

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON, WEDNESDAY, NOV. 25, 1925.

THE BUSINESS CENTER.

Advertising makes millions of contracts—gets the story over—plants the seed of desire—cultivates the ground. You harvest the crop of orders, remarks the Portland Journal of Commerce.

In some parts of the country the farmer has to blast rocks and stumps with dynamite before he can start actual farming operations.

Advertising helps you to plow a straight furrow, without wasting time on rocks and stumps. You turn on the power and get action. You never have a failure of the order-crop. Your harvesting is done on a larger scale with the power of advertising.

Wouldn't you rather garner golden grain with this modern power equipment than to spend your time digging cockleburrs?

"The Man with the Hoe" was a poetic figure and made a great picture, but fell down on the job of feeding the world. Power methods "ran him ragged," because one man with modern equipment could produce many times the output of hand work.

The salesman with an advertised line likewise produces results so far beyond the meagre total of the man with unknown brands, that every year sees advertising more essential to the successful marketing of quality products.

Regardless of prejudice or preconceived ideas, the most economical method always wins. Advertising grows steadily in use and importance because it helps salesmen to accomplish more—enables the house to secure the volume that sustains mass production and lowers cost. It forces the maintenance of quality—establishes standards and sets the pace for competing articles.

Your house, through advertising in the right medium, educates consumers regarding the merits and uses of your products, making it easier for you to sell your dealers because they know that your goods will flow swiftly to the ultimate consumer.

In this age of power, nobody likes a machine or a produce that won't move!

What sort of educational training is given to college students that causes them to go on a rampage as reported in yesterday's dispatches concerning the mob activities of the students at the Northwestern University at Evanston, Ill? The mayor of the city was knocked senseless, officers man-handled, a policeman was set upon and had two ribs broken, a vacant fraternity house was fired, there were scores of cracked heads and other vicious demonstrations that had all the earmarks of deprecations carried out by a bunch of savages. Three thousand students took part in the wild display of lawlessness and the authorities were helpless to cope with the situation. It was their way of celebrating the prowess of their football team, but was certainly most unbecoming to a set of supposedly intelligent students, who, to say the least, should respect law and order. Judging from the comment of the president of the educational institution, who looked upon the matter as a more or less trivial affair, there is little wonder that the students are a set of determined outlaws. Such tactics as employed by them adds nothing to the prestige of any college.

The Christmas seal sale will soon occupy the minds of Roseburg people—a mighty worthy cause to patronize. The funds are used to fight that great white plague, tuberculosis, and money contributed does a lot to eradicate the terrible disease.

The family that enjoys turkey meat on Thanksgiving Day truly ought to be thankful for having the price—or, maybe, the fact that their credit is good.



GALLOPING DAYS.

In old Punktown things are booming, never were the times so good, and no pessimists are glooming, weeping as they knock on wood. Everything is up and coming, trade grows better every day, mills and factories are humming, all the folks are making hay. Punktown boasts her boom and flaunts it, she enjoys a gorgeous time; every man has work who wants it, and the wages are sublime. People who were lately busted, profiting from lessons stern, surely now may well be trusted to put kopecks in an urn. They have known want's bitter meaning, heard the landlord's hymn of hate; they have seen the bailiff leaning, with his summons, on the gate; Long, with sorrow they were lodging, and they knew the world's disdain when misfortune kept them dodging creditors in street and lane. Now that Punktown's brisk and breezy, money growing on her shrubs, now that earning coin is easy, they will salt some down in tubs. So you'd think, but you're a stranger to our merry Punktown ways! When this boom succumbs to danger, there'll be droves of busted jays. They are blowing all they're earning, with no thought of travail past, wasting coin at every turning, throwing rubies to the blast. When this Punktown boom goes kiting, mark the hosts of busted men; scores who flourish at this writing will be down and out again. Now the spendthrift is behaving like a jingled plutocrat; talk to him of thrift and saving, and he'll throw bricks at your hat.

PRUNE PICKINS

BY BERT G. BATES

GOOD EVENING FOLKS— There has never yet been any salve made that will ally the itch to hold office.

About \$20,000,000 alimony is paid yearly in this country. Better run home and kiss your wife.

"It's not the school," said the little boy to his mother; "it's the principal of the thing."

