

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
Daily, three months, by mail	1.00
Daily, single month, by mail	.50
Daily, by carrier, per month	.50
Weekly News-Review, by mail, per year	2.00

Entered as second-class matter May 17, 1920, at the post office at Roseburg, Oregon, under the Act of March 3, 1879.

ROSEBURG, OREGON, FEBRUARY 18, 1922.

HOUSING FACILITIES IMPROVING.

At the height of the boom period there was apparently a tremendous shortage of homes. Business organizations in thousands of cities were trying to induce people to build more dwellings. At present this lack of houses is less apparent, and in many cities "to rent" signs are appearing. Economists say this is partly because many families are doubling up. When the young people get married, they may live on in the house occupied by the old folks, or with other friends, instead of setting up in a home of their own.

Social philosophers may say that every young couple should have the chance to establish their own dwellings, where they can take pride in their own environment and proceed to develop it with the energy of youth. Young brides may feel defrauded if they do not have the chance to create an entirely new nest for themselves.

Yet millions of young couples have started in rooms provided in the old family homesteads. Old fashioned families used to double up a great deal more than people do now. The old homesteads were ample, and seemed planned with the idea that some of the children would marry and continue along under the old roof.

Modern young people would say this plan would lead to family jars, yet it saved a good deal of effort, and was one way in which the old timers got along on narrow means. Big families would gather in those days around the common dining table.

The most important thing for a young couple starting out in life is to live within their income and secure some savings. They would be far better off to double up with relatives or some other family and save something each week, than to live more amply yet run into debt. The people that start in a small way often come out the best after a few years.

THE ACHIEVEMENTS OF ADVERTISING.

An interesting move in the advertising field recently has been that of the American Honey Producers league. Beekeepers have felt the need of a campaign for publicity, both to increase use of their product and stimulate demand for it in the winter.

So the bee folks have begun a campaign of national advertising describing new uses for honey. The suggestion has been made that growers contribute two per cent of last year's honey sales, or five cents a hive, for the advertising. The campaign is too recent for its full success to be measured. But it is evidently going to be a big thing, as a mass of inquiries have been received from all over the country, indicating that honey can be made a far bigger feature in the food supply of the people.

A remarkable story of what advertising can do, is told in a recent statement from the Chicago Tribune. In one line which had felt most severely the depression of 1921, a new manufacturer sought to introduce his product. In May, 1921, he did not have one single dealer in the Chicago territory. A crew of salesmen was organized and directed by the Tribune's service department, and advertising costing \$40,000 was placed in that newspaper. As a result, sales totaling more than \$400,000 have been secured in the short time that has elapsed.

The results that can be had through advertising by live business people are simply amazing. People are impressed by the reasonableness of a convincing advertisement, and the spirit of enterprise which it manifests. It opens wide the door of hope and growth to every wide awake business man. It can achieve results just as splendid in proportion to population and territory, in a community like Roseburg and vicinity, as in some of the bigger fields that have been mentioned.

Many republicans, as well as a goodly number of others, throughout the state are anxious to see a new governor elected at the November election and have been casting about for a man to be pitted against Governor Olcott. There are a great number of men in this old state who could give Ben Olcott an awful drubbing at the polls. However, from present indications it looks like this mission will have to be done by some unknown "dark horse" not yet shoved into the limelight. There's a pretty good lot already on the "tentative list" for governor, but the real man for the job has not showed up at this writing.

According to yesterday's dispatches the Farmers' National Council will very soon take up the matter of carrying their troubles into the next general election, taking as a basis for this procedure the congressional "farm bloc" and will endeavor to obtain, through politics what they have been unable to accomplish in other ways. The farmer is waking up to the fact that to get what is coming to him he has got to be some political conniver—which is evidence that playing politics is not a lost art by any means.

All roads lead to Roseburg—but a great majority of them are almost equal to a mountain trail at this time of the year.

The city is "dressing up" for the Merchants' convention which convenes here Monday.

The man who is naturally lazy generally is unnaturally active in trying to conceal his laziness.

Better be a nobody that does nothing than a somebody that "does" everybody.

More men lie about their automobiles than about their fishing trips.

