

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday

H. W. BATES President and Manager
BERT G. BATES Secretary-Treasurer

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

SUBSCRIPTION RATES

Table with 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

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ROSEBURG, OREGON, TUESDAY, MAY 13, 1924.

PERSISTENT ADVERTISING.

If a traveling salesman were asked what was the first principle for success in his business, he might say that it was to call on the trade regularly and often. A salesman might not be so polished or fluent as his competitors, but if he was "Johnny on the Spot," if he managed to get around about twice as often as his rivals, he would pick up a lot of business. A prospective customer might feel that its lines were all right and that they did not care to upset their previous business arrangements to deal with this fellow. But if the new man was right on deck twice as often as the other fellows, there would be times when his personal solicitation would land an order that was lying around loose waiting for some one to pick it up. And once concerns got to dealing with him, they would keep on and frequent calls would strengthen the habit of buying of him. The business world appreciates and responds to the enterprise of the man who solicits business persistently. This is one of many reasons why newspaper advertising brings such splendid returns. Its solicitation is more regular and frequent than other forms of salesmanship. The average person will be likely to see an advertisement in a newspaper much more frequently than he or she sees the display in a store window. The newspaper advertisement is seen at hours when people are at leisure and can read and think about it, while the show window display is apt to be seen when people are in a hurry and can't stop to consider it. The effect of advertising then, is to keep up a constant solicitation. The persistence with which it calls attention wins interest. Just as the salesman who calls over and over again is likely eventually to make many permanent customers, so the public almost invariably follows the suggestions given by the persistent advertiser.

DISRESPECT FOR THE PAST.

Young people have always looked at the views of their elders with some disapproval or contempt. This tendency is more marked than ever before. The young people of this day are as a rule better educated than the former generation. Many of the ideas to which the older crowd cling are regarded by the young folks as completely obsolete and out of date.

When you get into a crowd of the more thoughtful of these young folks, you will be impressed with the sweeping condemnations that they utter upon established institutions. Many of the more radical want a kind of general smash, so that the human race can start new and build better institutions and customs.

That is about what happened in Russia. The misery to which that country has been reduced through such destructive attack is a warning that evolution is better than revolution.

Where institutions have lived for many years; it is a sign that in spite of their faults, they have in the main fitted the facts of human nature. Yet it will be a great mistake if the older generation fail to show a reasonable response to the demand of the younger element for great changes in the methods of society.

The churches talk too much about creeds, too little about human brotherhood. The government is run too much for the politicians and too little for the people. There is too much grasping for money in the business world, too little of honest service, both on the part of capital and the part of labor. So one could go through all forms of human effort.

That does not mean that those institutions should be swept out of sight. But the modern world must realize that great changes are coming. People must not become so comfortable in their sheltered nooks, that they resist the vision of youth for a nobler and more generous future.

It was a notable fact that in spite of the tremendous importance of the recent German elections, the people regarded this fateful contest with much apathy. Thereby they show that they have not made much progress yet in the art of self government. A country's fitness for self government depends on the interest the people take in politics. It is sometimes argued in the United States that people should be forced by fines or other penalties to vote. But when a person habitually fails to vote, he shows a lack of interest which often proves that he is not qualified to vote intelligently. Probably the best way is to let him alone, until such time as he wakes up to his own self interest and civic duty, and proceeds to qualify himself for citizenship by intelligent reading.

Thos. B. Kay, who previously served this state for eight years as state treasurer, is a candidate at the coming primary election for the nomination for the foregoing office. Mr. Kay, besides serving as state treasurer was in the legislature for seven terms, is a man of wide business experience and has many friends in this section who are giving him their support, and would like to see him returned to the office of state treasurer. He has enjoyed the confidence and esteem of citizens throughout the state and has always handled the state's affairs in a most commendable manner.

Although handshaking is said to be dangerous since it may carry disease germs, people seem to be willing to grasp the hands of the president and all the other big politicians.

The "Wets" claim people should vote as they drink. If they did that, some of them would have to vote pretty often.

