

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

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ROSEBURG, OREGON, FEBRUARY 28, 1922.

THE MERCHANT'S BUSINESS.

We trust that the furniture dealers of this town read the Grand Rapids Furniture Record, their leading trade magazine, remarks the Corvallis Gazette-Times. It says, in a special article by a retail dealer, that the most important thing in the furniture business is to advertise, that the most important place to advertise is in the newspapers, that the amount to set aside for advertising should be as definite as rent or taxes, and that the proper amount according to the collected experience of numerous dealers, is three per cent of the gross sales. This is the same rate adopted by most other lines of business where the business is conducted with some effort to secure results on some kind of a system.

On Feb. 16th the Interstate Merchants' Council, a retailers' organization of the middle west, met at Chicago. A. T. Vandervoort, head of a large retail hardware concern, had a paper on "How to Conduct a Successful Retail Hardware Business." The first thing he did was to place heavy emphasis on the value of newspaper advertising. He gave entire credit to the success of the merchants of his town in beating the mail order business to newspaper advertising. The mail order houses with all the disadvantages with which they have to contend, customers buying "unsight and unseen" from people the customers do not know and without the helpful aid of the personality of the proprietor or clerk, have built up an enormous business and they have done it entirely and wholly thru advertising. "Farmers especially," he said, "have been dependent on village store keepers who were half asleep and the wide awake mail order houses stepped in and took business right away from them under their very noses. This fact has been soaking into the new generation of merchants and they are counteracting this mail order business by advertising. The recent enormous slump in mail order profits was not due entirely to the deflation process, but was due to the fact that live advertising merchants are getting their trade away from them." He also believes in a three per cent advertising fund and prophesied that 1920 saw the high tide of catalog buying because of the fact that more merchants had learned to advertise.

At the same meeting, W. T. Waite had a paper on "Live Wire Advertising." He is the advertising manager of the Pelletier Co. of Sioux City, a department store. He gave advertising credit for the store's success and said they had a regular budget of three per cent and it is based on "turnover sales" each month.

When Thomas Edison's birthday occurred the other day, his associates could not persuade the famous inventor to quit work. He kept digging at his job just the same as if he had not become 75 years of age on that day. Most people quit active labors long before this period of their lives. Mr. Edison's inventions in such fields as electric lighting, telephony, the phonograph, etc., have improved and brightened living conditions for practically everybody. But this achievement, marvelous as it is, is no more noble than the splendid example that Mr. Edison sets daily of devotion to his daily task. While others must have pastimes and diversions to keep them amused, Mr. Edison finds abundant joy in exercising his own wit on his daily job. The thought that he is improving living conditions for the world is play enough for him. If more of his spirit could prevail in ordinary life, the problems of the world would be solved.

The French government is blamed because it insists on a big payment of reparations by Germany, which tends to upset the financial equilibrium of the whole world. Yet if folks had been in the position of France, had they seen a nation having 20,000,000 more people come across their borders, and ravage, burn, and destroy without any reason, our people would sympathize with this fear. The unprovoked German invasion was the greatest outrage of history. They tried to cripple France for a century, and they should now do what they can to repair the damage. But magnanimity pays. Probably the French people would come out best if they would leave it to impartial authorities to say what the Germans can pay. The approval of the world will be worth more to France than any gold marks.

Thank God, the constitution still permits a newspaper to voice its opinion in a murder case that its readers may have the privilege of knowing all details leading up to the commission of a crime. If you want to strangle justice there is no surer or better method than encouraging the stifling of a free and outspoken press. However, there is still a possibility, judging from the remarks contained in a brief just issued in behalf of the appeal in the Brumfield murder trial, that the noose will be slipped over the head of a coterie of local newspapermen rather than around the neck of the defendant. Thus we may be privileged to pay the penalty for the death of a poor hermit that the real fiend may be condoned.

Well, we've got Princess Mary and Viscount Lascelles "tied up" at London. A royal wedding certainly makes some flurry among the natives across the water.

The man who boasts that his automobile never has anything the matter with it seems to spend most of his time tinkering with it.

A free verse writer is so called because nobody is interested enough to put him in jail.

It is funny to put a small man in a big job and listen to him rattling around in it.

The dangerous age of man is any age until he's so old he has to be fed with a spoon.

Prune Pickin's

By Ed. O. Bates

GOOD EVENING FOLKS—

Girls still persist
 In concealing their
 Shell-like ears
 Behind hair puffs
 And Ye ed. can't help
 But think
 What a blessing
 That style would be
 To the small boy
 Whose existence is
 Embittered with soap!
 Wouldn't it, sisters?

ADVICE TO A MINOR LEAGUER.
 Twinkle, twinkle, bush league star—
 It's no wonder that you are!
 Out among the sticks it's pie
 To slam the horse-hide far and
 high.

