

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

R. W. Bates L. Wimberly Bert G. Bates

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ROSEBURG, OREGON, JULY 11, 1921.

THE MAINSTAY OF ANY ADVERTISING.

The local newspaper must always be the mainstay of any advertising campaign designed to catch the eye of the masses of the people—the buying public, remarks an exchange. By no other means can so large a proportion of the best trade of the community be reached. The local merchant should not get this idea:

"Oh, my dear fellow, I can not lay off my clerk without losing him; I cannot change my location without losing it; I cannot suspend my insurance without losing my protection—but Advertising is a faithful dog. I can kick him into the street whenever I feel like it and he wags his tail, comes back when I want to wipe my feet upon him."

This is not true.

Advertising is not different. It is a great force in business and many great and foolish claims are made for it, but it is not greater, nor more powerful than any other factor of the business. If any good is to come from it it must be kept on the job.

The local merchant should set aside a definite sum to be spent in a year. His expenditure should be based upon a percentage of last year's business and he should spend it systematically. Don't let the question of "copy" frighten him to death; don't let him get the idea that "copy" is the whole thing to advertising. To be sure there's a great difference in the effectiveness of advertisements; but if he will forget all about fine writing or being smart and clever; if he will forget the big sounding, pet phrases which have been used so often that they mean nothing, and sit down and talk to the people of his community, about his store and his stock and his service, he will write a good ad without knowing it.

Is there any good reason in the world why the local people should buy the merchandise he sells. Let him tell them the reason; and tell them again and again and keep on telling them. That's advertising—good advertising. Has he anything in stock that Mrs. Jones or Miss Smith or Hank Brown would be interested in? Let him tell them about it, and tell them about something else next week, and keep on telling them, until they know beyond all doubt that he has just about the "niftiest" stock of merchandise ever brought together in his neck of the woods.

That's advertising—good advertising.

And it will pay.

A tourist stopping in Roseburg yesterday and noticing the general appearance of the community, which he stated compared most favorably with other cities of like size, had this suggestion to offer: "Many live communities along the Pacific highway are taking advantage of the tourist travel during the summer months to 'show their city off' Sunday evenings by keeping their store fronts lighted during the early hours of the night. It is surprising what effect this has on the visitor who spends an evening in your city, or if he is only driving through after dark. It leaves a very favorable impression and shows the business section of the town off to good advantage." If all the business houses on Cass and Jackson streets would "light up" for an hour or two each evening during the summer months it would add greatly to the appearance of the city and cause much favorable advertising from visitors. The idea is not such a bad one, after all.

The program arranged for this year's Chautauqua for Roseburg appears to be an exceptionally good one. This annual event is now looked upon as a regular asset to the community, bringing as it does a program full of real merit, both entertaining and instructive. Chautauqua provides a program for our people that could not be had in any other way at such extremely low prices and its popularity grows each succeeding year.

Peace in Ireland sounds good. It's about time that country was getting ironed out.

There is work and work. The harder some tongues work the more damage they do.

It isn't so much what you do as how you do it and where you do it.

J. H. ACKERMAN DIES.

MONMOUTH, O., July 10.—(Special.)—J. H. Ackerman, president of Oregon Normal school of Monmouth and prominent educator of the state for the last 35 years, died suddenly at 8 o'clock this morning following a stroke of apoplexy. He apparently had been in good health when he arose this morning and following breakfast with the family walked out on the front porch for the morning newspaper. He had returned into the house and had read for about 20 minutes when he was stricken

and passed away without warning.

Mr. Ackerman had been president of the normal for the last 10 years and previous to that was state superintendent of public instruction in Oregon for 12 years.

CARD OF THANKS.

We extend our sincere thanks to our friends who tendered their sympathy and many floral offerings at the funeral of our husband and father, Samuel C. Durland.

Mrs. Margaret Durland and family.

