

ROSEBURG NEWS-REVIEW

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M. W. BATES President and Manager
BERT G. BATES Secretary-Treasurer

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SUBSCRIPTION RATES

Table with 2 columns: Rate, Price. Includes 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 \$1.00.

ROSEBURG, OREGON, SATURDAY, DEC. 26, 1925.

LESSONS FROM CIRCULAR ADVERTISING.

Advertising by mail might be called a kind of experimental laboratory in which the value of advertising is tested out. It would of course cost the average retail business a great deal more to circularize a community, than to print its message in the newspapers, but at least business people who sell by mail learn what a very essential thing advertising is. For instance, concerns that depend entirely on circulars sent through the mail to sell their stuff, would usually say that their business rose and fell to an amazing degree, according to whether they sent out the circulars regularly or not. If they sent out such circulars once in three months, they would be likely to find that the orders they received in the month after circulars were sent out, would be five or ten times as many as they get in the month when they did not use any circulars. If all these customers acted logically, and bought goods just when they were needed and at the place that seemed best after investigation, they would naturally buy about as many in the months when no circulars were used, as they would in the months when this advertising was distributed. But the way these orders usually respond to the circulars, shows up the psychological principle that people have to be constantly reminded of a certain idea in order to induce them to act on it. The same principal applies to newspaper advertising, which can usually take the message of a retail store to the people at an expense far below the cost of circulars. If the people are constantly reminded through the newspapers of a certain business, they will respond to this solicitation, but if they are not so reminded, they will forget about the message of the store.

A new edict in soviet Russia provides that home study by school pupils will be abolished. This step may make that government popular for the time being among the pupils. The average American boy and girl would welcome it. But as a result, they would probably bitterly regret in future years that they had not been encouraged to devote some quiet hours at home to a more thorough mastering of their school tasks. In millions of American homes the children are quietly studying several nights a week, and they do not usually suffer. Some nervous ones may feel the result of strain, but many are better off while patiently digging at their lessons, than they would be if they were roaming the streets. A child has a great deal of work to do in order to get ready to meet the requirements of the modern world.

Fast driving would be considered now to be a form of misbehavior belonging only to the automobile age. Yet the police records of the older towns would show that many citizens of the long ago period were complained of because of "fast driving." Probably if they speeded up their old nags through the center of a town to about ten or twelve miles an hour, it would have been thought they were a menace to society. If these old timers could have foreseen the conditions prevailing on a modern city street, they would no doubt say that they greatly preferred the quiet and peace of those days. That atmosphere produced a certain placid and philosophic calm that was healthful and promoted happiness. And yet they did a lot of work in those times, as they put their mind on the tasks to be done, and put their whole heart into their efforts.

Santa Claus gave Roseburg the once over in good shape. It was a great Christmas.

We are almost over the hump and will soon be drifting into the new year.

The morning after the night before comes Friday, January 1.



ADELAIDE PROCTER

"Twas just a hundred years ago, according to the calendar, when to this well-known world of woe came Adelaide, to be a star. Then she grew up to be a bard, or bardess, if there's such a word; she turned out poems by the yard, around the world her voice was heard. There was a time when Tennyson with envy looked upon her fame; each year some triumph new she won, immortal seemed her stately name. Charles Dickens hailed her as the queen of all who chanted widdly well; since Sappho there was never seen a bard more prone to ring the bell. Best sellers were her books for years, the deathless products of her mind; despairing poets viewed through tears the trail of smoke she left behind. Our ancient grannies can recall when Addie's poems gave them thrills; it was agreed by one and all her glory would outlast the hills. Cheap scribblers of the Browning breed would shortly journey to the damp; pale Tennyson would go to seed, but Adelaide would never slump. She was not strong, perhaps, on Art—she had a better graft than that; her verses searched the human heart, and made the reader wave his hat. Ah, what's become of her renown? She's now unknown, who once was great; they tried, last month, in Lannon town, her natal day to celebrate. But when they tried to raise some funds, to make the roundup one of glee, the people rent their cummerbunds, and asked, "Now, who in heck was she?"

PRUNE PICKINS

BY BERT G. BATES

GOOD EVENING FOLKS— Now that the gifts have been distributed And the price tags Deciphered Let's set down our New Year resolutions And take a few Pot shots at 'em.

DUMBBELL DORA THINKS Butter scotch is a new kind of liquor.

We wish somebody'd given us a can of Three-in-One oil for Xmas so's we could of taken a few of the squeaks outta the radio.

Dear Editor of Proons: I hear you're publishin' yer stuff in book form. Kindly send us a copy of same at once as the only other volume we have is a memorandum book and Paw wants something heavier to throw at the cat.

