

# ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

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ROSEBURG, OREGON, FRIDAY, OCTOBER 13, 1922.

### CHANGING POPULAR HABITS

Many business people fail to achieve success, because they conceive that the people have certain fixed habits that can not be changed. They think that as trade always has gone in a certain direction, it will continue to do so. So they just lie down on their job. But popular habits are not thus fixed. They are constantly changing under the impulses of new suggestion. The custom of knitting by women might be considered as an example. Formerly knitting was regarded as a more or less old-fashioned habit. Old ladies were supposed to knit, but many young women would have thought they looked queer if they were seen plying the needles. While the war had a lot to do with re-establishing the habit of knitting, yet advertising also was a big factor in it. Today you see a great many women, old and young, diligently plying their needles. Magazines and newspapers remind women and girls of the pretty things they can make with their own hands by the use of colorful yarns. The result has been to popularize the custom again. The knitters are reminded that they can not merely make the warm articles that our grandmothers used to turn out for cold weather wear, but they can create light weight things fitted to any season. Thus the habit spreads from one to another, and these bright colored garments become a charming feature of the modern woman's outfit. Advertising had a large share in creating this tendency. In the same way the popular habit of buying goods can be changed in any direction. The merchant who finds that he is not getting his share of trade has probably not done anything to help shape the buying habits of the people of his town. Probably he has not attempted to interest buyers from the surrounding country, who now go elsewhere to trade, but who would just as soon come to his place if he would make an effort to interest them.

Some people believe that retail store business is a very profitable operation, and that the public is heavily taxed for the gains of that business. Such folks note the statement recently made by the secretary of the New England Clothiers association, to the effect that the net profit in the clothing line rarely exceeds one and three tenths cents on a dollar. There may be lines of trade on which the average retail profit exceeds that figure, but it is never a large percentage on sales. A false idea about retail business exists in the minds of many persons, and constantly people are setting up new stores, hoping to draw a share of what they believe are liberal gains. But the great number of concerns that get out of business after experimenting with it a few years, indicates that the popular idea of these rewards is largely illusory. The retail clothing business is a specially efficient one, as it is a line that is usually pretty well advertised. Enterprising men in that business keep their stores well before the public by publicity, and as a result gain a large volume of trade. By doing business on an extensive scale, they are able to cut the margin of profit on each sale down to a trifling percentage. There are some lines of business which do not advertise freely, in which the margin between the wholesale and retail price is larger. In this case the merchant may not be making much money, but owing to his failure to draw in a large volume of trade, his charges for overhead and other expense are a heavy load on each sale, and make prices high.

In every community there is a certain proportion of children who are not normal in ability. In former years these backward pupils dragged hopelessly behind in their classes. Desiring to excel in some way, they were apt to cultivate mischief as a means of proving they were not wholly deficient in ability. Progressive school systems now establish what are often called "opportunity schools," which are special classes for these sub-normal children. Usually about half of the time of such groups is given to hand work, which interests such pupils and arouses their sluggish mentality. Instead of being ineffectual to lives of insubordination, they are induced to do real work, and enter useful careers. Such instruction and the special attention needed will not probably cost anything in the long run, as it saves a certain proportion of these children from being dependents and possible criminals.

About the best thing that the public schools can do for a child is to send him out into the world with a healthy body. You can stuff his head with book knowledge, but if he leaves school with serious physical defects, his life is in danger of being a failure. School pupils should have regular medical inspection with effort to secure correction of remediable defects. There should be systematic instruction in hygiene. Children should be taught the advantage of fresh air, they should be shown the necessity of eating nutritious foods instead of over indulgence in sweets, they should be warned against the common unsanitary practices. Instruction of this kind has more to do with the success of their lives than much proficiency in book learning.

**SOLDIER WHO FELL ON BAYONET MAY GO BLIND**  
fell on his bayonet. He may lose the sight of one eye.

**WAKE UP!**  
Build a house, we will both you  
Pace Lumber & Fuel Co.

**COP SERVES AS HORSE TO HAUL DRUNKEN MAN**  
WAKEFIELD, Mass., Oct. 12.—A  
Christianity were treated to a surprise  
when on their way home they came  
upon a delivery wagon being loaded  
by Patrolman Harry Brown, and  
pushed by Chief of Police James J.  
Pollock, and containing a man ar-  
rived for drunkenness. Chief Pol-  
lock discovered the man unconscious  
from drink. The patrol was with  
the chief went to a barn and got  
the delivery wagon. Having no horse  
he called Patrolman David Brown  
and put him between the shafts. The  
prisoner was put in the wagon and  
with Russell in front and the chief  
in back pushing the strange proceed-  
on went to the police station.

