

AN INDEPENDENT NEWSPAPER

(Published every evening and Sunday)
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The Register-Guard's policy is the complete and impartial publication in its news pages of all news and statements on news. On this policy, the editors of the Register-Guard offer their opinions on events of the day and matters of importance to the community, endeavoring to be candid but fair, and helpful in the development of constructive community policy.

A NEWSPAPER IS A CITIZEN OF ITS COMMUNITY.

FIVE CENT BUS FARES.

THE basic 7-cent cash fare on the Eugene busses is not changed, but for a period of 60 days, Eugene bus riders will be offered 5-cent fares by purchasing 20 tickets for \$1. Oregon Motor Stages, the new operating company, hopes that by stimulating travel the 5-cent fares can be maintained.

If the 5-cent tickets do not stimulate the volume of traffic expected, the offer will be withdrawn at the end of 60 days. Volume is vital to cheap and profitable local transportation. In offering the reduced fares the bus company is making an experiment which has been tried frequently and with varying success elsewhere.

Certain other experiments to increase travel will be made later. Certain routes are to be extended and revamped to cover more territory. More frequent service will be possible if the busses can be made to pay. It will pay those who are interested in saving money these hard times to give the busses a trial. They are our cheapest and most effective means of local transportation.

You can't drive to and from your work for 10 cents a day. You may think you can, but if you will check up you will find it just can't be done. It will be interesting to see how the 5-cent experiment works out in Eugene. The results may be reflected in the new contract now pending in the city council.

The new contract should contain a clause making it possible for fares and routings to be adjusted from time to time at the request of either the city or the bus operators. The bus operators are just a bit nervous about accepting such a provision because they fear demands for too frequent change.

The very experiment now being made at the company's request illustrates the desirability of a flexible plan. In smaller cities, even more than in big ones, operating costs and conditions are subject to frequent change. It is difficult to maintain profitable volume. An adjustable contract protects both company and public against the risks of a long-term contract not subject to change.

The city should never try to hold its transportation company to service without profit; nor should a company be in position to maintain high fares when costs go down. In many cities, the flexible contract has been found a life saver to both parties. There is no danger in the flexible provision to either side so long as there is a spirit of fair play.

THOSE ALERT INSURANCE MEN.

HAVE you had a birthday recently? You would like to forget your birthdays from now on? Maybe you would, but there is not a chance that you will be permitted to forget in this day of the alert insurance man.

That rich uncle in China may forget your birthday. Your oldest friend may think of it in connection with Halloween or Valentine's Day and remember to drop you a card. But there will be no slipup on the part of your insurance man. Bright and early on the important day, Mr. Policy will be standing at your elbow with a broad grin. Or the first mail will bring you a jaunty little card and beneath the cheery message will be the solemn thought:

"Old man, you are getting on!"

There are folks who boast that they never forget a name and there are others who boast that they never forget a face, but for never forgetting a birthday, run up the Olympic flag for the American insurance man.

Do not take it too hard. You ARE getting on! Better men than you have celebrated a birthday in the prime of health and spirits, and then—

Need we run over the long list of the "and then's"? No, for even the insurance man will be too tactful to run over the "and then's". Subtly, that's "him"! Just a hint! Your birthday has come round again!

More power to the modern insurance man. He is as necessary to your welfare and wellbeing as your doctor or your lawyer. No matter what your financial troubles may be he can figure out some kind of plan to give your family protection.

There comes a time in the affairs of men when it is a bit tough to be reminded of birthdays, but it is a good thing. "Be your age," is a wise slogan. If you are carrying adequate insurance, you can let the years drift by, and you won't need to worry if the rich uncle in China never "kicks in."

IN THE WILD EAST!

WE all know that the East is pretty wild. Red Gulch never had anything on Chicago. The existence of wild life on New York's great Broadway is almost a national scandal. There are many uses of the good word "wild". We keep forgetting sometimes that there are vast sections of the great East which is still truly wild.