Ye ed, gotta canary bold for Xmas and hevin' knows we do well to feed the wife and yorn trooly.

Among the survivors of yestidy evenin's shindig were the college fellows who displayed the Charleston and their thighs throughout the rassin' match. It's a god dang shame we parents can't send our young fry away to the institutions of higher larnin' without havin' 'em come back like this and harass our weary souls with such hokum.

The other p. m. a kindly individual called at our sanctum and asked ye ed. to play Sanctus Claws at a church festival, which we declined to do for two reasons. In the first place, if we went to church just before Xmas some bozo would be sure to say we come just to get a present and again if a mosquito wore trousers we couldn't grow enough whiskers to brush his pants.

Now all you gals who got step-ins, teddies, combinations, nighties, pajamas, etc., and other cute little underthings, will please wear 'em and not put 'em in the hope chest where the moths will bite holes in 'em and make yourself conspicuous.

One more week and we can use the Xmas tree for fire-wood. That'll help some!

If this weather keeps up, we're in favor of abandonin' broccolli raisin' for orange growin'.



Window and plate glass for sale at Metzger's.

DEARDORFF CRAWFORD WEDDING XMAS EVE

The marriage of Miss Iris Crawford to Mr. Delmar B. Deardorff, both of Myrtle Creek, was solemnized on Thursday evening at the Baptist parsonage. The ceremony was read by Rev. H. L. Caldwell among close friends and relatives. The young couple will make their home at Myrtle Creek.

HEAT WITH GAS

FIVE MARRIAGE LICENSES ISSUED ON CHRISTMAS EVE

Christmas for Dan Cupid was far from a holiday, as evidenced by the marriage licenses issued at the office of the county clerk. Five licenses were granted by County Clerk L. B. Hiddle on Thursday evening to Jerry S. Nelson of Eugene and Neva Church of Roseburg; to David J. Burke and Naomi Roberts of Myrtle Creek; to Delmer B. Deardorff and Iris Crawford of Myrtle Creek; to Andrew J. Murphy of Roseburg and Myrtle Sparks of Oakland; and to Grant Kincaid of Oakland and Beulah Langdon of Elkhead.

DEAMS OF PURE CANDY COME TRUE

Hans rolled and dipped in Hershey's chocolate. Manufactured especially for drug store trade. No finer confections made. In boxes for \$1.00 and up. We wrap them for mailing. Make your selection early. Lloyd Crocker.

CARDINAL MERCIER WILL UNDERGO AN OPERATION

BRUSSELS, Dec. 26.—Cardinal Mercier, 74-year-old primate of Belgium, will undergo an operation at Brussels, December 29, for a lesion of the stomach. Cardinal Mercier, who recently suffered an attack of influenza, is resting at his Episcopal palace at Malines to gather strength for the operation.

ATTENTION, STUDENTS

"STUDENTS' NITE" at the Baptist church tomorrow night at 7:30. All students back from college, and high school students especially invited. Some college students will have a part in the service. "WHAT'S AROUND THE CORNER" will be the subject discussed by Rev. H. L. Caldwell, Come.

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

YONCALLA FILES SUIT TO FORECLOSE ASSESSMENT LIEN

Suit has been filed in the Circuit Court by the city of Yoncalla against A. H. Outright, the first suit to be brought into court under the last adopted by the recent legislature giving cities the right to foreclose an assessment lien in the Circuit Court. The amount claimed is \$288, due for assessments on improvements. In past years cities were authorized to foreclose assessment lien and sell property for the amount due the city. As a result of this law, many cities have obtained title to large tracts of land which they are unable to sell owing to the fact that purchasers do not feel that a marshal's deed is sufficient security. The last legislature made it possible for foreclosure suits to be taken to the Circuit Court where in the event of a judgment the sheriff is authorized to sell the property and issue a deed, which is considered a good title to the property. In the suit filed by the City of Yoncalla it is claimed that the defendant signed an application to bond the property for the improvement under the Bancroft bonding act, but that he had allowed the major portion of the payment to become delinquent. The city is represented by attorneys Rice and Orcutt.

SUNDAY AT THE CHURCHES

First Christian Church—Enjoy the Christmas season and spirit with us at the Christian Church next Sunday. There will be a great Bible School service at 9:45 a. m. Help us make it the largest attendance of the season. Our largest attendance so far is 339. Had 328 last Sunday. Make it at least 360. Another Christmas sermon will be given in the morning. At the evening service the Christmas program will be given. Don't miss this. H. E. MOW.

