

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON, FRIDAY, OCTOBER 26, 1922.

THE SILENT SALESMAN.

Advertising is the silent salesman who talks for the merchant in a most convincing manner, creating demand which quickly results in the consumer buying the goods advertised. Some may doubt this fact, but it has been demonstrated too often these last few years to permit of well founded questioning. Just one instance in this connection will show what advertising will do. Who would think of advertising oranges to increase sales but some one who was mentally unbalanced? Oranges were already known to everybody, and to spend money in advertising would be a sheer waste. That is what growers thought. But their packing houses were filled and market glutted. Loss stared them in the face. Something had to be done, but what could move crops was the question. Some one thought of advertising for buyers. Just a newspaper graft, wailed the "dead ones." But the experiment was tried in one state. Sales in that section of the country perked up and exceeded all previous records by more than sixty per cent. Still unconvinced, but urged to try the experiment as a last resort a little longer, California growers consented. Their surplus production was exhausted, markets have been established, and today, only a very few years since the experiment was started, there is no longer any surplus of oranges in the Golden State. Printers ink did for the growers what no one thought it would do, created a demand for the fruit. Advertising in legitimate channels will do the same thing for local merchants. It will find customers, create demand and distribute commodities. It will not only do that very thing for local merchants, but growers in the Umpqua valley may successfully employ advertising to open up markets for their prunes, apples, cherries, peaches, pears, melons and broccoli.

HAS AN EXCELLENT RECORD AS MAYOR.

With Napoleon Rice as mayor of Roseburg this city is assured an administration that will redound to the best interests of all the people. His long residence among the citizens of this community, his loyalty to any cause affecting the furtherance of substantial progress of the Umpqua valley is too well known for extended comment. There should be no question regarding the election of Mr. Rice as mayor of Roseburg at the election November 7 to be held in this city. He should be carried into office by an overwhelming majority. His record as mayor during his last administration is an open book and one that any loyal citizen might well feel proud that his confidence had not been misplaced in giving support to such a splendid administration of the city's affairs. The people of Roseburg should not falter in their effort to secure a duplication of the most excellent efforts put forth by Mr. Rice for the betterment of this municipality. It is a great sacrifice for any business man to give of his time and labor without remuneration to conscientiously look after the many important problems affecting a growing city like Roseburg, and when a citizen of the character and business ability of Mr. Rice gives way to serving the public it would be nothing less than a rank injustice to look upon his candidacy in any other light than from a standpoint of justice and fairness to the ex-mayor. Mr. Rice is fair in all things. He is open to conviction on all public matters and has always been willing to submit to the will of the majority. In truth, he will make Roseburg a mighty fine mayor.

Look out, Mr. Farmer, for the single tax measure on the ballot at the November 7 election. If you think taxes are too high at this writing, just wait until these "initiative fiends" get through with you and your farm will look like a million dollars to the tax assessor. Under the provisions of a single tax law all lands stand the burden of taxation and these rascals who are continually trying to put something over on the public by way of initiative measures on the election ballot should be gagged and fully discredited in their promiscuous activities in this state.

The local order of Elks had a big frolic last evening. The antlered herd was out in full force, with the presiding officers arrayed in dress suits, to witness the splendid ritual work administered by the officers of McMinville lodge. Those boys sure do know how to "put her over." The order now has over a thousand members in good standing and is making wonderful strides along progressive lines which is sure to keep interest bubbling for the live wires of the order.

Portland is staging a "health exposition," the motto being, "Live a little longer." Of course it's all right, and to "live a little longer" might do for most places, but with the matchless attractions maintaining in the glorious Umpqua valley it is necessary to "live a little longer" in order to get time for enjoying all there is to be found here. And, too, in this wonderful healthy locality the most of people do that very thing.

Five sets of triplets and two sets of twins born to one family is the record for Mr. and Mrs. Frank Scott, of La Porte, Indiana. The family is on the way west in order to get a farm large enough to supply a living for the children. This record ought to cause self condemnation to a lot of couples who have been married ten years and still have neither chick nor child to show.

Somebody who was out after twelve o'clock last night reported to this office today that a flock of geese passed over the city—and he wasn't an Elk, either.