Prune Pickin's

By Bert G. Bates

GOOD EVENING FOLKS—

A rocking chair as a piece of bed room furniture is one of the most diabolical things ever conceived. By the bright, flooding light of day it appears harmless enough, but that can be said of the thug, the black-hander, and every other night prowler. For it is after the incandescent lamp and the cat have been put out and the sleeping room is wrapped in darkness that the rocking chair gets in its deadly work.

By day the bed room rocking chair seems to differ little from any other rocking chair, but as soon as dark descends the rockers shoot out to a length that causes them to reach from one end of the room to the other. Not only that; other rockers sprout, bristling in all directions. This is why it is that one cannot make one's way from the electric light button to the bed, from the bed to the dresser for a drink of water, or otherwise move about the room without coming in contact with the hard and knife-like end of a rocker. Putting the rocking chair in a corner does no good, for the rockers are omnipresent just the same.

Paddling the ends of the rockers has been tried by this writer. The night he carried out that experiment he stepped on the end of the rocker, causing the back of the chair to hit him so hard in the midriff the whole house was aroused.

The merchants are busy today washing up their store windows. It takes a convention now and then to brighten things up, and we'll bet that some of the windows won't get touched again until a couple of days before the strawberry carnival.

THE MODERN EVENING GOWN.

A bit of tulle,
A yard of silk,
A little skin,
As white as milk!

A little strap—
How dare she breathe?
A little cough—
Good evening—Eve!

Judge Kenesaw Rocky Mountain lands tossed aside his toga today and will hereafter devote his entire time to arbitrating baseball squabbles. We hope the judge doesn't get soaked with any soda pop bottles.

Since the young lady reporters have taken to hanging their coats on our coat-rack with that delightful abandon with which most young women take care of their expensive coats, ye ed. only hopes the perfume they sprinkled on their coat collars is the same kind our wife sprinkles on hers.

Henry Booth, A. J. Hechradel, Bill Weaver and Mac McClintock made a flying trip to the north end of the county yesterday to extend the glad-hand to the merchants up there and invite them to Roseburg for the convention. Henry invited the boys to eat at his expense—and judging from the appetites of the gang, it was quite an expense.

Now comes a chap who says it is possible these days for a single person to live on \$3.25 a week. If two can live cheaper than one, a couple ought to be able to marry on nothing a week.

Ye ed. finds the following as one of the week's most disgusting episodes:

Father walks home in the evening carrying a brand new axe under his arm. The blade of the axe is as sharp as a razor and father grins with glee at the pleasure he is going to have in chopping up the evening's kindling wood. Upon arriving home he hurries to the basement, places a chunk of wood on the chopping block and swings the axe aloft. Ka-wang! He soaks the chunk a healthy rap, thus causing one end to hurtle through the air and connect with his chin. With a howl of pain, father slams the axe to the cement floor, curses out the family and axemen in general, and leaves the kindling for mother to chop.

ROPELESS FUTURE.

A small girl asked her mother: "If I grow up, will I have a husband like papa?"

"Yes, my dear," mother replied. "And if I do not get married I will be an old maid like Aunt Susan."

"Yes," was the reply. "The little girl thought for a minute, put her hands to her head, and said:

"Well, I am in a fix."

Friends and voters: How many of you are willing to sign a petition placing the power in the hands of Sheriff Starmer to burn out jail labor to the local citizens who haven't time to spade their gardens?

The present epidemic of la grippe proves that a girl can catch something besides a husband by wearing rolled down silk sex.

Today we heard of a man who packed a cake down town to a home-cooking sale and then at noon went to the sale and bought his wife's cake for a dollar and took it home with him. We'll bet his wife felt complimented.

LAFE PERKINS SEIZ:

"The fellow who grins ever" time can say anything to him may not be so congenial as he looks—he may be an idiot."

BOOST FOR THE LIBRARY.

Are you housing any of the visiting delegates? Urge them to attend the Library Benefit entertainment Monday evening at 8 o'clock at the high school auditorium. Splendid program.

SAP AND SALT
BY Bert Moses

Mighty few lawyers ever go to law themselves.

