ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday by The News-Review Co., Inc.

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

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

WEDNESDAY, NOVEMBER 4, 1925.

STORES AND NEWSPAPERS.

The radio has "arrived," but the newspaper still holds the boards. It never will be replaced. The retail merchant has found that he can reach the buying public through the newspaper, which, as a medium, cannot be duplicated.

Whether he is selling building materials, or whether he is a building contractor, or is engaged in a trade which is a necessity to the business world, the merchant, for we all are merchants, finds the newspaper a constant medium of exchange which cannot be replaced, and advertising today must be constant. This the radio cannot and will not supply.

The daily press is beginning to realize more and more the important part that the retail merchant plays in the building up of a community.

Perhaps a good many newspapers have realized it for some time, but within the last few months editors have been putting their thoughts on paper, and it begins to look as though the retailer would eventually occupy the position he rightfully deserves.

There are some people who will send off or go to distant cities and make important purchases of clothing and house furnishings. Then when they find that they want some little trifling article in a hurry, they will rush down to the home store and demand that it be supplied them instantly, and blame the store if it does not have precisely what they want. They expect the stores to keep stocked up all the time on a wide variety of goods, but they do not help supply the all-around patronage which is the only basis for keeping such a general stock.

Local newspaper advertising is the best weapon for the retailer.

It is a tremendous convenience and advantage to have a fine group of retail stores in a town. Such establishments connect a community with sources of supply that deal all over the world. A good store supplies the comforts and essentials of civilization, and it is wonderful benefit to have it close by where you can call on its service at any moment and get its supplies and its advice.

Some people get the idea that there is a lot of profiteering in retail trade. If these folks only realized the true condition of affairs, they would realize the retail stores are doing business today on a smaller profit than ever before.

The higher range of prices prevailing since the war has stimulated competition and has forced retail trade to remodel its system of operation and make every possible improvement and economy in its methods. The stores are saving a margin for the public as the result of improved distribution methods.

Merchants today are putting more brains into their work than ever before. They get better expert advice, they instruct their employes to render better service.—Portland Journal of Commerce.

Gifts of American funds for charitable purposes, though somewhat less than in 1924, will approximate $55,000,000 for the fiscal year, according to statistics compiled by the department of commerce. Of this amount $25,000,000 was for direct charitable and relief work, and $30,000,000 for religious and missionary purposes.

Rippling Rhymes
by Walt Mason

POOR JUDGMENT.

Long, long ago a sad man skipped about the streets of London town; he had a bulky manuscript, and publishers all turned it down. He climbed a thousand miles of stairs, he walked a thousand miles of pave, and publishers, as sore as bears, exclaimed, "Cogs wounds! Aroint thee, knave!" At last a publisher was found who listened to the sad man's tale, and read his pages, pound by pound, and found in them some hope of kale. The book was printed, 'twas a go, through all the years its sales increase; the weary gent was Dan Defoe, the book his Crusoe masterpiece. Now think of those poor publishers, who met him with rebuff and frown, who handed him cheap jeers and slurs, and turned his priceless story down. At every book stall in the land men clamored for the Crusoe tale; there never had been such demand for any book in this sad vale. And Daniel, in his laurel wreath, was prancing gayly to and fro; the publishers, they gnashed their teeth and tore their whiskers in their woe. A less determined gent than Dan might well have burned that deathless tome, when publishers refused to scan the shining product of his dome. Discouraged, tired, he might have said, "I'll try this writing graft no more; I'll strive to earn my daily bread by selling codfish in a store." But this man Daniel never knew when he was whipped, still, still he'd mount; he won at last—and so may you, if you refuse to take the count.

COURT RULES JAPS CAN CONTROL LAND IN WASHINGTON

SEATTLE, Wash., Nov. 4.—Efforts of Washington to bar Japanese from controlling land were repulsed yesterday by the state supreme court.

The commonwealth gained decision in superior court here that a sixty-year lease of J. T. Kusumi on 10 acres and possession by Ryoton Jurita of eight acres were invalid. The lower court ordered both tracts, which are near here, to escheat to the state.

