ROSEBURG NEWS-REVIEW
Issued Daily Except Sunday.

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SUBSCRIPTION RATES
Daily, per year, by mail.....$4.00
Daily, six months by mail.....2.00
By Carrier, per month.....50

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Roseburg, Oregon, February 10,1921

COMPELLED TO INCREASE RATES.

The Chronicle, the Examiner, the Bulletin, the Call and the Daily News of San Francisco, and the Tribune and the Enquirer of Oakland, explain in a joint statement that they "are compelled to announce a slight increase in subscription rates." They say:

"Every effort has been made to maintain the present rates, but the excessive cost of white paper, the advances recently granted in wage scales and the increase in cost, in fact, of every item that goes into the manufacture of a newspaper, have made the burden such that a price readjustment can no longer be avoided. The cost of the raw white paper in a single issue has become greater than the price at which the issue is sold. Frequent attempts have been made to obtain cheaper newsprint. Appeal has been made even to Washington. Nothing has been accomplished. No relief is in sight."

The morning paper advance in San Francisco is to $1.10 a month in place of the former 90-cent rate, and relative advances are made by the evening papers.

The conditions that drove the California newspapers to this reluctant step are not peculiar to that state, says an exchange. They apply in every state in the Union, and, as the foregoing announcement says, "no relief is in sight." Many publishers have, in fact, suffered severe and even ruinous losses in the futile effort to hold down their subscription rates in the face of mounting costs in every item of the publication business. Some publishers, like those at San Francisco, deferred action in the hope that the benefits of the prevailing readjustment in prices of other commodities would extend to their line of industry. Instead of that, the tendency is toward yet higher costs.

World travelers agree that nowhere on the face of the globe is newspaper enterprise carried to such heights as in the United States. In no other country is money spent so lavishly for news, for general articles from the pens of highly paid writers and for quick delivery to subscribers. American publishers take a pardonable pride in that high quality service, but have been forced to the option of lowering the standard or slightly raising their rates.

MONEY SPENT FOR ADVERTISING.

One of the well-known officers of the Associated Advertising Clubs of the World estimates that the total amount of money spent in advertising in the United States in 1919 was one billion six hundred million dollars.

Looks like a lot of money, doesn't it?

Some folks, who haven't thought about it, might say that this more than a billion and a half is simply an added burden on the American buying public.

But hold on a minute. This amount was less than five per cent of the total volume of business done in the United States during that year. It is considerably less than half the amount it cost the business houses of the United States to send out salesmen to call on dealers during the year.

It is considerably less than the amount paid by retail merchants to the railroads for hauling their merchandise, and it didn't add a cent to the total cost of the merchandise sold in the United States during that year. Everybody agrees that salesmen are necessary to business. Everybody knows that we couldn't do business unless we had the railroads to haul our merchandise about for us. Of course, they have to be paid. But one thing that some of us overlook is the fact that this more than a billion and a half spent in advertising increased total sales of merchandise in the United States to such an extent that the actual retail sales price per unit of merchandise sold could be made smaller than it would have been without any advertising.

Of course, advertising makes people buy things that they wouldn't buy otherwise, but usually they really need these things and they can either live more comfortably or perform their work more efficiently because they buy this merchandise.

So this big advertising bill of the business houses of the United States is just as essential to the business machinery as lubricating oil is to an automobile.

You might save money in running your automobile by putting no oil in the crankcase, but you wouldn't have a car very long. Thus, in these modern days, you may think you are saving money by not advertising, but the other fellow who does advertise is getting the business, while you are saving your money. After a while he will have all the business and you won't have any money left to save.

The double standard of politics isn't any more successful than the double standard of morals. One wife and one party are enough of each for any man.

Just among all of us, isn't most of the criticism of the conduct of the young, due to envy of youth?

The path of human progress is strewn by skeletons of the tribe of I-Don't-Care.

You'll never get very warm basking in the sunlight of reflected glory.

BOOST!

Boost your city, boost your friend,
Boost the lodge that you attend.
Boost the street on which you are dwelling.
Boost the goods that you are selling.
Boost the people round about you,
They can get along without you,
But success will quicker find them
If they know that you're behind them.
Boost for every forward movement,
Boost for every new improvement,
Boost the man for whom you labor,
Boost the stranger and the neighbor,
Cease to be a chronic knocker,
Cease to be a progress blocker,
If you'd make your city better,
Boost it to the final letter.—X.