Here's a piece from Bob Ruhl, editor of The Medford Mail Tribune, who is vacationing in Illinois:

"The country around Galena is beautiful,—high hills, and thick woods, areas given over more and more to grazing. A cement highway runs through Galena from Rockford to Dubuque and one is not surprised to learn the contractor lost money. For miles it is like a giant switchback—way up and way down,—the crew of each hill being about level with the next one. At the top, gorgeous panoramas of lovely country, which are thrilling and bring 'Ohs!' and 'Ahs!'—particularly from the women passengers.

"Motoring through thick woods, approaching Galena, red and white road signs were surprising 'DANGER-BEWARE OF RATTLESNAKES!'

"It seems the woods on both sides of the highway, harbor scores of rattlers. When the road was built 200 were killed, and the workers were obliged to wear leather puttees, and carry first aid for snake-bite. Limestone rocks within the

woods are the favorite haunts for the reptiles.

"A big one was brought into Galena the other day. The man who captured it, took a piece of red flannel; the snake struck, so did his fangs (in the flannel), and the citizens of Galena (at least so the story goes) proceeded to pull them out with a pair of pliers. There was the snake as evidence in a store window. Quite a thrill for Galena,—more people on Main street than at any time since Christmas."

Much more Editor Ruhl tells us about historic Galena, with its memories of General Grant, its beautiful old colonial homes, its atmosphere of tranquillity which has escaped the barbarous modernism of the country all around it.

The item about the rattlers catches the eye. Wherever man ceases his "cultivation," the country soon returns to the wild. The news dispatches reported that a bobcat wandered down into New York the other day out of the New Jersey "wilds."

CHALLENGE OF PERIL.

BY the time this reaches your doorstep, five different fliers may be racing across the Atlantic and another across the Pacific. Some are going to Norway; some to England; some to China. One man is taking his wife and daughter and young son on what he hopes will be the first family flying trip around the world.

Why do they do it? Each of these flights may add just a little to the known science of aerial navigation. Some of them may lead to new "records," although records do very little real good. Fact is, that all of these flights are being made mainly because man craves peril, thrills.

A young man who recently climbed the North Sister vowed when he came home that he would never do such a crazy thing again. Then he happened to see "The White Hell of Pitz Palu," the magnificent mountaineering picture which was running at the Colonial. Instantly he voted he must climb the North and maybe Washington and Jefferson as well before fall.

Possibly ocean flying has much the same lure—an irresistible pull. To be alone and flying in the vast waste of wind and water must be a stupendous thrill. To fly to the sunrise or to overtake the sunset may be a vain thing, but is it any more futile than some of the "practical" things we do?

A scientist has learned that a beetle can live for three years without food. But that doesn't mean that a man can be taught the same trick.

Money talks louder than ever, a news item says. But the trouble with that is that it doesn't talk often enough.

The ideal household budget allows 50 per cent for all household expenses and 50 per cent for additional household expenses.

WHAT OTHER EDITORS THINK

AUTO REGISTRATION FEES

THE difficult position the state was in regarding automobile licenses was illustrated by the grand rush made to get new plates when it was definitely decided by Governor Meier that the moratorium would not be extended beyond August 1.

The extension to August 1 accomplished little good except to get gasoline tax from those who ran their cars another month before putting them into storage. It was just as difficult for most of those who purchased tags on August 1 as it would have been for them to have purchased July 1.

Here's hoping it will be much easier to dig up next year, and that the fee will be less.

WASHINGTON LETTER

By RODNEY DUTCHER
 (NEA Service Writer)

WASHINGTON, Aug. 24.—Less than 10 years ago the late Wayne B. Wheeler of the Anti-Saloon League was ordering a president of the United States on the water wagon and telling him to stay there.

Less than five years ago the organized dry leaders had an unduplicated entree to the White House, where their advice and admonitions were heard with respect and attention.

Just a couple of years ago Bishop James Cannon, then field marshal of the dries, defied a Senate committee and walked out on it in angry contempt.

Until even more recently the dries had most of Congress eating out of their hands and high prohibition enforcement officials appearing before their meetings to deliver inspirational speeches designed to retain their support.