Sometimes when son goes to college, father gets the education.

Deal gently with fools, some day you may be one yourself.

"Where is that beautiful canary bird of yours that used to sing so clearly and sweetly?" asked Mrs. Wenzel.

"I had to sell him," Mrs. Butlam said tearfully. "My son left the cage on the radio set and he learned staid."

"Confound you, Morton, you almost hit my wife!"

"Did I, well, you take a shot at mine and see if you can do any better."

Like the lily the flapper toils not, but when a car is available, she spins some.

The old-fashioned young man who regarded girls as angels, now has a grandson who calls them skirts.

A speaker at a ministers' meeting in Boston told the story of a negro clergyman who so pestered his bishop with appeals for help that it became necessary to tell him that he must not send any more appeals. His next communication was as follows:

"This is not an appeal—it is a report. I have no pants."

Perils come from oysters but some girls get diamonds from nuts.

On this one fact, I'll lay a bet, The slowest man, Can run in debt. And yet, please note, That debt most thrives On those who lead The fastest lives.

A local feller said: "Girls are funny things. Grace asked me the other day if I knew her sister, and I said, 'Yes, barely,' and now she won't speak to me."

She wanted to shine. At a bridge party, when asked what her husband did, she stated that he was a literary man. That brought other questions and then she said: "He is at present compiling a volume of addresses."

"Works for the telephone company," explained another lady.

The queen of Spain, we read, has a typewriter of white enamel and gold, with ivory keys. Still just as rotten w work o'yn bi: doone on it.

Young Husband to Nurse: Quick, am I a father or a mother?



Special—Thanksgiving dinner served from 12:00 to 3:00. Palace of Streets.

Turkey Prices Today

TURKEY PRICES... PORTLAND, Ore., Nov. 25.—Commission firm along the street began shading prices this morning in order to clean up their turkey stocks. The big rush is practically over and supplies are pretty well moved out.

Prices on remaining stocks were down to 41 and 45 cents at noon and expected to go lower during the late trading. Old hens could be bought at 28 cents and No. 2 birds at 40 cents down.

There was no demand for geese and many of the houses had supplies on hand that could be bought at any price but they were not wanted. Receipts of dressed geese were unusually heavy this year.

Dressed ducks are holding fairly steady at 25 cents for fancy stock.

Retail prices are easier with the consumer now paying 47 to 55c.

SAN FRANCISCO, Nov. 25.—(U. S. Bureau Agricultural Economics)—Turkeys: Live young 50c@52c; old 45c@48c; dressed young 50c@52c; few higher; old 54c@55c; culls 48c@52c; Idaho and Montana dressed 55c@58c.

SAN FRANCISCO, Nov. 25.—With turkeys quoted at 45 cents a pound to the housewife, many families today were preparing substitutes for tomorrow's Thanksgiving feast. Jobbers, who paid from 45 to 55 cents according to age and other quality, asserted that high prices were due to few birds having been raised this year.

Men's suits cleaned and pressed, \$1.50. Roseburg Cleaners, phone 472.

THEATRES

Antlers Theatre. The widely heralded Metro-Goldwyn-Mayer picture "The Merry Widow" is coming to the Antlers Theatre on Sunday and Monday. It presents one of the most magnificent combinations effected for the screen. It unfolds a picturesque romance of a gallant prince in a small continental kingdom, and in the hands of Erich von Stroheim, ideally suited to stage such a thing, the production is said to fulfill all that which was expected of it.

The little role, entrusted to Miss Murray, furnishes the poignant actress with the best role of her career, and gives her full opportunity to display the charm vivacity and talent for which she is so justly famous. John Gilbert who co-stars in this picture with Miss Murray, furnishes a performance that brings him still further to the front as a popular idol. Von Stroheim has a recognized genius for selecting types that are remarkably fine actors, and then inspires them to do the best work of their careers.

"The Merry Widow" is a screen version of the famous stage play by Victor Leon, Leo Stein and Franz Lehár as produced by Henry W. Savage.

Liberty Theatre. There usually is a quantity of obnoxious hoodlums in the average picture of the sea, but it is remarkable by its absence in "Wreckage," the Banner Production, which opens at the Liberty Wednesday. There is a shipwreck scene and it is a shipwreck. A small ship, to be sure, but that does not lessen the danger of the sea, and the Pacific Ocean waves and no fooling. You see them and know that they are real.

