

Fish Derby Plans Win Forum Favor

Potential Value of So-Called
"Foolish Stunt" Pointed
Out by Chairman Maddox.

An enthusiastic response to the program for the annual fish derby, to be held next Monday, celebrating the opening of the trout season, was given by the large audience at Wednesday's weekly forum luncheon of the Roseburg chamber of commerce. Plans for the derby were presented by Dick Maddox, chairman, who outlined some of the features planned for the day, particularly emphasizing the public fish fry to start at 10 a. m. at the corner of Cass and Jackson streets. Stores will be closed until 11 a. m.

Short talks also were made by Fred Goff, H. O. Pargeter and Tom Ness, proposing that efforts be made to improve the old Coos Bay highway from Roseburg to Coos Bay by way of Reston and Brewster valley. It was urged that efforts be made to secure adoption of the route by the state highway department as a part of the secondary highway system. It was pointed out that the route saves from 25 to 30 miles over the present road.

Derby's Value Pointed Out
Commenting on the value of the fishing derby, Mr. Maddox told the audience at the luncheon, in part:

"I have been asked many times of what value an affair of this kind can be to a community or county, and I have heard the remark that this is just a foolish stunt. In one sense of the word this is a foolish stunt. Same and sensible people don't as a rule close their shops to go fishing and then, on returning, fry their catch in the middle of the street. But because it does sound foolish it receives publicity and that is where the value makes its appearance.

"I am sure you will agree with me that a person hearing of this stunt would instantly form the opinion that if the fishing is so good in Douglas county that a whole town will close to go fishing, Douglas county is the place for him to spend his vacation. He will tell others and, possibly, they will get the same idea.

"This fishing derby is stimulating interest in fishing, not only among out-of-state people but among our Douglas county citizens as well. Making your neighbor aware of the realization of the value of the Umpqua river, its tributaries, our mountains and lakes can mean dollars to all of us—dollars left here by vacationists who have heard of Douglas county and have come here to enjoy its wealth of recreational advantages.

Lost Opportunity
"Commercial fishermen at the mouth of the Umpqua, barely existing on the few cents per pound they receive for salmon, could be making a comfortable living renting their boats and hiring themselves out as guides. And the fish for which they receive such a small sum could bring as much as \$25, \$50 or even \$100 a pound from the man who travels from out of state to fish this river. Picture it out for yourself and you will see that the amount a party will spend from the time they cross the Oregon line on entering the state until they leave the state can easily run into a sizeable figure.

"Men in distant cities, such as Chicago, if they were sure of catching a chinook in the Umpqua river tomorrow, would fly out here to-night and eventually build homes here for their families, so they, too, could enjoy this wonderful place.

Could Build Payroll
"It is through means of the fishing derby and similar activities that we can educate the cities of this county and elsewhere to the possibilities we have here. Make them realize that our river, lakes and mountains could easily become the source of our biggest and best payroll.

"We have all decided Douglas

Seeks New Freedom

U. S. To Be Careful
in Credit Granting



Mrs. Mary Elizabeth Whitney, wife of millionaire sportsman John Hay (Jack) Whitney, admitted she was seeking a Nevada divorce decree when she arrived in Reno, above, to establish residence.

county is good enough for us to live in. Then, it is certainly good enough for the rest of the world to know about. Let us make Douglas county a recreational center as Mother Nature intended it to be.

Mad Dogs Loose, Mayor Carson Tells Norse Group

PORTLAND, April 11.—(AP)—Mayor Joseph K. Carson said last night "I don't dare say everything I think" about the international situation.

"It's time we did some straight thinking when mad dogs are loose in the world and activated only by a spirit of grand larceny, brutality and murder," Carson told the opening session of the Pacific Coast Norwegian lodges.

The visit here last May of Norway's crown prince Olav and Crown Princess Martha was recalled by Governor Sprague, who said "our hearts are grieved that they had to return to a troubled land."

Delegates from Alaska to California attended.

Look for

on Bags and Cartons

It means pure Cane Sugar, very fine, very uniform, very white.

C and H

PURE CANE SUGAR

U. S. To Be Careful in Credit Granting

WASHINGTON, April 10.—(AP)—The administration adopted today a "stop, look and listen" attitude with regard to permitting Scandinavian countries to make use of credits extended by the export-import bank for financing purchases of non-military goods in this country.

This was reported by Jesse Jones, federal loan administrator, after he conferred at the white house with the president and Undersecretary of State Sumner Welles.

Applying the term "stop, look and listen" to the course the government will follow for the immediate future, Jones said that "we want to wait and see how things said, the money would be advanced under the commitment but he considered it unlikely that ships would be available.

Sweden—\$15,000,000, of which none has been spent.

Finland—\$20,000,000 allocated, of which \$7,000,000 has been spent and more than \$3,000,000 made subject to commitments.

Norway—\$10,000,000 allocated, of which \$225,000 has been expended and \$180,000 obligated for purchases not yet shipped. If the goods should be shipped, Jones

A 2,000-cubic-foot "Crypt of Civilization" will be sealed this year at Oglethorpe, Ga., University, to be reopened on May 28, 1113.