The higher tribunal denied the state's contention that a series of transfers on each tract ending in the claims upheld had been effected through dummies.

Rid your home of tobacco and other offensive odors by burning sloan's superior incense a few times each week. Any odor in powder or cones.

PRUNE PICKIN'S

BY BERT G BATES

GOOD EVENING FOLKS—
A greasy-faced slob
Who drools slander
From the edges of
His purple lips
Is more of a menace
To a community
Than the bandit
Who jabs a gun
Under your nose
And takes your
Valuables.

✣ ✣ ✣

DUMBELL DORA THINKS
You hafta feed the cow sawdust to get shaving cream.

✣ ✣ ✣

"Spud" Murphy, tonsorialist down where the stages stop, is just beginnin' to appear in public followin' his sensational nose-dive which he featured at the recent "Smiles" show. Mister Murphy has abandoned his alibi, to wit: "It was supposed to be in the show." It is expected that his customers will gradually regain confidence in him and risk a neck shave.

✣ ✣ ✣

Owin' to the fact that the Legion Minstrel show will have a Charleston exhibition, Mister Goo of the opery house is havin' the foundation of the bldg. inspected this week and extra joints nailed on.

✣ ✣ ✣

The Paris style czars declare that the boyish figure for gals is all wrong. This should be comfortin' news to those who have been folerin' the "Diet and Health" colyum in an effort to get their waists down to huggin' distance.

✣ ✣ ✣

Quite a few of the villagers are attendin' the Livestock show in Portland this week as it is about the only chance modern folks have of seein' a team of horses.

✣ ✣ ✣

The Kiwanians will banquet this eve and as their wives will be along it is expected that the soup will be broadcast on a shorter wave length.

✣ ✣ ✣

It'll soon be Thanksgiving and we're as far away from securin' a turkey as we were at Fourth of July.

"One nice thing about an enclosed car—you can wear last year's overcoat without fear of discovery."

PEOPLES SUPPLY COMPANY OPENING TWO MORE STORES

Two more stores, at Myrtle Creek and Yoncalla, have been purchased by the People Supply Company of this city, which is now operating four stores in Douglas county, including the main business in Roseburg. The company has just completed the purchase of the Victor Boyd store at Yoncalla, which has been placed under the personal supervision of Barton Helliwell. The stock is being increased, and the same high-class line of merchandise as is handled in the local store will be carried in stock at the Yoncalla branch.

The Myrtle Creek store will be opened about the first of December. The quarters in which the business will be located are now occupied temporarily by the Myrtle Creek bank. As soon as the building is vacated by the bank the grocery store will move in with a full line of groceries and supplies. The Myrtle Creek store will be under the management of Mr. Sidney Helliwell.

The Company for several weeks has been operating a store at Sutherlin, where Mr. Ike Quick is manager. The store building has been remodeled and renovated and is doing an excellent business.

ROTARIANS PAY VISIT TO COOS BAY CLUB.

A group of local Rotarians visited the Coos Bay Rotary club at a special meeting held on Monday night of this week. Dexter Rice, wife and daughter, went to Coos Bay on Sunday and remained over Monday, Mr. Rice being one of the speakers at the meeting. Among the local Rotarians who made the trip were President Henry Booth, M. S. Hamm, Charles Lockwood, Oscar Berrie, Joe Murphy, Oliver Johnson, J. E. McClintock and L. J. Barnes.

"GAY PAREE" CABARET FOR AMERICAN LEGION LEADS TO INDICTMENT.

OMAHA, Nov. 3. — Eight Omahans today stood indicted by a federal grand jury of alleged conspiracy to violate the prohibition act during the recent national convention of the American Legion through the operation of "Gay Paree" cabaret, a one-week novelty to amuse the Legionnaires.

American Legion
Minstrel Revue
THE ANTLERS
Nov. 9th and 10th

AMONG OLD FRIENDS

Interesting News of the Doings of Former Roseburg and Douglas County Residents.

