

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday

W. BATES, President and Manager; HERT G. BATES, Secretary-Treasurer

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ROSEBURG, OREGON, THURSDAY, JANUARY 3, 1924.

THE POWER OF ADVERTISING.

Very interesting illustrations of the power of advertising are given in the sale of certain agricultural products, which previously had been raised in greater quantities than the market demanded.

It might be said that the consumer did not benefit, as prices were raised through the advertising. Yet it is not profitable in the long run for a consumer to buy staples below the cost of production.

Advertising is equally powerful in stimulating retail trade, but it never works to raise prices even temporarily.

- 1. A belief, that owing to their special enterprise and study of the markets, they have a line of goods a little below average market values.
2. Ability to get hold of special lots for low prices, which can be turned over to the public at similar low figures.
3. The necessity created by special conditions, to work off goods at a sacrifice so as to get in fresh stock.
4. The conviction that by drawing more people to a store, it can operate at less expense for the business done, and thus can afford to make low prices.

These and other motives lead people to advertise, and they all tend to create conditions favoring low prices.

If there is anything that helps out a live community it is a substantial and solid Chamber of Commerce. Being an organization for community welfare it necessarily requires the undivided support of the people of Roseburg, and this city will not be slow in recognizing the fact that concerted and well-directed efforts from all its people must be forthcoming to bring about the desired results.

The Portland Oregonian's annual edition was a fine tribute to the queen city of the state, and to the great commonwealth the publication represents. It is always a pleasure to anticipate the big New Year's edition of the Oregonian, brimful of pleasing scenes from throughout the state, surrounded by interesting reading matter pertaining to the resources and development of this grand old state.

It takes a bunch of film actresses, a chauffeur and a thirty oil king to create a good scandal in and about Los Angeles. Local celebrities who aspire to riches via the oil route should shunt the Los Angeles and Hollywood atmosphere. It's bad stuff—for the man with a whole lot of loose change.

Now, all together. Let's put the Chamber of Commerce over with a bang and start the New Year with a vim and vigor that will put this great old city and the Umpqua Valley on the map. We're off.

Mexican rebels are gathering for a big skirmish, according to press dispatches. This is the first campaign gun fired so far during the New Year.

The missing link between man and beast is about to be discovered, but this is not new information to the average married woman.

Well, we've had our snow storm. Bring on some of that fine, balmy weather for a little variation.



Dear Folks: The greatest competition that you have to meet today, is not produced by others whom you think are in the way. It's you and your shortcomings that must first be overcome.

Because the other fellow seems to get ahead with ease, that's nothing to be afraid of, but a thing which ought to please. It ought to give you courage watching others reach success, instead of bringing envy and a feeling of distress.

You say that competition is so keen in life today, it's hard to make a living there's so much you have to pay. You think you have to battle with the other fellow's luck, when all the battle needed's with yourself, and with your pluck.

There's smoother sailing waiting for you just around the bend, so learn this simple lesson, with yourself you must contend. Then brush away the shadow of yourself that blocks the way, and reach the smoother sailing where the skies are never gray.

PRUNE PICKIN'S BY BERT G. BATES

GOOD EVENING FOLKS— Weather Prophet Bell Says that if It keeps on Snowin' he'll Hafta git him A pair of Galoshes and We hope it Quits.

DUMBBELL DORA THINKS Notre Dame is a famous woman.

Blow torches are taking the place of lawn-mowers this week.

Nap Rice, the well known mayor of these here parts, still claims our climate beats 'em all.

Some men are born dishonest; others become prohibition officers.

SOMETHING NEW IN FROCKS The second floor will be given over entirely to ladies' ready-to-wear with new fixtures of Circassian walnut—Pouff'keejie, N. Y. Times.

I've heard of a man who was "yellow" "Blue" persons I've actually seen, But in all of my travels, I've never met yet, A grass widow I could call "green."

Too many people think thrift consists in using the car more because gasoline is cheap.

"The optimist dots not mind being referred to as a pessimist occasionally," observes a friend, "but how the cynic hates to be accused of being cheerful."

A woman takes up golf for two reasons and the other is that she wants to keep her eye on her husband.

