

ROSEBURG NEWS-REVIEW

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SENTIMENT AND BUSINESS.

As a nation we have been very prone to overwork certain words, a practice that represents loose habits of thinking or at least loose habits of speaking, says the Iron Age. The words "optimism," "sentiment" and lately "normalcy" have been used rather too much. Optimism is a trait of character, its antonym being pessimism. Given the same set of facts, the optimist views them one way, the pessimist the other way. Yet men use these words to indicate the character of facts, not the character of the man who views the facts.

Then as to "sentiment," the word is commonly used in the form that sentiment is better or sentiment is worse, the actual meaning being that men appraise business conditions as better or worse. It may be that this diffusive way of speaking does no harm, because unconsciously if not consciously men associate "sentiment" with what the word really means. One of the dictionary definitions of the word is "a judgment permeated or prompted by feeling." We do not want that in business. When it is said that "sentiment is better" in business we want it to be that the calm and deliberate judgment of business men, not influenced by sentiment, is that the fundamental conditions of business have improved. If, for instance, the taking out of building permits has increased, the amount of debts to individual accounts at banks has grown, the freight-ton mileage of the railroads is heavier, and the volume of orders received by sellers is larger, it is much better to say that these conditions have improved than to remark lamely that men who have observed and analyzed these things are displaying "a better sentiment."

What American business needs is to study facts. It has been misled all too often by its feelings, and it has helped itself do this by overuse of such words as optimism and sentiment. Secretary Hoover recognized this at the outset of his work in the present cabinet, and purposes to give business all the concrete information that can be made available as to actual commercial movements and conditions. In this program there will be no statistics of the number of pessimists and optimists who were in business, on an average, during the ten years before the war, and the relative proportions month by month at the present time, and no graphs of the amount by which the judgment of business men is "permeated or prompted by feeling."

Another word often used harmfully is the word "waiting." We are told that there is a "waiting" market. Originally, perhaps, the word was introduced into market nomenclature to suggest, as to a dull market, that it was not permanently dull, that the condition was only temporary. If that was the motive, it was good; but with a careless habit of thought and expression we have fallen into the way of picking on the first thing that comes to mind, though preferably something that cannot occur soon, and then glibly saying that the market is waiting on that. Just now it is a reduction in freight rates. Nobody knows that men in general are waiting for that event and a canvass of individuals might fail to find a single man who was waiting to act in his own business until freight rates were reduced. Yet we say business is waiting on the rate reduction and thus close our minds to the possibility of an improvement in business before that time, which may be six months or more in the future.

When a start is made to cut wages of workingmen it doesn't mean that good times are ahead, but on the contrary a general curtailment of buying. And when an army of workers stop buying business generally is upset. It is far better that a workingman be paid his full worth and not deprived of that which rightfully belongs to him. The best way to settle this matter right in your own mind is to compare a like condition to your individual self. How would you like to have twelve per cent cut off your monthly income and your working conditions so changed that the reduction in all would amount to practically twice this sum, and in many instances a still greater amount taken off your monthly earnings? This might look good to the fellow who is not directly interested, but to the railroad man who is acquainted with the true facts an entirely different view is taken of the matter. There's two sides to this reduction of railway employees' wages and much can be said in favor of the men in refusing to accept the terms advanced by the railway labor board. If the proposal stopped at the twelve per cent reduction it might be within reason, but there are conditions, aside from the mere wage reduction proposed, that mean more to the railroad men than the twelve per cent cut in wages. And right there is the "bone of contention." The initial phase of the whole affair is only a drop in the bucket compared with what is to follow.

The report of the Meat Packers' Institute that there has been no lessening in the demand for high-priced meats during this period of depression is of interest in connection with the reports of unemployed millions. The co-existence of bread lines and porterhouse steak lines is a symptom of inefficient democracy. It indicates the truth which everybody must recognize who thinks about the matter, that the wealth and resources of the nation are present as usual. There have been bungling in their management and distribution, and failure to steady economic conditions unbalanced by the war. The unemployment conference has made practical suggestions which officials in many cities are trying to make effective. The responsibility is not all official. Private citizens and individual business men and women have something to do in restoring economic health to the nation. Those who are eating beefsteak owe it to their fellow citizens to see to it that so far as they can help, no man or woman willing to work is denied occupation, whether it be odd jobs about private premises or more important work.

