

# PAR on April 2

## COPCO 7% Preferred Capital Stock advances to \$100 a share

Seven months ago The California Oregon Power Company made a public offering of 10,000 shares (\$1,000,000.00) of 7% Preferred Capital Stock for subscription by its customers and friends in the territory it serves.

Today, only half of the entire offering remains unsold.

Approximately 5,000 shares have been purchased direct from the Company at the price which has heretofore prevailed—\$98.00 per share, with convenient terms at \$5.00 per share per month if desired, and with interest at 6% allowed on all installments paid.

### Increased Value for Investors

Prevailing market conditions, the country-wide demand for good hydro-electric securities, and the approaching completion of the Company's new developments, which will materially increase the net earnings, now justify this increase in price of the Preferred Capital Stock.

Announcement of the advance of \$2.00 per share on April 2, 1925, is published at this time for the advantage of stockholders and prospective purchasers.

For information concerning the 7% Preferred Capital Stock and interest-bearing partial payment plan, ask any member of our organization or simply clip and mail the coupon below.



**THE CALIFORNIA OREGON POWER COMPANY**  
 Offices:  
**OREGON**  
 Roseburg Medford Grants Pass Klamath Falls  
**CALIFORNIA**  
 Yreka Dunsmuir

**THE CALIFORNIA OREGON POWER COMPANY**  
 MEDFORD, OREGON

Please send me full information about your 7% Preferred Stock and special partial payment plan.

Name \_\_\_\_\_  
 Address \_\_\_\_\_

Ask any member of our organization or mail this coupon today!

## GREAT BRITAIN GETTING MOIST

(Associated Press Leased Wire.)  
 LONDON, Apr. 1.—Great Britain is getting wetter and wetter, according to figures compiled by the United Kingdom, the big prohibitionist organization.

In a report just issued the Alliance asserts that during 1924, 52 shillings were spent on beer for every twenty shillings spent on milk and that the total beer bill of the country was 198,000,000 pounds sterling, against an expenditure for milk of 76,000,000 pounds.

The Alliance also figures that the total spent on all intoxicants in 1924 amounted to 316,000,000 pounds, as compared with 307,000,000 pounds in 1923.

## HOME BUILDERS ATTENTION

We are at the present time installing machinery making our mill as well equipped as any mill on the coast. We can give you Quality Service and Price. Local material used wherever possible.

Get our prices before buying elsewhere.

**Roseburg Lumber & Mfg. Co.**

## ANNOUNCEMENT

We wish to announce to the public that we are starting a dairy which will be a

## MODEL DAIRY

We are sparing no expense to make this the best equipped dairy in Douglas County. The most modern machinery known to the dairy industry is being installed. The milk will be drawn from the cows by a machine, carried to a clarifier, then to a cooler, from there to the bottling machine, where it is capped and placed in the refrigerating room for delivery. A steam boiler will furnish the steam and hot water for cleaning and sterilizing.

The herd is composed of good grade and registered Jersey cows, everyone tested and proven.

### WE INVITE INSPECTION

The public is invited to visit this dairy at any time. We will be glad to show and explain. In order to convince you of the cleanliness of the milk, we are going to offer

**\$50.00 REWARD**

for any sediment found in our milk. We are booking orders now to start April 1, which is the opening date. Phone 44-F17, or call at dairy at the end of pavement on the Garden Valley Road.

## MODEL DAIRY

### Early Advertising as Practiced in Old Rome

The restored ruins of Pompeii still show wall inscriptions and regular election campaign posters which often are signed by women. The same ruins tell us also about business advertising in ancient Rome. The show windows of Rome during the oldest time cannot be compared with their parallels in our modern trade world. For a long time it was impossible to buy the necessary glass, which was tremendously expensive. Besides, the window glass was milky and dim, and often iridescent, at any rate not sufficiently clear and transparent, writes H. Doelling in Frankfurter Zeitung, as translated for the Milwaukee Journal.

The Roman retailers, therefore, were content to exhibit their goods in an open stall in front of their homes; the shop itself was built into the home and served merely as a storeroom. The only means of advertising was the voice; he who barked loudest got the most customers.