May Allison and Holmes Herbert were caught in them and you can compare as you see these two struggling in the high breakers. As a matter of fact, the life boat overturned and Miss Allison and Herbert nearly lost their lives. In order to get the wreck scene Scott Dunlap, the director, and Ben Zeschel, the producer, obtained a small boat, equipped with a motor, and took it out into the sea.

The result is realism of a striking nature. The story is from the novel "Salvage," by Izola Ferzner, dealing with the lovely daughter of a man supposed to be a madman, and a man who is a madman and a sane American who thinks and act simultaneously. It makes a corking good picture with action in every foot of reel.

Antlers Theatre. Paraphrasing his popularized analysis of three red-blooded stories from the fertile pen of Zane Grey and this new and high-powered western melodrama, "Wild Horse Mesa," will make its local debut at the Antlers tomorrow.

To the lively plot, full of adventure, action and compelling drama, staged against a rugged, majestic background—a duplicate of the Wild Horse Mesa, a significant and practically inaccessible wilderness in Utah.—has been added a series of scenes featuring such stirring incidents as a fight with Noah Berry, Billie Dore and Douglas Fairbanks, Jr.

Interwoven with the theme of the story, which has to do with the capturing, taming and selling of wild horses, is a virile romance that, in its own right, almost involves a half dozen people whose love affairs air strangely crisscrossed.

For years "The Wild Horse Mesa" has been known as the habitat of magnificent wild horses, and it is in the rugged and rolling hills of the west, almost inaccessible to the commission men, that an expedition, headed and financed by Lise Melberne, penetrates the primitive fastnesses of the wild horse country.

Chane Weymer, a lover of horses, who has determined to capture Pengutch, the leader of the wild horses, joins Melberne's outfit. From that point the action takes several surprising turns, and in the further development of the story, heretofore unexplored, and incidentally a stirring part. At the Antlers Theatre Thursday matinee and evening and Friday night.

CANDY FOR THE HOLIDAYS

97 VARIETIES. From 29 cents a pound up. NOT cheap candy along the street. CHEAP. Biggest stock and greatest variety in town.

Petty's Confectionery 228 North Jackson

Men's suits cleaned and pressed, \$1.50. Roseburg Cleaners, phone 472.

BAD BREATH

Dr. Edwards' Olive Tablets Get at the Cause and Remove It.

Dr. Edwards' Olive Tablets, the substitute for cologne, act gently on the bowels and positively do the work.

They relieve the bowels and find quick relief through Dr. Edwards' Olive Tablets. The pleasant, sugar-coated tablets are taken for bad breath by all who know them.

Dr. Edwards' Olive Tablets act gently on the bowels and liver, stimulating the natural action, clearing the blood and gently purifying the entire system. They do that which dangerous cathartics do without any of the bad after-effects.

All the benefits of nasty, sickening, griping cathartics are derived from Dr. Edwards' Olive Tablets without griping, pain or any disagreeable effects.

Dr. F. M. Edwards discovered the formula after seventeen years of practice among patients afflicted with bowel and liver complaint, with the attendant bad breath.

Olive Tablets are purely a vegetable compound mixed with olive oil. You will know them by their olive color. Take one or two every night for a week and note the effect. 10c and 30c.

BEAUTY CHATS

YOUR FEET

If you take good care of your feet, you need never have corns, bunions, callouses, nor any of the troubles that spoil life for a lot of careless people. It needs only a little care, too, nothing fancy or expensive.

Give your feet a pedicure once a week. Soak them in a deep basin of hot water, with a little soda added and some soap so that the water is quite soft. Special powders come which you can use if you want, but soda and soap will do. After 15 minutes, dry the feet quickly, scrape off any growing callous with a corn file or even the roughest side of an emery board, cut the toe nails straight across, clean under them well, and with any loose cuticle from around them.

A real corn will have to be shaved down, using a corn knife if you think yourself competent to handle one. Lots of people are too nervous to be trusted with a corn knife, they'd better go to a chiropodist. Once the corn is shaved rub with cold cream to keep the skin soft and moist with colodion if sore, and bind round it a bit of cotton wool to keep the shoe from rubbing.