**CHAMBERLAIN'S TABLETS**  
FOR  
**CONSTIPATION BILIOUSNESS**  
Headache  
**INDIGESTION**  
Stomach Trouble  
SOLD EVERYWHERE.

## Prune Pickin's

BY BERT G. BATES.

**GOOD EVENING FOLKS**  
A typewriter salesman  
Meandered into  
Our sanctum this a. m.  
And insisted us  
By taking his paw  
And wiping the  
Dirt and grease  
Off our gossip-mill.

Andy Gump is raising quite a furor in the Portland district and the issue is so clouded at present that it is difficult for the down-stater to determine whether its a comic strip campaign or camp-meeting.

The feathered Knights Templar departed from our midst today. The town esp had yed. this a. m. that he wished the city would provide him with one of "them thar flashy outfits."

Shin-plasters were much in demand this evening following the football game.

Two local sleuths went sleuthing for stills last eve and returned early this morning with cloves on their breath.

**CONSIDER THE ACORN**  
It is a nut, yet when it falls from the tree it has wrapt up in its shell an unalterable resolution to produce an oak tree.

It is a nut, but it needs only the environment of earth, warmth, and moisture to accomplish its job.

It is a nut, but it never produces a string bean vine, a lemon tree or huckleberry bush.

It is a nut, but it specializes on oak trees and never fails.

You, too, may be a nut, but if you specialize you will win.

You, too, may be a nut, but if you have the acorn's same high purpose, the same firm resolve, no human power can stop you.

Consider the acorn; it, too, is a nut—

**HOLY MACKEREL!**  
Mrs. Bertie Trout Rogers of East Grant Street, announces the engagement and approaching marriage of her daughter Grace Trout, to Herman Herring, the wedding to take place Sept. 2 at high noon—Marion, Ind., Leader Tribune.

With the possible exception of vanity, a woman may outlive her faults.

Don't be a pessimist. Things aren't as they were and never will be.

**DUBIOUS COMPLIMENT**  
Wife—Whenever I sing the dog howls.  
Hub—The instinct of imitation, my dear.

It will soon be the season of the year when hoarse with ventilating systems will be discarded—by men.

**IS THIS NEW? NO.**  
News item: Jack Dempsey refuses to fight in France.

There is such a thing as being too optimistic in the matter of credits. The optimist charges and the pessimist collects.

A motorist is reported to have died of fright when he almost struck a pedestrian. That wasn't in Roseburg. The motorists here never almost hit anyone—they do it.

Thirst for literature reaches its suppurative degree when a newspaper man buys a book he might have borrowed.

Who says fate has no sense of humor? A Kansas insurance man looked for a gas leak in his office with a lighted match and nothing burned, he gets no insurance on his wrecked property.

## In Ye Olden Days

(From Roseburg Review, May 28, 1891.)

The city council has purchased the property of George Carpy, corner Oak and Main streets for the site of the new city hall. The price paid was \$1900, but Mr. Carpy received considerable more from parties interested in having the building located there. He gave \$1500 for the same lot only a year ago.

I. Wollenberg and family of Cannonville are visiting the family of H. Wollenberg in this city. They will soon go to Germany to reside permanently, we understand.

John Letson of Yoncalla was in town yesterday.

### Spent Fortune In Search

"I spent \$1,800 in 7 years treating with physicians, some specialists costing me \$10 a visit, only to at last say that nothing could be done for me, that I had cancer or ulcers of the stomach. I suffered awful pains in my stomach, but after taking a few doses of May's Wonderful Remedy these all disappeared. And for three years am feeling fine." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded. For sale at all druggists.

### NOTICE TO THE PUBLIC

As there have been quite a number of violations of the building ordinances recently we wish to serve notice that buildings constructed in the fire limits in violation of the law hereafter will be ordered torn down. Building permits must be secured before construction of buildings of any kind is begun anywhere in the city.

### Football Dance at Maccabee Tonight

A big football jubilee dance will be staged tonight at the Maccabee hall and the public is invited. The Umpqua Five will furnish music and they promise an evening of real harmony, pep and enjoyment. "Swanee Bluebird," "Blues," and "Say It While Dancing," are three new fox trots which will be featured by the orchestra tonight. These numbers are making a tremendous hit in the east and will undoubtedly delight local dance lovers.

wonder, said after a moment's thought "Oh, what a memory you've got."

From the neck down a man is worth about \$2.50 a day. From the neck up—ah, that's up to you.

Groggery—Don't take it. It's too high. There's as much nourishment in a pint of peanuts as in two pounds of steak, anyway.

Butcher—That may be, but there's no gravy an' nothin' for the cat an' no hash the next day.