GRANDS PASS — Barbara, the little daughter of Mr. and Mrs. F. M. Nelson, who was seriously injured several weeks ago when shot accidentally by her small brother, is showing improvement in her general condition, although still completely paralized below the waist. It is not known whether this condition will improve, allowing the little girl the use of her limbs, or not, but hopes are being held for her full recovery.

Mr. and Mrs. B. Rathje, of Roseburg, are in the city visiting at the F. M. Nelson home. The Rathjes are old friends of the Nelsons, and came to see how Barbara Nelson was, having heard of the accident which befell her.

Come in and hear the new Orthophonic Victrola. Ott's Music Store, Roseburg, Oregon.

SCHOOL BOARD OFFICIALLY NAMES ATHLETIC FIELD

At a meeting of the school board held last night the canvas of the vote of the former students and alumni of the Roseburg high school on the proposed name for the new athletic field was made. The name Finlay Field was approved by the students by a vote of three to one, and this name was officially adopted by the board. The field will be dedicated on November 18, at the time of the game with Medford high school. The school board will arrange a special program for this dedication.

A committee composed of G. C. Finlay, B. W. Strong, and H. C. Pickens, J. O. Arthur, and H. C. Darby was appointed as a budget committee, to meet on next Tuesday for the purpose of making up the school budget for the coming year.

The usual bills were audited and allowed.

Cook with gas.

THEATRES

Liberty Theatre.

If laughter is good for the digestion, as it is claimed, a perfect diet for the dyspetic is prescribed by the Liberty Theatre management. To aid the assimilation processes, take Fred Thompson in "Ridin' the Wind" in large doses! That is the formula: and it is guaranteed to cure heart-burn, indigestion, hiccoughs and an ingrowing disposition. There is more good comedy in "Ridin' the Wind" than in four average pictures, and Marion Jackson, who wrote the story, has by no means forgotten her suspense and thrills. Silver King is at his equine best. He indulges in plenty of horse play; and so does the star. Del Andrews has assembled a corking cast and given the picture most astute direction.

Majestic Theatre.

A great portion of the rare Spanish atmosphere which colors the latest Hunt Stromberg production, "The Prairie Pirate" now showing at the Majestic Theatre, was filmed at the historic Mission San Juan Capistrano in South ern California.

Stromberg transferred his Harry Carey company to the Mission during a portion of the colorful Mission Pageant-Play, better known as "The Drama of Californian History." There, against the background of the crumbling walls of another age, the camera caught the spectacular festivities of a forgotten era and the quaint Spanish dances that are seen nowhere else in America.

The photographing of these scenes marks the first time that a motion picture camera has ever been permitted within the mission walls, and the film thus secured adds rare color to a thrilling, exciting action action story.

One of the most interesting sights recorded by the camera was a presentation of the famed contra danza, which originated there. It was danced by sixteen old-time descendents of the noted Cabrillo and his fellow Dons and Senoras. For musical accompaniment the Capistrano musicians revived the ancient Spanish airs for which the region is noted.

Antlers Theatre.

"Shore Leave", Richard Barthelmess' newest First National production, at the Antlers Theatre this week, is a striking screen novelty.

"Shore Leave," based upon Hubert Osborne's successful stage play, is a comedy built around the romance of a happy-go-lucky sailor, one "Bilge" Smith, and the little dressmaker of a small New England seaport town, Connie Martin. Connie's mother was the elephant trainer of P. T. Barnum's circus while her father was a sea captain. Thus a love of romance runs in the little dressmaker's blood.

She loses her heart to "Bilge", who is just a gob on one of Uncle Sam's battleships. Like all sailors, he is forgetful. He wanders away with his ship and Connie seeks to find him. Just when the quest seems futile, "Bilge" drifts back—to discover love and happiness.

"Shore Leave" is fresh and original in its directorial treatment. It has been described as the most original comedy of the year.

