

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

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ROSEBURG, OREGON, FRIDAY, DECEMBER 22, 1922.

MAKING ORDINARY THINGS INTERESTING

The unimaginative man takes hold of some ordinary business, and he fails to see how he can get the public interested in it. He figures that a certain part of the people that pass his door every day will come in and trade because it is a convenient location. But the idea that he could stir them up to feel interest enough to go out of their way and visit his place might not occur to him. Any store of any line of trade, no matter how ordinary and commonplace it may appear, can be made to seem interesting to the public, and people can be induced to flock to that store or buy that product by persistent advertising. Take the matter of selling rice. Some people might say that rice is an ordinary product, that everyone knows about it, that people buy it when they want it and would not buy any more by advertising it. The Associated Rice Millers of America had a different idea. They advertised this standard product, and brought out in a common sense way the idea that it is very nourishing, one of the most fundamental staples of human diet, and when cooked as good cooks know how, is a wonderful product. The result was that the per capita consumption of rice has increased tremendously in every section where this advertising appeared. The same principle can be profitably applied in retail trade as well as in wholesale lines. A store may be going along in a rut without growing as it might. It needs some one with push to advertise it. That does not mean that high flown publicity or novel stunts must be arranged. All it needs is just plain talk, describing the goods, telling about special features that seem worthy of attention and quoting prices. Any store that gives good goods can win public attention and get the crowd coming just by this policy of calling attention to what it has to sell.

POLITICAL DISHONESTY

While political reform is a slow process, and it takes years to remove abuses, yet on the whole politics seems cleaner than it used to. Some people of course claim that politicians usually dabble more or less in graft. But the people who come closest in touch with political life do not believe that. Probably the number of crooked office holders is far less than many people think. The great majority of men who get elected to public positions seem to be well meaning and act as if they were trying to do the best they can. Yet the results attained by popular government are far from satisfactory. If the people's money is not being stolen, it is slipping out in innumerable little leaks. The whole scheme of politics is to blame, rather than any direct dishonesty. Many men who would scorn to be parties to any form of graft, yet will enter into deals that are against public policy. They regard politics as a kind of game where one must win by trades and dickers. "You scratch my back, and I'll scratch yours" is the homely phrase. These people will support inferior candidates in order to make friends for themselves. They feel that folks who believe in business methods in government are impractical idealists. The great obstacle in the way of good government does not lie in direct political graft and corruption. The losses of the people through this means are not great in the aggregate. The big loss comes from inefficient government that results when politicians put incompetent men in office in order to gain allies for themselves. When government functions get into such hands, public services cost more and the taxpayers are burdened.

It takes an unusual combination of qualities to get the type of man who will do good work on the prohibition enforcement service. A man must have physical courage, mental resourcefulness, and a degree of honesty so high that he will never be tempted by great bribes. He must be enthusiastically in favor of maintaining the law, yet must be capable of exercising well considered judgment. The government does not pay a high salary for such paragons of excellence and it is not surprising that it does not always get the ideal type of man. Appointments to a force calling for such unusual requirements should not be handled as a political favor. The force might well be put under civil service rules, but no written examination can ever be wholly depended upon. A man's record should be studied, and the opinion of the citizens of his home neighborhood sought, before deciding that he fills this peculiar bill.

The advent of cold weather brings news of many fires started from overheated stoves and furnaces, and from open fireplaces in which fuel is piled too high. Smoke pipes are often carelessly allowed to come in contact with wood work. Many people build a roaring fire, and then forget about it and leave their house with the drafts in stoves and furnace wide open. They need not be surprised if on their return they find the firemen have had to pay a sudden call. Every open fire ought to be provided with a good tight screen as certain kinds of wood distribute sparks freely. The carelessness of people in such respects causes many disastrous fires, and everybody has to pay for them through the cost of insurance policies.

LADIES HAVE THE FLOOR AT ELKS' DANCE

The usual order of things was more than reversed in the Elks Christmas dance last night. The ladies "making the floor" for the evening, and "covering the gentlemen" a good time. The ladies conducted the dance in the punch bowl, invited them to dance, and in every way took the part usually assigned to them. The dance was gay and informal, everyone enjoyed themselves to the utmost. During the dance, the Elks club donated the main dinner. The hall was beautifully decorated with quantities of evergreens, red and green, the Christmas colors, inter-

mingled with the purple and white of the Elks. A large clock with the hands at the symbolic hour of eleven, hung in the center of the hall. The card tables were also attractively arranged with evergreens. Much credit is due the committee, headed by Mrs. Trevis Dwyer, for the good time and clever arrangements. Santa Claus distributed candy to the crowd, and dainty refreshments were served in the ladies' room.

