

R OSEBURG NEWS-REVIEW

Issued Daily Except Sunday

B. W. HATES, President and Manager
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ROSEBURG, OREGON, THURSDAY, JANUARY 18, 1923.

AN EXPERIMENT IN CO-OPERATIVE PUBLICITY

A recent experience in advertising in Atlanta, Georgia, as told in Printer's Ink, has given a very interesting test of the value of publicity. This scheme was arranged by grocers who were members of the Atlanta Retail Food Dealers. It was originated at the height of the public outcry against profiteering, when people seemed to think that the retail stores were the ones responsible for high prices. These grocers felt that a good campaign of advertising ought to refute the claim. Their plan was to solicit manufacturers or distributors of different food products to pay the cost of a page of advertising to be used once a week in an Atlanta newspaper for a year. Twelve organizations co-operated with the plan, and each paid for the portion of the space used to advertise its own product also something toward a general space for the benefit of the merchants. While this project seemed to have been started as a kind of temporary campaign to get certain ideas about prices out of the public mind, yet it interested the public so much that this association of merchants would like to maintain it permanently. Interest was added by offering prizes to consumers for letters, jingles, relating to one of the advertised products, and the retailers had window displays furnished by the manufacturers of these products. These 12 manufacturers and distributors are enthusiastic about the results of the outlay, and proposed at the close of the year's experiment to give these dealers the benefit of two full pages of this matter each week for a second year. When people are so convinced of the value of advertising that they double the space, it indicates that their receipts have shown the benefits of the publicity in a very obvious way.

CIVIC ENTHUSIASM.

In any group of fast growing cities whose conditions you may study, you would be apt to find that in about all of them the citizens felt a strong and enthusiastic loyalty to these communities. You would find that a certain tie of mutual interest bound together the people of these towns. The residents would feel that they had a common bond enlisting them in joint efforts for the good of the community. The people of such communities manifest this warm civic sentiment at every turn. If they are away on their travels, and the name of their home city is mentioned, they give glowing descriptions of its advantages and fine spirit. They make it appear extremely attractive as a place to live or do business in. People are impressed by this loyal devotion. Those who may be contemplating some change of residence get the idea that such a place would be a mighty good one to choose. The sentiment which such people manifest for their home communities has been the force which creates distinctive reputation for a community, and it becomes widely known as a place of special advantages and fine community life. After a town has thus acquired a name for itself, its fame tends to spread and enlarge and the place seems to grow without much effort. It draws people that appreciate the spirit of progress. This mental attitude of the people of a place has much to do with the question whether it will advance or not. If they are disposed to carp and criticize at every slight defect, a pall of discouragement is thrown over it. If they dwell on its achievements and advantages and show that they consider themselves fortunate to live in such a hopeful and promising community, it can hardly help growing.

Mrs. W. E. Naylor of Eugene, former Roseburg girl, has been visiting at the home of her mother, Mrs. W. S. McElhinney, for the past few days.

Mrs. Hubbard representative of the Goodwin Corset Company arrived in the city this morning and will be here all day attending to business matters.

DODGE BROTHERS USED CARS

No Dodge Brothers Dealer would dare misrepresent a Used Car, even if he cared to. You can count on that, with perfect safety. Dodge Brothers value their reputation too much to tolerate dealers who are not square.

1918 Dodge Brothers Touring.....	\$575
1921 Ford Touring.....	375
1920 Ford Coupe.....	475
1918 Chevrolet.....	275
1916 Dodge Brothers Touring.....	375
1920 Winter Touring.....	575

Remember: A used car is only as good as the firm with which you deal

J. O. NEWLAND & SON

Dodge Brothers Dealers
 Roseburg, Ore.

PRUNE PICKINS

BY BERT G. BATES

GOOD EVENING, FOLKS
 After reading
 News dispatches today
 We've decided to shake
 The moth balls out of
 The old uniform and get it
 In condition for the next war.

Now that the style czars have dictated that cooped hair is passe the flappers are buying up all the hair tonic in the village.

THE DEVIL'S WORK
 "I'm sorry to see you've fallen by the wayside, brother."
 "I'm just a poor, weak mortal, parson."
 "You should try to stay on the straight and narrow path."
 "The Lord knows I tried, but it seemed to me that about every half mile or so I'd see a detour sign."

