

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

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RUNNING DOWN COMPETITORS.

A good many business people feel it necessary in meeting competition to run down the goods and service offered by their rivals. This spirit has led to a lot of jealousy and unpleasant feeling. One man would hear some criticism or attack that a competitor had made on his goods or methods. Statements of that kind leave a sore spot behind. Pretty soon the men who make them will not speak to each other on the street. Then when some one asks them to take hold and work together for a community movement, they dislike to have anything to do with persons who they feel are personal enemies. That breaks up the unity of a town, and has been the principal reason why many towns have failed to make gains. A business man or salesman ought to be careful to be fair in speaking of competing lines of stuff. He should talk just as he would if his competitor were present. If his rival gets out good stuff, this should be freely acknowledged. Then having shown himself fair, can go on to speak of the strong points of his own line. The people who say disparaging or harsh things about competitors give themselves away, as they indicate that they are bothered and harassed by this competition, and feel themselves scarcely able to meet it. People consider that such remarks are inspired by self interest, they do not attach weight to them, and they regard them as the spiteful feeling of a man who is getting beaten in a race. To get the right kind of unity in a town, the business people must cultivate such a feeling of friendliness that they would not desire to say anything unpleasant. The business men of Roseburg have mostly attained that point of view, and their mutual loyalty is a tremendous force for commercial and civic progress.

THOUGHTS ABOUT HOT WEATHER.

Many people are over sensitive to hot weather. Some take long vacations in cool places and manage to dodge the heat entirely. Others groan and fret continuously on hot days, cool their fevered brows with electric fans, take fast automobile drives to create air currents, and pour unhealthy doses of freezing stuff into their overloaded stomachs. Yet farmers have always seemed able to work out doors through the summer heat, and they rarely complain. Inability to keep comfortable and to do a moderate amount of work in hot weather, are usually the result of modern ways of living. Indoor workers probably suffer more from heat than those who work out. This is partly due to poor ventilating arrangements in some workshops, and employers who do not allow their help a good supply of fresh air, are both unkind and are not promoting their own business welfare. The people who keep up out door life and active exercises become used to these perspiring days. Old time gardeners who always cultivated their vegetables right through the hot spells do not fuss about the hot weather half as much as the ladies of fashion who swelter in their hammocks. It is sometimes said that warm countries are not so favorable for social progress, owing to the tendency of heat to promote languid habits. Yet the warm countries around the Mediterranean sea were for centuries the chief center of world progress. In our own country the southern states have seen a marvelous development. Sensible people moderate their activities somewhat on a hot day, which is no time for hurry and scurry. Those who are unused to active exercise would better keep somewhat quiet. But healthy people who keep up their activities in the open air, can usually train themselves to bear heat without serious discomfort.

It is going to take a mighty bright individual to discern what sort of taxation will be in force in this state within a year. All efforts seem to be directed to devise some way to further increase the burden of taxation. Instead of planning to wipe out a good share of useless state commissions that are costing the taxpayers millions of dollars a year some of the "tax experts" are using their efforts to assemble a new scheme to create a larger income from taxation to save the necks of a bunch of office holders who are stripping the public treasury at the expense of the taxpayers of the state. When a private individual or corporation finds profits eaten up by overhead expense, as a matter of good business judgment, all unnecessary expense is eliminated. They should not practice the policy of gouging the public by adding a greater profit to their product. On the contrary this old state is going after its people to make them "come through" and foot the bills of a constantly increasing government expense, without making any effort to knock off some of the barnacles responsible for high taxes.

Roseburg ought to be a pretty healthy place for the next few days with all these druggists in the community.

And the weather is just right for the convention.

Resolution to Go Before Council

The resolutions of the railroad employees, asking for the removal of L. L. Mathews as Chief of Police, will be taken before the city council at its next meeting, on Monday, July 17. Mayor Hamilton stated today. The city charter requires that in such cases a two-thirds vote of the council is necessary before any city official can be removed from office. Mayor Hamilton states that he is greatly pleased by the manner in which the local railroad men have conducted themselves. The local workers have not even had pickets at the yards and have conducted themselves in a very orderly manner. The Mayor says that he appreciates this and will see that the railroad men get a square deal from the city.

