ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday

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ROSEBURG, OREGON, WEDNESDAY, AUGUST 1, 1923.

HOW ADVERTISING WORKS

It is interesting to speculate on what the condition of retail trade would be in a city or town where the merchants had never made it their practice to advertise. The fact that such a condition is unusual indicates that a multitude of business men have proved by experience that advertising is a wonderful help in building up trade and good will. In a non-advertising town, there could be expected to be a large number of rather small stores. Stores would tend to equalize. Those that showed exceptional enterprise, or that had specially good facilities for offering bargains, would not be able to succeed in attracting the public attention to which they were entitled. Trade would tend to go in old ruts, to the places that had the most convenient locations, with less regard to the question as to which concerns were offering the lowest prices and best values. If in such a city a good number of enterprising and skilful merchants should start advertising on an adequate scale, the result would be to attract a big amount of trade to those stores. They would grow rapidly. Part of that new business would come from outside territory, but a lot of it would come from other local stores. Quite possibly after such a campaign had been pursued for some years, there might not be so many stores as there were before. Some of them would be apt to find they could not compete with the advertised stores. The advertised stores would get such a large volume of trade that they would do business on a smaller margin of profit than was necessary before, yet make a satisfactory return. The cost of distribution would be reduced to the consumer, because the overhead and sales charge to be made against each article would be less on the bigger volume of trade. Thus advertising works in the interest of the community as well as serving the needs of the dealer.

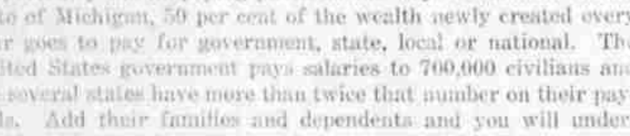
CONCERNING TAXES.

Those who have the say about the expenditure of tax moneys frequently speak of the wastefulness of armies and navies. They wish, as does everyone else, that such national safeguards were unnecessary and that the funds needed for their maintenance might be diverted to serve other purposes, remarks an exchange. But as a rule they have very little to say about our standing army of tax collectors and spenders, which is more than five times the size of our army and navy combined. In this connection the recent report of the taxation committee of the Michigan Bankers' association is particularly interesting. The committee asserts that, in the past fifteen years, more than 1,000,000 laws have been passed in the country to control the lives and business activities of our people, and that one individual in twelve of our population is supported by the taxpaying public in one way or another. In the state of Michigan, 50 per cent of the wealth newly created every year goes to pay for government, state, local or national. The United States government pays salaries to 700,000 civilians and the several states have more than twice that number on their payrolls. Add their families and dependents and you will understand the surprising totals and the cost of our governmental housekeeping. Is it any wonder that tax-free securities are popular, and that so many supposedly upright citizens are to be suspected of forgetfulness in the matter of their tax return? Is it any wonder that most business men hold up their hands in horror at the thought of government ownership or operation of utilities?

Many people can't name the victories won by the American forces in our historic wars, but they know just when the home ball nine beat the near by towns.

They are digging in England for the bones of Pocahontas, but are they proving as hard to find as the bones that were in your pocket yesterday.

The cooking schools ought to show a good many people how to avoid having half baked opinions.



Dear Folks:

When John DePeyster starts to snuff, and wheeze and cough a bit, the doctors gather 'round his bed, and say that he's been hit with what they call Bronchitis. For DePeyster's rich and old, and well its known that he can wield a wand that drips with gold. So John Depeyster learns he's sick and stays for weeks in bed, with busy silent nurses, always standing by his head. They place a sign before his door, that says: "Be quiet, please" and not a sound is ever heard, except DePeyster's wheeze.

When John Delong begins to blow, and water at the eyes, his doctor calls and feels his pulse and looking good and wise; he says to John, "Cheer up my boy, don't get to feeling blue, a week or two will see you up, you've got a touch of flu." So Delong who has some cash and owns a motor car, will stay at home a little while and quickly rise to par.

When Johnnie Glinn begins to sneeze and get a reddish nose, he doesn't call the doctor in, but off to work he goes. He labors hard from early morn, with just an hours rest, tho now and then he feels a twinge of pain within his chest. And soon he's feeling right again, and chipper as of old, for Johnnie Glinn will tell you that he simply had a cold.

PRUNE PICKIN'S

BY BERT G. BATES

GOOD EVENINGS FOLKS—
A coupla senators
Were in our midst
Yestiddy and they
Both shook our paw
Especially the one
With which we
Mark the X
On the ballot

✤✤✤

DUMBELL DORA THINKS
Balmy (bomby) breezes means war atmosphere.

✤✤✤

Ye ed. went in to a local hashery this noon and watched the town champeen harmonica player eat corn on the cob and it was a marvelous demonstration.

