

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday

B. W. BATES, President and Manager
BERT G. BATES, Secretary-Treasurer

SUBSCRIPTION RATES

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ROSEBURG, OREGON, WEDNESDAY, DECEMBER 26, 1923.

DOUBLING SALES

N. W. Ayer and Son, advertising agents, have told in an advertisement in Printer's Ink what they did for a firm that sells chicks to poultry raisers. They undertook an advertising campaign for this concern, suggested a distinctive name and trademark, and offered counsel on breeding, marketing, etc. The result was that sales were nearly doubled, at one half the cost per inquiry of any previous year. You could go through the records of a multitude of firms, and show that when they took up a consistent campaign of advertising, they got greatly increased results. Some of the gains made in the case quoted above were no doubt due to using improved methods. Yet improved methods alone may not sell a product satisfactorily. The public may not know that methods have been improved until the concern tells about them in a public way. The same motives that lead people to be interested in the advertising of chicken producers, can be appealed to to develop a retail store. All kinds of people are looking for chances to save money and get ahead. The store that can show a person or a family how to cut their cost of living through taking advantage of good buying opportunities, is sure to get a lot of new business. Our fine stores here in Roseburg have plenty of excellent buying opportunities, and their advertising policy in the past has done a lot to draw in outside trade and keep our home trade at home. But no doubt many good buying opportunities have been missed by the people, because they were not well advertised. If a concern that has never gone in much for publicity, will really advertise its goods as it ought to, it is likely to see gains in its business that it had previously regarded as incredible.

For a multitude of concerns, January 1 begins a new business as well as calendar year. The managers and executives are laying careful plans as to what they will accomplish during the new twelve months. Marks are aimed at which their trade is to reach. If salesmen do not make their expected total, they are likely to have to explain the reason. So in every life it is a good idea to lay out definite ends which one hopes to attain in the coming year. People should form plans for improving their mental equipment, their training for their occupation, their savings of money, their physical health. There is too much tendency to drift along from day to day without planning for the future. January 1 is a good time to take account of stock of life, and decide whether the past year brought all the gains it should, and what can be done to secure greater results in 1924.

Roseburg merchants report Christmas trade fully up to the standard. Saturday and Monday showed hundreds of late shoppers scurrying around for suitable gifts for relatives and friends, which swelled the grand total of business in excess of that anticipated by many.

While there is opposition to entangling alliances with the European nations everybody is willing to meet with them to receive payments on their debts.

Santa Claus was on the job Monday night, leaving Tuesday morning empty handed. He was generous with his contributions to Roseburg homes.

What has been needed in the post offices for two weeks has been a good gang of snow shovellers to make a path through the Christmas packages.

Many people can't think out any political opinions for themselves but there are always places where they can secure some second hand ones.

We are nearing the stock-taking period, which is no small job of itself.



Dear Folks:

When empty pockets meet my hands which go down deep a fishing, I give up thoughts of buying things and just go window wishing. I stand in front of window panes and start my keys a jangling, it makes 'em sound like ready cash and keeps my aprits tingling.

I'm not alone for others come along to stand beside me. They come to join me and to wish, and not to just deride me. We linger on and stay awhile, like bees around some honey, and all of us are wishing hard we had a lot of money. We look at stylish overcoats that seem to shine and glitter, and wish that we were in the store a talking to the fitter. We look at hats and fancy hose and pick the ones that please us. It seems that window just was made to show us things to tease us.

We look at rings and costly pins, and paper, ink and pencils. We look at things for business use, like carbon sheets and stencils. We look at rugs and parlor chairs and highly polished tables. We look at children's toys and games, and books of ancient fables.

Of course we never spend a cent, but what's the use of crying? It doesn't cost a thing to wish for things we feel like buying. We often go without a bite to places where we're fishing, and yet we call it lots of fun. Well so is window wishing.

PRUNE PICKIN'S
BY BERT G. BATES

GOOD EVENING FOLKS—

Have you a little
Cheap Xmas candy
Left in your home?

DUMBBELL DORA THINKS

Father Time manufactures scythes.
Didda get what you wanted, fellers?

Since the village has become infested with dry officers many a feller is warbling, "Where is my wandering bootlegger tonight?"

Sheriff Starmer has a lot of frog whiskey in jail now—one drink and you croak.