Never mind the home run stuff—
 One Babe Ruth is quite enough;
 When the scouts are on the hunt,
 Show 'em sacrifice and bunt!

Louise Lovely, the fillum star,
 Will drop into our village Friday and
 we s'pose all of the he-vamps will
 start slicking down their hair with
 bear grease a couple days ahead of
 time.

Only one drink has been invented
 since the Eighteenth Amendment
 gave Demon Rum the bum's rush. It
 has three names and two ingredients.
 "Crack o' Doom Cocktail," "Un-
 der-taker's Friend," and "Gates
 Ajar."

Wood alcohol with a dash of vitriol.
 Our office devil is growing senti-
 mental of late with every indication
 that he's in love. He just dotes on
 Prune Pickin's stinky poetry and
 spends his week ends in the rural
 districts picking wild flowers.

SAY BERNIE, DIDJA KNOW—
 That the theory that crude oil will
 grow half on a bald pate, gets an
 awful jolt when old John D. Rocke-
 feller doffs his lid?

O woman! In our hours of ease
 Uncertain, coy and hard to please,
 (Re-printed at request of author!)

Abel Huxtable, of Stony Creek,
 claims to be 91 years old and the
 original living woman's rights advo-
 cate. He gallantly permits his wife,
 82, the independence of lugging up
 the coal for the kitchen range. The
 Old Man retains all his perceptions,
 including a keen sense of humor. He
 says it nearly breaks his heart to
 hear the Old Woman fall down the
 cellar stairs with a full scuttle. She
 could get more noise and just as
 much amusement out of an empty
 bucket, says Abel Huxtable of Stony
 Creek.

After reading over the brief in
 the Brumfield case prepared by the
 defense attorneys and after reading
 several paragraphs wherein the
 News-Review is likened to a "viti-
 perous serpent," ye ed. has de-
 cided that this paper and not the de-
 fendant has been placed on trial.

We are keenly aware of the news-
 paper axiom that the only thing safe
 to attack is a man-eating shark.

And that privilege is not com-
 pletely yielded.

We know an ichthyologist who
 would black our eye in proving that
 the voracious fish that preys on hu-
 man swimmers is a giant horse-
 mackerel.

But then ye ed. can remember
 some of the testimony in the famous
 case and our memory of it makes an
 elephant's recollection of wrongs
 look like amnesia.

What's more disgusting
 Than to arise
 Bright and early
 And hurry to
 Your office feeling
 Like a million bucks
 And to dig into your
 Work with vim and vigor
 And to treat
 Everyone great and
 Then to have some
 Crepe hanger walk in
 And look at you
 Then shake his head
 And say,
 "Gosh, you're looking
 Rotten today."

February is fast fleeing and we
 have a great lament on this the last
 day of that darned short month. Feb-
 ruary is one of the worst months of
 the year in spite of the fact it con-
 tains the birthdays of two great
 Americans. You no more than tear
 off the January leaf and scan the
 February dates than it's time to turn
 over another leaf. But then our
 chief lament is the short number of
 pay days in Feb. and the fact that
 the bills come due much earlier than
 usual.

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Back in the brave old
 days of '49.

And when a miner
 found gold in his pan
 he had a lucky strike
 worth talking about!

**LUCKY
 STRIKE!**

When we discovered the
 toasting process six years
 ago, it was a Lucky Strike
 for us.

Why? Because now
 millions of smokers prefer
 the special flavor of the
 Lucky Strike Cigarette —
 because

It's Toasted*

*which seals in the
 delicious Burley flavor
 And also because it's
 Guaranteed by
 The American Tobacco Co.

out whether or not March would
 enter as a lamb tomorrow, but
 the prophet was no where in sight and
 we decided that we don't give a darn
 if it enters like a whole gosh dinged
 menagerie.

LAFE PERKINS SEIZ:

"Lots of girls rat their hair be-
 cause it's easier than combing it
 out."

ALTON S. FRIE AND SONS

Are ready to furnish any lumber
 and timbers needed for any building
 as low as anyone. See us before buy-
 ing elsewhere. Patronize Roseburg
 labor.

City Dollar Worth
 More Than Farmer's

(International News Service).
 COLUMBUS, Feb. 28.—"Deflation
 has injured every line of business,
 but unequal deflation has hit the
 farmer hardest of all," declared L.
 J. Taber, Barnesville, state director
 of agriculture. "The farmer's dollar
 has a buying power of 39 to 101, as
 compared with the pre-war dollar,
 while the dollar of the city business-
 man has a buying power of 148 as
 compared to his pre-war dollar."

"Nothing radical will take place in
 agriculture, but it will slowly turn to
 a better condition. There is no
 patent medicine that will make in-
 dustry feel better overnight. The
 road out is the way of economy,
 thrift, faith and work."