APPLES

W. B. Glafke Co. will make its first advance payments on this Season's Apple Contracts July 15. We will accept a few more contracts for crops that will run strong to extra fancy. Our policy of handling only selected crops is what has made it possible for us to lead in prices obtained for growers. If you wish us to sell your apples for you, let us begin finding a market for them now.

W. B. GLAFKE CO.

CHARLES A. BRAND, Roseburg Representative

PORTLAND, ORE.

College Advises Medical Precaution

Preparations for emergencies during the harvest season should be made. It is well to clean out the medicine chest and see that the supply of drugs, appliances, and supplies is sufficient to tide over an emergency, an O. A. C. bulletin suggests.

The farm home, as well as every other home, should have a medicine chest. It should be kept in a cool, dry place, and should be locked and out of the reach of children. The handiest chest is the built-in one, but one made out of a box with a few shelves serves the purpose as well.

Materials which should be kept in the chest are divided into three classes—drugs and appliances and supplies. The kind of drugs varies with each family, but disinfectants or antiseptics should always be in the chest. A 5 to 7 per cent solution of tincture of iodine, tightly corked with a rubber cork serves as a good antiseptic. Castor oil, salts, and cascara are good cathartics and aromatic spirits of ammonia and a salve, such as unguentine, should be kept at hand for emergencies. Among the appliances should be a hot water bottle, a graduated measuring glass, a teaspoon, scissors, safety and plain pins and other things which a housewife deems necessary. Zinc oxide, adhesive tape,

Prune Pickin's

When a man tells us he gets up every morning and takes a cold plunge before breakfast we kinda close one eye and grin.

NO FAVORITISM HERE.

(Glendale News.)
Councilmen and others are notified that water rents are now due and payable at the Glendale Pharmacy. Unless paid promptly the marshal will be instructed to shut off the water. City Recorder.

We have heard it said that the pink slips some poor married guys find in their pay envelopes are not in the same class with the ones they sometimes see lying around their bedrooms.

SHAKE GIVES SHAKE THE SHAKE.

Charles Shake is seeking a divorce from Grace Shake in Anchorage, Ky.

Most of the people who would scrap the navy would be the last to scrap.

HOW TO LIVE FOREVER.

Many noted writers have set down numerous rules tending to increase the years of living. We might suggest the following:

Eat nothing but stewed parsnips. Drink nothing but cold water. Go to bed at eight every night. Get up at six every morning. Don't smoke, chew or play poker. Go to church every Sunday morning.

Split three cords of wood every day.

Walk nineteen miles before breakfast.

Ride horseback two hours every afternoon.

Play checkers the remainder of the afternoon.

Don't kiss the cook or anybody else.

Shun public drinking cups.

Now comes the most important instruction if you would live forever:

Don't die.

Show me a man with fringe on his trousers and I will show you an honest man.

PROBABLY NEEDED IT.

"Jacksonville is showing considerable improvement these days," Col. H. H. Sargent's beautiful home in the Valley View addition has a newly painted roof.—Medford Mail Tribune.

Girls who roll down their Sox are usually the last ones to help mother wash the dishes.

And we have it on good authority that many girls wear hair puffs to eliminate the necessity of washing their ears.

Terry Dunham, who has charge of the farm east of the city conducted by the county's cities, states that the institution expects many new boarders following the vacation period.

A big hole in a little girl's stocking goes unnoticed, but a little hole in a big girl's stocking—well, ahem.

WE DO, PARSON.

An Indiana minister says one cure for divorce is to listen to your wife even though she is talkative.

Some men are so god darned grouchy they don't think a baby girl is fit to kiss until she is sixteen.

ODE TO AN AUTO.

My Bonnie bent over a gas tank. The height of the contents to see; He lighted a match to assist her, Oh, bring back my Bonnie to me.

We need to be able to get a kid to make several trips to the grocery store for a penny, now it costs a dime a trip.

We read the other day where the "Human Fly" broke, his shoulder while hanging a picture for his wife.

