

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON, FRIDAY, JULY 25, 1924.

RECOGNITION FOR SERVICE.

A newspaper reporter recently wrote an article in which he described a certain invention in the automobile line. The next time he saw the inventor, the latter expressed warm appreciation of the publicity that had been given him. He had had letters from a considerable number of people, and evidently he had been given much help in his effort to make his discovery profitable. This is the kind of thing that is going on all the time, in which an incalculable service is rendered by the newspapers. News writers are so on the alert to find new subjects that a person who thinks up a useful idea will often get a lot of entirely free publicity. Were it not for the service of the newspapers, such an inventor might have to spend weeks or months to find ways to make use of his new process. But through newspaper publicity, he is likely to come in touch at once with people who can assist him. It is often just as difficult to get recognition for service as to render it. The business man may spend the best of his life perfecting himself in his own special line, and then he may grope around for years without getting public recognition for what he has done. But newspaper advertising furnishes the means by which quick recognition can come. A merchant may be so shrewd that he is in a position to offer goods at low prices. But if he neglects to advertise what he has done, the majority of the people may never know what the service is which he could offer. In that way many business men have had all the qualities of success except one, that they did not quite know how to push their goods. If they had devoted due attention and a reasonable proportion of their receipts to the art of advertising, they could have achieved much greater success.

BIG DIRIGIBLE IS DRIFTING IN AIR

Associated Press (Special Wire.)
ROCKTON, Mass., July 25.—A dirigible, believed to be that which broke from the Lakehurst, N. J., air station early today, passed over this town this forenoon and went out to sea. It was marked U. S. Navy.

SCITUATE, Mass., July 25.—A dirigible, believed to be that which broke from the Lakehurst, N. J., air station early today, passed over this town this forenoon and went out to sea. It was marked U. S. Navy.

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BIG DANCE AT OLALLA
Community Hall Saturday night, July 26. Good music and a good time. Committee.

PRUNE PICKIN'S

BY BERT G. BATES

GOOD EVENING FOLKS—
The Elluks
Danced on the
Island last eve
And it was
Sewer
A good dance.

DUMBBELL DORA THINKS

A stool pigeon is a house pet.
Whenever you become downhearted, always remember that the less you have the more there is to get.

If it wasn't for the color, a girl wouldn't mind havin' red hair.

If the simpering
Snub-nosed
Tight-skirted
Face-be-daubed
Fittering
Little ninny
Who stuck her gum
On a soda fountain
Stool this a. m.
And permitted ye ed.
To sit down on it
Will call at
Our sanctum
She can have the
Gum back
For it is on
The southern front
Of our spare trousers
And if she can't
Get the gum off
She can have the
Pants too.

The mosquitoes are havin' a heckuva time since the long skirts came in style.

The newlywed who expects to be master of his house soon finds out that he is only the paymaster.

We heard the other day that a feller in the village was dern sore at us for one of our harmless puns but heck we wouldn't run a colyum if we that we could satisfy everbody. That would be too monotonous.

I saw a feller today who had a lovely wife with him. I'd hate to have her husband see them together.

MORE THAN MY SHARE.
I heard she had a vacant date.
I got it.
The show I picked was not first rate.

Through some mishap we got home late;
Her father's face showed signs of hate,
He had a kick coming, and at the gate,
I got it.

The annoying thing about being thirty minutes late for an appointment is that you must wait thirty minutes for the other fellow.

How real they are these sermons by radio. Close your eyes, and you can't tell whether that funny noise is static or a snore.

A man can live on the town and still not be in the poor house.

You can fix the temper of a metal by means of hot water. And frequently it will work in the case of a husband.

Don't growl because things are not coming your way—smile even if the band is playing a funeral dirge.

Most of the stock promising 40 per cent dividends is sold to people who take along a bottle of patent medicine when traveling.

In persuading a man to keep his word, the line of least resistance is the dotted line.

"A monkey hair coat usually makes a monkey out of the feller who pays for it."

Buy your winter's coal now—Pace Lumber and Fuel Company.

PERSIAN REPLY IS NOT SATISFACTORY

LONDON, July 25.—The Persian government's reply to the collective note of representatives of all the powers with regard to the killing of Robert W. Imbrie, the American vice-consul at Teheran, is considered most unsatisfactory says a Tehran dispatch to the Daily Mail.

The Persian government, the dispatch says, will disclaim all responsibility for the outrage and make various excuses for the inmates of the prison. Owing to imputations that British intrigues were responsible for the death of Consul Imbrie, the Persian premier has issued a warning that anyone spreading rumors likely to cause trouble with friendly powers will be severely punished.

ITALIAN FLIER TO START GLOBE TRIP

(Associated Press (Special Wire.)
MISA, Italy, July 25.—Lieutenant Locatelli, the Italian aviator, hopped off today for a flight to the vicinity of Spitzbergen in preparation for the proposed, north pole expedition next year. He will fly to Marseilles, Lausanne, Rotterdam and London and will then follow the route of the American round the world fliers when they start for Greenland.

This is a Studebaker year.

ADVICE TO THE LOVELORN

by MRS. ELLSBURY
(Address all communications to Mrs. Ellsbury, care of News-Review.)

Dear Mrs. Ellsbury: I am a girl of 18 and so with a man of 24. I like him, but my folks are always trying to get me to not go with him. They tell me terrible stories about him. He denies them, and I go with him all the time. Should I believe him, and go on going with him? They also say he is too old for me.

