

# ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

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### SUCCESS OF ADVERTISING DRIVES.

In every field of action you can get tremendous results by working to secure public attention for some one idea. The liberty loan drives during the war showed what marvelous successes could be achieved by hammering on one proposition day after day. The same results can be secured in the advertising field. They are particularly remarkable in cases where some one article or line of articles is picked out, with the effort to get people to thinking and talking about that one thing.

A remarkable instance of how an advertising drive can push a line of goods is given in Printers' Ink, in a story telling how the Springfield (Mass.) Gaslight company promoted the sale of tank water heaters. This company recently launched a 30 days campaign to sell these heaters. As a result 1070 heaters were installed in that brief period.

The principal force behind this campaign was advertising in three newspapers of the city. An advertisement was run each day in some one of the newspapers, featuring the main points of the drive, which were a reduced price, free installation, and deferred payments beginning 30 days after installation.

Such an instance goes to show that when you present a series of well written advertisements, giving good reasons why it is for the interest of the public to buy a certain product, people are influenced thereby. Constant dropping wears away a stone, and constant repetition of an idea, if good and sufficient reasons are stated, makes people think and act.

Most business people would have said in advance that 1070 of these heaters could not be sold in 30 days, even in a city of 130,000 people. The attainment of this truly remarkable result should suggest to some of the business men of Roseburg what they could do by a consistent and well thought out plan of pushing some specialty through advertising.

### TEACHING HONESTY IN PUBLIC SCHOOLS.

The president of the National Surety company of New York recently addressed a letter to a list of school superintendents all over the United States, asking them to establish weekly talks in their schools on the subject of honesty, in an effort to convince the children that honesty is the best policy. A good many school authorities have consented to make this arrangement. The appeal pointed out the tremendous crime wave that is spreading over the country, and spoke of the necessity of taking steps to counteract it.

There are many young people today who have no conception of the necessity of square dealing. No effort has been made to show them honesty pays. They read in the newspapers about the work of bandits and burglars, and some of them reach the conclusion that thieving furnishes a short cut to prosperity.

While the schools have almost too many subjects to deal with now, yet they must always be ready to give some time to such a fundamental idea, when the need of emphasizing it comes up. Honesty is such a fundamental idea. A period of a few months each week, given to talks by the teacher, with instructions to the children to find and recite instances that honesty pays, ought to be useful in giving the pupils a correct point of view.

Such lessons should not be haphazard, or be taken up by a teacher without the right kind of preparation. Some text book should be issued and used giving illustrations that would make the subject interesting to children, with concrete instances out of real life showing that honesty pays.

Education is useless unless the young person gets these foundation principles.

The children of any community form a tremendous reserve of energy that can be utilized. For instance, the Martinez, California, chamber of commerce recently made large use of child enthusiasm, in a movement to clean up the town and get rid of fences. The city was divided into blocks, with three chairmen to each district, consisting of a man, a woman, and a Boy Scout. The chairmen selected two captains for each district, one a boy and one a girl. Each of these block captains then organized a team of boys and girls to do the work. Then the block captains distributed literature to everyone in their respective districts, urging them to trim shrubbery, burn the grass on vacant lots, clean up rubbish, tear down or whitewash old fences, etc. A motion picture theater party was given to 800 children, the tickets being given only to those who had cleaned up their homes. This campaign showed how much can be done when the children are organized and set to work on civic projects.

Among the communities that did especially fine service in starting public works to provide employment for idle men, was Gardner, Massachusetts. This city of 17,000 felt keenly last summer the distress of about 500 men who were without jobs. It was decided to be good policy to take up needed public works, and put them along and give these men a chance to earn something. These unemployed men cleared and graded and built the foundation for a new town hall, they constructed a fine concrete road, they developed a ball park and a cemetery. Altogether the town laid out \$300,000 and provided means of support for men who otherwise would have had to ask help of the town to keep going. They have completed needed improvements, which would have probably cost them more if they had waited, and they have given working-men the impression that their home town cares for the welfare of its citizens.

"Dead men tell no tales." Neither do deaf men, and anybody can be deaf to tale-bearers.

Some men love home so well they don't like to spoil its happiness by going there.

