

ROSEBURG NEWS-REVIEW

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ROSEBURG, ORE. MON. MARCH 9, 1922.

TEACHING THE TRADE TO BUY AT HOME.

On account of the great slump in business in the past year, the business men of the town of Ottawa, Ohio, made an investigation, and, by this investigation, found facts that caused them to open their eyes, says the National Retail Clothier.

At the railroad ticket office it was found that approximately 3400 tickets had been sold to Lima, Ohio, a city of over 30,000 inhabitants and only 18 miles away.

This, together with the mail order business and the automobiles that go on shopping trips to the city of Lima, was estimated to bring the total amount of money spent away from the home town at close to \$100,000 every three months, or nearly \$400,000 per year.

This immense amount of money was slipping away from them day by day and to keep it at home meant an increase in business that was worth while looking after. They called a meeting of the business men of their little city to decide upon some course to take to stop this constant stream of outgoing trade.

With this intention, thirty business firms organized a retailers' association to start a trade-at-home campaign. The first sales day was set, each business man advertised through his home paper and by printed bills his bargains offered for that day, and then awaited results.

The morning of the first day's sale came. Every retailer was eager to know what would materialize. Before noon many of the advertisers ran out of the bargain article and had to substitute for it. Not only the bargain articles had a big run, but there was an increase in the sales of goods that were not advertised as bargains.

On this day one grocer sold over 400 pounds of coffee; a hardware store 1000 pounds of nails; a meat market sold 300 pounds of lard before noon; another grocer reported selling 543 cans of peaches, with a limit of three cans to a customer, and was sold out at 1 o'clock.

These sales have been repeated each week, and business has increased more than 50 per cent in 30 days.

These sales have done more than was hoped for in building up their business, and they will be continued indefinitely, for through them the people are learning to buy at home. And they are aiding greatly to build up home trade.

AROUND THE TOWN

Now Improving—Mrs. Lowell Roach, who has been confined to her home for some time with la grippe, is now reported to be improving.

Few days here—Mrs. Ralph Carr of Camas Valley is spending a few days in this city visiting with friends and looking after business matters.

Baby Boy Born—Dr. Lucetta A. Smith reports the birth of a baby son to Mr. and Mrs. Ed. Sindt of Melrose at their home on March 8th. Both mother and son are reported to be doing nicely.

Ill at Home—L. L. Mathews, a member of the police force, has been confined to his home for the past few days. Mr. Mathews is today reported to be some better.

Here from Portland—Russell Himes, formerly of this city but for the past several years of Portland, arrived here last night to spend several days in this city visiting with friends.

Return to Round Prairie—Mr. and Mrs. T. B. Burnett left here last evening for their home at Round Prairie after spending a couple of days in this city visiting with their daughters, Mrs. Archie Elliott and Miss Ruth Burnett.

Return to Byers—Mr. and Mrs. D. J. Perry and son left for their home at Byers last evening. They spent the past several days in this city visiting at the homes of Mr. Perry's sisters, Mrs. W. R. Winkler and Mrs. D. E. Cox.

To Glendale—Miss Agnes Pritchard, county juvenile officer, left this morning for Glendale where she will spend the day attending to official business matters. Miss Pritchard will return to this city late this evening.

In This City—Mr. and Mrs. T. Howard of Albany, Oregon, are in this city to spend several days at the home of Mrs. W. L. Dyingier, Mr. and Mrs.

Howard are old friends of Mrs. Dyingier.

Here from Portland—Mrs. Dora Bolter arrived in this city from Portland last evening to spend several days here visiting with friends. Mrs. Bolter will visit with Mrs. W. L. Dyingier and will attend the funeral services of Mr. Dyingier.

Arrives Here This Morning—Mrs. Ida Miller of Cottage Grove arrived here this morning. Mrs. Miller is an aunt of Mrs. W. L. Dyingier and will be here to attend the funeral of Mr. Dyingier, whose death occurred in this city a few days ago.

Mineralized Body Here—Considerable attention has been paid today to the mineralized human body which is being shown at 419 Cass street in this city. This body it is stated, was unearthed in Arizona near Phoenix, on the Salt River, having been preserved by salt from the overflow of the Salt river and hardened by silica, alkalis and lime. It will be on display here for one week with admission prices of 10 and 15 cents.