FAITH: It should not be very hard in a town of this size, for you to find out for yourself if the stories are true or not. There must be some reason or your family would not object so strongly. Remember that older people, especially men, have a better opportunity to hear things than a young girl. As you are not engaged why do you go with him all the time? Have other friends too. No, he is not too old for you.

Dear Mrs. Ellsbury: We are a bunch of young people, and we went swimming the other day. We went swimming in the morning, had lunch at noon, and then went in the river in the afternoon. We did not want to dress so many times so we left our bathing suits on all day, or until late in the afternoon anyway. Our mothers thought this was wrong, and are just having a fit about it. We had chaperons along and they did not object. Is it wrong to do that?

YOUNG BUNCH.
YOUNG BUNCH: There is nothing essentially wrong in it, and as your chaperones did not object you young people can scarcely be blamed. As you know your mothers object do not do it again. When you grow older you will realize that your parents have good reasons for objecting to many things, reasons that you do not understand now.

Cheap rough lumber at Pages.

HOUSE DRESSES \$1.37
Well made gingham porch or house dresses, collar and fancy trim, set in short sleeves, best wash gingham, any color, regular and stout sizes. Special at Carr's \$1.37.

This is a Studebaker year.

WATER HINDERS WORK
(Eugene, July 25.—Water is being encountered in such quantities under the Cascade divide of the Eugene-Klamath Falls divide of the Southern Pacific that the tunnel is being lined with timber according to persons who have visited the Odell country. The worst trouble is occurring near the west end of Odell Lake.

LEGION OFFERS SERVICES
(Eugene, July 25.—Fifty members of the Lane county Post,

American Legion, yesterday gave their names to local forest service officials as volunteer forest fire fighters.

Eat Hazelwood at Wimberly's.

Why Read Judd Not

Pythian Sisters, Umpqua Temple. No. 4.—Meets the second and fourth Monday evenings of each month, at the K. of P. hall. Visitors always welcome.

Eagles, Roseburg Aerie.—Meets in Macabee hall, on Cass street, on second and fourth Wednesday evenings of each month, at 8 o'clock. Visiting brethren in good standing always welcome.

B. P. O. Elks, Roseburg Lodge No. 326.—Hold regular communications at the Elks' Temple on each Thursday of every month. All members requested to attend regularly, and all visiting brothers are cordially invited to attend.

United Artisans.—Meets in Macabee hall first and third Wednesday evenings. Visiting members always welcome.

W. B. A. O. T. W., Roseburg Review No. 11.—Holds regular meetings on second and fourth Thursdays, at 7:30 p. m. Visiting sisters invited to attend reviews. Macabee hall, Pine and Cass streets.

A. F. & A. M., Laurel Lodge No. 13.—Regular communications second and fourth Wednesdays each month, at Masonic Temple, Roseburg, Ore. Visitors welcome.

I. O. O. F., Philaterrian Lodge No. 8.—Meets in Odd Fellows Temple every Friday evening. Visiting brethren are always welcome.

Laurel Chapter No. 31, R. A. M. Stated convocations on first and third Tuesdays, Masonic Temple. All members requested to attend and all visiting companions welcome.

Roseburg Rebekah Lodge No. 47, I. O. O. F.—Meets in Odd Fellows Temple every week on Tuesday evening. Visiting members in good standing are cordially invited to attend.

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Like a bracing breeze —that cup of Hills Bros Coffee

LIFT it to your lips and drink deeply, that steaming, stimulating cup of Hills Bros. Red Can Coffee. Every savory sip is a prod to drooping spirits and lagging body, the fulfillment of its aromatic promise.



In the original Vacuum Pack which keeps the coffee fresh

Every swallow makes a summer of contentment and explains why this one brand is the largest-selling in the world—explains the tradition of the West as the home of wonderful coffee. The Recognized Standard! (That's what they call "Red Can.")

The marvelous flavor of Hills Bros. Coffee is imprisoned in vacuum, which keeps it fresh until you break the seal—days, weeks or years later! In all the world, no coffee like this!



HILLS BROS COFFEE
American Legion, yesterday gave their names to local forest service officials as volunteer forest fire fighters.
Eat Hazelwood at Wimberly's.
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Balsam and Bacon Frye's Delicious
Every camper knows the delightful early morning fragrance of the Balsam among our Northwest forest giants—and when he adds the inimitable flavor of that other Northwest product, "Frye's Delicious" Bacon, surely the delight of camping is complete. Buy a whole side of "Frye's Delicious" Bacon or a whole "Frye's Delicious" Ham this season and you'll add economy to convenience.

Everfast Suiting
A MONOCHROMED WASH FABRIC
can be washed and worn in any way you please. It is absolutely FAST TO SOAP AND BOILING FAST TO SUN AND WEATHER FAST TO PERSPIRATION AND URIC ACID FAST TO EVERYTHING IT ENCOUNTERS AS A DRESS, BLOUSE OR SUIT FABRIC
We will promptly and cheerfully return your money not only for every yard of Everfast which, for any reason, does not hold its color, but also THE COST OF MAKING THE GARMENT.
In all popular shades—The name "Everfast" is stamped every yard in the selvage.
Yard wide 50c the yard
L. ABRAHAM "The Silk Store"