Only after trade received a new stimulus by the conquests in the Orient and Occident did the Romans begin to adopt the business tricks of their tributaries, the Ponters and Asiatic Greeks. They installed regular show windows in their shops. Their goods were safe from theft behind bronze grates, and were provided with price tags and annotations. The merchants indicated on their shop doors the goods they furnished and their own names.

### Sees Resin as Basis of Diamond Formation

Similarity between the X-ray pictures of the lattice structure of diamond crystals and of decarbonate, a resinous substance, is the basis for the claim advanced by Herz Decker, a Java chemist, that diamonds originate from this material under enormous pressure and possibly heat, during long periods of time, according to the Berlin correspondent of Industrial and Engineering Chemistry.

Diamonds have long been known to be pure carbon in crystalline form, but what the original carbonaceous material was out of which they developed has been a subject of dispute. Resins contain hydrogen as well as carbon, and the theory of the German scientist assumes that, under the conditions of diamond formation, the hydrogen was literally slowly squeezed out of the raw material until at last nothing but pure crystalline carbon was left.

### For Umbrella Protection

A well-known business man had a bad habit of losing his keys, and as they were usually expensive ones, he hit upon the happy idea of having his telephone number engraved on the handle. Since then he lost his umbrella half a dozen times, but owing to the telephone number he has always recovered it. The finder does not have to send it back; he rings up the number, and the owner gladly calls for it. If the finder is dishonest he will not feel comfortable with that toll-free number, and if he himself loses it, as ten to one he will, a more honest person will eventually inform the original owner. The latter, of course, will know nothing of the umbrella's adventures. If only the umbrella could talk!

### Father of Mail Service

Mail coaches were introduced into England in the year 1784 by one John Palmer of Bath. This worthy gentleman suffered much inconvenience from the mail leaving London on Monday, and not reaching Bath until Wednesday. He traveled the country advocating reform, and was not down as a hero. But the system of flying mails he was able to inaugurate lasted until the days of railways. Still, it was not much better than the system of the Roman mails, as established in the Third century, by which it seems possible that letters might have reached Rome from England in three or four days if relays of galloping chariots could cover a thousand miles at 14 miles an hour.

### Drilling Holes in Glass

Drilling holes in glass is not so very difficult. The old method utilized a discarded triangular file, ground to a sharp point and used in a brace with a slight pressure. The point of contact was moistened with turpentine. The more recent way, and one that is quicker, is to use a brass or copper tube with thin walls instead of a file, says Popular Science Monthly. The tube is placed in a brace and drilling is accomplished with powdered carborundum as a cutting agent. A guide of wood keeps the tube properly centered.

### Odd Headpieces

The superb bird of paradise is one of the most remarkable of all that famous group, says Nature Magazine of Washington. It is only nine inches long, velvety black with purple and green metallic ornaments, including a large bright metallic green pectoral shield and another large forked velvety black erectile shield on the back of the neck. It lives in New Guinea.

### Couldn't Be Fooled

Alex had donned his first pair of trousers, and his grandmother was pretending she did not know him. "Oh, no! It can't be Alex because Alex wears rompers." "But it is Alex, grandmother, because I was there and saw mother put them on me."

### A Mathematical Expert

"There goes a man who thinks in terms of millions." "He doesn't look to me like a great financier." "He isn't; he's a germ expert."

### Infant Son Buried

The infant son of Mr. and Mrs. J. J. Debolt of Millers Addition, which died Sunday morning, was buried at ten o'clock Monday morning.

Mrs. Sadie E. Holtzner



### Have You a Daughter? If You Have, This Woman's Advice Is of Vital Interest to You

Seattle, Wash.—"In my girlhood, I suffered with severe backaches and pain and had a catarrhal condition. These disagreeable sensations were completely eradicated and I developed into a strong and healthy womanhood because my mother gave me Dr. Pierce's Favorite Prescription. As my own daughters were developing I gave them Dr. Pierce's Favorite Prescription and in that way prevented their having any form of inward weakness. My daughters developed naturally into womanhood and I am sure it was because I had them take the 'Prescription' at that critical period."—Mrs. Sadie E. Holtzner, 2124 North 52d St.

