ROSEBURG NEWS-REVIEW

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

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ROSEBURG, OREGON, FRIDAY, SEPTEMBER 19, 1924.

A MERCHANT TALKS ABOUT ADVERTISING.

(From a speech by Thomas E. Kelly, of the Kelly Sales System.)

We are not handicapped today in unfolding our business the same as our forefathers were who were compelled to depend chiefly upon personal exploitation of the individual, for the circulation in those days was very small.

First of all the newspaper has circulation. A single newspaper will often cover from 60 to 80 percent of the homes in its territory. Advertising space in that paper will give much greater return per dollar spent than will any other form of advertising on which postage is spent.

Second, people are accustomed to reading the newspaper. It is not difficult to get their attention, as in the case of the circular letter, the booklet and other forms of direct by mail advertising.

Third, and best of all, it is timely. The advertiser is able to appeal to his audience by frequent advertisements.

So we are led to believe that even criticisms about us in the columns of newspapers is good advertising, and so with the retail merchant, the minute he starts figuring on selling merchandise, he has got to start figuring on the advertising that is going to do it.

Advertising certainly has many sides. It can scream, talk, or whisper, it can attract the eye or befuddle it. It can be an interesting story, or uninteresting piffle. There are just as many kinds of advertising as there are things to advertise. There is the sincere kind that breathes honesty and truthfulness, and which carries the reader right through to the end, and then again—there is the kind of advertising that says, "Beware, I am just trying to attract attention; I don't mean what I say and I don't intend to make good on the extravagant claims I am talking about."

Newspapers, however, are not in the habit of publishing misleading advertising, and for that reason the public has unlimited confidence in newspaper advertising.

The retail merchant who will figure on spending two per cent of his gross receipts for newpaper advertising and one-half of one per cent for direct mail advertising, such as letters, post cards, etc., and prepare this advertising the same as if he were talking to his customers when they come in his store, there would be no need to complain about quiet trade.

You may say, "How can I educate myself to write advertising?" I know many successful merchants who have gained their advertising education through reading and studying good trade publications which publish splendid articles in every issue. No one can prepare advertising for the goods you own and offer for sale as good as yourself. The merchant who is open-minded and visualizes his opportunity, getting his subconscious mind in working order, is not going to experience dull trade.

I am a great believer in taking my newspaper as a partner in my business. Every newspaper has hundreds of ideas that are workable and profitable that they are only too glad to pass on the retail merchants—a newspaper is a clearing house of ideas especially pertaining to retail business and I wonder some times if we try to get as close to our newspaper as we ought to, as they would like to be with us. If you are interested in your newspaper they will be interested in you, and if you follow up your advertising with attractive window displays, combining that with training your clerks and keeping up your direct by mail advertising, such as sending out a letter or postcard monthly, you will find that your newspaper ads have greater pulling power than if you depend on it alone to sell your merchandise.

The crying need today is more advertising. No better illustration can I cite of the effectiveness of advertising than the case of Barker Bros., retail furniture dealers in Los Angeles. A few years ago they sold $700,000 worth of furniture in their store and through expanding their advertising investment, Barker Bros. last year sold sixteen million dollars worth of furniture.

I should think we would all take inventory of ourselves when confronted with actual instances like the above. Henry Ford sold himself the idea in 1924, and perhaps he had in mind not only 1924, but every year afterwards, he was going to invest a substantial amount of his gross receipts for advertising and his appropriation for 1924 was seven million dollars. Within the past six months I have visited the Ford factories half a dozen times through some business dealings I had with this big firm and I can assure you, ladies and gentlemen, that there has been no unemployment in the two Ford factories in Detroit—they have been running full capacity, three eight-hour shifts, steadily employing over 160,000 people besides the thousands they are employing in their other large plants all over the country.

Henry Ford has experienced a situation which makes it highly desirable to advertise. Perhaps he foresaw the present slump which has appeared to hit the motor concerns with special velocity. Perhaps he judged the time ripe solely because of the present restless attitude of the people and the fact that our federal government has declared an open season for swatting big business.

At any rate, for some six months now the Ford Motor company has been displaying itself in the publications of the country, in newspapers large and small, in class periodicals, in farm papers, in general magazines, in street cars, in outdoor positions and in many other forms of advertising.

PRUNE PICKIN'S

BY BERT G. BATES

GOOD EVENING FOLKS—

We hereby promise
Not to crack
Any gags today
About this bein'
Great weather
Fer ducks.