Scanning a fashion mag (one must read a little of everything in this complicated career), we learn that the ladies are now wearing their hair "artificially disarranged." That also seems a suitable and kindly phrase to describe the chaotic condition of our desk grumbles.

When a man reaches for his hip pocket you can't tell whether he is going to shoot you or poison you.

Presy Harding is ill with la grippe, according to the newspapers. All the rest of you fellow-sufferers from a like ailment will please rise and sneeze the national anthem.

Mr. Wheeler, Winchester citizen, was chased over a barbed wire fence yesterday by a box car which ran amuck and ran him into the muck. Mr. Wheeler almost suffered the decapitation of two suspender buttons.

The state sheriffs are gathered in Portland and we'll bet "Our Sam" is busy telling 'em all about the Brumfield case.

HAW! HAW!
 Here's to the girl from Arkansas
 Who can saw more wood than her
 paw can saw;
 She is as pretty as a pink
 And can run like a mink;
 And can chew more tobacco than
 her maw can chew.

Mention of lady burglars is beginning to appear in the news with unprecedented frequency, something which might have been expected, we suppose, considering the amount of feminine ambition that equal rights have inspired in the last few years. We have always thought that if our homes were to be robbed, we should prefer it done by a lady burglar. We should then feel that our goods were not irretrievably lost, but merely taken out on approval, and that most of them would be returned by the following Monday.

Dear Editor of Prunitorial:
 During my past year in yore town, I have been a very stiddy reader of yore colyum and altho I must admit that yore dopst has an appeal I want to register a kick with you which I hope you'll take in the spirit in which it is handed to you. Why haven't you made sum comment about shortage of town pumpst? In the town where I used to live we had a drinking fountain in every block. What have you to say?

Dear Constant: Altho we used to have three saloons in every block, I can offer no explanation for the present shortage of aqua pura spigets. We no get thrity now and then and pine for a pump with which to cool our parched throats.

Some folks make home brew that tastes like a mango cure.

When it starts to sprinkle we always think of that cash we had planned on saving for a rainy day.

While munching a waffle at the "Dirty Elbow" this a. m. we happened to think of this gag:
 Dad (returning): "Where were you last night?"
 Son: "Oh, just riding around with some of the boys."
 "Well, tell 'em not to leave their hairpins in the car."
 We can't see why the local bootblacks don't make a specialty of shining hair for the lounge lizards.

Hardly any of us want to see an other war, but if it comes to a showdown most anyone would prefer war to a peace like this one.

A movie is comin' here entitled "The Third Alarm" which sounds like the clock which wcke us up this a. m.

It's almost time to have the B. V. D.s brought out from the cedar chest.

ROSEBURG NAME PLATES
 Every auto owner should display the "Roseburg" name plate, made of blue and white enamel to match their cars' license plates. Special price of 25c. Two plates for \$1.00, including tax. Go to your drugist—square yourself serious trouble—start now to take.

Quick relief
 Cough
 Croup
 Croup
DR. KING'S NEW DISCOVERY
 —a relief for coughs & croup

State Press Comment

Opening Prison Doors
 A most astounding jail delivery has been accomplished at the Oregon State penitentiary. Roy Ritter, acting governor for thirty days, together with the other members of the parole board, loosed from their bonds fifty-nine convicts and turned them out upon society. Of these, thirty were freed on parole and twenty-nine were given provisional pardons. Among this fifty-nine are ten murderers and ten convicted of statutory offenses, all committedly cruel. In the whole world there is hardly a case that would seem to merit clemency in the mind of a law-abiding citizen. The astonishing extent of this delivery was kept a secret from the public until the new administration came into power.

No worthy motive for this action will readily suggest itself to the popular mind. It is impossible that fifty-nine such convicts became simultaneously innocent, or moral, or fit to be turned loose upon an unprotected society. Certainly one of them proved his unfitness for freedom, for hardly had he hit the turnpike before he stole an automobile. If this man went back to his old life, what may we expect of the ten murderers and the ten rapists?

Why were these pardons granted? Was not the public immediately and urgently interested in the pardons? Did not the public suffer from their crimes and did it not pay in hard earned cash for the cost of catching and convicting these criminals? On the average it costs more to put a criminal into state prison than an honest workman can save in a lifetime. Must all this expense be borne by the public and the public be told that it is none of its business if some board lets the jailbirds go free?

