

**ROSEBURG NEWS-REVIEW**  
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 Let's see!

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Roseburg, Ore., December 2, 1920.

**WHEN BUSINESS IS GOOD.**

When business is extra good, some short-sighted concerns are inclined to think they don't need advertising. Let's see!

When business is good do you pull the curtains down over your show windows and use the space for storage?

When business is good do you let the clerks loiter around and give customers the naughty stare?

When business is good do you stop wrapping up bundles and making careful change?

When business is good do you lock the door, or put out a sign telling people to be on their way?

No? But why not?

"Because," you're saying at this point, "all those are parts of our store service."

A perfectly proper answer, as far as it goes. All it overlooks is that advertising, too, is a part of store service. A vital part. It's the part that goes through the city and surrounding country to serve the public with news of your contribution to its welfare. It is just as much a part of selling as the work of the clerk behind the counter.

It's the part of service that keeps business good. For there's no 24-hour limit on the value of advertising.

When business is good, then advertising gets easier traction on the road to public favor. It stores up momentum for the days when traction is harder.

It wins permanent friendship—not because it brings profit to you but because it is a definite service to your customers.

It "belongs" to your business just as much as show windows and pleasant clerks and making change.

To omit it is the same as putting out that sign telling passers-by not to bother you.

It is the same as snuffing out the light of public favor.

**CHICAGO'S AIR HOPES**

If all of Chicago's aviation plans come through to success, that city will be the air traffic center of the United States. That is the chief aim of the recently organized Air Board of Chicago. To achieve this distinguished position, the Air Board proposes to promote the new industries which will grow up with this new branch of transportation. It has enlisted the support of the leading commercial and civic organizations to this end. The city already has a fine, large landing field at Ashburn field, now maintained by the aero club of Illinois. It is now thought that with few improvements this field will be adequate for all requirements. Lake Michigan and the prairie country surrounding the city seem to provide full facilities for both land and sea planes. In addition to these developments of air traffic, there will be schools for instruction in all branches of aeronautics.

Chicago's work along this line, if carried out not solely for the purpose of establishing national air supremacy in the Windy City, but with willingness to co-operate with other cities, should do a great deal to promote commercial and private aviation. The country needs more of this sort of thing if it is to catch up with European aviation, and develop the possibilities of flying as they ought to be developed here.

Advertising was invented many thousands years ago, but not till newspapers gave it a suitable vehicle could it really dominate trade.

An appeal to the treasury department to extend the time of paying the federal income taxes, to January, 1921, has fallen on deaf ears. Seeing Houston, is therefore, incurring some severe criticism, but his position seems justified. The concession asked, he says, would mean virtually extending government credit to private business and that is something the government cannot do in the matter of taxes any more than in the matter of financing the holding of crops for a raise in price. Besides, the treasury has counted on the December payment to meet obligations, and cannot change now. A fact apparently lost sight of by those seeking an extension of time, is that the taxes are nearly a year over due already. They are on last year's income, and logically should have been paid the first of the year. For convenience to the taxpayers, payment was not asked until March 15, and for further convenience, they were allowed to pay in installments if they preferred, running over nine months time. Thus eleven months credit has been given already. It is also sensible from the taxpayer's standpoint to get this payment out of the road as quickly as possible. This year's income, in most instances, less than last year's and next year's income may be less than this year's. The income tax, levied on cheap dollars, is being paid in dear dollars. Better get the agony over before the dollars get still dearer. There will be a relief, too, in having it out of the way before the Christmas season, January will bring enough new bills.

There are various ways of figuring "turn-over," but they all boil down to this: Keeping invested capital at work instead of loafing on the shelves.

There are many men who would not howl so loudly at being "liquidation" victims if they could choose their liquids.

**OREGON PEARS ARE BEST.**

SALEM, Or., Nov. 30.—Oregon pears again have topped the market in London, according to a cablegram received here Tuesday by Robert Paulus, sales manager for the Oregon Growers' Co-operative association. In the London market a carload of Winter Nellis sold for \$3332 f. o. b. New York City.

