

## ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

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## SUBSCRIPTION RATES

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ROSEBURG, OREGON, SATURDAY, NOVEMBER 25, 1922.

## THE LOCOMOTIVE.

Wm. Wrigley, the chewing gum manufacturer, when recently asked why he continued to spend millions every year to advertise gum, when the past expenditures had created a splendid demand and a steady sale, replied: "If I were to stop advertising, it would be just like taking the engine off a train. It would slow down and stop after a while. Advertising is the locomotive of business and if you don't keep it up business will stop."

This has been proven many times. A score of years or so ago, St. Jacob's Oil was the best advertised and best selling medicine of its kind on the market. Its proprietor died, and the administrator of the estate viewed the enormous expenditure for advertising as waste, and proceeded to cut it in half the first year. Sales continued, in nearly the same volume, being carried on by the demand created by previous advertising, so the new manager thought he would save still more by cutting out advertising altogether. He did, and in two years the concern was bankrupt.

For over a century Pears' soap had a sale almost world-wide. It advertised persistently and constantly, and was probably the widest known English product, as well as one of the best soaps made. During the war, money hitherto spent in advertising, was diverted to the purchase of war bonds and war donations, very worthy purposes. But the soap sales steadily diminished and last year the advertising was resumed on an enormous scale, millions being spent in a desperate effort to recover business lost through neglect of advertising. They had taken the engine off, the train was slowing down.

Wrigley's simile is a good one. Advertising is the locomotive of business. Some do not know how to run the engine and waste steam and do not get results commensurate with cost and then disconnect the engine instead of learning how to drive it. Some figure that a stick of wood a day is enough to keep the steam up and are surprised because the train doesn't move faster. Some however keep at it constantly, the steeper the business hill to be climbed, the more the advertising expenditure, and these are the ones with steadily growing business. Many others figure that business does not need advertising but will grow without it—but it will not, any more than a train will haul itself without a locomotive.—Salem Capital Journal.

## THE TESTING OF CHARACTER.

The opening of school and colleges is a somewhat anxious time for many parents, since their young people are going away from their homes for the first time to schools and colleges. Also many who have quit school have recently taken business and other positions at places at some distance from home. Fathers and mothers in many cases feel serious doubt as to how these youngsters are going to conduct themselves when they get away from the restraints of their early youth. A boy of this type was receiving a long list of final charges from his mother. Rendered somewhat desperate, he finally broke out: "Mother, if you have not been able to show me how I ought to behave in the 18 years you have had me at home, it is too late to start in now." There is much truth in that. A young person's character is somewhat formed by the time one reaches the age of 18. Those who run wild after that period must previously have manifested flaws of character, which could usually have been corrected if parents were watchful and wise and firm. Fortunately the young folks that have had good homes are likely to be true to the example that has been set before them. The thought of that loving influence back in the old town that longs to see them do well, is a restraining force in many circumstances of moral peril. The boys and girls who are making their first start in the world this fall should realize how much they owe their parents, who have struggled and denied themselves to give the young people all they could. Those that prove unworthy show a yellow streak of ingratitude, they incur the contempt of the community, and they spoil their futures by their failure to make good.

## BORROWING MONEY FOR AN AUTOMOBILE.

For many people an automobile is a necessity. They need it in their business, or they are located in isolated places, and must either live solitary lives or provide this form of transportation. There is no extravagance where such people own cars. Others living on small incomes and who have no ready money, yet feel the automobile a necessity for other reasons. Many young people living in towns and cities, within easy walking distance of everything, feel it socially necessary to own a car whether they can afford it or not. Their friends have one and they feel left out without one. Or they can't deny themselves any pleasures that others are enjoying. The fact that they have no spot cash does not seem to bother them much. Even if the cautious banker won't lend money on a car, they may be able to mortgage their furniture. There are a great many people who hate to start in life in any way. They have cheerful confidence that their income will expand, so why not get the enjoyment of a car while they are young? As a result they are constantly spending more than they intend, and they fail to acquire an independent position. The possession of an automobile before the owner can afford it, is keeping many young people from getting a start in life. An expenditure for pleasure is not a wise one unless there is still left afterward a margin for saving. The people who have to borrow money to buy an automobile are needed in business and not needed to bring them to the center of their home town, are sacrificing their future for the present. They are not showing common sense, and are manifesting an extravagance that will not appeal to the people who employ them.