NOTICE

Beware of agents who are supposed to be selling a New Stage machine. Get the GENUINE Stage from the Stage Store, Phone 242-J.

Prune Dickin's

BY BERT G. BATES.

GOOD EVENING FOLKS—
How're ya
This evening?
How's ever' thing aroun' the house?
Hope you've got yer Xmas shoppin' all completed.
Some job, ain't it?
Wouldn't be so bad if a feller could go out with a five dollar bill and buy presents for the whole family like you could in the old days. Nope, that wouldn't be so bad.
The man who shows the proper Christmas spirit this year may land in jail.
Don't you kinda like these little chats we have aroun' the fireplace here ever' night? Gee, we do. It seems just like we're all gettin' real well acquainted. Pretty soon we'll be askin' ya for a loan.
What do I want for Xmas?
Well, let's see.
Whatta ya got that ya kin gimme?
We hate to come right out and ask for sumthin' because ya might not feel like givin' it to us.
If half the people who say "Merry Xmas" really meant it this wouldn't be a half bad old world to reside in.
A Salvation army feller has been ringing a bell on the corner all day and we hope he keeps the pot boiling merrily. We're for those boys because we'll never forget how those lasses could make doughnuts.
A big city paper wants to buy this column from us and we hate to sell it to 'em. A small town guy like us hasn't any busy hobnobbing with those metrop slickers and besides the chances are we couldn't get away with have the stuff we say right here in Roseburg.

In spite of the chilliness last eve quite a few of the local wimmin appeared at the Elks dance sans street attire.
The aluminum of the r. h. e. alumnae this p. m. at the el' school house and gave those in school the benefit of their superior knowledge which was hardly noticeable in many cases.
It seems like we can't go down the street without some one reminding us that our overcoat belt is twisted. It looks like they'd let a feller dress they way he wants to.
After reading of the details of the Herrin Mine massacre we are beginning to think that Darwin is right. We descended from monkeys, all right, but the question is, how much farther are we going to descend?
One good thing about attending a correspondence school — you don't have to buy your teacher a present.
The taxpayers' league slashed the county budget \$8,000 yesterday. Well, that's a real Xmas gift to the taxpayers of Douglas.

Taking issue with the Oregonian, Prophet Bell today declared that today and not yesterday is the shortest day of the year. Well if we don't accomplish as much in our sanctum today as we did yesterday, the boss can't blame us. It stands to reason a feller can't do as much in a short day as he does in a long one.
The cheapest guy in the world is the bird who seals his Xmas package with a bunch of Red Cross seals he had left over from last year.

Strike and the world strikes with you, work and you work alone; our souls are ablaze with the apathy craze, the wildest that ever was known.
Grown and there'll be a chorus. Gentle and you make no hit, for we've grown long hair and we preach despair and show you a daily fit.
Spend and the gang will cheer you, save and you have no friend, for we throw our backs to birds and ducks and borrow from all who'll lend.
Knock and you'll be a winner. Boost and you'll be a frost, for the old saws of the pre-war days are now from the program lost.
Strike and the world strikes with you, work and you work alone, for we'd rather yell and raise blue hell than strive for an honest bone.

There is a big demand for the things not to be had.

One of the first yelps that comes from a failure who is on his way out is "They wouldn't give me a show." Nobody gave Barnum a show, but he had the biggest on earth.
LAF PERKINS SAYS:
"Mishug you a werty Muschris and A Nappy Hooyier."

FRAMES
For your Xmas portraits at the Roseburg Studio, we have a choice selection. Bell Sisters Studio.

TAKES HOLD AND HELPS
Colds that "hang on" should be gotten rid of, for no one can stand the strain of reaching cough, disturbed sleep and irritation of throat and lungs. "Mare Heiler, Fremont, Ill., writes: "I had more or less of a cough for years and I have taken quite a number of medicines. None of them takes hold and helps like Foley's Honey and Tar." This old, reliable cough syrup promptly helps coughs, colds, croup and whooping cough. Contains no opiates. Children like it.