This is an average of \$6.30 a box for Winter Nellis in New York, which has broken the season's record. Fancy Bosc pears are selling in New York at \$7.99 a box, while in exceptional cases this product has brought as high as \$7.38 a box.

**MICKIE SAYS**

THESE TWO KINDS OF STOREKEEPERS IN EVERY TOWN—THE DOOSIBER IN THE GUY WHO LETS THE OTHER FELLER BRING THE CROOKS TO TOWN—IF YA WANNA KNOW WHO TH' DOOSIBERS ARE, READ TH' ADS



**GOODS**

Must be turned into cash, regardless of loss!

In our full page advertisements contained in Tuesday's and Wednesday's News-Review, we explained why we have decided to sell as much of our stock as possible at

Prices you will never hesitate to consider.

We preferred to take our loss now and give our customers the benefit rather than wait to buy new goods at lower prices.

Therefore 10 Days Without Profit.

This is the dawn of a Lower Cost of Living. We announce prices now that will never be lower because we are getting rid of goods even below their cost.

A few prices from a long list:

- All regular Ginghams ..... 25c and 30c
- All regular Outings ..... 24c
- All regular Percales ..... 29c
- All Silk Hose ..... 1/4 off
- All Fancy Figured Satines ..... 75c



A wonderful assortment of Christmas Gifts. Everything reduced over 15 per cent, some things reduced 50 per cent.

You will never see this equalled... Mail your order, if you can't come.

**Girl Prisoner Attempts Suicide**

SALEM, Dec. 2.—Curtains fell late yesterday afternoon on a tragedy of life, involving as its leading characters, three prisoners at the Oregon penitentiary.

Love, thriving under the most severe circumstances, Fate, intervening with, and suspicion, revealing the situation contrived to bring the tragedy to a climax.

Revealing her love for a paroled convict, and denouncing the husband whose name she bears on the prison records, "Mabel Goodan," pretty 18 year old "girl of mystery" attempted suicide late yesterday afternoon in her room at the Oregon state penitentiary. She was serving a two year sentence for obtaining property under false pretenses.

Her life was saved by the prison physician, but she refused to reveal her real identity, and remains as "Mabel Goodan" on prison records. She was sentenced to the prison from Jackson county last July, and at the same time, a man supposed to be her husband, Dan Goodan, was sentenced for three years on a charge of forgery.

Into her life being prison walls came David McCardwell, who was paroled November 13, and a romance under severe difficulties followed, which ended in the attempt of the girl to take her own life yesterday.

McCardwell, the prison authorities say, will be returned to the prison today as a parole violator.

**EX-KAISERIN AWAITS END.**

DOORN, Holland, Dec. 1.—The condition of Augusta Victoria, the former German empress, was little changed today. She still was fully conscious at 5 o'clock this afternoon, though much exhausted by the heart attacks.

One of the residents of the castle said to the Associated Press:

"The empress, realizing the seriousness of her condition, is quite resigned and actually longs for the end of her suffering, which began in 1918."

**HAVE COLOR IN CHEEKS**

Be Better Looking—Take Olive Tablets

To have a clear, pink skin, bright eyes, no pimples, a feeling of buoyancy like childhood days, you must keep your body free from poisonous wastes. Dr. Edwards' Olive Tablets (a vegetable compound mixed with olive oil) act on the liver and bowels like calomel—yet have no dangerous after effect. Take one nightly and note results. They start the bile and overcome constipation. That's why millions of boxes are sold annually. 15c and 30c

**College to Give Dairying Course**

CORVALLIS, Or., Dec. 2.—A dairy manufacturing course lasting eight weeks will be given at the college, commencing January 3. The course will be of a wider scope than has ever been offered before, both in the thoroughness of the work and in enrollment requirements. Both experienced and inexperienced people will be accepted.

