

ROSEBURG NEWS-REVIEW

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MEN AND ADVERTISING.

Advertisement writers used to say that they addressed their notices largely to women readers. They felt that women are more careful than men, are better planners, hence would consider more attentively any suggestions calculated to help toward economical and substantial purchasing.

It has been a common experience since the war to find that men too were studying advertising with the same care that women have always given to it. Formerly many men would inquire the price of an article and then pay it regardless whether it seemed high or not. Men have usually hated to shop around for the thing they wanted.

The experience of the war period has led many men to feel quite differently. The pressure of high prices on limited incomes has been very severe. Multitudes of men who formerly never thought much about bargains, have been led to examine news paper advertising with great care, in the hope of getting some help in their effort to keep living costs down.

They not merely did it for the economies they thereby made but it has been a matter of principle. It is one way to get back at high prices, and to establish the fact that producers and distributors must do everything possible to get their figures down to normal. Even a little saving is regarded as worth while, because it can help a man who has become indignant over living costs, to do something positive to express his feelings. It helps him give his patronage to some merchant who has been making a special effort to break the inflated scale of values.

And the men not merely study the notices in regard to men's clothing and furnishings, but they watch the publicity for household goods and foods. Frequently they call their wives' attention to advertising that offers special values in women's and children's outfits.

THE LAZY STREAK.

"There is a lazy streak in most of us which is glad of the chance to quit work," says The Business Educator. This magazine tries to persuade young business folks not to make so much effort to dodge hard tasks. It finds, for instance, that many stenographers avoid taking dictation from men who work at high pressure, since men of that type have a way of dictating quite fast and employing unusual words.

The result of that attitude is that an office girl would fail to make herself useful to the heads of a concern, and would be used only by the subordinates and thus be out of the line of promotion. This magazine also reports that not more than one-fourth of the young people that study stenography learn their profession so well that they can write as fast as a man can talk. The man who dictates to them constantly has to wait until they can catch up. This is irritating to a high class man. A girl who acquires her trade in such a mediocre way, is marked as being below standard and never gets any advancement.

Many office workers feel dissatisfied if they have to keep busy all their working hours. Formerly people worked nine or ten hours a day, and kept at it all the time. Now a lot of them on eight hours are dissatisfied if they have to keep working steadily through the shorter period. If people are not able to work energetically through an eight hour day, conditions must be wrong. Perhaps the room is poorly ventilated, and perhaps the worker is not in good physical condition.

In the majority of cases the trouble is indolence. People of that kind manage to drift through life somehow, though they are the first to be laid off in slack times.

The man who has the reputation of not being afraid of anything in the world, is merely the man whose point of cowardice has not been discovered by the world.

It has been said that "tomorrow is another day," but how do you know there will be one?

Many failures are caused by mistaking failure for accomplishment.

The dishonest trust nobody, themselves less than anybody.

Roseburg Merchants Lose in Contracts Theodore Abraham Wins Prize

Roseburg merchants are out several hundred dollars as the result of the failure of the Pacific Coast Labor News which until recently was published in San Francisco. During the winter a representative of this publication appeared in Roseburg and for about a week solicited advertising in this section. A number of local merchants were "persuaded" to loosen up with considerable advertising at the rate of \$100 or \$200, for each contract and a few issues of the paper were published. It was represented that the paper would install an office in Oregon at some future date, in fact a news representative was secured in this district and much local news handled by the paper. A meeting of the creditors of the bankrupt paper will be held in San Francisco on June 14, according to word received here today.

CARD OF THANKS.

The family of the late Martha M. Jack take this means of thanking their many friends for their kind words and sympathy and the beautiful floral offerings.

Mr. and Mrs. A. J. Ford.
Mr. and Mrs. Glen L. Jack.
Mr. and Mrs. Fred D. Jack.

OREGON AGRICULTURAL COLLEGE, Corvallis, June 8.—(Special.) The Aristocrite honor prize of \$10 was awarded Theodore Abraham of Roseburg, a sophomore in pharmacy, at the last meeting of the pharmaceutical association. Abraham was chosen for the honor because of a high scholastic record, his attitude as a student and his general character. He had had nearly a straight "A" record.

ASSOCIATION GROWING.

Members of the Oregon Growers Cooperative Association living in the Roseburg fruit district will be pleased to learn of the rapid growth of the association during the past six weeks, with no efforts made whatever to secure new members or additional acreage.

At the annual meeting held April 26, the membership was given as 1648. This has grown to 1803. The acreage was given at the annual meeting as 28,828. This has increased to 30,373 with additional acres being signed up every day. The association was organized August 1, 1919 with 137 members controlling 2,000 acres.

