

Roseburg News-Review

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HARRIS ELLSWORTH Editor

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ROSEBURG, OREGON, TUESDAY, NOV. 5, 1929.

STOCK INVESTMENT AND SPECULATION

COMMON stocks that were sound before the stock market went to smash are still sound. What has been happening is deflation of overpriced stocks. It may be said that practically all stocks, including sound ones, have been overpriced in recent months. Many bought sound stocks at prices so high that they could not hope to earn a fair dividend return at the prices paid. Neither did the buyers expect to do that. They bought at too high prices hoping those prices would go still higher and that they could sell at a profit. That, of course, is not investment but speculation.

Punishment was swift for those who bought on margin, whether the stocks which they bought were sound ones or the other kind. But those who had bought sound stocks and paid for them, even though at high prices, could have continued to hold them, crash or no crash, with reasonable certainty that the downward movement would never carry them to the vanishing point and that eventually the stocks were certain to rise again to a point justified by earnings and underlying security. Not all of such stockholders pursued that course. There was panic and panic is contagious. Many who owned substantial stocks outright threw them overboard at any prices they would bring. So losses are more widespread than they should have been or needed to be.

John D. Rockefeller, Sr., whose knowledge of finance is both demonstrated and conceded, had and kept the proper sense of proportion. A day or two after the initial crash he said:

My son and I have, for some days, been purchasing sound common stocks. We are continuing, and will continue, our purchases in substantial amounts at levels which we believe represent sound investment values.

There is the whole sound logic of stock investment stated in a paragraph. Buy sound stocks when sound stocks are down, not when they are sky-rocketing. Buy at levels which represent sound investment value. Buy at prices which will make the dividend rate a fair earning rate on the amount invested. Having bought, hold.

Only wealthy persons can afford to speculate in stocks. None should put more money into speculation than he can afford to lose. But persons of more modest means may now as always invest in sound and proved stocks when they are obtainable at fair prices. If that lesson can be generally learned from the recent stock market crisis the crisis will have been worth while, costly though it has been.

Whoever thought of the "fly by weight" idea of selling airplane rides was a wise person indeed. The plane here over the week-end did a capacity business and is coming again another day. If you are at all interested in the subject of selling, pause and ask yourself if the plane folks would have done a capacity business had they merely advertised: "Airplane rides \$150." Probably not. The "fly by weight" idea is illustrative of one of those simple little things that people refer to when they say that a man is lucky in business.

POEM FOR THE DAY

By LOUIS ALBERT BANKS

A GREEN LETTER DAY AT STEAMBOAT BRIDGE

People are always talking about "red letter days" but there is nothing so fine as a green letter day. Mr. Carl B. Neal, supervisor of the Umpqua national forest, invited Mr. Charles S. Beaulieu, Roseburg's popular postmaster and Rev. Dr. Charles A. Edwards and myself to ride in his car with him on a tour of inspection as far up the North Umpqua river as Steamboat bridge, on a glorious October day. What a black ground for a poem!

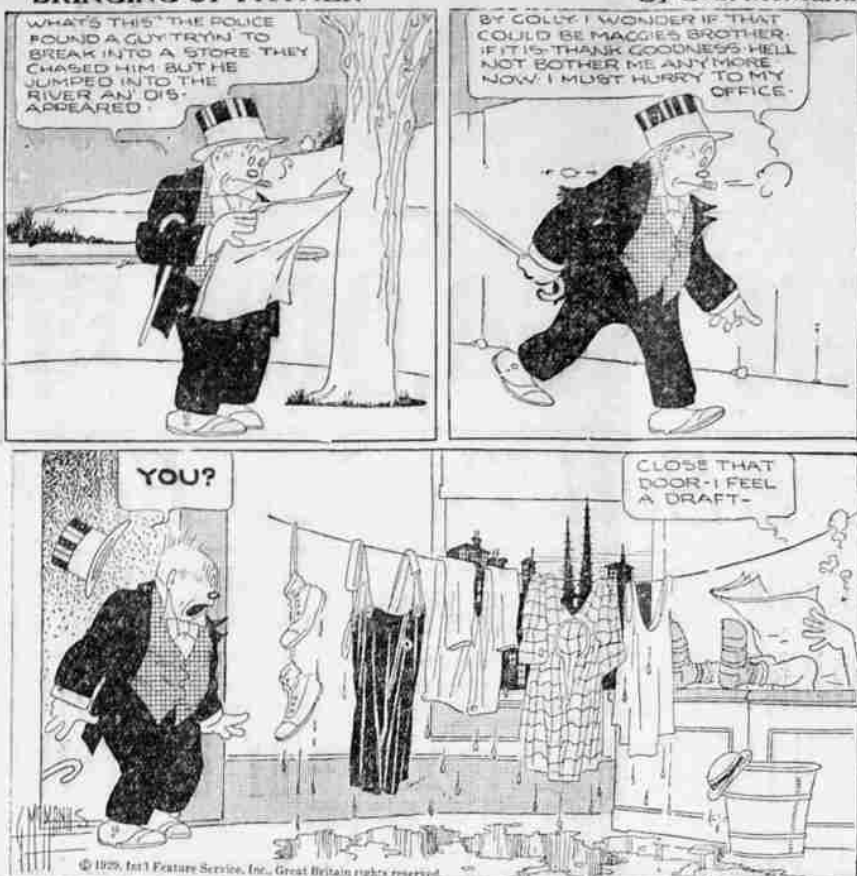
The day the best God ever made—
A time for angels on a raid,
The dogwood bush a glorious pink—
A time to muse and dream and think,
The water murmuring o'er the rocks
Mid mingles ripe in yellow flocks,
On either hand the canyon wall
Where trees stand green and silent, tall.

