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SATURDAY, SEPTEMBER 25, 1915

TALKS ON ADVERTISING.

By Nels Darling.

A New Year's greeting in a paper during the month of August, that has appeared in every issue since the previous December is mighty poor advertising. 1 saw this adv. In a paper in Iowa tast summer. In a Missouri paper I saw garden seeds advertised and the files showed that the Edv. had appeared in every issue since the previous spring. The manufacturer can talk his goods Going hungry through their life-throughout the year, in season and, time—aye, and hungry to their out, but the retail merchant must tell his customer of things in seanon, of the goods on his shelves that he wants to sell now, and of the commodities that the consumer is going to buy because hie season and his needs demand them.

A merchant walked into a newser office—in his hand he held an ordinary ink blotter on which was printed his name and the statement that his store was headquarters for hardware. He handed the blotter to the editor and said "just run this my adv. this week." A mere business card is very poor advertising for any merchant. The few tines of space used to tell the farmer, the housewife, the business man that you have something they need will bring results in time. A de-scription of some article in season. a line or two about its merits, its salient features, will be sure to attract attention.

Don't give yourself and the editor the excuse that you are too busy to prepare four copy in advance. Be systematic-select some day in the week, some hour in the day for studying, thinking and preparing copy for your advertisement.

You merchants who kedo your books right up to the minute, look after collections carefully, and pay your bills promptly, usually have no regular time for attending to this matter of advertising. Hetter put this down with the necessary duties mentioned above and give it the same attention, if you wish to see a continual growth in your business.

Talking about politics, what is the matter with the fine points of the game developed in the conference now in session here, if all reports are correct. Some of the brethren of the cloth could give old time politicians cards and spades figuratively speaking of course, and then have them beat a mile.

Citizens of Roseburg will have an frost last year?

excellent opportunity to hear some Ex-Lecturer.—I don't know. I didn't lecture last season at all. who will preach at the different churches, the regular pastors giv-Ing up their pulpits for this day. In another column will be found the announcement of these different know whom, meetings with the names of the

Little Japan has evidently learned the art of saying no, for it is reported that a request for her to furnish the allies with men to help force the Dardagelles, and face the whrappel of the Kabler, will be politely, but firmly refused. Patrol. work in the far Pacific, powder and shells, will be given, but no food for the cannon.

The later of Greece seem to be all affame with the war sutsit, and it may be but a question of hours hefore her some will ettempt to emislate the heroic deeds which scended in lyric and soug through almost forgotten contains

The Russians have at last found a general with the right name to win battles, and it is strange that he has not been brought to the front before, for his name is General Russky, at least this is what the disatches of today report

The way of the transgressor is Eurd, but the bootlegger has it made carry for him by juries, is the way the got suring can be interpreted from the results of the trials which have ended here this week.

OffAgin OnAgin STRICKLAND W. GILLILAN

The Mystery
Up the tall stone steps he labors to
the office of the post—
Seeking always for a letter, like

some frail and halting ghost. Crutch by crutch he struggles up-ward, but to hear the kind

ward, but to hear the kind clerk say:
"Mighty sorry of it, brother, but there's nothing here to-day"— Always in that tone he says it, help-ing hope that dreary hope, Always with a smile the cripple hob-bles down the terraced slows

bles down the terraced slope, return upon the morrow with his hope-light lit anew.

Years on years that human relic's done as thus we see him do!

None has ever asked the reason— over asked what it could be That the man with clumping crutches thinks, some joyous day, to see.

But we watch and hope as he does, as we throng the busy mart, Praying that whatever letter might appease his hungry heart May arrive. But oft I marvel at the people I have known

Seeking always for some blessing they believed should be their

Going hungry through their lifetime, to delusive hope a slave

Finnigin Filosofy
If yez call a town a "banner town" the people will shwell up an' strut. But if yez call it a "flag station" they'll get sore at yez! Yit flag an' a banner isn't so differint at all!

Matrimony in High Circles are was a young lady named Dwyer

Who studied the art of the flier. She met in the air Young Quincy Adair,

And they volplaned right down to the squire!

Ringing The Changes

Ringing The Changes
Our old friend, Ted Robinson,
of the Cleveland P. D. (without
the Q.), has been romping about
over the country, writing travelogs, travelogrithms, travelogic,
travelogbooks and everything, Ted
has returned from his series of
travelogging camps and will, perhaps, rest awhile on his laurels as
a travelogician. Otherwise he and a travelogician. Otherwise he and we shall be at traveloggerheads.