Local man is given a jail sentence for carrying liquor. How times change. In the old days they were sent to jail because they couldn't carry it.

If at first you do succeed, look out.

There is honor among thieves, but little of it between two women in love with the same man.

Everytime they build a new railroad crossing the auto dealers order more cars.

Never monkey with a grass widow, Arnold, you might get caught in the weeds.

Really folks, to us classic dancing looks pretty much like a skin game.

Ye ed, perceives that Mr. Coolidge invited Henry Allen, who is for him, to luncheon, and invited William Allen White, who is against him, to dinner, and to us this is another indication of the president's keen political strategy.

Life is a game of put and take with the taker often the loser.

Dont bore a small boy with your talk, Dont nag him and dont bark; If you'll hand him a piece of chalk, He'll go and make his mark.

Modern arithmetic: The preacher adds one and makes one; the divorce court judge takes one from one and has two left.

They turned the street lights on at 4:30 last night and the night cop put in an hour overtime.

The speed cop should have a bob sled these days.

With the new telegraph news of the News-Review a feller almost expects to hear a street car clang it looks so much like a metropolis.

Have you placed your Xmas ties away in the moth balls yet?

The legion gang will banquet on Friday night at the expense of Rudy's gang and we're sorry Rudy lost because he is such a good consumer.

As yet the snow birds haven't run out of snow but the slush hawks will soon be with us.

"Stee cold to write much more folks as the fire's goin' out and it's our turn to pack up a load from the basement."

"Findin' a way to stop wars is like tryin' to find a cure for chilblains."

COLD WEATHER WILL DAMAGE EARLY BROCCOLI Plants grown from Ashby's Improved seed show no sign of heading yet. This variety has proved 2nd to none of the many domestic and imported seeds tried out in the Umpqua Valley. Price \$20 a lb. Order now from N. C. Ashby, Box 1225, Roseburg, Oregon.

TIME WORN FIGHT IS RENEWED TODAY

(Associated Press Leased Wire.) CHICAGO, Jan. 2.—The old fight between the trans-continental railroads and the steamship companies operating by way of the Panama canal was resumed today in an interstate commerce commission hearing today. Edward F. Chamber, vice-president of the Atchison, Topeka & Santa Fe railroad, the witness in behalf of the railroads declared that if the commission would permit the railroads to make the coast to coast freight rates to meet the steamship competition all shipping centers west of Chicago which participate in Pacific coast trade would be benefited.

NEUNER BOOSTS CHIEFS

"The Umpqua Chiefs will come to Portland for the Rose Festival parades wearing their feathers and war paint," announced George Neuner, Jr., of Roseburg, who arrived from the south yesterday and registered at the Imperial. "Portland has its Rosarians, Salem has its Cherrians, Newberg the Berrians, Oregon City the Live Wires, Coos Bay has the Pirates and Grants Pass the Cavemen, so there was nothing left for us but to organize the Umpqua Chiefs, which is a sort of side issue of the Roseburg chamber of commerce. We celebrated with a big banquet recently, in which everything served came from Douglas county. The menu was complete from soup to nuts, and everything was raised in the county. There are salmon and trout in the streams and crabs and clams on the coast. Then there are the turkeys, of course, for which the county is famous, and jelly made from apples which went with the turkey. There were potatoes and broccoli and a variety of pies from fruits grown in Douglas, and, naturally, prunes. The dinner was to demonstrate how well Douglas county can support itself in foodstuffs, and there were many articles of food, fish, game and fruits which are raised in the county but which were not served, for lack of room both on the table and with the guests."—Oregonian.