AROUND THE TOWN

Leaves for Greens—

Miss Mildred Burch of this city left this morning for Greens where she will visit for several days.

From Camas Valley—

Fred Bonebrake of Camas Valley is spending a short time in this city today attending to business matters.

Returns from Sutherlin—

Mrs. F. D. Swisher, who has been spending a few days in Sutherlin returned home to this city this morning.

To Visit Son—

Mrs. F. I. Perry of this city left this morning for Ashland where she will visit for several days with her son, V. H. Perry.

Returns from Visit—

Mrs. B. Casey who has been spending several weeks in Portland, Dallas and Eugene returned home yesterday evening.

Move to Glendale—

Mrs. S. O. Reed who has been living at the Douglas hotel in this city, left yesterday for Glendale where she will make her home.

Returns to Riddle—

Mrs. M. D. Bryant, who has been visiting with Mrs. George Ware in this city returned to her home in Riddle yesterday.

Returns Home—

Mrs. R. B. McCrary of Greens who has been spending a short time in this city shopping returned to her home yesterday.

Return to Dole—

Mrs. H. A. Smith and Mrs. G. Marcy, of Dole, who spent the day in town shopping returned home yesterday.

Visiting Here—

Mrs. A. S. Kennedy and son of Myrtle Creek who have been visiting with Mrs. M. W Kennedy of this city, returned home yesterday.

Shopping Here—

Mrs. Major Hanks who spent the day shopping in the city yesterday, returned to her home in Glendale on the afternoon train.

Returns to Greens—

Mrs. T. G. Havens who has been attending to business matters in this city for a short time, returned to her home at Greens yesterday.

Visiting Relatives—

Miss Vera Davis of Portland, arrived in this city yesterday and will spend several days visiting with relatives and friends here.

Ray's Suit Shop presses suits for fifty cents.

MR. RAT'S ONE LIFE

MR. RAT was cornered and he knew if he tried to use force with big Mr. Tom Cat he would come to grief, so he used his wits, thinking to gain time and by so doing he might save his life.

"Before you take me," said Mr. Rat, "I should like to know, Mr. Tom, if it is true that you have nine lives.

"I have often heard this, but I have never believed it, and I should like to know before I die from your own lips the truth of this matter."

"It is quite true," replied Tom. "I have six lives left. Once I was thrown into a pond and came home. Another

time I tumbled off the limb of a tree and fell into a bagshead of water and was rescued, and once some bad boys stoned me and left me for dead, but I came back and here I am."

"Well, well, I shall have to believe you, Mr. Tom," said Mr. Rat, "but how I should love to really see you die and come to life! That would be most interesting.

"Suppose now you should jump into that meal box with the cover open, and it should close and smother you, do you think you would come to life?"

"Of course I would," said Tom, knowing that he would not smother, and thinking how surprised Mr. Rat would be to see him come out alive after he thought him dead.

"Want to see me do it?" he asked.

"I should be delighted," said Mr. Rat, "but I must say I do not believe you can. So do not take any chances on my account. You might not be able to do it this time."

"Oh, if you had as many lives as I have you would not be afraid," said Mr. Tom. "It must be very uncomfortable to have only one life. Well, here I go. Now watch."

When Tom jumped in, Mr. Rat, as quick as a streak, ran up the box and tipped the cover, and down it came with a bang.

"Are you dead yet?" asked Mr. Rat.

Mr. Tom, to make him think he was, did not reply, but when he tried to jump out of the box, to his surprise, the cover was so heavy he could not move it.

Mr. Rat was safe, and he decided he would not run just yet, so he asked: Are you there, Mr. Tom?"

"Yes, I came to life again; open the cover and I will show you," was the reply.