✤✤✤

A standard item of neighborhood gossip is how she can afford to dress on her husband's income and the answer generally is that maybe she can but he can't.

✤✤✤

Some folks idea of pleasantness is smiling to your face and then hurrying over to the bank to see what your balance is.

✤✤✤

The existence of so many tea hounds in Roseburg is accounted for by the fact that even the dogs like a little petting.

✤✤✤

DEAR ED OF PICKIN'S: What does "L. L. D." mean when attached to a name? Duitt Knowe.

Dear Duitt: That means Lounge Lizard Deluxe.

✤✤✤

Radio receiving sets will not have reached perfection until each and every machine is equipped with a late model hair-trigger machine gun, so that every time a broadcasting station puts up some duck to sing "Aggravatin' Papa" or "If You Don't See Mama Every Night You Can't See Mama At All" the whole works can shoot him on the spot—and not be so all-fired particular about the spot.

✤✤✤

The village square in North Roseburg needs a statue and something unique for it would be a piece of sculpture showing Henry Ford riding a horse.

✤✤✤

LETS GO
He kissed her in the garden
When the moon was shining bright;
But she was a marble statue and
He was drunk that night.

✤✤✤

When you hear a feller praising his neighbors its dollars to doughnuts he wants to sell his home.

✤✤✤

We have often wondered which is the most dangerous, getting overheated or overhet?

✤✤✤

There isn't much to a social function in a hicktown except whipped cream and mayonnaise dressing.

✤✤✤

Any woman can buy a hair switch and a complexion but there is no way to fake and get by in the kitchen.

✤✤✤

She stole softly up to him and laid her hand caressingly upon his head, ran her fingers through his silky dark brown locks, then gently placed a hand on each of his smooth soft cheeks. She raised her face to him showing her carmine lips and looks knowingly at him from her deep blue eyes. She spoke not a word, neither did he; the only movement perceptible on his part was a slight jerk of the head as she slipped the bit into his mouth.

✤✤✤

We wish we were back to the good old days when J. F. Barker uster stop up the spout of the oil can with a potato.

✤✤✤

When our ship comes in the first thing we are going to buy is a bushel of collar buttons, a ball of shoe strings and three extra pairs of suspenders.

✤✤✤

Its a pity that all worthless people are not also lazy.

✤✤✤

Some girls are never so attractive as when rising from the piano.

✤✤✤

The best way to reduce the cost of living in Roseburg is by telling your neighbor she bakes the finest bread you ever tasted.

✤✤✤

There is a proud grandma in town. She told her preacher the other day that her wonderful grandson was probably going to be a preacher, explaining that he was always talking and that nobody could understand what he said.

✤✤✤

Lots of folks are away on their annual vacation and its too bad we can't raise a fund to send the bill collectors away for a rest.

✤✤✤

The Oregon watermelon season will open up the last of this month and it'll be good to see what they're going to taste like this year after munching those insipid ones from Cal. for the past month.

✤✤✤

Whats better than a mess of string beans when a feller's tired and hungry!

"No one can tell me that table manners are not invented to keep people from eating."

DAILY NEWS LETTER

Gossip of Staff Correspondents at World Centers of Population.

TODAY
Golden Folly.
Main Street Goes.
Pursuit of the Rainbow.

By WEBB C. ARTZ
International News Service Staff Correspondent.

SAN ANTONIO, Tex., Aug. 1.—Liquid gold has transformed Luling, Texas, from a sleepy little hamlet of 500 souls into a bustling, hustling municipality of approximately 5,000 inhabitants—almost over night.

It was all brought about when the "folly" of two youths from San Marcos, Texas, proved to be a golden dream. What was said to be a "dry hole" in oil country slang, came in as a gusher, spouting hundreds of barrels of the gold-black fluid over the crown block of the derrick.

With the first spout and roar of the oil the transformation of the little village began. Hitching posts, formerly the anchorage of sleepy-eyed bronchos and family dobbins, furnished parking space for gasoline buggies, ranging from the $5,000 variety to the flivver of the independent lease-worker. Each train on the Southern Pacific railroad disgorged cargoes of wild-eyed scouts for big oil companies and human freight hunting get-rich-quick snaps.

Main street, which formerly boasted of only one or two stores of the general variety, has blossomed forth with all-night restaurants and cabarets. The scratchy phonograph in George Harrison's general store, meeting place and post office of the community, has been drowned out by the raucous tones of the quarter-in-the-slot pianos of the dance halls that came like the dew in the night.

Prices of the most necessary commodities have soared. Where before money conversation dealt in pennies, nickels and dimes, talk is now of hundreds, thousands and hundreds of thousands of dollars.

Each oil well tapped has brought a bigger transient population to the community and conversation in larger sums. Farmers have forgotten crops; ranchers have forsaken stock and cattle—each is absorbed in the game of getting rich by boring into the bowels of Mother Earth and releasing the pentup flow of liquid gold.