## Prune Pickin's

BY BERT G. BATES.

## GOOD EVENING FOLKS—

Now that the turkey pool has been formed and sold Ye ed. is going to start another one and our readers are requested To donate cash to Prune Pickin's pool as We hate to eat Corned beef and cabbage On Thanksgiving Day.

We have it from Guy Cordon that no one was ever seriously injured from the accidental discharge of duty.

Socrates drank hemlock but we hesitate to give this information for fear some of the local booze hounds will attempt that sort of brew.

Fifty per cent of the people who go in banks do so to fill their fountain pens.

Grover Cleveland Borgdell will be coming back to the U. S. shortly if the rumors that Germany is preparing for war are true.

## TOWN IMPROVEMENTS.

During the past few days we have noticed several improvements about the village, to-wit:

The pastures between the streets in N. Roseburg are being cultivated and placed in condition for the 1923 potato crop.

Al Greason has wiped some of the dust off his derby.

Louie Kohlhaugen has a new pair of suspenders.

The court house "lawn," which has withstood the attacks of irate citizens for the past year, will soon be transformed into a veritable Garden of Eden, several of the younger set having strewn the "lawn" with apple cores.

The boss outfitted the office force with a bunch of new chairs this a. m. and ye ed. picked out one with a soft cushion. Hereafter it will take us twice as long to pound out this column.

The second hand man is going to raffie off our old chair and antique collectors who are looking for relics with a past are invited to inspect it.

The merchants are placing Xmas things in their windows now which makes a visit to town with friend wife almost unbearable.

A fellow walked down the street this a. m. that was an exact replica of one of the Smith Bros. who sells cough drops.

Looks like some folks would patronize a barber at least once a year and keep the poor chin-scrapers out of the poorhouse.

Some bird who thought He knew us mighty well Rushed into our domain This a. m. and with A shout of greeting Grabbed onto our hand And squeezed it till It was numb and after It was all over We wondered if we had Even met him before and We hope he don't Shake hands with us again And he won't if we See him first because We'll keep our hands In our pockets.

The senators are having a heluva time trying to pick out a leader for the Ore. senate and if they paid half as much attention to slushing taxes as they do to that this would certainly be a grand old state to live in.

The cranberry merchants are busy as has been said upon numerous occasions during the fiscal year.

Premier Wang of China resigned today. He's got the Wang Wang blues.

Handsome Joe Latus, millionaire bachelor in Chicago was shot in the back a couple of times by some Jane.

Moral: Don't be so god durned hand some.

LAFE PERKINS SEZ: "With long skirts and wool Sox it looks like a punk winter."

TWELVE PORTRAITS Made by the ROSEBURG STUDIO will make 12 most acceptable Xmas gifts. Phone 462 for an appointment. Bell Sisters Bldg.

Asked for Source of Pansy Seed

Source of good pansy seed and the purchase of a carload of dairy cows are included in the range of matters brought to B. W. Cooney, county agent of Douglas county, in one month out of 124 calls for special information, 47 were in search of information on fruit growing, 17 took up livestock, 12 sought crop, 24 were interested in farm crops and also asked about poultry raising. The remaining applications were on a wide variety of subjects.

The average number of visits on matters of business to 24 county agent offices last year was more than 1,000. In Lane county, in 1918, 1,800 farmers called at the office in Eugene. The number is now nearly 2,000 annually.

HEAR DR. REID AT THE BAPTIST CHURCH TONIGHT. EVERY NIGHT THIS WEEK AT 7:30.

## Twenty Million Is Red Cross Estimate

(By Associated Press.)

WASHINGTON, Nov. 25.—Twenty million dollars is the estimate of the American Red Cross for this fiscal year. Officers said this would be divided between the national organization and the active chapters on approximately an equal basis.

Budget allotments of the national organization for domestic operations aggregate \$6,325,795, or \$488,015 less than similar expenditures for last year, while the allotment for foreign operations will be \$1,404,077, about \$2,247,959 less than the year before. It was stated that the reduction in the cost of domestic operations represented a saving in overhead expenses and decreased personnel through the combining of divisional units. The foreign operations, with the exception of the Junior Red Cross, practically were terminated last year.