**THE KIND NOT MADE IN HEAVEN**  
"It's got so these days," complained a young man, "that you can hardly get married unless you can show the girl two licenses."  
"Two licenses?" exclaimed the friend.  
"Yes,—Marriage and automobile."

**FLAPPER SONG**  
Delta Kappa Epsilon,  
Kappa Gamma Mu,  
Pearl pins, gold pins,  
Pins enameled blue—  
Chi Psi, Delta Phi,  
Delta Sigma Nu,  
Tea time, toddle time,  
Taxicabs for two.

**LAFE PERKINS SEZ:**  
"The moths have just about depleted last year's crop of overcoats."

**"11"**  
cigarettes  
They are GOOD! 10¢

### LETTERS FROM THE PEOPLE

#### WALTER PIERCE ALLEGED TAX REDUCTION PROGRAM DOESN'T HOLD WATER.

ROSEBURG, Oct. 13.—Editor of the News-Review: Walter Pierce, democratic candidate for governor, has succeeded in creating the impression that if elected governor he can cut taxes in two. The claim that he can cut taxes fifty per cent is simply a vote-catching extravagance upon which to ride into office. Let us see how much a governor has to with Douglas county taxes.

The total amount levied on Douglas county property this year is \$1,144,735. Of this 77 per cent was levied by county and local authorities for schools, roads, city and town purposes, including the port tax of \$22,850. How could any governor cut this local part of the tax bill in two? Reduction of these local taxes is up to the voters in the local districts.

When cornered, Mr. Pierce admits his 50 per cent tax cut promise is intended to apply to state taxes only. Let us see how this works out on Douglas county.

Only 23 per cent of all Douglas County's taxes this year were state taxes—for soldiers' bonus two and one-half per cent, for market roads two and one-half per cent, for state aid to elementary schools five per cent, and for state higher educational purposes seven per cent, the latter including the educational aid to the soldiers and sailors, as well as all the millage bills and appropriations for Oregon Agricultural College and University of Oregon.

Senator Pierce introduced several of these tax measures and supported all of them. Which ones will he cut out?

The balance of the state tax, six per cent of the total Douglas tax bill, goes mainly to support institutions caring for the insane and other afflicted. Besides paying the expenses of state government. Even if Mr. Pierce cuts this amount in two he would reduce Douglas county's tax bills only three per cent; yet even this amount could not be cut in two without turning insane, feeble minded, orphans and other dependents out upon the public for charity.

The claim that taxes can be reduced 50 per cent, or any other substantial amount, by a governor or through his influence is so preposterous that it is obviously intended only for campaign purposes.

The problem of taxation is mainly a local one, up to the people of the various taxing districts.

Of the total tax bills of Oregon this year, \$40,473,906, only 23 per cent, or \$9,273,276, was levied as state taxes. This amount included soldiers' bonus millage necessary for soldiers' loan bond redemption, market roads millage, millage for state aid to elementary schools and all the millage and appropriations for state educational institutions, including the soldiers' educational aid.

Only \$2,514,080, or six per cent of all taxes paid in Oregon this year, were for general state purposes outside of roads and education, while 94 per cent were taxes voted by the people of the state or of local taxing districts, or for purely local expenses under control of the people of each county and locality.

As state senator, Mr. Pierce introduced more bills than any other member of the kind that increase taxes. He voted for practically every appropriation and millage bill that came up and has caused more higher taxes by his bills and votes than any other member of the legislature in the state of Oregon in 25 years.

I believe in fair play—even when it comes to discussing taxation.

**TAXPAYER.**  
Every minute, on the average, fire destroys \$32 in property; be careful all the time.

**Local News**  
Arundel, piano tuner. Phone 183-L.

In Portland—  
H. C. Wilson of Roseburg is a visitor in Portland for several days, looking after business matters.

Oscep Brizuela, less ash than wood, and a stovard fire than coal. Get them at Page's, phone 242.

THE WORD  
**'Sterling'**  
on silverware is your guarantee that it is  
**SOLID SILVER**  
925-1000 pure  
Let us show you some of the new and beautiful patterns. It pays to buy—  
**"STERLING"**  
**BRYAN'S GIFT SHOP**  
Jewelry, Silverware  
Clocks.

### TODAY'S MARKET REPORT

#### PRICES PAID FARMERS FOR PRODUCE

Butter, 35 cents a pound.  
Butterfat, 46 cents.  
Eggs, 45 to 50 cents per dozen.  
Eggs, pullet, 40 cents per dozen.  
Hens, heavy, 17 cents a pound.  
Hens, light, 10 cents a pound.  
Springers, 20 cents a pound.  
Wheat, \$1.10 at mill, sacks returned.

