

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday

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

SUBSCRIPTION RATES

Table with 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

Number of The Associated Press

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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, THURSDAY, JANUARY 17, 1924.

WINNING BUSINESS CONFIDENCE

When a person starts out to buy some household or personal article, he does not in the majority of cases know much about the thing he is buying. Even if it is anything as simple as a pair of shoes, he can not always tell by the looks of the thing, as to whether it will give good service or not. There are so many ways by which inferior material can be covered up and camouflaged, that a great deal of poor stuff looks very well. This the purchaser commonly recognizes, and views the stuff handed out to him with a certain degree of skepticism, unless indeed it is offered at such high prices that he feels it must be good. Even then the price may be too high for the actual value. When a person holding that attitude discovers that the article offered to him is from some make that has been widely advertised, his point of view changes. The advertising gives him confidence. The merchandise must be put out by a successful concern, he thinks, or they would not advertise as they do. And it must have given satisfaction to a multitude of people or people would not dare to spend money in pushing it. If this truth applies specially to lines of goods that one sees advertised in magazines and newspapers all over the country, it fits equally well in the matter of retail trade. People have to purchase a great deal of stuff of which they do not feel themselves to be competent judges. They feel that they must depend upon the integrity of the stores to give them good value, and must trust to their enterprise and efficiency to get moderately low prices. The fact that a store advertises freely tends to give them confidence in it. They feel that such a store must be doing a good business, it must be pleasing the public, its goods must give satisfaction, or its owners would never push their goods as they do.

People often think in a vague way that they would like to see their home towns go ahead, but they do not quite realize what an uplift and push ahead they would get from improved advantages. When a town provides better school facilities, for instance, the community life reflects the change. Better schools and teachers and courses mean that the pupils come out with brighter minds and better training. Not merely do they know more facts, but they will do better work in any kind of a job. That means that the industries of a city, assisted by more intelligent service, can compete more successfully with their rivals. They can pay better wages, they will put more money in circulation, which means a higher standard of living. Civic improvement is not merely a vague and distant ideal but the most practical method of getting the things in life that we all desire.

Hardly a day passes in the beginning of the new year that the News-Review does not receive new foreign advertising contracts ranging all the way from one thousand to five thousand inches. This paper is becoming nationally popular with critical advertisers—the big and little concerns that want to reach out after business, realizing that this publication gives them the very best service possible. With a circulation of four thousand two hundred copies every day, reaching the remotest section of this big county, the live advertiser appreciates the splendid service tendered and is anxious to take advantage of the big range of readers of the News-Review.

There is still talk about the attempt of radicals to overthrow the government, but they will come out better if they confine their efforts to overthrowing dirt out of the corn fields next summer.

"Bill posters out on a strike," reads a headline in today's dispatches. Now if the bill collectors would only walk out for a few months life would be worth living.

The man who is very optimistic when trying to borrow money, may become very pessimistic in stating his income on his return.

PRUNE PICKIN'S BY BERT G BATES

GOOD EVENING FOLKS— The morning train had pulled in and the waitresses were out Clanging the bells When a traveler Alighted from the train Gazed at the scenery and Peering curiously At the high school Number on Mt. Nebo Approached Scott Britt And said "I say, ol' top, An, wot's that Number "26" on Yonder mountain?" And Scott unloaded A chaw of Climax And drawled "That's the last High water mark."

DUMBLELL DORA THINKS China-ware is the clothes a Chink has. Hold your seats, gentle—the spring rush on wimmen's hats will soon be here.

The town's gettin' better—the roar at the skatin' rink has stopped.

When the words, "I love you" seem most impossible to pronounce then it is most possible that a man loves.

Claimed that we have not many great statesmen nowadays, but no one has denied that we have some very smart talkers.

AUTO SUGGESTION It is easy enough to be pleasant. When your automobile is in trim, But the man who's worth while is the man who can smile. When he has to ride home on his rim.