Go to your neighborhood drug store today and get this prescription in tablets or liquid, or write Dr. Pierce, President Invalids' Hotel, in Buffalo, N. Y., for medical advice, free and confidential.

### INVESTIGATE CASE.

(Associated Press Leased Wire.)  
 SALEM, Ore., April 1.—The case of C. W. Thompson, who is accused of having appropriated \$5,000 in state funds during the time he was cashier in the state treasury's office is being investigated by the Marion county grand jury.

The staff of life should measure up a hundred percent pure, GRIMM BROS. MILK BREAD can qualify. Phone 123.

**CIRCULATION STATEMENT**  
 Statement of the ownership, management, circulation, etc., required by the act of Congress of August 21, 1912, of Roseburg News-Review published daily at Roseburg, Oregon, for April, 1925.

I, Charles V. Stanton, Notary Public in and for the state and county aforesaid, personally appeared H. W. Bates, who having been duly sworn according to law, deposes and says that he is the editor and manager of the Roseburg News-Review and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 21, 1912, embodied in section 432, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

That the names and addresses of the publisher, editor, managing editor, and business managers are: H. W. and Bert G. Bates, Roseburg, Oregon.

That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: none.

That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is 425.

I, H. W. BATES, sworn to and subscribed before me this 1st day of April, 1925.

Notary Public for Oregon, My commission expires Oct. 20, 1925.

### Rum Orphan

The presidential elections in Germany, when a successor to the late President Friedrich Ebert will be chosen, will take place during the latter part of April. In the meantime, Dr. Walter Simons has been named as president pro tem. He is pictured at his desk in the official Berlin Reichstag office.

### Poison Plotter

Mrs. Martha Wise, of Medina, Ohio, is said to have confessed administering poison to thirteen members of the Glenska family, to whom she is related. Three persons died, including Mrs. Wise's aunt, uncle and mother, and the others still are in a serious condition. Mrs. Wise said she placed arsenic in a water bucket in the Glenska home.



A quart of poison rum, innocently bought for a dollar by Joseph Zolusky, eleven, of Edgewater, N. J., for his mother, Mrs. Sophie Zolusky, resulted in her death. He is shown standing by her coffin in his little home. A series of poison whisky deaths within a short time has stirred the authorities of the village to action against bootleggers.

### STUDENTS TO STRIKE

(Associated Press Leased Wire.)

PARIS, Apr. 1.—The general association of students at the University of Paris has decided a 48-hour strike probably beginning tomorrow in protest against the government's action in closing the law school at Sorbonne and its insistence upon the maintenance of Dr. Georges Scelle in the chair of international law. Manifestations among the student body against Dr. Scelle's appointment led to the closing of the school and suspension of Dean Berthelemy by the ministry of instruction.

The association has asked the student groups in the 18 other university cities of France to join in this protest.

Arundel, piano tuner. Phone 189-L  
 CURIOSITY ONCE KILLED A CAT

(Associated Press Leased Wire.)

SEATTLE, Apr. 1.—A. R. Russell was in custody of Seattle police today and his wife was in a hospital. Russell, who operates a rental car, was sitting in his machine with a woman when his wife happened along last night. Mrs. Russell showed much curiosity about the woman in the car and jumped upon the running board to look and ask. But Russell, averred the police, started the car quickly and thereby hurled his wife to the pavement.

### WROTE HIS WILL ON BUSINESS CARD

(Associated Press Leased Wire.)

SAN FRANCISCO, Apr. 1.—A business card with a bit of writing on it, was filed with the county clerk here today under the heading "Wills for probate."

It was the last testament of John Denair, city agent of the Santa Fe Railroad and was written on a train bound for Kansas City. Denair had a premonition of death on the train. He drew out the card hastily wrote on it a will conveying an estate of more than \$10,000 to his wife. A day later he collapsed and died on the train.