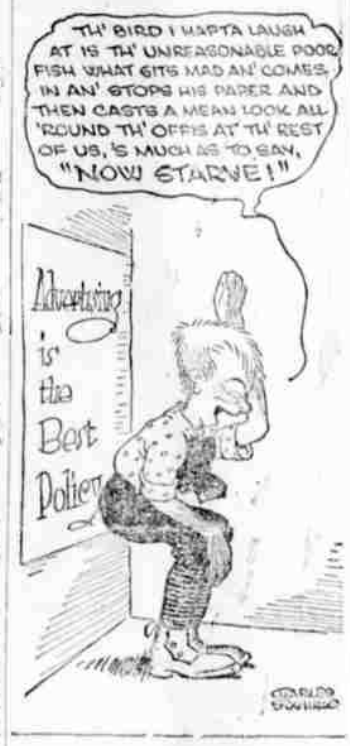
"Oh, I'll take your word for it," said Mr. Rat. "You have five lives left and I have only one, and if I let you out my one life would not be worth a grain of corn.

"I will take your word for it, Mr. Tom, that you are alive, and as you have five of your lives still left I will take care you do not see me again. Good-by. I hope you get out before your other five lives are used up."

Poor Mr. Tom meowed so loudly that some one heard him and let him out, but he stayed in the meal box so long that he almost suffocated, and he was not at all sure after wards whether he had five lives lost or only one.

(Copyright.)

MICKIE SAYS:



SATURDAY, FEB. 12, FOR 12c.

Carr's have some especially good values for 12c on Saturday:
A pair of canvass gloves 12c
Serina, white, cream, ecru, yard..12c
Large mechanical Valentine 12c
Fine, fancy hand brush 12c
Stork incense and burner, set...12c
Boys' baseballs each.....12c
Carter's glue, bottle or tube 12c
Fancy hanging Valentines 12c
Our line of Valentines is still complete; we can give you big values in all prices. Our one day specials will continue thruout February. Carr's—where you save.

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

Surplus Army Goods Store
124 WEST CASS STREET
NEW AND RECLAIMED

It will pay you to investigate our stock. You can save money on every article, besides getting the best kind of material. Try us once.

Regulation O. D. Wool Shirts and O. D. Wool Breeches $4.95
Army Issue Blankets $4.95
Lincolnshire Robes $10.95
U. S. Artillery Shoes $7.95
U. S. Infantry Shoes $7.95
Herman Russet Shoes $8.95
Marching Shoes $6.95

GENUINE ARMY ISSUE SHOES
Officers' Shoes $8.95
U. S. Navy Shoes $8.95

U. S. RUBBER BOOTS
Hip Boot $5.95
Knee Boot $4.95
Trench Shoes $4.95

OTHER ARTICLES FOR YOUR DAILY NEEDS
Underwear, Jumpers, Trousers, Caps, Sweaters, Slippers, Overshoes, Rubbers, Shoes, Hats, Caps, Gloves, Hosiery, Shirts, Ties, Suspenders, Belts, Buckles, Hatchets, Axes, Knives, Canteens, Cups, Tarpaulins, Tents, Blankets, Cots, Pillows, Mess Kits, Knapsacks, Haversacks, Pack Sacks, Flag Staffs, Gas Mask Bags, Trench Bags, Gas Masks, Trench Picks, Shovels, Wire Cutters, Bayonets, Rifles, Cartridge Belts, Rifle Slings, Cleaning Rods, Bolts, Gun Slings, Trench Knives, Bayonets, Grenade Throwers, Grenades, Leather Belts, Wool Belts, Mackinaws, Navy Mackinaws, O. D. Wool Pants, Army Breeches, Navy Mackinaws, Overcoats, Coveralls, Pillows, Bed Rolls, O. D. Soap, Flags, Mess Kits, Lanterns

It's toasted
LUCKY STRIKE cigarette. Flavor is sealed in by toasting
The American Tobacco Co.

Douglas Co. Schools Making Use Films

(Continued from page 1)

slide programs for the rest of the year, but they have all made wide use of this service of the University of Oregon in the past.

This service is entirely free to any community of Douglas county or of Oregon. The University has 154 slide sets and 100 moving picture films, which are loaned without any cost except that of transportation. The schools, churches, granges, lodges, commercial organizations, The Boy Scouts, Camp Fire Girls and communities in general will find a vast wealth of material awaiting their call at the University of Oregon. A thirty page catalogue, fully describing the material available for free loan has just been published.

In addition t othe slides and films there are also loaned free, by the Extension Division of the University stereoscope slides on botany zoology and rock and mineral sets, all well adapted to school work.