Prune Pickin's

By Bert G. Bates

GOOD EVENING FOLKS—

Didja ever notice that eggs taste better when they're high priced?

LUCKY LITTLE JOE.

Old Joseph Lumbago Hammersley was snoring away to beat a royal flush at 3 a. m. this day.

The well known prosecuting barrister had gone to bed late as usual, his retiring hour having been about 2 a. m.

Joe studies a great deal of 'nights—studies human nature, Prune Pickin's and other things connected with the Brumfield trial.

Three of the war correspondents at the Douglas County Western Front also stop at the Unipqua hotel, and they call Joseph at all hours of night and morning.

Well, at 3 this morn, Hammersley was sleeping as peacefully as a saw-mill running overtime.

There came a tapping on his door, a gentle tapping, but loud enough to disturb the Portland attorney's dreams. Joe thought it was some gentleman of the press coming around to ask him the difference between a lapse of memory and the last rose of summer.

"Get away from that door and hurry back to the hay," yelled Joe, "ain't you got no manners?"

Tap-tap-tap, this time a little louder.

"Sav, Fred Boalt, get away from that door or the Portland 'News will be going to the mortise to see how natural it's editor looks."

Tap-tap-tap, tap-tap-tap, still louder.

"Don Skene, your hair and hide will be pink, instead of white, if you don't beat it and let me get my much-needed rest."

Tap-tap-tap, tap-tap-tap, tap-tap-tap, much louder on the last tap.

"Hazen, I'll get up and knock you into the middle of a place where snowballs never grow if you don't haul your freight out of here!"

And with this Joseph Lumbago Hammersley jumped out of bed, opened wide the door, started to heave out his No. 12 shoe when—

"Why, good morning, dear, I just thought I'd run down and see you today because I thought you might be eating too much."

There stood Mrs. J. L. Hammersley, of Portland, who gave her famous husband a little surprise party.

Gauge Nenner, dist. atty., Douz. co., stepped outside the courthouse door the other eve, after the trial and there stood a morbid gang of people waiting to get a glimpse of the prisoner.

Gauge stood in the doorway a moment astonished at the crowd and then bowed and said, "Gosh, I didn't know I was so darned popular before."

Our idea of an "all day sucker" is the bird that goes to the courthouse at six a. m. to get a seat at the trial and stays until 5 p. m.

It doesn't do any good to have a still in your home if your wife can't keep a secret.

ROLLED ROSE.

Isabel Nifty
Is exceedingly thrifty
Every pay day,
Her bank account grows—
Her purse is immense
With dollars and cents
And besides there's
A roll in her hose.

The incompatibility in most homes can be traced to the inability to make a big enough income.

Ye ed. of Prune Pickin's has a crow to pick with the post office dept. Today we received a letter postmarked Days Creek in which a well known family in that district invited us to attend a big chicken dinner served there yesterday.

Evidently the p. o. dept. has no idea how hungry a reporter can get or they would have delivered the letter a couple days earlier.

As it is, about the only way to get a chicken dinner nowadays is to be placed in jail.

If we could argue like some of the attorneys in the murder case we'd never let our wife get the best of us.

It is rumored that Judge Bingham adjourned court during the rainstorm Saturday to ask the bailiff if the dampness had injured the remaining portions of the watermelon crop. Upon receiving a negative answer hizzoner proceeded to slice two large ones—which he had been saving for a rainy day.

LISSEN DESDAMONA!

Prune Pickin's Winter Annual is going like vacant seats at the Brumfield trial. Already ye ed. has rec'd more orders than he can count and within a very short time the whole chesee will be exhausted. Send in your name and address and we'll send the gossip fest as soon as it is off the press. Then you can remit your dollar.

LAFE PERKINS SEZ:

"Don't believe everything you see in print—especially if it is on a modern liquor bottle."

DAILY WEATHER REPORT.

U. S. Weather Bureau, local office Roseburg, Oregon, 24 hours ending 8 a. m.

Precipitation in inches and hundredths: Highest temperature yesterday 63; Lowest temperature last night 51; Precipitation last 24 hours 0.0; Total precip. since first of month 7.0; Normal precip. for this month 2.61; Total precip. from Sept. 1, 1921, to date 2.61

Average precip. from Sept. 1, 1897-2000 2.61; Total deficiency from Sept. 1, 1921, to present (Sept. 1, 1921) 21.39; Forecast to 8 p. m. for southwestern Oregon.