SURE AND QUICK RELIEF. Stomach distress goes in five minutes. W. F. Chapman guarantees M-O-Na to relieve indigestion or any stomach trouble, or money back.

GUARD OFFICER HONORED. ENGENE, March 8.—Major William G. White, commander of the first battalion of the 162nd Infantry, Oregon national guard, was decorated by Adjutant-General George A. White at the armory here last night with a 25-year service medal. The presentation of the medal took place with company C standing at attention and before a crowd of several hundred citizens of Eugene. Major White is a veteran of the Spanish-American war, the Filipino insurrection and the world war.

THE FOUR LIARS—American Legion show—Antlers, March 15 and 16.

AUCTION. Parties wishing the highest price for their personal property see M. C. Radabaugh, Auctioneer, 520 N. Pine

Prune Dickin's

GOOD EVENING FOLKS—She read the matrimonial news And answered an ad. Both were enthused. The correspondence was snappy The date was set and— Then she discovered the Black male of it.

"The Four Liars" has no connection with the birds who tried to make us believe they won the croix de guerre in the battle of vin blanc.

Ye ed. was justly engaged in a game of typewriter golf this a. m. when one of our constituents trotted into our sanctum and caused us to cease our labors for a moment. Leaning over a shoulder and with a voice that was the essence of garlic he asked us to crack a pun at the expense of one of his friends, "Sara."

Wait Good dropped into the office today and battled three full rounds with the News-Review dictionary which differed with Walt's definition of the word "radical."

Dick Willett, expert on "Black and White," has almost decided to place some of his chocolate dipped ice cream confection on attacks in order to compete with the "all day suckers," which will meet with the hearty approval of the kids.

Del "Eggnorn" Jewett appeared before the high school student body in his brackman's tuxedo yesterday p. m. and warbled a ditty which he learnt from hearing a phonygraft record.

John Esophagus Flurry, top kick of the American Legion, is contemplating a "freckled cube tournament" to stimulate interest in the post activities.

The news hounds of the village are preparing to file an injunction restraining local wits from cracking gags about reporters being included in "The Four Liars" cast.

No one believes in justice more than the fellow who is getting the worst of it in a scrap.

Very few people get what they earn. Now 'frinstance—take the spring now. He oughta be killed.

We wonder what the sweet young things used to do before hair nets were invented. All they have to do now is to get up in the a. m., shake their head and toss a hair net over their locks and pin it down.

AIN'T IT SO? Blessings on the little dame, Bareback girl with knees of same; With thy rolled down woolen hose, And thy short, transparent clothes, With thy red lips, redder more, Smear'd with lipstick from the store, With the make-up on thy face, And thy bobbed hair's jaunty grace, From my heart I give thee joy, Glad that I was born a boy.

When we have sloppy streets much of the joy of home going is destroyed by the greeting: "Did you wipe your feet? I just finished mop-plug up the hoozem."

The trouble with home brew is that it takes so long to pick the raisins out of one's teeth.

WHERE TO GET IT. That man Church, of Paris, Ill., who made an advertising bit with the phrase, "Go to Church for insurance," had an easy time writing his "slope" compared with a chap in Missouri named Helber, who tried to do the same thing.

When a man hasn't got anything else to do nowadays he starts out and gives a lecture on "The Truth About Russia," and no matter what he says, nobody is in a position to contradict him.

LAFE PERKINS SEZ: "The trouble with most guys when they powder up they neglect to smear a little on the back of their neck."

Anyone is liable to tell a little white lie—but wait till The Four Liars appear at the Antlers, March 15-16.

Musicales to be Resumed Saturday

The Heinle Conservatory Saturday evening musicales will be resumed this Saturday, March 11. Due to the illness in the city they were postponed for several weeks, but will now be given regularly every Saturday until all the pupils have been presented. Those who will take part in this week's program are Helen Churchill, Gladys Euger, Florence Sinnott, Marian Needham, Truman Runyan, Gilson Nordahl, Nona Jean Wilson, Cleve Taylor, Ross Bates, Marie Langenberg and Lewis Langenberg, all at the piano and Jessie Judd of the violin department and Mrs. Parkhurst and Mrs. Powell of the vocal department. At the close of the musical program Mrs. Heinle will give a short talk on the operas, "Lohengrin" and "Aida." Refreshments will be served after the entertainment by Mrs. John Euger and Mrs. Frank Churchill. Cards of invitation will be given upon request at the studio.

