ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday

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ROSEBURG, OREGON, MONDAY, DECEMBER 10, 1923.

THIS IS THE AGE OF ADVERTISING

This is the age of advertising. Advertising is the greatest business builder in the civilized world, remarks an exchange. Without intelligent, honest and truthful advertising there can be in this progressive age no great and conspicuous success. Advertising is not an expense, it is an investment. Ignorance of this fact has ruined many a business man. It is only the rich who can afford not to advertise. Advertising is the poor man's friend and his business creator.

John Wanamaker knew this when he first started in business and the first day he opened his store he spent practically every cent he had in advertising and took a chance on getting returns on his money. Advertising made Wanamaker the merchant prince of America. But advertising to be effective must be intelligent. It must be truthful. The merchant who studies advertising as he would study any other subject and then advertises intelligently and persistently is bound to win. The object of advertising is to burn your name and business into the public mind so that when the people think of anything in your line they think of your name first. This is the drawing power. This is the psychology of advertising.

But you must keep everlastingly at it. You can no more build up a permanment and prosperous business by spasmodic advertising than you can build up a permanent character by spasmodic virtue. As we have already said, this is the age of publicity—of advertising. Advertising is the mighty motive force underlying the whole business world. It is the mainspring, the motive power in our modern industrial competition.

There is no power on earth equal to advertising. It is the only power that grows by its own momentum. Other powers loss by expansion. Steam is powerful only when confined. Electricity is powerful only when confined. When steam and electricity are radiated and diffused they lose their force and become as nothing. Sound dies with distance and light itself is lost in infinite space.

Not so with advertising. Its mysterious dynamic power increases with expansion. Radiation is its strength, diffusion its life. It grows and increases in power by what it imparts. It carries ideas from the mind of one to the minds of many. In this way it multiplies its energy and intensifies its power. Advertising is the only harvest that grows the more by reaping.

Advertising rears skyscrapers; it creates telephone and telegraph lines; it constructs steam and trolley railroads and it multiplies mammoth department stores. Its potency and power extend far beyond human needs and necessities. It creates and multiplies human wants, refines and intensifies human desires. It gives timid and hesitating people the courage to buy that which they would like, but which under different circumstances they could easily get along without.

It makes two flowers grow and bloom in the business world where only one bloomed before. It hypnotizes the intelligent man and woman into a liberal and progressive mental attitude and prompts them to surround themselves with modern conveniences and comforts. It puts vacuum cleaners in the house, book in the library and pictures on the wall. It is the civilizer and the beautifier of the home, the schoolmaster of culture and the mother of civilization.

Dear Folks:

There's a man who will do what he's told to, when there's someone around all the while, who will lead him and show by example that the thing he is doing's worth while. He is accurate, careful and willing when there're others to show him the way, but alone he will fall by the wayside, which accounts for the size of his pay.

There's a man who will do what he's told to, when there's no one a standing around. He relies on himself and not others, he may slip, but he never is downed. He's a worker, a hustler, a doer, in the things he is told he must do. So the pay that he draws is more ample and his troubles with money are few.

There's a man who will do, without telling. When he finds there's a need he will act. There's no need of a leader to show him, and no need of his mind being jacked. For he's looking for things worth n doing, maybe big or again may be small. So there's always a job for him waiting, and his pay is the greatest of all.

Are you doing the things you are told to do, witha leader to show you the way? Are you busy when someone is watching, are you idle the rest of the day? Are you doing the things you are told to, when there's no one around you to see? Are you working when no one is looking and as busy as busy can be? Then of credit you're surely deserving but you'll just be a cog in a wheel, 'til you're doing with no one a telling. Think it over and see how you feel.

DAILY WEATHER REPORT.