"Export trade has increased in
 foodstuffs, although the value of
 goods exported has fallen off. The
 greater tonnage has been absorbed
 by the decline in prices, and there is
 not a surplus stock in this country
 that is generally supposed. With this
 surplus absorbed, recovery is in
 sight for the farmer, but it will not
 come in a single day."

Director Taber declared that
 "given a square deal and fair prices,
 the American farmer will still be
 feeding every man, woman and child
 in America 100 years from now."

Douglas Leads
 In Game Fines

According to a report of the ac-
 tivities of the law enforcement de-
 partment of the State Fish and Game
 commission, there were 661 arrests
 during the year 1921 for violations of
 the state game laws. Douglas county
 led the state in the amount of
 fines collected. There were other
 counties where there were more ar-
 rests and other counties where great-
 er amounts were assessed in fines but
 in Douglas county every fine assessed
 was paid in cash and consequently
 the county collected more money in
 fines than any other county in the
 state. There were 32 arrests made
 during the year, of which number, 21
 were found guilty as charged. The
 total amount collected in Douglas
 county during the year was \$1,610.

KONDON'S
 CATARRHAL JELLY
 is guaranteed by 30 years
 service to millions of
 Americans. Kondon's
 works wonders for your
 cold, sneezing, cough,
 chronic catarrh, head-
 aches, sore throat, etc.

FREE
 20 Treatments
 in an ounce
 of your own
 and others.
 KONDON
 Minneapolis, Minn.

MILLINERY OPENING!

Friday 3rd—Saturday 4th

BELL MILLINERY

Newest models from creators of fashion, the Fiskhat, the
 Cagehat—exclusive, smart styles, features this Spring Opening.
 (The new shade, Periwinkle Blue).

Then comes the Chinese colors, blue, green, yellow and red.
 Orchid is once more in favor.

Braids in cellophane, Visca, and Tuscan. Trimmings of jet
 beads, wooden beads, tiny shells, hand-made flowers, red berries,
 black cherries, flowers in wood violet shades.

Will be on display Friday and Saturday. New Spring suits,
 new coats, new capes, new waists, new skirts, new gloves.

We welcome you to our Opening.

BELL MILLINERY

FRIDAY 3rd—SATURDAY 4th

Princess Takes
 Marriage Vows

(Continued from page one.)

In her bridal gown of white silver
 and silver brocade, drove in an open
 carriage with her father and mother,
 escorted by a glittering squadron of
 cuirassiers and followed
 by half a dozen carriages conveying
 the bridesmaids, members of the
 family and high officials. The king
 wore the uniform of colonel-in-chief
 of the guards, out of compliment to
 the bridegroom. Through a forest
 of waving flags and handkerchiefs
 and a hurricane of cheers, the caval-
 cade proceeded to the great west door
 of the abbey, where the royal party
 was received by the archbishops and
 high ecclesiastical and state digni-
 taries. The band of the Guards played
 the national anthem, while in
 Hyde Park a battery of artillery com-
 menced firing a royal salute.

At the door guards of honor of the
 bridegroom's regiment, the Grenad-
 ier Guards, and the Royal Scots—
 of which Princess Mary is honorary
 colonel—were drawn up, and the
 aisle was lined by Guards officers,
 the bridegroom's former battlefield
 comrades.

With the slow speed customary at
 state ceremonies, experienced officials
 marshalled the bridal procession
 which made a stately progress
 towards the sanctuary, preceded by
 heralds in multicolored tabards, and
 others bearing white wands walk-
 ing backwards. Princess Mary leaped
 on King George's arm. Her long
 ivory satin and silverthread court
 train was borne by small pages while
 the bridesmaids made a bevy of beau-
 ty, of whom perhaps the most notice-
 able was the bonnie little 15 year old
 Lady May Cambridge. The brides-
 maids were: Princess Maud, daugh-
 ter of the late Duke of Fife; Lady
 Victoria Cambridge, daughter of the
 Marquis of Cambridge, and Lady
 May Cambridge, daughter of the Earl
 of Athlone (all three cousins of the
 bride); Lady Rachel Cavendish,
 daughter of the Duke of Devonshire;
 Lady Mary Thynne, daughter of the
 Marquis of Bath; Lady Doris Gor-
 don-Lennox, daughter of the Earl of
 March; Lady Elisabeth Bowes-Lyon,
 daughter of the Earl of Strathmore,
 and the 14 year old Lady Diana
 Bridgeman, daughter of the Earl of
 Bradford.