Kansas has a law providing that before a criminal is pardoned, notice that he has applied for pardon is to be published in the county in which the crime was committed, that anyone interested in the pardon may have a month or more to bring before the pardon board the reason for or against the proposed pardon. Such a law should be written on the statute books of Oregon as soon as it can be placed there.

Some court higher than that of newspaper discussion, higher than that of public opinion and common talk should demand to know the full reason for the work of Roy Ritter and his pardon board in thus turning the state prison inside out without warning and without post facto report of the action.—Portland Telegram.

BEHIND THE SCENES.
 It is doubtful if Senator Hall claims that his consolidation bill is absolutely perfect in every detail. He is probably ready, as all reasonable men are, to consider suggestions looking to an improvement of the measure.

But there will be subtleties. There will be bumps. There will be hypothetical objections. There will be the desire of somebody to keep a job for a friend. Behind other criticisms, uttered with sanctimoniousness, will be the concern of somebody to keep more people on the state payroll. Such objections may not come from members, but from gentlemen out in the corridors. Or they may come from members who, for hidden reasons of their own, are ready to defect from the consolidation of the boards and commissions.

One of the fights on consolidation has already taken the form of trying to stir up antagonism to the governor among legislative members. It is an attempt to make it appear that the governor caused discrimination against some of the members in committee appointments. It is a humbug, a ruse, a deception, set forth to stir up feeds among members in committee appointments. If any of the ways in which it is hoped to defeat the Pierce suggestion for lowered taxes, the consolidation bill included.

Mr. Pierce is no more responsible for dissatisfaction in committee appointments than for the same dissatisfaction in every session of the legislature throughout the past generation. There was the same hue and cry about committee places in all other sessions. Some years ago the walls and lampposts that came out of the state house were like the yells of a pack of hyenas on the hills of Jericho.

There is always complaint. There will always be complaint. Those on the winning side will always get the best committee. Was Governor Pierce responsible for all the past dissatisfaction? The claim that he is now hocus pocus, spread broadcast mainly in the hope of stirring up enemies against the program of reform legislation for which the people voted on November 7.

It is largely the opposition voiced

CHAMBERLAIN'S COUGH REMEDY

FOR THE RELIEF OF
Coughs, Colds, Croup
 WHOOPING COUGH, HOARSENESS
BRONCHITIS
 —SOLD EVERYWHERE—

Against Mr. Pierce in the campaign, carried on to obstruct his efforts in behalf of tax reduction after election.

Back of all the hocus pocus is this—the only to reform is to reform. The only way to consolidate is to consolidate. You cannot cut, and keep things as they are.—Portland Journal.

LESSON OF A CORVALLIS HEN.
 It is a matter of state-wide pride that pen of hens from Corvallis, in this state, should have won a prize in competition with biddens from all over the world, but a fact of deeper significance is that producers in all parts of the world are concerning themselves with greater economies in the production of food. The statement in Mr. Hoover's recent book that we are confronted by a population in such numbers that production must be attuned to a high pitch if we would not suffer misery and decay is borne out by innumerable signs, as offsets to which we have such encouraging items as that in which it is recorded that there were 183 competitors in the world contest in which the Corvallis hens were victorious. It is fair to assume that these represented but a small proportion of all who are now interesting themselves in getting better results in production. Poultry husbandry is but one of many departments in which the work is going on.—Oregonian.

DOCTORS DON'T AGREE.
 The secretary of agriculture says that the causes of farm distress are to be found in big crops, high freight rates, industrial wages, foreign depression and strikes. Added to this is the statement that farm prosperity is retarded by distorted price relations. The analysis is supposed to be very good, but the proper treatment for the ailment is not so clear. The political doctors in the house and senate are disagreed concerning the proper remedies, and when doctors disagree who shall decide? However, it does seem reasonable that some form of additional farmers' credit will be worked out this winter. That is the principal thing for which the farmer groups are striving.—Baker Herald.