These "demonstrable" eye lashes which are coming into vogue ought to be of great assistance to the youth trying to raise a mustache.

several sizes of bandages, and absorbent cotton or sterilized gauze are necessary. Old linen or muslin, thoroughly sterilized and ironed, should be kept among the supplies. Kitchen supplies that may be kept in the chest which are useful in an emergency are olive oil, soda, ginger, mustard, flour and salt.

Service Garage, Goodyear Tires.

RICE & RICE

Are offering Municipal Bonds that yield from 6 to 7 per cent on Oregon, Washington and Montana towns and counties. We specialize in Liberty and Victory Bonds. We handle large and small orders alike.

All Day Meeting Held at Rice Hill

An all-day Sunday school rally was held at the Rice Hill district Sunday, July 10. The Oakland community church dismissed their morning services and attended this all-day service in a body.

The morning hour was given over to the study of the regular Sunday school lesson. The Bible class occupied the entire building, while the other classes formed in convenient out-of-door places. Each class reported a most interesting and helpful session.

It was planned to have a morning preaching service, but the audience could not be seated in the school house, therefore it was necessary to dismiss and move to a beautiful grove about one mile above the school house. While the women were unloading their well-filled dinner baskets and preparing the noon-hour meal, all joined in singing several familiar hymns, after which an opportunity was given to sample the very appetizing food.

A splendid song service opened up the afternoon session, followed by an enthusiastic testimony service. Missionary, G. C. Griffin, who has charge of this work in Douglas, Cass and Lane counties, and who organized the Rice Hill union Sunday school this spring, then gave an interesting talk regarding the work of the American Sunday School Union. In his remarks he stated that he has organized 15 rural Sunday schools since the first of January, 1921. During the months of July and August, he is holding many all-day group gatherings of rural schools. The next group gathering will be held on Cow Creek July 24. Rev. Hutchinson, pastor of the Oakland community church brought the service to a close by a very inspirational address touching points necessary for the four-square life. He appealed for closer friendship between the Oakland and Rice Hill people. He announced a Rice Hill day service for some time in July.

Missionary Griffin made further announcements, including an unusual service to be held at the fish hatchery on the McKenzie river. Dr. W. P. White, regional director of the Moody Bible Institute, of Chicago, is to be the principal speaker. The public is cordially invited to these meetings.

Goodyear Service, Service Garage

ROSEBURG STUDIO.

For a short time we are making a special price on all portraits. We also do kodak finishing, latest finish. 137 Jackson, Bell Sisters Bldg.

LIBRARY INFORMATION.

The library belongs to you. Do you belong to the library? To use the library is to get the best out of it, go there and see what is there. Sometimes you want a book to rest your weary nerves and brain. Then again, a book to instruct. Those who cannot travel may go to the North Pole with Peary or to Africa with Livingstone. The library is a place where you will find two friends—books and people. Get a library card today. The public library is open until 9 o'clock every night.

Kohlhagen Bldg., upstairs.

Itney formerly No. 44 is now located at the Baney Mathews cigar store on Cass street. Phone 371. H. Crocker.

FOR SALE.

The best grade of nursery stock at reasonable prices. Get my price before placing your order.

R. L. ELLIS, Roseburg, Ore.

H. D. Harris left this morning for Los Angeles to join his wife who is visiting there. Before returning he will also visit Salt Lake City and expects to be absent for several weeks.

PROFESSIONAL CARDS

RADANATHAN, Antioneer, gets high 1 180 N. Pine St.

MRS. F. D. OWEN—Cut Flowers. Phone 403 W. Cass.

MRS. M. H. PLYLER—Chiropractic Physician. 222 W. Lane St.

CITY NEWS

Arundel, piano tuner. Phone 189-L.

Moore Music Studio opens Sept. 1.

Pennsylvania Tire Service. Ask us. Ford Garage.

Goodyear Tire Service. Ford Garage.

Painless extraction of teeth at room 3, Masonic temple, Dr. Nerbaas.

The highest cash prices will be paid for second hand furniture, stoves, etc. J. B. Heninger, 404 Cass street. Phone 103.

Pennsylvania Tire Service. Ask us. Ford Garage.

