

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

B. W. Bates

L. Wimberly

Bert G. Bates

SUBSCRIPTION RATES

Daily, per year, by mail	\$4.00
Daily, six months, by mail	2.00
Daily, three months, by mail	1.00
Daily, single month, by mail	.50
Daily, by carrier, per month	.50
Weekly News-Review, by mail, per year	2.00

Entered as second class matter May 17, 1920, at the post office at Roseburg, Oregon, under the Act of March 2, 1879.

ROSEBURG, OREGON, THURSDAY, OCTOBER 5, 1933.

SUCCESS DUE TO JUDICIOUS ADVERTISING.

Every successful business enterprise has been built up by judicious advertising of reliable and dependable goods that the merchant wanted his patrons to know about. There are no exceptions to this rule. If a dealer has no confidence in his wares he will not advertise. If he is handling lines that will bear repeat orders, he is glad to boost the merits of those lines. More, if he is wide awake and after increased business, he will not fail to call in his printer and ask cooperation in preparing copy for some pithy advertising. Most daily newspapers these days maintain an advertising department to meet the demand of business men in this very thing, and that is just why there is so much attractive advertising that makes such interesting reading for pretty nearly every member of the household who is old enough to appreciate the information to be gleaned from the ad. columns of the average publication of today. Take Roseburg as an example of what advertising will do for a business concern. Those firms who have built up a fine trade in the city and country are the fellows who have liberally used printers ink. There are some concerns in this city which started in a small way, and today are doing an immense volume of business. They are consistent and continuous advertisers in the daily press. There are some business houses here which have changed hands within a year or two, because the former managers were not doing any business worth speaking about, and one man could take care of all the customers that happened to come his way. Today, under the new management, and aided by aggressive use of newspaper space, those firms have quadrupled their daily receipts, and four and five people are required to take care of the trade. A firm which has used lots of space in the News-Review within the last few years, and whose business is growing in this county by leaps and bounds, writes this paper under a September date line as follows:

"Spasmodic advertising is a reckless waste of money, whereas continuous advertising, week in and week out, is one of the vital factors in building a permanent, successful business. The dealer never knows how much business he loses by slipshod advertising. He does know, or ought to know, that nearly everybody reads the newspapers regularly, and if he wishes to get results from his advertising he must advertise regularly."

This business man has stated the whole thing: "Nearly everybody reads the newspapers." That is the secret of the advertiser's success. People do read ads. Many people read them to exclusion of news matter, and those individuals insist that they get a lot of real information from the ads. Every day, winter and summer, thousands of persons read their daily newspapers, and if they need any particular thing turn to the advertisers to learn something more about it. The natural bend of human nature is to then go directly to the merchant who has advertised the merchandise wanted and buy it. We are living in an era when every line is specialized, and busy men and women have no time to trot up and down the streets hunting for something they want and a place where they may "happen" to find it. They go to the firm who is wide awake enough to tell through his newspaper where good, dependable merchandise can be found. The empty store, the store where business is slack, which never has any material growth, is the concern which never advertises.

THE HOME NEEDLEWOMAN.

A trade report from New York city states that there is a large demand this fall for materials for home dressmaking. Dealings in timbries, needles, buttons, pins, braid, buckles, etc., are said to be heavy, indicating that a lot of women are doing dressmaking at home. The old fashioned woman made many clothes for herself, and her economies helped the family get a start in life. Most households were equipped with sewing machines, the busy sound of which created a hum of industry. Of recent years the phonograph and automobile seem to have taken the place of the sewing machine in many neighborhoods. Many people who arrange budgets of household expense seem to figure that the man's salary or wages should buy everything in complete form, and that the family should not be expected to earn anything by making over old garments, raising gardens, keeping poultry, or any of the thrifty ways by which formerly people attained independence. As a result the woman who formerly trundled her sewing machine, has in many cases been spending her spare time careering around the country in an automobile. This decline of the spirit of thrift had much to do with the industrial depression that hit the country two years ago. An experience like this opens people's eyes, and shows them that they have been traveling the wrong track. A lot of the women and girls are apparently now making many of their own clothes. The use of the needle used to be a form of skill in which women took great pride. Innumerable boys and girls have worn clothes made over by motherly skill from the garments of the older folks. Many schools have taught sewing during recent years, and a lot of young women are proud of the pretty things they can turn out with their own hands.

