

ROSEBURG NEWS-REVIEW
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Roseburg, Ore., December 18, 1920.

BANK ADVERTISING.

(From S. F. Coast Banker).
 Quite frequently we hear the country banker allude to his advertisement in his home-town paper as though it were a charity which he considered with even less enthusiasm than he does his contribution to foreign missions or the payment of his taxes. That is a very much to be regretted view of the subject, and it is the banker rather than the editor who is to blame if the advertisement is worthless.

Every newspaper, no matter how small the town has some readers, and as a rule the country paper is far more thoroughly and carefully read than the city daily. If, however, the advertisements are never changed and the type finally gets so worn that it is impossible to tell what is announced originally, naturally it is not read with avidity by the regular weekly reader, who has seen it hundreds of times and knows it as well as he does the heading and title of the sheet.

But we all realize that the public needs education in banking, and we venture the assertion that there is not a paper published which has not some among its readers who would be benefited by knowing more about banks and banking than they do. They are the people whom the banker in his advertisement should seek to attract. If he does, he will not find his advertisement so much of a charity proposition as he thought it was, because there is no community in which the banking as well as other business could not be improved if the right steps were taken to bring about that improvement.

If our country banker, for instance, would use his space weekly in a series of heart-to-heart talks upon banking, what it is, why it is, and the advantages that accrue to the community from having a bank in its midst, he would be doing himself and the community a big service.

If he were to point out that the bank is really the clearing-house for the district; that the banker is not loaning his individual funds, but is loaning the accumulated savings and funds of the community; that all are interested in seeing the bank succeed because it is the success of the whole town, and its failure the destruction of business generally; that not only those who have accounts in the bank are benefited by its presence, but all those who live within the radius of its activity; that keeping an account is the safest and best way to keep your money and pay your bills; that the bank wants to serve the women and children as well as the father and business man; that it would be a good thing for the community if all its money passed through the bank and all its transactions were made by check over its counters. If, we say, all those facts were pointed out, it could not fail to be a beneficial lesson for the readers and the bank.

Instead of passing over the bank's advertisement as something of no interest or importance, the advertisement would be a matter of general interest weekly to the readers, and they would look for it with as much avidity as they do the fact that "Mrs. J. Simpson visited our town last week," or "Mr. and Mrs. John Doe paid their daughter Emily, Mrs. Peter Roe, a visit last Sunday."

It is surprising how many persons think that all the money in the bank belongs personally to the banker. It would astonish the average newspaper reader to learn that, as a matter of fact, the banker is the biggest debtor in the community, owes everybody, or as nearly everybody as he can persuade everybody to deposit his funds with him. If the public knew more about banking the people would have more confidence in it than they have, and that is especially true of the farming and agricultural communities. It should be a pleasure, as a responsibility it would be to the profit of the rural banker, to remove that lack of confidence, and that he can not do by any surer and better means than by using the columns of his home-town paper as we have suggested.

GERMAN MUSIC.

The announcement of the Manhattan opera house, New York City, that it proposes to give German opera in German next month aroused mingled emotions in the breast of the American music-lover. The bitterness which banished all German music indiscriminately during the years of the war has ebbed and subsided. This is just as well. Nothing German could have been tolerated at that time; but now that the fires of war have ebbed, it is proper to make distinctions. Most of the great music of Germany was written either before the Prussian military development of the last forty years, or was written by men whose beliefs were directly antagonistic to the military spirit. Wagner, Schubert, Schumann, Beethoven, Brahms, and others—some can but smile at the idea of Prussianism in connection with any of them. There is one mistake that ought not to be repeated, when those great ones are taken from the closet once more to occupy their proper places. The superstition that all German music is good just because it is German should never be revived. That was part of the Prussian propaganda, of the German sentimentalism and narrowness which saw no good outside of Germany. The temporary repression of German music has given

Just the Things He'll Want

Selecting a Christmas present for a man is not difficult when you have an idea of some of the things a man wants. Here is a list of practical gifts, any one of which will please him.