Alleged Auto Crook Arrested

Wm. Owens, who has been a resident of this city for the past three months, was arrested here today by Acting Chief of Police Shambrook, and Joe Keller, investigator of the Theft Bureau of the Pacific Coast Auto Underwriters conference. Owens is charged with the crime of larceny by bailie and will be taken to Portland where a charge will be placed against him in the Multnomah circuit court.

Owens, it is charged, has been working a smooth automobile game by buying an automobile, making a small payment down, and then disposing of the car at a very low price and skipping out of that territory. He is said to have operated in Los Angeles, Cal., Condon, Oregon, Los Vegas, Nev., Walls Walla, Wash., Pendleton and Portland, Oregon.

His usual practice, it is said, was to buy a car, making a payment of about \$100, agreeing to pay the balance in installments. He would then find a prospective buyer and on a story of being required to leave at once, and representing that he had complete title to the machine would sell it for four and five hundred dollars and immediately leave for new fields. The officers obtained a written statement from him, in which he confessed to several of the deals so made.

He is being held in the county jail until officers from Portland arrive to take him to Multnomah county where he will be arraigned.

THE FOUR BIGGEST LIARS in the Umpqua Valley. At Antlers, March 15-16.

Seats Reserved For R. H. S. Rooters

Principal A. B. Taylor of the local high school received a telephone call from Medford this morning that a special section has been reserved in the Medford gymnasium for the Roseburg rooters who are to attend the championship contest between Roseburg and Ashland high schools Saturday. All of the seats in the gymnasium are reserved and are being sold out rapidly. Thirty reserved seat tickets have been sent here and will be sold by Mr. Taylor, who will have them on sale until 4 o'clock Friday, at which time he will leave for Medford. All who desire to attend the game should see him at once if they desire to be seated in the Roseburg section. There will be many more than this number attend the game from this city and may will be forced to take chances on seats after reaching Medford.

\$5.00 puts a Toyal cleaner in your home, balance on easy payments. Hudson Electric Store.

Indian Line-up to See Few Changes

(International News Service). DALLAS, Texas, March 8.—With hopes of another pennant under the leadership of Manager Tris Speaker beating strongly in their breasts, the advance guard of the Cleveland Indians is in training camp here. The advance guard will be joined in a few days by recruits until more than forty athletes will show their wares to the gray-haired manager of the runners-up in last year's grueling pennant race. Despite the large number of recruits who will work out under the sunny Texas skies, it is the consensus that there will be few changes in the line-up when the words "play ball" are heard at Dunn field in April. Stuffy McInnis, Red Sox and Athletic star, acquired by Owner Jim Dunn to fill the gaping hole in the Indian infield at first base, is the only man to be acquired during the sessions of the "stove" league.

O'Neil Is Back. Catcher Steve O'Neil, out of the game for a long time last season through injuries, is said to be in the best shape in years and Owner Dunn believes he will catch almost every game this season unless the "jinx" puts him in the injured list again. Leslie Nunamaker, veteran catcher; Ging-r Shinault and Luke

PRUNE ADVANCE MADE

SALEM, March 8.—An advance of from 1 to 4 cents on all grades of prunes is being made by the Oregon Growers' Cooperative association this week. The advance on all grades follows: 20-30s, 4 cents; 20-35s, 3 1/2 cents; 30-40s, 3 cents; 40-50s, 2 1/2 cents; 50-60s, 2 cents; 45-50s, 2 cents; 50-60s, 2 cents; 45-70s, 1 1/2 cents; smaller sizes 1 cent.

The prune situation is showing a great improvement, principally in the east. Almost all of the small holdings have been absorbed. This has resulted in an increase of 3/4 to 1/2 cent a pound on all grades. This has been influenced to some degree by the announcement recently by the withdrawal from the market of all brands of the California Prune & Apricot Growers' association. The outlook for dried prunes is promising and points to an early clean-up.