With the advent of the oil scouts and independent operators has come the inevitable retinue of gamblers, scarlet women and under-world wolves. Every card game known to the frontier, from draw and stud power to three-card monte and roulette, flourishes. Hundreds and thousands of dollars, made in a day by the quick turnover of leases near prospective wells and those which have just come in, are lost nightly on the gaming tables.

But the citizens of Luling are not worrying. Life to them is strenuous now, but they know the history of oil and oil communities. They know that within six months or a year the flush of bringing in a new field will have worn off; that the big oil corporations probably will have cornered the field, and that the wild oil days of 1923 will be only something they can relate to their children and grandchildren, like the World war.

Those who came in the night will quietly fold their tents and disappear, hastening to another sleepy community where Mother Earth has given birth to another golden flow which will make men rich.

PICNIC AT MYRTLE GROVE

A picnic will be given Sunday, Aug. 5 at the Myrtle Grove picnic grounds, 15 miles south of Roseburg on the Pacific highway. Amusements of all kinds and refreshments.

ED. BELLAINI.

OREGON WEEKLY INDUSTRIAL REVIEW

La Grande—Wisconsin lumber company to erect mill here.

Salem—Excavation for new $17,000 state tuberculosis hospital starts.

Rainier—75,000 feet daily capacity sawmill to go in on 280-acre tract recently purchased by Jacobson-Reid Lumber company.

R. A. Booth and associates purchase 73,000 acre tract pine timber in Crook county for approximately $2,500,000.

Marshfield awards $50,000 contract for street and sewer work.

Dundee to install city water system.

Turner to pave streets.

Portland—Central Presbyterians to erect $60,000 edifice.

Banks planning to install $15,000 waterworks system.

Mt. Angel-Silverton road to be paved.

Oregon City lets $8,763.55 street paving contract.

Astoria reconstruction program keeps steady pace; new structures being started, others now nearing completion.

Bend—Survey of new The Dalles-California highway, leading south of town, completed.

Marshfield — American Securities company to erect $115,000 three-story concrete building.

Gresham—7,000 berry pickers employed in this vicinity.

Albany—Highway to Harrisburg nearly finished.

Oregon City—Hawley Pulp & Paper company to make $300,000 additions and improvements to plant.

West Linn to have $5,000 school gymnasium.

Portland—$50,000 apartment house to go up on East Twelfth.

Road over Oregon mountain on Grants-Pass-Crescent City highway being improved; new bridge over Applegate river being built.

Wallowa to erect civic building.

Alsea has modern movie theater with $5,000 organ.

Sublimity completes paving of highway through town.

St. Helens co-operative creamery pays out $6,000 for cream during June.

The Dalles marketed 2,000 tons of cherries this year.

Ashland—Christian Scientists to build new church.

St. Helens loading 1,200,000 feet cargo lumber for New York.

The forestry officials have sold nearly 700,000,000 feet of standing timber in Cascade forest reserve of Oregon to Kelly and Fleishhacker interests of San Francisco. Mill of 1,000,000 feet weekly capacity will be built along line of Southern Pacific Natron cut-off.

Coos Bay lumber shipments first six months 1923 totaled 150,000,000 feet.

Richland—$23,500 raised here to reopen Eagle Valley State bank.

Newport — Multnomah Lumber & Box company getting out 250,000 feet logs daily.

White Cedar company to put on steamer between Port Orford and Coos Bay.

Old Oregon Trail considered best of highways leading from the east to the coast.

The Red Bird, a fully equipped sport model for $915.

CHICHESTER S PILLS
THE DIAMOND BRAND.
Ladies! Ask your Druggist for Chi-ches-ter's Diamond Brand Pills in Red and Gold metallic boxes, sealed with Blue Ribbon. Take no other. Buy of your Druggist. Ask for CHI-CHES-TER S DIAMOND BRAND PILLS, for 25 years known as Best, Safest, Always Reliable
SOLD BY DRUGGISTS EVERYWHERE

TODAY'S MARKET REPORT

Prices Paid Farmers for Produce.

Butter 25 to 30 cents.
Butterfat, 40c.
Eggs, 25 cents per dozen.
Hens, heavy, 16c; light, 10c lb.
Broilers 18c to 25 c.
Veal, dressed 8c to 12c lb.
Hogs, dressed, 12c, 120 to 160 lbs. weight.
Honey, local production, 20c lb.
Cascara bark, 1922, 7½c lb.

Retail Prices on Mill Products.

Millrun, $1.40 to $1.50 sack of 80 lbs.
Cracked corn, $2.20 per 100.
Flour, soft wheat, $1.70 sack.
Flour, hard wheat, $1.95 and $2.20 sack.
Rolled barley, $1.40 a sack of 70 lbs.
Whole corn, $2.20 per 100 lbs.