PRUNE PICKIN'S BY BERT G. BATES

GOOD EVENING FOLKS— The night cop was Drouin around The main stem early This a. m. when He saw the Village postman Coming down the drag Wearin' his gray uniform And he took a shot At him and the Letter carrier ducked And yelled "Wotinnell's the matter?" And the con said, "Gosh dern, I thought you Was a Confederate Soldier."

DUMBELL DORA THINKS That a switch engine is a threshing machine.

Dist. atty. Cordas and Carl Wimberly were havin' an argument up on the top floor of the First State and Savings Bank bldg. today and it ended up this way:

Guy: "Say ya big stiff, I'm goin' down and take on some hot groceries. Come around after while and look in the window and watch me eat." Carl: "What's the use doin' that? I'll just stick my head out the window and listen to you."

Little Dumbell Dora is in the depths of despair today and we had to give her a couple shots in the arm to make her snap out of it. Her vote yesterday stood:

Dumbell Dora 50 And today it stands: Dumbell Dora 50 And that's why Dora is just about ready to wear a railroad tie as a lavallier and take a plunge in the tepid waters of the So. Ump.

Don't give up Dora, ye ed. still maintains that you're in the race to win and if necessary we'll mortgage our typewriter to put you over.

The Oakland Gobblers are goin' to stage a 4th of July turmoil this year and have already requested Dumbell Dora to act as Goddess of Liberty.

E/ERYBODY STEP

Hurry the baby as fast as you can. Hurry him, worry him, make him a man. Off with his baby clothes, get him in pants. Feed him on brain foods and make him advance.

Huatte him, soon as he's able to walk, into a grammar school; cram him with talk. Fill his poor head full of figures and facts. Keep on a-jamming them in till it cracks.

Once boys grew up at a rational rate. Now we develop a man while you wait. Rush him through college, compel him to grab Of every known subject, a dip and a dab.

Get him in business and after the cash, All by the time he can grow a mustache. Let him forget he was ever a boy, Make gold his god and its jingle his joy. Keep him a hustling and clear out of breath, Until he wins—nervous prostration and death.

Looks like rain but as yet we hain't seen no aqua pura.

The little strawberries are fast disappearing but hot dawg—the big ones!

Deck Day got some advertisin' at the spy house last eve.

Mister Quo was on the main stem half-dressed this a. m. He forgot to wear his daily rose.

The Copco fellers are daubin' green paint on the telephone poles along the main stem this week and the strawberry committee is makin' an effort to have Mister Ness paint the tips of the poles red.

The candidates will all meet up Salt Creek Saturday a. m. for the purpose of explainin' how it all happened.

Amos Baker who lives in that high falutin' place commonly known as Hills sent ye ed. a post card depictin' a bath scene which was somethin' new to us as we didn't realize the tad had reached Amos' homestead.

Now that beauty shops are not classed as a barber shop we refuse to give up our place to any dame! who is waitin' to git her hair bobbed.

"Tryin' to see who can git there first is the slogan of most automobile fellers."

Free upon Request Lydia E. Pinkham's Private Text-Book upon "Allments Peculiar to Women" will be sent you free upon request. Write to the Lydia E. Pinkham Medicine Co., Lynn, Massachusetts. This book contains valuable information that every woman should have.

RADIO PROGRAMS

From Pacific Coast Stations

May 13—8:50 p. m. St. Francis hotel orchestra, San Francisco, Fermin Cardona, conducting; 8 p. m. Booth Parkington's "Ray" Seven-Len; music by Arion Trio; 10 p. m.—1 a. m. St. Francis hotel dance with Henry Halstead orchestra playing by telephone from San Francisco.

May 14—3 p. m. Short musical program. Address by representative of Cora L. Williams Institute for Creative Education; 4:50 p. m. St. Francis hotel concert orchestra, San Francisco, Fermin Cardona leading.