Tonight and Tuesday rain. WILLIAM BELL, Observer.

SCHOOL AT LOON LAKE INSPECTED

School Supervisor and County Superintendent Visits Isolated District.

CERTIFICATE PRESENTED

All Standard Requirements Reached and School is Given Certificate As Part of Fine Community Program.

County School Superintendent O. C. Brown, returned Saturday from Loon Lake, where he spent several days with School Supervisor H. M. Cross, visiting and inspecting the school there and conferring upon the school a standard certificate.

"We reached Scottsburg in the midst of one of the worst rains, that section of the county has experienced in many years," Mr. Brown said, "and we were unable to get a vehicle to take us to Loon Lake. The roads were flooded all around Scottsburg, the rain being almost a deluge."

We telephoned to Loon Lake and the people there promised to meet us so we started out to walk over the worst part of the road. We walked about five miles and then were met by a car. The Loon Lake district had had but little rain and the road was in fairly good shape.

"We found the school doing excellent work," Miss M. V. Thomas is teacher and she has developed a wonderful community spirit. The school building has been thoroughly remodeled and a new lighting system installed. The building is modern in every particular and equipped with the best and most valuable apparatus, while the children have a large playground and play shed. The patrons of the school have been working hard for standardization and upon our inspection we found that they had reached all requirements and a standard certificate was presented.

"This was made as a part of a very fine program in which practically all of the patrons of the school participated. A community dinner was served at noon and in the afternoon exhibits of club work were shown."

"The Loon Lake people are deserving of great credit for their fine community. Practically isolated from the rest of the county they have built up fine homes and an excellent school and are constantly improving their community. The residents there have faith in the future of Douglas county and are making their profits right back into their own land so that when the time comes that they have an outlet they will be one of the most prosperous sections of the county. They are now working for a new road which they hope to have completed within a short time. A very good route has been found, with low grades and easy curves while the distance to Scottsburg is not any

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One for mildness, VIRGINIA
One for mellowness, BURLEY
One for aroma, TURKISH
The finest tobaccos perfectly aged and blended

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greater than by the present road. The district is voting a heavy special tax and will endeavor to have this road finished in time to connect up with the Roseburg-Reedsport highway.

CANYONVILLE ITEMS.

Some one went to the John's barn at the John's ranch, 11 miles south of Canyonville on the Pacific highway and stole a wheel of an auto recently.

Three days ago someone stopped where a tractor was left by the road and stole all the gas and a pair of cup grease and took off the coil and threw it to the side of the road.

Saturday evening while Hugh Carter left his car in front of his home while he ate supper a person broke the lock on the extra wheel on the back of the car and stole the tire and tire holder.

The Canyonville flour mill will start up grinding this week. The mill was put in good shape last year but owing to the close times was not kept running. J. W. Gross is the proprietor.

When J. E. Nelson went to work 5 miles north of Canyonville where he is doing concrete culvert work on the Pacific highway he found ten gallons of gas gone.

A road road is assured from Canyonville to Roseburg this winter. The crew that has been graveling the highway reached Canyonville Sunday noon. The highway is now gravelled from from Canyonville to Myrtle Creek and from Myrtle Creek to Roseburg is pavement.

Orchard Valley has the banner school. It has only one pupil and a man teacher. Two or three go to the Riddle school and the rest all come to Canyonville to school.

—REPORTER.

Cannery Running at Full Capacity

The Roseburg cannery operated by Frank J. Norton and managed by A. J. Geddes is running at full capacity, and is furnishing employment to a large number of people. The cannery today issued a call for twenty-five more women and several more men are needed in order to keep up with the rush.

The height of the apple canning season is on and the plant will be operating at full blast until the end of the year. At the present time, Spitzenberg and Newtown apples are being handled and the output has reached approximately 20 tons per day. Mr. Norton has installed several new vats adding somewhat to the output of the cannery, which now has a weekly payroll of approximately \$2,000. In spite of the increased capacity, however, the force is not large enough to keep up with the rush of fruit, and more people are needed to handle the fruit. Tons of fresh fruit are arriving daily and are piling up in the storerooms. Altogether the outlook is very favorable for the biggest season ever experienced in this city.