Goodrich Tire Service. See us. C. A. Lockwood Motor Co.

"11"

ONE-ELEVEN Cigarettes

The best cigarette in the world—for you—is the one that suits your taste.

Maybe it's ONE-ELEVEN. Just buy a package and find out.

"11"

20 cigarettes 15¢

Guaranteed by The American Cigarette Co.

Earl Powell and Edith Brown Wed

A beautiful home wedding occurred at 2 o'clock yesterday afternoon at the country home of the bride's parents, Mr. and Mrs. W. H. Brown, when Miss Edith Brown became the wife of Mr. Earl Powell of this city. The wedding ceremony was performed by Rev. C. H. Hilton, pastor of the Christian church. The ring ceremony was used. The house was beautifully decorated for the occasion, and the bride and groom were placed before a bower of roses and sweet peas. Immediately at the close of the wedding ceremony, refreshments were served. These young people are both well known. Miss Brown is the niece of County School Superintendent O. C. Brown, and has worked much in his office. Mr. Powell is the son of Councilman W. S. Powell and is with his father in the store in this city. The young couple started on their honeymoon journey by auto. They expect to take in Crater Lake, Shasta Springs, and other resorts in the south, being gone for about two weeks. As they started out some old shoes were tied on behind the auto, but they were wise to the game and before they had gone far, left the shoes out in the road. Mr. and Mrs. Powell have bought a home on South Pine street and expect soon to be at home to their friends. Only the immediate families were present at the wedding ceremony.

Goodyear Tires. Service Garage.

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Roseburg, Myrtle Point, Coquille and Marshfield Stage

7-Passenger Cadillac-8 Cars

Leaves Hotel Umpqua 7 a. m. daily.

Fare to Myrtle Point, \$6.48.

Fare to Coquille, \$7.00.

Fare to Marshfield, \$8.00.

COAST AUTO LINES

ADVICE TO LOVELORN AND OTHERS

—BY MRS. ELLSHURRY—

A Daily Column of Questions and Answers Conducted by a Woman Who Knows. Address your Letters to Mrs. Ellshurry, Care Roseburg News-Review.

Dear Mrs. Ellshurry.—What style of rings do men wear most? Is it proper for a man to wear a plain band ring the style of a wedding ring and does it indicate anything? On what finger should a man wear his rings? How should a man introduce his wife?

Mr. L. W.—Roseburg.

A. There are three styles of ring that men wear most, a signet ring, a lodge emblem, ring, and rings set with a large flat stone of some kind. It is correct for a man to wear a plain gold band if he wishes, and unless he is married and the double ring ceremony was used, the plain gold band has no significance. If the man is wearing a wedding ring, it should be on the third finger of his left hand. Any other ring should be worn on the little finger or the third finger of either hand.

You should introduce other people to your wife, by simply saying, "Mr. Smith, I would like to have you meet my wife."

Dear Mrs. Ellshurry.—I am a handsome young man and I have a Ford car, I am going with a girl that is sweet sixteen. I believe we will get married this summer. Can you tell me a good place to go for our honeymoon.

CAMAS VALLEY.

A. I would suggest that you drive to Klamath Falls and Crater Lake or to Portland for a few days. Another good trip would be to go to Ashland and from there over the Siskiyou as far as Yreka, California. You could make the trip down in one day, and see some beautiful scenery.

Dear Mrs. Ellshurry.—Would you please tell me if it is proper for a young girl of fifteen to stay out at night with a boy friend after the curfew rings, without a chaperone. I would appreciate it very much if you would answer this.

P. D. Q.—Roseburg.

A. It would not be right if you did it constantly, but if you are attending the theater, a dance, or party, there is no objection if you do not get home before nine o'clock. However, be sure that you go straight home when you leave the festivity you are attending.

Dear Mrs. Ellshurry.—I am a handsome young man and I have a Ford car, I am going with a girl that is sweet sixteen. I believe we will get married this summer. Can you tell me a good place to go for our honeymoon.

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