

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday

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ROSEBURG, OREGON, TUESDAY, OCTOBER 16, 1923.

ADVERTISING AND IDEAS.

A man in another city who has been complaining about conditions he has to meet in his business, was asked the other day why he did not advertise his product, which is a line of building materials.

He replied, "O everyone knows about our stuff. If they want it they will buy it."

Probably most people in that section had heard about the kind of thing that firm was producing. But that does not prove that people generally knew much about it. Many people may never have heard anyone say there was any special reason for using that line of stuff. Very likely they had seen competing products advertised freely, and had gained the idea that these competing lines were the really desirable thing.

The sale of ice cream, for instance, has been much promoted in certain districts by persistent advertising. And yet some people might say that such a well known product needs no advertising, that it sells itself when people feel the need of it.

But human attention responds to those who try to interest it. If you talk in a newspaper about the good food value of ice cream, you get many people more interested in that product than they were before. They will be likely to order it more frequently. So with other stuff.

Any good product, any store that sells products, can change the conception which the public has of its business, by calling its merits to the attention of the public through advertising.

It will thereby find that a lot of people that formerly regarded that business or product with some indifference, have developed a new interest in it. This applies to the management of a retail store just as much as to selling products from factories and farms.

Great disasters and calamities like the Japanese earthquake often seem to be a total loss, with nothing coming to offset them. Yet for every loss there should come a gain, if people take the right view of it. As to the earthquake, the plans for rebuilding already developed show that those Japanese cities in the end will gain by this calamity. They will be rebuilt in a less congested way, with better facilities for health and comfort, better water supplies, better sanitation. It sometimes takes a great misfortune like this to shake people out of their old ways, and spur them on to better methods of living and labor. So with the world war. It seems now to be a dead loss. But in the end, after people have recovered their balance and settled down into fixed habits, it will be found that mankind has thereby abolished many old evils, and pulled itself up to a higher level.

A few years ago, it was commonly said that almost anyone could drive an automobile. But as conditions are now in and near populous towns, with a flock of cars hurrying hither and thither, and in many places extreme congestion, the time has come when successful driving calls for a certain temperament. The impatient man or woman, who has little self control and acts on ill considered impulses, has no place on the motor roads or streets of today. The right kind of driver has a calm and philosophical temperament. He takes the incidents of the road good naturedly. He does not feel that it is a serious matter to lose a few seconds, and he is not worried or upset by delays. If the people who drive cars were all of that type, there would not be many accidents.



THE VILLAGE RHYMESTER
by Carlisle Emery

Dear Folks:

Two maids there were with equal chance to make their ways in life. Two men there were who came and asked each maid to be a wife. Two maids there were who answered yes, two men there were with happy hearts. Two couples entered married life with equal simple starts.

Wife number one went off to shop and bought some costly wares. Where single things would well have done, she purchased them in pairs. She wasted this and wasted that, she never stopped to think. She wasted time and gas and cash, and food and clothes and drink.

Wife number two went off to shop and many things she bought. But every purchase that she made was with careful thought. She saved on this and saved on that, a little every time. At times 'twas but a cent or two and often 'twas a dime. Wife number one can't understand the wealth of number two. The husbands earn the same amount, they both have courage too. But husband number one is blue and wears a look that's sad, while number two is full of fun and always looking glad.

It's waste that keeps you in the rut, it's waste that holds you down. It's waste in every thing you touch that brings the worried frown. Check up the waste in little things to which you give no thought. 'Twill bring you closer to the goal so long you've vainly sought.

Wanted To Be Thursday—

The Captain's Motorcade club will hold another white rust Thursday night of this week. The road will hold at the Forks of the River, and son are doing fine. Dr. Phil Allmon's club are invited and Ketchum was in attendance. Mr. and Mrs. W. H. Bates were formerly of this city and will be represented by the Harleys. Let moved to the coast in June this year.

Child Is Born—

Born to Mr. and Mrs. R. F. Norhold another white rust Thursday night of this week. The road will hold at the Forks of the River, and son are doing fine. Dr. Phil Allmon's club are invited and Ketchum was in attendance. Mr. and Mrs. W. H. Bates were formerly of this city and will be represented by the Harleys. Let moved to the coast in June this year.

PRUNE PICKIN'S

BY BERT G. BATES

GOOD EVENING FOLKS—

Between putting them on and taking them off. One is kept pretty busy at this season of the year.

DUMBELL DORA THINKS

A maggot is a rich man.