### LEADS IN TOURNEY

PINEHURST, N. C., April 1.—MacDonald Smith of Lakeville golf club, Great Neck, L. I. was leading the field with a 34-34-48 this afternoon in the annual North and South open golf tournament. Leo Diegel of Glen Oaks country club, was second with 35-34-69.

### NEW CURTAINING

Replace those old curtains with one of the many materials at Carr's. Netts, screens, marquisettes, etc. And its not expensive. New goods just in. Carr's.

For quick results use News-Review classified ads. Phone 135.

Use News-Review Classified Advertising for results.

### Leads Germany



DR. WALTER SIMONS

### Best Prices

Old Patrons Attest to our constant attention to their needs. New friends will receive the same painstaking effort to please them and only the best is supplied.

Fresh Fruits and Vegetables a Specialty. Your Order Delivered Free

## PICKENS BROTHERS

Perkins Bldg. Phone 68

### QUALITY HIGHEST

Old Patrons Attest to our constant attention to their needs. New friends will receive the same painstaking effort to please them and only the best is supplied.

## COUPON Good for New ENLARGED DICTIONARY

### The News-Review

Old dictionaries should be discarded, as recent activities have brought additional words into our language, and the publishers had to discard their old printing plates. Here is the newly compiled dictionary—larger and more complete than any similar one—enlarged vocabulary—all the new words and new special features—now ready for every reader.

### EASY FOR YOU TO GET

Three of these coupons, presented or mailed to this newspaper with a nominal sum to cover cost of handling, packing, clerk hire, distribution, etc., amounting to only **98 Cents**

Entitled every reader to this New Enlarged Universities Dictionary

Your Old Dictionary is Now Out of Date  
 This is the ideal book for solving Cross Word Puzzles

**DUTCHESS TROUSERS**  
 10¢ a Button, \$1.00 a Rip

**Your BEST trousers**

THAT tyrant, Style, decrees that men who want to be fashionably dressed are to wear a dark sack coat with striped trousers of a lighter shade. And never was a more sensible style. Nearly every man has one or more coats that are good but they hang in the closet because the trousers are worn out. By selecting a pair of Dutchess Trousers you complete a suit that is in the height of fashion.

Cut full on the very latest lines, we can assure you a fit in Dutchess Trousers that would make a custom tailor envious.

And whether it is for dress or for work or for play every pair of Dutchess Trousers is made to give long honest wear. They have to be to live up to their maker's famous warranty of "10¢ a Button; \$1.00 a Rip."

Be smart in both senses of the word and come in for your pair of Dutchess Dress Trousers.

**Duds For Men**  
 INCORPORATED  
 1000 Main Street

Spray your roses for aphids. A sprayer and a supply of spray for 85 cents at Wharton Bros.

Buy magazines, 2 cents each. Fiction Library, upstairs, Masonic Temple.

**FONTANA'S**

Look for this name when you buy noodles. It means better flavor, greater nutrition and no starchiness—due to the Fontana process.

**Egg Noodles**  
 also Macaroni Spaghetti 10¢ a package

**Alluring Values in CHAIRS and ROCKERS**

We carry a stock of handsome and serviceable Chairs and Rockers, that we are offering at

**Low Cost to You**

A visit to our big store will be well worth your while if you are needing anything in furniture.

**LENOX FURNITURE COMPANY**  
 321 N. Jackson St., Roseburg

**Best Prices**

Old Patrons Attest to our constant attention to their needs. New friends will receive the same painstaking effort to please them and only the best is supplied.

Fresh Fruits and Vegetables a Specialty. Your Order Delivered Free

**PICKENS BROTHERS**  
 Perkins Bldg. Phone 68

**COUPON Good for New ENLARGED DICTIONARY**

**The News-Review**

Old dictionaries should be discarded, as recent activities have brought additional words into our language, and the publishers had to discard their old printing plates. Here is the newly compiled dictionary—larger and more complete than any similar one—enlarged vocabulary—all the new words and new special features—now ready for every reader.

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