

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

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ROSEBURG, OREGON, OCTOBER 18, 1921.

CLEAN ADVERTISING PRAISED.

W. Frank McClure, chairman of the advertising council of the Chicago Association of Commerce, in an address to the Executives' Club in the Hotel Sherman, said that more advertising had been done in the last four weeks than in any month for many years.

"Timeliness and human interest prevail to a large degree in modern advertising," he said. "It helps advertising to be as effective as it is, and that is only about 50 per cent at present. Like electricity, its full power has not been developed."

Governments, political parties, boards of health, churches and schools realize that paid space accurately carries their messages. The best artists contribute their efforts to advertising nowadays, when a decade ago they thought it unethical, the speaker said; and the best writers likewise are turning ad writers.

"Advertising, in the strictly commercial sense, is good news about good goods. Through organized advertising bodies, and legislation in thirty-four states, the unscrupulous advertiser of the past is being driven from his last stand. Apart from legislation, thousands of publications are consistently refusing questionable copy. All this has the effect of making advertisers of our strongest business institutions.

"Annual advertising appropriations of banks in some instances run as high as a million dollars. Advertising builds good will, and that is the basis of credit. Many a manufacturer of a nationally advertised product could lose all his physical equipment and his entire stock of raw material, but his greatest asset, 'good will,' would remain—the thing created by advertising."

Advertising has pulled many a business out of the mire, and turned failure into success as if by magic, Mr. McClure said.

"Building reputation is more important than spearing for immediate sales. The skillful advertiser appeals as accurately as he can to human senses, to impelling motives, and to the public sense of fairness."

To help meet a need for 20,000 additional refrigerator cars to move the volume of perishable farm crops now ready for market, the United States department of agriculture urges shippers, carriers, and receivers to make the most efficient use of all refrigerator cars and equipment. Investigation by the bureau of markets and crop estimates of the department show that many receivers are holding the refrigerator cars as cold storage warehouses instead of unloading them promptly and permitting their return to producing sections. The result is that there are thousands of idle refrigerator cars at a time when railroads are finding it particularly difficult to provide sufficient shipping space for perishable products. The situation is a serious one, the department says, not only for the railroads and shippers but to the economic welfare of the nation. Perishable crops must be moved quickly. The slightest interruption in the flow of such products to market may easily result in enormous losses through decay, which would mean not only a smaller food supply but possibly an increase in living costs so far as perishable farm crops were concerned.

Don't go abroad to buy something when you have a few dollars to spend and then ask your home merchants to sell to you on time when you are broke. If you have bills with your merchant who has given you credit and an extension of time and accepted small payments, and take your cash to the city to spend with a stranger who has no interest in your town, nine times out of ten he will "do" you because he never expects to see you again. The home merchant will save you money with reliable goods, which he guarantees with his reputation. A town that is large enough and good enough for a man to earn his living in is good enough for him to buy his provisions in. If he does not think so, both he and the town would be better off if his tent were pitched on other prairies.

As soon as an adequate system of automobile regulation has been worked out in this country, authorities must turn their attention to air traffic. Or perhaps they had better not wait. The air problem is becoming insistent. As yet nothing has been done about it, although there are said to be 1200 commercial airplanes in use and their total flight over American soil this year will equal 300 times around the earth. There will have to be regulation soon, for the safety of the aviators themselves and still more for the safety of other people. We do not want airplanes tumbling about our heads. Europe is ahead of us in this matter. In England, Germany and France there are rules governing the licensing of aviators, the inspection of planes and the establishment of routes and traffic rules.

A New Jersey man has invented a perpetual motion machine, which needs only \$3000 cash, he states, to start it going. Maybe he's right. You can start 'most anything with \$3000.

The world is running over with men who are always starting some place and stopping to watch somebody demonstrate something in a show window.

After congress has got through trying to revive American business, it will be necessary to do something to revive congress.

If you ask, "What do I get out of it?" before you ask yourself, "What can I put into the job?"—you will get out of it.

'Most any costume is just as modest as its wearer.

Everybody has a knock for the man with the "pull."

Prune Pickin's

Ye ed. of Prune Pickin's this a m-
 rec'd a letter from some individual
 who signed himself or herself
 "Terry Firmly." After reading the
 letter over three times and then
 turning it over to the office boy for
 further perusal, we decided that it
 was the intention of the writer to
 furnish us with some jokes for the
 column—said jokes being of the
 whiskered variety. Just as we started
 to read the letter for the fourth
 time we decided there were too
 many murders committed in these
 parts and ye ed. would take no
 chances in "laughing his head off."