Elusive Bill Bill Bryan (all right in his attle?)

May come back—don't you be too emphatic!
As he's oft done before He's just holding his roar
Till he lands on some moment dramatic.

So Many Improved Methods Dear Offagain.—I have a daugh-ter seventeen years old who won't work at all about the house, and won't stay in at nights. She paints and powders her face, puts on pretty clothes that her father buys pretty clothes that her father huys and I keep laundered for her, loafs about town evenings, reads and eats candy all her spare time, sasses me if I try to correct her or get her to work, and otherwise troubles me greatly. What would you advise me to do?—Mrs, R. G., Council Hluffs, Ia.

They make a good many kinds of smokeless explosive newdor new.

of smokeless explosive powder now-adays, but what is the matter with your axe or a good, heavy club, or a piece of inch-and-a-quarter gas-

His Hard-Earned Knowledge Quizzer.-When was the

In Boston

Denker.—Do you know who I saw yesterday? Rebuker.-No. I do not even

Solid Front At His Back aware, without discussion what all patriots hanker for, we're with you, Woodle Wif-

son, be it peace or be it war!

The Young Lady Across The Way



We naked the young lady across e way if she believed in the income a and she seald she supposed the adoy had to be raised in some way must be awfully hard ac the poor laboring classes.

Health Talks

The state of the s

The Germs On Your Hands

The Germs Of

O PERSON, says the Sanitary
Code of the New York State
Department of Health, than
which none is than whicher, "noperson
who resides, boards or lodges in a
household where he comes in contact with any persons affected with
bacillary dysentery... or typhold
fever, shall handle food or food
products intended for sale. No
waitress—lamp this, little one—no
waitress—lamp this, little one—no
waitress, cook or other employee of
a boarding house, hotel, restaurant
or other place where food is served,
who lodges or visits in a household
where he comes in contact with any
person with bacillary dysentery...
or typhoid fever, shall prepare,
serve or handle food for others in
any manner whatsoever."

The wherefore for which being that
we are all fallible—sometimes the
best of regulated families will suffer,
because somebody has forgotten to
wash his hands. Most epidemics of
typhoid fever nowadays are ultimatety traced to a single person, or it may
be a married person, but anyway a
careless person, who, either sick with
the disease, sickening with it, convalescent from it, or acting as a
chronic "carrier" of the germs,
literally hands the infection to those
who happen to be in contact with
him.

But if typhoid and dysentery and

who happen to be in contact which him.

But if typhoid and dysentery and cholera were the only diseases spread by unwashed hands we wouldn't say a word—we'd leave it to the health authorities. sUnfortunately a lot of other diseases are peddled about in the same manner, such as diphtheria, pheumenia, sore throat, "cold" in the head—we always manage to ring in something about the "cold" microbes, don't we?—and with the exception of diphtheria these diseases do not interest the health authorities as yet.

There are families where children sit at table and say grace with unwashed hands. There are other families where parents take a squint at the children's hands, and, if they discover ne microbes thereon, let the youngsters sit right down and shovel in whatever contamination may have been collected through the day. Is it any wonder grandma still has occasional seeming vindication of her delusion that "sugar makes worms"? Worms make worms, and children help the work along by transplanting the eggs from contaminated soil to food and from the food to their own innocent mouths.

Without holding any definite opinion about the dangers of the common drinking-cup, we firmly advocate a law requiring every person disponsing lunches or meals to furnish suitable lavatories where customers may wash their hands before partaking. Not all who say "Lord!" shall be saved, but cleanliness is as near to godliness as any virtue which is universally practicable.

QUESTIONS AND ANSWERS Here Is An Anomaly

Here Is An Anomaly

Z. E. says she reads Health Talks
before she gives the editorials the
0.0., meaning no reflection on the
cditorial column. Yet she declares
she has slowech trouble and has
doctored with five different doctors in
as many months and none of them
have done her any good.

Answer—We hate to say It, Z. E.,
but anyone who changes doctors

but anyone who changes doctors once a month is pretty sure to re-main an invelid. Pick a good one and give ifm a fighting chance. It required several months to develop that storzach complaint, didn't it? but anyone

Vest Pocket Essays

STYLE is something which looks so good this year that those who use it next year will be hope-lessly out of date. is a sort of bacillus which afflicts

It is a sort of bacillus which afflicta clothes, furniture, houses, automobiles and the womanly form. When a thing is stylish, it is beautiful for a limited engagement, like an ancient actress with a talented press agent. Style is the gas which causes the cost of living to soar. It makes a great deal of the difference between a happy, contented life on \$12 a week and an unauccessful effort to keep ahead of the wolf on \$200 a month. A well-built dining-room table will last for fifty years, but the style generally wears off in four seasons. This is why a great many families are growing fat off of golden oak tables which they have bought second-hand, at a great bargain, from other families who have had to sacrifice said tables in order to make the first payment on a new table with a darker complexion and 1915 model legs.