ATTENTION, ARTISANS
Masquerade ball Thursday evening, Maccabee Hall. Artisans and friends welcome. Lodge 7:30, dancing 9:00 p. m. Cider and doughnuts.

AROUND THE COUNTY

MELROSE TIMES

We sure are having fine weather for November, giving every one a chance to plow.

Mr. and Mrs. John Naehter motored to Roseburg yesterday to spend a few days shopping and visiting with friends.

Mr. Frank Newell is leaving soon for Klamath Falls where he will spend the coming winter.

Mr. Henry Krohn returned to his home yesterday from Roseburg where he has been attending to business matters.

We have several new families moved in to our vicinity. They are welcomed in by everybody.

We had a fine crowd at church Sunday where Emily Reed preached.

The West Melrose school gave a Hallowe'en program on Friday evening which was a howling success. We had two contests, one the "handsomest man," in which William Cooper, the son of Mr. and Mrs. George Cooper, won the prize of 770 votes, and Ward Jalhoff was second with 690 votes, and a contest for the most popular lady, which Lucy, the daughter of Mr. and Mrs. George Cooper won, with Emma Galla second. We had supper and played games and fortune telling.

There was a surprise party given on Leonard Cooper's 23rd birthday on Sunday evening. He was very much surprised by his friends. All played games and cards. A cake with red, white and blue candles on was handed to him and then cut for supper and a nice supper was served.

MELROSE KIDS.

GLENGARRY NEWS.

Mr. M. M. Cooper has been on the sick list the past week. But is improved at this writing.

Mrs. Leatha Fritzgerald has also been confined to her home with the "flu." All hope she will sonn be able to be about.

Mr. and Mrs. W. N Sebastin of Wilbur, formerly of this valley, spent the day at Lee Morrison's on Wednesday.

Mr. Lee Morrison made a business trip to Klamath Falls this week.

Grandma Carnes is improved in health to the extent that she is able to be up by the aid of a cane and some ones help.

Hallowe'en passed very quietly in this valley, the youngsters having been to other places of entertainment.

The P. T. A. meeting on Friday night was a success in every way A large attendance, and all enjoyed the program, also the talk by Dr. Lucretia Smith, of Roseburg. Refreshments were served after the program.

Mr. and Mrs. Marsh were in Roseburg Saturday, attending to weekend shopping.

Mr. and Mrs. Paul Spaim also attended to business matters in Roseburg Saturday.

A SUBSCRIBER.

COLES VALLEY NEWS.

Mrs. Charles Labar is very sick at her home here. Mrs. Clinton Kelly and Mr. Bert Howe, her son and daughter, of Toledo, Ore., have been called to her bedside.

Miss Elverna Pearson spent the week end at the home of her parents, Mr. and Mrs. John Pearson.

Miss Ella Emett, of Roseburg, has been visiting at the O. C. and Ed Thompson homes.

Messrs. Oscar and Arthur Joelson are visiting at the home of their brother John Joelson.

Joelson Bros. are sawing and hauling lots of lumber these days. They put out a fine grade of lumber.

Mr. and Mrs. John Pearson entertained Coles Valley folks, big and little, at a most enjoyable Hallowe'en party Friday eve. Their home was beautifully decorated with Hallowe'en designs. The evening was spent in playing games, after which Mrs. Pearson served a delicious lunch, assisted by Mrs. Jess Shambrook, Mrs. John and Charlie Joelson and Miss Irma Swenson.

Miss Irma Swenson, who has been visiting at the Joelson home, leaves Wednesday for Los Angeles, to make her home.

Mr. and Mrs. Paul Trozelle, of Sutherlin, visited in the valley one day last week. They are leaving for California to make their home.

Phil Strader, of Deer Creek, was buying cattle in our community on Monday.

The Hallowe'en dance at Long's Hall on Saturday eve was a howling success, over 300 people attending. A four piece orchestra of Sutherlin, one of the best in the county, furnished music. They were dressed in costume for the occasion. The hall was decorated in Hallowe'en colors with Jack o'lanterns, spooks and witches everywhere. Lloyd Goff, of Sutherlin, sang. Lloyd has a wonderful voice, his singing being enjoyed by all. Many were the costumes worn by dancers. A good time was had by all.

