

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON, THURSDAY, OCTOBER 8, 1925.

THE PUBLIC FORGETTERY.

Some people used to apologize for their failure to attend to this or that duty, by saying that it was the fault of their "forgettery." Though you may not be able to find such a word in your dictionary, yet it represents a powerful force, or lack of force, which affects human conduct largely. We constantly acknowledge to ourselves that we ought to do this and so, and yet somehow our purpose slips out of our minds and we act in a hap-hazard way. This tendency in human nature affects trade very powerfully. No matter how hard a store may work to please the public, no matter how efficient its service, there is a tendency for the people to forget it unless it makes some special effort to keep itself before their minds. One of the chief reasons for the growth of modern advertising is that it provides a means for overcoming this tendency. The merchant may argue that the people who bought this or that good value at his store last spring, should remember that fact so clearly that they will automatically come back this fall. But as the result of the public forgettery, such past purchases have largely slipped out of their minds. Business concerns need to stir up the memory of their service by a consistent plan of advertising. Many concerns which started out in a favorable way, have yet failed to accomplish much result, or have actually had to quit, because they did not reckon on the public forgettery. They perhaps thought that people ought to remember them, hence they believed they would. But what ought to be does not always exist. Many a concern drops out of the public thought, because it has not reminded the people of its existence and the things it is doing by a campaign of advertising.

WHEN WILL IT STOP?

Portland Telegram: No civilized nation on earth is so bedeviled with criminals as is this our America, the "land of the free and the home of the brave." In China one's life is far safer, his property rights better respected than in Portland, or Chicago, or New York. In New York but one murderer in 160 is executed. In Chicago in a recent year there was an average of a murder a day.

It is up to the American Bar association to do something more than make resolutions regarding this great evil. It is up to the states to co-operate in hunting down, registering and watching men of criminal records. It is up to the lawyers who make their living by getting criminals out of the hands of justice to quit their criminal practice. It is up to the public to mark for demotion any judge who will reverse a decision of a lower court on any trivial flaw in the process of the law by which the criminal was convicted. Unless this country agrees to rise and work together for the safety of life and property, it may as well confess itself beaten by smart criminals and turn the country into an armed camp, each man to defend his person and castle by powder and ball.

The move now under consideration to establish a community chest for Roseburg is worthy of consideration and should receive full co-operation from the people of Roseburg, particularly business men, who will welcome this method of distribution of funds for charitable and other purposes. Merchants are continually being solicited for various contributions—some worthy, others questionable—but usually are not in a position to judge the merits of many of the causes supported and give freely to all sorts of solicitations. With a community chest established all worthy causes will be accorded deserving recognition, while the unworthy will be tabooed.



THE NEW THINGS.

An airship falls a mile or three, succumbing to a wrench or strain, its parts are scattered on the sea, some men are injured, some are slain. Men cry, "It is a beastly shame, the worst offense we ever saw; we'll have to stop this airship game—there surely ought to be a law." When first the auto-hit the pike it scared the farmer's old gray mare, and men invoked the name of Mike, and gnashed their teeth and pawed the air. "The horseless carriage is a crime," men said before the synagogues; "it scares our horses all the time, and kills our chickens and our dogs. It tears along with frantic speed from far Beersheba clear to Dan; the old time gig, the sway-backed steed are good enough for any man." When first the locomotive burst upon men's view, friend said to friend: "Of all cheap fakes this is the worst! When will inventive folly end! Our curse is on this freak bestowed, it is a crude and ghastly jest; the blamed thing's certain to explode, and blow the train crew galley west." When first we had electric light, some people kicked up quite a fuss: "We'll still use candles in the night, they served our dads and they'll serve us." The world moves on, inventions sweet are daily coming to our view, and, calling on the name of Pete, back numbers say they will not do. Now auto through the public ways, the locomotive's still in front and lamps and candles only raise a horse laugh when they do their stunt. Above us, in a few brief years, the airship hosts will surely play; perhaps they'll visit distant spheres, with stations on the Milky Way?

PRUNE PICKIN'S

BY BERT & BATES

GOOD EVENING FOLKS— Who is sup. of the Public schools makes An objection to the Undraped figgers of The Greek gods and Goddesses and says That the nuda forma Of cupid and Psyche Have a bad influence On the young sprout But modern flappers Can show a Greek goddess Cards and spades When it comes to Showin' off Various portions of The anatomy— Pygmalion's Galatea Not excepted.