The educational value of this service of the University of Oregon Extension Division is well expressed by Superintendent J. A. Churchill as follows: "The slide and film service of the Extension Division of the University of Oregon is proving very helpful to both principals and the teachers to supplement the regular school subjects by opening the way to a richer, deeper and broader training without the expenditure of any more time and effort than before. The moving picture and the lantern with their time saving and telling manner of presenting information objectively will have a tendency to standardize instruction in the various subjects, since the most important in the subject matter will always be emphasized."

FREED FROM TURKISH YOKE

Chaldeans Promised a Measure of Independence Under the Guiding Hand of France.

The American army officer, chosen by the Chaldeans to present their appeal for independence to the council of allied premiers, reports that he has been unable to get a hearing for that ancient people. They made some attempt during the peace conference to obtain consideration, having heard that "self determination" was to be a guiding principle in the settlement of the world's affairs. Those at Versailles who had some familiarity with Biblical history may have recalled the Chaldeans, of course, but they failed to make an impression on minds surcharged with acute problems of twentieth-century statesmanship.

The Chaldeans, or Babylonians, however, may count on being better off than has been their lot for many centuries. They will get some benefit from the new era. Residing in northern Mesopotamia, which France has will control—the southern region being confided to Great Britain—they will be freed from their old oppressors, the Turks, and the French government has indicated a purpose to give them a measure of autonomy. The Chaldeans were once a warlike people, capable of demanding what they desired. More than 1,000,000 of them are now said to be starving in the region that will be subjected from Turkey.

Yes, we're cutting these up
O & O Specials

Do You Appear Successful?

For the man who is looking for quality first in buying clothes we suggest a certain dark gray serge with a dark stripe.

It's a wonderful fabric for wear and is made up in a conservative, neat fitting model giving a neat and dignified appearance. We have sizes 38—42—44 in this. It was $40.00. We are now selling them for $25.00 on O. & O. special.

Duds for Men

PROGRAM IN HONOR OF LINCOLN

A program will be given tomorrow afternoon at the high school in honor of Lincoln's birthday anniversary. A special assembly of the high school students will be called. The program will consist of musical numbers by the music department of the high school under the direction of Miss Helen I. Moore and a special address will be delivered by District Attorney George Neuner.

DAILY WEATHER REPORT.

U. S. Weather Bureau, local office, Roseburg, Oregon, 24 hours ending 5 a. m.:

Precipitation in Inches and Hundredths
Highest temperature yesterday .. 58
Lowest temperature last night .. 53
Precipitation last 24 hours ..... .04
Total precip. since first of month. 1.77
Normal precip. for this month.. 4.56
Total precip. from Sept. 1, 1920, to date 25.38
Total excess from Sept. 1, 1920... 3.86
Average precip from Sept. 1, 1877 21.42
Total excess from Sept. 1, 1920... 2.59
Average precipitation for 43 wet seasons (Sept. to May, inclusive)31.47
Forecast to 8 p. m. for southwestern Oregon:
Tonight fair. Friday rain.
WILLIAM BELL, Observer.

BASKETBALL GAME FRI

The high school will hold a tomorrow afternoon to advertise basketball game to be played high school gymnasium Fri ning at 7:15 sharp. There two games, the preliminary tween the Roseburg high girls team, and the Medford high girls team. The other game between the Roseburg high boys team and the Medford team. These games will be interesting and the contests hard fought.

Waverly oil. From pure Pennsylvania crude, in gallon cans, ten.

PROFESSIONAL CARDS
RADABAUGH, Auctioneer, 530 N. Pine St.
MRS. F. D. OWEN—Cut Flowers 240. 493 W. Cass.
DR. M. H. PLYLER — Physician. 222 W. Lane P.
DR. J. R. CHAPMAN, Rooms 207-208, Perkins Bldg. burg, Oregon. Hours 9 to 12

CLASSIFIED COLUMN

ALL NEW CLASSIFIED ADVERTISEMENTS WILL BE FOUND ON PAGE UNDER HEADING "NEW TODAY."

WANTED.

WANTED—Clean rags, 5c per lb. Ford Garage.

CHOCOLATE dipper wanted. Apply at News-Review office.

EXPERIENCED WAITRESS wanted at Umpqua Hotel Dining Room.

WANTED—Girl wants to assist with housework. 318 W. Washington St.