§ § § §

DUMBELL DORA'S PRAYER

"I don't want anything for myself, but please God, send my mother a son-in-law."

§ § § §

The editor of a paper states that he borrowed a Winchester rifle recently and started up the street to deliver the weapon to the owner. The delinquent subscribers got it into their heads that he was on the warpath and every one he met insisted on paying what he owed him. One man wiped out a debt of ten years' standing. On his return to the office he found a load of hay, fifteen bushels of corn, ten bushels of apples, twenty two bushels of potatoes, a cord of wood and a barrel of turnips that had been brought in. All the country editors are now trying to borrow Winchesters.

§ § § §

A man left his car in front of a store and returned to find a police card attached to his steering wheel.

Thinking quickly, the man took a train to the next town and notified the police in the town that some one had stolen his car.

After a short search, the car was found and returned to its owner minus the police card, which the police held as evidence of car stealing.

§ § § §

Even if the world does owe you a living, you needn't expect to collect the whole thing at one time.

§ § § §

A smile is the outside photography of courtesy, and the man who can teach his helpers to smile and keep on smiling himself will have a business that will smile, and a bank account that will laugh right out loud.

§ § § §

"We must get to the bottom of this thing," remarked the surgeon as he considered his patient appraisingly. "I think you'll have to have an operation."

"Now, Doc," responded the patient, "I don't think you have made a thorough diagnosis. If you will just x-ray my pocketbook, I believe you'll come to the conclusion that a simple little prescription is all I need."

§ § § §

The following animals are members of our national menagerie: golf lynx, hot dogs, blind pigs, teddy bears, lounge lizards, oil sharks, radio bugs, fox trots, political goats, Wall Street bulls, society lions, human flies, poor fish, owl cars, jail birds and old crabs.

§ § § §

AIN'T WE POETIC

Wind and wine and rain together
Make a night and pleasant weather;
With a bit of broken tether
Life becomes a falling feather.

§ § § §

American tin interests have paid $27,000,000 for tin properties in Bolivia. A rattling good price, we say.

§ § § §

Most of the boys drop nickels in the collection box at church. They make more noise than dollar bills.

§ § § §

DID HIS BEST

"No, Reginald," averred the girl, "your blossoms made no great hit with me."

"I was merely trying to say it with flowers, as we are constantly advised to do by astute commercial men."

"You sent only daisies."

"Well, daisies mean 'I love you.'"

"That's all right, but Tom sent orchids. Orchids mean 'I went broke for you.'"—Louisville Courier-Journal.

§ § § §

He: (under the spell of the summer moon): Dearest, what is it that it makes the whole world sing for a woman; that makes even the warm weather a joy instead of a burden; that makes her ready to go on a jaunt at a moment's notice and glad to sit opposite one man for 30 mornings at breakfast? What is it that supplies the great craving of a woman's heart, and makes her thankful that she is a woman? What is it my sweet?

She—That's easy, you goosey. A permanent wave, of course.

§ § § §

"Has to wear my oil sou'wester this morning."

NOTICE

The Auxiliary of the B. of L. F. & E. announces a "Hard Time" party on Friday evening, Sept. 19, 1924, at the Marshall Hall. All engineers and their families invited. Come dressed to suit the occasion, or a fine will be imposed.

Come and look over our stock of new flannel shirts and boys sweaters. We hope it rains so we can show you our other goods. Bergere Store.

RADIO Owners

A series of progressive lessons provides elementary and advanced instruction for everybody who wants to know what the dots and dashes mean.

A remarkable offer at a very low cost. A complete course in code instruction and guarantee your fitness to take government code test for amateur license in three months or teach you after that time free of charge, until you can.

Just a couple of hours, three nights each week for three months and the code is quite clear to you, at a ridiculously low cost.

Wanted!

Young Men and Women

Each day brings additional enrollments which is rapidly bringing our telegraph class up to the limit of our proposed facilities. So if you are one of those who want to spend a few months of your spare time in learning a profitable and interesting profession you should act quick or the opportunity may not be available later on.

Telegraphy is one of the most interesting professions in the world. When you become proficient after completing our course, we do not consider our task ended, we assist you in finding employment. The complete course can be paid for with one month's work after you get a position, and all the time it requires is just a couple of hours three or four nights a week and in a few months you are ready for your first position as a telegrapher.

NO ENROLLMENTS AFTER OCTOBER 1.

Roseburg Telegraph Institute

Phone 567-J
224-6 Perkins Building

RADIO PROGRAMS

From Pacific Coast Stations

RADIO KGO, General Electric Co., Oakland, 312 meters.