DUMBELL DORA THINKS Fan tan is a new drink.

THE IRON-BOUND FLIVVER How sore is my heart at the battered old flivver I bought of a dealer to use as a car.

It twisted my spine, dislocated my liver And rendered my vertebrae much below par. And often for hours have I puttered around it, And smeared my apparel with mud, grease and tar, And hunted for trouble and cursed when I found it. And tried to eliminate rattle and jar. The battered old flivver, The lop-sided flivver, The rusty old flivver I bought for a car.

When the majority of men take to marcelling their hair and rouging their lips, as predicted by a woman beauty specialist, we are going to let our beard grow, buy a good, plain dog and bury ourselves in the wilderness to live on fish and canned beans.

If the world series continues as yestiddy we'll be appearin' on the main stem in our pajamas before the winter is over.

Lather Barnes lost his first wager on the opener yestiddy and as a result cut four necks and an ear before the supper gong sounded.

Wool is sellin' at 42 cents which means there'll be just as much cotton in next year's all-wool suits as usual.

Some of the boys unearthed an ancient photo of Tom Weatherford showin' him in his palmy days when he wore a hair brush on his upper lip. Tom is sufferin' ever' thing from a sack of peanuts to a drink of colored water to suppress the dern thing before it gets general circulation.

A couple female auto tourists was steamin' along the main stem this a. m. and in turnin' the corner at Cass and Jackson their attention was distracted by the appearance of one of the local sheiks who was standin' there lookin' wise. Their car did a Charleston

and almost jumped the curb in' until the cause of the disturbance, Lather Barnes, stepped behind a telephone pole to save his own neck.

HOT DAWG!

In Egypt's land, contagious to the Nile, King Pharaoh's daughter went to bathe in style. She tuk her dip, then walked unto the land, To dry her royal pelt, she ran along the strand, A bulruah tripped her, whereupon she saw A smiling baby in a wad o' straw. She tuk it up and said in accents mild, "Tare-an-agers, girls, which av yez owns the child?"

Fred Jones, soda squirt at the Terminal, is wearin' a King Tut sweater which is certainly a warm one in an enclosed car on a dark night.

Owin' to the fact that we hafta run out and purchase a sack of peanuts before the start of today's game we'll cut today's contribution short.



"Saw a trained flea circus yestiddy eve and one of the stars went home with us for the night."

State Press Comment

Drunk At The Wheel. Every able-bodied man and woman in America has within the past few years been promoted from the rank of harmless pedestrian to that of potentially dangerous engine driver. The human animal is today an increased menace to human life by reason of the automobile.

To be safe, the modern mortal must be sane and very sane at that. He cannot be safe while holding a whiskey bottle in one hand and a steering wheel in the other. Thanks to the sanity of some of our courts, men trying to do this are being shut up in jail for six months and kept on the wheel for six months more. A country justice of the peace who had himself been a terror to traffic offenders, was recently sent to jail for driving while drunk through the streets of Portland. Let this good work of the courts go on and we shall have fewer killings on our streets by men temporarily and voluntarily insane.

Think for a moment what the hazard of life would be on our streets if liquor flowed as freely as it did under the old saloon rules. Accident and life insurance rates would mount, and the death toll would be multiplied by ten. Even so, we shall never be reasonably safe on the streets until to be drunk at the wheel is made a condition to be greatly feared by the most reckless mortal. — Portland Telegram.

Railroad Losses.

Of the 70 American railroads whose passenger revenue in the first seven months of this year exceeded \$1,000,000, 60 showed a shrinkage in passenger receipts. The bus and automobile are declared by high authority to be the cause of the drop in passenger revenues. That the bus will ul-

Advertisement for Cold Weather Over-Coats. The kind to Give Service. These Big Heavy Overcoats are just magnificent—this is the only word that expresses their character. It doesn't matter what shape or size or sort of a man you are if you are looking for the right kind of an overcoat, you'll find it here. Styles just out, colors just seen, materials right. HARTH'S TOGGERY ROSEBURG, OREGON

Advertisement for Coats of Value. Features illustrations of women in various styles of coats and the text 'Coats of Value' repeated.

