

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

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ROSEBURG, OREGON, OCTOBER 15, 1921.

FORESTRY ASSOCIATION URGES ACTION.

Ravages of the pine beetle in forests cause greater loss than forest fires. This is shown in a report from J. F. Kimball, secretary of Klamath-Lake Counties Forest Fire association of Klamath Falls, Oregon, to the American Forestry association. Facts and figures as to this form of forest devastation were placed today before Senator McNary and Representative Sinnott of Oregon who are urged to put forth every effort for the passage of relief measures now in congress.

The report from Secretary Kimball shows that on an area of less than 80,000 acres there has been an annual loss of \$300,000 for ten years. The loss by fire was 10,000,000 feet of pine while the loss caused by the beetle reached 1000 million feet. In as much as private timberland owners would be spending money uselessly if the United States government does not co-operate in fighting this pest on public lands adjoining private holdings, the American Forestry association is asked to direct the campaign for getting action through federal legislation.

Now is the time to start the warfare against the beetle, the association points out. From now until next March is the time to locate the infected trees. The limbs and main trunks can be cut down and burned. If 75 per cent of the infected areas can be treated, the remaining timber can be protected for several years. Investigation shows the beetle can be attracted to girdled and felled trees. As a rule two or three "trap" trees to the acre are enough to get results.

The pest is a borer and is particularly destructive to the timber in the mountains of California, northward into Washington and Oregon, and eastward into Montana. The bugs dig winding egg galleries in the bark and the result is a stripped and dead tree. Railroad officials and chambers of commerce throughout the infected section are urging action on the McNary-Sinnott measure.

CAUSES MISUNDERSTANDING.

There's a mistake in advertising terms that causes some misunderstanding. It was made years ago, before business men knew as much about the subject as they do now.

They named printed matter addressed personally to the prospect "direct advertising." Advertisements published in newspapers and magazines were called "indirect."

They thought an ad was "direct" if it was directed to the home address.

They forgot that it wasn't even advertising if it didn't reach the reader's interested attention.

Today those definitions are exactly reversed. Newspaper advertising is direct, because it reaches the reader in the form in which he's ready to receive it.

The other kind may be "direct" for the waste basket, but it isn't necessarily direct to the reader's mind.

It may hit him right. And then again it may not.

Almost every kind of advertising, each in its way, may be good when it is adapted to the work it has to do.

The mailman carries some mighty effective advertising on his daily rounds—for certain folks and certain circumstances. But for all sorts of folks and all sorts of business enterprises, there is today only one kind that is entitled to the name of "direct."

Only newspaper advertising meets every test of blanketing its field with trade-pulling publicity direct to the personal attention of every reader.

Perhaps the name doesn't matter much. But it is well not to misjudge advertising values because of adjectives that were applied in a former generation of advertising history.

A woman truant officer who had been looking up young absentees found that many were staying away from school for lack of proper clothing. Their garments were so shabby or so grotesque that the children ran away from school rather than face their school fellows. It shows the pride which is one of the strongest characteristics of childhood, yet is often laughed down or ignored. There is false pride, bred in false standards, but children seldom suffer from that. Their pride is an honest thing which bids them stand fair with their associates in appearance and ability and which makes them miserable when they can not. This sort of pride is a good thing. It is based on innate self-respect and should be fostered as carefully as mere vanity should be repressed. The child must be clothed, anyway. In most cases only a little extra time or money is needed to clothe him so that he may be set free from torturing self-consciousness. Every child is entitled to the outward requirements of self-respect. God gives him the inward urge.

The American Forestry association reports that the planting of memorial trees this fall is going to break all records. The season has just opened. The first big planting has been at South Bend, Ind., where the women of the county set out trees for all their soldier dead along the Lincoln highway. It is a noble cause. In fact, it is two noble causes in one. Every soldier who laid down his life for his country deserves some living memorial, which literally keeps his memory green. And every tree is more than a monument, besting the living while it honors the dead. Trees are usually set out in the spring. The fall is a better time, for the roots become firmly established during the winter and growth starts earlier in the spring.

There is only one source of pleasure that never grows stale and it is the help you give to others.

You can teach a parrot to talk, but not to think. All gossips are the same way.

Prune Pickin's

By Bert G. Bates

GOOD EVENING FOLKS—

The pessimist isn't as numerous as he seems. Three frogs croaking in a pond make more noise than the water that turns the mill wheel.

The period of normalcy will never be reached until the town cut-ups quit cracking jokes about Gardner and Arbuckle.

The Eugene Register in an editorial asks this: "What will Roseburg do for diversion when the Brumfield trial is disposed of?" The taxpayers will have plenty of diversion for some months to come in paying for the trial.

LONGS FOR A LARK.

"I don't love birds," said Bill Rollow, "but I'd like to get a swallow."

"The people may not forgive you but the Lord will," is the cheerful news contained in a letter to ye ed. of Prune Pickin's today.

Peeping Toms don't have to hang around the windows any more.