Mrs. Strongmind—"Why don't you go to work?"

Tramp—"Please, mum, I made a vow twenty years ago that I'd never do another stroke of work till women was paid the same wages as men." He got a meal and a dollar.

Football is the only activity where a little kicking helps a person to reach his goal.

We learn to talk during the first few years of our existence, but it takes us all the rest of our lives to learn to keep still.

Los Angeles girls wear men's trousers. Girls will be boys.

Too many woodsheds have been converted into garages—you can find a reason in that for anything, from the modern child's manners to why mother bobbed her hair.

BRISBANE'S BONER Arthur Brisbane, the main squeeze among the editorial writers on the Mezzur newspapers, stated in one of his bright editorials the other day something about Lloyd George and the "unpronounceable, unspellable place where Lloyd George was born." Whereupon the critics, always looking for a chance to pick flowers in the world of the great, looked up George's birthplace and found it was Manchester.

The Legion drum corps Beateil outa The new drums Last night and And it is hinted That the legion post Will be prosecuted for Maintaining a Public nuisance.

A young feller, whose papa runs a dry goods store on Jackson st., ordered some radio equipment from a wholesale house the other day and the order arrived o. k. except instead of the transformers requested the concern sent two suits of wimmen's undies and it only goes to show what a feller can "pick up" with a radio.

We got Italy so strong on ours the other night that we had to go out and scrape the spaghetti off the aerial.

NOTICE Oregon Rose Lodge No. 228 will not hold the regular meeting Fri. Jan. 18 as the Bro.'s of 242 are giving a dance.

Children's dresses neatly trimmed. In crepe and gingham, ages 6 to 12 years. To show out at a price of \$1 each. Marksbury Co.

TICKLING THROAT Always an annoyance, worse when it afflicts you at night. You can stop it quickly with

CHAMBERLAIN'S COUGH REMEDY Every user is a friend

OREGON WEEKLY INDUSTRIAL REVIEW

The Dalles—Over 20,000 fruit trees were planted this fall in the adjacent territory all of which were handled through the Chamber of Commerce.

Public utility properties in Clatsop county for tax levying purposes have increased in value \$549,165,192 over the year 1922, according to the valuation recently fixed by the state tax commission. The assessed value of the public utility corporations on the 1923 rolls is now fixed at \$3,179,143.40. This makes the total 1923 assessment roll for the county \$40,924,687.46, an increase over the 1922 roll of \$1,621,035.40.

Seaside—Construction will begin this month on new bridge across Neacum river.

Roseburg—Many new improvements under way at Umpqua Hotel.

Klamath—Contract for construction work on third unit of Southern Pacific company's new main line between this city and Eugene let to Utah Construction company.

Douglas county has more timbered area than any other county in U. S.

Roseburg—The stone-tile industry conducted by the Penn-Gerretsen company, is to be enlarged.

Solo—Electric light lines to be extended into surrounding territory from this place.

Roseburg—Douglas Hotel to build annex.

Average production of Oregon's dairy cows was 4265 in 1923 as against 5148 pounds for United States as a whole.

Salem—New apartment house planned, to be located on South Winter street.

Salem—Valley Packing company to build \$40,000 addition.

Portland—During 1923, 1384 vessels entered port. Total tonnage of ships entered was 3,785,367 and tonnage of clearances was 3,792,628.

Roseburg—New Stage Terminal Hotel will open soon.

Construction work involving expenditure of \$2,200,000 is contemplated on South Fork of Rogue river by the California Oregon Power Company.

Hood River—City to buy 37-acre tract at west edge of town to be used as automobile and municipal park and children's playground.

Large new lumber camp being established on St. Helens road beyond Pittsburg, also five side camps near Vernonia under way.

Salem—\$200,000 junior high school to be built on North Capitol.

Salem—More than 25 miles pavement will be laid in Marion county during year 1924.

Roseburg—Many improvements planned for Umpqua river harbor. St. Helens—Work to start on new \$5,000 store building.

