

ROSEBURG NEWS-REVIEW

Issued Every Thursday.

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BERT G. BATES Secretary-Treasurer

SUBSCRIPTION RATES	
Daily, per year, by mail	\$4.00
Daily, six months, by mail	2.00
Daily, three months, by mail	1.00
Daily, single month, by mail	.50
Daily, by carrier, per month	.50
Weekly News-Review, by mail, per year	2.00

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Entered as second class matter May 17, 1920, at the post office at Roseburg, Oregon, under the Act of March 2, 1879.

ROSEBURG, OREGON, TUESDAY, NOVEMBER 6, 1923.

PUSHERS.

The man who is trying to build up a business, should study the mental processes of the public, and do the things that seem to be necessary to attract public attention. If he just offers his stuff for sale, without much regard to popular psychology or effort to attract attention, he is not likely to get very far. There is a kind of mental affinity between the quality called "push" and the popular mind, so that a person who exercises push wins popular favor. People like to do business with him. This explains why so many business successes have been built up out of newspaper advertising. If a producer or distributor makes it his regular practice to advertise in a newspaper, he gains two positive advantages. In the first place, he will sell a lot of the special stuff that he advertises. If he is getting out things that people want, they will eagerly read his notices to see what these things cost and what kind of stuff he is offering. But this seller does a lot more than merely win the interest of those who at any one time want the particular stuff he is advertising. He also creates a general impression that he is one of that useful element of people who are commonly called "pushers." Push is a fine quality. It arises from a type of mind that is not daunted by the obstacles that confront one's path. The pushers look over a business field, and realize that competition is sharp, that they must go up against capable rivals and often against popular habits. But they show their pushing quality by energy and initiative, and if they go at it right, they can make their way and win a prominent place in the business field. Newspaper advertising and good service are tools with which they can do it.

With the hope of promoting better relations between employers and employed, the family of the late Jacob Wertheim of New York, a noted philanthropist, have given \$100,000 to Harvard university. The income will be used to investigate the workings of plans for better industrial relations, particularly in the matter of profit sharing. This is a noble gift, and let it be hoped it does something to ease the strain in the industrial field. To accomplish results along this line, employers and employees have both something to learn. The former must get the idea that acquiring money brings no true reward, if they have not at the same time done their best for the welfare of their workers. And the workers must get the idea that their success depends on faithfulness and efficiency, and that it can not be permanently advanced by strikes.

"Better Homes Week" sounded very good to some of the men of Roseburg, until they were invited to celebrate it by cleaning up the cellar.

It is claimed there will be a tidal wave in next year's election. It would have to be, to lift some candidates out of the mud flats.

The politicians will not generally advocate the idea that tax bills should be distributed the day before election.



Dear Folks:

The reading matter out today is ample for the masses. There's every sort and every kind to satisfy all classes. Some folks will find their greatest joy in reading tales of plunder, where heroes travel page by page through deeds of blood and thunder.

And others take the olden poets and glory in their writings. They love description told in verse with nothing said of fightings. They like to read of babbling brooks and snow capped icy mountains, of marble statues true to life which grace the sparkling fountains. And history will hold the minds of countless other readers, who thrill at tales of Washington and bold and fearless leaders. To them there's lure in what is dry to those who crave for fiction, whose thirst for tales of modern life amounts to an addiction.

Adventure, travel, botany make other reading matter. Some like the first and some the next, and some prefer the latter. Some find the classics best of all while others think them musty. And some will study what is what, to keep from getting rusty.

All kinds of readers take their choice, to them their kind is pleasing. And what is warm to some of them, to other folks is freezing. But all will find a meeting place where interest always capers. That place is in the daily ads appearing in the papers.