Corns between the toes can be avoided and cured by keeping the toes from touching with a felt pad, by wearing thin stockings and soft shoes so that the feet

are not too hot. Massage the feet with the hands. This brings down the blood, and makes them feel fresh and rested. Have your feet ever felt really good—a pleasure to you? They will, after a pedicure, even an amateur one. The feet are usually neglected, and they respond to a little good treatment.

Discouraged Ann.—There are sets of combs that come for waving the hair; all one does is to dampen the hair and adjust the combs over the entire scalp so as to form the hair into irregular waves. Tie a band or a narrow ribbon around the head to hold the combs in place until the hair is thoroughly dried.

If your hair is inclined to curl naturally, once a week of this extra curling will be all the attention it should need during the winter months. You can also wave the hair by tying narrow tapes around the head after dampening the hair, and forming it into the waves. Never use curlers or irons on naturally curly hair, as it will take all the natural curl out.

Mrs. T. G. E.—There are special dentifrices made especially for keeping artificial teeth clean. Ask your dentist to recommend a good one.

Tomorrow—Large Pores.

Efficient Housekeeping

BY Laura A. Kirkman

A CROCHETED SKATING CAP

TOMORROW'S MENU Breakfast Cereal Cooked with Dates Fried Eggs and Bacon THANKSGIVING DINNER

Roast Turkey Brown Gravy Sage-Onion Stuffing Cranberry Sauce Celery Old Fashioned Potato Cake Squash en Casserole Creamed Onions Lettuce Thousand Island Dressing Mince Pie Pumpkin Pie Cider Nuts Coffee Dinner Left-Overs Cocoa

To crochet an almost brimless skating hat for girls, use lustra floss—two balls of buff color and one ball each of yellow and brown.

Begin with the buff yarn, make a chain of three sts. Join in ring. Round Two: Make two single crochets in each st., taking up both loops. Round Three: Even. Round Four: Work one single crochet in the first st, two single crochets in the next st. Repeat to end of round. Round Five: Even.

You are now making the small rolled-back brim. Round Six: Work one single crochet in each of two sts, two single crochets in the

next st. Repeat to end of round. Continue to increase in this way till there are 12 sts. between increases. Work eight rounds even. Work two rounds, each of the yellow and buff yarn, repeat between yellow and buff yarn and work seven rounds of this color. Reverse between yellow and buff yarn one round of the buff. Next round, increase one stitch in every seventh stitch. One round increase one st. in every 14th st.

Now, still using the buff yarn, fasten yarn in 26th st. from the beginning of round (center back) and make one single crochet in same st., then work 38 more single crochets in each st. and one slip stitch. Break yarn. Slip 40 stitches. Join same yarn and make one single crochet in same stitch, work 28 more single crochets and one slip stitch. Break yarn. On right side of hat, 20 stitches from center back, begin another short row in same way as first short row, work across front to within 20 stitches of center back. Break yarn. Start next short row 35 stitches from center back and work to within 15 sts. and center back. Work two more rows, beginning and ending the first row ten stitches and next row, five stitches from center back. Break yarn. Beginning at center back, work three rounds even.

Of course any three desired colors may be combined in making this little hat, instead of the buff, yellow and brown which I have suggested.

Tomorrow—Quick Desserts

Diet and Health

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

TOO-TOO-THIN? (Part 3)

WHAT TO EAT? If you are underweight, and if there is nothing organically wrong with you, then you are under-eating for your needs.

"Doctor, I can't eat any more!" I hear you say. "When I eat a certain amount, I'm full, and I can't eat another mouthful!"

But you can. You are going to eat several mouthfuls more than you want at each meal. You are gradually going to increase your calories until you are getting 500 to 1000 more than your maintenance diet, and if you do that you are going to gain from one eighth to one-quarter of a pound a day (one pound of fat equals 4000 calories) just as our overweight friend is going to reduce by doing the opposite.

You can continue to eat the vegetable and fruits that you are so fond of—you need them for the vitamins and mineral elements—but you have also got to learn to like milk, cream, nuts, cheese and some sweets.

Every adult should have at least one glass of milk a day. It is needed for its complete protein and calcium. You can take with each day, a quart, or even more every day. In fact you can go on an exclusive milk diet and if you get the rest that is prescribed with the milk diet you will probably gain rapidly. Of course that would mean that you would have to have sufficient milk to make your calories run over your needs. One quart of milk is 610 calories.