They're trying awful hard to hang something on Walter Pierce—from a tax receipt to a \$5,000 slush fund. But the eastern Oregon farmer is pretty elusive.

"Passing the buck" is a daily pastime with some people.

Say, boys, the country fair at the armory is a hummer.

Prune Pickin's

BY BERT G. BATES.

GOOD EVENING FOLKS—

It is authentically and irrevocably reported that Harry Pearce and Claude Cannon will go on the road next spring with a troupe of trained cockroaches. As they are in possession of a large number of the clever little animals at present and their numbers are increasing almost daily.

Finis Dillard was a visitor in our sanctum this a. m. and his visit will long be remembered as he was smoking his pipe which has been his constant companion during his residence in this village.

If Wally Pierce ever becomes Gov. of the grand old state we'll bet dollars to w. k. doughnuts that he'll have the editor of the Portland Telegram and his entire staff guillotined.

Several of our townspeople are sporting brand new cars this week which is a good indication that gasoline will be the main fuel burned this winter.

The city council attended the library fair last eve. and lost 15 or 20 cents per capita on the race horse game. It is rumored that amount will be included in next year's budget.

We always thought there was something to live for in this old world and now we know it. Last night we saw Harley Watson wearing a dress suit. Harley said the dealer he rented it from in the metropolis assured him that this selfsame suit had attended some of the biggest fish and soup gatherings in the state, the stains of which were still on the vest.

Ambassador Gavage Harvey says the Bible gives no recognition of women having souls and that consequently they are not bound by the 10 commandments. Gavage has a fight on his hands now. The women folks are a darn sight less apt to smash the ten commandments than are the men folks. Gavage had better draw in his horns while the drawin' is good.

Local flappers are much relieved today by the news from Los Angeles that Wally Reid is improved in health.

Politics are warming up locally with lifelong friends and bosom companions ready to jab each other in the back.

The Doug. Co. band concert on the main street last night and were the recipients of much sky-juice and applause.

It is understood that a carload of dice will be imported for Armistice Day to be used instead of confetti on the streets and alleys.

The Portland Journal in yesterday's issue carried a front page portrait of Clara Phillips, the Jane who smashed another dame over the dome with a 15 cent claw-hammer in Los Angeles, a suburb of Hollywood. Clara is smiling happily in the portrait. If she doesn't break into the movies she'll be writing testimonials for some hammer manufacturing company we predict.

"Dinty" Moore, the corpulent drummer from the metrop was amongst us yesterday dispensing a new line of gags.

Of all the poets on this old earth, the one which we despise, is the candidate for office, who hands us cards and lies.

The city police force met as per usual in front of the News-Review office today and deduced for quite a spell. The secretiveness of the meeting made it almost impossible for us to catch an earful but by paying the closest attention we were able to learn that the boys had come into possession of a home brew receipt and were trying to deduce, decipher and decide whether to use one or two pounds of raisins.

The waste-basket of Prune Pickin's is crammed full of anonymous letters written by cowards who are always willing to shoulder the blame onto the newspaper and then secretly report to their closest friends that, "I wrote that letter you read in the paper last night."

TWO VIEWPOINTS.

Sim and Sam, who hadn't seen each other since overseas days, met in the street and, after partially strangling each other by way of greeting, began grating personal.

"Married?" asked Sim.
 "Yep," replied Sam, "You?"
 "Nope," answered Sim. "You're a lucky dog. 'Tain't good for a man to live alone."
 "No-o-o!" drawled Sam somewhat dubiously. "Prob'ly not, but sometimes I'd be willing to try it."

Count yourself on the toboggan the moment you begin to feel sorry for yourself.

TIT FOR TAT.

"Why don't you look where you're going?" cried the cross-eyed driver to the jay-walker.
 "Why don't you go where you're looking?" was the angry retort.

LAKE PERKINS SEZ:

"It's 'bout time for the merchants to start peddlin' 1923 calendars."

BEFORE you sign an application for life insurance C. McElhinny the Oregon Life man



1847 Rogers Bros.
 new pattern in silver plate—"The Anniversary"
 6 Knives
 6 Forks
 6 Teaspoons
 6 Tablespoons
 1 Sugar Spoon
 1 Butter Knife

Appropriately engraved without extra charge. \$31.85 complete in case.