Several of our folks are going to Sutherlin to attend the dance at the community hall there.

X. Y. Z.

GREEN AND VICINITY NEWS.

Mr. and Mrs. George Johnson of Kelley's Korner have returned from an extended visit in the East with Mr. Johnson's parents.

Mr. and Mrs. Claude Claypool are the proud parents of a bouncing baby boy at their home at Kelley's Korner.

Mr. and Mrs. Merle Austin have a fine girl at their home.

A number of our farmers have their fall work done ready for the rainy season.

A large crowd of the P. T. A. met at Glengarry last Friday evening and enjoyed a good program.

Lee Morrison of Glengarry and his uncle of Dixonville went to Klamath Falls last week with a load of apples.

This is a fine rain for the farmers to get their grain in.

Mrs. C. W. Groves of Glengarry was visiting and shopping in Roseburg today.

Mr. and Mrs. Davis of Roseburg have returned to their farm and will live at Kelley's Korner.

Mr. Fisher has a nice, big, new car.

The store at Kelley's Korner is being moved to face the highway.

Mr. and Mrs. William Telford and family, and Mr. and Mrs. Isom spent November 1 at Cottage Grove.

C. C. Groves and wife and Mr. Swank attended the evangelistic meeting in the tent at Roseburg Sunday evening. The service was greatly enjoyed.

DEER CREEK NEWS

Mrs. Blood and daughter Ruth, spent Saturday with Mrs. J. T. Morrison of Glengary.

Mr. J. W. Cox's hand is improving since he had the silver taken out.

Mr. H. E. Blood arrived home Monday noon from Klamath Falls where he has been spending a few days.

Mr. Ray Banning has moved back to his old home where Mr. Jenkins formerly lived.

Mr. W. A. Jenkins, who sold out recently, is going to make his home in Roseburg.

Mr. and Mrs. William Melton Sr. and daughter Arline spent Sunday with Mr. and Mrs. Trueman Cannon of Glide.

The P. T. A. of North Deer Creek gave a pie social Saturday night at Dixonville.

Mr. C. H. Bailey was in Roseburg Monday afternoon visiting friends and transacting business.

XX

U. S. DESTROYERS PROCEED TO SYRIA

(Associated Press Leased Wire.)

WASHINGTON, Nov. 4.—Two American destroyers, the Coghlan and the Lamson, were sent from Alexandria, Egypt to Beirut, Syria, today as a precautionary measure.

American counsel Paul Knabenshue cabled the State department that he had sent a message to the destroyers to proceed to Beirut, although there was no immediate danger to Americans in Damascus or Beirut.

PARIS, Nov. 4.—The French losses in the recent Damascus troubles, according to official advices reaching Paris today were 10 killed, including three native soldiers and 50 wounded. The insurgents lost 200 killed. (This compares with previous unofficial reports estimating the deaths in the thousands.

In addition, the dispatches said, the insurgents killed fifty Armenians and three Tripolitians. The damage to property was estimated at 50,000,000 paper francs, about $1,125,000.

The reports emphasize the fact that no Europeans were wounded or hurt in any way. The losses are much smaller than had been previously reported.

Cook with gas.

STARKEY DEFEATS TRAMBITAS AT HEAD OF K.-F. PROGRAM

KLAMATH FALLS, Ore., Nov. 4.—Kid Starkey of Klamath Falls won from Johnnie Trambitas of Portland on a foul in the ninth round of a scheduled 10-round bout here last night. Starkey held a clear lead over Trambitas, who was in a bad way when the foul blow was struck at the close of the ninth round. Starkey did not want to claim a foul but he was in such agony he had to be assisted to his corner.