Friday, Sept. 19.—1:30 p. m. stock reports and weather; 3 p. m. studio program, talk on "The Health of Children;" 4 p. m. orchestra music; 6:45 p. m. final reading stock reports, weather, baseball scores and news items. Silent night.

Saturday, Sept. 20.—12:30 noon, final reading stock reports and weather; 4 p. m. concert orchestra of the Hotel St. Francis, San Francisco; 8 p. m. musical program with the Dons of Peralata; 10 p. m. dance music.

RADIO KHJ, The Los Angeles Times, 395 meters.

Friday, Sept. 19.—12:30 p. m. program of news items and music; 6 p. m. Art Hickman's orchestra; 6:30 p. m. children's program with bed time story; 8 p. m. program by the Globe Ice Cream Co.; 10 p. m. dance music.

Saturday, Sept. 19.—12:30 p. m. program of news items and music; 6 p. m. orchestra music by Art Hickman's orchestra; 6:30 p. m. children's program; 8 p. m. program by Iola Perdue, soprano; 10 p. m. dance music.

RADIO KGW, Morning Oregonian, Portland, Ore., 492 meters.

Friday, Sept. 19.—11:30 a. m. weather forecast; 7:15 p. m. police reports, baseball scores, weather and markets; 8:15 p. m. orchestra music.

Saturday, Sept. 20.—11:30 a. m. weather forecast; 3 p. m. children's musical program, story hour 10 p. m. police reports, baseball scores, weather and music.

RADIO KFI, Earle C. Anthony, Inc., Los Angeles, 469 meters.

Friday, Sept. 12.—5 p. m. one hour of news items; 5:45 p. m. organ recital; 8 p. m. Herald program; 11 p. m. music.

Saturday, Sept. 20.—5 p. m. one hour of news items; 8:45 dance orchestra; 8 p. m. Pasadena Light Opera Co.; 10 p. m. Examiner studio program; 10 p. m. Ambassador Hotel orchestra.

RADIO KPO, Hale Brothers, Inc., San Francisco, 423 meters.

Friday, Sept. 19.—12 noon, time signals and scriptural readings; 1 p. m. orchestra music; 2:30 p. m. organ recital; 4:30 p. m. orchestra music.

Saturday, Sept. 20.—12 noon, time signals, scriptural readings; 1 p. m. orchestra music; 2:30 p. m. musical matinee; 3:30 p. m. music; 8 p. m. dance music.

Within 3 hours you can now fly direct to Bandon by the Sea.

STATE PRESS —COMMENT—

Seven Measures to Vote On.

At the general election in November, the people of Oregon will be required to pass upon two initiative bills, one legislative act referred by petition and four proposed constitutional amendments. That is a total of seven propositions—quite a change from the days when we used to have three odd measures on the ballot at general elections.

It is undoubtedly a change for the better. Loading the ballot down with a vast number of measures can only lead to confusion. Direct legislation, as Woodrow Wilson so aptly said, should be the club behind the door. It is a mistake to try to use it, as we did when it was new in Oregon, as a substitute for the legislature.

The first of these measures, in the order in which they will appear on the ballot, is a constitutional amendment requiring that voters shall be able to read and write the English language. Its purpose is perfectly plain and requires no explanation.

The second is a constitutional amendment whose general purpose is to permit the condemnation of land needed for drainage outlets. It is argued in its favor that drainage can not be made effective without this means of providing an outlet for wet land that lacks a natural outlet. The language of the ballot title is exceedingly confusing and the affirmative argument in the voters' pamphlet is by no means clear to the average reader.

The third is a constitutional amendment extending the benefits of the Oregon bonus law to female employes of the war department who served in the United States army signal corps or marine corps, or the army or any ally of the United States, and in the American expeditionary forces; to veterans of the Spanish-American war who served 90 days; and extending the loan privilege to unmarried widows or parents of those who died in the service and would have been entitled to a loan. Its purpose is also perfectly clear.

The fourth is a referendum of the law forbidding manufacture of butter substitutes containing milk or condensed milk containing vegetable oils. It is perfectly plain, with the possible exception of how to vote in order to register the voter's wish. If you don't want to vote to protect the dairyman, vote "yes." If you want to vote to permit the manufacture of butter substitutes of the sort named in Oregon, vote "no."

The fifth is an initiative bill to permit licencing naturopaths and give them substantially the same legal status as graduate physicians. It is a long bill, but that is the general purpose of it.