THIS NAME IS YOUR GUARANTEE

- of uniform high quality
- of natural fresh flavor
- of extra wholesomeness



There are very good reasons why hundreds of thousands of women demand Stokely's when buying canned foods.

One of the biggest reasons is that women know that Stokely's high quality is consistently uniform.

Every day's packing from every one of the 41 modern, sanitary plants is rigidly inspected by Stokely's laboratories.

Look for the Stokely label... your guarantee of uniform high quality.

All of Stokely's Finest Foods bear this seal of approval

Stokely's FINEST FOODS

112 items including: vegetables • fruits • eatings • chili sauce • tomato juice • grapefruit juice



GROCERY Specials!

FOR THIS EVENT

SILVER JUBILEE!

CELEBRATING 25 YEARS OF FOOD LEADERSHIP WITH OUTSTANDING VALUES

VALUE DAYS celebrating 25 years of Safeway leadership. Offering a spectacular array of finest foods priced for special savings.

PRICES EFFECTIVE FRIDAY, APRIL 12 AND SATURDAY, APRIL 13.

TWO ROSEBURG STORES

No. 143
Cass and Stephens
Phone 46

No. 140
Deer Creek Bridge
Phone 301



Grade A Large, Strictly Fresh

2 Dozen .. 29c



Join us in wishing the Beavers good luck in 1940!

"WELCOME BACK" SALE WHEATIES

Package .. 10c

SUGAR	Fine Granulated, 10 lb.	48c
CORN	Diamond A, Whole Kernel, 2 cans	23c
PEAS	Sugar Bells, Fancy Grade, 2 cans	23c
TOMATOES	2 1/2 tin, 3 for	25c
GREEN TEA	Canterbury, half pound	15c
VINEGAR	Bring container, gallon	19c
CORN FLAKES	Albers, 3 Pkgs.	19c
GRAPENUTS	Pkg.	14c
SHREDDED WHEAT	NBC, Pkg.	10c

FLOUR SAVINGS

Kitchen Craft, 49 lb.	\$1.55
Harvest Blossom, 49 lb.	\$1.35
Umpqua Chief, 49 lb.	\$1.39
Red Arrow, 49 lb.	\$1.23

RIPPLED WHEAT	2 Pkgs.	19c
D & M BAKED BEANS	Tall can	15c
SAUER KRAUT	Large can, 2 for	19c
DEVILED MEAT	1's, 3 for	10c
HOT SAUCE	3 cans	10c
KRAFT DINNERS	2 Pkgs.	25c
GRAHAM CRACKERS	2 lb.	19c
TOMATO JUICE	Sunny Dawn, 46-oz. tin	17c
BEER	Brown Derby, Case \$2.19; 3 cans	29c



Now you can be positive every time you shop — of getting your favorite meat at its very best! Our guarantee: Complete satisfaction or all your money back!

BACON

Eastern Dry Sugar Cure, by the piece, lb.

12 1/2¢

Every cut guaranteed

BEEF ROAST	Cuts of fancy young heifers, lb.	14 1/2¢
PORK ROAST	Cut from choice young porkers, lb.	11 1/2¢
PURE GROUND BEEF	Freshly ground, lb.	15c
SIRLOIN STEAKS	One of the choicest cuts, lb.	19c

LUNCH MEAT	Assorted, four kinds, lb.	19c
FRANKFURTERS	Large skinless, lb.	19c
SALT PORK	Excellent quality, lb.	10c
FRESH CRABS	Coos Bay, 2 for	25c

SCOTT TISSUE	—3 rolls	23c
WALDORF TISSUE	—4 rolls	18c
SCOTT TOWELS	—2 rolls	19c

Wesson Oil	From Pure Cotton Seed	
	Half Gal.	69c

Rinso	WASHING POWDER	
Giant Size		59c

White King	TOILET SOAP	
Bar		5c

Ivory Flakes		
Pkg.		23c

Su-Purb	WASHING POWDER	
24 oz.		17c

FRUITS AND VEGETABLES

BANANAS	Lb.	5c
RHUBARB	Fine local, 3 lb.	10c
GREEN ONIONS	4 bunches	10c
SPINACH	Fancy local, 2 lb.	13c
ORANGES	Sunkist, dozen	19c
RADISHES	Fresh local, 3 bunches	10c
POTATOES	Klamath No. 1, 25 lb.	39c

SAFEGWAY

BROWN SUGAR	Golden C, 4 lb.	7c
WALNUTS	Oregon Ungraded, 2 lb.	19c
MARSHMALLOWS	Fluffiest in Cello, 2 lb.	19c
FELS NAPHTHA	Soap, bar	4c
FRUIT COCKTAIL	Full o' Gold, in rich syrup, No. 1 tin	10c
SHRIMP	BLUE JACKET, DRY PACK, 5 oz. tin	10c



IN THE WEST, IT'S Golden West!

Your grocer often feels "on-the-spot" when asked to recommend one brand of coffee over another, for he has seen so many come — and go! It is a sincere tribute to Golden West's year after year ability to please, that you will often hear him say, with friendly interest, "In the West — It's Golden West."



DRIP OR STANDARD GRIND
IN TINS OR 4-OUNCE GLASS JARS