

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

B. W. Bates L. Wimberly Bert G. Bates

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 NEWS-REVIEW, AUGUST 1, 1922.

SUCCESS OF ADVERTISING.

Some people in the real estate business had the idea last year that it was not a good time to sell houses. An example of what push and good advertising can do in this line or any other is found in the experience last fall of Joseph Phillips, a real estate dealer in Cincinnati, as told in Printer's Ink. He started in the past season building and advertising standardized houses for \$4500 apiece. He spent on advertising since September 1, \$600 to \$800 a month and sold \$67,500 worth of these houses. He feels he would have sold many more if he had begun a little earlier. A story of successful advertising on a big scale is found in the recent history of a large shoe manufacturing company. This company recently stated that their sales of one well advertised line were 112 per cent of those of the preceding year, while lines of shoes that has not been advertised had decreased 50 per cent. These results were so striking that this company is now pushing some previously non-advertised lines by national publicity and is getting splendid returns. One of the officials of a big phonograph company recently stated that in spite of slow business last year in the country at large, the company's sales were considerably greater than ever before. The advertising appropriation for this company for 1921 was much in excess of 1920, which up to that time was its biggest advertising year, so that one gets some idea of how a business can be pushed in times like these. These successes of advertising illustrate one principle that operates in everything from a big nation wide concern, down to any local business. The people who push for patronage and tell the public what they have to sell, are the ones who get the trade. Of course a concern has to back up its ads with good goods, but it can't keep the trade if it never gets it in the first place.

Portland is arresting property owners who fail to keep down the weeds on their city property. The cultivation of weeds is considered a crime there—and should be so rated in any modern and up to date community.

Don't get excited. The country is not going wet because it is so dreadfully dry. Summer weather always brings up the "wet" and "dry" issue. It will soon be time to shovel coal—which will keep both mind and body busy paying the winter's fuel bill.

This is great weather for the flapper—lots off and little on.

Things are warming up for August.

Truck Crowds Car Off the Highway

E. J. Hokin and family, of Cedar Rapids, Iowa, were crowded off the highway yesterday in Cow Creek canyon by one of the heavy trucks operating for the paving company in that section. The occupants of the car were not seriously injured, suffering only minor bruises, and their car was repaired here today. Mr. Hokin stated the truck driver refused to give him sufficient roadway to pass, with the result that his car was crowded off the roadside into loose dirt.

Direct Mail Service To Buckhorn

Success has at last rewarded the nine months of efforts put forth by the residents of the Buckhorn district, between Dixonville and Glido, to obtain direct mail delivery by star route. Official notice just received at the Roseburg post office from Washington, D. C., that the Buckhorn district has been made a part of the Roseburg-Hoaglin daily mail route, service to be given in the afternoon on the return trip of the stage from Hoaglin, which will deliver to Buckhorn after crossing the East Empire river bridge, instead of retracing the Oak Creek district, which will, perforce, be served in the forenoon only, as the stage travels toward Hoaglin.

Service to Buckhorn began today. As an additional incentive is involved, there will be no change in schedule of running time, nor any increase in pay to the carrier. Present postmen of the Dixonville post office who live at Buckhorn and desire to be served by the route must change the address of their mail to Glido in order that the carrier will not have to handle it twice; and it will also be necessary for each patron to provide himself with two mail sacks of weather-proof material, and for the use of such sacks to erect a post with an extending arm of the proper height from the ground so that the carrier can over-see or detach the sacks without leaving his vehicle.

It is important that the mail sacks bear the printed name of the owner. These will be in the possession of the carrier in good condition at all times of the year, according to the regulations and the postmaster's emphasis on the left-hand side of the road, as indicated by the stage.

Drive For W.C.T.U. Home Progressing

Douglas county has shown great interest in the W. C. T. U. Children's Farm Home being established near Corvallis from the very first. About



By BERT G. BATES.

GOOD EVENING FOLKS—

No hum, Nothin' ter do 'Till tomorrow.

The following definition of a strike-breaker was handed to ye ed. by a committee of striking railroad employes and we herewith pass it on:

A prominent clergyman once gave the following statement as his version of scabs or strikebreakers after having been compelled to associate with them for a short time:

"After God had finished the rattlesnake, the toad, the vampire, He had some awful substance left with which He made a scab."