The Douglas County band received their fine new uniforms today, and will appear in public concert in the near future. The uniforms are of dark navy blue broadcloth, with gold braid trimmings, and are very neat and attractive.

BUDGET LAW UPSET TAX PROCEEDURE

Schools Cannot Vote Special Tax or Form Budget at June Meeting.

OPINION IS RENDERED

Attorney General Says Budget Law Applies to School Districts As Well As Municipalities; Must Wait For Supplies.

No school tax can be legally voted this month, according to a statement made this morning by County School Superintendent O. C. Brown, following the receipt of an opinion from Attorney General I. H. Van Winkle. This statement completely upsets the school tax program of the county as many schools had contemplated forming their school budget and authorizing a special school tax at their regular annual school meeting which a most districts is held around the 10th of June. A large number of schools in the county have already published notice of school meetings to be held this month for the purpose of voting special tax for the purpose of meeting the expenses of the usual budget, but in the event such a tax is voted it will be necessary for the county officials to declare such a tax illegal.

Mr. Brown advises that those schools which have arranged for their annual meeting go ahead with their plans and attend to such business as is necessary but that the usual budget program be omitted. It will be necessary at some future date to call a meeting for the purpose of arranging the budget and voting the new tax.

This change is made necessary because of a change in the budget law which was put into force by the recent legislature. The new law completely changes the procedure for forming and adopting the budget of the state, counties and municipalities, according to a decision of the Attorney General. A copy of this decision has been forwarded to the county superintendent.

PEOPLE OF OUR TOWN



This prosperous Gent with the Care-free Air is a Steady Advertiser. Business is Good, and Bank Account is Growing every day and a New Car sits in the Garage. His only worry is that his Competitor will Wake Up some day and be a Steady Advertiser too. In which case he Wouldn't have it So Soft.

The Port of Missing Men



Hold Services at Soldiers Home

Last Monday it was the privilege of the Old Soldiers to have the Salvation Army with them for an hour, to conduct a service with them in real Salvation Army style. Many were the old songs that were sung, bringing memories again to them of other days. They joined heartily in the singing of these old gospel songs, and listened attentively to the reading of God's Word, and the personal testimony given by the Salvationists.

Unasked for, they gave a very liberal offering which was thankfully received by the Army engaged in that conflict against sin in which "there is no discharge."

The closing song, "Abide With Me," added many feel their need of God's abiding presence as was evidenced by the tears seen in the eyes of some present. Several raised their hands, thus requesting to be remembered in prayer.

Commandant Taylor and staff were very kind, and they with the men invited the Salvation Army to come again.

Just as the Salvation Army departed "taps" sounded, thus closing a very profitable and enjoyable evening with our older brothers.

COOKED FOOD SALE.

The Loyal Circle Class of the Christian Church will hold a cooked food sale at Uhlig's Electric store, Saturday, June 11. Delicious pies, cakes, and other articles. Benefit of building fund.

Many Traffic Violators Fined

SALEM, Or., June 7.—There were 486 persons arrested for traffic violations in Oregon in May, from whom fines were collected aggregating \$4119.30, according to reports received from many counties of the state and tabulated by T. A. Rafferty, in charge of the law enforcement bureau of the motor vehicle department.

Multnomah county, with 308 arrests, collected fines amounting to \$1947, while Columbia county, which ranks second on the list, had 44 arrests with fines totaling \$723. Marion county reported 59 arrests, with fines aggregating \$150, and Washington county 32 arrests with fines totaling \$289.

The fines assessed by Multnomah county averaged \$6.32; Columbia county, \$16.80; Marion county, \$8.40, and Washington county, \$9.95. In one case, a report of which reached the secretary of state's office last month, an Oregon court assessed a fine of \$250 against a man for operating a car without license plates, while in another section of the state a court, for the same offense, required the defendant to deposit \$1 in a bottle for the famished people of the far east. The latter figures were cited by Mr. Rafferty today to show the contrast in fines that are being assessed by different courts.

Oldest Resident Votes on Bonds

Probably the oldest person in Douglas county to cast their vote for good roads was Mrs. Nancy J. Jones, of Camas Valley, aged 92 years. Mrs. Jones was an enthusiastic supporter of the road bonds issue and hopes to live to see them brought to completion throughout the state. Mrs. Jones is hale and hearty and well informed on all topics of the day. She came across the plains from Missouri in 1852, arrived in Camas Valley in 1857, and has resided at that place continuously since that year.

Los Angeles to Have New Mayor

(By United Press.)
LOS ANGELES, June 8.—George a 6000 majority over the present incumbent M. P. Snyder, according to the returns. The official count was not announced. The voters defeated the prohibition enforcement ordinance extending the right of seizure to local authorities.

