

ROSEBURG NEWS-REVIEW

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B. W. BATES, President and Manager; GERT G. BATES, Secretary-Treasurer

Entered as second class matter May 17, 1920, at the post office at Roseburg, Oregon, under the Act of March 3, 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

ROSEBURG, OREGON, MONDAY, DECEMBER 21, 1925.

WHO PAYS FOR ADVERTISING?

The merchant who refrains from telling the public he has anything for sale may laugh at the assertion that he is really the one who pays for advertising, not the person who buys advertised goods, but it is true nevertheless.

This remarkable store publicity then goes on to show that the average overhead expense of 394 retail jewelers last year, as certified by the Harvard Bureau, was 38.3 per cent of their sales, but Granat Brothers expense was 25.2 per cent.

"Advertising," said Mr. Haight, "increased sales to a point where we could afford to sell our diamonds and jewelry at a lower price to you and still make a larger net profit for ourselves. This is having your cake and eating it, too. So our customers did not pay for the advertising in increased prices. Who did then pay for the advertising? We'll tell you the answer. Our competitors in the jewelry business, chiefly those who do not advertise, paid for our advertising. They paid for it in the new customers we got which they might have had. They paid for it in high expense, low volume, high gross profit and low net. They paid for it in small turnover."

Oregon fruit growers in session at Medford last week adopted a resolution asking federal authorities to require California grape growers to juice their grapes for shipment and thus release refrigerator cars needed for the shipment of other perishable fruits along the Pacific coast.

These warm, gentle rains at Christmas time may not be in keeping with the usual weather anticipated at this particular period of the year, but old Santa Claus can get around much faster by discarding his heavy outer garments for a slicker.

Rippling Rhymes by Wolf Mason. Illustration of a man and a woman.

So many chances to invest, for one who's saved a smacker! And every chance is much the best, according to its backer. I've listened to so many men, solicitors embattled, who'd like to have my heard-earned yen, that I am sorely rattled. When first I salted rubles down, the outlook seemed quite sunny; the oldest savings bank in town received my useful money. Then all the super-salesmen learned that I had started saving, and everywhere I walked or turned I heard their earnest raving. "It's criminal," they made lament, "to sink your pounds and shillings where they will draw but three per cent, where you might make some killings." At first I paid but little heed to their orations flattery; I was not filled with swinish greed for profits great and mighty. "Let safety be my motto yet," with calmness I reflected; "for safety is the one best bet that's everywhere respected." But super-salesmen never rest, as down my path I totter; they know such chances to invest as make my mouth to water. And so they have me rattled now, I know not where I'm treading; anxiety has creased my brow, and fearful is the slidding. I face a scheme that's bound to win, that cannot end in sorrow; today I put some money in, and take it out tomorrow. For better schemes will come along, by super-salesmen fathered, then other projects doubly strong—no wonder I am bothered. Thus woe has lined my ample phiz, in grief I brood and ponder. I know not where my money is—it's scattered here and yonder.

PRUNE BEAUTY PICKIN'S WATER WAVING. Illustration of a woman's face.

Water wave your own hair—you can do it quite easily. It's the one way to train straight hair into a sort of wave that lasts until the next shampoo, and the one way to make a home shampoo look like a professional work. It is the only way to make bobbed or shingled or cropped hair look neat after washing, too.

Efficient Housekeeping by Laura A. Kirkman. Illustration of a woman cleaning.

READERS' LETTERS

TOMORROW'S MENU: Breakfast: Grapes, Cereal, Creamed Lard Beef, Coffee. Dinner: Roast Chicken, Mashed Potatoes, Cauliflower, Spiced Beef Salad, Supper: Cold Left-Over Meat Loaf, Hot Quick Biscuits, Apple Sauce, Cocoa.

Do they care whether they speak the truth or not? And if not, what have they a right to ask of their neighbors, their community or their Maker?—Portland Journal.

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

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

SHINGLES (HERPES ZOSTER)

Several of the followers have shingles on their chests. One is worried because she has heard that if they come out both sides of the chest and meet in the front, death will result.

Plan to do your Christmas shopping at the Silk Store. Quality and Style. Suggestions for Gift Purchasers. LINGERIE IN NEW STYLES, SILK AND WOOL HOSIERY, PIECE GOODS IN SMARTEST WEAVES, SILK SCARFS, GLOVES, VANITY BAGS, GIFT HANDKERCHIEFS, DISTINCTIVE UMBRELLAS, DRESSES, COATS. I. ABRAHAM THE SILK STORE.

Do they care whether they speak the truth or not? And if not, what have they a right to ask of their neighbors, their community or their Maker?—Portland Journal.

Let them call it punishment if they choose, but they who think in terms of sympathy for him know not what they do. Those who know the normal lot of an editor will appreciate that he is to be more envied than pitied.

State Press Comment

The Roadside Tree. From time immemorial Christmas trees have grown in Oregon with the romping abandon of pigweeds in a barn lot.

There are plenty of people who are willing to witness or unwittingly tear down reputations or institutions through the medium of the cowardly whisper. But they are not helping he world. They are not adding to build. They are not even Christians.

OREGON WEEKLY INDUSTRIAL REVIEW: New Astoria-Klamath branch Wells-Baker toll telephone line will cost \$3,500. Oregon taxable property is \$1,681,537,618, \$23,000,000 more than last year.