On a milk diet, as high as six or seven quarts are given, a certain amount of milk every half hour. If you haven't the time or are not situated so that you can take the milk diet, then you can certainly add more milk to your regular diet. You can take a great deal of energy. Try to do the details—they're usually uninteresting anyway—until you're talking while you eat. You need more attention on your food. You never find a fat person who talks

much shake, if you prefer these. Another good gaining food is egg yolks. They are rich in iron, and you are undoubtedly anemic and need more iron than you are getting. An egg yolk (50 to 60 C's.) in one-half glass of orange juice (50 C's.) after each meal, will add over 300 calories to your day's ration. After you are used to taking one egg yolk after each meal, take two at a time. You can take the whole egg, too, if you like, and if it is more convenient. If you do this, you will have to cut down considerably on your meats, because the food principle of egg white is practically pure protein.

Still another good gaining food is nuts. (How we overweighters love 'em!) An ounce of the meat part of nuts is approximately 200 C's. You can add two or three ounces of nuts a day to your diet. (Eight walnuts, 20 double nuts, 20 almonds, weigh about an ounce for each lot.) One of our followers wrote that she gained her wanted pounds by simply eating a handful of nuts after each meal.

You can eat more whole grain breads, and butter, and more potatoes. A slice of bread, one-half inch thick, is 100 calories, a pat of butter, 100 calories and a moderate sized potato is 100. How many calories do you need? It depends upon your activities and age, mostly. From 15 to 20 calories per pound of normal body weight is the daily need for the adult.

Those of you who are thin are as a rule inactive, both mentally and physically. You use a lot of energy and many times you use it unnecessarily. Aren't you a great talker? Talking requires a great deal of energy. Try to do the details—they're usually uninteresting anyway—until you're talking while you eat. You need more attention on your food. You never find a fat person who talks

Flapjack has a flavor-story

—a rousing story that always shows up on the "front page" of the West's hot cake appetite. No other flour can "talk" to your pancake-taste in the same way because no other flour is blended the Flapjack way. Put it to the taste-test and see!



Albers Flapjack Flour

Albers stands for Better Breakfasts

EUGENE AWARDS CONTRACT FOR NEW WATER RESERVOIR

(Associated Press Local Wire.) EUGENE, Ore., Nov. 25.—Contract for the construction of the new Eugene water reservoir on Skinner's butte has been awarded to the B. C. Seydel company of Portland, on a bid of \$61,802.53.

Four other Portland bidders, and five Eugene contracting firms made offers for the project.

PORTLAND'S BROADWAY NEVER TO BE IN DARK

PORTLAND, Ore., Nov. 25.—Broadway, one of Portland's main business streets, has been provided with a new lighting system which turns night into day. It was dedicated last night with a public celebration.

Are YOU Healthy?

Perhaps you suffer from indigestion, have frequent headaches, a tired worn-out feeling. Do you want to regain youthful buoyancy, bright eyes, a fresh, clear skin? Fortunately there is a remedy that will help you. Dr. Pierce's who was a skillful physician, discovered this medicine fifty years ago and knew its value so well that he called it his "Favorite Prescription," and with thousands of women to whom it has brought relief, it is also a favorite, and many testimonials prove its worth.

Send 10c for trial pack to Dr. Pierce's Invalids' Hotel, Buffalo, N. Y.

ANNUAL THANKSGIVING BALL

Given by Co. "D" 162nd Infantry O. N. G. Thursday Night, Nov. 26 at the ARMORY

Program Dance Informal Gentlemen \$1.10, Ladies Free

MUSIC BY SWANEE SERENADERS

ENAMEL AND ALUMINUM ROASTERS

For The Thanksgiving Turkey

ZIGLER-FEE HARDWARE CO.

Phone 25 Rogers 1847 Silverware for the table. WATCH OUR WINDOW FOR BARGAINS

Travel To SAN FRANCISCO

Los Angeles and Way Points BY PICKWICK STAGE

Two Schedules Daily—Leaving Terminal Hotel 7 A. M. and 3:35 P. M.

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CALL Terminal Hotel

Phone 506, Roseburg, Ore., for Information