HOOP! HOOP! FOR R. H. S.

Breathes there a man with soul so dead

Who even to himself has said This youngsters' nonsense must be dropped.

These high school rallies must be stopped. If such there be, go mark him well. He is not fit to ever dwell With human beings who can see The young folks happy and carefree.

Give them the joy that God intends For happy young things. Let them sing And yell and have their little fling. On with the noise, let joy be unconfined.

Don't make the R. H. S. a steady grind; Be young, you sore heads, and you soon will see

Just pleasure in the high school jubilee. Judge Outine says his idea of wasted effort is a girl in a short skirt powdering her nose.

"Willie, if you eat any more you'll bust." "Alright, mother, give me another piece of pie and get out of the way."

The road to hell is paved with good intentions but the end of Stephens street hasn't even that kind of pavement.

Ye ed. of Prune Pickin's noticed a report of the Brumfield trial printed in a weekly paper and judging from the report the trial is causing no more furor here than a dog fight. All we say is—we've never seen men, women and children line up for hours to get to a dog fight.

When a shrewd attorney gets hold of a \$100 per day witness he can make him look like 30 cents.

The worst of it is, when your sins find you out you are usually all in.

Didja ever go into a restaurant and order hot cakes and then cut in to one of 'em and watch the butter run out?

Who remembers when Bill Cardwell used sit and whistle on a pine stick during a trial?

We'll bet there's many a dirty dish in the sink these days.

Just after you get the ice bill for the summer settled up, the fuel man is knocking at the front door.

BY THE WAY

Better order that Prune Pickin's Winter Annual right now. The mailing list is getting pretty long and you'd better send in your name if you want a giggle volume of Prune Pickin's. Obey that impulse.

LAFE PERKINS SEZ:

"I don't know which is the worst—bein' on a jury or bein' in jail."

Save on your childrens shoes at the Booterie.

GREEN, the tire man, half soles rubber boots.

MICKIE SAYS—

"THERE AINT NO MORE SENSE GITTIN' SORE BECUZ YOUR PAPER STOPS THAN THERE IS BEIN' PEEVED WHEN YOUR CLOCK STOPS, FER TH' SAME FELLER IS TO BLAME BOTH TIMES!"

Is Your Subscription Run Down?

CHANDLER & SUGAR

SAP AND SALT
By Bert Moses

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

① The knocking some men get makes them famous and rich.

② People who do things through fear seldom do them right.

③ All fashions come back. New styles are dug out of the junk pile.

④ The greatest crime in the world is war, even if it sometimes seems a blessing.

⑤ If you have never made a serious mistake, the chances are you have never done much of anything.

⑥ A committee is an arrangement to see that the thing is delayed.

HEZ HECK SAYS:
"Water is a good thing in the radiator, but it plays hob in the gas tank."

AROUND THE TOWN

Returned Here—

S. J. Jones arrived home yesterday from Glendale where he has been attending to business matters.

Over from Oakland—

Belle Bridges and Alice Easley, of Oakland, spent Thursday in town shopping and visiting with friends.

Arrives from Glendale—

Mrs. Roy Kenny arrived on yesterday afternoon's train from Glendale to visit with friends.

Over from Sutherlin—

Mr. Van Austin of Sutherlin spent Thursday in this city attending to business matters.

Here from Wilbur—

Mrs. J. G. Russell of Wilbur spent Thursday in this city attending to business matters.

Here from Camas Valley—

Bessie Brown of Camas Valley spent Thursday in town shopping and visiting with friends.

Over from Winchester—

Mr. and Mrs. Woody of Winchester spent Thursday in town shopping and attending to business matters.

Here from Oakland—

W. W. Morse, of Oakland, spent Thursday in town attending to business matters.

Over from Oakland—

W. O. Bridges spent Thursday in town from Oakland attending to business matters.

Here from Glendale—

Mr. and Mrs. W. D. Dwight of Glendale spent Thursday in town attending to business.

Dismissed from Hospital—

Mrs. B. Horn who has been in the Mercy hospital left yesterday for her home in Glendale.

Here from Myrtle Creek—

H. A. Adams of Myrtle Creek spent Friday in town attending to business.

Leaves for Oakland—

Mrs. L. H. Snick left for Oakland yesterday afternoon to visit with Mrs. Grubbe of that city.

Over from Winchester—

J. R. Wheeler of Winchester spent the day in town attending to business matters.

Here from Glide—

V. A. Bogard of Glide spent the day in town attending to business matters.

Here from Salem—

V. L. Drager of Salem is a business visitor in this city for a few days.

Returned From Medford—

Chief of Police Dave Shambrook returned Thursday night from Medford, where he has been attending to business matters.

Get your rubber footwear at the Booterie.

Leaves for Corvallis—
Roy Bailey of this city left yesterday afternoon for Corvallis where he has accepted a position.

Leaves for Her Home—

Mrs. Jess Patrick, who has been visiting in California for some time left yesterday morning for her home in Detroit.