The sixth is a constitutional amendment making the workmens compensation law compulsory for hazardous occupations. It would shut out all competition and set up an absolute monopoly. It would give to a commission of three men absolute power to decide what occupations are hazardous, to fix rates and establish rules. There would be no option about coming in or staying out, and all competition with the state would be removed.

The seventh is an initiative bill repealing the state income tax law. Its purpose is perfectly plain and cannot be misunderstood.—Eugene Register.

CATHOLICS HEAR PAPAL MESSAGE

(Associated Press Leased Wire.)

WASHINGTON, Sept. 18.—Imposing and colorful ceremonies, culminating in the reading of a letter from the pope and an address by Cardinal O'Connell, arch-bishop of Boston, marked the opening of the second convention day of the Holy Name Societies of America.

The huge stadium of the Catholic University was filled to capacity in a solemn and impressive reception of the cardinal, which opened the day's program. To the canopied altar and throne erected in the center of the stadium Cardinal O'Connell was escorted from his residence across the University campus, by a procession attended by all the pomp befitting the personal representative of the pope. Following the official installation of the pontifical legatee in the throne, high pontifical mass was celebrated by the Rev. Michael J. Curley, arch-bishop of Baltimore with musical accompaniment by the university choir.

At the conclusion of the mass the convention adjourned to the convention hall of the university to hear the reading of the pope's letter and Cardinal O'Connell's address.

NOTICE

Owing to winding operations at the Glide Community hall, the dance that was announced for Saturday, Sept. 20th, has been postponed until further notice.

COMMITTEE

20th Century Grocer

Store No. 46 in Roseburg—one of these clean, modern, sanitary stores, in community, brings joy to thrifty housewives. The best grades of merch priced extremely low, shows big savings to keen buyers.

Offerings Saturday and Mond September 20 and 22

Jello, all flavors, each ..... 10c | Wesson or Mazola Oil, qts. 49c | Crystal White Soap, 6 bars 25

BEST CANE SUGAR

10 Pound Refinery Filled Bag ..... 85c | 100 Pound Sack ..... $8.

Best Peaberry Coffee, 2 lbs. 75c | Mason Jar Caps, Zinc, Porcelain Lined, doz. 25c | Kellogg's Corn F or Post Toasties, each 1

FRUIT JARS

Economy Qts. $1.29 | Ball Mason Qts. 99c | Ball Ideal Qts. $1

Borden's Milk, tall cans, each 10c | Campbell's Soups, all varieties each ..... 10c | Preferred Stock M or Del Monte Corn, No. 2 tins 1

DRIFTED SNOW FLOUR, ONE OF THE BEST, 49-LB. SACK $2.13

Prince Albert or Velvet Tobacco, 15c size, 2 for ..... 25c | Olympic Rolled Oats, 9 lb. sk. 59c | Del Monte Sliced P apple, large size, each 35

20TH CENTURY COFFEE, "THE PERFECT BLEND" Roasted daily in our own plant, always fresh, wonderful val. at 43c lb., 3 lbs $1.2

Creme Oil Soap, 2 bars ..... 15c | Eagle Lye, the very best, can 10c | Old Dutch Cleanser, 3 for 25

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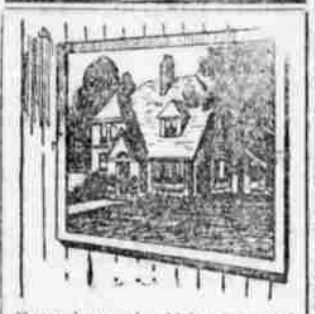

Every home should be protected by insurance. If your home is not, you are neglecting a duty that you owe your family. Perhaps your policies are expiring or are insufficient. Bring them in and let us go over them together, and then you will be safe.

JOHN E. FLURRY
Insurance Agency
Rooms 1 and 2
Roseburg Bank Bldg.
Phone 183 Roseburg, Ore.

Roseburg Steam LAUNDRY KIDS

WE'LL LAUNDER UP YOUR CLOTHING NEAT—AT PRICES YOU'LL BE GLAD TO MEET.

OUR prices won't annoy you at all and the first class work we do is sure to please you. Phone us and we will be glad to call for your work.

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Phone 79 Roseburg, Ore.

SATISFACTION with every sack—that's FLAVO.

Flour is the most important of all foods. It contains the nourishment and the brain and muscle building elements essential to life and health.

Be Sure You Get the Best by insisting on FLAVO.

Its
MADE RIGHT
SOLD RIGHT
BAKES RIGHT
Every Time.