SPUDS SHIPPED BY MAIL

OAKLAND, Ore., March 8.—Half a ton of seed potatoes arrived here today by parcel post from a grower at Gresham, Ore. They are consigned to Keith Keisteron, who lives on the Umpqua river about 14 miles from Oakland. They were shipped in 20 sacks of 50 pounds each and will be delivered to Mr. Keisteron's ranch by the Kellogg-Elton mail stage in installments, because of the poor condition of part of the road.

Sewell, the two latter recruits, comprise the other backstoppers who go to camp with the Indians.

With Tris Speaker, Charley Jamieson and Joe Wood as regular outfielders, backed up by Jack Graney, "Doc" Evans and Louis Gusto, who has twice proven a sensation on the coast, the Indians are well taken care of so far as the gardens are concerned.

The same is true of the infield, where Stuffy McInnis will be at the hot corner, Bill Wamburgans at second, Joe Sewell at short and Larry Gardner, veteran of many hard games, at third. Young Hammond and Riggs Stephenson, a fellow graduate with Joe Sewell and brother "Luke" of Alabama University, are expected to make good as substitute infielders.

Speaker's Big Problem. Speaker's greatest problem in the spring training camp will be to develop a string of consistent winning pitchers.—Stanley Colevicko, the veteran spitballer, is counted upon as the ace of the pitching staff, and Allan Sothoron and Walter Malls are also believed sure of regular berths.

Duets, readings, Chinese fiddle, and phonograph. Christian church Sunday night, March 12.

Century Plant Blooms and Dies

PORTLAND, March 9.—True to its botanical peculiarity, a century plant which blossomed last May in the yard of "Col." S. C. Simmonds' home, 152 East Forty-seventh street, has faded and died.

"Col." Simmonds, who is veteran superintendent of the city hall, mourns the passing of the plant, which was his particular pride and possession. Sixteen years ago the plant was brought from California and placed in the "colonel's" front yard. It was but an ordinary, three-foot high stalk. It remained so until last spring, when it grew over eleven feet in three months. A profusion of pink, creamy blossoms topped off the plant. In September of last year the leaves and stalk grew black and the plant has entirely withered.

Mr. Simmonds is the father of Mrs. I. B. Riddle of this city.

Giggle, Grim and Snicker—then laugh. You will. Legion show, The Four Liars. Antlers, March 15-16.

The Roseburg National Bank Roseburg, Ore. BY MAKING YOUR MONEY WORK FOR YOU you advance steadily up the ladder to financial success. When deposited to your credit with the Roseburg National Bank your funds work for you safely—night and day, every day in the year, at a fair rate of interest. 4% Interest paid on Savings Accounts.

AROUND THE TOWN Arundel, piano tuner. Phone 189-L. When in tire trouble see Green the Tire Man. SPIRELLA CORSETS—Made to measure. Belle Case. Phone 391-L. Painless extraction of teeth at room 9, Masonic temple. Dr. Nerbad. A pocket flashlight, complete with battery, for 75c. Only a few left. Hudson Electric Store. Use Calapeoya Mineral Water on your table. Keep the ginger ale in the home. Two nights of laughing. The Four Liars. Legion show. Antlers, March 15-16. JESTS WITH DEATH NEW YORK, March 8.—The grim humor of a wireless operator who laughed at death and flashed striking bits of wit into the ether as his ship, the Norwegian steamer, Gron-torf, wallowed and slowly sank during a mid-Atlantic hurricane last Thursday, was recorded in the radio log of the Danish steamer Estonia, arriving here today. Each detail of the ship's plight, each call for aid, was supplemented by the jesting comment of the radio man, whose identity is still unknown.

Look ONE 35c SPONGE FOR 9c With each ONE DOLLAR Purchase FRIDAY AND SATURDAY ONLY Our Big Sale is still going full blast. Churchill Hardware Co.

MR. E. B. LATHAM, of Los Angeles WILL LECTURE AT THE COURT HOUSE TO-NIGHT MARCH 9th at 8:15 O'clock on "OIL IN OREGON" Come and hear this prominent Geologist and Petroleum Engineer discuss the Wonderful Oil Opportunities right here at your back door. EVERYBODY INVITED