Relief work for disabled former service men and their dependents remains the main obligation which the Red Cross is meeting in funds and service. Approximately \$2,000,000 of the domestic budget is set apart for soldier service, this representing an increase of \$269,000 over last year.

Other outstanding domestic items in the year 1922-1923 budget are: for disaster relief, \$750,000; for emergencies in chapter work, \$500,000; for service and assistance to chapters and their branches, \$1,293,000; for assistance to other organizations and educational institutions that train Red Cross nurses and workers, \$200,000; for roll call assistance furnished to chapters, \$190,000; for unforeseen contingencies, \$100,000.

Less than \$500,000 is set aside for management of the national organization. The ratio of management expenses to the total expenditures last year was placed at five and two-tenths per cent. Officers said the ratio this year would fall below five per cent.

The child health program in Europe and medical and hospital supplies for Russia represent more than two-thirds of the entire foreign allotment. The child health program will get \$441,314, but this is the balance of funds contributed to the American Red Cross specifically for this purpose. The \$1,831,944 for Russian supplies is the balance of funds made available by the Red Cross for medical and hospital relief in the famine-stricken areas of that country, and this money is expended under the direction of the American relief administration.

"The Red Cross must depend chiefly upon its volunteer membership for financial support and service," said the budget announcement. "In its appeal for the maintenance of strength through a full enrollment during the annual Red Cross campaign, from Armistice day to Thanksgiving, the American Red Cross presents in its annual financial statement its evidence of unlimited work in the service of all mankind at the lowest cost commensurate with adequate standards."

## State Press Comment

## POLITICAL JOBS.

With the thousand and one political job speakers appealing to him for appointments, Governor-elect Pierce probably is thinking that he was elected as manager of an employment agency.—Astoria Budget.

## TAX THEM.

All over the country tax-exempt securities are being issued and sold to investors. They are issued by municipalities up to several million dollars. They are issued by states up to several million dollars. They are issued by many governmental agencies.

The men who buy them collect interest on them, which the tax-

## This beautiful chest of Community Plate

61-piece

Value \$125

will be given to one of our customers

FREE

No difficult conditions No strings to it

Just collect the keys that we are giving each customer with every purchase of one or more.

Come and see the prize and get full particulars.

You Might Win

Nathan Fullerton

Renall

STORE

payors of the country pay, but the owners don't pay one cent of that interest toward the maintenance of government in taxes. There is no tax on revenues from that source. It is an easy loophole for rich tax dodgers. Their money is taken from industry and invested in the tax-free securities. The result is often a stagnation of industry due to lack of capital.

That freedom from taxes was also the excuse for repeal of the excess profits tax by the last congress. It was argued that, because capital couldn't make more than 8 per cent of industry without paying heavier government taxes, the capital went into tax-free securities. So, instead of taxing the securities, as should have been done, there was an attempt to right one wrong by committing another, to-wit: repealing the excess profits tax. Now capital can make any profit without paying additional taxes to the government, save on the income tax, and it can be invested in tax exempt securities and escape the government toll. The result is that capital is escaping its share of the cost of government, while the big body of workers, small business people, professional men and employers generally, are compelled to make up the difference from their slender incomes, as well as pay interest on the capital invested either in Big Business or tax-exempt securities.

One of the first principals of taxation is that taxes should be collected from those who can best afford to pay. The men who have interest-bearing, tax-free mortgages on cities and states can much better afford to pay than the man who is working for from \$2 to \$6 a day for his own and his family's living.

President Harding and other administration leaders have expressed themselves as favoring taxation on securities now exempt. Why, then, is there not a movement in that direction?—Portland Journal.

## MOVIES

## NEW YORK AGOG OVER BREXEN CASTLE

Irene Castle, who will be seen here tomorrow in "No Trespassing" at the Liberty theater, for two days, beginning Sunday, was the most popular sensation of New York's brilliant night life last winter. And don't for a minute think that because there is prohibition (?) in the United States that New York's old night life has disappeared. Quite the contrary. The New York crowds feel that the government can take away its wine, but it can never take away the spirit that makes New York the pleasure headquarters of the world.