SYLVESTER VALLEY NEWS

Mrs. Blair and Miss Gladys Smith returned from Portland where they spent several days shopping.
Mr. and Mrs. Edward Rasmussen, Mrs. Chas. and Mr. Charles Chas. of Williston, North Dakota, spent a few days visiting with Mr. and Mrs. Lloyd McArthur. They are en route to California to spend the winter.
Mr. and Mrs. Hennessey are home again after several weeks' absence from our community.
Miss Edith McArthur entertained her small school friends Friday evening with a Halloween party. Music and games were a feature of the evening. The passing of fortunes by the witch caused much amusement. Refreshments were served, and all re-

ported a fine time.
Paul Truett spent Sunday at home with his parents.
Mr. and Mrs. Elvin Choake visited at the home of Mr. and Mrs. Warren Choake Sunday.
Bellevue Valley School District No. 111—The following pupils were neither absent nor tardy during the month ending November 2: Mary Peters, Gwendolyn Bradford, Gladys McArthur, Edith McArthur, John McArthur, Lele Ellis, Carl Ellis, Myranda Atterbury, Marilyn Atterbury, Genevieve Atterbury, Harold Thacker, Velma Madley, Barbara Choake, Margaret Choake, Raymond Eklund, Harvey McArthur. The percentage of attendance for the month was 98. There were no tardy marks during the month. Mary Peters, a seventh-

PRUNE PICKIN'S
BY BERT G. BATES

GOOD EVENING FOLKS—

On last Sat. eve
We made a mistake,
Which we casually
Mention is quite unusual,
And today we rec'd
The award of a
Chunk of insipid
Pumpkin pie which
Was punked in every
Sense of the word
And which was
Handed to us
On a platter
By a couple of guys
From the Espee company
Who, to date, have
Never made a mistake
And never bro't a
Train in a few
Moments behind time.
But the wording
Of the message accompanying
The insipidness
Was clever and
Is worth readin'—
Here it is:

Roseburg, Oregon.
12 N
Sunday
Fourth
November
1923.

In instituting the Village, A "Grand Prix" for the most succulent and toothsome piece of tripe fed to the citizenry during the space of one calendar week.

The initial award, because of the especial magnitude of the achievement, is increased in size from a 3 1/2 x 4 3/4 pumpkin pie, to one measuring 8x12.

Two candidates for the rich prize have appeared upon the scene. It has therefore been decided after prayerful meditation, to cut the pie into two, and to bequeath a half to each.

One half of the pie goes, therefore, to the "Roseburg News-Review," the leading intelligence of these parts, for the dissemination of news received via Yip that the football score was "Webfooters" 46 "Cougars" 0.

The other half will be retained, against all comers, by the writer for his modest ability to swallow the noblest dose of whangdoodle with a dash of whimsy, during the period in question.

One half of the award is being forwarded, all charges prepaid, to the offices of the above mentioned "Gazette" where it may be consumed in the privacy of the editorial sanctum; the other half is being served with elegant and tasty "duck soup."

DUMBELL DORA THINKS
An S. P. dispatcher is a messenger boy.

The enthusiastic reporter last eve made mention of the costumes of the "Night in Gay Paree" show and hoping to attract countless throngs to the attraction he drew on his imagination and described the costumes, intimating that they were somewhat risque. A slight objection was raised to the inference and today he calms the sea of murmurs by telling the truth, asserting that the chorus costumes would attract no out of the ordinary comment from the members of the weekly sewing circle.

Have ya marked yer "X" yet?
HARD TIME DANCE

At Winchester Saturday night, November 10th. Where you always have a good time.

NOTICE TO THE PUBLIC

Owing to the fact that some people persist in abusing the privilege I have heretofore granted them of passing through my property, on the West side of the river opposite Roseburg, by leaving the gates open, and in some instances actually fastening them open, thus allowing my stock to stray into this city, I find it necessary to lock my gates and prohibit all trespassing on my place, without my specific permission. Responsible parties living above the place will be granted temporary permission to pass through under certain conditions, which may be ascertained by calling to me personally.

Signed this 1st day of November, 1923.