When a moth sets into a least season.

When a moth gets into a closet

When a moth gets into a closet and raises a happy family in a flannel skirt the housewife shouts with despair and tries to cail out the militia. Yet twice a year a new style gets into the show windows of the land and ruins \$100,000,000 worth of perfectly good clothes—and nobody complains much.

Even women cannot be continuously beautiful because of styles. Today the thin woman may be a willowy dream of grace, but next year the designers will hang a new variety of clothes on her and she will have to buy twenty-three pounds of excelsior in order to buige in the right places.

There are fifty-seven different levels of style, each one of which is being attained with great effort by families which can't afford it. Those who are devoting their harassed



well-built dining-room table will last for fifty years, but the style generally wears off in four

lives to being stylish should remem-ber that just as soon as they are rich enough to maintain themselves comfortably in Style No. 22, Style No. 23 will move around just out of reach in front of them and make them perfectly miserable until they get if.

For this reason, American families should adopt "Let Swell Enough Alone" and live up to it, even though the family next door turns up its noses so high that they can't shed

Views Of The Press

Women In The News

has just been conducted by the Christian Science Monitor of Boston, a daily paper that has taken high rank for excellence in the quality of the news it prints and the manner of its presentation, to ascertain

N INTERESTING investigation

what influence women have been exerting in the character of news printed in the secular daily press The Monitor has discovered that not only the great dally papers of the country, but the Associated Press and other news agencies have felt the influence of women very decidedly in recent years. Each year sees the printing of more news of women's activities and news in which editors believe the women are interested and the sense of news values has been gradually changing among editors

everywhere. This investigation is valuable in that it has resulted in frank ac knowledgment by many editors that they have their women readers constantly in mind in making up their papers nowadays, but it comes hardas a surprise to editors who have spent any considerable time in news-paper making and have kept their eyes and ears open. Any news writer who has spent as much as twenty years in the profession can testify to the vastly different character of the important news then and new. There has been change along many lines, but the most marked change

has been in two directions-the activities of women and business de-It was not so long ago that a crime

story was considered the big story in practically every newspaper office. If it was a murder it was sure of conspicuous display and a lengthy report. Even the petty offenses tried in police court were "played up" and reported with much detail. Now only the most unprogressive newspapers pay much attention to police court news and only when there is an un-usual feature does a crime story get much space. In the better class of newsympers a story about some big business development or some plan business development or some plan of city betterment is considered a much better pives of news than a crime story. Articles dealing with what is sometimes cynically referred to as "the uplift" are far more welcome than those detailing the so-called interesting phases of counter-teiling or some other criminal activity. That women are largely responsible for this change in editors' ideas of news values is true, and the business success won by publications that were quick to recognize and respond to women's tastes is proof of their sagacity. There is nothing servile in this catering to the women; it is but a recognition on the part of the more enlightened press of the increasing impertance of women in the world's activities. A glance at any live, progressive daily paper will disclose that despite the more modern trend the activities of men still dominate the news columns.—Topeka, Kara, Daily Capital. business development or some plan

Cartoons Of The Day



"Every time I settle down--Sykes in Philadelphia Ledger

People's Legal Friend

"Capital" And "Capital Stock"

Please explain to me the dif-ference between "capital" and "capi-fal stock," as applied to corporations.

A. The terms are often used interchangeably. Strictly speaking, however, the word "capital" means the entire assets of the corporation, while the corporation's "capital stock" is the amount which is prescribed by the charter or by the articles of agreement and which is contributed by the stockholders or which they may contribute.

Married Women's Property Rights O. Are married women's rights as to property very much changed by legislative acts in different states? A. Statutory enactments in the various states have made important changes in this respect.

A Change Of Front

A Change Of Front

Q. I recently bought some goods,
paying for them in part. The goods
were to be delivered the next day.
The man now says I cannot have
liam until they are fully paid for,
as he any right to withhold them
from me?

A. If credit was extended to you
to the time, and if the seller did not
leserve title until the goods were
fully paid for, you were entitled to
receive the goods at once.