## Prune Pickin's

**GOOD EVENING FOLKS—**  
It always happens that about this time of the year—the first, you know—we are all brimming over with the spirit of optimism. New Year resolutions are always optimistic until they run for three or four months and then the edge begins to wear off and old man Pessimism steps in for his full share. But right now, ye ed. thinks is a good time to define Optimism. From the papers of the U. S. we have managed to clip the following definitions:

**DESERT STRANDS.**  
An optimist is the man who combs a few stray hairs across a bald head.—Milford (Del.) Chronicle.

**GAY GROUNDS.**  
Optimist: A man who can make a mole hill out of a mountain of trouble.—Oklahoma News.

**FULL QUARTER.**  
Optimists are expecting to soon get two full bites out of every two-bits.—Washington Times.

**TRUSTS TO THREAD.**  
An optimist must be a man who puts entire confidence in the suspender buttons on his trousers.—"Topics of the Day" Films.

**NICE RED ONES.**  
An optimist is a man who lets his wife buy his ties and tells her they are just what he wanted.—Vaudville News.

**MOONLIGHT MADNESS.**  
An optimist is a man going up the river with a canoe, a bushful girl, a basket, a blanket and a couple of pillows.—Cranford Spark.

**HOW ABOUT HIM?**  
The optimist remarks, "The girls must have their little fun" as he drags those broken cigars out of his breast pocket.—"Topics of the Day" Films.

**HUNGRY HOPES.**  
The champ optimist is a man who goes to the average banquet to get something to eat.—Winnipeg Free Press.

**SOMETIMES IT DOES.**  
An optimist is a man who puts his hat in the alleged rack under the theater seat and expects it to stay there.—Nashville Tennessean.

**IN FOR A TRAMP.**  
Here's a definition of an optimist: A stranger who goes broke in Scotland, expecting to borrow his fare home.—Boston (Mass.) Record.

**WELL FED?**  
An optimist is that husband who believes his wife as good a cook as the dinner guests assert.—Westfield (N. J.) Leader.

**SUCH TASTE.**  
It takes an optimist to rejoice in the fact that after a woman has tired of his kisses he can eat as many onions as he likes.—Duluth (Minn.) Herald.

**WHAT WOULD ROSEBURG BE**  
Without Chas. Lerry's apple stand?

Without those monster street intersection monuments?

Without J. W. Perkins' elevator?

Without S. J. Jones' peppermints?

Without Fred Chapman's weighing scales?

Without Bill Nutt's paper delivery?

Without Popcorn George's wagon?

Without those dried up drinking fountains?

Without Sam Starmer's captured stills?

Without the city council's parking ordinance?

The Medford woman who advertised for a hubby, got one and then floored him out of a large sum of cash, has an eye for business. But then, it only goes to show that it pays to advertise.

**FABLE.**  
Once upon a time there was a man who had sufficient courage to refuse his little boy a nickel in the presence of a guest.

A synonym is a word you use in place of another, when you can't spell the other.

**INSUENDO.**  
"I wish I had been a grocer," declared the poet.

"Every biz has its drawbacks," said the grocer. "Now I can't sell rotten stuff."

**GAME ALWAYS.**  
Preacher (solemnly)—"Bastus, do yo' take this woman here for better or for worse?"

Bastus (from force of habit)—"Palson, Ah shoots it all!"

**POLICE.**  
"I'll hitch the cow up to the plow, and use her till my work is thru."

But son said: "Father, don't do that! The cow has under work to do."

Roseburg is going to stage a regular July 4th celebration this year, according to A. T. Lawrence, the planned leader of the band. The only thing remaining to put a damper on the whole affair is for the city dads to ban firecrackers for that day.

"Ole Kentucky" has nothing on Boomer Hill when it comes to "cutting up." The latest feud in that section would make the Blue Grass region blush with shame.

This hobnob business is of ancient origin. The Bible tells us that Abolom was held up while going thru the woods.

**IN DISGRACE.**  
"Why is Fred in disgrace with Marguerite, Mayne?"

"He rose hastily when her mother entered the parlor."

"Well, a gentleman should rise—"

"And dropped the girl on the floor."