U. S. Weather Bureau, local office, Roseburg, Oregon, 24 hours ending 5 a. m.

Precipitation in Ins. and Hundredths

Highest temperature yesterday	45
Lowest temperature last night	27
Precipitation last 24 hours	0
Normal precip. for this month	5.92
Total precip. since first of month	2.40
Total precip. from Sept. 1, 1923 to date	9.13
Aver. precip. from Sept. 1, 1877	9.90
Total deficiency from Sept. 1 1923	.42
Aver. precip. for 46 wet seasons (Sept. to May, inclusive)	31.48

Probably rain tonight and Tuesday.
WILLIAM BELL, Observer.

Why not belong to the News-Review's happy family of readers? Sign up and be the 4126th one to get tonight's paper.

PRUNE PICKIN'S

BY BERT G. BATES

GOOD EVENING FOLKS—

This is the
Kind of weather
That makes
A feller's nose
Drip.

DUMBELL DORA THINKS

A mariner is a man who ties matrimonial knots.

De Kid Himself: "Aw, c'mon out fer a ride—I'm harmless."

De Polfeck Lady: "Aw, fer de love o' Pete, who wants to go fer a ride wit' a guy what's harmless."

An American, newly arrived, went into a London teashop, took his seat, and waited. Presently a bright-eyed waitress approached him and asked: "Can I take your order?"

"Yes. Two boiled eggs and a kind word."

The waitress brought the eggs, and was moving on when the American said:

"Say! What about the kind word?"

The waitress leaned over and whispered, "Don't eat the eggs."

The village sheiks have confined their joy riding to the back streets since the city Dads illuminated the main stem.

"Women folks is funny critters," old Hank mused. "Take Mrs. Lucindy Potts, now. Last year she shot her husband because he went away for three days 'thout tellin' where he was an' then she cried for three weeks because her poor husband was dead and she'd never been able to find out where he'd been."

All those who wish neckties for Xmas will meet in the telephone booth at the depot this evening to pick their colors.

Mister Hutton, who lives out Garden Valley way, brought ye ed. a fine big box of apples Saturday eve, which has made the doctors of the village pretty dern sore as an apple a day keeps 'em away. Thanx Mr. Hutton, we eat 'em with the skins on.

OUR DAILY MAIL.

Dear Pruner: What is a good way for me to keep my hands soft and white? A FLAPPER.

Dear Flap: Keep on letting your mother wash the dishes.

We may be wrong but we think the happiest time of a feller's life is when he believes in Santa Claus.

Prexy Coolidge is opposed to the soldiers' bonus but if they ever take a poll on it, we'll kill his vote agin it with ours for it.

The Elluks Minstrels promise not to pull the gag about a chicken crossin' the road, which proves that things are not yet back to normalcy.

Few people really believe in prayer when they are getting along nicely without it.

The Reedsport booze ring is still going round and round over in the circus court.

The moonshiners of the county are thinkin' of puttin' poison labels on their product to create a greater demand for their liquid when the Xmas bills come due.

"I hereby resolve not to make any New Year resolutions."

GEORGE WEAVER IS FOUND IN TEXAS

George Weaver, son of County Commissioner and Mrs. Edwin Weaver has been located in Texas, after being missing for several weeks. Mr. Weaver left Myrtle Creek early in the fall, going to Washington, D. C., to attend to the patenting of an invention which he had completed. He failed to return at the time he was expected, and his parents and friends became quite anxious concerning him and spent considerable time and money in tracing him. Advertisements were inserted in newspapers in various parts of the country, and Mr. Weaver, who had gone to Texas to attend to some business matters, without notifying any of his relatives, saw one of these notices and immediately wired his mother of his safety.

It was at first feared that he had been killed in a train wreck in Wyoming, where many lives were lost when a train plunged into the river. He was expecting to be there at about that time, and when he dropped from sight it was immediately feared that he had become one of the victims of the wreck.

