

ROSEBURG NEWS-REVIEW

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ENLIGHTENING THE WORLD. Advertising enlightens the world. It is educational. It can't help being.

Take talking machines, for instance. They didn't mean much in our lives till advertising took hold

Take automobiles. More than half the average man's knowledge of them and what they'll do came straight from the ads.

Take kitchen cabinets. Take adding machines. Take ready-made clothing. Take alarm clocks. Take health foods. Take floor varnishes.

Advertising introduced them. Advertising educated us to them. And the man who didn't know about talking machines and autos and the rest wouldn't be an educated man.

Sometimes advertising is frankly educational, without trying to sell anything. In industrial disputes both sides are finding that advertising is the surest and easiest method of informing the public of their views.

Public service corporations have educated the public in many matters of conduct through advertising. Lots of applied patriotism has been taught by the advertising route.

Old Professor Advertising is one of the most learned members of the world's faculty. And he has what some professors don't have—the happy knack of putting his ideas across.

He is at his best when he turns to a practical question of pointing out the merits of an article that people serve themselves by buying.

People are always interested in themselves. Professor Advertising turns this to good account by showing them how his wares will benefit them.

Some lessons that advertising can teach are big and nation-wide. Nobody can spread them broadcast so quickly as the Professor.

Some are smaller and strictly local. The size makes no difference. Advertising automatically adjusts itself to the size of the job.

If you have goods or service that the public ought to know about, let advertising tell the public what it is and why it is.

That's practical education. FACTS ABOUT THE JAP PROBLEM A newspaper that has little sympathy with the California attitude toward the Japanese puts its argument in a nutshell, thus: "The Japanese own one-tenth of one percent of the land they cultivate in California."

The land they cultivate is 1.6 percent of the farming land of the state. The farming land of the state is one-fourth of the state's acreage. Let's not go to war. It is a very clever statement. Assuming that the facts are approximately correct, it puts the Californians in the light of making a great ado about almost nothing.

Another fact much referred to at present, is that the Japanese in California, as shown by the last census figures, are only about two percent of the state's population. Thus the Yellow problem of the Far West dwindles in importance compared with the black problem of the south. Yet when all this is said, the matter is not settled. For the biggest fact of all is overlooked—namely, the way the Americans in California feel about it.

There are two kinds of facts,—statistical and psychological. A state of mind is just as much fact as a set of figures

and a more vital fact where public affairs are concerned. It is the public psychology—the way the public feels about a question—that decides elections, changes governments, creates revolutions and starts wars. The Californians may be unreasonable, in the way they feel about the Japanese question—but that it the way they feel, and from present indications they are not going to feel any other way for all the logical lectures read to them by the scornful eastern editors and statesmen. Would it not be the policy of wisdom for the nation as a whole to accept California psychology as a fact, and try to understand it?

SIMPLICITY FOR GIRLS.

After all, the modern young girl is not so hopeless as her detractors sometimes maintain. When the leading girls of a big high school join in a movement for sensible, standardized dress, and draw to their causes most of their mates, it begins to look as if modesty and good sense were not among the lost arts.

The conventional "middy blouse," skirt of comfortable length and fullness, cotton or wool stockings and broad, low-heeled shoes constitute the chosen costume. In addition, simple hair-dressing has taken the place of more elaborate styles. As there are well toward a thousand girls in the school the effect is one of smartness which the snappiest military corps might enthusiastically by the girls to whom dress is not a matter of money but of preference, as well as by those of moderate means.

There is a similar agitation for suitable costume in business circles almost everywhere. It seems fairly assured that before long the young girls attired for the work of the day in filmy waists, tight skirts and mad-hatter hair will be noticeable for their rarity instead of their prevalence.

In order to get their regular supply of Christmas "cheer," Portland and Seattle residents have forwarded checks to Canada aggregating the stupendous sum of one hundred thousand dollars for liquor. The distribution of these consignments will probably keep the federal officials "hopping around" like a bull frog in order to catch the dispenser and consumer.

No surprise need be expressed at the news that one of the ambassadors at Washington has felt it necessary to order \$4,000 worth of whiskey from London. Everybody knows how many friends a man with a private stock has in this country.

A crooked politician is one who believes that somebody can fool all the people all the time and it's up to him to do it as much of the time as the others will allow him.

The profiteers will be suing Uncle Sam for damages one of these days, for the mental anguish they all suffered when some of them were nearly put in jail.

Damage to business from cancelled orders for goods is estimated at \$250,000,000. Damage to business morale is more than that.

A Keep Your Word Week has been suggested by one of the week enthusiasts. Why start it now. It's all most of us have been able to keep for several years.

Congress is going to set up a bar early next year. But don't jump at any rash conclusions. It's for immigrants.

Shop early and avoid the rush. Roseburg merchants have the goods—but they're going fast.

Many an amateur brewer will try to raise malt next year by planting some in his back yard.

Wealth isn't everything, of course, as has been said so often, but then neither is poverty.

