rule in the United States that a city the size of Milwaukee, Omaha, or even bigger towns like St. Louis and Detroit, have only one newspaper. That newspaper, nevertheless, strives to keep in touch with public sentiment, and to march shoulder to shoulder with that sentiment rather than to presume upon its unique position to attempt domination. The militant type of journalist like James E. Scripps, Wilbur F. Storey, or Joseph Medill, has disappeared. The editor no longer seems willing to undertake the task of dragging his community into a course of conduct which meets his august approval. Rather he strives to get a cross-section of the public opinion in the city which supports him, and to demean himself in accordance with this opinion.

Therefore a discussion of the extent to which newspapers control or are controlled by public opinion is really worth while. Undoubtedly there is a certain section of the citizenry of every town which follows the example and precepts of its favorite newspaper. A newspaper which maintains a high attitude of ethics and morals and which, without becoming a public scold, nevertheless, seeks to inculcate elevation of thought, and rectitude of conduct, does contribute to the betterment of this section of the population. At the same time, and in the same town, there will be those who will look to a newspaper rather to echo their opinions and to keep in accord with their views. This section largely influences the publisher. This section, too, is apt to comprise the greater number of "better citizens." Perhaps those in the community who follow the newspapers' lead will, through its preachments and practices be led themselves into the ranks of these better citizens. To that extent, unquestionably, a newspaper, even when an echo of public sentiment, is serviceable. But it is essential that that sentiment should be of the kind that makes for high political and civic responsibility.

POEM FOR THE DAY

By LOUIS ALBERT BANKS

BILLY SUNDAY'S WAR ON THE DEVIL

Here are some characteristic paragraphs from a sermon by the renowned Billy Sunday as reported in the Morning Oregonian:

"I am the open, uncompromising enemy of the devil; I ask no quarter, and I give none."

"You are never going to live to see the day when the stars and stripes will wave over a licensed saloon. The 18th amendment is the greatest thing that ever happened to the United States, and its repeal would be the greatest calamity."

"God Almighty has poured into our laps all the blessings on earth, and there is no nation on God's dirt so fortunate as we are. America is the cradle of the world, and America's mission seems to be to salvage the world from the hell of war. I am in favor of anything that will bring peace. What the world needs is to be taken down to God's bath house and the hose turned on."

These sound like Billy Sunday's words; He sends them out like singing birds— Men never doubt just what he means; His pictures are all sunlit scenes; He's out to put the devil down; He does not quail at Satan's frown; His gallant soul is charged with right, And revels in a daring fight.

The devil knows he'll feel the lash When Billy's words begin to flash, For Billy's always void of fear And never sheds his fighting gear. He "asks no quarter," does not whine; He is a soldier with a spine. He wields in love a divining rod; He sword is in the strength of God.

He quickly scents the devil's friends, And to the heart his arrow sends. He knows the outlawed vile saloon Was but the devil's rank tycoon. He does not fear the vicious threats That are the weapons of the wets, And so he is a piercing thorn Right in the breast of Barleycorn.

That lying villain, cruel Mars, Presiding genius over wars, Tempts Billy Sunday's loudest bomb While every man who loves the Lord Is given aid by Billy's sword. When Sunday comes to claim his prize, His gathered stars will throng the skies.

BRINGING UP FATHER

By Geo. McManus



The OFFICE CAT

Interesting information: A bald-headed man does not suffer much from dandruff.

As far as we know the only business that makes money without advertising is the U. S. mint.

The fellow who can invent some way of getting a full night's sleep in thirty minutes or so will make a fortune.

The little boy who hides behind his mother's skirt has to get in his high-chair to do it.

Maybe Then
If rocks were made of jelly.
And pavements made of mush.
And tools were soft as mattresses,
And chimneys lined with plumb;
If I could pass through wires
The way I pass through rain;
Why, then I think I'd like a ride
Upon an aeroplane.

Comic Artist—This joke ought to be good. I've had it in my head for ten years.

Heartless Editor—Sorta aged in the wood, as it were.

Love may be the greatest thing in the world, but it won't make some folks do things that pride will.

All there is to be known about human nature from books may be learned from Shakespeare and the Bible.

EDITORIALS ON THE DAY'S NEWS

(Continued from page 1)

As we look forward joyously to the future, confident that what is in store for us will be good—better, perhaps, than what we are giving up— But also let us not fail to take pleasure in that which is ours now, but will not be ours always. Let us realize that the PRESENT is good, as well as the golden past and the green future that lies beyond the hill.

Putting it briefly, let us LIVE as we go along.

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STAND GUARD AGAINST BABY'S GERM ENEMIES

Spoiled Milk the Chief Cause of Illness in Infants, Says Dr. Copeland, Urging Mothers to Watch Constantly Over Little Folk's Food.

By ROYAL S. COPELAND, M. D.

United States Senator from New York. Former Commissioner of Health, New York City.

IT is necessary to use eternal vigilance if baby's health is to be guarded against watchful enemies. I wish it were possible to make health "catching." Instead of having to worry over the dozens of diseases that may be caught.