The attorney with whom he was working in securing the patent on the road machine which he has invented, was also endeavoring to locate Mr. Weaver, and he got in touch with him soon after Mr. Weaver telegraphed home, and he also notified the parents of their son's safety. It is a great relief to Mr. Weaver's many friends to know that he is safe and well and will be returning home the last of the month.

Painless Extraction
Gas When Desired
Dr. H. R. Nerbas
DENTIST
Masonic Bldg., Roseburg, Oregon
Phone 488
Teeth extracted and replaced same day with or without plates.

STATE PRESS COMMENT

Auto Death

Continued increase in the death rate from automobile accidents as reported by the census bureau indicate that the auto is rapidly becoming more deadly than war, in spite of all the provisions for safety enacted. The death rate is placed at 12.5 per 100,000 population in the registration area last year as compared with 11.5 and 9.9 in 1917.

Fatalities in 1922, the report says, totalled 11,666, an increase of 1,498 over the preceding year. The figures cover 85 per cent of the nation's population. California had the highest rate—26.0 per 100,000 population—and Mississippi had the lowest with 3.4, while Vermont showed the greatost increase with a rate of 11.1 against 6.5 in 1921. While Washington shows a decline in the rate, Oregon shows an increase.

Speeding, carelessness and violation of traffic laws continue to be the main causes of automobile disaster and even the most stringent laws fail to eliminate the human equation. As long as there are no specified requirements and no qualifications except the payment of a license required for permission to drive a motor, and only minor punishment for automobile murder, fatalities will increase.—Eugene Guard.

Now for the Christmas Seals

Once more the Oregon Tuberculosis association comes forward with its annual reminder to all men and women, youths and children, that they will be doing mankind a valuable service if they invest in Christmas seals, to be affixed to letters and packages the next three weeks.

For the past fifteen years the proceeds of the sale of Christmas seals have been the chief material support of the association's never-ceasing fight against the white plague. How successful the fight has been may be told in a few lines. In 1908 the death rate was 200 for every 100,000 persons; in 1923 the rate was 97 for the same number.

It is confidently believed by those who have observed the achievements of the tuberculosis association and the forward march of medical science that the death rate in 1930 will probably fall to 50 in 100,000 persons. To be sure this happy result will be largely dependent on continuation of public financial support.

The Chrismas seals have done more than any other publicity agency to popularize the relatively new discovery that tuberculosis is preventable and curable, but you must keep up the fight incessantly. Everyone who buys Christmas seals helps to carry on the fight.—Portland Telegram.

Oregon First

Portland's increasing rate of growth promises to verify Mr. Sensenich's prediction that we shall have a population of 500,000 by 1935. We now have what the more conservative estimate to be 325,000 peopeople. This leaves 175,000 to be gained in 11 years to do it in.

Between 1900 and 1910 Portland grew from 90,000 to 207,000. In the previous decade Portland's population more than doubled. Between 1910 and 1920 the gain was approximately 51,000, but, healthy as was the growth, it occurred in the most troubled period of the world's history and would have been far greater under normal conditions. If we have gained some 70,000 people since the last census, and every indication suggests that we have, then a gain of almost 175,000 in almost four times the same period of time will be a comparatively simple matter.

But, after all, the debate need not center about Portland's assured growth in population. The important question is: Will Oregon and the Columbia basin have a correspondingly increased population when Portland has half a million souls? Cities may be centers of comfort, convenience, luxury and culture, but people have to eat. Cities may express the highest upward reaches, but unless there is a producing population to balance the consuming population the city quickly becomes a mere parasite, to be cut off and put out of the way.—Oregon Journal.

Trouble Is Beginning

The organization of congress will spell trouble for the republican party. The progressive bloc for some reason has given away and the regulars are getting everything. It may be that the progressives have been given insurances that they would get a square deal. This is all they are entitled to, but the regulars have shown more regard for regulars than they have for the party's welfare.

The coming session of congress will be a stormy one from beginning to end. The game of politics will be played scientifically, crudely and masterfully. The fact is that because of the oncoming presidential election, the session will be entirely a political one and politics means discomfort.—Oregon Statesman.