Famous Dance Orchestra Here

The Seven Serenaders, the famous O. A. C. dance orchestra, declared by the press to be one of the best musical organizations on the coast, will appear at the armory tonight. They are sponsoring the dance which will attract large crowds. Joe Parlow, the well known Grants Pass and Medford musician, is with the orchestra and his versatility in handling the various instruments is a worthwhile attraction. The Serenaders should be greeted with a fine crowd of dancers and spectators tonight.

Have your water works drilled early. Deep or shallow wells drilled. Prices reasonable. Albert Graham, Looking Glass, Oregon.



By BERT G. BATES.

WELCOME DRUGGISTS!

We herewith hand you
The keys to the city
And all we hope is
That you've got
A pocketful of
Prescription blanks.

Freddie Chapman, local pill roller and iodine swabber, heads the convention committee, and says he will show the boys a swell time in spite of our countryman, Mr. Volstead.

It is rumored that Ernie Applewhite, druggist, is contemplating introducing a resolution at the convention making it possible to give away a bottle of Hostetter's Bitters with each 25 cent purchase. That ought to stimulate business.

Nate Fullerton drove his car up to a bunch of druggist's wives whose husbands were "somewhere in the Umpqua valley" and said, "Do you ladies want to go for a ride tonight?" One of the ladies answered, "We'd just love to but we haven't a thing to wear." Nate answered right back, "Oh, that's all right. I've got a sedan and no one'll see ya."

Lloyd Crocker, dispenser of drugs, ice cream and phonograph records, dragged his Palm Beach trousers from the bottom of the trunk today and didn't notice that the moths had enjoyed several banquets at his expense until a friend called his attention to his sieve-like attire.

We wish the visiting druggists would prescribe something to cure the local girls of Walkthreatic, Porchitis and Layabedism and also to help Mother to get away from Washubortitis.

MA EXPECTS THE LADIES' AID

Mother's got the chickens frying.
Her favorite cake's all made.
For a week past she's been buying
Jelly, pickles, marmalade.
In the parlor each rug's lying
With the least worn side displayed.
From the dope there's no denying
She expects the Ladies' Aid.

Brother Bill's been scrubbed and dusted.
Till his disposition's frayed.
Little sister, too, is busy,
Bright pink ribbons on each braid.
Poor old Tabby's dazed and dizzy
When ma has the Ladies' Aid.

Father, dear has taken warning—
By the portent signs dismayed.
He's been out there all the morning,
Digging fishworms in the shade.
Very soon you'll see him beat it.
In his fishing tons arrayed—
No, he never waits to greet it
When ma has the Ladies' Aid.

Yes, they're coming to our shanty,
Widow, matron and old maid.
Each one ready with her ante
When the gossip game is played.
Lack of interest there just can't be,
As each poor old sinner's flayed,
Conversation's seldom scanty
When ma has the Ladies' Aid.

"How's the moonshine down this way,"
said a visitor to ye ed, today.
"Well you can get about the same
result if you kiss a sparkplug with the
motor running," we explained.

Many a truthful man has met his Waterloo on a golf course.

Quite a number of the local sheiks will slick down their pomps this eve and shake the fantastic hip at the hoof meet.

Never size a man up as a brute because of the sad look his wife wears. He may be a humorist.

The Roseburg druggists declare there is such a thing as a sixth sense. One of 'em told ve ed, today that every woman has it when her husband tells her why he was kept out late at night, especially during a convention.

The delegates to the convention who have not yet been supplied with the necessary amount of lubricating oil will please meet in the telephone booth at the depot at 7 o'clock tonight.

When you see a girl in bathing in water up to her neck you can guess the first time that she's skinny.

A lady at Flint, Mich., is claimed by two husbands, one being a policeman who works at night who claims she spent her days with him, and the other an auto mechanic who works by day and claims she spent the nights with him. All we have to say for the lady is that she is some bird getting away with a stunt like that for several years.

LAFE PERKINS SEZ:
"Th' way some fellers cut corners in a automobile, you'd think they's runnin' a lawnmower."



Cigarette

It's toasted. This one extra process gives a rare and delightful quality—impossible to duplicate.