Since the feeding of the baby is the most important part of its life, strict attention must be given the feedings and the food. There are two things that must be kept in mind every hour of the day—the proper care of the feeding bottles and the proper care of the food. Attention to these will ward off disease.

Spoiled milk is the chief cause of illness in young children. I am sorry to say it is one of the chief causes of death. Knowing this fact, it behooves us to take not the slightest chance.

The first thing to do is to find a place where milk of known purity can be purchased. This is not difficult in a large city where the public health appropriations are large enough to make possible the supervision of the milk from its place of production, right up to your very threshold.

It is more difficult in smaller communities. You must make sure you are doing your best in this matter. Talk with your doctor, the county health official, or somebody who can really give accurate information regarding the milk. It is vital to the welfare of your child that clean milk, from a healthy cow, is provided for its feeding.

I am sorry that the popular idea about milk is that its "richness" is what determines its value. You may be shocked to learn the "cream line" is of little importance in selecting milk for an infant.

The milk from any cow is too rich. It must be diluted with water to make it like human milk. So the quantity of cream does not count much.

The important thing is to make sure the milk is free from dangerous germs or bacteria. It must come from a healthy cow. It must be cooled at once after the milking and be kept at low temperature from



DR. COPELAND

theirs, and all of the invitations are sent out together. The same is true of the announcements.

4. Usually the woman offers to pour the beverage. But it is quite correct for the man to do this, if he wishes. The man usually does the other serving, if the waiter doesn't.

5. If the young lady was a "very popular young lady" as the dictionary tells us, a "best" must be, in a corner for her photograph to carry the caption you quote.

The Married Woman's Signature
DEAR MRS. BECKMAN: I frequently wish to sign my given name, married name and maiden name. Will you please tell me the correct way?

MRS.
DO YOU mean your informal name? It is the custom usually now for a woman to adopt as her informal married name the first and last names of her maiden name prefixed to the last name of her married name; Mary Allen Brown, or she may prefer to drop the last name of her maiden name and call herself Mary Brown. Either form she would, say, use for the signature of her checks. Too, this is the correct direct signature to letters that she wishes to people whom she does not know very well but still who do not need to be told her formal married name. For her business letters and for letters that she writes to people who need to be told her married name this is the correct form—and how I wish that every married woman would pay attention to this, for it is so important for her to know it.

Very truly yours,
Mary Allen Brown
(Mrs. Arthur Brown)

The Formal Evening Wedding
DEAR MRS. BECKMAN: I am I right in maintaining that a church wedding taking place at eight o'clock in the eve-

ning in church calls for strictly formal clothes.

2. The bride-to-be intends to have an usher and a bridesmaid walk down the aisle together in the recessional. I do not think this is now considered good form? Am I right? There are to be four bridesmaids and four ushers, and the bride insists that it is correct for them to "pair off" in the recessional.

F. P.
YOU are absolutely correct. Everyone, men and women, members of the bride party or guests, should wear evening clothes.

2. And you are right here, too. In the cosmopolitan wedding of today, the bridesmaids walk in the recessional, two by two. And the ushers walk together, two by two, after the bridesmaids.

(Mrs. Beckman will be glad to answer questions on etiquette submitted by readers.)
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PIGGY WIGGLY PIGGY WIGGLY PIGGY WIGGLY

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Saturday and Monday
AUGUST 17TH & 19TH

Sugar Pure cane granulated, 8 1-2 pounds 49c

Wesson Oil Quart Tin 49c

Hills Bros. Coffee Red Tin, 1 Pound 49c

Flour Piggly Wiggly—10 lb. sack 49c

HARD WHEAT FLOUR PREFERRED STOCK NO. 2 SIZE TIN

Pineapple Fancy Sliced, 2 Cans 49c

FANCY WHITE STAR Tuna Fish 4 Cans 49c

RICH IN IODINE THOMPSON'S Choc. Malted Milk 1 lb. tin 49c

BUILD UP VITALITY BY DRINKING MALTED MILK

Jello 6 Packages 49c

DELICIA Sandwich Spread 4 tins 49c

THE ORIGINAL MEAT SANDWICH SPREAD

Silvernut 3 pounds 49c

VAN CAMP'S OR "ALL GOLD"—1 POUND OVAL TINS Sardines 4 tins 49c

MUSTARD OR TOMATO SAUCE

Sperry's Rolled Oats 9 lb. bag 49c

Cider Vinegar 2 gallons 49c

BRING CONTAINERS Jar Caps Mason or Economy, 2 dozen 49c

2 1/2 LB. TIN Pabst Hop Flavored Extract 49c

Ivory Soap 7 medium bars 49c

We reserve the right to place limit on any of above specials.

PIGGY WIGGLY PIGGY WIGGLY PIGGY WIGGLY

From Presidio— Captain and Mrs. H. A. Hansley of San Francisco are among the out of city visitors here enjoying the wonderland of the Umpqua valley. Captain Hansley is connected with the Presidio and is enjoying a short vacation.

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