AROUND THE TOWN

Here From Drew—O. H. Tison, of Drew, was a business visitor in town today.

Here from Oakland—Mrs. J. T. Bridges of Oakland spent the day in town shopping.

Here From Cottage Grove—Gen. Crayford, of Cottage Grove, spent the day in town attending to business.

Arrives from Portland—Mrs. Joe Hammersley of Portland arrived here last evening to spend a few days.

In from Myrtle Creek—Paul Prutton of Myrtle Creek spent the day in town attending to business matters.

In from Dillard—Harry Smith, of Dillard, spent the day in town attending to business matters.

Returns From Visit—Miss Mayseel Humphrey returned this morning from a few days spent at Eugene with friends.

Here From Oakland—Herman Thiele, of Oakland, spent the day in town visiting with friends and attending to business.

Here From Grants Pass—Alton Anderson, of Grants Pass, is spending a few days in town attending to business.

Here From Glendale—Mrs. Florence Sather, of Glendale, is spending a few days in town shopping and attending to business.

Returns From Ashland—William Gates, who has been visiting with friends and relatives at Ashland, returned to his home here yesterday.

In From Tillamook—Ed Renfro and W. A. Norman, of Tillamook, spent the week end in town visiting with friends and attending to business matters.

In From Canyonville—G. O. McIlvray, Postal Telegraph clerk, and R. L. Couglar, of Canyonville, spent the day in town attending to business matters.

Here From Salt Lake City—Lue F. Vernon, of Salt Lake City, Utah, arrived in this city last evening to accept the position as pianist at the Liberty theatre.

Looses Two Fingers—Andy Jurgeson, an employe at the Dryden mill, had the misfortune to lose two fingers Saturday when his hand was caught in the jointer. He is getting along nicely, considering the painful nature of his wounds, and it will be some little time before he will be able to resume his work.

WIFE OF MASSACHUSETTS' FARMER NEARLY STARVED BECAUSE OF INDIGESTION

Declaring she was actually starving to keep from suffering actual misery, Mrs. Amy Peterson, wife of a prosperous farmer of Lakeside, Mass., gave out a remarkable statement recently in connection with her relief through the use of Tanlac.

"Sometimes I wonder how I lived through it all," she said. "I would have attacks of acute indigestion nearly every time I ate anything. Those terrible cramping pains and the distress from gas and bloating were almost unbearable and I just thought there was no hope for me."

"But now I'm eating anything and I feel as strong and well as I ever felt in my life. I've gained back all the weight I lost and six pounds besides and I know from my experience what Tanlac will do. It's the best medicine in the world."

Tanlac is sold in Roseburg by W. F. Chapman's Pharmacy and by leading druggists everywhere.

fore he will be able to resume his work.

In From Days Creek—J. M. Montgomery, of Days Creek, spent the day in Roseburg attending to business matters.

Pershing Given Great Reception

(By United Press.) LONDON, Oct. 17.—General Pershing met with a great reception when he arrived in London to lay the congressional medal on the grave of the unknown British soldier in Westminster Abbey. The king sent his own carriage for the general, and practically every high British and American official who could attend was in the abbey. Military bands played the "Star Spangled Banner" preceding the ceremony, while Pershing and the huge assemblage stood motionless and at strict attention.

"May the God of our fathers guide and direct our faltering footsteps into paths of permanent peace," General Pershing said simply as he pinned the bronze congressional medal with its red white and blue ribbon on the cushion above the grave. The ceremony was brief but impressive. Ambassador Harvey made a short talk, paying tribute to the British and American Soldiers. Lloyd George responded expressing his country's gratitude at America's homage to Britain's valiant dead.

"This pledge will be interpreted as a solemn reminder that these two peoples, comrades in a great war, are resolved to remain comrades to guarantee great peace," he said.

Be sure and see the big football game between Eugene high school and Roseburg high school Saturday afternoon, October 22.

KNITTERS!



We have a full line of Maypole Oregon Woolen Yarn, beautiful assortment of colors and different weights for every purpose. Come and select your Maypole Yarn now.

HARTH'S TOGGERY

New DRESSES

Arriving almost every day

Charming Models

ready for you in all the favorite materials

ALSO

Palmer Coats
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Perrin Gloves

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