Some fellow has discovered a gland that will grow hair on bald heads, according to a Chicago dispatch. This is good news to the barbers. It will give them an opportunity to suggest a new remedy to their patrons.

Why don't some fellow start out to grab a public office on the dollar down and dollar a week plan. He ought to be able to get enough supporters to make the trying worth while.

The radio never will take the place of the party-line telephone for gossips, because nobody cares who listens in on the radio.

There is a good excuse for a bald head but not for a walrus mustache.

Prune Pickin's

BY BERT G. BATES.

GOOD EVENING FOLKS—

We look in the cradle
And behold a male child.
At the age of ten he is
A noisy kid with
Half the buttons off his pants
And an eye for meanness.
At the age of 15 he is
A devil in a printshop;
At 25, the publisher
Of a country newspaper.
At the head of every enterprise
Calculated to improve
The town or enrich
The inhabitants thereof;
At 35 he is an emaciated
And worn out man,
With holes in his pockets
And a bald head;
At the age of 50 he is
A corpse in a cheap coffin
And his only resources left
Behind are two cuses
Of long primer type,
A Washington hand-press
And a subscription book
With 500 delinquent subscribers,
Who line up and march past
The coffin, saying:
"He was a public spirited fellow
But he couldn't save anything."

The long winter nights are with us
as are the fuel bills.

With runaway teams and wild flivvers,
our cement urns and white way
poles are having a hard fight for
existence.

WOW!
Mary had a home brew drink—
Its color amber glow—
And everywhere that Mary went
She couldn't hardly go.

Don't be too hasty in passing judgment.
Give the poor devil a chance—
Just suppose—of course it couldn't be
—but suppose—just for argument's
sake—that you were in his place and
he was in yours—what then?

"Darling," he declared passionately,
"I will lay my large fortune beside
your feet."
"Oh, but you haven't got a large
fortune."

"No, but it would look large beside
those tiny feet."
He won her.

RETRIEVING.
Crawford—"When you visit a
friend's house I notice you're always
interested in the library."
Crabshaw—"I've found it pays, I
generally run across some books I've
lent him."

Flappers, it is declared, find that
knickerbockers are great for getting
up stairs. They ought to know.

AUNT HET.
Aunt Het—"I reckon there isn't no
denying that women has less sense
than men. A man has sense enough
to marry a woman, and a woman ain't
got no more sense than to marry a
man."

A GAME OF "ANDY OVER."
The insurance doctor was asking
Henry Tiltotson's hired man ques-
tions.

"Ever had any accidents?" the doctor
asked.
"None."

"Never in all your life?" the doctor
persisted.
"Well, no 'cept maybe last spring
when old man Tiltotson's bull throwed
me over yonder corncrib."

"Don't you call that an accident?"
"Gosh, no! He done that on pur-
pose."

WHOOPI!

We notice the cleaning dept. out
on the main stem this a. m. with pick
and shovel which causes us to shout
in great glee.

ISN'T THIS TERRIBLE.
"A Baseball Fan" sends the following
bunch of language entitled "The
Baseball Bug" with instructions to
"please copy."

Small pox was catching.
Cigar was pitching and had plenty
of smoke.

Fiddle played first base.
Wheat, Corn and Oats were in the
field.

Melasses at the stick.
Grass covered lots of ground around
short.

Cabbage had a good head and kept
quiet. Axe got up and chopped one.
The crowd roared Peanut all through
the game. Then Wind started to
blow about what he could do until
Cough dropped him.

Balloon started to pitch but went up
in the air. Cherry tried to stop him,
but he went wild. Ice kept cool un-
til he got a bit by a pitched ball.
Then you should have heard too
cream. Knife was out for cutting
first, and Razor had a close shave.

The crowd cheered when Spider
caught a fly. Everybody kicked when
they put light out.