WANTED—A power sheep shearing machine. Charles Watson, Dixonville, Oregon, or phone 1-F14.

WANTED—Two furnished rooms, parlor and bedroom. Close in. M. W., News-Review.

WANTED TO RENT—4 or 5 room house close in by adults with no children. Phone 118-Y.

WANTED—Two or three turkey hens. State price. R. F. Blankenship, R. F. D. No. 1, Box 91, Roseburg, Ore.

WANTED—To rent furnished house about Mar. 1; responsible adults. Garden, fruit, chickens preferred. Address O. K., care News-Review.

WANTED—Ford touring car, 1918 or later. Must be in good condition. Give description and price in answer. A. M. Walsh, Myrtle Creek, Oregon.

WANTED—One single comb White Leghorn cock, about 2 years old; must be vigorous and have an egg record back of him. What have you? Lloyd Roberts, Camas Valley, Ore.

YOUNG married man, ex-tester and demonstrator and repair man from Detroit auto factories, desires position either private driving, garage work or tractor work on farm. Apply C. H. Smith, 622 Broadway Drive, Portland, Oregon.

FOR RENT.

FOR RENT—Furnished room with bath. 461 South Main St.

FOR RENT—Large front room furnished, gentleman preferred. Phone 12-Y.

FOR RENT—Furnished or unfurnished apartment and rooms, all modern. With or without board. 327 West Lincoln St. Phone 312.

FOR RENT—100 acres of land to be cropped this spring. All free soil. Either cash or portion of crop. F. A. Stewart, Roseburg. Phone 4-F14.

FOR RENT—Safety deposit Roseburg National Bank

MISCELLANEOUS

TAILORING, dressmaking of all Phone 187-R. Mrs. Gilliam

LOST AND FOUND

LOST—Fox terrier dog, white with brown spots. Wore spiked collar. Missing since New Year's day. reward. 444 Rose St. Phone 88-Y.

FOR SALE

FOR SALE—One brooder stove quire 27-J.

FOR SALE—Ford touring car 221 West Lane St.

FOR SALE—Few choice at The Fern.

FOR SALE—Dress suit. Inquire Ray's Suit Shop.

A No. 1 potatoes for sale Growers Packing Corporation

FOR SALE—Green ash and W. E. Roberts, Fair Ground.

FOR SALE—First class $28 per ton. Judd and

FOR SALE—One 1800 lb. fect draft type. Rice Bros.

HAY FOR SALE—Edenbower Tracts. Fred Fisher. Phone

FOR SALE—1-ton truck hauled. A good buy. See Barker & Co.

GOOD garden manure for sale den plowing done. Leave W. Cass.

FOR SALE—Protectograph check er, good as new. Inquire News-Review.

FOR SALE—Cheap, Dodge car than 3000 miles. Phone 12-F12.

FOR SALE—Wheat, Australian $2.00 per bu. C. J. Main Phone 19-F12.

FOR SALE—250 prune trees Petite, 4 to 6 ft., wild plum Fine trees. Phone 19-F3.

FOR SALE—Ford taxical thing for jitney business the Roseburg Garage.

FOR SALE—Cheap if taken Overland car in fine condition. Apply Oregon Gas and Electric pany office.

FOR SALE—1914 Ford 1914 Ford Speedster. Will for second hand Fords. erts, Motor Shop Garage.

FOR SALE—Two lots with six room house taxes paid to date; few some small Mtge. Will take my equity. Roy F. Dustin Falls, Oregon.

FOR SALE—$900 mortgage yet due; will take flat real gage is on Roseburg property pays monthly payments terest. Write Roy F. Dustin, eth Falls, Oregon.

FOR SALE—Day old chicks, strain White Leghorns hoganized stock. Can ship for 1000 to deliver March per 100. Also several April. I have five 100 incubators for sale cheap Puckett, Canyonville, Oregon.

FOR SALE—Imag. Lambert Ann cherry trees, 2 to 3 ft. Bartlett pears, 2 to 4 ft. trees. Some Italian and Prune on hand. Can secure stock for the family orchard, walnuts, Filberts, logan and strawberries at prices. R. L. Hills, Roseburg miles west.

The Clancy Kids
Some Comback
By PERCY L. CROSBY
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