All these recollections emphasize the fierceness of the position in which the good men and women who head the numerous dry organizations, once so powerful, find themselves today.

The avalanche of events which has landed them in their present sad plight cannot be detailed in limited space, but an epoch in history begins to close and there is no parallel for the story of this organized high-pressure group which rose to exert for a few years an unprecedented influence on the national government and then, apparently, suddenly began to cave in toward a resumption of its former relatively unimportant status.

Regardless of any other aspects of President Hoover's speech, it left the dries flat on their antecedents. Those who support him now will support the same sort of thing which in recent years has led them to launch all their fury against Al Smith and John J. Raskob.

Hoover was their last prop, the one man upon whom they depended to give them some aid and comfort in a very bad storm. Not many months ago they were confidentially assuring us, in private, that Hoover was "our" man, that they knew just where he stood and that he wouldn't let them down. He didn't dare.

NOW THEY'RE ALL MIXED UP

Naturally, the dries were all mixed up when they read the president's acceptance speech. Some of them kept perfectly still, but others began shouting in various directions—pro-Hoover, anti-Hoover and merely disgusted.

There appear to be about five courses open to the organized dries and the organized dries will probably split themselves up among those courses.

1. Get back to the old fight against the saloon, backing President Hoover because he has made the strongest declaration for laws which will bar the saloon throughout the United States.

2. Forget about politics and return to the old battle for temperance, endeavoring by educational rather than political methods to keep people from drinking more than is good for them.

3. Ignore Hoover and Roosevelt but concentrate on the congressional fights, combating wet candidates and supporting dry candidates, in an attempt to prevent Congress, which alone can change the laws and which now seems likely to do so sooner or later, from gravitating toward the wet side.

4. Turn against Hoover as an apostate dry, supporting Roosevelt in order to punish the president. (Dries have adopted such tactics in the past, but are not generally disposed to do so now because their situation is so desperate.)

5. Support William D. Upshaw, running on a bone-dry ticket, which would put the once all-powerful organized dries back with the Prohibition party which in its best years polled no more than 250,000 votes.

It's a tough decision. Most dries, who vote for president this year will become "wets" of one brand or another.

SIDE GLANCES



"They're both looking so much better since we've been watching their diets!"

CARBON MONOXIDE MENACE REMAINS, DESPITE CAMPAIGNS

By DR. MORRIS FISHBEIN
 (Editor Journal of American Medical Association and of Hygiene, the Health Magazine)

WITH the coming of the first cold spell, newspapers will begin to contain new accounts of persons who have died from over-exposure to carbon monoxide gas. Indeed, there have appeared frequently throughout the summer records of men who died while under their automobiles with the engines running in closed garages.

The report of the Ohio state department of health just made public indicated 70 persons who took a chance with this dangerous gas in connection with domestic heating appliances and 82 in connection with automobile exhaust fumes during the year ended June 30, 1932.

A chief domestic appliance involved in the records of such accidents are heaters without flues used in bedrooms and bath rooms, and occasionally a kitchen gas range or a hot plate. Three deaths occurred among tramps living in a shanty, who used charcoal in a bucket for heating purposes.

It is pointed out that Benjamin Franklin was so impressed with the danger from this combination that he

invented the stove or the furnace and gave the patent rights free to the world in 1750.

A few people think that they could get more heat out of a gas flame by putting something on top of it such as a plate or a broad toaster and instead released a sufficient amount of carbon monoxide gas into the room to make them seriously sick or to cause death.

There were 82 cases of poisoning from motor exhaust fumes in which 43 were fatal.

In one instance that occurred in a closed car which the driver was trying to drive through a river. Several deaths occurred during the winter among people who kept the motor running with the car standing still in order to keep the interior warm.

Several persons had narrow escapes in garages under houses which are practically always insufficiently ventilated.

Year after year the warning is issued as to the danger of this menace to health and life, but year after year the number of deaths continues to reveal the breadth of the menace. Safety lies only in suitable ventilation and in proper apparatus for conducting poisonous gases away.