Barley, \$35 a ton.  
Grain hay, \$15 a ton.  
Veal, dressed, 8 to 12 cents a pound.  
Hogs, dressed, 13 cents, 120 to 160 pounds weight.  
Cows, prime, 4 1/2 cents.  
Steers, prime, 6 1/2 cents.  
Tomatoes, 30 to 40 cents.  
Lettuce, 80 cents per dozen.  
Honey, local production, 20 cents a pound.

Cascara bark, 1922, 6 1/2 cents a pound.  
Cascara bark, 1921, 7 1/2 c.

**RETAIL PRICES ON MILL PRODUCTS.**  
Mill run, \$1.20 to \$1.30 a sack of 80 pounds.  
Cracked corn, \$2 a 100 lbs.  
Rolled barley, \$1.55 a sack of 75 pounds.  
Grey seed oats, per bushel, 76c to 80c.  
Feed oats, per 100, \$1.90.  
Flour, soft wheat, \$1.65 a sack.  
Flour, hard wheat, \$2.15 a sack.

and daughter, Seattle; M. Slater, Seattle; H. R. Lawson, Seattle; H. J. Anderson, Seattle; Mr. and Mrs. R. O. McNeal, Great Falls, Montana; George Davis, Seattle; Mr. and Mrs. W. L. Metzler, Portland.

**SPIRELLA CORSETS.** Made to Measure. Bell Case, Phone 391-L.

Magazines, back numbers, wanted. Fiction Library.

Painless extraction of teeth at room 9, Masonic Temple. Dr. Nerbas.

Fresh grape juice at the Overland Orchards. Bring or send your containers.

See the new Oldsmobile truck. The real farm wagon. 403 Cass St. J. V. Casey agent.

Dressmaking. Dresses and fancy gowns. Mrs. Ellen Lewis, 205 Parkers Bldg.

Among the arrivals at the Umpqua hotel this morning were Mrs. J. F. Ward, Astoria; W. E. Wilson, Salem; Arthur R. Mattoon, Portland; J. J. Stever, Eugene; Evelyn E. Dennis, Los Angeles; D. H. Diamond, Portland; J. R. Lee, Portland; Edwin Weaver, Myrtle Creek; Mr. and Mrs. Ben McMullen, Myrtle Point; Earl C. Cowles, Days Creek; Charles E. Best, Eugene; A. L. Parkhurst, Portland; P. B. Herman, Grants Pass; James McCune, Portland; Fred A. Kingston, Portland; Mr. and Mrs. Lester Simmons, Portland; W. W. Nye, Myrtle Point; Mrs. F. C. Jones, Los Angeles; Mr. and Mrs. R. J. Winthrop, Eugene; H. J. McPhoe, Portland; Geo. Tucker, Medford.

**PILES**  
Cured without Surgery  
MY guaranteed cure for Piles is a non-surgical method, eliminating knife, operation, anaesthetic, pain and confinement. I have never failed to cure a case of Piles in the history of my practice, proof of which may be had by examining the long list of prominent Northwest people whom I have treated.  
I remove all doubt as to results by allowing to refund your fee if I fail to cure your PILES. Write or call today for my FREE booklet.  
**DR. CHAS. J. DEAN**  
2ND AND MORRIS STS PORTLAND, OREGON  
MENTION THIS PAPER WHEN WRITING

## W. L. COB

DEMOCRATIC CANDIDATE  
**County Judge**  
Douglas County, Oregon, at  
Election, Nov. 7, 1922.

MY PLATFORM: A business administration applied in the same manner that a successful and progressive enterprise is conducted by the most efficient and efficient leadership. Support is earnestly solicited through business administration of county's affairs.

## Modern Equipment

Enables us to DRY CLEAN THOROUGHLY without wear or INJURY to Fabric. A trial will tell.

**Imperial**  
CLEANERS  
OUR AUTO WILL CALL  
PHONE 371.

**SERVICE**  
The word "Service" has a real meaning here. We have any system of STAIRS, LIGHTING and HEATING. From the stationary safe magnet to the most complete dual or tandem lighting—the oldest starting and operating system to the present—we are ready and able to offer REAL SERVICE at most moderate cost.

**L. G. DEVANEY**  
Erich Magnets  
Zenith Carburetor.

## A GOOD FARM

Land is the best security investment. Buy a farm and make it your home. We have a big list for your inspection. How is this one—  
80 acres on Oak Creek; 3 miles out on good road close to school and church. Daily milk, horse and barn, small silos, acres of farm land, 6 acres corn, balance in grain and garden, family orchard, balance place in pasture and timber—\$3500.00.

## RICE & RICE

**BRUTON'S TAXIDERM**  
TANNING AND FUR  
Roseburg, Oregon, E. F. P.