Portland—Oregon publicity campaign planned by state Chamber of Commerce.

Rainier votes school budget of \$44,000 for year 1924.

Portland—Plans ready for proposed new Diesel-electric dredge designed by General Manager J. H. Polhemus of Port of Portland.

Astoria—Building permits for construction totaling \$1,524,480 issued during 1923.

Eugene 440 building permits issued during fiscal year with estimated cost of construction placed at \$1,137,019.75, largest amount recorded in history of city.

Stayton and vicinity in center of large poultry raising section as evidenced by fact that during year 1923, 2687 cases of eggs were shipped.

Garibaldi—Cut of Whitney company lumber mill in 1923 close to 63,000,000 feet.

Eugene—Contracted lumber in Cascades national forest during year 1923 totaled 682,057,890 feet, and there were 3,229,529 feet cut during year.

One to build \$1000 community hall, Newport—New service station costing between \$2500 and \$3000 under construction.

Portland—New Glencoe school will cost approximately \$200,000.

Woodburn plans street improvements.

The Dalles—58 permits issued during last year, of this number 67 were for new homes.

Announcement made of formation and incorporation of La Grande building and loan association with capital stock of \$100,000.

Reedsport—Cutting operations resumed at Umpqua mills and Timber company mill.

Oregon City—Campaign against accidents has been started at Crown-Willamette paper mills.

The Dalles—Libby, McNeil & Libby cannery closes its run on apples, with approximately 75,000 cases packed.

Salem—Building records for last 10 years shattered in 1923, when \$1,257,282 worth of permits were issued by city recorder.

Gross revenue of electric, water and gas utilities operating in state during year 1922 aggregated \$12,744,261.85.

was skidding badly on the slippery pavement, and the Eberlein machine drew off to the side of the road, and the brakes were applied suddenly. The quick application of the brakes caused the machine to turn sideways, and then turn completely over on the pavement. Mrs. Eberlein received three broken ribs, and minor bruises, but the other occupants were uninjured, except for slight cuts and bruises. The injured woman was brought to Roseburg and rooms procured at the Umpqua Hotel where her injuries were given medical attention, Dr. Sether being called. She is not seriously hurt. The car was not badly damaged.

MEETINGS START TONIGHT

"Everything is in readiness for the first meeting tonight of the ten day revival," said Ensign Stack of the Salvation Army, today, "and we are looking for a good attendance at the first meeting of the series."

A special meeting was held in the barracks last night for the army soldiers, and final plans laid to ensure a successful spiritual campaign. New song books have been purchased for use in the meetings, and the finishing touches made in decorating the interior of the hall to resemble the old fashioned camp-meeting. The meeting tonight commences at 8 o'clock.

LOCAL NEWS

From The Coast— Fred Hull arrived in Roseburg yesterday to spend a short time attending to business matters.

From Eugene— Mrs. W. L. Benson of Eugene is spending several days in Roseburg attending to business affairs.

Here From Portland— R. M. Miller who resides in Portland is spending a few days in this city attending to business matters.

Mr. Graves Here on Business— G. H. Graves who resides in Salem is spending a few days in Roseburg looking after business interests.

From Leland— L. G. Goff, who resides in Leland is spending a few days in Roseburg attending to business matters.

Mr. Ford Here— H. L. Ford, who is a resident of Eugene is spending a few days in Roseburg looking after business affairs.

From Portland— B. H. Johnson arrived in this city last evening to spend a short time attending to business matters. Mr. Johnson is registered at the Hotel Capqua.

To Portland— C. A. Bridenstine, engineer for the Southern Pacific Company, left last night for Portland where he will be employed for some time.

Visiting Here— Mrs. B. B. Lamar of Corvallis and F. A. Brodheav of Tillamook arrived in this city last evening to spend a couple of weeks visiting at the home of V. R. Duncan.