W. F. CHAPMAN

TODAY'S MARKET REPORT

PRICES PAID FARMERS FOR PRODUCE

Butter, 35 cents a pound.
Butterfat, 49 cents.
Eggs, 45 cents per dozen.
Eggs, pullet, 45 cents per dozen.
Hens, heavy, 17 cents a pound.
Hens, light, 15 cents a pound.
Springers, 15 cents a pound.
Old roosters, 10 cents a pound.
Geese, 18 cents a pound.
Ducks, 15 cents a pound.
Wheat, \$1.20 at mill, sacks returned.
Barley, \$3.6 a ton.
Veal, dressed, 8 to 11 cents a pound.
Hogs, dressed, 12 cents, 120 to 160 pounds weight.
Cows, prime, 4 1/2 cents.
Steers, prime, 5 1/2 cents.
Lettuce, \$1.00 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, \$1.40 to \$1.50 a sack of 50 pounds.
Cracked corn, \$2.15 a 100 pounds.
Rolled barley, \$1.55 a sack of 70 pounds.
Grey seed oats, per bushel, 75c to 80c.
Feed oats, per 100, \$1.50.
Flour, soft wheat, \$1.65 a sack.
Flour, hard wheat, \$1.55 and \$2.10 a sack.

Local News

Flash lights for Xmas 75c up Hudson Electric Store.

Glenn Britt Here—
Glenn Britt of Corvallis is spending a few days in Roseburg visiting with friends.

For cut glass and hand painted china go to the Fern.

In From Melrose—
F. E. Brothers of Melrose was in Roseburg yesterday attending to business matters.

Lamps for Xmas gifts, \$3.35 up Hudson Electric Store.

Leaves for Hillsboro—
Lawrence Taggart, will leave this evening for Hillsboro, to spend the Christmas holidays with his parents.

Electric curling iron guaranteed \$2.50 up. Hudson Electric Store.

Baby Girl Born—
A baby girl was born to Mr. and Mrs. Earl Burr, on December 21, at their home in North Roseburg. Both mother and daughter are doing nicely.

Look at our decorated Christmas trees. Any size, and shape. The Fern.

Visit With Son—
Mr. and Mrs. W. W. Gray will leave tomorrow to spend the holidays with their son P. P. Gray, who resides at LaFayette, Oregon.

Watch the Fern window. You will see something fine for Xmas gifts.

From Klamath Falls—
Miss Virginia Riggs, who has been in Klamath Falls, during the past month, is expected to arrive home this evening.

Sewing machine motor operates any sewing machine. Hudson Electric Store.

Glendale Folks Here—
Mr. and Mrs. J. E. Clark, prominent Glendale folk, are in the city for several days, to attend to holiday shopping.

Don't forget — Watt's supplies can be obtained at 120 West Lane, or phone 177.

Miss Nina Needham—
Miss Nina Needham who is employed in the Glendale schools, has arrived in Roseburg to spend the Christmas holidays with her parents, Rev. and Mrs. J. B. Needham.

Hot Point Irons make an ideal Xmas gift \$5.00 up. Hudson Electric Store.

Returns From California—
Rev. and Mrs. J. B. Needham arrived home yesterday from Whittier, California, where they were called upon the death of Mrs. Needham's sister Mrs. J. M. Johnson.

Special until Saturday night, regular \$18 automobile wind wings, \$13. Unions Battery Station, 312 N. Jackson Street.

Here From Ashland—
Miss Sarah Williamson, teacher in the Ashland public schools, has arrived in this city, and will spend the Christmas holidays as the guest of Miss Nina Needham.

Shure in the Bankers' Life Company of Des Moines, Iowa, D. D. Hunsicker, Agent, 803 Winchester St.

Eat Your Xmas Dinner at

DEER PARK INN

Special

TURKEY DINNER

Served from 12:30

to 3 p. m.

3 1/2 Miles South of Canyonville

American Legion Emblems

Having been appointed American Legion Jewellers for Roseburg, members of the local Post now have the opportunity of buying Legion Emblem goods here.