Dear Ed. Prune Pickin's: How can
 I best give my child spiritual train-
 ing?
 Ans. Spank him with an ouija
 board.

"Dress go down all around in
 Germany," says a headline. My
 gawsch, what next?

Full many a keg of purest hue and
 sheer
 In many unfathomed stilly spot
 lies there;
 Full many a quart is born to blush
 unseen

And waste its fragrance on some
 mountain heir.

Remember those quaint old times
 when a clumsy waltzer used to step
 on his partner's skirt? He'd have
 to step some to do that now.

A dispatch in a Portland paper
 says a woman tried to commit sui-
 cide by drinking iodine. She said
 there was a stain upon her character.
 That's neither here nor there, but
 we'll bet she certainly has a stain on
 her interior now.

Dock Brunfield asked the sheriff
 to bring him a sporting page yester-
 day. Perhaps today he'll ask for a
 catalog of women's lingerie.

Just at a tense moment in the
 murder trial yesterday, when every-
 one had slipped to the edge of their
 seats. When all was quiet and every
 eye was upon the witness. When
 the prisoner was perched upright in
 his chair and fixing a glassy stare
 towards the jury the terrible silence
 was broken. A man with squeaky
 knees entered the courtroom.

STATISTICS ARE WONDERFUL

The United States, the world is
 told by a student of statistics, has
 one-third of the world's gold (we
 thought Rockefeller alone had that
 much of it) and one-half of the coal.

Also, he goes on exultingly, the
 United States has the largest ship-
 building capacity on this globe.

All this is, however, a mere drop
 in the bucket.

There are other things in life.
 The United States of America last
 summer harvested 97 per cent of the
 world's watermelon crop!

Think of that and give your gray
 matter a treat.

And this land of the brave and the
 free has three-fourths of the ice
 cream sodas (plus two cents war
 tax).

Also, we have 99 per cent of the
 world's crop of baseball, with 7185
 leagues all our own. Two we divide
 with Canada, and the heaviest hitter
 in the league of nations.

"Gem of the ocean" is right, and
 while we're on the topic—Jewels of
 the land, too!

All the champion prize fighters
 live somewhere between the two
 Portlands, and we have two sets of
 Siamese twins, forty-eight states and
 one president.

Besides all that, the U. S. has 100
 per cent of Charlie Chaplin, the only
 Mary Pickford and enjoys the exclu-
 sive monopoly of Bill Hart.

When it comes to roughhouse
 stuff, the nation stands foremost
 among the roughhouses. We lynch
 more citizens, pick more pockets, sell
 more wildcat stock, and shoot more
 husbands, and walk on more grass
 than any other people.

We have more laws than any
 other two countries and violate more
 than six others.

This is the only land in which the
 traffic cop has great authority than
 Julius Caesar, Nap Bonaparte, or
 Bill Hohenzollern ever enjoyed.

This, too, is the only country
 where the original inhabitants are
 pensioned up in reservations and have
 generalists make enough of every-
 thing to stock up the rest of the
 world, and the only fly in the mas-
 sages is that the rest of the world
 can't pay for what they buy.

We have solved every problem
 exceptin' these:
 Who loses the half cent on a 12 1/2c
 bargain?
 Shall people be allowed to build
 homes on good billboard locations?
 How to stretch a pay envelope
 from one pay day to the next.
 How to arrange our lives so work
 will play an inconspicuous role?

Aside from these little incidentals
 we haven't a thing on our minds ex-
 cept our lds. and the wind takes
 them off every time we go around a
 corner.

In brief language, U. S. is synony-
 mous with O. K.

We'll bet a lot of our lokal citi-
 zens passed a rotten night after
 viewing the baked ear and portions
 of dried scalp introduced as evidence
 in the murder trial.

LAFE PERKINS SEEZ:
 "It's good policy to laugh at your
 boss's jokes whether they are bum
 ones or not."

GORMAN WINS BOUT
 (By United Press.)
 PORTLAND, Oct. 13.—Joe Gor-
 man won a ten round decision over
 Abe Mishkind, of Salt Lake, in a
 slugfest match last night.

SAP AND SALT

BY Bert Moses
 Copyright 1921 by Bert Moses, Sap and Salt in the Woods, Oakland, Oregon.

There is only one excuse for war,
 and that is peace.

Loafing kills men quicker
 than working. Keep busy
 if you would
 live long.

Where there is a surplus of noise there is
 sure to be a shortage of sense.

Time settles all disputes, even if it has to
 kill off the disputants.

Love ceases to
 be love when
 it slops
 over in
 public places.

Most reforms are all right, but the Lord
 deliver us from most reformers.