Mr. Beaver Here— A. M. Beaver, factory representative for the Oldsmobile Motor Company, of Portland is spending several days in Roseburg attending to business matters.

Representative Here— Norman Emerson, of Minneapolis, representative of the Neenan, Oregon Lumber Company, arrived in this city last evening to spend a few days here looking after the interests of the company.

Match Cards Sent Out— Several thousand safety match cards, bearing advertisements for the Umpqua hotel and Albany hotel, the former owned by W. J. Weaver, and the latter by W. J. and L. L. Weaver, are being distributed to California.

IF RUPTURED, TRY THIS FREE Apply it to Any Rupture, Old or Recent, Large or Small and You Are on the Road That Has Convinced Thousands.

SENT FREE TO PROVE THIS Anyone ruptured, man, woman or child, should write at once to W. S. Rice 1158C Main St., Adams, N. Y., for a free trial of his wonderful stimulating application. Just put it on the rupture and the muscles begin to tighten; they begin to bind together so that the opening closes naturally and the need of a support or truss or appliance is then done away with. Don't neglect to send for this free trial. Even if your rupture doesn't bother you what is the use of wearing supports all your life? Why suffer this nuisance? Why run the risk of gangrene had such dangers from a small and innocent little rupture, the kind that has thrown thousands on the operating table? A host of men and women are daily running such risk just because their ruptures do not hurt nor prevent them from getting around. Write at once for this free trial, as it is certainly a wonderful thing and has aided in the cure of ruptures that were as big as a man's two fists. Try and write at once, using the coupon below.

Free for Rupture W. S. Rice, Inc., 1158C Main St., Adams, N. Y. You may send me entirely free a Sample Treatment of your stimulating application for Rupture.

Name \_\_\_\_\_ Address \_\_\_\_\_ State \_\_\_\_\_

Revival Services Started— The revival services being preached by Rev. Joseph Knotts at the First Methodist church are plain straight forward sermons, full of the gospel message, interesting, energetic, and forceful. Tonight he speaks on the theme, "The Method of Salvation." Everybody is invited.

This is a Studebaker year. ANNOUNCEMENT

To the Republican voters of Douglas county, Oregon: I hereby announce my candidacy for Republican nomination for County Assessor of Douglas County, Oregon, subject to the wishes of Republican voters at the primary election in May. Respectfully, W. G. Rochester. (Pd. Adv.)

This is a Studebaker year.

"Miss America" Declares Tanlac Wonderful Health Giving Tonic



Miss Campbell in "Miss America" crown which she has won on two occasions. Photograph by Atlantic Photo Service.

Miss Mary Katherine Campbell, twice proclaimed "Miss America," has taken TANLAC and endorses it in a statement recently given to the women of America through International Proprietaries, Inc., distributors of this great tonic. In this statement, Miss America declares that Good Health is the basis of all Beauty, and advises women who would be beautiful to "first find good health." Her complete statement as given is as follows: "I consider it a great privilege to be able to tell the thousands of women everywhere what a great tonic TANLAC is. Health is the basis of all beauty. Without good health, one is apt to be run down, nervous, underweight, high-strung, anemic. Indigestion drives the roses from a woman's cheeks and robs her of that radiant quality of womanhood that is real beauty. "I have taken TANLAC and I do not hesitate to say that it is a wonderful health-giving tonic. It has brought relief and good health to many women and with good health one may be a measure of beauty that will overcome shortcomings in face and figure. "Rosy cheeks, sparkling eyes, well-rounded figure, a lovable disposition, go hand in hand with good health. To those searching for beauty, I would say—'First find Good Health.' The TANLAC treatment has proven itself a boon to womankind, and I recommend it." Miss Campbell has written a book on Health and Beauty which may be secured by filling out the coupon below.

INTERNATIONAL PROPRIETARIES, INC. Department Y-44, Atlanta, Ga.

Gentlemen: I herewith enclose 10 cents (stamps will do), for which send me a copy of Miss Mary Katherine Campbell's Booklet on "Beauty and Health."