Buttons
Rings
Charms
Buckles

with Legion Emblem
Come in and see them.

BRYAN'S

GIFT SHOP

Official American Legion Jewellers

Suit Is Filed—
S. C. Bartrum today filed suit in the Circuit Court against Gustave Glistrup, alleging \$153.40 to be due on a promissory note. The plaintiff is represented by Attorney George Jones.

At the Umpqua—
Among the guests arriving at the Umpqua Hotel last evening were A. R. Ross, Seattle; J. E. Clark and wife, Glendale; A. G. Bickley, Portland; O. M. Olds, Oak Grove; Frank



Big Reduction on all Pianos

now on our floor. Having sold nearly everything in our medium and cheaper grade pianos, and being over stocked on high grade instruments, am now offering wonderful values in high grade instruments to reduce our stock during the balance of 1922. This includes our fine Ivers & Pond pianos, Schouinger, grands, player pianos, reproducers and electric pianos. Here are a few of our bargain prices:

\$975 Ivers & Pond Player, going to sacrifice at\$775
\$875 Ellington Manuella, including bench and 1 doz. good rolls, now\$750
Any of our \$625 Ivers & Pond pianos for the remainder of this year\$550
Any of our \$600 Ivers & Pond pianos, now\$525
Our regular \$550 Schouinger pianos, now\$450
One \$875 Ellington Player piano, slightly used, including bench and dozen good rolls, for\$450
One repossessed\$450
Schulz Piano, slightly used, only\$345
Also big sacrifice on our Ampico and other Electric Reproductor Pianos and Ivers & Pond Grand.

Quarterm off on fine high grade Piano Benches and Piano Bench Covers. See these Piano Bench Covers in our window. Something new and a wonderful Xmas gift.

Big reduction in a number of out new and slightly used Phonographs. Following is a partial list:

New \$250 Cheney Phonograph going atHalf Price
New \$175 Stadivara Phonograph, priced to sell at, \$95
One slightly used Edison Chippendale model, including records, new. Price \$330. Going at\$240
One used Edison, \$295 machine, for only\$175
One large Edison, original price \$265, now\$195
These are all fine condition, strictly guaranteed machines which have been taken in as part payment on our new late art model machines.

One slightly used \$225 Sonora going for\$175
One slightly used \$200 Sonora Baby Grand\$150
One repossessed Victrola, including records; value \$145. Can't tell from new. Going for\$95
One large Brunswick, fine condition, including records. Priced very cheap.

Large assortment of American made and Japanese made Month Harps. Values up to \$1.50. Priced to move at each.

C. G. Conn & Bommer C Melody Saxophones, regular \$156.75 instruments, going for...\$125

Ott's Music Store

Roseburg, Ore.

Victrola Edison Sonora

Your Grip on Things

Your lack of business achievements can be traced to lack of health.

There is a direct relationship between your health and your five senses—

Smell, Touch, Light, Taste, Sound
Preserve Your Teeth
and you preserve your health.

DR. NERBAS THE DENTIST

RELIABLE—Guarantee all work.
EFFICIENT—Extensive experience plus large equipment.

REASONABLE—No question about it.

Painless Extraction
By Gas or Injection.

When desired, teeth repaired same day, without plates.
Telephone 488

Bell, Sutherland; R. M. Smith, Klamath Falls; George Rondeau, San Francisco; A. M. Dunn, Eugene.

The Heintz Kindergarten will present "The Candy Shop" Friday December 22nd, 7:30 p. m. First M. E. Church. Everybody invited! Admission free!

CHRISTMAS WEEK

You will not want to be bothered with buying feed. We have just unloaded a complete supply of feeds of the best quality. Country Milled Bran and Middlings, Millrun, Mixed Dairy Feeds, Oil and Soy Bean Meal. Special prices on 10-sack lots.

See Us First—We can Save You Money

Farm Bureau Cooperative Exchange

Roseburg and Oakland

Candy for Christmas

We have a fine selection of Box Chocolates, including the well-known brands

Society, Rosarian, Oriole, Krause

A box of our Famous Panama Chocolates

Will make a fine Xmas Gift. They're made in our own candy kitchen.

Try the New Confection

Cactus Crystals

"The Dessert from the Desert"

THE ROSE

You have our best wishes for a Merry Christmas