RADIO, KGW, The Oregonian, Portland, Ore., 452 meters. May 14—12:30 p. m. concert Darby's orchestra of Cottillon hall; 8 p. m. concert by Orpheus male chorus; 10 p. m. dance music by George Olsen's Metropolitan orchestra, Hotel Portland. Intermission vocal selection by Sorosis RADIO KFI, Earle C. Anthony, Inc., Los Angeles, 469 meters.

May 13-4:45-5:45 p. m. news bulletins; 6:45-7:30 p. m. vocal concert; 8-9 p. m. Ambassador-Max Fischer's Coconut Grove orchestra; 9-10 p. m. Examiner concert; 10-11 p. m. Dar Meany night.

May 14—4:45-5:45 p. m. news bulletins; 6:45-7:30 p. m. Nick Harris detective stories and concert; 8-9 p. m. Evening Herald concert; 9-10 p. m. Examiner concert; 10-11 p. m. Hollywood Community orchestra; 11-12 p. m. Ambassador-Max Fischer's Coconut Grove orchestra.

RADIO KPO, Hale Brothers, Inc., San Francisco, 423 meters. May 13—1-2 p. m. Rudy Seliger's Fairmount hotel orchestra; 2:30-3:30 p. m. matinee of Welsh music under direction of Teddy Philipps; 8-10 p. m. Program by Elwood Hart, pianist; 10-11 p. m. Max Bradford's Palace hotel band.

May 14—1-2 p. m. Rudy Seliger's Fairmount hotel orchestra; 2:30-3:30 p. m. Max Bradford's Palace hotel band.

LETTERS FROM THE PEOPLE

MR. MARSTERS OUGHT TO GET HANDSOME VOTE

Editor News-Review: Your editorial of yesterday called attention to the candidacy of A. C. Marsters for the office of delegate to the national republican convention. Douglas county ought to give Mr. Marsters a handsome vote. As there are seven delegates from the state at large, I would like to suggest six other names of good republicans, who are entitled to our votes, making seven delegates at large as follows: A. C. Marsters, A. J. Johnson of Benton county; Fannie Kay Bishop of Marion county; Charles H. Carey, R. S. Farrell and Henry Waldo Coe, of Multnomah county; G. C. Fulton of Clatsop county.

SAYS MR. BAILEY IGNORED HIS QUESTION ENTIRELY

Editor News-Review: I notice that Dr. C. H. Bailey ignored my question entirely. I will repeat the query why C. H. Bailey was allowed a reduction of \$900 in 1923 and his neighbors with orchards and land of like value was not reduced accordingly. Now Mr. F. L. Calkins says that he made the reduction because C. H. Bailey's orchard had been pulled out. Now Mr. Bailey in regard to Mr. Rochester not being invited to speak to the Pomona at Green, I am informed by the Granger who carried the invitation that the Lecturer, Mrs. Winston sent the invitation through him. Mr. Editor, all I ask is a square deal. Yours for the truth, WM. J. HODGE.

SUFFERED PAIN FOR YEARS

Mrs. Jahr Finally Relieved by Lydia E. Pinkham's Vegetable Compound

Howard Lake, Minnesota.—"I write to let you know that I have taken several bottles of your medicine in the last three months, and found it to be very good. I had pains and other troubles women have and was not able to do my work. Seeing your 'Ad' in the paper, I thought of giving Lydia E. Pinkham's Vegetable Compound a trial. I got good results from it and feel able to do my housework now. I used to have lots of pains, but after taking the medicine I am relieved from pains that I had suffered from for years. I recommend the Vegetable Compound to my friends, and hope this letter will be satisfactory for you to publish."—Mrs. JENNIE A. JAH, R. R. No. 2, Box 51, Howard Lake, Minn.

FREE UPON REQUEST

Lydia E. Pinkham's Private Text-Book upon "Allments Peculiar to Women" will be sent you free upon request. Write to the Lydia E. Pinkham Medicine Co., Lynn, Massachusetts. This book contains valuable information that every woman should have.