TAX LEAGUE DIRECTORS MEET

The newly elected directors and officers of the Douglas County Taxpayers' League held their initial meeting yesterday. Most of the afternoon was consumed in selecting the various committees for this year. President Dave Busenbark announced the appointment of the following committees: Membership Committee: S. D. Evans, Roseburg, C. L. Chenoweth, Oakland, J. A. Fenn, Canyonville, W. L. Cobb, Kellogg; W. E. Glenscenek, Looking Glass; C. L. Beckley, Oak Creek; Rem Fate, Myrtle Creek; C. O. Garrett, Glendale; Geo. Bacon, Looking Glass; C. H. Bailey, Deer Creek; John Alexander, Glide; E. E. LaBrie, Wilbur; C. E. Banning, Dixonville; T. E. Grae, Wilbur; J. J. Henderson, Elkton; John Hedden, Scottsburg; Fred Assenboemer, Gardiner; Floyd Miller, Dilard; Wm. Beckley, Yoncalla; John Bacon, Umpqua; W. J. Burchard, Scottsburg; Geo. Crane, Melrose; Mark Tidale, Sutherlin; John Krohn, Cleveland; Wm. Kietzer, Elkhead; W. M. Moore, Kuckler; J. W. Thomas, Anchor; J. O. Gunter, Gunter; Chas. Wilson, Reston; Jack Eaker, Ash. Roads and Bridges: W. L. Cobb, C. L. Beckley, H. D. Conine, Sam Ball, R. A. Hercher, Huron Clough, C. O. Garrett, O. D. Thiel. Legislative: C. H. Bailey, G. V. Wimberly, Geo. Neuner, B. W. Strong, J. A. Fenn. County Office Committee: C. L. Chenoweth, A. A. Thiel, S. D. Evans. Sundry Items Committee: R. A. Hercher, C. E. Moyer, Geo. Bacon, A. F. Stearns, Arthur Marsh. School District Committee: G. W. Burt, Geo. Bacon, T. B. Davis. Municipal Committee: B. W. Strong, A. F. Stearns, H. P. Rice, J. L. Campbell, T. J. Redford. Price List Committee: C. L. Beckley, C. E. Banning, Mark Tidale. Publicity Committee: Bert G. Bates, Geo. Bacon, C. H. Bailey. The various members of these committees are being notified of their appointment by the league's secretary, H. O. Pargeter, who is also informing them of their duties.

HAVE COLOR IN CHEEKS

Be Better Looking—Take Olive Tablets If your skin is yellow—complexion pallid—tongue coated—appetite poor—you have a bad taste in your mouth—a lazy, no-good feeling—you should take Olive Tablets. Dr. Edwards' Olive Tablets—a substitute for calomel—were prepared by Dr. Edwards after 17 years of study. Dr. Edwards' Olive Tablets are a purely vegetable compound mixed with olive oil. You will know them by their olive color. To have a clear, pink skin, bright eyes, no pimples, a feeling of buoyancy like childhood days you must get at the cause. Dr. Edwards' Olive Tablets act on the liver and bowels like calomel—yet have no dangerous after effects. They start the bile and overcome constipation. Take one or two nightly and note the pleasing results. Millions of boxes are sold annually at 15c and 30c.

The San Francisco Savings and Loan Society (THE SAN FRANCISCO BANK) COMMERCIAL INCORPORATED FEBRUARY 10th, 1868. One of the Oldest Banks in California, the Assets of which have never been increased by mergers or consolidations with other Banks. Member Associated Savings Banks of San Francisco 526 CALIFORNIA STREET, SAN FRANCISCO, CALIFORNIA DECEMBER 31st, 1923 Assets— United States Bonds and Notes, State, Municipal and Other Bonds (total value \$26,844,944.64) standing on books at \$24,363,134.93 Loans on Real Estate, secured by first mortgages 56,795,864.27 Loans on Bonds and Stocks and other Securities 1,266,771.45 Bank Buildings and Lots, main and branch offices (value \$1,450,000.00), standing on books at 1.00 Other Real Estate (value \$50,000.00), standing on books at 1.00 Employees' Pension Fund (value \$430,275.37) standing on books at 6,748,695.82 Cash on hand and checks on Federal Reserve and other banks. Total \$89,174,468.57 Liabilities— Due Depositors \$85,324,468.57 Capital Stock actually paid up 1,000,000.00 Reserve and Contingent Funds 2,850,000.00 Total \$89,174,468.57 GEO. TOURNY, President A. H. MULLER, Secretary. Subscribed and sworn to before me this 31st day of December, 1923. [SEAL] CHAS. F. DUISENBERG, Notary Public. A Dividend to Depositors of FOUR AND ONE-QUARTER (4 1/4) per cent per annum was declared, interest COMPUTED MONTHLY and COMPOUNDED QUARTERLY instead of Semi-Annually as heretofore, AND MAY BE WITHDRAWN QUARTERLY. Deposits made on or before January 10th, 1924, will earn interest from January 1st, 1924.