Payment Of Taxes

Q. Is it legal for a landlard to put a clause in a lease providing that the tenant shall pay taxes?
A. Yes. It is simply a question whether the tenant, after reading a lease containing this provision, wishes to sign it.

Not For Storage O. Please tell me when a railroad passenger, after reaching his desti-uation, is required to call for his

A. He should do so within a reasonable time after arriving at his destination.

When A Check Should Be Cashed

Q. When a check is given to me by a person residing in the same fown, how soon must I present it to the bank for payment?

A. It should be presented for payment within a reasonable time. As a general rule, such reasonable time means the day you receive the check or the following day.

Put Them In Different Cells

Q. Where the members of a partnership engage in frequent quarrels and differences of opinion, what legal remedy is there, if any?

A. If the quarrels are so serious as to make a continuance of the partnership practically impossible, or if they are such as to defeat the common purposes and objects of the partnership, a court of equity will decree a dissolution,

Not A Legal Transaction

Q. If a man is accupying a public face, is it lawful for him to assign A. The courts, at a general rule, look upon such assignments as il-legal and void.

The Life Line By LAURA KIRKMAN

The Woman Who

"Stretches A Point"

She doesn't believe in risqué She doesn't believe in risqué stories, yet, sometimes—say, when a wealthy hostess tells her one over a cup of tea, well, it would be pretty impolite not to laugh. So, for the sake of politeness, she stretches a point and laughs. "For the sake of politeness!" As if a reputation for politeness was dearer to her than a reputation for purity! And anyway, is the question one of politeness? Isn't it one of defence? What right has any woman politeness? Isn't it one of de-fence? What right has any woman to assume that her listener is course and not "particular"? "What do I owe you, that I should unguard my reputation for you?" should be her attitude toward those who essay to entertain her ribaldry. But instead, she "stretches a point" and laughs! She is blind to the insult implied in the offer of such entertainment. the oner of such entertainment. She has put a higher estimate on a rule of conduct than on a principle. She's set up the wrong idol. She's for sale at the price of a coarse woman's good nature.

She's going cheap,

The Employer's Claim

Q. I employed a man some time ago to act as my agent in a certain business. At the time I believed him to be intelligent and skillful, but have since found that he has been doing his work in a shiftless and incompetent manner. Have I any legal remedy?

legal remedy?

A. It is the duty of the agent to exercise such care and skill as the circumstances and the business in hand demand and such as might ordinarily and reasonably be expected of an agent under the circumstances. If he falls to do so, and the employer sustains injury in consequence, the agent may be compelled to respond in damages.

Current Poetry

The Dentist

The dentist bowed me to a chair In manner most delightful.

He mauled me when he got me there.

His cruelty was frightful.

He jacked my teeth spart and tore Off chunks of conversation,
I suffered on—an awful bore!
In silent desperation.

His kind attentions never ceased. The pain was something killing. Though not what you would call a

His dope was somewhat filling.

I saw my poor wife wearing crêpe; Myseif a bleeding martyr. (The dentist's in an awful scrape!— You see he's caught a Tartar!)

Of little tricks at bridge he's full: He leads without permission I rather think he gets his pull From some strong politician.

Oh, maybe some day I'll be glad To get a job as preacher, laundryman, an errand lad, A President, a teacher.

soldier, artist, candy butch, A Seventh Day Adventist—
But, ah, my heart's too tender—
much!—

To let me be a dentist!

—By Grit Alexander, Pittsburgh
Dispatch.



step to the music.

If a colored man can look at a coffin without feeling a desire to run, his reputation for bravery is established.

After a prolonged debate, the Sixth Street Conversation Club finally has decided that a scar on the chin fusti-fies a man in wearing whiskers.

Mrs. Tug Watts says the crime of the New Jersey man who shot his father ten times cannot be too se-verely condemned. Mrs. Watts holds that seven is as many times as any father should be shot.

A good many men who grew up confidently expecting to lose their hair fighting Indians, found out later that dandruff was their real for.

The forty-light inch vein of trouble lies so near the surface of the ground that any man can drive his rick inch.

There are a number of rules and this is one of the best of them: Do not discuss your wife nor irrigate the memory of your mother in public.

Now that your indignation has been aroused by the reform forces, we desire to call your attention to the "raw" deal handed Essu.

The milkman is about the only outsider who ever sees a woman stared without the aid of scenic investiture.

Every man who goes much to the photos apher's finally succumbs to the temptation to have his picture taken with his chin in his hand.