Chuck Sams and Earl Stolz, of Bend, battled to a draw in the semi-final. Wilbur Harrington and Jack Crim, both Indians, fought a draw in the most spectacular fight on the card. Both boys were practically out on their feet at the end of the bout.

Making his debut as a boxer, Henry Burke, holder of the Pacific Coast middleweight wrestling belt, knocked out Kid Sullivan in the second round of a scheduled four-round go.

Cook with gas

YOU'LL FIND WE SERVE THE PUBLIC WELL—THEY LIKE OUR WORK WE'RE HERE TO TELL.

The finger of public service points to us with pride. It indicates the laundry where the family's clothes and purse will be treated with the proper consideration. Sanitary methods and courteous service prevail here.

Roseburg Steam Laundry

PHONE 79

BEAUTY CHATS
by EDNA KENT FORBES

LARGE FEET

This is a cheerful season for the girl with large feet, for the new styles seem to be some Parisian models which will make any foot look several sizes smaller.

The shoes themselves were fairly plain, in fact quite a bit plainer than those we have been wearing the last two years. That is a good thing, for a large foot looks best in a simple shoe. The fanciness was entirely in the trimming and the trimming was mostly buckles. Now, as everyone from our Puritan ancestors downward knows, a large buckle makes the foot look small, and if the buckle is bright it calls attention to its smallness and smartness. The new buckles are quite large and are made of polished steel, steel beads, bronze beads, mother of pearl, brilliants and colored stones.

Of course French shoes always have short vamps, too short for real health but preferred by the French women because they make her foot look shorter. The American foot is very long and slender and as this length in slimness is considered beautiful by us, we keep our feet healthier by clinging to a longer vamp. The French woman wears her buckle over her toes, the American girl has hers set well back so it rests against her instep, emphasizing its arch.

In many cases the buckle is discarded on the evening slipper in favor of a tassel which hangs from the side fastening of the slipper. I saw one tassel of paste diamonds, the cup shape top part of the tassel being made of rubies to match the scarlet of the slippers. A long tassel like this at the sides will break the length of the foot and, being a long line, will make it look higher. The girl with large feet must be careful to choose large enough trimmings for a small buckle would be lost on a great expanse of foot and would make it look twice its size.

Annabelle T.—If you can avoid dyeing your hair you shou'd as there is always an uncertainty about the "natural" outcome shade even if you do have the work done for you. The safest and the easiest way to cover up the fact that you are having grey hairs is to tint them with henna. You can do this without affecting the natural shade of your hair, except for the least suggestion of giving a glint to the natural coloring.

Add the usual package of henna that sells for 15c to the lather when shampooing, and let this stay on the head for about 15 minutes, after which proceed as with any other method of shampooing. It requires some experimenting in the length of time needed for tinting, but 15 minutes will do for the first time and you need have no fear of spoiling the shade of your hair. Fine hair will take less time than coarse hair to take up the coloring.

Tomorrow—Lemon Receipts.

Efficient Housekeeping
BY Laura A. Kirkman

NEW FANCY WORK IDEAS

TOMORROW'S MENU

Breakfast

Grapes
Cereal
Codfish Cakes Muffins
Coffee

Luncheon

Omelet
Molded Spinach Salad
Rolls Jelly Cocoa

Dinner

Escalloped Oysters
Baked Potatoes
Lima Beans
Orange-Banana Salad
Steamed Raisin Pudding
Hard Sauce Coffee

Christmas is not so very many weeks away and many of my reader friends are at this moment trying to think of pretty fancy-work articles to make for gifts. Here are some late "wrinkles" which I have seen in city shops:

Banny Head Coat Hangers: These were hangers for children's clothes, consisting of ordinary wood hangers with a wire hook, the wood part covered with ribbon (padded beneath with cotton). The wire part was wound with baby ribbon to match the other ribbon, and then decorated on either side with a late cardboard disc three inches in diameter, covered with ribbon on which had been embroidered a rabbit's eyes, nose, mouth and whiskers. Two ears were made from loops of ribbon sewed to these disc-faces. Of course the curved top of the ribbon-wound wire hook extended a little above the bunny heads. Every child loves articles suggesting some animal, and these would make most appropriate Christmas presents for the little tot of any age—from infancy to 12 years.