Practical work in the college's modern creamery will be the feature of the course. This commercial type of creamery handling 110,000 pounds of butter annually, and having a daily capacity of 2,000 pounds will be conducted entirely by the students. A new 1000 pound Victor churn and a 200 gallon pasteurizer which have just been purchased, being the equipment entirely up to date.

The cheese department having a daily capacity of 5,000 pounds of milk will be in operation during the course, and the milk department, handling 200 gallons of milk daily be operated entirely by the student labor. An order has been placed for a 50 quart brine ice cream freezer, to complete the equipment of the department, so that this work may be included in the course.

All persons who are now in dairy work, or are interested in it are urged by the dairy department to attend this short course and obtain up to date information on dairy manufacture. Information and detail on the course is available upon request to the O. A. C. dairy department.

**Asks Readmittance To Insane Asylum**

SALEM, Dec. 2.—There is no place like home—even when the home is the state hospital for the insane.

At least such is the experience of Mike Picholo, an inmate of the Oregon institution.

Two weeks ago when Mike's attendant bade him farewell on taking his leave from the hospital, he (Mike) became lonesome and sought to forget his troubles by venturing out into the world once more.

Tuesday Mike returned to the hospital of his own volition and asked to be taken back within its sheltering walls where the high cost of living enters not into the worries of those resident within.

Two weeks of knocking about the world, bumping into its hardships and struggling with the problems incident to the maintenance of his own physical, being convinced Mike that the hospital, even with its lonesomeness was to be preferred in a world which owes every man a living, but which is not always prompt in the payment of its debts.

**"Penny Lunch" is Huge Success**

CHICAGO, Dec. 2.—Judging by their patronage, the 3c and 5c meals put up by the Chicago board of education are making an enormous success.

The city's "penny lunch" business runs from forty to fifty thousand customers a day. Sales, measured in pennies and nickels, amount daily between \$4000 and \$5000.

"We have to chase the children away," remarked Dr. Frank G. Bruner, director of special schools under the board of education, who has charge of this work. "Often we have to stand at the door and protect the lunch rooms so they won't be overrun."

Dr. Bruner said that penny lunches had been established in 57 of the city's elementary schools. Their object, he observed, is to provide substantial food at the least cost for children coming from homes where there is real necessity. Lunch-rooms therefore have been opened in districts where, as a general thing, the people are not as well to do.

"For five cents," Dr. Bruner said, "the menu runs something like this: Soup, bread, milk or cocoa, fruit or pudding."

"The bill of fare at 3c drops the milk. And then a youngster can spend only a penny if he wants to, buying any one of these articles for it. Or if he is not blessed with wealth and yet has more than a penny, he can for two cents purchase a meat ball, beans, spaghetti, or rice."

"The board of education is spending \$150,000 a year to provide these meals," added Dr. Bruner. "The board donates all service and equipment. That includes the rooms, cooks, light, gas—the entire maintenance cost. What the children pay goes into the food. We buy at wholesale and the receipts cover the purchase of the food."

In addition to the penny lunches, the board of education supplies a bite to eat at the morning recess at 10:30 in all elementary schools. This sells for a penny and consists of a sandwich with filling of jelly, jam, syrup, peanut butter or oleo, or else a dish of porridge.

Then there are 30 or so high schools. These have their cafeterias. They are run on a different principle, the object being to provide food for students coming from a distance. Mr. Bruner said that in all cases they were self-sustaining. In some the cafeterias are operated on a private concession, in others by the board of education.

**Germans Express Their Appreciation**

PHILADELPHIA, Dec. 2.—The German government has expressed to the state department at Washington its appreciation of the work of the American Friends Service Committee, of Philadelphia, in feeding undernourished children in the Rhine sector occupied by the American troops.

The American Quakers are furnishing one hot meal a day to 650,000 children and nursing mothers in Germany, having engaged in this work at the request of Herbert C. Hoover. During the winter the Friends expect to feed 1,000,000 children and mothers daily. Only the most undernourished children and those in imminent danger of disease are being fed.

