

NAVIGATION OF UMPQUA OLD IDEA

Railway's Advent Silenced Early Day Plans, Says Gardiner Resident.

The idea of providing navigation on the Umpqua river is no new thing but a fact as old as white habitation in this valley, states M. M. Melvin of Gardiner when he visited in Roseburg last week. His father, he said, once conducted the stage station at Canyonville. Later, in 1876, the Melvin family moved to Gardiner. The trip required four days.

When the senior Melvin was county clerk, he worked with the late Binger Hermann and A. W. Reed in their efforts to attract attention to the navigation possibilities of the Umpqua. They were successful in getting both an Oregon legislature and a congressional appropriation for improving the river. The port of Umpqua was then serving territory as far north as Harrisburg and as far south as the California line and the mining settlements in northern California, from the head of navigation at Scottsburg.

But the extension of the railroad through the county killed off interest in navigation, Melvin pointed out, so that until only recently there has been little thought of activity along that line. Until recently M. M. Melvin has operated the city water service at Gardiner.

The Gardiner resident also told of the improvement to the harbor at the mouth of the river, declaring it would soon be one of the finest and deepest harbors on the Pacific coast.

OIL PRICE FIXING GUILT SUSTAINED

MADISON, Wis., July 19.—(AP)—Federal Judge Patrick T. Stone today sustained the conviction of 17 of 46 defendants found guilty last January of a conspiracy to raise and fix midwestern gasoline prices in 1935 and 1936. He fined these defendants—12 companies and five executives—a total of \$65,000.

The judge dismissed the charges as to 10 other executives and one corporation and found that the remaining defendants—15 officials and three firms—were entitled to a new trial because they had been linked to the alleged conspiracy only by circumstantial evidence.

William J. Donovan, of New York, chief of defense counsel, announced after the ruling he would appeal to the U. S. district court of appeals at Chicago on behalf of those fined.

Among the individual defendants, whose convictions stand, is Charles E. Arnott, New York, vice-president of the Socony Vacuum Oil company, alleged by the government to have been the "master mind" of the conspiracy.

DEATH TAKES WIFE OF MAYOR'S SON

GLENDALE, Ore., July 20.—Mayor and Mrs. L. L. Hurd left suddenly Friday evening for Stayton where they were called by the death of their son's wife, Mrs. L. L. Hurd Jr.

Kathryn Helen Hurd, 27, wife of Lucius L. Hurd Jr., died suddenly Friday after the birth of their second child, June 22. Besides her husband, she leaves as survivors two children, Sheila Ann and Richard Lawrence; her parents, Mr. and Mrs. E. J. Strunz of Portland; a sister, Sister Kathryn Ann of Holy Name, Maryhurst.

Requiem mass was held at St. Stephens church in Portland, Monday, with concluding services and interment at Mt. Olivary.

SON IS BORN TO MRS. ROOSEVELT, JR.

PHILADELPHIA, July 19.—(AP)—A son was born today to Mrs. Franklin D. Roosevelt, Jr., wife of the third son of the president.

The baby, weighing slightly more than seven pounds, was born at the Pennsylvania hospital, Mrs. Roosevelt, the former Ethel DuPont, was brought there yesterday by her husband.

The boy is the eighth grandchild of President Roosevelt.

SWIM-DANCE
Enjoy your favorite recreation

RICHARDSON SPRINGS BUTTE CO. CALIF.

Take Highway 99E to Chico, then Paved Highways to our door

There is such a variety of recreational opportunities here that, no matter what you prefer, you can't be disappointed.

Accommodations to fit every budget: Fine Modern Hotel, Hotel, Sleeping Cottages and attractive Housekeeping Cottages.

The Famous Mineral Waters are Free

"THE FAST FLYING FIVE" ACCLAIMED IN NEW YORK CITY



With the whole world acclaiming their epochal flight around the globe, Howard Hughes and his "best crew in the world" could only smile and droop wearily as they posed for "just one more picture" before retiring to a well-earned rest. The photo above was made in the Greenwich Village home of Grover Whalen, president of the New York World's Fair, for which the Hughes plane was christened, after which the heroic flyers had struggled away from the crowd at Floyd Bennett Field, New York, where they brought down their ship. Reading left to right, they are: Lieut. Thomas Thurlow, co-pilot; Edward Lund, flight engineer; Howard Hughes, Richard Stoddart, radio engineer, and Harry P. M. Connor, navigator.