O. J. LINDSEY.

RAILWAY EMPLOYEES
TO BE STOCKHOLDERS

ST. PAUL, Nov. 5—Employees of the Great Northern Railway were given an opportunity to become stockholders through the purchase of preferred stock on the partial payment plan which was announced today by President Budd.

NOTICE

All barber shops in Roseburg will be closed on Monday, Nov. 12, Armistice Day.

grade girl, has not missed a word in spelling since school started. Jean Sharpe was out of school Friday on account of illness. X. X.

The Plans of Mice and Men

(By Wickes Wambolt)

There existed in the land of Dixie two full blood brothers who both had the same mother and father, yet one of them was known as Ballingford Carter and the other bore the cognomen of Carter Ballingford—a perplexing situation. It caused many arguments, many disputes, and men even came to blows over it. Why should this strange complication exist?

Stating it plainly, it was all the result of an old lady's ambition. The mother of these boys was formerly Miss Marjorie Ballingford. She was the last of her family. Always since she could remember she had heard the regret voiced that she was not a boy that the family name might be maintained. She grew up with this regret firmly fixed in her consciousness. She never ceased to grieve over the fact that when she married, the name of Ballingford would become extinct.

She married a Mr. Carter. The first thing she did after her son was born was to persuade his father to name him "Ballingford", in order that her family name might at least be preserved in a second-hand way. Later there was another son, who was named Augustus.

At length Mrs. Carter, at an advanced age, lay on her death-bed. Even then she could not lose sight of the thwarted desire of her family and herself. She called Augustus to her and implored that after she passed away he would adopt the surname of Ballingford. Not wishing to deny the last request of his mother, he promised. By an act of legislature, his name was changed from Carter to Ballingford. But, wishing to retain some connection with his father's family name, he took the Christian name of Carter.

And thus we see two full blood brothers, one bearing the name of Carter Ballingford and the other the name of Ballingford Carter. It is small wonder that there were arguments and disputes and men engaged in fistfights over the names of these two men.

But here is the irony of fate. Here is where the plans of mice and men go awry. Augustus Carter did agree to take his mother's family name, but he did not agree to take a wife, and he never married.

So the name of "Ballingford" perished when they laid Carter Ballingford beside his mother.

NEW FANCY WORK IS IN

New line and new patterns of stamped goods now in at Carr's. Scarfs, pillows, towels, aprons, gowns, etc. in dozens of patterns. Also the line of embroidery cottons and silks, fringes, etc., are complete at Carr's. Our line of stamped goods now displayed on main floor, bigger variety than ever.

DAILY NEWS LETTER

Gossip of Staff Correspondents at World Centers of Population.

TODAY.

Paris to Abolish Racket
Love Mart's Business Thrives
French Kind to "Royalists"

By ALICE LANGELEIR
(International News Service Staff Correspondent.)

PARIS, Nov. 5.—Paris is going to be quieter—but not until 1925. The heavy solid tires which are to be found on most of the large omnibuses, lorries and trucks will be prohibited after June 1, 1925. After this date they must all be provided with elastic ones which will undoubtedly produce less vibration. In the meantime the speed of the vehicles is limited to 12.8 and 5 kilometers an hour, according to the weight. The next thing to do is to find a sweet sounding horn. Most visitors to the French capital are kept awake many nights by the shrill screeching horn of the Paris taxi and declare its equal to be yet undiscovered.

The "Little Green Ribbon club" for lonely maids and bachelors celebrated its first anniversary recently and rejoiced over the one hundred and twenty members who have found their soul-mates. The little club was founded to give an opportunity to single persons of both sexes to enter the blissful state of matrimony. Each member wears a green ribbon, and the frequent social gatherings go a long way toward getting rid of lonely maids and stubborn bachelors in Paris.

The republic is certainly kind and full of indulgence to the famous family of Orleans, which would like to sit on the next throne of France, if there ever is one. Monsieur, the brother of the King, has just been decorated with the Legion of Honor. The Duc de Montpensier is the brother of the Duc d'Orleans, the candidate to the throne of France, under the name of Philippe VII or VIII. Being without issue, the Duc de Montpensier, the brother of the King, is heir presumptive to the throne. Nevertheless he has just accepted the little red ribbon, with many thanks, for his work in the French colonies. All of which goes to prove that the republic bears no ill-will toward the princes, and they in turn, far from wishing to upset the present regime, accept its liberal gifts.