IN THE EDITOR'S MAIL BAG

ANSWERS BRO. HALL

EUGENE, Ore.—(To the Editor)—I see Mr. Hall is still a kicking about the milk combine. I would like to tell him about it. The editor in his editorial spoke of it as a "loose organization," which is exactly what it is. It could not be correctly termed a "combine" unless every distributor of milk in the Eugene area belonged to it and was bound by something stronger than his word, to maintain prices. There are several distributors who never did belong to our organization and one, Mr. Olsen of the Farmers' creamery, cut prices and withdrew from membership at his own discretion.

It was organized in the interest of peace and harmony in the milk business to the end that producer and consumer alike are benefited, quality maintained, and price cutting eliminated as far as possible.

It was not possible for farmers owning herds of dairy cows to quit as Mr. Hall says he would have done when the city passed the milk ordinance. It is probably true that a great many farmers felt that that law was a little too strict and that it was largely "hokey" as Mr. Hall says, but they found out that it was the best thing that ever happened to the dairy industry as well as for the consuming public.

I used to help deliver milk when I was a kid at Cottage Grove. The milk then was milked carefully enough, but it wasn't cooled or bottled and I know that there are very few, if any, housewives today who'd want to buy milk, produced in that haphazard way, again, even for five cents a quart. We are progressing, not retrogressing.

Mr. Hall says I fell back on the old trick of calling names. Now, I have referred back to my last letter and I find that I said, Mr. Hall was "displaying his ignorance of the milk business." Mrs. Reid, whose letter he says he enjoyed, said very much the same thing. I suppose I should rather have said that "you are only misinformed on the subject," but that was not calling names.

Price cutting will never bring back prosperity. There is not a farm in Lane county that I have seen in the last two years that is not more or less in need of lumber and shingles if the farmer could get a good price for his product the lumber business would be improved, more men put to work at better wages. Now, Mr. Hall, I hope you won't feel that I am "calling names" or being unduly critical of your opinion. I am only trying to convince you that seven cent milk means harder times instead of better times that we all want to see, and I'd be very glad to show you anytime you care to come to our dairy farm just why and how the milk we are producing today is worth more than twice as much as the five cent quart of 30 years ago.

MRS. R. L. GAWLEY.

ANSWERS MCGEE

EUGENE, Ore.—(To the Editor)—I am sorry Mr. McGee that I cannot concede to your wishes, there

so, why not unity among them, instead of division?

The recent epidemic of evangelism that invaded Eugene has led me to the following conclusions. The man who really preaches salvation and Christ can fill his auditorium with earnest people. For hearts are hungry for spiritual food. We do want the gospel preached right to us. More creeds have lost their power to attract. There are only a few preachers. There are multitudes of essay-readers in the pulpits of our churches, but their "call" came from somewhere other than from God.

Eugene needs a tabernacle, large enough to seat 1500 people. The money spent for "missions" and other worthless propaganda in a year's time would pay for it. Let the heathen rage." Let's Christianize our own community.

Then, we need a "Bob" Shuler, or a Paul Rader, an Ethel Duncan or a Jack Winsett as a permanent feature of our tabernacle which will of necessity soon absorb the deluded members of so many denominations. Let's hang over the preacher's platform a huge banner, with the following inscription, in letters large enough to be read by all:

"This tabernacle is non-sectarian, independent, self-governing and democratic. Believing that the true character of the church depends wholly upon the presence and guidance of Christ, and not upon conventional or historic standards of orthodoxy, whether of creed, ritual, or policy, we seek in our humble way the attainment of the breadth, simplicity, and fullness, the freedom and catholicity that are in Christ. We welcome to our membership all who wish to share in our fellowship, and our quest."

Who will take the initiative in a new evangelistic movement for Eugene? J. A. ADAMS.

512 Tenth avenue west.

ON DUMPING CODE

EUGENE, Ore.—(To the Editor)—Would you permit me to say a few words regarding the proposed new "dumping ordinance" through

your columns?

I was present at the council meeting Monday night and listened to the arguments both pro and con and there was only one man (Mr. Whitesmith) who really espoused the cause of the common people.