Hammer gave Horn a blow that put
him out of the game. Bee stung one
on the nose, but Clock struck out.
Wood was on the bench. There was
a lot of betting on the game and Soap
cleaned up, but Egg went broke. Door
said if he had been pitching he would
have shut them out.

The post office department asks all
householders to provide letter boxes
or cut slots in doors. We'll do it if
the post office agrees to cut our
delivery of monthly bills.

WATERLOO—A distant move toward
the woolen sweater vest is noted. This
is done in a number of colors, with
brown and blue proving the most
popular.

Shirt—The colored pleated garment
has started a "come back." The
plain white shirt is not expected to
make a "rapid" "come-over." How-
ever, it is anticipated that the white
shirt with collar attached will be
much in demand.

Shoes—Punchwork decorations on
the toes will be an out but the toes will
remain wide.

Topcoat—Vivid colors are the
rage. Gray and black are taboo.
Came and spots have waned in

In Ye Olden Days

(From Roseburg Review,
July 27, 1899.)

J. B. Hume, chief of the Wells
Fargo Express company's detective
force of San Francisco is registered at
the McClallen house.

District Attorney George M. Brown
returned from Toledo last night.

J. R. Chaney and C. L. Sly are in
town from Days Creek.

G. W. Davis of Looking Glass was
in town Wednesday.

The state road fund for Douglas
county for the present year is \$79.01;
last year it was \$258.19. The amount
now on hand is \$83.92. This arises
from the sale of state lands.

A marriage license has been issued
to J. C. Freeman and Miss Ethel Mc-
Donald.

G. W. Bashford and company are
putting some new machinery in the
New Era mill and otherwise improv-
ing it. Mr. Bashford is one of our
most enterprising business men and
is still making their mill second to
none on the coast.

CONSERVATISM IS TENDENCY OF STYLE

"Flapper" and "Cake Eater"
Must Be Served But They
Are Very Passe.

EXTREMES NOT POPULAR

Hats Creased, Gray or Brown; Fuller
Trousers, Loud Colored Overcoats
Are Styles Decried By Dame
Fashion for Fall.

By KENNETH HARRIS,
(International News Service Staff
Correspondent.)

KANSAS CITY, Mo., Oct. 5.—Con-
servative clothes for ladies and gen-
tlemen.

That's to be the vogue this fall and
winter, according to local clothiers.
When flapperism was the rage a short
time back the flapper and the "cake-
eater" both went to extremes in dress.
She wore short, snappy styles. He
wore clothes which buttoned semi-
clinchingly about his collar and neck and
corduroy trousers whose bottoms flap-
ped flopped about his ankles. This
type of patronage will be served, but
the clothiers say those who demand
the unusual are rapidly becoming
fewer.

"The extreme in dress as typified
by the flappers and cake eaters is a
disease," explained Louis S. Roth-
child, president of Rothchild & Son,
clothiers. "However, it is being ex-
terminated rapidly, in my opinion."

"East is Blasted."

"I firmly believe it had its incep-
tion in the east. I recall vividly that
youngsters attending college during
1918, shortly after the war, were de-
manding clothes whose tendency was
toward the English effect. They
wanted to get away from the four-
button coat which was popular at that
time. The natural evolution in styles
since that period has produced the
cake eater. He had to have clothes
that were different, and goodness
knows he has had them."

"It would be impossible to predict
what the lady of 16 to 18 years of
age will wear this winter. They are
the unknown quantity. It is a Chin-
ese puzzle to carry apparel in stock
which will prove to their liking."

"Thank heaven, conservatism in
dress has finally arrived, in conjunc-
tion with other forecasters of nor-
mality, and perhaps parents will di-
rect their offspring toward a more
sensible mode of dress than has been pre-
valent the last three years. This is
to be noted. It will make for sound-
er Americanism, I am sure."

Prices Drop Somewhat.

Awaiting his inspection, at prices
slightly lower than at this time last
year, the man who demands the quiet
style of dress will find this outfit, ac-
cording to Rothchild:

Slit—The styles are pointed toward
the telegraph and creased. Shades
of brown and gray predominate, in-
dications point in the fact that the
"cake" will continue to smother his
"kitty" and wear it at a rakish angle.