HEZ HECK SAYS:
 "Homely women, I am
 told, sometimes
 consider an insult
 to be a distinction
 or a triumph."

SENATOR KNOX DIES SUDDENLY

Prominent Statesman Dies as Result of Stroke of Paralysis—Funeral Tomorrow.

CONGRESS TO ADJOURN

All of Official Washington Will Attend Services Tomorrow—Joint Committee Will Have Charge of Funeral Services.

(By United Press.)
 WASHINGTON, Oct. 13.—All official Washington is prepared to attend the funeral services of Senator Knox tomorrow morning. The senate will adjourn immediately upon convening and will appoint with the house a joint committee to have charge of the funeral. Senator Knox will be buried near his home at Valley Forge, Pennsylvania.

Died of Paralysis.
 WASHINGTON, Oct. 12.—Phila-
 der Chase Knox, senator from Penn-
 sylvania, and secretary of state under
 President Taft, died suddenly at
 6:30 o'clock tonight at his home
 here. He was stricken with paralysis
 after descending the stairway on
 his way to the dining room for dinner
 and passed away 15 minutes later
 without regaining consciousness.

Mrs. Knox and the senator's secretary,
 W. F. Martin, were near the senator
 and hurried to his aid. Dr. Samuel
 Adams was summoned immediately,
 but found Mr. Knox beyond
 medical aid.

Held Responsible Place.
 WASHINGTON, Oct. 13.—Phila-
 der C. Knox was attorney general in
 the cabinets of Presidents McKinley
 and Roosevelt, secretary of state in
 the cabinet of President Taft, and in
 the interim between those two offices
 and afterward was United States
 senator.

Senator Knox was an active figure
 in the fight in the senate in 1919
 and 1920 against the ratification of
 the peace treaty of Versailles. Even
 when the treaty was being drawn up
 he delivered speeches in the senate
 and out of it in which he demanded
 that the league of nations covenant
 should be separated from the other
 part of the treaty. He introduced a
 resolution to that effect which was
 adopted by the senate and also pre-
 sented a resolution against the ap-
 pointment of American representa-
 tives on the reparations commission.
 He also drafted one of the various
 resolutions submitted to the senate
 for adopting the treaty with reser-
 vations.

Subsequently, Senator Knox was
 the author of a resolution adopted
 by the senate in May, 1920, declar-
 ing peace with Germany. This also
 was vetoed by President Wilson.

Senator Knox first came into na-
 tional prominence when in 1901
 President McKinley appointed him as
 attorney general. He retained that
 office under President Roosevelt un-
 til 1904 when he resigned to accept

CONFERENCE BREAKS UP

WASHINGTON, Oct. 13.—
 The National Unemployment
 Conference today split wide open
 on the question of recom-
 mending wage cuts. The split
 came when the employer mem-
 bers of the conference, present-
 ed a statement declaring that
 wages must come down hand in
 hand with prices. After creat-
 ing a standing committee with
 authority to reconvene the full
 conference at any time, the
 members concluded their de-
 liberations and adjourned sine
 die.

an appointment as United States
 senator from Pennsylvania to suc-
 ceed the late Senator Quay.

Mr. Knox has been credited by
 some with having "actually carried
 through" the purchase of the Pan-
 ama canal for \$40,000,000, which
 was an achievement of the Roosevelt
 administration. As attorney general
 Mr. Knox went to Paris and ascer-
 tained that the new Panama Canal
 company held a clear title to convey
 the canal. This enabled the United
 States to proceed with the purchase.

A big saving on all children's hats
 Saturday. Bell Millinery.

Conference Fate Hangs In Balance

(By United Press.)
 The demand of the Sinn Fein dele-
 gates that all interned Irish prison-
 ers be released today, threatened
 the smooth progress of the confer-
 ence concerning Irish peace. The
 British and Sinn Fein delegates ad-
 journed this morning after meeting
 slightly over one hour. They will
 meet again tomorrow at 11 o'clock.
 The Sinn Fein demand portends a
 serious crisis that Lloyd George
 visited King George to outline the
 new difficulties. Upon the British
 answer to this demand depends the
 fate of the conference.

Army Dirigible Blown to Sea

(By Associated Press.)
 NEWPORT NEWS, Va., Oct. 13.—
 A big dirigible from Langley Field
 was wrecked in Hampton Roads to-
 day. The dirigible was blown out
 to sea and will probably be a total
 loss. Two men jumped as the craft
 descended almost to the earth before
 leaving land. The third man aboard
 was taken off by a harbor tug.