A busybody is always in a hurry to get to a place that he will be in a hurry to get away from.

Semi-complacency is the root of much failure.

Just a little sunshine, Mr. Weatherman.

GOODS Must be turned into Cash, REGARDLESS OF LOSS! Our full page ads in Tuesday's and Wednesday's News-Review, explained our reasons for placing our entire stock at your mercy At Prices You Will Never Hesitate to Consider. Ten Days of Profitless Prices! A FEW PRICES FROM A LONG LIST: All regular Gingham, 25c & 30c All regular Percales 29c All regular Outings 24c All Silk Hose 1/4 off All Fancy Figured Satines 75c A Wonderful Assortment of CHRISTMAS GIFTS. Everything reduced over 15%, some things reduced 50%.

Grants Pass Man Gets Appointment

SALEM, Dec. 3.—Appointment of Frank C. Bramwell, of Grants Pass, to succeed Will H. Bennett, resigned, as state superintendent of banks was announced by the state banking board this morning.

Bramwell has for the past four years been cashier of the Grants Pass Bank & Trust Company at Grants Pass. Prior to that time he was registrar of the U. S. land office at La Grande. Bennett's resignation and Bramwell's appointment is effective January 1 when Bennett goes to Pendleton to assume the duties of vice-president of the inland Empire bank.

Jeter Is Ranked With Billy Sunday

A Corvallis newspaper the other day placed Jerry Jeter in the same list of evangelists as Sam Jones and Billy Sunday. Mr. Jeter is what he calls a plain "Bill Billy" preacher. He is what a drummer said of him not long ago, a four fold man—preacher, artist, cartoonist and singer.

The crowd last night in the old armory was fine and all present were pleased with the progress the campaign is making. Mr. Jeter will speak Sunday morning at 11 o'clock and at night at 7:15. He promises a five dollar bill to anyone who goes to sleep on him if they will come up afterwards and claim it. He will paint his first picture here Sunday night.

Mrs. Jeter is one of the leading Bible readers in the country. She will speak at 3 p. m. Sunday. She is one of the best lady trombonists of the day.

Mr. Jeter's subject Sunday night will be, "What Have You Lost?"

To Dillard—Miss Alvera Lewis left this morning for Dillard where she will spend the week with relatives, return here after New Years.

WINNER OF WATCH CONTEST The Ingersoll watch contest recently conducted by Turiek, the jeweler, was won by J. B. McCoon of this city. Twenty-nine watches were placed in the windows, together with empty boxes, and a prize of a watch was offered to the one guessing the nearest number. Mr. McCoon guessed exactly the number in the window. There were 297 guesses submitted, 13 being the lowest estimate, and 298 the highest. Advertise in the News-Review. RESULTS?—our want ads get them

SMASH-Go Shoe Prices SMASH-Go Felt Slipper Prices \$2.50 Ladies Felt Slippers, now \$1.95 2.00 Ladies Felt Slippers, now 1.65 1.50 Ladies Felt Slippers, now 1.19 Children's Felt Slippers, now on Sale at 89c, 98c, \$1.29, \$1.39 Saturday--Children's Day Bring the Boys and Girls. Have them fitted properly. SMASH-Go Shoe Repair Prices. Roseburg Booterie HEVIN BRUNN PERKINS BLDG., ROSEBURG.

DUDDS 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 50c Duds for Men MEN FOR DUDS 20% OFF ENTIRE STOCK! ALL SALES A DISCOUNT CASH

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 & BEAUTY AND COMFORT

SECOND LYCEUM NUMBER Thursday Evening, December 9 AT HIGH SCHOOL AUDITORIUM Albert Lindquist The Famous American Tenor Single Admission, \$1.00; Season Tickets, Adults, \$1.75; Students, \$1 Seats on sale Tuesday morning at Red Cross Pharmacy, This Is a Feature Attraction

CHRISTMAS GIFT SEASON is rapidly approaching. It is a good idea to buy your gifts early, while the stocks are complete. The new patterns and designs in Jewelry are very beautiful this season, and we would suggest you buy early, as the choicest numbers are very limited. A small deposit will reserve any article until wanted. BUBAR BROS., Gifts That Last.

CONFIDENCE AND STRENGTH An account with the Roseburg National Bank gives confidence and adds financial strength to the standing of a firm or individual. Your Checking Account is invited. The Roseburg National Bank Roseburg, Ore.

DUDDS 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 50c Duds for Men MEN FOR DUDS 20% OFF ENTIRE STOCK! ALL SALES A DISCOUNT CASH

THE NEW CHRISTMAS SPIRIT OF GIVING IS: Give something useful and beautiful, rather than tawdry and ornamental. Abraham's Store has a wonderful line of beautiful and practical gifts for the whole family. Moreover, do your shopping early this year. You will receive better service and a better selection to choose from. I. ABRAHAM Fine Dry Goods Ladies and Men's Furnishings Novelties