

Roseburg News-Review

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In the Home Stretch

VENTURING into positive analysis of the situation in the republican contest for nomination for governor have been almost as noticeable as efforts to predict the outcome and that means almost to talk back. But now comes Hugh Hupp, editor of the Portland Spectator with both analysis and a tentative prediction. Says Mr. Hupp: "There seems to be a noteworthy change in conditions here (Multnomah county). Norblad, who was first does not appear to be better than third, Corbett looks to be second and careful and sagacious observers say Joseph will carry the county."

To many who have Oregon's interests at heart that will seem an alarming view, although we do not think it a consciously alarmist view. It represents the view of one very well informed observer. Against it there are seemingly confident predictions by supporters alike of Governor Norblad, Mr. Hall and Mr. Corbett. Each of these camps is still making undiminished claims concerning Multnomah county strength. From here it looks like Multnomah's vote is an extremely uncertain quantity and is likely to be so split up that the plurality, for whoever it is given, will be so small that it will not decide the issue. Upstate votes will tell the story.

The Salem Capital Journal thinks that nomination of either Joseph or Hall would spell democratic victory in November. As to Mr. Joseph the reasoning may be sound, since there is genuine alarm, whether justified or not, as to what might happen if he were governor, but there is no sound reason for placing Mr. Hall in similar category. There are organization republicans who do not support Mr. Hall in the primary out of resentment at his failure to support Mr. Olcott actively eight years ago, but if he should win the nomination it is hardly conceivable that they would stand aloof from the party nomination. The religious issue which the Salem newspaper is seeking to revive against him has paled to near nothingness.

One would need to be prophet and son of a prophet or else seventh daughter of a seventh daughter to read the veil at this time and say who is going to win the republican nomination for governor. Nobody knows.

On Serving the Public

RAYMOND B. WILCOX, retiring the other day after a year's service as president of the Portland chamber of commerce, confessed disillusionment. He said: "I very soon found that in administering the affairs of the chamber I was on the defensive... Every constructive idea that is brought forward by anyone has to run the gauntlet of criticism and attack, and the time consumed in securing approval and support is altogether too long."

Editorials on News

plete papers per hour, or 50 per minute. The developments here described, along with others, have speeded tremendously the process of making a complete newspaper. So, you see, great changes are under way in the newspaper industry. We who make newspapers have to be on our toes to keep up with these changes.

There are a few things that have already happened in the way of speeding up the making and the delivery of newspapers. Here is a prediction as to what MAY HAPPEN in the future!

Frank J. Gannon, executive head of one of the largest newspaper chains in the country, told the American Newspaper Publishers association the other day that the time may come when you will see in an advertisement about the size of your ad and take from it the PRINTED copy of your newspaper, which has been transmitted THROUGH THE AIR!

That is hard to believe, you say? Here is an actual fact. A prominent newspaper page was actually transmitted by radio the other day from San Francisco and received a few minutes later at the headquarters of the General Electric company at Schenectady, New York.

That has been done, it can be done again and done COMMERCIALLY, sooner or later.

Mr. Williams Transacts Business... Mr. Williams, of Chicago, was in town Monday transacting business.

The Last Minute

VERY often a political campaign will proceed quietly until a day or two before election and then suddenly will burst forth an avalanche of charges and counter-

charges, all too late to be answered and confusion is the result. The confusion thus created is exactly what is desired by candidates and others interested in some vital phase of the election who seek to gain their desired ends by any means possible.

This primary campaign has been one of the quietest and cleanest ever known in the state. The predicted fireworks from Joseph materialized as only a brief shower of sizzlers and duds, otherwise all has been quiet on all fronts. Unless something absolutely unexpected breaks out now the present campaign will go down in history as a clean campaign.

Speaking of last minute argument which does not leave time for answer, it is reliably reported that certain of the opposition to the formation of the North Umpqua road district are planning a broadside to be distributed just before election. It is to be hoped that such a piece of printing confines itself to statements of fact and does not present mere unanswerable arguments solely to confuse voters regarding the project.

Advertising for the purpose of winning votes for a project or a candidate, is legitimate and advisable. The nearer to election time the better. What is said here regarding last minute unanswerable statements does not apply to ordinary advertising and statements of platform and policy.

Oregon Editors' Opinions

(Salem Statesman) THE Capital Journal protests that George Joseph lied when he said the C. J. received some of the propaganda money of the power interests along with the Oregonian and the Oregon Voter. In fact, it rates Joseph as a high power member of the Ananias club.