GIFT ANNOUNCEMENT CARDS FREE

Subscribe for magazines at Fiction Library. We give you gift announcement cards to mail to anyone to whom you send magazines as Christmas presents.

1883 — 1923

THE FIRST NATIONAL BANK OF ROSEBURG was organized by Mr. T. R. Sheridan in 1891. He was President and had the active management of the bank during its entire existence. Associated with him as share holders were some prominent citizens of the county and state. Mr. Sheridan was one of the best known and best liked men in the Umpqua Valley. He had a pleasing personality and was very accommodating. The bank was often spoken of as "Tom Sheridan's Bank." It made hard competition for another bank in this field as we had come to know from experience.

One day in June of 1911, Mr. R. W. Goodhart, a Special Bank Examiner from the office of the Comptroller of the Currency, at Washington, D. C., called upon the officers of this bank and stated that the twenty-year charter granted the First National Bank had expired and an application for renewal had been made. He said that, owing to dissatisfaction on account of the management of that institution, the Comptroller of the Currency would not renew the charter and desired to know if this bank would entertain a proposal to take over and pay the deposits of customers of the First National Bank, under an agreement of purchase, as the bank would have to go into liquidation, and otherwise would be closed for that purpose.

This was sudden and unexpected news. After a first meeting of the Directors to consider the proposition, we decided it was not to the interest of the Douglas National Bank to deal in the matter, and so notified Mr. Goodhart. But after further requests from Mr. Goodhart and the directors of the First National were made, several meetings were held between the directors of this bank and the Examiner, and an examination was made of the resources and liabilities of that bank.

It was felt that the closing of the bank would bring losses and hardship upon the depositors of the First National and upon business conditions generally that would continue for a long time to come.

Finally, on June 17, a contract to purchase was entered into and the Douglas National Bank paid to the share holders of the First National $25,000.00 cash for its good will and took over the deposits to the amount of $541,434.65, and accepted from that bank cash and selected assets in an equal amount to the liabilities assumed. Mr. T. R. Sheridan, Mr. Morris Weber and Mr. Warren P. Reed, directors of the First National Bank, guaranteed the payment of the liabilities assumed.

The affairs of the First National Bank were then placed in voluntary liquidation, with Mr. S. A. Sanford acting as Trustee. After banking hours on that day the cash and securities and records of the bank were carried across the street and transferred to the vaults of The Douglas National in its building, where business opened on the following Monday morning with combined deposits of $955,000.00.

Feeling that the bank was now under capitalized for the amount of deposits, on July 17, 1911, application was made to the Comptroller of the Currency for an increase of capital from $50,000.00 to $100,000.00. This was granted by wire on August 17, 1911, and so increased, the additional amount having already been subscribed and paid in by the share holders.

The Douglas National Bank
Forty Years of Service.
The Oldest Bank in Southern Oregon

COUNTY BANKERS TO MEET TONIGHT

Andrew Miller, of the Oregon Bankers' association, will be the principal speaker tonight at the banquet to be held at the Umpqua hotel, and which will be attended by bank officers from all parts of the county. The meeting is being held for the purpose of considering the formation of a county banking association, and Mr. Miller will speak on that subject together with other matters of mutual interest to bankers of this vicinity.

The entertainment is being provided for by the four Roseburg banks and invitations have been sent out to all other banks in the county. All are to be represented except possibly the Reedsport and Gardiner banks. The officials of these institutions have been extended invitations, but as yet no response has been received. It is expected that the meeting will result in the formation of a county association to consider and carry on the mutual interest of the banks of the county. Such associations are being formed all over the state, and much good is resulting.

HOTEL ARRIVALS

Hotel Douglas

Portland arrivals: C. E. Bigger, Edlund, M. H. Crandall, E. M. Kennedy, W. A. Cochran, H. A. Wise, J. C. Daley, M. C. Gregory, W. C. Furnell, F. H. Twohy.