**LAVE PERKINS SEZ:**  
"Jest when a feiler thinks he's outa debt the tres on his thriver give out."

## Fruit Meeting to Be Held Tuesday

Fruit growers are greatly interested in the meeting to be held at the court house in Roseburg on Tuesday, January 10th. The meeting will begin at 10 a. m. and will continue until 3:30 in the afternoon with an intermission of one hour from 12 to 1, according to arrangements completed by Fruit Inspector Armstrong. Prof. Leroy Childs, superintendent of the Hood River branch experiment station and Prof. Clayton L. Long, extension horticulturist from the Agricultural college at Corvallis, will be the speakers. Prof. Childs probably knows more about the control of scab in apples and pears than any other man in Oregon and he will make this topic the theme of his address. It will be to the advantage of every apple or pear grower to hear this speaker.

Prof. Long is expected to give one of his illustrated black board talks on some subject equally interesting to prune and apple growers. He will probably deal with the subject of orchard fertilization. These illustrated lectures are especially instructive and must be heard to be appreciated. The meeting will be very instructive for all classes of fruit growers and all should plan to attend, Mr. Armstrong says.

Don't forget the Pink Parasol Friday evening, 8 p. m. High School Auditorium.

## Boost McNary For Place on Committee

WASHINGTON, Jan. 3.—Senator McNary is under consideration for a place on the senate finance committee created through the death of Chairman Penrose. This committee, which deals with tariff, taxation and financial questions, is generally rated a most important committee and is much sought. Senator Smoot of Utah is the far western member at present, and the movement toward McNary is backed by western members, and his associates of the agricultural bloc who believe the west is entitled to better representation as against the manufacturing east.

Strong opposition has appeared to Frelinghuysen of New Jersey, who was at first thought to have the inside track and objection is also made to his colleague, Edge, who has been favored by the easterners if Frelinghuysen loses out.

McNary stated today that he has given the matter only passing consideration, feeling that he is already well placed on committees and that eastern senators probably would claim the vacancy.

Under senate rules he would have to give up his membership on the agriculture or commerce committee if he goes onto the finance body, both important committees for his state. Several Western senators have urged him to say that he would accept, believing that he stands an excellent chance to win if he will announce his candidacy.

### M. C. RAABAUGH

Real estate, livestock, farm and merchandise auctioneer. Dates made at G. W. Young & Son's, or at 530 North First.

## Moving Planes to Take up Fuel

PARIS, Jan. 5.—An invention recently perfected by Godfrey Cabot, of Cambridge, Mass. the American delegate, is designed to make possible the taking up of fuel by an airplane in motion, and aroused great interest at the first Congress on Aerial Navigation held here.

Trans-Atlantic air travel would be greatly facilitated by this method as stops at "airmen's islands" would not be necessary at intervals in the Atlantic ocean and airplanes would have much additional space available for passengers and mail which otherwise would be taken up by fuel sufficient for one crossing.

Mr. Cabot thinks that trans-Atlantic air navigation will be a paying proposition within 15 years provided airplanes do not carry fuel enough for an entire trip. With a minimum of fuel and a maximum of space for mail and passengers it could be made a successful enterprise, Mr. Cabot said. He assumed that ocean crossings would be quite ordinary occurrences within a few years.

Build a home, we will help you. Page Lumber & Fuel Co.

### TO HOLD INSTALLATION MONDAY

An installation of officers and initiation will be held at Oakland Monday in the Neighbors of Woodcraft, Oakleaf Circle. Between fifteen and twenty members of the Lilac Circle No. 49, the Roseburg Chapter, will go to do the work in the installation and initiation ceremonies.

### AROUND THE TOWN

Arundel, piano tuner. Phone 189-L.

Painless extraction of teeth at room 9, Masonic temple. Dr. Nerbas.

Goodrich Tire Service. See us. C. A. Lockwood Motor Co.

Don't forget the Pink Parasol Friday evening, 8 p. m. High School Auditorium.

Good goods, good service, reasonable prices. Page Lumber & Fuel Co. Phone 242.

Mr. and Mrs. S. D. Coulter of Dole spent several hours in this city yesterday attending to business matters. They returned to their home last night.

L. D. Morris of Kansas arrived here last night to attend the funeral services of J. H. McClarnan which were held today. Mr. Morris is a brother of Mrs. McClarnan.

Don't forget the Pink Parasol Friday evening, 8 p. m. High School Auditorium.

Dr. and Mrs. R. D. Murray left last night for their home in Myrtle Creek after several hours spent in this city shopping, visiting and attending to business matters.

