

ROSEBURG NEWS-REVIEW

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THE STOCK MARKET RISE.

Business depressions are registered on the stock exchange long before they are felt in the factories, just as the barometer begins to fall while it is still bright and sunny weather. While business men are spreading out with blind confidence in the inflated state of trade, these keen eyed speculators, who spend their entire time forecasting financial weather, see elements of danger. They close out the stocks that they have accumulated. Thus while the rest of the country is still financially joy riding, they salt down their profits. This creates a declining stock market, months before business begins to slow up. Also they see signs of prosperity some time before the factories are running full. While business men are blue and sitting tight on their dollars, the speculators see it is a good time to branch out. They buy stocks freely and get ready for a period of expansion. The rise in market prices for the last six months has indicated this belief that prosperity is at hand. This market rise is of course due in part to a large supply of idle money. With rates for loans around five per cent, sound stocks and bonds can not long continue to sell at prices so low that their interest and dividends give a net return of six to seven per cent or more. The existence of this ample supply of loanable capital, is another sign of approaching business revival. When men have capital, it is human nature to use it in industrial enterprises and try to turn one dollar into two. Men are not long satisfied to sit down on their five per cent interest. They extend their undertakings with the hope of making more. A sufficient supply of capital always leads to business expansion. So the recent stock market rise registers the opinion of professional observers that the country has turned the corner of hard times, and it indicates the existence of sufficient capital to provide for trade expansion.

CURES FOR SOCIAL ILLS.

In his address to the state press association at Pullman, Wn., President Holland of the state college undertook to isolate causes of certain undesirable features of the American democracy, and to suggest remedies, remarks the Spokane Review. Summed up, Dr. Holland's program for improvement includes criminal law procedure, immigration restrictions and democracy in education.

In deploring the low value set on human life in the United States, the state college president approaches the familiar and as yet unsolved problem of law enforcement with its handicaps of legal technicalities and delays of court procedure. That a murderer is less likely to be caught and punished here than in England or Europe is a fact that has been impressed upon us for a long time; and that this has a direct bearing on the high homicide rate in the United States is a reasonable conclusion.

It is not so certain that the growth of the lawless element in the United States is an outgrowth of unrestricted immigration. In some of the large cities it undoubtedly is, but murder and lynching are prevalent in rural communities as well. Still, a strong case can be made for the hand-picking of immigrants, and for an intelligent policy that will educate them after they are admitted, and not exploit them as cheap labor.

Some day, perhaps, the country will have overcome some of the bad tendencies to which Dr. Holland refers. The courts can not do it all; neither can the immigration authorities nor the schools, but an awakened public conscience, if there is such a thing, can make considerable headway.

The state tax committee will not conduct any meetings in this neck of the woods, according to announcement made today. This is a mighty fine conclusion. If this body has not already sufficient evidence at hand to clinch additional tax-raising schemes on the people of this grand old state, there is no one in this section ready and willing to offer their services. Holding further sessions throughout the state might add considerably to our already unbearable burden of taxation. The governor should now start out a little band of missionaries to teach the public how to earn and save in order to meet additional taxation and put on foot some plan to keep the jolly old taxpayer out of the alms house before 1922 taxes are levied and paid.

The Ford caravan is going to direct its efforts while in Roseburg to cleaning up the parkings in North Roseburg. This is an excellent idea. Wonder if the city couldn't make arrangements to have a like service performed on the courthouse grounds, as well as other sections of the city? In fact, looks like we could hold the demonstrating outfit here an indefinite period, pulling weeds and "chewing up" some of the dilapidated plots of ground throughout the city.

The people of Tillamook want the next State Editorial Association meet held at their city. Evidence of this fact was the passing around yesterday at Corvallis small samples of Tillamook cheese for editors to nibble. If the product was strong enough it is quite possible the pencil pushers will be pulled over to the cheese-making metropolis of Oregon.

A baby and an automobile are both expensive but they are equally unavoidable if the family insists upon them.

The city boy never feels that he is making his mark in the world when he is digging the garden.