Ties, Sox, Handkerchiefs, Caps, Dress Gloves, Auto Gloves, Shirts, Sweaters, Mackinaws

Monday we will have a fine new assortment of **Silk Shirts** Special Values

Duds For Men

a stimulus to appreciation of the rest of the great music of the world. It has given a stimulus to the composition of real American music. So long as Americans follow the German methods, they write no good music nor any national music. When they began to dare to be themselves, they began to produce good stuff. Very little good music has come out of Germany in the last forty years. But during that time there have been Puccini, Debussy, Saint Saens, and the Russian makers of tremendously vital music whose name is legion. There have been Macdowell, Cadman, Foote and a host of other flow-citizens of ours, none of whom, except Macdowell, have worn the mantle of genius, but most of whom have turned out one or two contributions fit to bear the high name American.

With the filing yesterday in the secretary's office by District Attorney George Neuner, Jr., his acceptance of the office of district attorney for Douglas county, to which official capacity he was recently elected without opposition, brings to mind the record of a young man who has served the taxpayers of this county and state in a faithful and business-like manner. Mr. Neuner's career in public life started with his election as representative to the legislature, serving during the term of 1911, and in the year 1913 he was chosen as senator, and in both those official capacities the interests of his constituents were faithfully carried out. He was first appointed to the office of district attorney by the governor, his election following on two different occasions since that time, placing to his credit six consecutive years as prosecuting attorney of Douglas county. To him falls the responsibility of carrying out and enforcing the law as it applies to the city and county at large, as well as directing and advising in furtherance of many county problems of a complicated nature. In all these matters his judgment has been such that he has attained for himself a reputation for efficiency as a public official that is sure to redound to his success in the future, as well as to those who have so generously supported him during his public career.

A speaker addressing an audience of business men asked them how much money they had in their pockets. There were 549 men present and they averaged a little over \$27 apiece. That may not seem much for a man to carry around with him. Most of the men did not think it much. But the total amount of cash in that room was \$27,000. It was all idle money, in a city, where, at a moment's business was supposed to be starting for lack of credit. "This seems to me," said the speaker, "far more pocket money than is necessary in a community where the mechanism of credit is so highly developed as it is in this. Spread the gospel of getting along with as little money as possible. That will raise the level of money in the banks, so that those who need it can get the use of it." He was right. Almost everyone of those men had a checking account, and could have used checks for nearly all his expenditures instead of cash. Checks are not only a personal convenience, but are an admirable way for enlarging the volume of cash and credit available for use in the community.

Some of those dollar-a-year men who served their country at Washington during the war were dear at the price, if those stories of wasted billions are true.

NO LABOR SURPLUS

There is much talk of unemployment, but as a matter of fact it is a rare community where any large number of unemployed men can be found and these are communities lacking in varied industries. Most of the workers laid off have found jobs immediately elsewhere, not at their former wages, perhaps, but at wages high enough to give them a good living. When the country as a whole is considered, it is questionable, whether, strictly speaking, there is any unemployment at all. There are probably as many jobs seeking men as there are men seeking jobs.

If this is true now, when the farms need less labor than at any other time of the year—and the fact is vouched for by the National Industrial Conference Board—how will it be in the spring of the year? Agriculture requires an immense supply of labor. During the war and since, it has gone short handed. Its needs are not fully met, not even during the recent harvest season. The country can still absorb many hundreds of thousands of workers, and will absorb them as rapidly as they are released from the industries whose excessively high wages and overtime opportunities have lured them away. There are many other minor occupations that are still short. Altogether, the number of industrial workers capable of absorption by the farms and small towns may run into millions. And industry itself, will soon need more men.

It should not be forgotten that the immigration on which the nation formerly relied to supply the labor for its growing industries, was lacking for five years, and the deficit, despite the recent upswing of the immigrant tide, is far from being made up. This with business a little bit below normal, there is yet enough work for everybody. When industry resumes full activity, as it is expected to do in the spring, and when the country demands its quota of help for the spring planting, there is more than likely to be a shortage than a surplus.

Judging from present tendencies in all the big sister's dress may soon fit little sister without any shortening.