"Too fat to fight," was the ver-

50
GOOD
CIGARETTES
10¢

dict of the military examination board at Troyes, who found that Henri Coulon of the class of 1924 weighed 285 pounds and exempted him from service.

Along comes another kill-joy. Love in its various forms is not the chief cause of suicide, according to the statistical gentleman who has been investigating 4,000 cases of recent suicides in France and finds that only 306 were those of people crossed in love. Domestic sorrow comes first with 261, money second with 211, love being in third class, with poverty and ruin accounting for 277 and neurasthenia for 237.

You can now go to the Long-champs, Chantilly or Deauville races with the hope of getting a chance to sit down and rest your weary bones at least once or twice during the afternoon. In times past it was impossible, unless you arrived an hour early on the scene and reserved your chair by knotting a handkerchief to it, attaching your dog, or leaving your coat or hat there. The race course authorities had provided enough chairs, but greedy spectators made sure to reserve them in too generous numbers and left them unoccupied most of the day. Some of them were even attached to the rails with locks and chains. All this is over now, and you can sit down in any chair you find empty. Anyone caught retaining chairs in the old manner will be turned over to the police authorities.

The lone camel which is one of the principal sights in "Theodora," at the Cora Laparcerie Theatre, is causing a little excitement in the streets of the capital. His contract does not cover board and lodging; so, like many other Parisians, he is forced to go to the suburbs to live. For obvious reasons he must walk back and forth to his work. The police regulations for street traffic, which did not foresee the circulation of camels, are not what they should be when this "critter" walks down Main street.

LEGION AUXILIARY

The Legion Auxiliary will meet at the Armory, Tuesday evening, Nov. 6, at eight o'clock. This is an important meeting, and all members are requested to be present.

OREGON WEEKLY INDUSTRIAL REVIEW

West coast sawmills for past week report cut 22 per cent above normal. Mapleton to have new shingle mill. Clackamas county paying \$184.90 per day interest.

Eugene Baptists planning \$110,000 church.

Salem—Spaulding lumber plant to double capacity of planing mill.

Northwest sheep growers get revenue of \$55,000,000 for this year.

Bend—Brooks-Scanlon Lumber Co. closes \$1,000,000 timber deal which will lengthen operations for the company three years.

Astoria retaining walls nearing completion.

Banks to construct 200,000 gallon reservoir for new water system.

North Bend will erect big wharf. Klamath county votes \$233,000 road bonds.

Eugene building permits breaking record, passing million dollar mark in 10 months.

La Grande—To date this year La Grande has issued 60 building permits totaling \$277,425.

Salem Christian Scientists to erect \$30,000 church.

Portland—New \$20,000 feed mill to be erected in Albina district.

Marshfield—Coos Bay Water company announces plans for \$100,000 improvements and extensions.

Approximately \$120,000 has been spent in Umatilla county during past year for market roads.

Lakeview—Good deposit coal has been found on north Summer lake.

Work resumed on power line between Roseburg and Myrtle Creek.

Albany's new \$25,000 city hall will soon be ready for occupancy.

Portland—Masons planning \$1,000,000 temple.

Marshfield—Coos Bay country club plans erection of club house.

Baker—Rainbow mine in Mormon Basin to be reopened.

Reedsport now has monthly payroll of \$100,000.

Columbia county's assessed valuation is \$20,000,000; increase of \$2,000,000 over last year.

Portland—Jantzen Knitting mills building \$20,000 addition to mill.

Astoria—Improvement work at Bradley Park being rushed.

Oregon City—Carver Canning company increases capital stock to \$100,000 and changes name to Clackamas County Canning company. Will enlarge plant.