Name \_\_\_\_\_ Street \_\_\_\_\_ Town \_\_\_\_\_ State \_\_\_\_\_

Washington and Oregon points. Oregon Caves and Crater Lake are being boosted in the advertising sent out by these two popular hostilities.

This is a Studebaker year. chocolates, 49c per lb. At the Alceve Confectionery.

Here On Business— D. H. Diamond of Portland arrived in Roseburg last night to spend a few days here attending to business affairs.

In Town Today— Mr. and Mrs. S. H. Smith who reside near Camas Valley spent several hours in Roseburg today shopping and attending to other affairs.

Gingham dresses and Bungalow aprons, in nifty styles, 20 per cent reduction. Marksbury Co.

Here From Portland— Mr. and Mrs. V. T. Grinstead, who are resident of Portland are spending several days in this city attending to business and visiting with friends.

From Portland— C. H. White of Portland arrived in this city last evening to spend a few days attending to business. Mr. White is registered at the Hotel Umpqua.

To California— Mr. and Mrs. R. D. Aker and daughter of Coquille left last night for Oakland, California, where they will spend a month or six weeks visiting with friends and relatives.

Left Today— Mr. and Mrs. E. A. Finley of Menominee, Wisconsin, who have been spending the past week in this city left this morning for points in California where they will spend several weeks before returning to their home in Wisconsin.

New Taxi Service—Ashley Tabor has purchased a third interest in Taxi Stand Phone 95, located at the Grand Hotel Barber Shop and wishes to announce that he is now operating a closed car in conjunction with the above taxi stand. Country trips a specialty.

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LOST Old fashioned gold locket with cameo, containing picture. Name "Orlie" engraved on back. Value \$5.00. Found by Mrs. Lane. Lane, Mrs. Guy Cordon.

LOCAL NEWS Arundel, piano tuner. Phone 192. Y note ride. Call 105 or 2763. A regular of barn dance at Seaside on Friday night, Jan. 18. Moore Music Studio—116 2 1/2 St. Phone 329-1.

Stemming & picot edging Singer Store. Watkins' products, 120 W. 1st street. Orders delivered. Phone 100.

Like good chocolates? See our show for big week end special.

Frank A. Terry of the Eugene Savings and Loan association is at Hotel Umpqua for a few days. Phone or call for appointment.

CAROLINAS Gift to lovely women

CARO-CO COCOANUT OIL SHAMPOO

A PRODUCT OF THE SOUTH LAND THAT IMPARTS A BEAUTY, RAVISHING AND IRRESISTIBLE TO THE TRESSERS THAT HAVE FELT ITS TOUCH. Nathan Fullerton The Rexall Store Roseburg, Oregon CARO-CO. UNION. S. C.

THE VILLAGE RHYMESTER by Gayle Emery

Dear Folks: With Joe as guide, we started out a hunting quail this morning. The sun was peeking from the East and day was slowly dawning. The dogs with instinct keen and raven behind our heels were walking, and well they knew the kind of birds to rus they'd soon be stalking. Now hunting quail was something new, a thing I'd never tackled, for city life had held me close and kept me lightly jacked. And yet it seemed a simple thing to raise a gun and re, and so with every step I took my spirits rose up higher. And then the dogs began to point which meant, with guns be ready. I did my best to look alert, my hand was calm and steady. A sudden swish and up there rose at least a dozen beauties, there followed close the bang of guns performing well their duties. But not a sound came out of mine, thought I, "Now what's the matter?" They'll think that I'm a tenderfoot if I begin to chatter, and ask them silly questions when the birds are up and flying, so not a word I'll say to them but just keep on a trying. When twilight came our bag was full but not a shot I'd fired. Said I at last, "This gun of mine just makes me sick and tired. It hasn't shot a single shot, to-fury I've been goaded." And then I learned the reason why. It never had been loaded.