Bryan's Gift Shop

GIFTS THAT LAST

State Press Comment

CRIME AND THE PULPIT.

The press of the nation is carrying at present, long stories, lurid in their details, of a clandestine love affair between a prominent eastern rector and his choir leader, both of whom were found murdered. Prominent in the headlines are the words "rector," "pastor," and "minister."

Whenever any man is in a position that places him before the public, he is a minister, politician, banker or actor, he assumes a responsibility to that public. His everyday life becomes an open book. He is placed where he is looked up to by the community in which he resides in every case, and in a great many instances, he is looked up to by an entire nation.

In the event this life is not as it should be, he is pitilessly exposed. Nor because he is a minister, or a politician, nor an actor, but because he is a symbol of a certain creed or profession. It is to be expected that certain classes of people are unsavory in their everyday lives. Tales of their past, present and predicaments as to their probable future, arouse but a passing interest. A tiny splash of black upon a spotless robe is noticed rapidly, when a blot cannot be detected upon a darker garment. Even when it is seen, it passes inspection without creating comment.

Whenever a man assumes a position of trust or respect, he becomes the guardian of that position. His deeds and life should be such as to bring about no unfavorable criticism either upon him personally or upon his profession.—Ashland Tidings.

MASTERING PARTIAL PAYMENTS

In the old-time arithmetic the mathematics class felt it was a man's duty when it was wrestling with the division in the arithmetic devoted to "partial payments." It is so in business "Partial payments" prove to be big problems. The temptation comes in the time of general slowing down to postpone payment of the entire obligation, oftentimes when the cash to pay all of it is not easily accessible. The temptation is not to pay at all if one cannot pay all. But there never was a more dangerous course for business to pursue.

If you cannot pay all the bill you owe, pay part of it. It is the dollar that is moving that helps.

The school boy of a generation ago found that when he had mastered "partial payments" he had gained much confidence in his own accuracy, his systematic method of doing work, his ability to stick to the problem until it was solved. It is so with business. Partial payment is the surest method of reaching the stage of the red line and balancing.

The dollar that is started to work now will do the work of ten before it quits—and come back ready as ever for new duties.—Eugene Guard.

Kill the Single Tax Proposal.

For the seventh time in the past sixteen years, the people of Oregon will be required to vote in November on the single tax question. At four general elections, the proposal made flat footed, was voted down overwhelmingly. At three general elections, indirect proposals met the same fate. In 1920 the vote against single tax was more than four to one.

This year the proposed constitutional amendment is single tax, pure and simple, the full text being as follows:

"Section 1 of Article IX of the constitution of the state of Oregon shall be, and hereby is, amended to read as follows:

"Section 1. From July 1, 1923, taxes necessary for the maintenance of state, county, municipal and district government shall be raised by a tax on the value of land, irrespective of improvements in or on it, and thereafter the full rental value of land, irrespective of improvements, shall be taken in lieu of all other taxes for the maintenance of government, and for such other purposes as the people may direct."

"All provisions of the constitution and laws of Oregon in conflict with this section are hereby abrogated and repealed in so far as they conflict herewith, and this section is self-executing."

The only thing for Oregon to do is to defeat the proposed amendment once more. A minority of the voters (less than one-fourth) who own no farms, no homes and no

business property desire that those who, by industry have acquired land, shall give its full rental value to the public every year. Of course, no owner favors the radical amendment, therefore he must join with all other owners in voting down the proposal.

This is one nuisance that never can be escaped so long as 15,000 qualified voters sign an initiative petition. Single taxers have not been deterred by repeated defeats. If the proposal should go down next month by an adverse vote of five to one (which it probably will) it is almost certain to be on the 1924 ballot.

Single tax proposals is one of the few rights to make their own laws. Every time the measure is passed the people of Oregon pay proposed, those who own land must, in self-protection, go to the polls. Until the single taxers let go, they will automatically perpetuate compulsory voting, and this condition is bound to defeat them.—Portland Telegram.

Before buying those school shoes get prices at Stephens'.