Collars—Ribbon effect is slightly
passed. There are many new offer-
ings in shape and texture. Soft col-
lars continue to hold their popular-
ity.

Ties—Kerfs and bows virtually
are dead. A new-made silk is ex-
pected to prove a good seller.

Suits—Trousers will be cut fuller,
and the belt effect at the cuff will not
be so daring. The three and four-
button suit will be popular, and a
wide change in plain, belted and
box-plaited models is shown.

Waistcoat—A distant move toward
the woolen sweater vest is noted. This
is done in a number of colors, with
brown and blue proving the most
popular.

Shirt—The colored pleated garment
has started a "come back." The
plain white shirt is not expected to
make a "rapid" "come-over." How-
ever, it is anticipated that the white
shirt with collar attached will be
much in demand.

Shoes—Punchwork decorations on
the toes will be an out but the toes will
remain wide.

Topcoat—Vivid colors are the
rage. Gray and black are taboo.
Came and spots have waned in

popularity until there is only a scat-
tered demand for them.

Flapperism lingered.
To return to the feminine: Satisfac-
tion show that flapperism lingered
quite a time before its death.

"I am sure I don't know where
these young misses' ideas about
"what to wear" originate," declared
the manager of one of Kansas City's
women's outfitting stores, who asked
that his name be not published.
"While I am not entirely in favor of
the long skirt yet I am sure it gives
promise of improving the morals of
the youths of today. However, the
short skirt is unquestionably the
healthier of the two."

"The one crying need of America's
young men and women, so far as
dress is concerned, is that they aban-
don dressing to the extreme; dress
moderately and simply most of the
time, and listen to parental advice in
regard to these matters oftener."

There is a great race on! The
merchant who is without big adver-
tising plans, adequate to his growth,
is handicapped and almost foredoom-
ed to failure or at best he can only
hope for a place at the end of the line
of winners. Advertising sufficiently
will put a business in the lead.

Local News

Over from Sutherland—
Mrs. Jack Horner, and daughter, of
Sutherland were in town yesterday for
several hours looking after business
matters.

Arundel, piano tuner. Phone 189-L.

Baby Girl Born—
A baby girl was born Sunday, Oct.
1 to Mr. and Mrs. E. J. Thomas of
737 E. Douglas street. The girl
weighed eight pounds.

MOORE MUSIC STUDIO, 324 N.
Jackson St. Phone 502.

Here from Oakland—
Mrs. C. L. Tostevin, of Oakland,
and daughter, were visitors in town
for several hours yesterday shopping
and visiting with friends.

Painless extraction of teeth at room
9, Masonic Temple. Dr. Nerbas.

Elkton Visitor—
Mr. and Mrs. A. H. Sawyers, well
known Elkton folk, were in town yester-
day morning, shopping, and trans-
acting business matters.

Fresh grape juice at the Overland
Orchards. Bring or send your con-
tainers.

Visiting at Eugene—
Mrs. Fred L. Perry and daughter
Corrine Ann are spending a few days
visiting at the home of Judge and
Mrs. C. P. Barnard at Eugene.

Yellow ground cherries, 35c a gal-
lon, postpaid. Nelson Nye, Prospect,
Oregon.

Attorney O. P. Coshaw who has
been spending the past few days at
Portland attending to business mat-
ters, returned to Roseburg last
night.

ANOTHER shipment of army goods
at bargain price. Churchill Hardware
Co.

Large Tomatoes—
Mrs. J. B. Sparks of Green Valley,
brought to the News-Review office
yesterday some very large fine toma-
toes. Mrs. Sparks stated that they
have had a very good yield of toma-
toes this year, some of them weigh-
ing over 2 pounds.

Fresh grape juice at the Overland
Orchards. Bring or send your con-
tainers.