Men listen to scandal as greedily as women spread it.

The beautiful thing about advice is that you don't have to take it.

The "flu" is a disease that keeps you sick a month or two after you get well.

Some people are anxious to get well so they can resume eating the things that made them sick in the first place.

How fine it would be if fat women could sort of average up avoirdupois with the lean.

HEZ HECK SAYS: "The lookin' glass gits more of a woman's time than the cook stove."

The EASY Vacuum Electric WASHER

The Cautious Canadian Farmer

A certain company in Canada advertising a perfectly innocent electric washer for family washing was amazed and astonished to find in their morning mail the following letter:

"Dear Sir: you mached she look good to me how many cakes will she hold and how much money will it cost to put pipe for color in. does she work on wheat or barley. you work great but m wash mached. I haf, you let me know what you take to fix me up."

A. J. LILBURN & SON
ROSEBURG, OREGON.

Local Dealers for Easy Vacuum Washer
SOLD ON EASY TERMS

Let us do your Monday laundry in your home without any obligation. Phone us.

through that won to the saviour. In this manner was Captain Ford, officer in charge of the local work, won from a "high school boy's wayward way" nearly eight years ago. The open air service of the Army has its place and purpose. Saturday night's service will be a special praise service, free for all to attend. "Mrs. Captain Ford will preach the word. She has just returned from Portland where she with many other Salvationists attended the service in the municipal auditorium where hundreds were turned away from the packed house, unable to hear Commander Eva Booth's address, "The World's Greatest Romance." Come tonight to the Army. You will be blessed. Sunday's services: 7 a. m., knee drill or morning prayer service.

SUNDAY AT THE CHURCHES

M. E. Church, South, Main & Lane streets, Rev. J. B. Needham, pastor. The church school meets at 9:45, with W. L. Cobb, superintendent. It is hoped that every one will be on hand. Preaching service at 11 a. m. and 7:30 p. m. by Rev. J. C. Jones, the former pastor. The Epworth League meets at 6:30 with Wesley Ashworth as the leader. The pastor will preach at Garden Valley at 2 p. m. There was a very fine district conference gathering at Myrtle Creek during this week. Delegates were in attendance from Portland to Medford. Those going from Roseburg were Rev. and Mrs. J. B. Needham, Rev. and Mrs. H. M. Branham, Mr. and Mrs. W. L. Cobb, J. E. Flurry, O. J. Rand, W. H. Householder, Mrs. Enloe, Mrs. Smith, Mrs. Lahey, Mrs. Dillard, Mrs. Suruga, Mrs. Cobb, Lois, Lucien and Eldrid Cobb, and Mrs. Crenshaw. The district meeting will be held in Roseburg some time next year.

The Salvation Army, Saturday and Sunday, Saturday evening at 7:15, the street service, on Cass street. Many wonder why the Salvation Army holds its street services when many times it seems that few stop to listen. The sound of the cornet and of the drum, or the singing of songs, a personal testimony or exhortation from new and old converts, may catch the ear of some passer by, or the sound reach to those within closed doors and cause them to think perhaps of their past and present way of living and ultimately cause them to turn from the error of their ways and be a true Christian. Many of the present members of the Salvation Army were attracted by the open air services of the Army and

MICKIE SAYS

I SPOSE THERE WONT BE ANY CHANGE FOR THAT LITTLE AD SEEING AS HOW I'M A SUBSCRIBER T'N PAPER

YA SPOSE WROTE WHEN YA PAY FER TH PAPER, YA GOT YER NAME WORTH, N EE YA WANT ANYTHING EXTRA NA GOTTA PAY FER IT - JES TH SAME IN ANY PLACE ELSE Y'BECHAI

The APPEARANCE

of your printed stationery reflects the character of your business

First impressions are usually lasting, and you should no more think of representing your business with ill-arranged, poorly printed stationery than with an uncouth, inexperienced salesman. The psychological effect would be the same.

The Snap and vitality of our "distinctive" printing registers instant approval. Ask a User.

Shift yor printing troubles over to or shoulders—they are aburdent to you—apleasure to us.

Bates
THE PRINTER

News-Review Office.

Phone 135