

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

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ROSEBURG, ORE. CON. APRIL 7, 1928.

ADVERTISING A CITY.

An interesting attempt to attract travel has recently been made by the city of Vancouver, in British Columbia. In order to appeal to automobile tourists and others, it has been advertising the attractions of the city and the region in the newspapers of many American cities, as well as distributing a good deal of printed literature.

Many of these advertisements were planned to meet special occasions, like Fourth of July and other holidays. Following each publication of copy in American newspapers, a careful count was made of American cars crossing the border on the way to Vancouver. The results repeatedly indicated that a considerable number of people were following the advertised suggestions.

Although 1921 was considered a depressed year in business, yet more automobiles crossed the border on the way to Vancouver in the first six months of 1921, than during the entire year of 1920. The advertising must have done it. Such an experience not merely suggests how a community can be advertised, but it shows what a tremendous force publicity is, and how people are influenced by it.

Advertising is a great and mighty force which any community or business can make use of to promote its growth or its products. The man who uses the force of publicity is like one who sets sail on a river. Not merely is his progress promoted by his work at the oars, but if he follows the current, a great and mighty energy sweeps him along to his destination.

Advertising is such a mighty force, a tremendous current of human interest, that sweeps into its power the desires, the ambitions, the needs of the people. Those that trust themselves to this current appeal effectively to these popular needs, are carried on to a greater success than could seem possible.

"HERE GOES NOTHING."

A disheartened man was talking bitterly one day, at the washup bench where he was employed. Life had gone hard with him. He had a large family, he and his wife did not agree well, and he lived in conditions of poverty.

He was of a sardonic temper and remarked: "One day I am going out on the bridge, and jump off into the water, and my last words will be, 'Here goes nothing.'" His comrades knew how to interpret his humor, and did not take him seriously. But his words expressed the sentiment of many people who feel their lives have been failures, and who have lost heart, hope and ambition.

The man referred to had made an unwise marriage and had a wife who was a poor housekeeper. He had a flock of children, more than he could support. In spite of all the sympathy one would naturally feel for him, he had made his own troubles by poor judgment.

The lack of a harmonious home is a cause of a great deal of discouragement and apathy. If a man can't get along with his wife, if there is no loving comradeship, the strain of bitterness will run through his life and he has no incentive to effort. The domestic troubles encountered by both men and women should lead them to think long and deeply before making their choices in marriage. It is no answer to the problem for a young person to say that if he or she can't get along with the wedded partner, they can get divorced. A broken home leaves a scar that is not easily healed.

Society has a difficult problem in deciding what to do to help those disheartened folks. They need the friendly hand, but to offer it means intruding in private affairs. Club and lodge life and church interests have pulled many discouraged folks out of these dumps, and given them heart to take up their broken careers and try to make something out of them.

THE EASTER HAT



Such a wealth of clever new hats awaits your selection here. Each of them breathes the very style of the moment—and the price is just what you'll want to pay. It's a good idea to make your master's selection early.

THE HAT SHOP.

SUNDAY DINNER at the CAFETERIA

Special dinner served at tables 72c.

Menu

- Omelet of Tomato Soup
- Sliced Tomatoes, Mayonnaise
- Fried Chicken, Country Gravy

Mashed Potatoes Green Peas

Dessert

Bread, Butter Coffee, Tea or Milk

Cafeteria Dinner 11 a.m. to 7:30 p.m.

W. R. WARNER, Proprietor

Prune Pickin's

By Scott O. Bates

GOOD EVENING FOLKS—

A local individual Stopped ye ed, on the street Yesterday p. m. and Attempted to tell us How to run this sheet And we didn't like The tone of his voice And told him so And of course after We had walked away We thought of a few Bright things we could Have said but didn't And we wish now that We'd said That "when we get ready To let an outsider Run the plant We'll hand over the Keys to the sheriff And catch the first Fast freight south."

YE EDS POLITICAL ANNOUNCEMENT.

Ye ed, of Prune Pickin's hereby announces himself for the candidacy of any office which our constituents think we are capable of handling, including dog catcher and divers other positions of like nature. We are not petitioning the public to place our name on the ballot but the voters are earnestly requested to look over their ballots when they receive them and they will notice about a half inch margin around it. Please use this space to write in our name and you are also urged to write a platform which meets with your views. We guarantee to give the taxpayers a run for their money, which is about all the promises we care to make. We refuse to shake hands, either before or after election with any voter afflicted with the seven-year itch, our attitude being this: "What good is a political job if you have to scratch for it?" If elected to any office you deem us worthy of, we will do our best to lay in a supply of stamps and stationery at the expense of the taxpayers, said supply being of sufficient proportions to last many years after

OLYMPIC FLOUR CEREALS FEED

DECIDEDLY we want you to compare the flavor of OLYMPIC Rolled Oats.