Joseph is and he isn't. The Capital Journal, according to the photostatic copy of the testimony presented in the power hearings before the federal power commission, which Joseph had in his possession, received \$300 for advertising from the power interests which were fighting the housewives initiative in 1926. For that matter the Statesman is listed as having received the same amount for the same service from the same interests. So do nearly all papers in the state appear as having received money for advertising.

The inference which Joseph leaves is that this advertising was a sham fund, that it affected editorial expression, and so showed the pernicious influence of the power interests. This inference is unjust, and we are prompt to say so far as our evening contemporary is concerned, wholly untrue. There probably are newspapers that sell their souls for a little advertising, but the most of the substantial papers of Oregon accept advertising from all diverse political and industrial interests without letting it sway their editorial independence.

Odd Signs on Main Street (Medford Mail-Tribune) A span of horses, and a woman with earrings were seen upon our streets one day last week.

It's an idea (Bend Bulletin) A thousand leading economists of the United States have joined in urging a repeal of the 1930 tariff. If that cannot be done perhaps congress would consider amending it so as to include a tariff on economists.

Editorials on News (Continued from page 1)

DEAR NANCY LEE: I am a girl a senior in high school. I am going with a boy that I like very much. He is six years older than I. We have been going together for about five months. I permit him to kiss me and he says he loves me. I told him the same. For my birthday he gave me a ring with my birth stone in it.

My father doesn't want me to go with a boy at all, but my mother doesn't care. I go out and meet him. Am I doing wrong?

STUBBY. As you are still in school, you should have the permission and approval of both of your parents in the matter of your friendship with the young man of whom you write. Your father, no doubt, considers you too young for a love affair, as you most certainly are, and that is why he does not approve of your conduct. Even if your mother does not mind, your father is entitled to just as much consideration and obedience from you as you show to your mother, and if he does not wish you to go out with boys he no doubt has very good reasons for his decision.

LETTERS FROM THE PEOPLE (Continued from the News-Review) In calculation in this department should be written on only one side of the paper, showing not only the words in length, and number, but also the number of words, and address must accompany the contribution.

NORTON CANNERIES DEMONSTRATE MERITS FOR PUBLIC BACKING

ROSEBURG, Ore., May 12.—Editor News-Review.—I have followed with interest the persistent advertising carried on by Mr. E. G. Kingwell on behalf of the Frank J. Norton company.

In view of the past history, one can but admire the courage of Mr. Kingwell in taking over the reins of the company. The company has been in operation for a long period in the past, the whole-hearted sup-

BRINGING UP FATHER



By Geo. McManus



GOOD-NIGHT STORIES

By Max Trell "To dream at night is quite all right; but it doesn't pay. To dream all day..." Shadow Sayings. A giant is had enough when he is awake. When he's asleep he's more trouble than a cyclone. At least that's what Mij, Flor, Hand, Yam and Knarf—the little shadow-children—discovered. All in all, they had a curious adventure. First of all they crept inside the real-children's Fairy Tale Book which they had found lying on the



How Could They Wake the Giant?

table. Getting inside the pages of a book was no trouble for them, since they were quite flat, like writing paper. Inside the book they found a magic beanstalk, which they climbed up, reaching a palace in the clouds inhabited by a giant, who roared: "Fee-fy-foo-fum—I smell the blood of an Englishman!" They also met a boy who called himself Jack the Giant Killer, who begged them to help him destroy the giant. If you have ever read the story of Jack the Giant Killer in the Fairy Tale Book you will know that the giant is destroyed. The giant, however, didn't fancy the idea of being destroyed at first, but consented at length to climb down the bean stalk and follow Knarf to his master, who had always said he wanted to destroy a giant. Instead of walking right out of the book, the giant decided to take a nap in the Fairy Book garden and stretched himself out for miles and miles. His breath-