Talk about getting back to normalcy. Today's weather certainly done its part.

The something that you get for nothing is hardly ever worth much.

The crab at home is often a fish in society.

Drum Pickin's



By BERT G. BATES.

GOOD EVENING FOLKS—

Carl Wimberly and Bill Whipple, City attorney and City recorder, respectively, at least they try to act respective, today join the ranks of Roseburg's men folks who aspire to First prize in ye ed.'s Most Beautiful Man Contest.

Laughter spells life; spurness disease.

MY SALARY.

The coin I've spent with thee, dear heart, is quite a source of pain to me; I count the dollars, ev'ry one apart, My salary; my salary.

Each day I skip my lunch and seek To save the dimes so that I may Take you to see a show each week, Then zip! it melts away.

Oh! memories that sting and burn, Oh, cursed luck and bitter loss; I miss each bean, but strive at last to learn.

To touch the boss, sweetheart, to touch the boss.

To go without—and look as if you like it—is one of the first things to be learned in this world.

Membership in the "Put-It-Off Club" is the most costly membership in the world.

ACCOMMODATING SALESMAN.
"Will this lip rouge stand kissing?"
"I really don't know, miss," said the urbane drug clerk. "However, we are always willing to test our goods."

We are urged to train our children so that they can take our places when they grow up. Heavens! they're telling us where to "head in" now.

THE KIND DOUGLAS COUNTY WANTS.

Hordes of autes now remind us: We should build our roads to stay; And departing leave behind us Kinds that rain can't wash away.

When our children pay the mortgage Father made to haul the load, They'll not have to ask the question: "Here's the bond but where's the road?"

To the Thin: Don't eat fast.
To the Fat: Don't eat. Fast.

Why are there so many people in the world who consider it their first duty to see that everyone else does theirs?

"ABIDE WITH ME."
There has been a good deal of agitation for the past few years anent a new motto for the coin of the realm. Personally, we have leanin's toward "Abide With Me."

DEFINE AT LAST.
Tommy—"Paw, what is the "forest primeval?"
Paw—"A woods where there are no initials cut on the beech trees."

Wives and daughters all remind us We must make our little pile And departing leave behind us Cash to keep them all in style.

EVER HAPPEN TO YOU?
Mike—"I did an extraordinary thing today. I had the last word with a woman."
Ike—"That so? How did it occur?"
Mike—"Coming home on the car, I said: 'Won't you have my seat, madam?'"

LAFE PERKINS SEZ:
"Roseburg men folks are a havin' some beauty contest, but where's the beauty?"

Salmon Run Is at a Standstill

REEDSPORT, July 22.—The salmon industry at the present time in the Umpqua river is practically at a standstill, according to Clyde Chase who gave the reason for this dull period in the fishing industry in the unusual large run of trout which is now coming in the river. The run of Chinook salmon is apparently over and according to several outside trolling boats, many silver-side salmon are now on the outside of the river and will soon be making their appearance in the river.

Although the usual run of Chinook salmon this season was not as large as expected, still the fishermen did very well and are looking forward to a large run of silver-side salmon this summer and fall. The local fish company has also made extensive preparations for taking care of the large run of silver-side salmon by installing new equipment and other conveniences necessary to the handling of fish.

This week the Pacific Fish and Cold Storage company installed a complete

A Newspaper's TWO Sources of Revenue

Subscriptions and Advertising Are the Only Sources of Revenue a Newspaper Has and Often the Subscriptions Do Not Pay for the Cost of White Paper

Advertising today, especially in newspapers, is the greatest business getter there is. This is acknowledged by men who know. People read advertisements in newspapers. They have been educated to do so. Every merchant in our town ought to advertise. You remember the story about John Wanamaker? The first day he was in business his receipts were \$24.64. He kept the 64 cents and spent the \$24 the next day in advertising. We all can't duplicate this feat, but according to the best statistics available three per cent of the gross sales should be put aside for advertising.

Possibly you will say, "I don't need to advertise. I've been in this town thirty years and everybody knows me."