The bridge hangs swinging in its grace—
From wall to wall fills up the space;
It bears the tracks of horses, mules,
Who've learned to live by man-made rules;
It leads to lonely forest trails
Where o'en the winds can raise no gales,
And where the wandering mountain deer
Need only bears and cougars fear.

The river, beaten white as snow,
Throws up glad hands in joy to go;
It sings a song of jubilee,
And seems so happy to be free!
The sunshine's sprinkling shadows fall
In brilliant gleam over all;
A fragrance breathes from out the wood,
That seems to whisper, "God is good."

No words can paint the wondrous days,
Its gorgeous vistas by the way,
The vining maple's scarlet dress,
The huckleberry's happiness,
The sugar pines with monstrous cones—
A dinosaur who sheds his bones,
No one but God could grow the trees;
They bring us low on bended knees.

BRINGING UP FATHER



The OFFICE CAT

How brutal it was to steal this country from the Indians when they would have swapped it gladly for a ten-cent store.

Did you know that if all the butterflies in the world were placed side to side there would be more caterpillars?

The modern girl wears everything short except her conversation.

Win, and the whole world's with you. Lose, and you shuffle down the pike alone.

EDITORIALS ON THE DAY'S NEWS

(Continued from page 1)

what importance the resources of Central Oregon, which are now dormant, might assume?

SPEAKING of Central Oregon, the potato growers of the Redmond country recently tried the experiment of packing carefully graded potatoes in 15-pound cloth bags for particular buyers in the big cities. The potatoes thus graded and packed are selling readily at a premium over ungraded bulk potatoes.

So here is another lesson for us in Oregon: The way to expand our markets is to provide products of guaranteed quality. If we will heed that lesson, we will have fewer marketing troubles.

AND here is one of Oregon's mysteries: The number of divorces per thousand of population in this state is second only to that of Nevada, which is the divorce Mecca of the United States.

This fact, often referred to in the past, is confirmed again by figures just made public by the bureau of the census. Throughout the United States, the average divorce rate per thousand of population is 1.63. In Oregon it is 2.28. In California, Hollywood and all, it is only 2.17.

BUT, at least, we are not as bad as Nevada. In Nevada the number of divorces per thousand of population is 33.52.

The point is that we know why the divorce rate is abnormally high in Nevada. We do not know, at least with any assurance, why it is so high in Oregon.

Good Manners

By JRS CORNELIUS-BECKMAN

You can't have a married man of going out with women. His wife would get sore if he brought them home.

ACE OF CADS
The fellow who clipped his Guardian Angel's wings.

MOMENTOUS MOMENTS
When a sweet-swallower gets a safety pin stuck in his throat.

DIZZY DILEMMAS
The office manager who didn't know whether to buy a bottle of Scotch or a swivel chair.

PITIFUL CASES
A safe-cracker trying to open a can of sardines.

ODE TO A FLAPPER
Love your fellow men.

Youth—use give me a kiss.
Maid—You don't appeal to me.
Youth—Certainly I do, I'm appealing to you now.
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'HAND-MADE' WEATHER MEANS GOOD HEALTH

Now We Can Have Whatever Atmospheric Condition Desired—an Aid Not Only to Food Production, But to Industry, Says Authority.

By ROYAL S. COPELAND, M. D.

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

OUR present high standard of living, so different from that of our grandmothers, is always an interesting study. For our food we are no longer limited to the neighborhood; the sources from which we draw our raw materials are increasing every year.