A BIRD FIGHT

"Why was I born?" Dr. Frank Crane in the Pall Mall Gazette. It is supposed that the Storks had a grudge against the Cranes.

FAIRMONT VS. MANHATO

Dodge Co. Republican. Fairmont boasts a man who, although married 35 years, kisses his wife every time he leaves home. Manhato has a man who can beat that all hollow. Though married 40 years he not only kisses his wife every time he leaves home but kisses the hired girl every time his wife leaves home.

The self-service restaurants are to be preferred if you are particular about whose thumb is thrust in your soup.

THAT DOLLAR

One time I had a dollar bill. And it was worth a dollar. I bought a shirt, two pair of socks, A handkerchief and a collar. And all I've got to say is this: I'm sadder and I'm wiser. A pair of socks is a dollar now. My country, 'tis of thee, O wow! But double darn the Kaiser.

After reading about all the beautiful brides a man can't help wondering where all the homely married women come from.

DATES OF WORLD TRAGEDIES

The saxophone was invented in 1846. Jazz started in 1915. Short skirts were kicked out in 1922. "Yes, we have no bananas" was written in 1923.

A man who brags about his ancestors is like a potato—the best part of him is under ground.

Instead of "Ruling the World," the foot that rocked the cradle is taking more interest in stepping on the accelerator.

A hick town is a place where the people feel superior to the world at large. Perhaps you have noticed that about New York.

With silent Calvin Coolidge in the presidential chair, "All quiet along the Potomac" takes a new meaning.

A Boston man of 60 swam 14 miles. It is supposed that some old maid was after him.

The Kiwanis fellows gathered for a feed last eve, almost ninety per cent of 'em tucking the napkin in their collar.

If your wife laughs at your joke, you can be sure that it is either a darn good joke or you have a darn good wife.

The first rib roast—Eve bawled out Adam.

People get fat largely because its so much nicer to eat hot biscuits with butter and maple syrup than it is pickles and raw turnips.

Phophet Bell turned on the spigot full blast today.

Bill Harding after spending a week chasing the elusive steelhead, says he can understand why fish is so high.

The eastern cities are beginning to have their annual floods, cyclones, etc., which makes us all the more contented with the good ol' Umpqua Valley.

Now they're quieting insane people with shower baths. We suppose now if a fellow insists on takin' two or three scrubbin's a week his wife will think he is mentally deranged.

Many a woman has given a party for the pleasure of not inviting some body.

ROYAL ARCH MASONS ATTENTION
A stated convocation of Laurel Chapter No. 21, will be held in the Masonic Temple Tuesday evening, Oct. 16th. All members are requested to be present. Lunch will be served. By order of R. V. W. F. HARRIS, Secy.

LEON AUXILIARY TO MEET
The Leon Auxiliary will meet on October 16th at the armory. All members be present as the vote will be taken to decide whether or not dues will be raised.

Work started on Portland \$200,000 showman's factory.

Strayton—\$40,000 young salmon turned into salmon.

Cervalla—New \$100,000 Methodist church has 21 rooms.

Albany—Charles Alexander, editor Sunday Democrat, has a novel published, "Fang of the Forest."

A Major Operation

(By Wickes Wambolt.)

During the past week I have been trying to keep a man out of the penitentiary. I am not sure that it was for the best. The man may need the lesson of a prison sentence, for all I know. But his mother appealed to me to set forth certain facts to the governor of the state in which he was arrested, with the idea of keeping him from being extradited by a foreign government where the alleged felony was committed.

This man's case drives home a powerful lesson to married people. The father and mother separated thirteen years ago when this man was a boy of fifteen. He was at that time unusually thrifty and intelligent for a boy of his age. He had earned and saved four hundred dollars.

Through the separation of his parents he went to live with some relatives. The affair was a great shock to him. It had the effect of working a complete change on his character. He became restless and indifferent and began to drift. He wandered about the country from place to place. He developed into a tramp and finally landed where he is now.

And the father and mother—how did they turn out? When they separated they had an eight hundred acre farm. They were prosperous and respected in their community. The mother is now an elderly woman doing housework for a few dollars a week and her board. The father ceased to prosper. He writes me, "My farm is heavily mortgaged. I will lose it some day. Perhaps the time is now, for I must stand back of my boy."

The mother writes, "I would work my fingers to the bone to save my boy." Had these two been willing thirteen years ago to have put up with a fraction of what they are enduring now, the lives of all three would have been different.