"A scab is a two legged animal with a corkscrew soul, a watersogged brain, a combination backbone made of jelly and glue. Where others have their hearts he carries a tumor of rotten principles. When the scab comes down the street, MEN turn their backs, and angels weep tears in heaven, and the devil shuts the gates of hell to keep him out. No man has a right to scab as long as there is a pool of water deep enough to drown his body in, or a rope long enough to hang his carcass with. Judas Iscariot was a gentleman compared with a scab, for after betraying his Master, he had enough character to hang himself—and a scab has not. Esau sold his birthright for a mess of pottage. Judas Iscariot sold his Savior for thirty pieces of silver. Benedict Arnold sold his country for the promise of a commission in the English army. The modern strikebreaker sells his birthright, his country, his wife, his children, his fellowmen, for an unfilled promise from a trust or a corporation. Esau was a traitor to himself. Judas Iscariot was a traitor to his God. Benedict Arnold was a traitor to his country. A strikebreaker is a traitor to his God, his country, his family, himself, and his class."

Ye ed's sanctum is one busy place these days on acct. of the aforesaid Most Beautiful Man in Roseburg Contest. It's some contest. The winner will be awarded the nickle-plated Jew's harp and the runner-up will be granted a furlough from the village.

It's a great life if ya ain't beautiful but the he-venness of the village are vying for honors and are installing permanent waves, n'ever'thing.

The beauty parlors have waiting lines miles long and ye ed. sauntered past one of these soft-soap emporiums this a. m. and noticed Dan Whitsett heading the line.

And right behind him was Napoleon Rice.

And third in line was B. W. Strong.

After the prize is awarded next Saturday eve, ye ed. is contemplating a trip abroad and will probably be absent from this city for a couple weeks traveling over the Douglas county de-tours.

That oughta jolt the hellouts us.

Prune Pickin's Beauty Contest is becoming so famous that the Coos Bay Times is "follering suit." The winner of the Coos Bay contest and the winner of the local encounter will then be matched and the flower of Winchester belles will then be instructed to choose between the two.

Nate Fullerton declines to enter the beauty show stating for his reasons that he wishes to give the other boys a chance. "Ever'body knows who's the beautifullest man in this here town," quetas Nate.

Night Officer Long was in the sanctum this p. m. complaining because his name was not mentioned among the "who's who" in the settlement. The night cop declares that if Chief Mathews would transfer him to the day shift he'd stand a better chance of winning the top money in the beauty wrangle.

"Beauty is only knee-deep," says Mose Rice in commenting on the length of the present day skirts.

Bill Mott had his mustache manicured this week in hopes of nesting out Charley Leroy who has crowded him considerably for first place in the contest.

Charley Gilvan, local dauber, will undoubtedly make a dark horse race.

Ray Huffman and Gordon Burnett, village vamps, purchased two bits worth of 15 cent store perfume last eve with which they hope to corral the vote of the curbstone flappers.

Never could two bits be spent more profitably, so sayeth we.

Perry Webb, hell hog at the Douglas hotel, says he hasn't been packing ice-water to the fourth floor for nothing.

One of the district Lotharios was parading at the Alexander park swimming hole yesterday p. m. in his one-piece bathin' suit when he noticed a



Cigarette

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

Guaranteed by The American Tobacco Co.

bobbed hair damsel hollering for help in the middle of the stream. All eyes on the bank were cast upon our hero and it was certainly up to him to save the female victim of the turbulent waters of the Ump. He ran towards the bath-house, reappeared shortly with a bar of soap and flung it with accurate aim in the direction of the howling mademoiselle. "Waddija do that fer?" we asked him. "To wash her back," he calmly replied as he parted his hair in the middle.

L. J. Barnes tipped the cafeteria waitress a jitney this morn which causes us to check up five more votes after him name. It was at a great sacrifice that the tip was made. He was forced to forego the pleasure of sipping his java.

And such is life with a feller who's runnin' a Beauty Contest. This is the last one we enter. We had no idea the boys would take to it like they do. They're sure crazy about themselves.

LAFE PERKINS SEZ: "I'll say they are."

BOTH WILD, FOR SHORT TIME

Imprisoned Cat and Kansas City Man Alike in Disposition Until Storm Calmed Down.

In Enid, Okla., according to a Kansas City man who goes there frequently, there is a collector of curiosities peculiar to the state. His line ranges from Indian necessaries to live coyotes. In fact he handles anything that might appeal to the romantic impulses and purses of Easterners.

This dealer's store window recently attracted the interested attention of a portly salesman who was strolling about the town in company with the Kansas City man. With this obese traveling man to pause was to sit. The only convenient seat in this case was a box on the sidewalk in front of the store window. A piece of bur-lap had been spread over it.

The portly one just settled himself comfortably to enjoy the window display when his companion heard a snarling scream within the box and almost simultaneously the fat man was seen rising high in the air, propelled by his own sturdy legs. A howl from him mingled with the falsetto one which emanated from beneath the bur-lap.

Subsequent investigation developed that the box was really a crate containing a temperamental wildcat about to be shipped East. The animal had been seized with an impulse to test his lungs and claws at about the time the salesman placed the posterior part of his anatomy so convenient for claw testing.