Viscount Lascelles, wearing the
 uniform of a major of the Grenadier
 Guards and showing a row of war
 medals awarded him by the chan-
 cellor. He was attended, as best man,
 by his brother, Capt. The Hon. Ed-
 ward Lascelles, whose green Rifle
 Brigade uniform also displayed the
 highest war decorations for valor. As
 soon as the "high contracting par-
 ties" had taken their places at the
 steps of the sanctuary, the service

commenced. It differed in no respect
 from the ordinary form of marriage
 service, and in answer to the arch-
 bishop's query, "Who giveth this
 woman, etc.," King George stepped
 forward and said "I do" like an ordi-
 nary father. There were no stunts
 or omissions, and Princess Mary
 promised to "love, honor and obey,"
 just as countless millions of her hum-
 ble sisters have done through the
 ages. After the ring had been placed
 on the bride's finger and the final
 words pronounced converting the
 Princess of Great Britain into Vis-
 countess Lascelles, the venerable
 Archbishop of Canterbury delivered a
 short address and felicitated the cou-
 ple.

Then there was a slightly amusing
 little ceremony when Lascelles for-
 mally "adopted" his royal father-in-
 law. The bridegroom bowed low to
 the King and kissed the hand which
 was afterwards held out for a hearty
 fatherly handshake. He then ad-
 vanced towards Queen Mary, bowed,
 kissed her hand and then her cheek;
 repeating the process with Queen
 Mother Alexandra. After which he
 was permitted to kiss his own moth-
 er and father in more homely fash-
 ion, while the select little band of
 royalties gathered round to congratu-
 late the couple. The bridal proces-
 sion was re-formed, leaving by way
 of the west door, under an arch of
 swords made by the bridegroom's
 brother officers. Applause greeted
 their appearance and the cheers were
 renewed as the newly-married pair
 entered the state carriage and escorted
 by Life Guards, drove to Bucking-
 ham Palace, where the wedding
 breakfast and reception was held.
 The Court rule that the King must
 always leave first, was waived today
 and King George watched the depart-
 ure of his son-in-law and daughter
 from the Abbey steps like an ordinary
 father.

At the wedding breakfast King
 George proposed the health of the
 happy pair.

A monster wedding cake, the gift
 of the master-bakers and confection-
 ers of Britain, was cut. Princess
 Mary making the first cut with her
 husband's sword amid applause.

During the afternoon a number of
 deputations, representative of every
 industry, vocation, financial, com-
 mercial, and other interests from all
 over the Empire, had to be received
 but finally the newly-married pair
 were permitted to get into traveling
 costume. They had to face another
 semi-state procession, however, and
 were escorted by Life Guards to the
 railway station, through enormous
 crowds of enthusiastic citizens. A
 strong force of police was necessary
 to enable the couple to enter their
 private coach on the waiting special
 train. King George and Queen Mary
 did not go to the station, the royal
 family bidding them farewell in the
 luner courtyard of the palace.

The honeymoon will be spent part-
 ly at Goldborough Hall, Knarborough,
 the gift of the Earl of Har-



wood to his son, and part-
 ly on their return the couple
 up their residence at Lang-
 don residence, Chesterfield.

BROCCOLI.
 Growers having Crown
 Broccoli to ship should see
 Wood, who is shipping a car
 loads. 921 N. J.
 Phone 359-J.

BRIDE AND KING
 CHEERED TO

By C. A. SMITH
 (International News Service
 Correspondent).

LONDON, Feb. 28.—
 Mary, accompanied by King
 George, drove down the
 aisle and a quarter through
 her way from Bucking-
 ham Palace to the Abbey.

The route was through the
 "official" part of London. The
 party proceeded along the
 through the Admiralty and
 down Whitehall and along
 a narrow street to the west-
 minster Abbey. They
 were jammed, and the over-
 tremendous.

Returning, Viscountess
 and her husband took a
 route in order that the
 bridegroom might be seen
 multitudes. It comprised
 street, Piccadilly, Hyde Park
 and Constitution Hill, and
 opportunities for hundreds
 of thousands of sightseers.

Viscount Lascelles was
 form, and an open car
 used. The route was
 and the Guardsmen in
 streets wore their bright
 forms.

On the return to Bucking-
 ham Palace, a small train
 was scheduled, and after-
 ward Mary and her husband
 for a short honeymoon in
 of England and later may
 stay at the Villa Medici
 the villas," at Florence, ac-
 cording to Lady Sybil Scott, first
 Lord Lascelles.

Seven years of war and
 including three years of the
 striped flannels of all wars
 then a long drought, hard
 harvest in a number of
 This is what caused the

HARDIE
 Sprayers

Typify

Reasonable Cost
 Low Upkeep
 Correct Design
 Long Service



Sizes and Types for Every Orchard Condition

The new Hardie Mogul is the last word in big outfits; Combining light weight, high
 pressure, big capacity, reserve power and minimum vibration.

It is equipped with a four cylinder, eight horse universal motor, weighing only 250
 pounds. The pump is a 2 1/2 inch triplex with a capacity of 14-15 gallons per minute.

We are handling the Hardie because we believe in it.

We have sprayers in stock and carry a good line of repairs.

Oregon Growers Packing Corporation