Some folks are gettin' ready to send out New Year cards to the ones they forgot on Christmas.

Santa Claus was in our sanctum last eve bemoaning the fact that so many folks had holes in their socks this year.

The ump. Chief's were out signing up Braves today and the knackers were hitting for the tall and uncut.

The big problem now is what shall we do with the Xmas tree?

A feller's afraid to talk to a stranger in the village now for fear he'll smell cloves on your breath and pinch ya for bootleggin'.

A tea-kettle sings when it is merely filled with boiling water. But man, unfortunately, is no tea-kettle.

When you are a chronic kicker you meet a man with more feet than brains.

Memory systems would be all right if you could only remember to use them.

THE LITTLE THINGS

He came a little sooner,
Than the other fellow did,
And stayed a little longer
Than the other fellow would.

He worked a little harder
And talked a little less,
He was never really hurried,
And he showed but little stress,
For every little movement
His efficiency express.

He saved a little money
In a hundred little ways,
And banked a little extra
When he got a little raise
Of course, it's a little wonder that
He murmurs with a smile,
As his dividends come regular:
Are the little things worth while?

Ye ed's idea of a crazy man is one who'll take salted peanuts with him on a desert trip.

Book worms can crawl a good deal farther than some persons imagine.

If she chews gum in public it's a sign she has't yet got her foot on the first rung of the social ladder.

HOPELESS

Boss (Monday morning): Well, Dan, I suppose you went to Sunday school yesterday?
Dan: Yes, sir, twice. I took my little boy there at 9:30 and went back after him at 10:30.

Pep is a valuable thing in business, but if you have no brains back of your pep it will be nothing but pop.

"Marriage is a lottery."
"Yes, mean a lottery, don't you, dear?"

"No, I mean a lottery—a place for making family jars."

Silence is silver, in the opinion of Ye ed. Many a small brother gets a dime for keeping his mouth shut.

You can't drown your troubles in a flood of tears.

A wise man thinks all that he says, while a fool says all he thinks.

REQUESTS

Oldest Daughter—"Father, I'd like some money to buy some powder, please, if you can spare it."

Middle Daughter—"Daddy, can you let me have two bits to buy a package of cigarettes?"

Flapper Daughter—"Say, old bean, gimme four bucks—I need a quart of gin."

"The wimmen folks are out today spinnin' their Christmas presents."

Advice To Eugene

Mrs. F. C. Powell, Rhylis and Frederick Powell and Mrs. William Hines drove to Eugene and Harrisburg Monday. Rhylis and Frederick remaining at Harrisburg to spend the Christmas holidays with their grandmother.

Are City Hearts Cold?

(By Wickes Wamboldt.)

Some time ago a writer contrasted the difference between the city funeral and the country funeral. He spoke of the indifference of the city toward the dead and the bereaved. He described how he himself merely "phoned the florist to send a spray. Then, at the last moment, he slipped into the undertaker's chapel, stayed just long enough to be recognized and slipped out again.

He compared this with a country funeral where the dead man lay in his own home and was carried to his last resting place on the shoulders of his neighbors. He spoke of the interest displayed by all and of the kindly helping hands held out. To me those two pictures suggest but one conclusion. The narrator evidently had never attended a city funeral that meant much to him. But he had been to a country funeral that touched him closely. That was all.

The people in the city are the same as those in the country. There is no difference. The same warm hearts, the same helping hands, the same sympathy.

I attended a funeral in a large city not long ago. The dead man lay in his own home until the time for the last rites. The house was so besieged by would-be helpers that relays of persons had to be selected to meet those who would assist and to take their affectionate messages of condolence. It was necessary to appoint one just to take charge of the flowers sent. For two days preceding the funeral the street in front of the house was lined with automobiles which their owners had placed there with the hope they might be of some service.

Of course this was a man of affairs and wide influence. But I am reminded of the funeral of a simple factory workman who lived humbly in the midst of a large city. So worthily had he touched the lives of those with whom he came in contact that one hundred and fifty autos followed him to the cemetery.

The average man's sphere is more limited in the city than in the country. He may know fewer people but their hearts are just as kind.

There is no difference between city people and country people. If a man has so lived in the city that he has won the affection and respect of those with whom he has associated, they will be right there when the time comes. And if he has so lived in the country that the people around him have no regard for him, they will shed no tears and beseege no house when he dies.