DEMAND FOR CASCARA BARK

Industry Was Once a Baby, but it Has Developed Greatly in Washington State.

A half million dollars was the value of this season's cascara bark, harvested by Grays Harbor (Wash.) folk. It is the peeled leather-like skin of the barberry tree, stripped by settlers and city dwellers who spend six weeks each spring in the swampy forests near Hoquiam.

Six years ago this bark gathering industry was a babe, the few who attempted to sell the peeled bark getting from 2 to 4 cents per pound for it—yet knowing just how to properly cure and pack it.

Then came the drug famine. The wholesale price which has gradually been rising is now 15 cents per pound and skillful shippers make \$10 to \$15 per day. With a knife an incision is made near the ground and a piece of bark once loosened there may be pulled from the tree upward for ten to fifteen feet. Taking but a part of the bark does not injure the tree.

The other evening one of the charity organizations was giving a supper for a number of poor children of Indianapolis. One of the women had baked a particularly nice angel food cake for the occasion. One little boy attracted her interest and she decided that to matter what happened he should have a piece of her cake.

Accordingly she offered two or three women in passing their cakes by to get her own. She carried a big piece to the little fellow who gave it all back and said: "We got bread at home, lady. Please gimme some cake."

Crestfallen, she carried back her own cake and got him a piece of marble cake in which red and white mingled. And now she says: "No more angel food cake for me for charity parties."

BUSINESS AND SOCIAL ASSET

Pleasant Laugh, Which Can Usually Be Cultivated, Well Worth Trouble of Acquiring it.

You can cultivate a pleasant, contagious and spontaneous laugh just as well as you can cultivate a good speaking voice. But you must work for it. No doubt you hold an opinion of every one else's laugh but your own; and unless you have a frank and analytical friend or famously pleasant laugh, you may never have stopped to consider how your voice sounds in laughter. And yet it's part of your personality and you ought to know and care.

A young business man who laughed spontaneously and heartily and contentiously confessed that he had cultivated it.

"I've learned to laugh," he declared. "Once upon a time I didn't laugh easily, but I found many situations relieved by a good laugh at the right moment. I find it a mighty helpful business and social asset. And at the same time the mere act of laughing has made me more optimistic. So it works well all around."

"Give a grin at yourself in the mirror and see what other folks see when you smile or laugh. If it isn't an ideal picture, consider what you can do to improve it."

"First of all, you can of course, keep the teeth absolutely clean. They ought to be brushed night and morning. Then they can be straightened and filled and generally fixed up by the dentist. Yes, there will be dentist's bills, but you will be investing in a good-looking smile. You buy hats and veils and face powder to improve your appearance, so why not buy a good-looking smile?"—Rhoda Vale, in Designer.

GOT IDEA FOR CASH REGISTER

Original Maker of Machines Copied Device From Automatic Indicator Used on Ocean Vessels.

The invention of the cash register was due to one of those happy accidents of which only the alert mind takes advantage. A business man of Dayton, Ohio, named Jacob Ritty, had a store in a good location in that city, and it attracted many customers, yet somehow it was not profitable. He worried so much about his lack of success that a vacation became necessary, and he decided to take a trip to Europe. While on the voyage, Mr. Ritty one day visited the ship's engine room. His attention was caught by the automatic indicator which recorded the revolutions of the propeller shaft. The idea occurred to him: Why not devise a machine to record the sales in a store? Hence the cash register.

At the time of this invention John H. Patterson owned a retail shop in a small mining town near Dayton. He tried two of the machines—then of a rattier crude type—and was so pleased with the results that he realized the opportunities they offered. He bought out the company that was making them, and became its president.

Lopez Real Discoverer.

Francisco Lopez, the discoverer of gold in California, died in poverty, and the place of his burial is unknown. Marshall who accidentally discovered gold in the mft rice at Sutter's Ford six years afterward, was given \$5,000 a year by the state and a monument of brass was erected to his memory. Sutter, who had nothing to do with the discovery, and did not own the land upon which his mill stood, also was given a pension. Lopez immediately reported his discovery to his employers. Sutter and Marshall kept the discovery a secret until they had taken possession of large tracts of land, for which they gave the Indians almost nothing. Both Sutter and Marshall knew that their claims as first discoverers of gold were false. They were adventurers, and were at San Fernando in 1840 during one of the Mexican revolutions, and had heard of the gold fields in the San Fernando district.

To Secure Clouds on Negative.

Amateur photographers are delighted to find, sometimes, that they have natural clouds upon their negatives, and they imagine that these have occurred by a lucky chance. Really the result is a proof that they have made a correct exposure.