Portland—Rose City Park to get \$10,000 library.

Hood River—Butler Banking company to erect new building.

Seaverton—\$75,000 contract is awarded for dormitory for St. Mary's home for boys.

Eugene—Work on new Parson creek bridge is completed.

Marshfield—Methodist to build 50-

Classified Section

ALL NEW ADS ON BACK PAGE

WANTED

WANTED—Washing, 1133 Umpqua Avenue.

WANTED—Typewriter chair. Phone 189-J.

WANTED—Turkeys, large or small. Phone 14 F 14. Boyer Bros.

WANTED—Team work, hauling and plowing. Work of all kinds. Phone 449-L.

WANTED—Men to pick up apples, 50¢ an hour rate. Mrs. J. D. Young, Phone 32F12.

WANTED TO BORROW—\$3000 or \$2500 on good security. Address M. care News-Review.

WANTED—Passengers for Marshfield Wednesday, Nov. 7. Fare \$5.00 round trip \$7.50. Phone 146. Lee Goodman.

WANTED TO RENT—A 5, 6, or 7 room house, must be modern and desirable. L. R. Riter, Umpqua Hotel.

CAR OWNERS—don't forget to call 553 when in need of auto parts. Sarr's Auto Wrecking House.

MIDDLE aged lady wants place to keep house or cook for 2 or 3 men. Close to school. Has girl 9 years old. Box 506 Roseburg.

WANTED—Wood cutters, good oak timber good ground on country road. Also stumpage to sell. Phone 6 F 15. N. L. Conn, Roseburg.

MISCELLANEOUS

YOUNG married man must have work, anything. Driving car desired. Phone 122 evenings.

TEACHER of mandolin. Lessons reasonable. House across from Riverside store. Mrs. F. E. McHenry.

FOR RENT

FOR RENT—Safety deposit boxes. Roseburg National Bank.

FOR RENT—3 unfurnished housekeeping rooms, 725 West Lane St.

FOR RENT—157 acre farm, 2 mi. from town. M. Howe, Rt. 1, Box 29.

FOR RENT—Furnished apartment about Nov. 1st. 707 West Mosher. Phone 365-X.

FOR RENT—K of P. Lodge Hall. Wednesday, Thursday, and Saturday evenings.

FOR RENT—Choice broccoli ground. Also fine improvements. Phone 6 F 21.

FOR RENT—Modern 3 room furnished apartments. No children. Give reference. Call between 1 and 4. E. D. Lewis, 544 North Pine st.

bed hospital here.

Salem—Construction starts on new \$50,000 Court street Christian church.

Oregon City to improve street lighting system.

St. Helens lumber shipment total 4,000,000 feet for week.

Marshfield—Water company to expend \$100,000 enlarging supply.

Salem—\$1,382,266.08 expended under Oregon Soldiers, Sailors and Marines educational act. \$39,267 paid ex-service men attending Willamette university.

IT PAYS TO BUY

Your lumber of Alton S. Frey and Sons. Salesman at North Side Grocery.

HOLIDAY CARDS

Order your holiday cards now. A beautiful engraved line to make your selection 1. m. Orders placed during the next thirty days will not be billed before January 1, 1924. Don't delay. Call News-Review office.

P. C. Crow, a Eugene jeweler, is in Roseburg attending to business. Mr. Crow will be here for a few days.

The Hair Net That Wears
"LADY LOIS"

We guarantee Lady Lois Hair Nets to give you satisfactory wear. Scores of Roseburg women are wearing them. Don't pay more, you can't get a better net.



10c each

For Sale and Guaranteed by

CARR'S
STORE

Just Try One and See.

LOST AND FOUND

LOST—Truck wheel, call to business section or to Mr. or Mrs. 170-Y or leave at 170-Y.

FOR SALE—Used piano. Phone 170-Y.

FOR SALE—Broken horses, Phone 170-Y.

FOR SALE—Old piano, Phone 170-Y.

FOR SALE—New piano, Phone 170-Y.

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