The First Methodist Church—Corner of Main and Lane streets. Rev. Joseph Knotts, pastor. Now that Christmas is past let us all do the work our "hands find to do." That means let us be loyal and do our part in the preparation for the union meetings. Let every one be on hand for Sunday School at 9:45 a. m. The Junior League will meet at 3 p. m. and the Epworth League at 6:30 p. m. The morning sermon will be strictly a New Year sermon, the theme being "Ring Out The Old." In the evening the theme will be "Christ on Trial." The Witness of Christ's Works." Good music. A cordial invitation is extended to all, particularly strangers.

Lutheran Service.—No services Sunday. We regret very much to announce that the stereopticon lecture by Rev. W. F. George of Portland had to be canceled. We hope to have Rev. George with us again soon and favor us with a lecture.

First Presbyterian Church—W. S. McCullagh, Pastor. This will be the last Sunday this year. It may be your last chance. Close the year right. Find a place in some church. Sunday School in the Presbyterian church at 9:45 a. m. Preaching at 11 o'clock. Theme of sermon—Why Jesus Came. Evening sermon—Crowding Out the Best from Your Life. Music under the direction of Mrs. Fred Strang. The Senior Christian Endeavor meets at 6:30.

Bible Standard—Rev. L. F. Burror, pastor. All of our services are in the big tent on Rose street. Two big stoves keep the tent nice and warm. We have a good live growing Sunday School and if you are not in school, we invite you to attend ours at 9:45 a. m. Preaching service at 11:00, sermon by the pastor. The Bible Standard Junior Crusaders meet at 3:00 p. m.; ages up to 16 years. The Senior Crusaders meet at 6:30 p. m. The evening worship at 7:30 sermon by the pastor. Special music. Services every Tuesday and Friday evenings. The public is cordially invited to attend these services.

The First Baptist Church—Corner of Lane and Rose streets; H. L. Caldwell, Minister. 9:45 a. m. The Church School. Garlos Page, Supr. Don't weaken on coming to Sunday School on the last Sunday of the year. It is a good place to invest your time and influence. We have a place for all ages and grades. 11:00 a. m. Morning worship. Message by the pastor. The pastor has an important announcement that he is anxious that every member of the church and congregation shall hear. Good music. The public is invited. 6:30 p. m. Three Young People's Meetings: Seniors, Intermediates and Juniors. All under capable leadership. Claire Taylor will lead the Senior group. 7:30 Evening Worship. Students' Night. This service will be especially for all students from the lowest grades through college. "What's Around The Corner" will be the pastors subject. Several college students will be on the platform, and some of them will have a part in the service. All students back from college, and those in High School are especially invited. Good music. The public invited.

Something for everybody! Perfumes, gift sets, perfume, toilet water, ball foids, key rings, stationery, cards, candy, incense and numerous other useful and beautiful gifts. Lloyd Crocker.

BEAUTY CHATS

ABOUT TEETH

Teeth can almost always be beautiful, for if they are cared for by a good dentist from childhood, they must be straight and well spaced and a healthy color. People inherit bad teeth, or badly shaped teeth, but a dentist can make these right, if he starts in time with them. This is one important "beauty treatment" that you must hand over to an expert. You have your own parts to do of course. You must brush the teeth twice a day, preferably after breakfast and always just before going to bed, with a stiff bristled brush, a lot of tooth powder or paste, and follow by an antiseptic mouth rinse. This cleans away the minute food particles that decay and set up further decay between the teeth; it prevents tartar forming to quite the extent it would with uncleaned teeth. Then you must go twice a year to a dentist to have the fillings where needed and the tartar cleaned from the teeth and from under the gums where it forms pus pockets and causes pyorrhea. If you do all this, which isn't much, you can feel easy about your mouth.

Before the age of 16, that is, before the bones are hardened, crooked teeth can be straightened either with wires or with small wedges. This does so much to improve the profile that it should never be neglected. When the teeth are too large for the mouth, one or two weak ones are sometimes pulled out leaving room for the rest to space themselves. A very much decayed tooth can be pulled and a nice looking false one put in, and anchored to the good teeth on either side, and no one will be the wiser about it. Several false teeth must go on a plate, and that of course is a great nuisance, though the way they are made today, false cannot be told from real teeth. Your smile should show good teeth. It is worth any cost you to have them good.

Efficient Housekeeping

Table with 2 columns: Meal, Item. Includes Breakfast: Left-Over Thanksgiving Fruit Cereal; Waffles; Maple Syrup; Pop-Overs; Coffee; Dinner: Rump Roast of Beef; Brown Gravy; Boiled Macaroni; Onions; Lettuce Salad; Apple Betty; Coffee; Hard Sauce; Supper: Soup Made from Thanksgiving Turkey (or Chicken); Wholewheat Croutons; Cheese Sandwiches; Preserves; Cake; Cocoa.