Guaranteed by The American Tobacco Company

Maxwell Revival Held Sensational

"The sensation of the motor world has been Maxwell. No motor company ever came back with such a rebound as has Maxwell under the direction of Walter P. Chrysler," says an article in the Wall Street Journal. The article continues:

"The ambition of Maxwell to be a Ford rival was set forth in these columns a few years ago. But the Detroit management did not fulfill its early promises. Defects in the early models were not remedied. The directors disagreed; Eugene Meyer Jr. parted with his shares and resigned; but the Brady brothers stood by. The Chase bank gave financial assistance and when the reorganization was accomplished, the most important part of it was the injection into the management of Walter P. Chrysler.

"He took hold at Detroit in August, 1920, closed the factory the first day he entered upon his duties and started to make a new car and a new producing and selling organization. How well he succeeded has come to the attention of the public in a broad way in the motor exhibitions of this year.

"Maxwell now has a maximum capacity of 7500 a month, but is planning next year to pass the 100,000 per annum mark.

Actual Experience Gained.
"Walter P. Chrysler began his apprenticeship in a machine shop on a western railroad at a wage of 5 cents an hour. Later at 25 cents an hour he had reached the maximum of railroad machine shop wages at that time.

"Entering the automobile field, Chrysler steadily climbed to the front, making one success after another until the reorganizers of Maxwell sought the best man to put that company on its feet. He had made a record as president of Buick and was credited with much of the success of General Motors, from which it is said he resigned as vice-president because of disagreement with President Durant.

"When Chrysler reached Detroit he did not wait beyond the stroke of 12 for the shutdown of the works. At the same time he shut off the factory supplies coming in at the rate of \$1,500,000 a month, while 26,000 cars remained unsold and 16,000 cars were paying demurrage on sidetracks because agents refused them.

"The first problem was to put these cars into selling condition, with new axles and new transmissions and better parts where needed. The men and the materials were sent out. The cars were remade without being returned to the factory and were disposed of. Meanwhile plans for a new popular model to rival all other makers and to be sold at a price that might return a profit of only \$5 to \$15 a car were put under way.

"Day after day and hour after hour engineering lines, mechanical balances and harmonies in construction were studied with more artistic consideration than had ever before been put into a design for a new low-priced motor model.

"After many months' designing, modeling, assembling, changes, improvements and tryouts, a new model was out, and there was no comeback for financial assistance. Where there had been an inventory of \$16,000,000 a larger output is now accomplished with an inventory of only \$8,500,000.

"Speed and harmony in production, sales and delivery assisted in this financial accomplishment.

Car Now Among Leaders.
"Maxwell is now among the half-dozen leading producers of the world. Its current output of 400 cars daily compares with 4300 for Ford, 600 for Dodge Brothers, 500 for Willys-Overland, 440 for Studebaker and 2,000 for the five-passenger car division of General Motors.

"Maxwell definitely turned the corner in March, when its production exceeded 175 cars daily, which was about the number needed to break even. It now has about \$18,000,000 working capital, half of it in cash or its equivalent. With earnings in May exceeding \$700,000, the field would seem to be clear for the attainment of the original Maxwell ambitions and more.

"Just before Chrysler sailed for a few weeks' rest in Europe, he was asked for the secret of the Maxwell comeback. He said:

"The motor business developed so rapidly in the United States that the words 'economy' and 'efficiency,' together with some old-

fashioned principles in factory production and finance were in many instances lost to view.

"There is no use in attempting a competitive maximum production without the closest attention to details and economies. You can get so many men into an organization as to reduce steadily its efficiency. In the same way, too, much over-equipment tends to inefficiency. Men will be careless with machines if duplicates are too close at hand.

"The most efficient organization and machine is where every man feels the responsibility and necessity for his best work in the team."

ONLY \$1.50.
TO get your suit cleaned and pressed at the Roseburg Cleaners. Phone 472. We call and deliver.

State Press Comments

STATE INCOME TAX.
Federal income taxes are so heavy that congress is urging more taxes up and land.

Because the land taxes are so heavy state politicians are urging the enactment of state income taxes. It is estimated that federal and state taxes now aggregate 7 cents an hour per capita of the entire population.

But the tax-gatherers and the taxpayers want more and more land tax and more and more tax earnings and business.

A kind of middle class of official salary-drawers are organized to promote any new form of taxation. The tax investigating commission of the state of Washington has again rejected the state income tax as it did two years ago.