The net result of this separation is a father and mother, almost penniless in their old age fighting independently and probably futilely to save their son from the penitentiary.

And that is the way divorce usually works out. It is not conducive to success and it is hardest on the children.

Some time ago I wrote a woman who was contemplating such an action, "No matter what your present difficulties, the chances are one hundred to one that you and your husband will both be much worse off if you separate."

Who can say that South Carolina is wrong in having no divorce law? There are some conditions that are worse than divorce. But at least it is a major operation so dangerous that where it cures one it cripples a thousand.

There will be a meeting of the Rose Parent-Teachers' association at the Rose school, Tuesday night at 7:30. Everyone come. B. R. Shoemaker, president.

OREGON WEEKLY INDUSTRIAL REVIEW

Oregon has received \$168,111.95 from the forest service, as its share of receipts from national forest resources during the fiscal year 1923. Oregon contains 13,127,447 acres of national forest lands.

Lumber cut 67,134 sawmills last week manufactured 113,203,158 feet of lumber; sold 119,181,963 feet and shipped 106,666,661 feet. Production was 26 per cent above normal. New business was 5 per cent above production. Shipments were 11 per cent below new business.

Beaverton—Citizens bond town for \$65,000 for new water system.

Corvallis—Pacific Telegraph and Telephone company supplying 2700 subscribers here.

Silverton—New high school proposed.

McMinnville—160,000 fish planted in Yamhill county streams.

Astoria—Erection of new \$210,000 hotel assured.

Oregon's apple crop for this year estimated at 6700 cars.

Commercial fishermen on upper Rogue river received \$1,777 for salmon catch this year.

Work on Redwood highway from Grants Pass to state line to commence soon.

McMinnville—Ground broken for \$100,000 Baptist church.

Oregon City making rapid progress on new water system. Completes 600,000-gallon steel tank.

Albany has furniture factory with \$5,000 monthly payroll.

Astoria to have new grade school in west end of city.

Oregon City—\$30,000 Congressional church to go up.

Contracts to be let November 1 on Redwood highway from Grants Pass to state line.

Talent—424-acre fruit ranch sold for \$250,000.

Prineville—Deschutes Power company plans \$100,000 power plant.

Newberg—Council votes to improve more streets.

Roseburg—California Oregon Power company files application for permit to develop power of North Umpqua.

Estimated potato yield in this state placed at \$1,580,000 bushels.

Marshfield—Englewood coal mine starts output production of soft coal. Banks voted \$12,000 bonds for installation water system.

50 GOOD CIGARETTES 10¢



GENUINE "BULL" DURHAM TOBACCO

tration plant. Oakridge growing rapidly. Railroads build towns.

Corvallis—Odd Fellows to build hall on site of old M. E. church.

Salem—North 20th street to be paved.

Portland—Willamette Iron Works awarded \$251,403 pipe line contract.

Salem—Per capita expense of state institutions except prison and tuberculosis hospital reduced.

Cottage Grove cannery packing eight tons of prunes daily.

Dallas to spend \$50,000 on sewage system.

La Grande to spend \$66,234 on paving.

Portland—Willamette Iron & Steel Works to add \$100,000 new equipment. Annual payroll in excess of \$1,500,000 with 1,000 workers.

Silverton—New steel bridge to be built over Silver creek by S. P. company.

City budget of Pendleton cut \$4000 below 1923.

Cosco county to vote on \$300,000 road bond issue.

Salem Chamber of Commerce goes on record against state income tax.

Gresham to have \$100,000 electric saw factory.

Portland—Largest cereal cargo in history of this port loaded for Orient carrying 13,250 long tons of wheat valued at \$725,000.

You'll like 'em, you'll rave about 'em and you'll have a heckuva time at the armory Tuesday night with McElroy's jazz boys. A real dance, no fool!

To Form Society—The young ladies of St. George's Episcopal parish are requested by the pastor of the local church to meet with Rev. and Mrs. Dodge at the parish house on Tuesday evening, October 16, to make plans for the formation of a young people's society. Those interested are requested to bring friends.



Why do we shiver?

—because, when the body chills, the nervous system puts the muscles in motion. This "exercise" drives the heart faster and hastens the flow of warm blood. A rub with

Puretest Rubbing Alcohol

beats a shiver every time as an aid to circulation. Excellent for limbering up athletes and relieving strains, stiff joints and lame muscles. Immediately removes perspiration odors. Adopted by leading athletic clubs, hospitals and training camps throughout the U. S. One of 200 Puretest preparations for health and hygiene. Every item the best that skill and confidence can produce.