LEGION BANQUET IS TO BE FRIDAY NIGHT

Rudy Ritzman, captain of the losing American Legion membership team, is talking "turkey" today and is around gathering the trimmin's for the big feast tomorrow night at the armory, at which time the legion boys will be the guests of the defeated squad. The feed will be served in the banquet hall of the armory and a lively time is the prospect. When "soupy" and tomorrow night will be no exception. As a result of the membership drive, Umpqua Post leaped over the top and now holds first honors for the state. The Douglas county veterans are greatly pleased and hope to make the organization first in the state activities during 1924.

GAS ON STOMACH MAY CAUSE APPENDICITIS

Constant gas causes inflammation which may involve the appendix. Simple glycerine, buckthorn bark, etc., as mixed in Adierka helps any case of gas on the stomach in TEN minutes. Most medicines act only on lower bowel, but Adierka acts on BOTH upper and lower bowel and removes all gas and poisons. Excellent for obstinate constipation and to guard against appendicitis. Nathan Fullerton, druggist.

TO PLAY RETURN GAME TOMORROW

The boys' and girls' basketball teams of the local high school will go to Myrtle Creek on Friday night of this week to play return games with the two teams of that school. Both local teams were victorious in the games which have already been played, but the state athletic rules provide that all basketball games shall be played on the home floor of each team. The big, double-header is expected to take many students and boosters to Myrtle Creek and a real game is looked forward to. Both the boys and girls on the Roseburg quintets have been practicing through part of the holidays and are in trim for the game. After this game the boys' team will have but one week's practice before meeting Eugene high on the local floor January 11. The rest of the schedule for the season is rapidly nearing completion and will be started upon very soon.

GEDDES IN PORTLAND

Manager of the fruit-packing plant at Roseburg, A. J. Geddes is registered at the Imperial while attending the meeting of packers in Portland. The Roseburg concern has packed berries, prunes, apples and what-not and is now packing apples by the ton. A specialty of the plant is to peel a couple of large apples and place them in a can. These apples can be served with cream, just as they come from the can, for they have been sufficiently cooked to make a nice baked apple. Several hotels in San Francisco are featuring these canned apples. The packing industry has had an interesting history in Douglas county. A small group started one several years ago, capitalized at \$13,000. Business developed and they borrowed \$20,000, then the plant was sold to Rupert and following his death the plant was bought by the present owners. It has been a good business venture from the start.—Oregonian.

BUSINESS HOUSES CHANGE LOCATIONS

Bryan's Gift Shop has moved from its former location on Jackson street to the building on Cass street formerly occupied by Turick's. The store will be known in the future as Knudtson's. The stock of goods has been considerably increased, and the larger space enables a much better display. The building left vacant on Jackson street has been occupied by Bellows Radio shop. Mr. Bellows now has room for the display of his many radio receiving sets and parts, and also is able to provide a large demonstration room.

TAXICAB DRIVERS BEFORE GRAND JURY

(Associated Press Leased Wire.) SEATTLE, Jan. 2.—Taxicab drivers were before a grand jury of the King county superior court today when resumed, after holiday interruption, an investigation in Seattle that began six weeks ago. Forty seven persons arrested on indictments returned by the charging grand jury will be arraigned Friday, it was announced. Proprietors of 14 places in the city against which Prosecutor Douglas instituted abatement proceedings are to be brought to bar at the same time.

ARE YOU SETTLED?

Perhaps you will want to move before the New Year. Or, if it's country hauling of any kind, long or short trips. We are equipped to do the job for you in quickest possible time with our

Motor Truck Fleet We Move Anything that is Movable.

H. S. FRENCH TRANSFER & STORAGE CO. Cass and Pine Near S. P. Depot Phone 220

ELECTRIC BATH ROOM HEATERS \$8.00 Hudson Electric Store Phone 123. We Deliver