The farmers want to pass a prohibitive tariff ordinance and a few truck men would be willing to pay \$25 in license in hope of crowding others out, but in either case it means restricting trade.

I can not see any reason why a small body of 75 men who are non-residents of Eugene should attempt to come in and pass laws in our city of over 15,000 people and particularly to increase the cost of living in these hard times. It looks like the council would be traitors to their own citizens to do so.

The farmers may be having a hard time to make both ends meet, but so are a lot of consumers and if all cities passed such an ordinance farmers would find it expensive or difficult to ship anything elsewhere.

The thing is not constitutional and if carried to higher courts would be knocked out. The Fulop case a few years ago is a sample of something along this line.

The council may pass and attempt to enforce such things, etc., but we still have the recall left and they should be made personally and financially responsible for their deeds.

L. J. STEVENS.

YOUR CHILDREN

By OLIVE ROBERTS BARTON

If congress votes the five billion dollars for relief of employment, it is a matter of conjecture about what shall be done with the money.

The different states will probably be apportioned their pro rata share to use in building or construction work at their own government expense.

In the meantime, the states are endeavoring to put through emergency programs of their own various ways.

What kind of building will be undertaken by these government bodies? Everyone is wondering. Will men be put to work on new buildings?

Back to School Values

Hey! Kids!

FROLIC

With OUR GANG Saturday Morning at 10 A. M.—Fox McDonald Theatre.
 J. C. Penney's "Back to School Idea" with M. G. M. "OUR GANG" in

"CHOO-CHOO"

Buster Keaton's latest comedy and other short subjects.

And MOTHERS

A complete school outfit as displayed in our windows to the boy and girl who makes the best impersonation of any member of "OUR GANG" characters at this J. C. Penney-Fox McDonald Saturday Matinee.

Wool Plaid

Lumber Jacks

Warm, heavy fabric—just right for cool weather! Elastic bottom assures snug fit

New Low Price 98¢

THE SWEATER BUY OF THE SEASON!

Worsted Face

Slipovers

79¢

Soft, warm, smart!

Spun Cotton

Gym Shirts

19¢

BELTED KHAKI or WHITE

Gym Pants

39¢

Stylish for Speed

S-A-V-E!

Boys' Knickers

49¢

Quality fabrics—Excellent workmanship—At a price that means a big saving.

BELL BOTTOM

Overalls

All sizes to 36 waist

2.20 Denim—Full Cut

Happy Mothers!

Union Suits

25¢

Sturdy Nainsook—A Real Value!

A SUPER VALUE! BOYS'

School Socks

10¢ Pr.

Ask for Big Pay

Better Than Ever—

Boys' 4-Piece SUITS

\$6.90 and \$8.90

All Wool

2 PAIR OF PANTS

Good looking—Well Tailored

A NEW LOW PRICE—

A NEW HIGH VALUE!

Boys' "Oxhide"

Overalls

Slashed down to

35¢ Pr.

Fellows—they're made the way you like 'em—roomy and full—and stitched to hold—2.20 denim—a great buy at this new low price.

Boys' Fancy Corduroy

Knickers

\$1.49

New patterns... in sturdy, long-wearing corduroy! Some value.

Check This List!

Penicils 1c-2c-4c

Penicils Mechanical 10c

Compass 10c

Eraser 4c

Pen Points (10 in box) 4c

Rulers 4c-8c

Pencil Boxes 10c

Crayons 8c & 15c

Ink 8c

Paste 8c

School Bags 25c-40c

Dictionaries 25c-50c

Lunch Kit with Vacuum Bottle 98c

Tablets 4c-8c

Penmanship Tablet 8c

Looseleaf Filler Paper 4c-8c

What more could a School Miss Want?

Tub Frocks

In the new Fall Prints and Colors

49¢

Fast Colors

GIRLS'

Bloomers

25¢

Styled to give utmost comfort and wear!

"ROUGH NECK"

Sweaters

FOR GIRLS

98¢

Coat style—Contrast trim