Here From Reedsport—
Contractor Frank Kernan, who is
building the dredger section of the
Roseburg-Reedsport highway, and
Spencer Hissdale, the county's en-
gineer on this contract, came to the
city today from Reedsport to report
to the county court. The work is
progressing very nicely.

Slab wood, two kinds of good coal,
and those endless long-chest Gasco
Briquets at Page's, phone 212.

Returned from Hunting Trip—
Roy Griggs, Portland; Clarence
Taylor, Portland; F. H. Manning,
Portland; W. H. Dinsmore, Sheridan;
M. H. Manning, Roseburg; and the
packer and guide Roy Foster, Hous-
ton, have returned from a hunting
trip on the North Umpqua river. The
party secured five buck.

Visits P. T. Associations—
Mrs. J. F. Hill, of Portland, state
president of the Parent Teachers as-
sociation of Oregon, is spending a
few days here. Mrs. Hill gave a most
interesting address before the insti-
tute this morning, which was well re-
ceived. Mrs. Hill was the guest of
the Benson and Fullerton Parent
Teachers' association during her stay
here. She returned to her home in
Portland this afternoon.

Why not a new home for your fam-
ily? They deserve a nice home. Fine
Lumber and Fuel company sells ma-
terial to build them.

Has Was Flowers—
G. O. McGowan, well known resi-
dent of Canyonville brought to town
yesterday a specimen of a was vine,
the scientific name of which is Hoya.
The flower is very unusual and caused
much comment. Unusual features
of the plant are that the flowers drip
with a milky, and have a very pene-
trating sweet fragrance. Mr. McGowan
had the vine for 24 years be-
fore it blossomed although shoots from
the original vine blossomed in 2 or 3
years. There are nearly 200 blow-
soms on the vine.

TODAY'S MARKET REPORT

There is a one cent advance in the
price of prime veal today. Eggs are
holding firm at 40 to 45 cents. The
demand for poultry is good but the
market is weak on chickens and a
drop may be looked for on this class.
The low level on milk products has
probably been reached, and retail
prices on milk run are likely to ad-
vance. It is stated, owing to the de-
mand from the Orient for export
wheat instead of flour.

PRICES PAID FARMERS FOR PRODUCE

Butter, 35 cents a pound.
Butterfat, 45 cents.
Eggs, 40 to 45 cents per dozen.
Eggs, pullet, 35 cents per dozen.
Hens, heavy, 17 cents a pound.
Hens, light, 10 cents a pound.
Sprinklers, 20 cents a pound.
Wheat, \$1.10 at mill, sacks re-
turned.

Barley, \$3.6 a ton.
Grain hay, \$15 a ton.
Veal, dressed, 8 to 12 cents a pound.
Hogs, dressed, 13 cents, 120 to 160
pounds weight.
Cows, prime, 4 1/2 cents.
Steers, prime, 5 1/2 cents.
Tomatoes, 30 to 40 cents.
Lettuce, 80 cents per dozen.
Honey, local production, 20 cents
a pound.

Cascara bark, 1922, 6 1/2 cents a
pound. Cascara bark, 1931, 7 1/2c.

RETAIL PRICES ON MILL PRODUCTS.

Mill run, \$1.20 to \$1.30 a sack of 80
pounds.
Cracked corn, \$2 a 100 lbs.
Rolled barley, \$1.55 a sack of 75
pounds.
Grey seed oats, per bushel, 75c to
80c.
Feed oats, per 100, \$1.90.
Flour, soft wheat, \$1.65 a sack.
Flour, hard wheat, \$2.15 a sack.

Jazz Orchestra to Appear Here Tues.

Cole McElroy's famous orchestra,
which delighted big crowds here
Monday night, will appear at the
armory again next Tuesday night. J.
Sylvester, premier piano-accompanist
of the coast is the leader of the or-
chestra which is declared by critics
to be the finest dance organization in
the state. Monte Austin, the jazz
singer, provides plenty of pep thru-
out the evening and is one of the
big features. Peck Holton, the Har-
old Lloyd of the piano, is a knockout.
The Ivories tremble beneath his
mighty fist and Al Turner on drums
is a bundle of jazz. He tosses sticks
in all directions, maintaining perfect
dance tempo at all times. Francis
Anderson on sax, has a tone that few
saxophone artists are able to mas-
ter. Billy Priest on banjo is also a
wonder and strums merrily through-
out the evening wearing a million-
dollar smile.