Probably they do, but did you ever stop to think of the sales you lose because your fellow competitor advertises? He may advertise the same goods you have in your stock, but the people don't know you have them. The other fellow gets the sale because he advertises. And, then, how much more business would you do if you did advertise?

We know of one merchant who advertised a lot of goods at 19 cents a yard. They cost him 27 cents. He took a clean loss, but while the sale was going on he could buy new goods at 12 cents. He put them in with the other goods and the result was that he cleaned his shelves of the old goods and he broke even on the deal. Advertising and good buying liquidated his stock without a loss.

We can't all be John Wanamakers, but we all can advertise in proportion to our business. Results will be sure if you advertise honestly and give service. A newspaper can bring people to your store, but it can't make people buy your goods. Your clerks must do that, and it depends on the service you give as to how successful your business will be.

What is done in the big cities can be done right here in this town if you will show the pep, give the service and advertise. Make business good. You can do it through this newspaper.

110 voltage Westinghouse lighting plant in order to work nights in taking care of the fish. The plant is very adequate and has a lighting capacity for a plant three times the size of the local concern.

No definite price has been set for the price to be paid for silver-side salmon so far this year, the price depending on the market conditions for fresh fish.

TAILOR MADE SUITS.

In all styles and quality at the right price. Excellent workmanship. Roseburg Cleaners.

ST. LOUIS STREET CARS TAKE OUTSIDE TOKENS

(International News Service).
ST. LOUIS, Mo., July 21.—Travelers jumping from one city to another often find street car tokens from far-off towns in their pockets. The general idea seems to be that such coins are worthless except in the towns where they are sold.

The trekker meditates on throwing the checks away as useless impedimenta, or saving them on the chance of returning to their home town. What to do, what to do? The answer is, come to St. Louis. The United Railways company here accepts coins from all cities that use tokens for fare.

See Pat for cement brick, cement culverts and cement building blocks.

TRANSIENT ARRESTED.

Charles S. Seelis, a transient, who gives his home address as Salt Lake City, was arrested yesterday as a drug peddler. The charge proved unfounded, however, nothing of a drug nature being found on him. Seelis, however, admitted to the officers that he was a drug addict. After an examination he was released.

"THE VERMILLION PENCIL"

A perfect reproduction of Vesuvius in eruption is afforded by the remarkable volcano and earthquake scenes in "The Vermillion Pencil." Sessue Hayakawa's powerful melodrama produced by R-C Pictures and now showing at the Liberty theatre. The flood of flaming lava rushes down the side of the mountains and settles over entire villages, snuffing out the lives of thousands of helpless natives. The earth rocks at the same time and sends huge structures tottering to the ground in fragments. There are other smashing thrills, including the rescue of Beanie Love from death in a raging whirlpool. In the making of which scene Sessue Hayakawa came within an inch of losing his life. Gorgeous costumes and sets add a note of lavishness to this most unusual production, the story of which is based upon the memorable novel by Homer Lea. At the Liberty theater Sunday and Monday.

Love Was Born!



They Met by Chance

He saw her standing frightened and alone, threatened by converging streams of traffic. Then Love Was Born. Read the romantic story of

What Happened When Sheila Elliston Refused Love

by Ida McGlone Gibson
BEGINNING JULY 25th.
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Look Ahead Lay In Your COAL NOW

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DENN'S Transfer & Storage Company

Phone 128.

Leave For McCredie Springs— Mrs. G. L. Flint, daughter, Lillian, Mrs. H. F. Ogden, and Mrs. Ed

Sington, left this afternoon for McCredie Springs, where they will stay for a several weeks outing.

Let us Show you our stock of High Grade Automobile Accessories.

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Dealers in Dodge Brothers Products

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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.

THOS. D. PETCH,

General Manager

Let Us Fit You!

Our new stock of imported woollens have arrived. We want you to see the new patterns.

We are glad to show such unusual quality at a price that will agreeably surprise you.

Come in and have your measure taken today.

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