Here from Portland—

Tom W. Gerber of the Arcady Co. in Portland, who has been attending to business in this city left for a hunt on the north Umpqua for a week or ten days.

Wet weather shoes at the Booterie.

Mrs. Brand Meets Singer in Portland

Many Roseburg people have been interested in the announcement that Marie Sundelius, soprano, and Nicola Zerola, tenor, both of the Metropolitan Opera Company, are to give the opening concert of the Elwyn Artist Series at the public auditorium at Portland tonight because of the informal program given by Madam Sundelius at the home of Mrs. Charles A. Brand at the Overland Orchards some time ago. During the week spent in Roseburg the singer made a great many friends.

Mrs. Brand and Marie Sundelius have been life-long friends having begun their music work together as school girls in Boston. They arranged to meet at Portland Thursday evening and visit together until Sunday afternoon. In commenting on the coming of the singer to Portland the Portland Telegram says: "Marie Sundelius, prima donna soprano of the Metropolitan Opera Company is held up to the world by Antonio Scotti as the only prima donna that displays neither the traditional temper nor temperament."

"The first experience of her graciousness was in the beginning of the tour of the United States when a minor song bird in the company developed a severe case of temperamental because a compartment had not been provided for her. Miss Sundelius, hearing the disturbance, smoothed out the situation by giving up her compartment to the fractious singer."

"Thereafter she endeared herself to the whole company by cheerfully offering to substitute on a moment's notice if another singer were ill, by never complaining about the inconveniences of touring or lamenting that she did not get sufficient window card and poster advertisement."

"Scotti declared that Miss Sundelius was one of the hits of the Scotti tour and said that it was a delightful experience to find a prima donna who could 'make good and be good at the same time.'"

Shoe repairing that's different at the Booterie.

GREEN, the tire man, does all kinds of tire work.

Be sure of perfect fitting shoes. Shoes that satisfy and fit your feet at the Booterie.

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

Visiting Here—

Archdeacon Chambers is in this city visiting at the M. E. Ritter home.

Here from Drain—

Miss Jane Walker of Drain spent the day in town shopping.

In from Brockway—

Mrs. I. B. Nichols of Brockway, spent the day in town shopping and attending to business.

Will Arrive from Portland—

Mrs. A. C. Spences of Portland arrived in this city today to visit at the home of Mrs. Millard Meredith.

Returns from Medford—

M. A. Ketton of this city returned from Medford where he has been attending to business matters.

In from Winston—

Bert Green and wife spent the day in town shopping and attending to business matters.

In from Camas Valley—

H. Lenhare of Camas Valley spent the day in town attending to business matters.

Here from Camas Valley—

Mrs. F. F. Northrop of Camas Valley spent the day in town shopping and visiting with friends.

Over from Drain—

Cordelia Butler of Drain spent the day in town shopping and attending to business matters.

Leaves for Portland—

Mrs. G. B. Wallace of this city will leave this evening for Portland for a few days to attend to business matters.

Left for Myrtle Creek—
Mr. and Mrs. C. M. Blaney of this city left last evening for Myrtle Creek to spend a few days visiting with friends.

Arrives from Eugene—
Miss Maybelle Miller arrived in this city last evening from Eugene to spend the week end visiting with her father, Dr. K. L. Miller.

Granted Divorce—
A divorce was granted to Mildred Hughes from Brian Hughes on the grounds of cruel and inhuman treatment, in the Portland courts. They were former residents of this city.

Leaves for Home—
Mrs. Julia Dudgeon, of Grandeur, Ohio, who has been visiting at the home of H. B. Church of this city, left for her home this morning.

Returns from Los Angeles—
R. H. Grinstead of this city and Prof. Lee of Drain returned Friday from Los Angeles, where they have been visiting for the past month. Mr. Grinstead and Prof. Lee made the trip by auto.

Receives Bounty—
A \$15 bounty was paid for the coyote hide which was on display in this city yesterday. The coyote was caught near Calapoola with the Hall and Coll's hounds. It had been killing turkeys for some time in that section.

Goodyear Tire Service, Ford Garage.

LADIES AND GENTS

Soft and stiff hats cleaned and reshaped, any style. Panamas bleached, using no acids. Jack Carlisle, practical hatter, Roseburg Cleaners, next Liberty Theater.

Grey Suede strap pumps, \$4.95, at the Booterie.



Invitation Concert HELEN CLARK, Contralto, and JOSEPH PHILLIPS, Baritone

This notable musical event is primarily an invitation affair. A few reservations are available for public distribution. Music-lovers can obtain these tickets without charge, by applying immediately to this store.

The popular artists appear at
Presbyterian Church
Monday Eve., Oct. 24th

In addition to singing several groups of songs, Miss Clark and Mr. Phillips have consented to compare their art with its RE-CREATION by Mr. Edison's new phonograph. Thomas George, pianist, will assist.

Ott's Music Store
ROSEBURG, OREGON.