Advertisement for BELLOWS STORE CO. featuring 'EXTRA - Friday and Saturday - EXTRA' and 'Every Sport Coat - SALE - Every Sport Coat'. Includes text: 'This is an event deserving of your closest interest for we are offering at unusual "figure" every "Sport Coat", plain or furred in our exclusive stock. You do doubt have been waiting for this very event, perhaps you have already selected your coat in our stock, and you have been waiting patiently for that new price that brings its saving to you. If you have or have not come come early for the prices mean dollars in your pocketbook. This array of Sport Coats represent the finest in Tailoring, the finest in trimming and fabrics, and the styles are authentic to the superlative degree. EVERY COAT A BARGAIN! EXTRA - SALE OF NEW MIDDIES - EXTRA Just in and just unpacked, an unusual assortment of new school middies in "White Duretta Cloth." Some plain and some braid trimmed. Sizes from 10 years to 20 years. Regular \$1.65 to \$2.00 values, super special for two days at \$1.29 and \$1.59 each Also New Woolen Gym Bloomers OH! MOTHER! With every One Dollar Purchase Friday or Saturday, Oct. 9th or 10th we will sell up to 6 yards finest "Pequot" Bleached Sheeting at 54c per yard. Regular 69c Value. Buy Here and Save 245 N. Jackson BELLOWS STORE CO. 245 N. Jackson

KITCHEN CUPBOARD

By NELLIE MAXWELL

Good Things A HURRY-UP dessert which is tasty, good to look at, and enjoyed.

Marshmallow Dessert.—Toast a few marshmallows that have been cut into quarters, serve them with chopped nuts and flavored whipped cream.

Jellied Prunes.—Wash and soak one-half pound of prunes in two cupsful of cold water, then cook in the same water until soft. Remove the prunes and cut into quarters; to the prune water add enough boiling water to make two cupsful, soak half a box of gelatin in half a cupful of cold water and stir over the heat until dissolved, then add one cupful of sugar, one-quarter of a cupful of lemon juice; turn into a mold and stir a few times to prevent the prunes from sinking.

Figs With Lemon Juice.—Soak figs several hours in cold water, then put them into an agate pan, add water enough to just cover them and cook until plump; add one-fourth of a cupful of lemon juice to the water, when nearly tender. Drain the figs and serve in a glass dish, with the juice slightly thickened with cornstarch and thoroughly cooked, poured around it. Chill and serve with whipped cream flavored with grated lemon rind.

Rice With Bananas.—Season cold boiled rice with melted butter, the grated rind of a lemon, and sweeten to taste with sugar. Add the yolks of two eggs well beaten, cook until thick, then pack into a buttered mold and keep warm ten minutes. Turn out carefully on a plate, fill the center with sliced sweetened bananas. Pour over the pudding a sirup flavored with lemon, orange, or any fruit juice.

Bacon and Egg Sandwiches.—Chop as many hard-cooked eggs as will be needed, adding a tablespoonful of mayonnaise for each egg. Spread on buttered bread and top with a thin slice of cooked bacon. Cover with another slice of bread and wrap in paraffin paper.

limately cause readjustments in railroad service is certain. Railroad managers will lose some of their wonted confidence and be stirred to better service by the competition. That they will have to do, or lose more and more local passenger business as the swiftly improving bus service continues to make inroads. — Portland Journal.

OREGON WEEKLY INDUSTRIAL REVIEW

Gaston—Walnut growers here form local of Oregon Walnut Exchange.

Medford—September building totals nearly \$250,000.

Vernonia—New Johnson & McGraw shingle mill to cut 240,000 shingles daily, with 20 men working.

Ashland—New \$25,000 store building being erected here.

The Dalles—J. G. Neimrich gets contract to cut 250,000,000 feet pine from national forest; and will extend railway.

Baker—Eastern Oregon Light & Power Co. rebuilding South Baker steam plant.

Salem—High school shows 11 per cent gain in enrollment, over 1924.

Klamath Falls—2,000,000,000 feet Long-Bell timber on Callinus Marsh may be sold to Forrest Lumber Co. of Kansas City.

Cooz Bay—Chambers of Commerce vote support to East-West railroad building plan.

Portland—Several new European ports will receive direct refrigerated fruit service from here this winter.

Baker—Contract let for new Churchill school in West Baker.

Medford—Puecineil fruit dehydrator opens, with 60 employees.

Josephine county grape crop is estimated at 30 carloads.

Portland—Contract let for \$50,000 girls' home at Elwood Station.

Scappoose—Paving and sidewalk program this fall will cost \$40,000.

Salem—New Oregon board of mining survey, authorized by last legislature, will organize October 14th.