Prince Hirohito Makes Statement

By WILFRED LEISCHNER (United Press Staff Correspondent.)
PARIS, June 9.—"I hope America and Japan will always be found working hand in hand, not only for mutual benefit but to insure a lasting peace throughout the world," Japanese Prince Hirohito told the United Press today. "I have long cherished a desire to visit the United States and I hope the pleasure is only deferred."

Making of a Language.

That the slang and idioms of today will be correct English tomorrow is the opinion of Prof. H. Glickman of the English department, University of Wisconsin. "Our language is made up of what was once slang, idiom, colloquialism and jargon," he said lately, and warned that the only deplorable feature about slang was its tendency to produce mental slovenliness. Professor Glickman then referred to the word "mob" as slang of 200 years ago and as such denounced in the "Spectator" by Addison. "It is an abbreviation of the word 'mobile.' Even so the word 'pep' is vital and virile and will survive with the word 'snappy.' But to gain recognition slang must be free from vulgarity and cheapness," said Professor Glickman.

Visits With Sister—

Mrs. N. J. Johnson, of Chicago, arrived in this city last evening to spend the summer visiting with her sister Mrs. E. A. Shuey.

Hand Suits Arrive—

Mr. and Mrs. F. E. Bean and family, of Heraldsburg, Calif., visited this morning at the home of Rev. and Mrs. C. H. Hilton. Mr. and Mrs. Bean were active workers in the church in that city during Rev. Hilton's four years ministry there. Mr. and Mrs. Bean are motoring through to Montana.

G. W. Lenore, of Coquille, spent yesterday in this city attending to important business matters.

The W. B. A. of the Maccabees will hold a public meeting at the Maccabee hall Thursday evening, June 9th, at 8 o'clock. A splendid program has been arranged, and the public is cordially invited.

DAILY WEATHER REPORT.

U. S. Weather Bureau, local office, Roseburg, Oregon, 24 hours ending 8 a. m.:
Precipitation to 7 a. m. and 11 a. m. ... 0.1
Lowest temperature last night ... 52
Precipitation last 24 hours ... 0.1
Total precip. since first of month ... 2.7
Normal precip. for this month ... 1.97
Total precip. from Sept. 1, 1920, to date ... 25.02
Average precip. from Sept. 1, 1877 to 1920 ... 12.12
Average precip. for 42 wet seasons (September to May, Inc.) ... 31.39
Forecast to 8 p. m. for southwestern Oregon:
Tonight and Friday fair.
WILLIAM BELL, Observer.

WHEN A MAN ASKS YOU to put your money in some risky scheme which promises an unusually high dividend, tell him that you always insist upon security. An account with the Roseburg National Bank assures a fair income with safety.

4% Interest Paid on Savings Accounts

The Roseburg National Bank
Roseburg, Ore.

BAND CONCERT JUNE 16.

The Douglas county concert band will give a concert at the armory, Thursday, June 16, at 8 o'clock p. m. Fine singing and vaudeville will be included in the program. Admission 25 cents. This will be a good chance for everyone to support the band.

Tickets on sale at Hamilton Drug Co., Rexall Drug Co., and Red Cross Pharmacy.

CALL FOR WARRANTS.

All school warrants of School District No. 2 up to and including 199, dated February 4, 1921, hereby called. Please present at once, as interest will run on this notice.

Wilbur, Ore., June 8, 1921.

E. H. REEDMAN,

Clark State Bank.

Farm Bureau Exchange

Just arrived, cracked corn, mill run, poultry feed; few sacks and seed potatoes.

Wheat, oats, potatoes for feed. Wanted, grain sacks. Wanted, for shipment June 14.

Open Every Day

Address mail orders Box 100.

ALL OUR FIXTURES AND SUPPLIES ARE THE BEST THAT MONEY BUYS

Hughes Little

WHEN you buy fixtures or kitchen accessories at this plumbing shop you are warranted to please in every respect. We want the plumbing shop along with the first money after the job.

Roseburg Plumbing and Heating Co.
C. W. Hughes, Jr.
242 N. Jackson, Roseburg.

How Much Time Do You Lose?

When you are anxious about a proposition that means a great deal to your business, how much time do you waste waiting for letters that somehow fail to arrive?

When the time draws near and the deal must be closed within a few days or hours, how much time do you waste while you endeavor to make an appointment with a man whose interests are tied up with yours, or wait impatiently while he transacts his business and comes to a conference with you?

Do you know you can always reach a busy business man by Long Distance? You do not need to wait for an appointment while he clears up other matters that engross his attention. The Long Distance call is irresistible. No matter how busy he is, other things will wait when the operator says "Long Distance is calling you."

Do it by Long Distance—you will save time and money. Ask for Pacific Long Distance.

The Pacific Telephone and Telegraph Company