—and the economy.



Life when he likes to have a girl come near drowning to give him an excuse to dive to some purpose.

Be that as it may, C. Sharpe Minor is the organist at the Lafayette Square theater, Buffalo.

Man went into a book store and asked for some racy literature, and they gave him "Bea Hur."

THE DICTATORS.

Irene, she works for David Meyer. Likes her job, not peevish a bit. But when she ends a letter she Marks it with this sign, DAM-IT.

"Dancing Means Hugging Girls. Pastor Asserts."—Headline. Well, if they like a little music with their love, what's the harm?

After taking a correspondence course in candy making, a Roseburg woman tried to make a batch of caramels the other evening—and make a sweet mess of it.

ALL SHE NEEDS IS A SAXAPHONE STUDENT.

"Our landlady gets no rest at all," according to an exchange. "Her roomers include three high school students, a college freshman, three normal freshmen, a normal senior, a railroad man, a carpenter and an insurance agent. When the high school students are not fighting and the normal senior gets tired of trying to calm down the freshmen, the insurance agent talks all night trying to sell insurance to the railroad man, while the carpenter sharpens his saws."

There is no such word as failure in connection with the forbidden fruit crop.

We used to wonder why girls covered up their ears, but that was before we had listened to a jazz orchestra. We wonder now why they don't wear shock absorbers.

Adam and Eve set a good example by making use of the best they had when they utilized fig leaves. It might be well for some of our horticulturists to begin the cultivation of the fig tree for surely there will be something of the kind needed soon if the textile industries close their shops for want of orders.

S. W. A. K.—Yes, sealed with a kiss. Once brought smiles from Absence's abyss; But customs change, at this later date; The message comes by night letter rate.

It's the oil in the soil that makes the turmoil.

QUITE LIKELY.

Mother—"I'm ashamed of you. You're always fighting!" Daughter—"But, mother, suppose the lady next door put chewing gum down your back, wouldn't you swat her one?"

Would you say the purse in a bowling match is pin money?

THE EXCEPTION.

There's an old saying, "Woman can be coaxed but not driven." "Nothing to it. How about Tin Lizzy?"

The greatest disappointment about owning your own home is that you haven't any janitor to growl over.

These millionaire movie directors can thank their luckstars.

A VANISHING ACT.

Tommy Moran bought a Zenith sedan on the easy installment plan; When a payment came due, where he was, no one knew—Kind of tough on the poor dealer man.

What a lot of fellows would like to see invented now is a tireless employer.

DEAR LITTLE SOULS!

"I don't understand why mothers can't see the faults of their own children," says Mrs. Grey to Mrs. Green.

"Do you think you could?" asked Mrs. Green.

"Certainly I could, if my children had any."

At this season a south wind is just a north wind coming back.

ITS IDENTITY.

"Oh, Run!" called Mrs. Gap Johnson, of Humbug Blaine in the beautiful Ozarks. "Look out quick and see if any of the children are playing in the road. I hear an automobile coming."

"Automobile, h—," replied the lad after obeying the command. "That's

The Sale You Welcome

THE ONE SELLING EVENT THAT SAVES YOU MONEY

UNLOADING SALE

JUST A FEW MORE DAYS

40 Inch Swiss Organdies 56c

Genuine Swiss Organdies, the most favored fabric for Spring and Summer use, twenty different shades, Regular 85c to 95c yard value, for this sale!..... 56c

BELLOWS STORE

DEPENDABLE MERCHANDISE

HOW TO MAKE A RADIO SET

Telephone Receiver Is Essential, Making Radio Waves Audible

By WILLIAM G. H. FINCH, Associate Member Institute Radio Engineers. (Written for International News Service.)

NEW YORK, April 7.—It is well known that the earth is a conductor of electricity and is therefore used extensively in nearly all kinds of electrical work, especially that pertaining to signalling. And it has been the means of saving a great amount of money that would otherwise have been spent for wire.

A good ground and ground connection are of the greatest importance entering in the successful operation of any radio station. The distance a station may transmit or receive is often determined by how efficient its ground system is.

Water and Radiator Pipes

In cities and towns a good ground connection may be made with the water and steam pipes. The best means for making this connection is by the use of a standard ground clamp (Fig. 1), which may be purchased from an electrical or radio supply store for not over fifteen cents.