Roseburg—Pacific Telephone & Telegraph Co. spending \$45,000 on new Myrtle Creek line.

Klamath county grain crop estimated at 800,000 bushels, from 25,000 acres.

Proposed 4-story hospital at Cottage Grove will cost \$100,000.

Junction City—18-mile wood-rail railroad costing \$3,000 a mile being built to bring logs to mill. Flange-wheeled gas motor car furnishes power.

Pendleton—More than one-half wheel crop of 5,000,000 bushels still in growers' hands.

Baker—J. F. Payton will install small mill on Lucky Jack mine, 560 oze.

Cottage Grove Chamber of Commerce making regular excursions to all tributary business districts.

Sherwood—Oil found in shallow driven well on D. P. Conwell place.

nearly \$4,000,000.

Gold Beach—Contractors surfacing Roosevelt highway, Chetco-Winchuck section.

Roseburg—News-Review will issue New Years Industrial edition of record size.

Wallawa—O. W. R. & N. truck being reloaded with heavier rails to cost \$100,000.

Salem—New Oregon Linen Mills organized to operate on \$640,000 capital.

Cook with care.

A WINTER'S PARLOR SPORT.

(Associated Press Leased Wire.) COPENHAGEN, Oct. 8. — To illustrate the infinitesimal size of an atom, Professor Niels Bohr told a meeting of Scandinavian Mathematicians that to count the atoms contained in one cubic centimeter of air, all the people of the earth, white and negro, would have to count for more than 1000 years and then their task would not be finished.

Fresh sea food at Vosburgh and Ward Delicatessen.

Advertisement for Diet and Health By Lulu Hunt Peters, M.D. Author of Diet and Health and Diet for Children.

OUR DECLARATION OF PRINCIPLES

There is no power equal to the power of the written word of the daily press on all subjects, art, science, music, literature, religion, sociology—all, and the responsibility is great on any writer on these subjects. I have been asked to write a daily article for you on the promotion and maintenance of health. To write such a column and give advice regarding so vital a thing as health—health, upon which all one's activities and happiness depends—is a responsibility greater by far than the responsibility that rests upon writers on any other subject. Many lives, including your own life and the lives of those you hold most dear, may at some time depend upon some knowledge thus derived and depended upon. To direct the diets and habits of growing children so that they may gain in stature and strength and health for future citizenship and happy homes—to guide the diet and health habits of adults so that they may gain and maintain health and efficiency to carry on the world's work, this is no irresponsible task! So it is with a profound feeling of the seriousness of the work that I have agreed to write for you, my readers, in The News-Review. I feel very deeply that what I write must have thoughtful, intensive study, accurate observation, logic and science as a basis, and that I must always realize my accountability. I shall do that to the best of my power. I want my readers to feel the confidence in me as a writer that they feel for their well-beloved family physician. I shall not try to take his place in any manner in prescribing for diseases that should have his personal attention. That is not my idea of a health column. Rather, shall I write on the prevention of disease and the promotion of health — that be our motto. Now that you know I realize shall be our motto. us relax a bit and "get off the serious, dignified manner very long. It is not my role as a physician or a writer. Not always merry and gay—that's tiresome, too—but most always brite and fair. The chief reason I am asked to do this column (aside from my great fitness otherwise) is because I seem to be able to write scientific articles with a little fun thrown in once in a while to dispense the fact that they are scientific and really teach some much needed lessons. We hope you are all going to enjoy this column every day as well as profit by it. We shall call the column "Diet and Health." Some title, I'll say, won't you? Can you think of anything that we cannot cover under that? I shall answer any questions that can be answered in the columns of a daily paper, and the questions and discussions and soul-to-soul talks ought to be half the life of the party. Any questions that have to be answered privately, you must take to your own family physician. Later, I shall have certain days devoted to babies and children—I like 'em—and to other important matters. But for the first series I shall start a very modest little campaign. One should always begin modestly. I shall start a campaign in which I know at least three-quarters of you will co-operate with enthusiasm. This modest little campaign will be to prevent the following trifling ailments: Diabetes, stomach troubles, heart disease, arteriosclerosis, kidney disease, cancer, apoplexy and flat-feet. These can all be prevented in a large measure by a campaign against one thing—and that one thing is obesity, or to use the short and ugly term, FAT! Hurrh! You're with me! I knew it. We're off!

Advertisement for SANDY.