POST-CHRISTMAS DUTIES

Writing notes of thanks for Christmas presents is generally performed by the home woman on December 26. For, with New Year's day but a short distance ahead—another big dinner to plan and prepare, other guests to entertain—the alert housewife wishes to "wind up the loose ends" of Christmas as speedily as possible. Writing notes, however, is not the only post-Christmas duty. Methodical housekeepers consider the following tasks quite as important: Gift Registry: Use a blank composition book for this purpose. Head one side of a double page "Gifts Sent Out," and the opposite side "Gifts Received." Be sure to describe each gift clearly, giving the name to whom sent, or from whom received.

whom received. Next Christmas you will be glad you kept so perfect a record, to help you with your selection of Christmas gifts for that year. A Yuletide Decoration Box is another thing which you will find helpful a year from now. For this purpose use an old hatbox, or any capacious cardboard box. Into it put any Christmas decorations which are still good, after having been used, red tissue paper balls, the bow of ribbon from your doorway wreath, small figures of Santa Claus perhaps used on the Christmas dinner table, etcetera. Anything especially dainty and perishable is worth wrapping up in cotton or other wadding, to avoid its being crushed. Tie the box, label it "Christmas Things", and store it in your attic out of the reach of the children's hands. Any decorations which you may wish to leave up till New Year's can be put in the box a week later. But at least there will be some things to go in to it at once. Emergency Gift Trunk: One clever woman of my acquaintance has set aside a small trunk in her attic for emergency gifts. Into this chest went all the Christmas presents which she received and did not like well enough to use (we all have at least a few of that variety, don't we?) They will remain in the trunk until they can be used as birthday gifts, wedding gifts, as articles for a church fair, or for some unforeseen need when it will be a blessing to have a pretty article on hand to give to some person or donate to some cause.



ANSWERS TO MOTHERS

God could not be everywhere, therefore He made mothers. Jewish Proverb. Whole Wheat Bread and Cereals. Mrs. F.—Yes, we believe it is important for children to have the whole grain breads and cereals for their daily diet. There is nothing "poisonous" in white bread, however. It simply is deficient in mineral elements and vitamins and needs a larger number of greens and more milk are used with it, there is apt to be a deficiency of vitamins and mineral elements in the diet. It is much safer to use the whole grain products. Experiments with two groups of mice fed on diets identical, save that one got white flour and the other whole wheat flour, have shown that the mice on the whole wheat flour gained almost as much in one week as the mice on white flour gained in four weeks. In other words, the whole wheat flour was four times as proficient in promoting growth as the white flour. One of the reasons for this was the fact that those fed on the ration containing the white flour had little appetite and ate only half as much as the other group. This loss of appetite is one of the marked symptoms of the deficiency of vitamin B, (absent in white flour and present in whole wheat flour). Even allowing for the difference in amount of food eaten by the two groups of mice, the experiments still show that whole wheat flour is twice as efficient as the white flour. The writeup of this experiment was exceedingly interesting, and I am going to tell you more of it later. I am giving you enough now to show you that it is important for your children to have the whole grain cereals.

Unfortunately, most of the whole wheat breads on the market do not have a full percentage of the whole wheat flour, and I think it is important enough for mothers to buy the clean whole wheat at feed stores and have it ground. In some hardware stores, you will find a grain grinder. I think the price is around ten dollars. You might club in with your neighbors who have children and buy a grinder with an electric motor attachment.

Too Much Milk? Mrs. K.—It is probable that your child is taking too much milk. While milk is the nearest perfect food we have, it is not perfect, for it is low in iron, and if taken in excessive amounts, will cloy the appetite for the needed solid foods. It is best for children to have their solid foods before their milk.

One quart of milk a day with a liberal amount of the solid foods is better than two quarts and too little of the solid foods. Children should have daily—besides the three or four glasses of milk—the foundation of at least a full cupful of vegetables, especially the green leaf vegetables, a half cupful of fruit, and enough energy foods among the whole grain bread and cereals and fats in the form of butter, cream, egg yolks and nuts, to supply their needs.

Child Training. Mrs. L.—You are going to have trouble in your household unless you and your husband get together and present an united front in the training of your children. No wonder they do not know what to do, and are becoming more and more refractory. Four little tykes! The Child Study Association of America, 54 West 74th street, New York City, has a series of 50-cent (Continued on page 5.)

Large advertisement for 'The Biggest Edition of 'Em All!' featuring 84 pages of photos showing views of Douglas County. Includes text: 'Order Extra Copies of the Roseburg News-Review New Year's Number NOW!' and 'Eighty-Four Pages Filled With Hundreds of Photos Showing Views of Douglas County.'