Always there are new sensations that keep the old spirit keyed up to the highest possible pitch. The winter sensation was Irene Castle, the same Irene who was a hit of New York a few seasons ago. Not an instant older, and, if possible, brighter and more vivacious than ever, Mrs. Castle was the beacon that nightly attracted hundreds of pleasure seekers to the new Knickerbocker grill at Forty-Second street and Broadway.

## DID YOU KNOW THAT—

"Nanook of the North," the big Pathe feature, is the first motion picture (9,000 feet in length) photographed wholly in the Arctic regions? "Nanook of the North," the Pathe photoplay, is the first motion picture depicting the actual life of the Eskimo—being a truthful and vivid story of Father and Mother Eskimo and all the little Eskimos at home. The big Pathe feature, "Nanook of the North," was made by Robert J. Flaherty, engineer and explorer of Sir William MacKenzie's expeditions in the barren lands of the far north-east coast of the Hudson Bay—as described by him in the published records of the American Geographical society.

"In Nanook of the North," the big Pathe feature which shows at the Astoria tonight, the scenes of the picture were located in the vicinity of Cape Ruffin, N. W. Canada, covering a large expanse of land and frozen sea about two-thirds of the way up the east coast of Hudson Bay—uninhabited except by a small tribe of Eskimos, which exists entirely independent of civilization.

All the action in the life of the Eskimos—such as fishing and fighting with seals and walrus, building tents in summer and snow igloos in winter, built in an hour at the end of the winter's day, of dog-sledge travel—are shown in the Pathe special, "Nanook of the North."

## DUSTIN FARNUM, FOX STAR, HERE TONIGHT

A welcome screen visitor tonight will be Dustin Farnum, a William Fox star of magnetic personality. He is to appear at the Majestic theater in his latest picture, "Dash-Board," from the pen of Edward J. La Saint. The story deals with a light amateur river pirates by a ship owner. When Grey Terry is the leading woman. Kid McCoy, one-time famous pugilist, and "Lefty" Flynn, noted football star, are prominent members of the cast.

Dustin Farnum, gifted with fine histrionic talents, is an actor of the staid, strident-from-the-shoulder sort, who appeals to an audience the moment he appears.

In "Dash-Board" the star enacts the role of a millionaire ship owner. River pirates are pilfering from his ships. He decides to take a hand in the arrest of the crooks himself. It is said that Farnum's acting in this picture is especially noteworthy.

## MOTHER FATHER.

Have a portrait made for your Xmas gift. Your loved ones will appreciate it. Phone 462 for an appointment. Roseburg Studio, Bell Sisters Bldg.



## For roasting, canning—or preparing entire meal at one time

—a delicious roast, baked potatoes, macaroni and a dessert such as rice pudding or baked apples.

You can do it and save the time, work and fuel necessary to prepare such a meal in the ordinary way, if you have a

## "Wear-Ever" Aluminum Roaster

Let us show you how this utensil can be made to save time and fuel for you EVERY day

## Churchill Hardware Co.

## Alleged Highway-men Bound Over

GRANTS PASS, Nov. 25.—The Jones brothers, Oregon and Dewey, were bound over to the grand jury in Justice Holman's court this forenoon upon a charge of highway robbery, following a preliminary examination, bonds being fixed in each case at \$5,000.

The two men were arrested Friday upon warrants alleging larceny, but the charge was changed today, and that of highway robbery substituted, and it was upon this that they were given a hearing and bound over.

Three witnesses were placed upon the stand by the district attorney, the star witness of course being Mrs. H. H. Radcliffe, of Corcoran, Cal., one of the victims of the September holdup. Mrs. Radcliffe testified to the details of the holdup when their car was stopped on Sexton mountain by two masked robbers and she and her husband were relieved of valuable valued at more than \$400. She stated that the robbery occurred early in the morning when the Radcliffes were driving to reach Grants Pass from the north before a threatened storm would make the detour over Sexton mountain nearly impassable. She positively identified certain articles of her own that were found by the officers in the Jones home last Saturday as articles taken by the bandits, and also other articles which were found in, the same place Tuesday when she visited the Jones home with officers.