OUR SYMBOL —*and* YOURS

"Your Partners in Progress" is more than an apt phrase—in four words it states this Company's attitude of *partnership* toward the communities it serves—a four word declaration for *mutual* progress.

And it is a true Partnership. In every locality this Company serves—Medford, Grants Pass, Klamath Falls—more and more of our patrons are investing in this Company's securities and sharing in its prosperity and growth.

There has been gratifying progress. During the period between 1912 and 1922, the number of consumers has grown from 6,561 to 13,123, an increase of 100%; the gross earnings from $307,040.29 to $1,066,189.52, an increase of 287%. The California Oregon Power Company serves a growing, progressive region — equal to the combined areas of the States of Massachusetts, Rhode Island and Connecticut—and a territory where the demand for hydro-electric power is still in its infancy!

The California Oregon Power Company has become a part of your community. You can say if this progress *is* to be mutual. The same opportunity extended elsewhere to share in the growth of this industry is now extended to the people of Roseburg and vicinity. 1,400 shares of our 7% Preferred Capital Stock yielding 7.14% are now available at $98. per share, cash or $5 monthly installments. Interest at 6% per annum is paid on all installments to the date of full payment; then the dividend rate of 7% per annum on par applies. Moreover, the equivalent of your investment, while bringing you a steady return from the earnings of the Company over its entire territory, will be used exclusively in improvements of and additions to the properties and equipment of the system.

For further information watch these columns; or ASK ANY MEMBER OF OUR ORGANIZATION.

THE CALIFORNIA OREGON POWER COMPANY

Offices: Roseburg, Medford, Grants Pass, Klamath Falls, Oregon
Yreka, Dunsmuir, California

STATE PRESS COMMENT

Just what it will profit Curry or any other county in Oregon from having a tax supervising and conservation commission, as provided by the action of the last legislature, same to be appointed by the governor, is more than county officials or heavy taxpayers of this county can understand.

Some weeks ago six names were submitted to Governor Pierce by County Judge Wood, from which the state executive might appoint a commission of three, but up to this time nothing further has been heard from the matter, although the governor has appointed some of the commissions and they have already begun to function by appointing a clerk or secretary, who is to draw a salary not in excess of $2500 a year in counties of less than 100,000 population. The members of the commission are to serve wholly without compensation, but there is no law compelling them to serve.

It is hard to see where Curry county, a small county, with it's taxation matters pretty ably handled, is to receive any particular benefit from tacking on another county employe or employes, whose total salaries can run as high as $2500 a year, and who in reality will do little or nothing more than is being done by the present officials.

But all the taxpayers can do is to bide their time, grin and bear it, and then when they find a few dollars tacked onto their taxes, pay 'em and say they like it. It will be like a dose of castor oil—makes you sick going and coming.—Gold Beach Reporter.

The Plight of the Farmer

The question of marketing farm products and the prices of those products is a very live one. It is now being discussed as never before. Many suggestions and many remedies are offered. I recall that one of the first acts of the present national administration, after convening congress in special session, was the enactment of what was then known as the emergency tariff bill, placing a duty of 25 cents a bushel on wheat. Its authors claimed that would remedy all difficulties and meet all emergencies. In other words it was the old cry of the high protectionist that the tariff was the cure-all for everything. But in this instance it has failed. Wheat has gone down steadily in price since the enactment of the bill.

In October, 1920, wheat was selling at $2.45 to $2.50 per ...

Now comes someone with a proposition that an extra session of congress be called and the price of wheat fixed. This ... fixed before adjournment of the ... session of congress. Why ... not met then? Nor was it ... for them to add a little ... listen as well to the "voice of the people" before acting.

Why confine this ... wheat? Loganberries ... fixing. Potatoes need ... many bushels were ... last year, owing to the ... paid the farmer.

We need more ... keting our products. Our ... foreign policy has had ... crippling our market more ... other thing in recent years ... nite foreign policy and ... transportation are crying ... parties and all commercial ... have declared for this.

We find the farmer today ... a market for his surplus ... selling at a loss. He buys ... protective tariff market ... in a strictly competitive ... instance, a certain farmer ... 1920 a belt for his machine ... Now he pays $1.90 for the ... Wagons cost 100 per cent ... than they did a short time ... Farm implements have ... 200 and 300 per cent.

While the farmer is ... handicapped under ... no relief has come to ... them. The modification of ... cess profits tax and the ... the burden from the shoulders ... to bear the load and placed ... shoulders already ... the people are groaning ...

In 1872 John Sherman ... the income tax bill ... that there were no farmers ... ations, no laboring classes ... ing the repeal of this law ... was a just and equitable ... ought to remain on the ... books. Thus history repeats ... —Milton A. Miller in the ... Journal.