As we live, so we die, whether it be in the city or in the country. But the people are just the same.

Fuller brushes for Xmas, 450-L.

ONLY 89 KILLED IN
S. F. IN 11 MONTHS

Records of the San Francisco traffic bureau show that deaths from motor vehicle accidents for the first eleven months of this year, during which time the public safety movement of the California State Automobile association was functioning, were twenty-seven less than for the corresponding period last year. There was a slight increase in the number of accidents involving minor injuries, according to the traffic bureau's records, but the accidents were less fatal than in 1922.

During eleven months of 1922, 116 persons were killed in motor vehicle accidents on the streets of San Francisco. The public safety campaign which the automobile association is carrying on in co-operation with the police department became effective in January this year, and during the ensuing eleven months only 89 persons met death in accidents involving motor vehicles.

Announcement was made recently by Percy E. Towne, chairman of the public safety committee of the automobile association, that the remaining units of the public school traffic reserve would be organized immediately following the Christmas vacation. The organization of the traffic reserve units is being carried on by Captain Henry Olsson, head of the city traffic bureau.

HAVE DARK HAIR
AND LOOK YOUNG

Nobody Can Tell When You
Darken Gray, Faded Hair
With Sage Tea

Grandmother kept her hair beautifully darkened, glossy and attractive with a brew of Sage Tea and Sulphur. Whenever her hair took on that dull, faded or streaked appearance, this simple mixture was applied with wonderful effect. By taking at any drug store for "Witch's Sage and Sulphur Compound" you will get a large bottle of this old-time brew, improved by the addition of other ingredients, all ready to use at very little cost. This simple mixture can be depended upon to restore natural color and beauty to the hair.

Well-known druggists say everybody uses Witch's Sage and Sulphur Compound now because it darkens so naturally and evenly that nobody can tell it has been applied—it's so easy to use. You simply dampen a comb or soft brush and draw it through your hair, taking one strand at a time. By morning the gray hair disappears; after another application or two, it is restored to its natural color and looks glossy, soft and beautiful.

CATARRH
VICKS
VAPORUB
Over 17 Million Jars Used YearlyCENSUS BUREAU
PROVES NEGROES
MOVING NORTH

WASHINGTON, Dec. 25.—(A. P.)—The center of negro population in the United States has been determined by this center has moved to the north-east of Rising Fawn, in Dade county, Georgia. For the first time in history this center has moved to the north-east, its former movements having been in a southwesterly direction.

"The movement of the center of negro population is an accurate index of the direction of negro migration," says the bureau. "In 1790 it was located 25 miles west-southwest of Petersburg, Va. In 1880 it was located 24.4 miles east of Lafayette, Georgia. From 1880 to 1890 the southwesterly movement was continued and it advanced 20.1 miles to a point 10.5 miles southwest of Lafayette, and about 4 miles east of the Alabama line. In 1900 it had moved southwest 463 miles, an average of 46 miles each decade. From 1890 to 1900 its movement was greatly retarded, and it advanced only 9.1 miles, across the Alabama Georgia state line to 10.7 miles northeast of Fort Wayne, its about 4 miles west of the Georgia line. In 1910 it was located 5.4 miles north-northeast of Fort Wayne, its movement for the decade being 5 miles west-southwest. Its movement south was evidently greatly retarded by the migration of negroes to the northern and eastern states. In 1920 it moved back across the state line into Georgia and was located 1.8 miles north-northeast of Rising Fawn, Dade county, Georgia, having moved 31.6 miles.

"The present northeasterly movement was due principally to the great increase in the negro population of Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, West Virginia, Ohio, Indiana and Michigan. The total increase in the negro population of the United States was 625,268, and the increase in the northern states was 56 per cent of the total increase. This hefted north of the negro population of certain industries during the world war, the high wages paid being the great attraction. It is probably true that this movement has been continued, due to the reduction of the cotton crop and the demand for common labor at higher wages in the north."

WANTED—\$10,000 worth of raw furs, all kinds. Highest prices. With Powell's Furniture Exchange, B. F. Shields.