TODAY'S MARKET REPORT

PRICES PAID FARMERS FOR PRODUCE

Butter, 35 cents a pound.
 Butterfat, 46 cents.
 Eggs, 45 cents per dozen.
 Eggs, pullet, 40 cents per dozen.
 Hens, heavy, 17 cents a pound.
 Hens, light, 12 cents a pound.
 Springers, under 3 lbs., 20 cents a pound.
 Stags, 15 cents a pound.
 Old roosters, 10 cents a pound.
 Wheat, \$1.10 at mill, sacks returned.
 Barley, \$26 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, 5 1/2 cents.
 Tomatoes, 30 to 40 cents.
 Lettuce, 80 cents per dozen.
 Honey, local production, 20 cents a pound.
 Cascaro bark, 1922, 6 1/2 cents a pound. Cascaro bark, 1921, 7 1/2 c.
 RETAIL PRICES ON MILL PRODUCTS.
 Mill run, \$1.30 to \$1.50 a sack of 80 pounds.
 Cracked corn, \$2 a 100 lbs.
 Rolled barley, \$1.50 a sack of 70 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, \$2.00 a sack.

What God Says about SELFISHNESS

"Lay up for yourselves treasures in heaven."

This is something that might be called divine selfishness.

It's rather startling, isn't it? Here is a definite and deliberate word of God telling men to lay up something for themselves. Well, how shall we go about it?

The first thing we think of is that our hands are dirty and we cannot handle heavenly treasure. You know that's so, you earthly man you, don't you? How about getting them clean just as you would for handlin' gany precious thing you don't want to soil?

It's strange, but the best way to cleanse your hands is to get your heart clean and the only thing that can cleanse that is the blood of Jesus. God says that the blood of Jesus Christ, His Son, cleanseth us from all sin,—us, who believe that it does. So earthlyman, believe what God says about His Son, and your hands will be clean and you will immediately be able to lay up treasure—with divine selfishness.

It's reasonable, isn't it, and the treasure—well, it's some treasure, believe me,—no, don't believe me, believe Him.

Read the Bible for yourself and see what treasure it unfolds.

*Matt: 6:20. Copyright, 1921—J. A. R.

CHURCHES

Salvation Army, 311 North Jackson street Captain and Mrs. H. R. Briggs. Meetings Tuesday, Thursday and Saturday 8 p. m. Sunday holiness meeting 11 a. m. Company meeting 2:30 p. m. Young people's legion 6:15 p. m. Salvation meeting 8 p. m. Bright, brief, breezy, bristling meeting. Everybody welcome.

The Presbyterian Church, corner of Lane and Jackson Sts., L. B. Quick minister. Bible school 9:45. If you are not already a member of a Bible school we want you to join our school, you will enjoy it. Morning worship 11 a. m. Junior sermon "A Chinese Idol" The pastor will show the women and girls of China worship. Junior endeavor, 2 p. m. "The Evil of Intemperance." Leader Bill Knight. The Junior orchestra will have something special. Senior endeavor 6:30 Topic "A Selfishness World." Leaders Lenore Hellwell and Lulu Mae Quick. Evening service 7:30. Topic "The Mind." Psychology as taught in the Bible flatly contradicts a number of the pet theories of modern psychology. What the Bible teaches regarding the human mind is reasonable and easily understood; if it interested come to the service Sabbath evening.

Christian Church, corner of Pine and Woodward streets, C. H. Hutton, minister. Regular preaching services morning and evening. Bible school at 9:45 a. m. opened with orchestra concert. Morning service at 11 a. m. Rev. J. A. Bennett of Silverton will occupy the pulpit in place of Rev. Hutton who is conducting a revival service at Silverton. Y. P. S. C. E. at 6:30. Evening service at 7:30.



111 cigarettes

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W. L. COLE



DEMOCRATIC CANDIDATE

County Judge

Douglas County, Oregon, at

Election, Nov. 7, 1922.

MY PLATFORM: A business

administration applied in the

county enterprise is conducted by

support is earnestly solicited

through honest administration

county's affairs.

Andy Caraway, president

Crane, leader. A good meeting

held. Come 7:30 p. m. Evening

ship. Message by the pastor

by the Wickham girls. You

the service, thoughtful and

All are invited.

First Methodist Church

Main street at Lane W. 6

pastor. Rev. P. M. Jasper of

land, superintendent of

school for the Oregon conference

be with us. He has asked

the teachers and all others