PARKING LAW OBSERVED

Although the police have been
 carefully enforcing the parking or-
 dinance recently adopted by the city
 council, there have been very few
 violations reported. The law has
 been observed very well by motor-
 ists. Chief of Police Shambrook states
 and a few warnings have sufficed in
 almost every instance where autoists
 displayed a tendency to disobey the
 law.



New DRESSES
 Arriving almost every day
Charming Models
 ready for you in all the favorite materials
 ALSO
Palmer Coats
Modart Corsets
Perrin Gloves
Burchard's

AROUND THE TOWN

See the hat special at the Bill Millinery Saturday.

Here from Canyonville—
 J. M. Gross of Canyonville is in town attending to business matters.

In from Myrtle Creek—
 Edwin Weaver of Myrtle Creek was a business visitor in town yesterday.

Over from Winchester—
 Merle Helena Hays of Winchester spent the day in town visiting with friends.

Enters Mercy Hospital—
 Mrs. Ed. Hinkle of this city was taken to the Mercy hospital yesterday.

Here from Drew—
 Ethel Norman of Drew is spending a few days in town shopping and visiting with friends.

In from Wilbur—
 G. W. Short of Wilbur spent yesterday in town attending to business matters.

Here from Oakland—
 Mrs. E. V. Wallace, of Oakland, spent yesterday in this city attending to business.

In from Tiller—
 W. A. Norman, of Tiller, spent the day in town attending to business matters.

Son is Born—
 A boy was born to Mr. and Mrs. Lester Meredith, Thursday, October 13, 1921, in this city.

Here from Medford—
 J. W. Snider, a creamery man of Medford, is in the city looking after business interests.

In from Camas Valley—
 Mrs. J. P. Denn, of Camas Valley, spent the day in town shopping and visiting with friends.

Leaves for Ashland—
 Mrs. Frank Wicklan, of this city, left this morning for Ashland, where she will visit a few days with friends and relatives.

Returned from Portland—
 Mrs. W. A. Pearce and daughter, Thelma, returned last night from Portland where they have been visiting with friends and relatives.

Shambrook in Medford—
 Chief of Police Shambrook, left yesterday evening for Medford, where he is a witness in the Ison-Brunfield conspiracy case before the federal court. Sheriff Starmer expects to go to Medford tomorrow.

Pattern and hand made hats, extremely new, on sale Saturday, Bell Millinery.

PHYSICIAN DEAD

(By Associated Press.)
 PORTLAND, Oct. 13.—Dr. James P. Graham, war veteran and physician, died last night as the result of injuries sustained in an automobile accident near Oregon City on Sept. 7.

France Appoints Arms Delegation

PARIS, Oct. 13.—The cabinet today completed the personnel of the French delegation to the Washington arms conference. Former Premier Viviani will be second to Premier Briand. Senator Sarraut and Ambassador Jousseaume completing the delegation.

A big one day sale on coats Saturday only. Bell Millinery.

FOUND NOT GUILTY

(By Associated Press.)
 CLEVELAND, Oct. 13.—Marius McArdle, was found not guilty of complicity in the murder of her stepfather, Daniel Kaber. She left the courtroom a free girl.

Hatchery Dam Is Nearly Complete

Chief Engineer J. P. Wheeler of the Commercial Fish Commission, was in the city today and reports that the new dam at the North Umpqua Hatchery will be completed in about 10 days. All that remains is the placing of 800 yards of rock. The dam is 260 feet long and 12 1/2 feet high. It is of log crib construction with the cribs filled with rock. The dam has concrete abutments and wing walls. A large fish feeding pond is also being built.

Bell Millinery, extraordinary values given Saturday on all millinery.

SHOWER BATHS

Shower bath room now ready in the annex of the Peoples Supply store. Keller's barber shop. Your patronage respectfully solicited.

DAILY WEATHER REPORT

U. S. Weather Bureau, local office, Roseburg, Oregon, 24 hours ending 1 A. M.:
 Precipitation in inches and hundredths
 Highest temperature last night 42
 Lowest temperature last night 28
 Precipitation last 24 hours 0.00
 Normal precip. since first of month 0.00
 Normal precip. for this month 2.00
 Total precip. from Sept. 1, 1921, to date 0.00
 Average precip. from Sept. 1, 1921, to date 0.00
 Total deficiency from Sept. 1, 1921, to date 2.00
 Forecast to 8 P. M. for southwestern Oregon:
 Tonight and Friday rain.
 WILLIAM BELL, Observer.

Stockton Live Stock Co.
 31 N. Eldorado St., Stockton, California
 Phones: 1553-15J5
 We are in the market for Beef Cattle, Feeder Cattle, Calves, Hogs, Sheep and Lambs. Write or wire for information regarding prices, etc.
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