The German government's note, which was delivered by the minister of Switzerland, reads in part as follows:

"For some time an American relief mission has been in operation in the government district of Coblenz, its purpose being to feed undernourished children, and it has already helped thousands of German children. The German government is anxious to express its thanks officially to the American government for this work of unselfish charity."

The foreign office of the German empire therefore has the honor to request the Swiss legation to convey the sincere thanks of the German government to the state department at Washington, D. C., through the Swiss legation for the generous work of Mr. Noyes (American member of the Rhine-land commission at whose suggestion the Quakers undertook the relief work) and for the self-sacrificing activity of the Quakers, who in the service of humanity are creating better living conditions for thousands of German children."

**Loggers Agree to Accept Decrease**

MARSHFIELD, Dec. 2.—At the meeting of the logging operators at the Chandler last evening, at which George Saitor presided as chairman, the following resolution was adopted:

"The loggers of Coos County met and agreed to co-operate with the mill operators and employes on the question of reducing wages, by making a proportional reduction in the camps effective December 1st."

The reduction in the mills was 50 cents per day per man, the same as the last increase.

In the camps, different wage scales have prevailed in the different operations, hence a flat cut could not be agreed upon. The reduction will in all probability not vary very much.

**CASTORIA**  
 For Infants and Children  
 In Use For Over 30 Years  
 Always bears the Signature of *Chas. H. Fletcher*

**DUDS FOR MEN**  
 Making a Dollar Do a Lot of Work  
 When there is a dozen places to spend every dollar we earn a fellow has to "watch his step" where and how to spend it.  
 We Sell for Less—Yes, 20% Less  
 Carhart Overalls \$2.40  
 SPECIAL—25c Hose, 1 pr for 30c  
**Duds for Men**  
 MEN FOR DUDS  
 20% OFF ENTIRE STOCK!  
 ALL SALES A DISCOUNT CASH

**Mountain Sheep In Douglas County**

Although mountain sheep have been declared extinct in western Oregon for many years, a herd of from 17 to 20 of these animals has been discovered in southwestern Douglas county by W. H. Dirrett, of Albany. The discovery was made less than two weeks ago.

Dirrett has had 23 years' experience with big game in the United States and Alaska. He served as guide for Colonel Roosevelt on his hunting trips in Montana. He is thoroughly familiar with mountain sheep and their traits and has written of his discovery to the state fish and game commission.

Dirrett, accompanied by J. E. Greenman, of Albany, recently spent several days in the Cow creek canyon district. He says that when first sighted the sheep were in scattered herds of four to six, about 10 miles north of West Ford in Cow creek canyon, on the left side of the river and about two miles above the Southern Pacific railroad tracks. Dirrett says that the sheep were moving south and east about half a mile a day and that he does not believe the animals to be migratory. He says there are two old rams in the herd.

**NO POWER ON PRICES**

SIoux FALLS, N. D., Dec. 2.—President Wilson in replying to a message from Edward S. Johnson of South Dakota, in which the senator urged immediate financial relief for the farmers and livestock producers of the northwest, today sent the following telegram, received here this afternoon.

**A PRETTY GIRL HUNG**

Onto the arm of her partner and said

What Are We GOING TO DO Next Friday Night? Why, Don't You Know?

**BIG Box Social**  
 And Wonderful Program

**Dixonville Auditorium**  
**FRIDAY, December 3**

Everyone is cordially invited to be there. Your presence means a Bigger and Better Band.

**FREE DANCE** **FREE ADMISSION**  
 Ladies, please bring baskets with lunch for two. Gentlemen, please be prepared to annex ownership of a basket.

**Underwear Time**  
 We Have It--All Kinds At Pre-War Prices  
 New Goods Coming in Daily  
 Dresses, Coats, Skirts, Waists and all kinds of  
 Ladies' Ready-to-Wear at the new low price levels

**BURCHARD'S**  
 SQUARE STORE  
 ROSEBURG, OREGON  
 LADIES-WEAR FOR USE, ELEGANCE AND COMFORT