Nathan Fullerton

The Rexall Store Perkins Bldg. Roseburg, Ore.

Forget the unpleasant experiences you may have had with dry cleaning done by old-fashioned methods—you can now have your daintiest apparel dry cleaned in perfect safety.



TRY OUR WAY

Phone 277—Our Auto Will Call

Everything for the Home

Whether you need a maid, a chauffeur, or a house—you are sure of getting it by using our classified advertisement columns.

You can pick up some astounding bargains, too, in furniture, silverware, in fact everything in house accessories from pins to pianos.

A wonderful way of doing business with (circulation) people—quickly, conveniently and inexpensively.

In Our

Classified Ads

YOU CAN BUY 'EM!
YOU CAN SELL 'EM!
YOU CAN RENT 'EM!
YOU CAN TRADE 'EM!

You can do most any old thing by making your want in this column. It is the market barometer for miscellaneous selling and trading. Wonderful results are attained. Five line (five words make a line) and four cents a line for each insertion.

ALL NEW ADS ON BACK PAGE

WANTED

WANTED—Turkeys, large or small. Phone 14 P. 14. Boyer Bros.
WANTED—Mechanic at Roseburg Garage. Must be able to do lathe work.

MISCELLANEOUS

TO TRADE—4 horse Hoosier grain drill for 2-horse drill. Phone 4E12.
CAR OWNER—Don't forget to call 553 when in need of auto parts. Sartin's Auto Wrecking House.
THE RECORD Exchange open all day and the early part of the evening 328 N. Kane Street.
BUILDING LEASED—Closing out stock. Everything reduced. Moore Music Store. 324 N. Jackson.
WHY not try on Oxo Gas burner? Burns kerosene in your stove or heater. They are convenient, clean and economical. For immediate delivery call 429Y.

FOR RENT

FOR RENT—Two room apartment. 615 Mill St.
FOR RENT—Garage. Call at 544 So. Pine.
FOR RENT—4 room house with bath and garage. Call 828 W. Lane.
FOR RENT—Safety deposit boxes. Roseburg National Bank.
FOR RENT—Furnished apartment. 529 N. Jackson.
FOR RENT—157 acre farm, 2 mi. from town. M. Howe, Rt. 1, Box 29.
FOR RENT—Fifty five acres of land, joining the Kinney Addition. Apply to Mrs. P. Sinnott.
FOR RENT—Five room house. Mostly furnished. Permanent couple. 211 W. Washington.
FOR RENT—7 room modern plastered house. Also 2 small farms. Phone 29J.
FOR RENT—Two nice clean furnished housekeeping rooms. Use of phone and piano. \$25 Miller St.
FOR RENT—3 room apartment, private toilet, privilege of bath. Gas for cooking. Adults. 609 S. Stephens St.
FOR RENT—New cozy furnished three room apartment. Hot and cold water. No children. Call 940 Winchester. Phone 193.
FOR RENT—Very reasonable, large partly furnished, old fashioned house. Fine for family with number of children. See B. W. Strong, at Umpqua Valley Bank.

LOCAL NEWS

Mr. and Mrs. Denn Home—Mr. and Mrs. J. P. Denn who have been visiting in Randon the past few days with friends, have returned home.
Sheriff Low Here—Sheriff Floyd Low of Klamath Falls arrived in Roseburg this morning after an all night drive. He is on a trip to Portland.
R. F. Skinnert, who left several weeks ago for Florida to spend the winter, is having a fine trip, according to a card received from him at Prescott, Arizona.
Visits in Roseburg—Mrs. J. L. Rivers, a former resident of Eugene, now located at Portland, stopped in Roseburg yesterday for a visit with relatives, on her way home after spending a few weeks visiting with her son in Los Angeles.

Marriage License Issued

A marriage license was issued yesterday to Lawrence Rogers and Fred Lott.

Club To Meet Wednesday—The Roseburg Art Club will meet Wednesday afternoon at 2 o'clock at the home of Mrs. J. L. Rivers.

Gothd Will Meet—The ladies' guild of the church will meet on Thursday noon at the parish house. Attendance of the members is requested.

Suit For Money—An action for money was filed in the circuit court today by John T. Lott.

Divorce Wanted—Suit for divorce was filed in the circuit court today by Mrs. J. L. Rivers.