It seems they do not want to place any further obstacles in the way of people, industries and investments coming to that state.

One small western state like Oregon with only 750,000 population is paying this year a trifle like \$6,000,000 in taxes.

No western state has adopted the state income tax except North Dakota, a state that has gone broke under the Coxyite ministrations of the Townley Non-partisan League.—Coos County American.

DAILY RADIO PROGRESS.

Radio waves now can be reflected like light waves. This makes it possible to direct messages to a given point and do many other marvelous things. Lighthouses can be equipped with radio reflectors by means of which ships at sea may be guided safely during fogs or heavy weather.

So, too, a ship equipped with these reflectors can detect the location and bearing of another ship in the fog, even though the other ship carries no radio equipment. In time, also, it should be possible to talk by radio without the possibility of interruption from other talkers and without the annoyance of other persons listening in. Marconi foresees all this development.

Radio is one of those discoveries which become more mysterious and wonderful to the layman with every advance. So far, at least, there appears to be no danger of its becoming commonplace or uninteresting. For new developments follow each other in swift succession, and add continually to the usefulness of this latest of man's servants.—Eugene Register.

THE MIDDLEMAN.

Oh I am a member of that clan,
The much-bedeviled old Middleman.
I deal in bacon and bonnets and tea,
And spring-lamb chops and hominy;
I deal in butter and lard and eggs,
In pants and sugar and wooden legs;
I deal in kettles and picture-books,
In silks and satins, and pies and books,
Canary birds and dogs and cats,
In dressing gowns and beaver hats.

If anyone wants a pair of socks,
A barrel of prunes or a line of frocks,
A flannel shirt or a length of hose,
Or a pair of shoes to protect his toes;
Or a bottle of rum or a yard of lace,
Or something to color a pallid face;
A brush for his boots, his teeth, or hair,
An apple tart or an Empire chair—
Whatever's been made since the world began
He's got the same from the Middleman.

Now, who are the Middlemen today
The world is howling to put away?
The druggist, the butcher, the man who bakes,
The fellow who sells you your hoes and rakes,
The chap who opens a shop and sells
Pajamas, suspenders and dinner bells,
The "gent" who hands you your ties and shirts,
The fellow that pleases your wife with skirts,
And lures the ladies in glad array
With any old thing on bargain day.

He's you. He's me. He's him. He's her!
Wherever the wheels of commerce whirl
He toils and sweats to pay his score
And hold the Vulpine away from his door.

He didn't ask to come onto the earth,
And you can't blame him because of
His birth,
But now that he's here in this Vale of
Mirk,
My friends, he's a right to work!
So what's he to do and what is your plan
When you have got rid of the Middleman?

JOHN KENDRICK BANGS.

WILBUR MAIL CARRIER HOME.
J. W. Humphries, the Wilbur mail carrier, whose death was reported in a rumor several days ago, returned home very much alive, yesterday evening. The rumor was started when Mr. Humphries was called upon by the sudden death of his 10-year-old nephew, who was killed in an auto accident at Eagle Point. The rumor also included Ray Henderson, of this city, but Mr. Henderson is also back and says that he can convince any of his friends that he is very much alive.

Prices on Revere Passenger Car Tires and Tubes, effective May 20th, are not subject to war-tax, the war-tax having been included.

REVERE TIRES & TUBES

IT has cost some men quite a bit of money trying out different tires before they learned that Revere Cord was the tire they could stick to. We aim to save you a lot of time and money in reaching tire economy by advising you to start now with Revere Cord Tires. We pin our faith to them. So can you.

S. B. CROUCH

We Recommend Revere Tires and Tubes

DENN SERVICE

QUALITY BUILDING MATERIAL

Cement, Plaster, Lime, Metal Lath, Plaster Board, Roofing, Roof Paint, Corner Bead, Union Metal Columns

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TRANSFER AND STORAGE COMPANY

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Announces:

To the People of Roseburg

that a first class gas and good service is at their disposal. Gas is the best, surest, and quickest fuel that can be used. Fifty million people in the U. S. A. are using it exclusively for fuel and heat.

From now until the 15th of June we will extend our mains 200 feet for a customer and run the service 40 ft. inside of the property line.

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