The Double Gift: The practice of giving two gifts at once in some way which combines the two articles naturally, is growing in popularity. This is especially true of the handkerchief gift. I have lately seen a little sachet bag of doubled lavender georgette, filled with dried sweet lavender and tied at top with lavender ribbon, placed in the middle of a fine hankerchief, the ends of the handkerchief being brought up over the sachet and tied together with more ribbon—thus forming another bag over the sachet-bag. Then there is the handkerchief tied tied to a gift-bracelet. And the handkerchief tied around a string of beads. Any woman can teach herself to make a dainty handkerchief by merely studying the new styles in the stores.

Button Cuff-Links: These are most useful to the boy or girl who wears sports blouses with turnback cuffs over her sweater cuffs. To make a pair of button links, buy four buttons—the kind which have a wire shank on one side only (not the kind that have holes through them). I, personally, like flat, square buttons for this purpose. But choose any shape, color or design you wish. To make the 'link' between each pair of buttons use heavy silk, winding it around and around on itself so as to form a stout cord.

Tomorrow—Can You Make Good Doughnuts?

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

REDUCING WITHOUT DIETING

A minister was calling on a dear old lady parishioner.

"You have had a long and useful life, Mrs. A. Will you tell me what one thing stands out as contributing most to your happiness?" he asked.

"Yes, Pastor. My vittles," she answered promptly.

Do you love your "vittles?" Good I do, too. If you are in our class, then you hate to diet to reduce. All right. I'll absolve you from the hateful process. You can reduce without dieting. YOU CAN EXERCISE MORE OR DO MORE PHYSICAL WORK INSTEAD.

Exercise actually will reduce but here's the fly in the ointment. It has to be strenuous exercise and of considerable duration if the nutriment amour is of great intensity. You see, it has to be strenuous and long continued to burn up more than you eat in order to call upon the stored fat.

I'll give you an interesting table I have rearranged to suit this article from Sherman's Chemistry of Food and Nutrition. This data was worked out by several noted scientists—Atwater and Benedict, Lusk, Baker and their collaborators. This will show you how many calories of food (stored as fat or in solution in the body fluids) are actually burned up to produce the energy for them.

Energy expenditure of average-sized man (150 lbs.) per hour under different conditions of activity (approximate averages only—adapted from Sherman.)

Sleeping, 60—75 calories.
Awake, lying still, 70—85 calories.
Sitting at rest, 100 calories.
Standing at rest, 115 calories.
Walking slowly (about 2 1-2 miles per hour) 200 calories.
Walking actively (about 3 3-4 miles per hour) 300 calories.
Running (about 5 1-4 miles per hour) 500 calories.
Light exercise, 175 calories.
Active exercise, 290 calories.
Severe exercise (such as sawing and chopping wood) 450—600 calories.

You remember at one time there was the fad of standing after eating as a reducing measure. You can see from the table that it would help; that is, if you would stand for a hour after eating you would consume 15 calories more than if you sat. A piece of butter, the size of a good-sized pea, amounts to 15 calories, so if you ate 15 calories of butter—or any other food more than you needed—you would nullify the hour's standing.

If you walked slowly for exercise, you would consume but 200 calories. That is 100 calories more than if you sat. You would get sufficient energy for walking for an hour from one medium sized chocolate cream or other candy (sugar is 115 calories to the ounce; you can reckon simple candies from this) in 100 calories. So you see, if you want an extra 100 calories of candy (or any food) you would have to walk for an hour in order to use up the energy produced by that bit of candy. If you want to eat an extra good rich ice cream soda or a rich sundae, you would have to run an hour to counteract its effects. Is it worth it?

I have enumerated these things to show you how you can reduce without dieting. You can see that you have to be on the jump every minute of the day—if you are consuming much over your needs. Un-

(Continued on page 7.)