Picture at left shows how a royal welcome—American style—looks. Fanged ticker-tape dangles from skyscrapers, confetti and turn-up telephone books rain a paper storm down on the streets, photographers grind away, men mill about, the crowd yells itself hoarse. The scene you see at left is a small sample of what Howard Hughes (indicated by arrow) and his doughty crew encountered as they rode up Broadway.

FORMER RESIDENT OF DRAIN IS DEAD

DRAIN, July 20.—Messrs. Ray, Ben and John Hedrick and Mrs. Myra Hedrick went to Ashland Saturday morning to attend the funeral of the former's father, Wm. Hedrick, who died Thursday afternoon. He was born near Drain of pioneer parents, his widow and four children, two sons and two daughters, survive, also three brothers, George, Matt and Ben Hedrick, all of Drain.

ORDER WOOD

AND SAVE

Be a wise bird, and don't delay ordering your fall winter's wood supply. You'll save now—or you'll pay more later!

INVESTIGATE OUR "PAY AS YOU BURN" TIME PAYMENT PLAN FOR YOUR WINTER SUPPLY OF WOOD.

TELEPHONE 282

ROSEBURG LUMBER CO.

SAVE TIME Travel while you sleep!

Leave in the evening. Next morning you're in Portland, refreshed and ready for work or pleasure. After a good night's sleep, you'll save a lot of time. Rail fares are low. For example:

Green Slab, 4', per cord	\$2.00
Green Slab, 16', per cord	3.00
Delivered in City	

TO PORTLAND

1st Class Fare	\$5.96	\$8.95
Lower Berth	2.25	4.50
(In included Pullman)		
In Coaches	3.98	6.45

THE SCHEDULE

Leaves Roseburg 12:58 a.m.
Arrives Eugene . . . 3:25 a.m.
Arrives Portland 8:00 a.m.

Similar Service returning

For detailed information on train schedules, just phone:

Southern Pacific
J. E. CLARK, Agent.
Phone 11.

BLAMES JEWS FOR FASCIST POLICY

ROME, July 19.—(AP)—Virginia Gayda, authoritative fascist editor, said today that American Jews together with those of France, Great Britain and Russia were responsible for the fascist race policy.

This policy, announced July 14, declared Italians are Aryans and that Jews do not belong to the Italian race. Despite resemblances between this policy and Nazi Aryanism, Gayda denied Italy's doctrine was influenced by Germany.

Gayda's comment in the newspaper Giornale d'Italia said: "In the grim battle for conquest of empire, as today for the defense of its great fascist conquests and its civil honor and great values of European civilization, Italy finds itself ever confronted by anti-Italian and anti-European activities of the Jewry of the great press of two worlds, of the great banks which dominate even statesmen and politicians."

"The history of this battle does not involve Germany, but it involves instead France, Great Britain, the United States and Soviet Russia." Unfamed circles saw a possibility that the fascist race doctrine soon might pass from the academic to the practical stage with the adoption of laws restricting marriage between Italians and Jews.

INGHAM MILL AT GLENDALE REOPENS

GLENDALE, Ore., July 20.—The entire plant of the Ingham Lumber company resumed operations Monday morning, after a three

YOUR Maytag DEALER

City Electric
124 W. Cass St. Phone 233

BRITE BROTHERS RECEIVE REPRIEVE

SACRAMENTO, July 19.—(AP)—John H. and Coke T. Brite, convicted of killing a civilian and two peace officers in Siskiyou county, received a reprieve from Governor Frank P. Morrison yesterday.

The action changed the execution date from July 22 to September 23. The governor said the advisory pardon board asked for additional time to consider the application for commutation of the death sentence to life imprisonment.

The state supreme court recommended commutation.

DOG: LIFE SAVER VICTIM OF POISON

MEDFORD, July 19.—(AP)—"Kip," a valuable and highly in-

telligent Chesapeake setter dog, who last winter saved a duck hunter from drowning in a Klamath lake by swimming to his side and offering his tail as a tow-line, died today from poisoned meat, thrown in the yard of his master, W. H. (Heinie) Fluhrer, owner of a string of southern Oregon bakeries.