Sheriff Lewis and Deputy Lister were the only other witnesses placed upon the stand and they detailed the recovery of some of the plunder from the Oregon Jones house.

The defendants were represented by Attorney Don R. Newbury of Medford, District Attorney Miller appearing for the state. The courtroom was crowded with spectators.

Bonds have not yet been obtained for the accused pair, and they are being held in the county jail. Should they be convicted upon the charge of highway robbery, the penalty will be a sentence of from 10 to 20 years in the state penitentiary.

Self consciousness, lack of poise, poor English, are AFFLICTIONS that can be overcome in the Business Girls classes of Bertha Elizabeth Hodge. Call or phone Helpline Conservatory regarding the new classes beginning soon.

## GOVERNOR OLCOTT AGAIN RAPS KU KLUX KLAN

SALEM, Ore., Nov. 24.—No greater menace confronts the United States today than the "monster of invisible government" represented by the Ku Klux Klan, according to Governor Olcott, whose sentiments in this connection is expressed in a telegram to the New York Tribune.

The telegram to the Tribune is in reply to an inquiry as to the Klan situation in this state and as to Oregon's readiness to respond to the appeal of Governor Parker of Louisiana for co-operation of all governors in suppressing the Klan.

The Ku Klux Klan has been and is an active menace in Oregon," Governor Olcott's telegram reads.

"The power of this office has been directed against it in every legal manner. By proclamation some time since I declared it a menace. Illegal acts and outrages have been traced to its baleful influence in this state, and I am actually persecuted by its membership. No possible stone will be left unturned by me as long as I am governor to put the forces of law and order against these masked forces of darkness and secrecy."

"I believe no greater menace confronts the United States today than this monster of invisible government. It should be crushed or it will lead us into pitfalls and possible ruin. The time has come for true Americanism to assert itself in a nation-wide battle against political iniquity."

## TODAY'S MARKET REPORT

## PRICES PAID FARMERS FOR PRODUCE

|                                          |  |
|------------------------------------------|--|
| Butter, 35 cents a pound                 |  |
| Butterfat, 45 cents                      |  |
| Eggs, 45 cents per dozen                 |  |
| Eggs, pulled, 45 cents per dozen         |  |
| Hens, heavy, 17 cents a pound            |  |
| Hens, light, 16 cents a pound            |  |
| Springers, 15 cents a pound              |  |
| Old roosters, 10 cents a pound           |  |
| Wheat, \$1.29 at mill, no test           |  |
| Barley, \$1.35 a ton                     |  |
| Veal, dressed, 14 cents a pound          |  |
| Hogs, dressed, 12 cents 10 pounds weight |  |
| Cows, prime, 13 cents                    |  |
| Steers, prime, 13 cents                  |  |
| Lettuce, \$1.00 per case                 |  |
| Honey, local, 10 cents a pound           |  |
| Cassara bark, 100 lbs. a pound           |  |
| Cassara bark, 100 lbs. a pound           |  |
| RETAIL PRICES ON PRODUCTS                |  |
| Milk, 15 to 16 cents                     |  |
| Cracked corn, \$1.15 a 30 lb. sack       |  |
| Rollad barley, \$1.15 a 30 lb. sack      |  |
| Grey seed oats, per bushel, 80c          |  |
| Feed oats, per 100 lbs.                  |  |
| Flour, soft wheat, \$1.15 a sack         |  |
| Flour, hard wheat, \$1.15 a sack         |  |

## Information on School Bill Wanted

SALEM, Nov. 23.—Mighty compulsory school bill is the talk of the polls in the recent election focused the eyes of an educational world upon Oregon.

Churchill states that he is flooded with requests for information concerning the reasons for the adoption of the measure and in opposition to its passage to the election. These requests he explains, from college graduates, the federal government, educational agencies, the various states, and every state in the union.

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A report on the great work in progress at Albany, Ore., is given at the Free Press Sunday evening at 7:30.

## Start Saving with a Dime or A Dollar

You can start your savings today with a dime or a dollar. Some one says you can't save a dime or a dollar. Well, you can. We will show you how. And we will show you how to start your savings today.

Upon the deposit of \$1.00 we loan you \$1.00 and you can start your savings today.

## FIRST STATE SAVINGS BANK

Safety deposit boxes