In order to secure clouds on the negative, it is necessary to remember an old rule—"Expose for the shadows, and the highlights will take care of themselves." In other words, one must look for the darkest part of the picture, and give that part sufficient exposure. Usually, clouds are lost because the sky, being bright, is much more exposed than other parts of the picture. On development the image becomes dense there before the darker parts are strong enough. Hence the sky will not print.

Explanation of Dreams.

Numerous forms of fever are accompanied by dreams of an unconsciously terrifying character; while in cases of severe neurasthenia and rheumatic affections, disturbed dreams are occasionally found to be forerunners of an attack.

Indigestion gives rise to very morbid dreams, into which weeping, sorrow, death, funerals, suffocation, and strange animals enter.

All these things are due to the curious effect which the mind has over the body during periods of sleep. Dreaming is a very natural thing, and those who never dream, at all are said to be mentally afflicted.

General Building Material

CEMENT SHINGLES BRICK
LATH PLASTER LIME
SEWER PIPE LUMBER ROOFING
REINFORCING STEEL

L. W. METZGER
Contractor and Builder.

HIGHWAYMEN OPERATE IN COW CREEK CANYON

GRANTS PASS, Aug. 1.—Highwaymen have instituted a reign of terror for motorists in Cow Creek canyon, several robberies having occurred there Sunday. One party came in here yesterday, having lost everything of value they had with them. Another party was sent to Roseburg while reports have it that several other holdups were staged in the same vicinity. The highwaymen wore red bandanas over their faces except one, who appeared to be the leader, who wore a dirty white one. There were four of the highwaymen.

The only thing overlooked by the robbers was a small gold watch which was worn by Mrs. Luma Dolbro, wife of the driver of the car. Mr. and Mrs. Dolbro were driving from Portland to their home at Redding when the holdup took place. They stated that the men came out and pointed their guns at the occupants of the car and commanded them to stop.

This occurred about 10 miles on the other side of Glendale. The robbers then threw a sheet over the heads of their victims, got in the car and drove it to a point on this side of the mountain. They took them up a secluded side-road and then proceeded to help themselves to everything of value.

After robbing them, the highwaymen cut the wiring in the automobile and left them. Mr. Dolbro managed to get the wiring together so that they could proceed to Grants Pass. They called on the sheriff and related their experiences, and Mrs. Dolbro left her gold watch as security for enough money to get home on. A watch, valued at \$40, money, all the clothes they had on, and a valuable ring were among the articles taken. After getting Mrs. Dolbro left for Redding.

The local officers are certain they will be able to identify the robbers and are now at work on the case. The men were described as victims of the holdup and the description appears to tally with a number of men wanted by the officers in certain other acts.

AROUND THE TOWN

Arundel, piano tuner. Phone 285.

Leave for Newport.—Charles Roberts and family left this morning for Newport where they will spend their vacation.

Have your water worn drilled neatly. Deep or shallow wells drilled. Prices reasonable. Albert Bruns, Looking Glass, Oregon.

Returns From South.—Harry Pearson returned last evening from points in the southern part of the state, after enjoying a week's pleasure trip.

Visit in Grants Pass.—Mr. and Mrs. T. J. Shattler left for Grants Pass this morning where they will remain for several days visiting related their experiences, and Mrs. Dolbro left her gold watch as security for enough money to get home on. A watch, valued at \$40, money, all the clothes they had on, and a valuable ring were among the articles taken. After getting Mrs. Dolbro left for Redding.

FARMERS SCAN FIELDS FOR SAMPLES IN \$10,000 GRAIN SHOW CONTEST



LOOKING THEM OVER. NEW CORN CUP

Chicago.—Who will be the 1922 Corn King?

Farmers are already scanning their fields in hope of carrying off international honors for oats, produced the best corn, wheat, oats, hay or seeds.

Besides the \$10,000 prize list offered to farmers again this year by the Chicago Board of Trade for the best grain and forage crops exhibited at the International Grain and Hay Show, several trophies will be awarded. The latest trophy is the grand championship corn cup. The farmer who wins the silver cup three years will retain it permanently.

Early activity indicates that this year's show, held in connection with the International Livestock Exposition Dec. 2 to 9, will bring out the largest exhibit of wheat, corn, barley, sweet clover, timothy, soy beans, cow peas, and field peas, ever shown. State institutions, as well as agricultural colleges and farm associations, the federal government, and national farm bodies will be making a success of the show which is held solely in the interest of agriculture and farm life.

J. W. Workman, Maxwell, Ill., won the coveted corn championship last year. And there are several thousand farmers out to outdo him at the coming show.

Let Us Fit You!

Our new stock of imported woolsens 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.

ROSEBURG S CLEANERS
J. F. DILLARD, Prop.
Phone 472. 308 N. Jackson