SEE THESE CAR BARGAINS Yes, we have several used cars on hand which we will sell as low as \$5 per week. RAPP BROTHERS Cars and Pine Streets

EX-KAISER AND WIFE GOING TO SILESIA

(Associated Press Leased Wire) NEW YORK, May 13.—Former Kaiser Wilhelm of German and Princess Hermine, his wife, left Doorn today for Saarbr, Silesia, ostensibly to spend a vacation with Hermine's children, according to a wireless report broadcast from Nauen, Germany, and picked up by the New York World, that newspaper state today.

If the report is true the German government has reversed its policy toward Wilhelm Hohenzollern as the allies repeatedly have been assured that the former Kaiser would not be allowed to enter German territory. Silesia is one of the most strongly monarchist sections of the Reich.

Wilhelm has not been in Germany since he fled to Holland.

Wanted—Dry Cascaira bark. We pay highest prices. Berger's Bargain Store.

ROSEBURG GIRL ON RIFLE TEAM

OREGON AGRICULTURAL COLLEGE, CORVALLIS, May 13.—Esther Nichols of Roseburg is on the O. A. C. co-ed rifle team which won all matches this year from which returns were received. The first match, with University of California, resulted in 911 points for O. A. C. against 765 for the opponents. The O. A. C. girls made 968 points to 889 for University of Nevada and 465 to 444 for the Connecticut Agricultural college.

The team has been more successful this year than ever before, although it did not enter so many matches as formerly. In charge of the matches was Lieutenant Arnold R. C. Sander, assistant professor of military science and tactics. Fourteen co-eds comprise the team.

Orders taken for broccoli plants, grown from imported seed, \$4 per thousand, 10,000 up, \$3.75. Fred Schmidt, Dilard, Ore.



Silvertown means—highest quality, low cost, long service, —and finally— Tremendous satisfaction. . . . Goodrich Silvertown CORD

Union Garage C. A. Lockwood Motor Company

"BEST IN THE LONG RUN"



"In all the world, no coffee like this!"

THE first savory sip of Hills Bros. Red Can Coffee invariably calls forth some such spontaneous remark. It is wonderful coffee. That's why the coffee-critical West calls it The Recognized Standard.

That taste-teasing aroma is but the promise of a matchless flavor to follow—the flavor that has made "Red Can" the prideful coffee of the West. We lock the flavor in vacuum to preserve its freshness always.

With all its high quality, Hills Bros. Coffee is not high-priced. It is economical to buy—and economical to use. Hills Bros., San Francisco.

HILLS BROS COFFEE



In the Original Vacuum-Pack which keeps the coffee fresh.

© 1924, Hills Bros.

FARMER NEEDS A GREAT DEAL HELP

(Associated Press Leased Wire) WASHINGTON, May 13.—Senator Capper, republican, Kansas, one of the spokesmen of the farm bloc, in a statement late yesterday declared:

"The farmer needs all the help the government can give him along sound and practical lines, and he needs it at once," adding that he would oppose adjustment of congress until a "real effort to help the farmers of this country" had been made.

"The principles of the McNary bill are sound," Senator Capper said. "bill is nothing more than a work plan for making the protective tariff effective in maintaining a domestic price level for crops which we produce a normal plus. The enactment of measure would mean better for the farmer immediately."

A test on the McNary bill is expected soon, with the agricultural bloc standing out against adjournment until form of relief legislation is clear. If this measure fails the bloc is prepared to champion the Norcia clar bill.

WILL IT RAIN TOMORROW?

CONSULT THIS WEATHER PROPHECY



It is surprisingly reliable on local weather conditions. Made of strictly scientific principles. We have secured a special price on quantity and as long as they last will sell them for exactly what it costs us to retail them—only 69c if you bring this coupon.

When the weather is to be fine the two children will be out when the stormy weather is approaching the witch will come out for 8 to 24 hours ahead of rain or snow.

The house is made of hardwood, in Swiss cottage style, and is painted as in the picture, with the thermometer, ink's head, bird's nest and birds, etc. It has four windows and two doors.

Advertised for \$1.00. Our prices for 69c a limited time, with the coupon for your order. Mail orders 3c extra.

Chapman's Drug Store ROSEBURG, OREGON