When making use of the water

pipe in the house it is advisable and common practice to short circuit the water meter, as shown in Fig. 2, by means of a heavy copper wire. Should there happen to be other pipes in the vicinity of the water pipe to which you are making ground connections it would be advisable to connect them all, as this would increase the efficiency of your ground.

A Ground for Farmers.

It is not so convenient for our farmer cousin to make ground connections. A good ground may be obtained by taking an old wash-boiler and soldering the ground wire to one of the handles or sides and sink it in a river, creek, lake or a discarded well. If none of these facilities are available and you have a cistern or pump solder the wire to the iron pipe.

Buried Grounds.

A fairly good ground may be obtained by burying some metal sheets, preferably copper about 10 or 12 feet below the surface of the earth. It is general practice to bury a layer of charcoal or coke, placing the metal sheets on top, then putting another

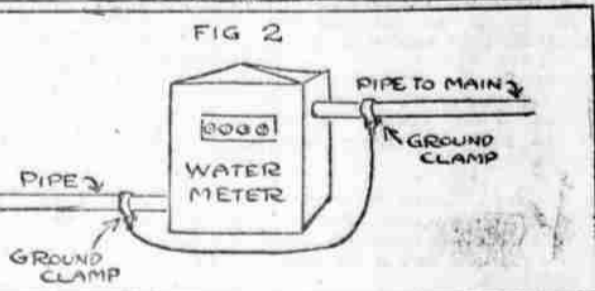
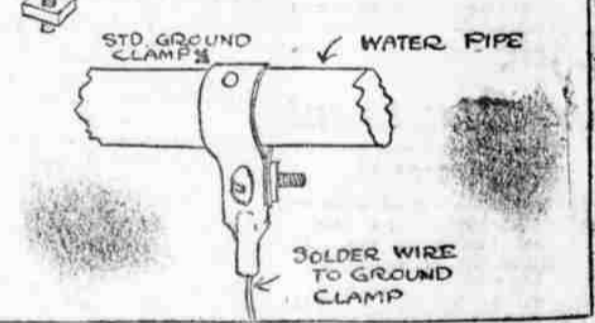
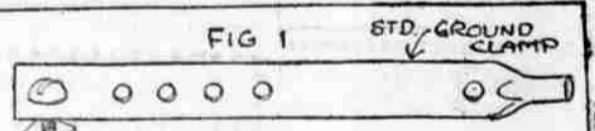


layer of charcoal or coke on top of the metal sheets. This insures ground connection between the buried metal at all times. Another good way is to drive one or two iron pipes, six feet or eight feet apart, and solder a ground wire

Protecting Aerial from lightning. Generally speaking aerials attract lightning, but the lightning atmospheric electricity, of course, this condition is a hazard. However, when an aerial is properly grounded (Fig. 3) it acts as a lightning rod and protects the property from this hazard.

Briefly, the fire underwriter requires that the aerial be grounded when not in use by a copper wire smaller than B. S. gauge No. 10, larger, and run said wire as far as possible to the ground pipe (Note:—This means that the aerial pipe inside the house should not be used for a lightning pipe because if ever this ground wire is used for anything else, the fire wire will be used for lightning protection.)

Fig. 3 shows the proper ground aerial for lightning protection. The fire underwriter requires that no smaller than a No. 10 ampere single pole, double knife switch be used. The way for connecting the aerial shown in Fig. 3. The aerial wire is connected to the main metal of the switch, the wire to the instruments is connected to the upper terminal, while the ground wire (B. S. W. 4) is connected to the lower terminal and run as far as possible to the earth, terminating outside of the building.



ARMORY DANCE.

At the armory Saturday night, April 8, Best music, best floor. Oll's orchestra. Everybody welcome.

patw on the porch snoring."

AN INVITATION.

Come on, come on, Miss Springtime, And smile your smile so sweet; There's music in the breezes And a fidget in my feet.

Exalted Ruler Roy Elephants Eklows last night received several presents from his brother FIKS, including a hand embroidered set of B. V. D.'s and cuff-links to match and a quart size lily pocket.

LAFY PERKINS SEZ:

"In the olden days girls' clothes used to be modest—now they're shy."

Espee Trains Set Fine Record

"Of the 1241 through passenger trains operated by the S. P. company on the Pacific system during March, 1188 or 95.1 per cent made running time and of the 4567 local passenger trains 4455 or 97.6 per cent were on time." This is a remarkable record, said J. H. Dyer, general manager of the railroad, in making this announcement today. "Especially considering the unusually stormy weather last month and the mountainous

Safe Milk for INFANTS and INVALIDS



For Infants, Invalids and Growing Children. Rich with the greatest nutritive value. The Original Food-Drink For All Ages. No Cooking—Nourishing.