WATKINS PRODUCTS—The entire line of old original reliable goods for sale at one place only in Roseburg, 120 West Lane St. Phone 177.

**SAP AND SALT**  
BY Bert Moses  
Sap and Salt in this world, Ashland, Oregon.

When modesty is lost it is gone for good.

Peanuts seem to be the only thing the reformers have overlooked.

Anybody can succeed in doing nothing—and a good many of us do.

You'll find as many folks who say a thing isn't so as folks who say it is.

Mere size is nothing, there being more music in a flute than in a bass drum.

No man has complete control of himself until he can get up in the morning as easily as he can go to bed at night.

**HEZ HECK SAYS:**  
Patches on the seat of the pants are a sign of laziness as much as a sign of work.

**IS ADVERSITY NECESSARY?**

For some people a dose of adversity is often as useful as a dose of medicine—but it is never pleasant to take.

Proper preparation is the best antidote for adversity.

An account with the Roseburg National Bank will help you to become a regular saver.

4% Interest Paid on Savings Accounts.

**The Roseburg National Bank**  
Roseburg, Ore.

**Yankees' Look Good For the 1922 Pennant**

By HENRY L. FARRELL  
(United Press Staff Correspondent.)  
NEW YORK, Jan. 5.—If Ben Johnson asked waivers on the American League pennant, it probably would go to the New York Yankees.

Other club owners around the circuit are practically unanimous in the opinion that the team of Miller Huggins has sewed up the race before it starts.

With a pitching staff consisting of Carl Mays, Waite Hoyt, Joe Bush, Sam Jones, Harry Harper and Lefty O'Doul, it looks like the Giants are out to "do" a Baltimore from the opening day.

Huggins, of course, will be handicapped until May 20 when Babe Ruth and Bob Meusel will get into their first game, but with a pitching staff like that many managers will say that it is a trivial worry about Ruth.

Toward the end of the last pennant race it looked like the St. Louis Browns would be the real rival of the Yankees in 1922 and the club from down the river still looks good, especially if Dave Danforth comes through.

The Cleveland Indians took a long shot from the distance. Stuffy McInnis will fill a long felt want at first base, but his price was high, as

Speaker had to get rid of Elmer Smith, the hero of the 1920 world series and a great outfielder.

None of the other clubs look like they have a chance to bother the Yanks.

While New Yorkers are confident that the Yanks will repeat, they are not as optimistic about the Giants. The fans who saw the St. Louis Cardinals making their last dash through the National League last season knew that McGraw has a job on his hands to repeat.

In most of the major league clubs the acquisition of Heinie Groh was regarded as pennant buying by the Giants, but the Polo ground boys do not think so. In fact, the opinion is expressed that the Giants were weakened by the deal and that they are not as strong as they were before the last race started.

The bugs are having a hard time reconciling themselves to the loss of George Burns and they are not pleased with the idea of benching Little Johnny Rawlings after the great work he did with the club last season.

**"SUNNY" LOS ANGELES IS FULL OF SHIVERS**

LOS ANGELES, Jan. 4.—This city shivered this morning when the temperature of 42 degrees was recorded. Below freezing temperatures were reported at many Southern California points, but it was said to damage had resulted except possibly to tender vegetation in a few low-lying districts.

**WANTED!**

Farmers and Fruitgrowers who expect to use nitrate or other fertilizers this season should send in their orders AT ONCE.

Also for tile or wire fencing.

**Farm Bureau Cooperative Exchange**

**MANSFIELD BOX CO.**  
North Roseburg—Phone 510

**EGG CRATES**

500 lots \$20 per hundred Less than 500 lot \$22 per hundred

**Different From The Rest!**

**The Peerless Electric**

For Long Life they have no equal—the best light globe on the market. A style and size for every purpose. You can save by using the PEERLESS

Everything that is Staple in Hardware

**Churchill Hdwe. Co.**  
ROSEBURG, OREGON.

**Did you ever stop to think?**

Churches may be closed (six days in the week); schools two days; the post office Sundays and holidays; the banks and stores ditto. But our plants never know a day off, not even an hour—24 hours a day, every day in the year, every year of your life. Boom or panic, winter or summer, day or night, our plants are on the job to keep you supplied, to keep you comfortable.

EVER THINK OF THIS?

**Douglas County Light & Water Co**  
R. M. JENNINGS, Manager.