In our grandmother's time the supply of foodstuffs depended entirely on the weather and season. It is not so today. We are able to eat peaches, pears, plums, melons, broilers and all the other delicacies at any time during the entire twelve months of the year.

In often times even manufacturers of certain foodstuffs were able to operate their plants only when atmospheric conditions were suitable. They were helpless so far as original and garden were concerned. Hothouses, refrigerators and air-cooled containers now insure almost uniform growth and delivery of food.

Through the marvelous inventions of the engineers of the country, it has been found possible to create any type of atmosphere necessary for successful production. For those enterprises needing moisture or those requiring extreme dryness science has the solution. They "manufacture" the air to order.

I am interested in these inventions, not only because of the improved food supply they give, but also because of their effect upon those who work in these great centers of industry. Those who work under conditions made ideal by the ventilation and moisture of the air are healthier.

happier persons than those working under less favorable surroundings. Most large industrial establishments now have what are known as "air conditioning" machines. In summer these machines cool the air and take out the moisture. In winter they properly warm it.

The modern theatre has its cooling system, which adds much to the pleasure of its patrons on a hot day. There are still many industries in which the worker is subject to industrial hazards. With the advance of science these are gradually being overcome. Let us hope for continued work in manufacturing the right kind of weather to meet the highest needs of the human race.

Answers to Health Queries

F. C. Q.—What makes me so cold all the time?

A.—You are probably troubled with poor circulation, or may be due to undernourishment.

N. E. S. Q.—How can eczema be cured?

A.—Diet must be corrected. For further particulars send a self-addressed stamped envelope.

K. S. Q.—What should a girl fourteen years of age, 5 feet 2½ inches tall weigh?

A.—She should weigh 114 pounds.

M. L. Q.—What should a young lady nineteen years of age, 5 feet 10½ inches tall weigh?

A.—150 pounds.

A. Q.—Would a tablespoonful of Epsom salts taken daily affect the health and in what way?

A.—If you think the Epsom salts are necessary, would suggest that you correct your diet, and avoid all drugs as much as possible.

G. J. Q.—What causes a person to have cold sweats at night?

A.—Poor circulation and low vitality are the usual causes. It would be wise to have your physician make a thorough examination.

Maybe I'm Wrong

By J. P. MEDBURY

The Dinner Dress

DEAR MRS. BECKMAN:

1. Will you kindly tell me what is proper to wear to a Saturday evening dinner? Should the dress be without sleeves? The occasion is a society rushing dinner.

2. Will you kindly criticize my handwriting and letter form?

G. M. N.

FOR such a dinner I should think that what we speak of as a

By Geo. McManus

through friends I was with. We all stayed overnight, and as this was unexpected of course I was unprepared. The following morning one of the girls offered me her rouse and powder. I used it and by mistake put the small case in my handbag, as is my habit at home. I left that afternoon and I didn't discover the box until next day. Well, I have had a very serious nervous attack in the meantime which has held me captive for the last two months. Now I feel more like myself again and I would like you to advise me as to the correct thing to do. Should I buy Dolly a new compact, and what sort of letter should I send her explaining?

Will you please tell me about my penmanship?
L. H.
In the same direct way in which you have explained this to me write to Dolly and explain to her just what happened. Of course she will at once understand. First, buy Dolly a new compact, something a bit "special" so that it will register your wish to make it a present, as well as a substitute for the loan that you were not able to return. And inclosed with the compact your letter of friendship and gratitude and appreciation. Too, ask her if you may have the pleasure of seeing her again soon to thank her for her "long loan."

2. You have the makings of an excellent handwriting. Your writing is that of an especially interesting person, and if you could make it more compact it would be even more interesting. I long to get hold of your pen, as you hold it in your hand, and direct it so that you would form your letters more carefully—especially r, s, e, m, n, u and all the letters at the end of your words. The many curlicues you make and the way you cross your r's do not, to my mind, add strength to your writing. Perhaps you hold your pen too loosely?

(Mrs. Beekman will be glad to answer questions on etiquette submitted by readers.)
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FARMER FOUND SLAIN, WIFE FATALLY INJURED

INDEPENDENCE, Mo., Nov. 4.—Shot by an assassin who apparently fired a shotgun charge through an open window at the rear of their farm home, 12 miles northeast of here, Albert Weddle was found dead in his easy chair last night with his wife, probably fatally injured, at his feet.

Returning from an automobile ride, Miss Opal Weddle, 18, daughter of the couple, found her father dead and her mother critically wounded. She immediately notified county officers and neighbors.