BUILDING PERMITS
FOR LAST WEEK

Archib Ferguson, garage 16x20, cost \$150; lot 10, block D, Laurelwood.
L. W. Metzger, warehouse 60x80, cost \$15,000; lot 1, block 32.
S. Madison, garage 18x27, cost \$225; northwest corner Rose and Mosher streets.
E. R. Metzger, fruit packing plant 45x80, cost \$6000; west Douglas street.
J. V. Casey, garage 10x18, cost \$200; lot 8, block D, Laurelwood addition.
J. V. Casey, garage 10x18, cost \$200, block B, Laurelwood addition.
F. A. Hayes, dwelling 22x16, cost \$2,000; lot 8, block 6, Waite's addition.
A. J. Ford, garage 18x20, cost \$1000; 817 Hamilton street.

LOOKING GLASS NEWS ITEMS

The Looking Glass schools combined held their annual Christmas tree in the intermediate room. A large number of the parents were present. The program which was very interesting, was given by the grade school children.

Mrs. Allan substituted in the primary room for Miss Greta Barager, who was in Roseburg taking the teachers examination.

John Hertzler of Roseburg has been visiting with his sister, Mrs. R. C. Arnold.

Miss Kathryn Montgomery returned from her home Wednesday evening from Monmouth where she has been attending Normal school. Miss Montgomery expects to return to her studies next term.

Thomas Morgan who has been employed by Marshfield returned home last week.

Miss Dorothy Rogers entertained the Trio class at her home on December 19. A large number of young people attended the party. Many entertaining games were played. At a late hour a very delicious luncheon was served by the hostess. All attending enjoyed a good time.

Andrew Jacoby of Portland is spending the Christmas holidays with his parents, Mr. and Mrs. H.

MID-WINTER NECESSITIES

A lot of things that were needed may have been provided by the big Holiday, and The Silk Store has three very good Mid Winter Goods for you. All the

LATEST CREATIONS AND WEAVES IN DRESS MATERIALS, LADIES' WEAR, HOSIERY, GLOVES AND GENERAL DRY GOODS.

You Always Find What You Want Here.

I. ABRAHAM

The Silk Store.

B. Jacoby, Mr. Jacoby is attending the Dehne-Walker business college. He will return to his studies on New Year's day.
A Christmas tree and program will be held at the church Monday evening.
X. Y. Z.

NOTICE OF ASSESSMENT FOR
THE IMPROVEMENT OF
FIRST AVENUE NORTH

Notice is hereby given that the Common Council of the City of Roseburg, Oregon, did on the 21st day of December, 1923, by Ordinance No. 753, declare the assessment for the improvement of First Avenue North from the west line of east Third to the east line of north Jackson Street in the City of Roseburg, Oregon, to be upon each lot or part of lot or parcel of land especially benefited thereby, as follows, to-wit:

Name	Description	Amount
Margaret A. Page—Lot 22, Block 41, Kinney's Imp.		21.35
Margaret A. Page—Lot 21, Block 41, Kinney's Imp.		21.35
Carlos M. Page—Lot 20, Block 41, Kinney's Imp.		21.35
Carlos M. Page—Lot 19, Block 41, Kinney's Imp.		21.35
J. A. Worley—Lot 18, Block 41, Kinney's Imp.		17.08
J. A. Worley—Lot 17, Block 41, Kinney's Imp.		17.08
J. A. Worley—Lot 16, Block 41, Kinney's Imp.		8.54
A. G. Sutherland—Lot 22, Block 28, Kinney's Imp.		555.83
A. G. Sutherland—Lot 23, Block 28, Kinney's Imp.		21.35
A. G. Sutherland—Lot 24, Block 28, Kinney's Imp.		21.35
A. G. Sutherland—Lot 25, Block 28, Kinney's Imp.		2.62
G. W. Ruiter—Lot 25, Block 28, Kinney's Imp.		8.54
G. W. Ruiter—Lot 26, Block 28, Kinney's Imp.		17.08
R. H. C. Wood—Lot 27, Block 28, Kinney's Imp.		17.08
R. H. C. Wood—Lot 28, Block 28, Kinney's Imp.		8.54
E. V. Hoover—Lot 16, Block 40, Kinney's Imp.		135.55
R. L. Collins—Lot 17, Block 40, Kinney's Imp.		135.55
R. L. Collins—Lot 18, Block 40, Kinney's Imp.		135.55
Elmer & Edna McKean—Lot 19, Block 40, Kinney's Imp.		100.80
Elmer & Edna McKean—Lot 20, Block 40, Kinney's Imp.		100.80
Elmer & Edna McKean—Lot 21, Block 40, Kinney's Imp.		100.80
J. F. Cole—Lot 22, Block 40, Kinney's Imp.		100.80
J. F. Cole—Lot 23, Block 40, Kinney's Imp.		100.80
J. F. Cole—Lot 24, Block 40, Kinney's Imp.		100.80
H. G. Galt—Lot 4, Block 41, Kinney's Imp.		107.52
H. G. Galt—Lot 5, Block 41, Kinney's Imp.		107.52
H. G. Galt—Lot 6, Block 41, Kinney's Imp.		107.52
H. G. Galt—Lot 7, Block 41, Kinney's Imp.		107.52
H. G. Galt—Lot 8, Block 41, Kinney's Imp.		107.52
H. G. Galt—Lot 9, Block 41, Kinney's Imp.		107.52
Letha L. McGhee—Lot 7, Block 28, Kinney's Imp.		102.22
Letha L. McGhee—Lot 6, Block 28, Kinney's Imp.		83.22
R. E. Harness—Lot 6, Block 28, Kinney's Imp.		54.22
R. E. Harness—Lot 5, Block 28, Kinney's Imp.		122.83
B. W. & Addie Strong—Lot 4, Block 28, Kinney's Imp.		112.29
B. W. & Addie Strong—Lot 3, Block 28, Kinney's Imp.		122.83
C. J. & Nannie Grimm—Lot 2, Block 28, Kinney's Imp.		172.41
C. J. & Nannie Grimm—Lot 1, Block 28, Kinney's Imp.		172.41
R. L. Cannon—Lot 12, Block 29, Kinney's Imp.		142.23
R. L. Cannon—Lot 11, Block 29, Kinney's Imp.		142.23
R. L. Cannon—Lot 10, Block 29, Kinney's Imp.		142.23
R. L. Cannon—Lot 9, Block 29, Kinney's Imp.		142.23
R. L. Cannon—Lot 8, Block 29, Kinney's Imp.		142.23
R. L. Cannon—Lot 7, Block 29, Kinney's Imp.		142.23
C. R. Griffith & Frances E. Sallich—Lot 4, Block 29, Kinney's Imp.		100.80
C. R. Griffith & Frances E. Sallich—Lot 3, Block 29, Kinney's Imp.		100.80
C. R. Griffith & Frances E. Sallich—Lot 2, Block 29, Kinney's Imp.		100.80

Total
A statement of the amount assessed has been filed with the City Clerk and is open to the inspection of all persons interested in the improvement of First Avenue North. The City Clerk will be glad to furnish a copy of the same to any person who desires it. The City Clerk will also be glad to furnish a copy of the same to any person who desires it.

Property owners are advised that the City Clerk will be glad to furnish a copy of the same to any person who desires it. The City Clerk will also be glad to furnish a copy of the same to any person who desires it.

Act for the purpose of the improvement of First Avenue North is hereby approved by the City Council on the 21st day of December, 1923.

Attest:
City Clerk

W. F. CHAPMAN

STUDY CLUB

IS ENTERTAINING

Saturday, the 15th of December, the Study Club will be at home.

The house was beautifully decorated with flowers and lights. Christmas tree and lights.

to the room. A program of songs and plays was given. The program was very interesting and the guests enjoyed it very much.

A most delicious lunch was served. The lunch was prepared by Mrs. H. H. H.

Anna Kinney was the guest of honor. She was very much pleased to be invited.

Curran gave the toast. The toast was very timely and appropriate.

Timothy Kinney gave the toast. The toast was very timely and appropriate.

Mrs. J. T. Miller gave the toast. The toast was very timely and appropriate.

of his first meeting. Mrs. Miller will be glad to meet you again.

The program closed with a song by Mrs. H. H. H.

by Mrs. H. H. H. The program was very interesting and the guests enjoyed it very much.

We heard many interesting stories. The stories were very timely and appropriate.

and the breadbasket. The breadbasket was very full and the guests enjoyed it very much.

Carl H. H. H. was the guest of honor. He was very much pleased to be invited.

costs in the year. The costs were very low and the guests enjoyed it very much.

charge of the program. The program was very interesting and the guests enjoyed it very much.