Talks on Health

By DR. R. S. COPELAND NOW is the time when everybody is thinking of vacation time. Some of our friends will be flitting to foreign shores. Others will be off to the country, the seashore, or the mountains. For those who cannot get away for an extended stay, a day now and then or an occasional weekend in the country can be planned. Every opportunity should be taken to get a change of environment and to be out-of-doors. Summer is the very flower of the seasons. America is particularly fortunate in its varied and beautiful countryside, mountainous and shore. Travel is made easy. Almost everyone has a car, a boat, or perhaps travels by air. Pretty soon the airways will be filled to overflowing with trippers through the skies. When you go on vacation it is very wise to go where you can best recuperate your physical and mental self. At least, that is what a vacation should do for you. It is best to put in those vacation days having all the pleasure and all the recreation you possibly can. But one must not lose sight of the fact that sleep and rest are tired, too. Do not come home more tired than you began your vacation. Rest is the most important thing in life and it is most vital to happiness. The sun, and the air and the water are just as important as tennis courts and golf courses. Hundreds of years before the advent of the white man, the American Indians recognized the health potentialities of climate, air, and water, sunshine and seafog. They made long pilgrimages to the shores of sea and lake, hoping that their sick might regain health, strength and vigor. For those who are recovering from illness, the vacation should be a time of long hours of sleep or rest in the out-of-doors and in the sunshine if possible. A change of scene, good food and some temperate recreation do wonders for one who has been a shut-in. The babies and children should live and play joyously out-of-doors these long summer days of vacation. Many of the poor children of the cities are now sent to camps, to playgrounds, to the parks and near-by country places. The little child who has suffered from rickets, malnutrition, whooping cough, or any of the diseases of childhood will need to be out in the sunshine long hours in order to build up the health. The curative powers of the sun's rays are yours for the weeks these summer days. Make the most of them. These brief periods of rest are wonderful tonics for tired men, women and children if rightly used. There are wonderful things to see in this beautiful world. We all need vacations. We are living in a strenuous age, and for those who have but one vacation in the year, the most should be made of it. I hope that everyone may have a happy and most beneficial vacation this summer.

Answers to Health Queries

J. R. M. Q.—What causes a blister under the tongue? A.—This may be due to hyperacidity, caused by faulty diet and poor elimination.

Zerrahla D. C. Q.—How many eggs a day should I eat? A.—One egg a day should be sufficient.

Jack D. Q.—What should a young man of 22, 5 ft. 4 inches tall, weigh? A.—Is there any means by which

stature in taking hold of this issue for the Frank J. Norton company and hope that he will be able to announce within a short time that the issue has been over-subscribed.

Yes, for the Umpqua valley. A GARDEN VALLEY FARMER.

Maybe I'm Wrong

By J. P. MEDBURY A MAN is no sooner sitting on top of the world than he has to get up and give his seat to a lady. Momentous Moments—When an irrepressible motorist meets an immovable pedestrian. Efficiency Experts—The hard-boiled warden who broils his lamb chops in the electric chair. Today's Tightwad—The miser who always reads the weather reports before he takes a shower. Wonders of Nature—A tornado is nothing but a little breeze that's in a hurry. You Said It—A pessimist is a fellow who looks on the bright side of life through smoke colored glasses. Piteful Cases—It must be awful to be a shoemaker's daughter and know nothing but heels. The Unfair Sex—As soon as a woman finds the way to man's heart, she buys a revolver. Ode to a Flirt—Never count your chickens before you pick them up. Our Own Vaudeville—Grace... Edith left the party? Irene: Yes, she passed out about twelve-thirty (Copyright, 1930, King Features Syndicate).



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table. Getting inside the pages of a book was no trouble for them, since they were quite flat, like writing paper. Inside the book they found a magic beanstalk, which they climbed up, reaching a palace in the clouds inhabited by a giant, who roared: "Fee-fy-foo-fum—I smell the blood of an Englishman!"

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COOK WITH GAS AND ENJOY LIFE MORE

"Instant Heat" SOUTHERN OREGON GAS CORPORATION 340 N. Jackson Phone 235

Large advertisement for Southern Oregon Gas Corporation. Text: "DID YOU EVER STOP TO THINK?" By EDSON R. WAITE, Shawnee, Oklahoma. That advertising has the power of suggestion, which creates a desire to possess. Continuous advertising is the most effective kind. Continuous advertising causes readers to form a friendly feeling towards the concerns advertising and makes customers and prospective customers realize that only the best in quality is continuously advertised. Persistency in advertising is unquestionably the greatest force in the building of the business. It increases turnover and breaks down sales resistance. Truthful advertising of quality means satisfied customers. It is building better business everywhere for those who use its aid. Advertising is the magnet that attracts the attention of all. It reminds the people of everything they need. Business concerns who handle well advertised lines and back them up with local advertising are the ones who profit most. Only the concerns who are continuous advertisers can successfully survive competition. Business men who do not believe in advertising are just sleeping while local competitors, neighboring cities, door to door peddlers and mail order houses are getting the business they should get.