A reward of \$250 has been posted for the arrest and conviction of the poisoner.

JOHN M. THRONE RESIGNS CREDIT ASSN. POSITION

SALEM, Ore., July 19.—John M. Throne, secretary-treasurer of the Willamette Production Credit association, has resigned that position according to an announcement sent to stockholders by C. H. Fullenwider, president. Mr. Throne has not announced his plans for the future but has indicated that he will continue to make his home in Salem.

The Story of OD and AD and the 2 STORES

OD and AD wanted to go into business for themselves. They decided to open retail stores. But they had different ideas as to how they should get customers. This is the story of what happened.

How OD and AD Opened their Stores



OD believed that the way to get customers was to sell at low prices, and that the way to sell at low prices was to keep his expenses down. So he spent as little

as possible in fixing up his store. He said he was not going to "waste" money on "rick lighting" and a "fancy front." He bought large quantities of a few lines of merchandise, because that way he got them cheaper.

Then he put an assortment of his goods into the windows, but because he had done so little to make his store attractive, few people noticed that it was a new store, and few came in to buy.



AD decided that the first thing he must do was to make his store attractive to customers. So he had it painted throughout in cheerful colors. He completely changed the windows

and front, and he put in fixtures that flooded the whole store with light.

He chose merchandise well-known by name to the public, and bought smaller quantities of many lines, thus giving customers a greater selection. He arranged his stock in the store to make shopping convenient. He put in window displays of his most interesting merchandise—and changed them frequently.

Because his windows and his store were so attractive, many people stopped to look, and enough people came in to buy so that AD's goods sold quickly and he was soon ordering more of many items.

How OD and AD went after Customers



OD soon found that he could not get the customers he needed from those who passed by his store. So he had circulars

printed and hired boys to distribute them from house to house. Sometimes they put them under the door or into the mail box but often they threw them on the porch or into the yard, and many were blown away. Also, OD found it was a slow and costly way to tell his story, as in a whole day a boy could cover only a few hundred homes.

OD was disappointed to find that after all this work and expense, only a few more people came to his store.



AD decided that the more people he could tell about his merchandise, the more people would come to his store. So he put advertise-

ments into newspapers read by many thousands of people every day. He knew that people were eager to get their newspapers to read the news. Therefore, his advertising was more likely to be seen in a paper people wanted to read. Also, the newspapers were delivered all over the city as soon as they were printed.

AD found that the more he advertised, the more people came to his store and the more goods he sold and the less it cost him to handle each sale. So he passed on the greater part of these savings in lower prices and better values to all his customers.

How OD Failed and AD Succeeded



OD found that so few people came to his store that his goods moved very slowly. He could buy very little new stock because his money was tied up.

So he decided to have a clearance sale. He had big signs painted for the front of his store. He had circulars printed and sent boys out to put them into parked cars and distribute them at homes. But the people who came saw so little they wanted that his sale was a failure. At last, he disposed of all his remaining stock to an out-of-town bargain store at less than half what he had paid for it.

OD had had a very unhappy experience, but because he had never advertised in the newspapers, few people in all the city ever knew that his store had opened or that it had closed.



AD found that with more and more people now coming to his store, his stocks moved very quickly. As a result, he was constantly able to have fresh, new merchandise for his customers.

He concluded that since people bought newspapers to read the news, he should tell them the news about his merchandise and his store. As a result, AD's advertisements were read as eagerly as any other part of the newspaper. Soon every one in town knew that AD had the newest things.

AD did not make exaggerated statements in his advertising. He just made the truth interesting. Repeatedly AD had to enlarge his store, and employ more people to take care of his increasing business. And, although his expenses were now very much greater, he sold so much merchandise and turned his stocks so rapidly that his store was very successful and was known far and wide for the values it gave its customers.

AD Tells OD How Advertising Serves the Store and Its Customers

ONE DAY OD came to AD and applied for a position. He asked AD how he had built such a fine business and obtained so many customers. AD said, "First, by making the store an attractive and convenient place to shop. "Second, by having the kind of merchandise our customers want."

"But these are not sufficient without Advertising to tell the people about them. So we continuously publish interesting, informative, truthful news about our service and our merchandise. And we tell it in the way that reaches the largest possible number of people quickly—through newspaper advertising."