MISSING PLANE BRINGS IN RICH LOAD OF FURS

NOME, Alaska, Nov. 5.—After having been forced down by a snowstorm about 12 miles from Cape Serge, Siberia, Pilots Ben Elison and Frank Dorbrandt of the Alaska Airways, were in Nome yesterday after a round trip to the Siberian coast for furs and passengers.

Six members of the crew of the steamer Naubik and more than \$100,000 in furs were brought to Nome by the two planes. The ships were being made ready at Teller, Alaska, today for another hop to the Siberian coast.

HOBBI PLANE LEAVES

The Hobi Flying Service monoplane, which was in Roseburg over the week-end carrying passengers at a cent-a-pound rate, left yesterday afternoon for Eugene. The plane remained over Monday noon, carrying passengers who could not be accommodated Sunday. Because of the many people who desired rides, but were unable to take advantage of the opportunity, it is planned to bring the plane to Roseburg again if the weather remains good.

PLANES VISIT AIRPORT

Major Eckerson of Springfield, flying the Brouse cabin plane "City of Portland," and Lieutenant L. L. Kenny, brother of E. R. Kenny of this city, flying Major Eckerson's Waco sport biplane, stopped at the Roseburg airport yesterday afternoon on the way from Portland to Medford. Major Eckerson was accompanied in the cabin ship by Lieut. C. L. Cook and George Cohen of Portland.

Still More Millions TREAT COLDS DIRECT

Each year more and more people give up the old, indirect way of treating colds by "dosing" and turn to Vicks VapoRub. Just rubbed on, Vicks medicated vapors are inhaled direct to the air-passages, and, at the same time, it acts direct through the skin like a plaster.

This better way of treating colds originated with Vicks a generation ago. Today, the whole trend of medical practice is away from needless "dosing," and there are "Over 26 Million Jars Used Yearly."

VICKS VAPORUB

SOLD AGAIN!

Another farmer convinced of the savings made by a

JOHN DEERE TRACTOR

Pulls a 10-ft. disc or 3 14-inch plows or 4-disc plow with power to spare.

\$1235 at Your Farm

SPECIAL

Oliver 40 Plow	\$15.00
Acme Harrow	\$25.00
Steel Plow	\$7.00

Farm Bureau Cooperative Exchange

Roseburg Agents for

L. & H. Electric Ranges
Hood River Spray Co.
Sutherlin Spray Co.
Sean Spray Pump Co.
John Deere Plow Co.
Hoosier and Milwaukee Pumps

NATIONALIST ARMY OF CHINA CRUSHED; 20,000 DEFECTIONS

(Associated Press London Wire)

HANKOW, China, Nov. 4.—The Japanese military intelligence today said the army of Marshal Feng Yu-Hsien, or Kuomintang—"people's army"—had inflicted a decisive defeat on nationalist troops near Laohokow, Hupeh.

Dispatches from Chengchow said 19,000 nationalist troops deserted and began ravaging the countryside, while an equal number refused to fight. The fighting was said to have extended along the northwest border of Hupeh and Honan.

The Japanese dispatch said: "The Kuomintang crushed the nationalist forces, the victory resulting in great confusion. Laohokow officials are fleeing."

Wounded nationalists were said to be flooding Chengchow from the west, with most of them suffering from bayonet and sword wounds. This was taken to indicate the Kuomintang were engaged in hand-to-hand combat to conserve ammunition.

TOKYO, Nov. 4.—Chinese sources in Harbin, Manchuria, today said two Soviet gunboats and two Soviet airplanes had been captured in fighting between Chinese and Russians at Fuchienhsien.

An earlier telegram from Harbin said severe fighting had taken place there and that Chinese troops had retired 60 miles in the direction of Haichuan.

SMEED JOLLEY BOUGHT BY CHICAGO WHITE SOX

(Associated Press London Wire)

CHICAGO, Nov. 4.—The White Sox made another move to strengthen their team today by purchasing Smeed Jolley, heavy-hitting outfielder from San Francisco, of the Pacific coast club. Jolley batted .235 and rapped out 25 homers for the Seals last season.

Another carload of American zinc insulated fence will arrive at Wharton Bros. in a few days.—Adv.

DANCE!

AT THE WIGWAM

Wednesday Night, Nov. 6

Music by Melody Marvels

Cents \$1

Ladies Free

OIL OLOGY



THIS IS AN OBLIGING STATION

Here's a service that's most fair.
Free, the water and the air,
Crank case service—also free,
And ALL ELSE at modest fee.

—P. Trollem

This is your service station. Drive in confidently. Drive out happily. Shell gas is full of power. Our oil is full of attention. We're filled with the desire to please you.



HIGHWAY SERVICE CO. Inc.
GENERAL TIRES
ROSEBURG, OREGON