ROSEBURG NEWS-REVIEW


> THE GAME OF BUSINESS COMPETITION

There are many people in business who always attribute cir troubles to some existing condition. Before the recen
ection, many prople attributed business ill success to the political uncertainties. Now that the election has passed, many of these folks will lay their failures to nome other cause, or to most
anything except their own lack of push. There are something over $1,100,000$ retail business firms in this country. A field so enormous is one in which there is a good chance for success, pro-
vided one shows something more than ordinary enterprise. There are always a good many of these concerns that are not
reaching out with any special determination for new trade. The existence of many such concerns makes an opportunity for al tising and other sales compaignn. Advertising cannot r
a concern that is doing poor work. If its service is below the the firm should not be encouraged to advertise, because it is fairly sure to make a failure anyway. But if a concern is giving a lenst average service, then the principal obstacle in its way it
usually its own lack of determined sales campaign, by which it shall make known the value of its service to the public. No mat-
ter how good work it is doing, its service does not count, unless the public realizen how good work it in doing. As a usual thing the concerns that advertise are giving better
vice, because their push draws a large volume of trade, which
enables a firm to do business at a minimum of cost, and give something more than the ordinary value for a dollar.

Discuasion breaks out occasionally as to how much of an income a young couple should have before they marry. The lig-
ure $\$ 2000$ is one which is fixed by a good many people. Yet there are millions of familes in the country whove earnings fall
much below that figure. Some of them live in sections where expenses are low, and they are better off than folks living in high whose income is much below that figure. It is commonly said that any industrious young people can get along if they will pracgotten, and that is careful planning. The old timers had pitifully sma.i incomes, judged by modern standards. But they "got by
because they planned thoir expenditure very carefully in ad vance, and made many savings due to this forethought. fully as its income.
cross word puzzle placed upon the blackboard and the nitht in a were told that they must solve the puzzle before the pastor
could preach his sermon. It is much that way in human affairs, say they can make neither head nor tail of the contradictory events which occur to them, and they are bewildered by difficult
experiences to the meaning of which they can find no clue. The world and their part of it are incomprehensible to millions of
folks. Yet our part in the world was not meant to be an inences, to read good books and newspapers, seek inspiration from religion and carnent leaders, and busy ourselves in useful service.
People who do those things usually find the purales of ence soluble.

A Hall of Fame is to be provided at Washington for men
who have created famous inventions. in the National Muscum
of Engineering and Industry. It will be a perpetual reminder of what we all owe to the brilliant and persintent men who have
brought modern brought modern homes and labor to their present high level of
efficiency and comfort. These men have not as a rule had credit for all they have done. We glorify statesmen and authors cal arts. Many of these mechanical geniuses never made money
out of their inventions, and they devoted their whole souls to
this alseren financially profitt without much thought wheth

 the things th
spending mo

## spending mose shows and t

## young folk:

[^0]ion. Formerly there was not much rhance for proming atten
or some form of entertainments. But whe interestin in in athletics
ole who can think ang reason and meet others in pure intellectual
rivalry. The colleges
other than to kiek a footbal
y for this increased mental
Men's faces are undergoing a



One year has elapsed since the Chrysler Six was first introduced to the American public In the span of that year, the Chrysler has grown from a mere e name to a success the
ike of which has never been known before. One year ago, Walter P. Chrysler promised a car that would yield new and revolutionary results. Since then, the Chrysler has more than redeemed its pledge.
In compactness and beauty of design, in quickness of response and flexibility of performance, in economy and facility of operation, in power and in stamina, it has
satisfied the long-cherished wants of a satistied the long-cher
critical motoring public.
$\$ 50,000,000$ and upwards has been paid by Chrysler-wild American motor car buyers for the privilege of enjoying these revolu tionary results. 32 ,000 cars have been built and shipped in an effort to fill the demand. It is therefore fitting that Monday, January 5 th, the Chrysier's first birthday, should be a day of celebration-for the Chrysler organization because of the unparalleled success attained in one year's time-for owners and admirers because of the
Chrysler's revolutionary achievements.


## J. W. MICHAEL MOTOR CO.

515 Norlh Jackson St, Roseburg Phone 350

## CHRYSLER SIX




[^0]:    dealings with a trade and show little bargaining ability in thei