COMMISSION TO HEAR CLAIMS

January 13 has been set by the Public Service Commission as the date for hearing evidence regarding the rates on uniform shipments of livestock. Several organizations now desiring in livestock claim that the rates fixed by the commission in 1909 are unjust and unfair and that new rates are needed. The commission will take testimony in its support and in refutation of its claim at the office of the commission in Portland, at 10 a. m. on Thursday, January 13, 1921.

First Church of Christ, Scientist—Services are held Sunday morning at 11 o'clock and Wednesday evening at 8 o'clock; this meeting includes testimonies of healing Sunday school convocations each Sunday morning at 9:45. All up to the age of 20 years are invited to attend. The readings are in the rear of the church building in open daily except Sundays and holidays from 2 to 4 p. m. The public is cordially invited to attend these. The subject of Sunday's lesson is: "Is the Universe, Including Man, Involved by Atomic Force?"

Arthur Davis, who is attending O. A. C. arrived in Roseburg from Corvallis this morning and will spend the holidays at his home here.

Myrtle Creek High School News Notes

(By Edna Pucket).
 Mrs. Melenday who has been absent for the past two weeks on account of illness will resume her work after the holiday vacations. Miss Jaspersen is attending the teacher's examinations in Roseburg, and Mrs. C. C. March has charge of the third and fourth grade room during her absence.

School will close at noon, Friday, December 24, for the holiday vacation. After the grade teachers are planning a Christmas tree in the afternoon, and the high school will give a program as follows:

Chorus: "Bells of St. Mary's"
 Recitation, "Little Town of Bethlehem" Bessie Evans
 Solo: "Under the Stars" Winifred Fugate
 Recitation: "A Christmas Carol" Lucile Aldridge
 Chorus, "Carol for Christmas Day" Girl's
 Recitation: "Birds of Bethlehem" Cleo Dicks
 Selection from "Dickens' Christmas Carol," Edna Pucket
 Recitation: "A Bell" Dell Wood
 Selection by Quartette—Joe Rice, James Clack, Mary Tibbles, Winifred Fugate.
 Selection, "Gifts from the Magi" Knight
 Song: "Dear Christmas Bells," Freshmen and Sophomore Girls.
 The Bethlehem Way—Lona Anlauf
 Song: "Good Night Song"

We hope that the high school orchestra may play a few selections at this time. The orchestra is reported to be improving rapidly and we all think it would be a good time for it's debut.

Some of the high school students are unable to take part in the daily calisthenics on account of sore arms caused by typhoid vaccination. Mr. F. C. Kellogg was in Roseburg last Saturday on business. Eva Aekert, Myrtle Cardwell and Helen Shelton, three of our Myrtle Creek students who have been ill with typhoid are reported to be slowly improving.

The school board has recently purchased much needed school supplies, among them being a typewriter for the office, seven or eight historical charts and binders for the school magazines.

In order that all may have some knowledge of music, instruction in the fundamentals will be given two times a week in the high school by the high school and grade teachers. Mrs. Aekert and Mr. Kellogg will have charge of the high school and seventh and eighth grade room, Miss Jaspersen the third and fourth and Miss Peters the first, second, third, fifth and sixth grades.

The soccer team seems to be the victim of ill luck in more ways than one. Recently an order was sent to Portland for about \$225 of equipment. A part of the order was to be filled there, the rest was to be shipped from San Francisco. In about one half of the order was filled from one of the leading coast supply houses. Soccer must be a popular sport on the Pacific coast. We know that it would be popular here, could the equipment be supplied.

ALOHA CLUB DANCE PARTY.

Members of the Aloha Club will hold a Christmas party Monday night, Dec. 20, at Maccabee Hall. Each person is asked to bring a gift to place on the tree. \$3.00 sharp.

Estimate Bureau Needs Enlargement

WASHINGTON, Dec. 18—A plea for enlarged program of the farm bureau program of the bureau of crop estimates of the Department of Agriculture for its services in giving the essential facts of production and supply of crops and livestock is contained in the annual report today of Dr. Leon M. Estabrook, chief of the bureau.