DESIGNING MAN
 Now the women are blaming the men for their own freak fashions. They say that men are the designers of the extreme gowns and at the pericholical moment the women are persuaded to wear them. It is the men who are commercializing the feminine desire to be well dressed. We always suspected that men were brutes and now we know it. They have taken advantage of the dears by designing bizarre garments for them and then enticing them to wear them. Aren't these designing men fierce?—Oregon Statesman.

HUSBAND'S STORY WILL AMAZE ROSEBURG
 He says: "Adler-Ika helped my wife for gas on the stomach one hour stomach in TWENTY MINUTES. It works beyond greatest expectations." Adler-Ika acts on BOTH upper and lower bowel removing foul matter which poisoned stomach. Brings out all gases and sour, decaying food. EXCELLENT for chronic constipation, Guards against appendicitis. Adler-Ika removes matter you never thought was in your system and which may have been poisoning you for months. Nathan Fullerton, druggist, 594 Pine.

NOTICE
 To my customers and friends: No more watches or clocks repaired till March 1st. Elgin. B. W. Raymond railroad watches in stock. Buy of me and save money. Wilbur T. Spuagh, 594 Pine.

Fair Swap

We want your old piano, and will trade for it a fine

Edison Phonograph

a SONORA or a

Victrola

Can You Beat This Offer?

Or, we will make you a most liberal allowance on your old piano in part payment for a Beautiful New Player Piano.

OTT'S MUSIC STORE

Roseburg



They're Getting Better and Better

They will not run over—the WEDGE INSOLE prevents "running over," makes the FOOT-FITTERS hold its stylish lines and double its wear.

Edmonds Foot-Fitters

Shoes for Men

\$7.50

Save your sales slips—if you buy for cash on the lucky day you get your money back.

DUDS FOR MEN, Inc.

Custom Tailored Clothes

always meet every demand made upon them. You have the choice of our fine line of fabrics, and our tailors make your suit just as Any Particular Man wants it. Come in and see our beautiful new line of all-wool fabrics and you'll be surprised at the low cost of an exclusive suit.

J. F. DILLARD

TAILOR
 117 North Jackson Street

CENSUS OF INDIANS SHOWS SLIGHT GAIN

(By Associated Press.)
 ATLANTIC CITY, N. J., Jan. 17.—The American Indians as a race are not dying, as so many people think. On the contrary, they show this year a slight numerical increase as compared to 12 months ago, according to Dr. E. E. Higley, of Chicago, superintendent of the work among Indians of the Board of Home Missions of the Methodist Episcopal Church.

Dr. Higley disclosed this condition in an address today at the annual meeting in this city of the Home Mission council of the church. The Indian census a year ago showed 340,517 Indians, now they number 340,817.

"There is no field of home missionary endeavor where the spirit and progress of cooperation among these denominational boards and workers is more manifested than in the field of Christian work among Indians," continued Dr. Higley.

"The Christian missionary work among Indians, includes a study of the missionary stations and native churches, their economic and spiritual resources, (2) an estimate of the Indian schools, both governmental and mission, their educational status, and the opportunity presented for a unified religious educational program; (3) a survey of the 147 reservations and other communities where Indians are to be found in any appreciable number."

"There are 60,000 Indian boys and girls between five and 16 years of age who are of school age, about 50,000 are enrolled in government schools with 20,000 in government schools with 29,000 in public schools, and about 20,000 are still without school privileges. In the Indian schools especial emphasis is put upon agricultural and home economic work. In the large non-reservation schools, many trade courses are provided. The number in which the Indian Bureau for the last two years has worked for the better enrollment of unschooled boys and girls, is matter for favorable comment."

"The old days the Indian centered everything around his religion, and his religion entered into every phase of his life. He cannot understand a Christianity which is not in some way related to his physical well-being, to his planting and his harvesting. At present health conditions in many places are deplorable. The Christian order of the day is for social and community services which are an expression of the religion of Jesus that shall be sufficient for both worlds. That world and the world to come. That social religion appeals to the Indian. The modern program of the rural church among Indians is needed for

MORSE'S SEEDS

ARE TESTED SEEDS

Good seed is the foundation for a good crop

1923 catalog now ready
 New Crop seed
 All Varieties
 For Farm and Garden
 Try our
 New Sweet Corn
 New Table Pea
 New Table Bean
 New
 "Norton Tomato"
 Large Packet Each
 Varieties (postpaid)
 60c

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