COOKED FOOD SALE.
The ladies of St. Joseph's church
will hold a sale of cooked food at
Vosburgh and Ward's Grocery Store,
Sat., Oct. 7.

LODGE DIRECTORY.

Knights of Pythias—Alpha Lodge, No.
47, meets every Wednesday evening
in Knights of Pythias Hall, 130
Rose St. Visitors always welcome.
RUDOLPH BITZMAN, C. C.
J. H. FAIRBANKS, M. P.
E. J. WILHELM, K. R. S.
I. O. O. F.—Phoenician Lodge, No. 8.
Meets in Odd Fellows Temple every
Friday evening at 7:30 o'clock. Visit-
ing brethren are always welcome.
J. H. JOHNSON, Secy.
A. J. GEDDES, Rec. Sec.
J. H. BAILEY, Fin. Sec.
A. F. & A. M.—Masonic Lodge No. 12.
Regular communications 2nd and 4th
Wednesdays each month at Masonic
Temple, Roseburg, Ore. Visitors wel-
come.

THE SECURITY BENEFIT ASSOCIATION
meets in the Macabee hall the
1st and 3rd Tuesdays in each month.
NEIGHBORS OF WOODWARD—Lodge
Circle No. 49, meets on 1st and 3rd
Fridays evenings in Moose hall. Visit-
ing neighbors invited to attend.
J. H. JOHNSON, Secy.
MARGARET WHITNEY, Clerk.

W. E. S. ROSEBURG CHAPTER, No. 9.
Holds their regular meeting on the
1st and 3rd Thursdays in each month.
Alljourning brothers and sisters
are respectfully invited to attend.
MRS. ELIZABETH RUNTAN, W. M.
FRED JOHNSON, Secretary.

W. O. J. M.—Meets each second and
fourth Thursday of each month in
Macabee hall, corner Cass and Pine
streets. Visiting Knights always
welcome.

I. C. GOODMAN, Com.
G. W. RAPP, R. K.
ENTERED ANGLICAN—Meets in Maca-
bee hall every Wednesday evening.
Visiting members always welcome.
RICHARD BUSCH, M. A.
MILKED HULLOCH, Treas.
WILLIAM H. PHIPPS, Secy.

WOODMEN OF THE WORLD—Camp
No. 124, meets in Odd Fellows' hall
in Roseburg every 1st and 3rd Mon-
day evenings. Visiting neighbors
always welcome.

FREDERICK PORTER, C. C.
M. M. M. Secy.
H. P. O. K.—Roseburg Lodge No. 325
—Held regular communications at the
Elks Temple on each Thursday
of every month. All members re-
quested to attend regularly, and all
visiting brothers are cordially
invited to attend.

J. E. FLURY, E. R.
J. E. DAY, Jr., Secy.

LABELED CHAPTER No. 21, R. M. M.—
Held regular communications on first
and third Tuesdays, Masonic Temple. All
members requested to attend and
visiting companions welcome.

R. A. WILSON, High Priest.
W. F. HARRIS, Secretary.

REBEKAH—Roseburg Rebekeah
Lodge No. 41, O. E. O. P. meets in
Odd Fellows Temple every week on
Tuesday evening. Visiting members
in good standing are invited to at-
tend.

GEORGE H. HATFIELD, N. G.
EVA LENOX, Secy.
EVELYN BAILEY, Fin. Secy.

Knights—Roseburg Knights of
Moose hall on Jackson St. on 2nd and
4th of each month. Visiting brethren in
good standing are invited to at-
tend. 2000-1000 Hall, Pine and Cass
streets.

JESSE RAPP, Com.
HELLE STEPHENSON, Com.

Our Standard

ADEQUATE, MODERN EQUIP-
MENT AND REAL SKILL
MAKE OUR DRY CLEANING
PERFECT.

Imperial
CLEANERS