Miscellaneous: E. M. Hood, Albany; W. J. Brady, F. W. Snow, G. W. Bryant, R. E. Miller, P. E. Meyers, Eugene; A. M. Cole and family, Spokane; Earl Kronemiller, Mrs. Kronemiller, Mrs. C. A. Buchanan, C. A. Buchanan, Tacoma; Arthur Samuelson, Brownsville; M. S. Cady, Yakima; F. Bayes, Kalamazoo; M. Sieger, Reno; R. A. Nelson, Yakima; F. W. Smith, Gladstone; Peter Wahl, Astoria; C. L. Hayes, Seattle; J. H. Henderson, Aberdeen; G. Miles, Reedsport; Price Farmer, Eugene; C. E. M. York, Santa Barbara; J. O. Furnes, F. C. Hueison, California; C. W. Morton and wife, Lewiston, Mrs. Jessie F. Brown, Mr. and Mrs. R. V. Moss, Yakima; R. O. Ingraham, Walla Walla; G. Hogan, R. Hutchinson, Kenneth Harvey, G. A. Barrow and wife, San Diego.

Hotel Umpqua

Portland arrivals: C. C. Carmack and wife, F. McCleskey, W. A. Kinney, G. E. Jackson, E. J. Leary.

Miscellaneous: L. Y. Hopp, New York City; R. W. Long, Yoncalla; R. L. Finlayson, Eugene; A. C. Kellogg, Seattle; J. R. Bareroft, Wenatchee; J. A. Leonard, Marshfield; Dr. Wyler and wife, Boise; C. Marshall and wife, Medford; G. F. Hickok, San Francisco; C. H. Clift and wife and baby, Alvard and Harry Clift, Bellingham; J. D. MacVicar, Grants Pass; Bert Anderson, Medford; Mrs. Mary Tillmock, Packford, Iowa; Mr. and Mrs. M. H. Telford, Mason City, Iowa; O. M. Berrie, city; H. Levice, Cleveland, Ohio; L. W. Berliske, Dunsmuir; Harry Dalton, Lima; M. E. Borchers, Marshfield.

Hotel Grand

Portland arrivals: A. R. Gano-loff, L. E. [illegible] rang, A. S. [illegible] A. L. Beaulieu, [illegible] Brown, B. Rust [illegible]

Miscellaneous: [illegible] Halsey; R. E. [illegible] wife, Berkeley; [illegible] gus; T. F. [illegible] city; M. R. [illegible] Seattle; R. L. [illegible] W. L. Graves, [illegible] North Bend; S. [illegible] Cabbinge, Spokane; [illegible] Bearson, Seattle; [illegible] Gold Beach; T. [illegible] San Francisco; [illegible] natchee; S. [illegible] Mr. and Mrs. [illegible] kane; W. J. [illegible] Henkson, Eugene; [illegible] San Francisco; [illegible] and wife, Vancouver; [illegible] Kalter and wife, [illegible] C. Moulton and wife, [illegible] Bennett, Dillard.

A marriage license was issued yesterday to Lyle E. Davis and [illegible] both of Roseburg.

RHEUMATISM or NEURITIS

Remarkable new treatment stops Rheumatism or Neuritis in any form. Very worst cases relieved at once. Thousands of cures reported. No need for anyone to suffer. Ask any druggist for "Allen's Rheumatic Treatment," in Tablet Form. Price $1 per box. All druggists carry it. Hart M. Allen Laboratories, Mfrs., Box 1340, Los Angeles, Calif.

GOING FAST!

Unless you hurry you will not get in on the BIG BARGAINS we are offering.

Many articles are almost gone—others going fast—in a few days at the rate these bargains are picked up, all will be gone.

HURRY—Save the Difference

TURICK
THE JEWELER