The program, Dr. Estabrook said, involves supplying information with regard to livestock, an industry representing a farm value of more than \$10,000,000,000 dairy and poultry production, which have an estimated annual valuation of more than \$2,000,000,000; and the reporting of other crops having an annual value of \$17,000,000,000. To put the program into effect an increased appropriation of \$500,000 annually is necessary. Last year's appropriation for the bureau amounted to \$371,192.

In telling the people of the country from month to month during the crop growing season what the ultimate harvest of each crop will be, the bureau estimate utilizes the services of an army of crop reporters which numbered last year, 219,861, and of which about 200,000 volunteered their services. The accuracy of their forecasts have been found to be remarkably close to the actual production, the report said. Cotton production has been under estimated 1.5 percent, the average for the last twenty years shows. In seven of those years the crop was overestimated once, to the extent of 5.1 percent and once 2.7 percent, and the other five times less than one percent.

Reduced appropriations caused the discontinuance of special service for fruit, truck, potato, tobacco, rice and cotton crops, which have an an-

Back to Pre-War Prices

A DOWNWARD REVISION that is in keeping with the present Day Market and in many instances amounts 50% of the former price. All garments have been reprinted to conform to this downward revision. We invite you to come in and get our revised prices before you make your purchases.

Timely Christmas Suggestions Those BLANKETS at the REDUCED PRICES make a gift worth while

Heavy weight all cotton double sheet blankets. Lowest prices for first quality goods

\$1.98 \$2.69 \$3.50 \$3.98 \$4.98 \$5.25

Woolup in best grades \$6.90; \$7.90; \$8.90 and \$11.50

All wool in extra large sizes \$12.50 and \$14.75

Don't overlook a good warm comfort \$3.98; \$4.98; \$5.50 and \$5.90

House and Bedroom Slippers for ladies and gentlemen. Best qualities at lowest prices. "Daniel Green," none better. A visit to our Toy Department will reduce your Xmas bill, our prices are so low. Drums, Toy Pianos, Air Rifles, Dolls, everything for Santa's pack. Our line of beautiful Box Paper is selling fast. Get your supply before it is all gone.

See our display of Ladies' Handkerchiefs. Plain and Initial.



Union Made Overalls and Jumpers

\$1.79

Work Shirts 98c



HOME MADE CANDY

On sale Saturday at J. A. Walker real estate office, Cass street. An Ivory clock is an acceptable gift. See those at J. T. Bryan's.

NOTICE TO THE PUBLIC.

Commencing Monday, Dec. 20th, the Sheridan Street Grocery will remain open till 9 p. m. for the benefit of the trade. Thanking you in advance for your patronage and wishing you all a merry Xmas and prosperous New Year, I am, yours for business, H. STRONG, Sheridan Street Grocer.

ATTENTION TAXPAYERS.

The annual meeting of the Douglas County Taxpayers' League will be held at the city hall, Roseburg, Oregon, on Monday, December 20th, 1920, at 10 a. m. for the purpose of considering the 1920 budget and electing officers for the ensuing year. H. W. STRONG, President.

BARGAINS IN PHONOGRAPHS.

\$150 Pathe mahogany, closing out \$110
 \$150 Pathe, slightly used, only \$ 99
 \$200 Brunswick, including record, slightly used \$190
 OTT'S MUSIC STORE.

We sell books, and Christmas cards. Subscriptions for magazines solicited. Fiction Library.

T. H. Bills and wife, who have been residing in Roseburg for a number of months left this morning for Portland where they expect to make their home.

Making Xmas Merry!

CANDY PRICES REDUCED

Look over this Palace of Sweets' price list of Xmas Candies--Back to normal.

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| Taffies, 40c per pound | Crackerjack, 50c per pound |
| Brittles, 40c per pound | Salted Peanuts, 30c per pound |
| Hard Mixed (Xmas Special) 40c lb. | Salted Almonds (Extra fine) \$1 lb. |
| Candy Canes, 5c, 10c and up | Caramels, 75c per pound |
| Old-Fashioned Stick Candy 50c. | Nougat, 80c per pound |

Let us pack your Xmas boxes for you in compliance with your wishes.

Our Xmas Candy Boxes Make Delightful Presents.

PALACE OF SWEETS

Try Our Merchants Lunch---It's a Pippin'.