

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON, FRIDAY, MAY 14, 1926.

GETTING NEW BUSINESS.

The progressive business firm finds that it needs to be constantly making new friends and creating a new circle of customers. If it just depends on satisfying those who have previously bought its goods, it is likely to see its trade diminished. Population changes more rapidly now than formerly, and if a firm has a certain list of customers this year, it can expect, as the result of all the changes that naturally occur, that a considerable proportion of those customers will not be on the list in a year or two. Also people are changeable in their habits, and unless a very energetic effort is made to hold old customers by advertising, a lot of them will go elsewhere, attracted by the various inducements that are offered them. People are not much inclined, as they were often formerly, just to trade at one place or a few places right along year after year. They are quick to get the idea, if some firm seems to be hustling a little harder than its competitors to please the people, and no feeling of habit or sentiment of loyalty is apt to hold them, if they think they can do better by going elsewhere for something they want. By an active campaign of advertising, a firm can keep making new business friends, to make up for those who drift elsewhere. It does not take elaborate persuasion to win such new customers in these times. People are ready to go to any place of business where the spirit of enterprise and hustle seems to prevail. A concern that makes it a regular practice to advertise, even if it does not take any great amount of space, will have a constant stream of inquirers entering its doors, who will more than make up for old customers who go elsewhere.

While the belief is held by many that the young people of the present age are degenerating, Henry Morgenthau, former ambassador to Turkey, is one who has a great deal of faith in youth. At his 70th birthday celebration, he remarked that though it might be an age of jazz in all kinds of pleasures, yet there is underneath it all a tremendous development of patriotism and idealism. One thing that can be said for the youth of this time, is that they have no end of courage. There have been many times in the past when the ideals of the old timers were all right, but they lacked the courage to go ahead and fight for them. When modern youth sees a job to be done, it is likely to go ahead and do it, with less trembling on the brink than the former generation did.

The government is to issue a special postage stamp in honor of the Philadelphia sesqui-centennial, having a picture of the famous liberty bell on it. The old bell is worth this publicity, as a suggestion of the saner methods of celebration that prevailed in those days. When the patriot forefathers wanted to celebrate the Declaration of Independence, they were satisfied to ring this famous bell. Its melodious tones were adequate to express their joy. They did not, like some later comers, burn up valuable property with their bonfires, or have their children discharge dangerous fireworks and get hurt thereby, in order to express their joy.

Women should keep up with their children, and follow them out of the home into their various activities, according to the national president of the Young Womens Christian association. In these days when the children are into everything from automobiles to dances and athletics, that would be some stunt for the middle aged woman. This is good advice so far as it can be reasonably followed. But it would seem high time also for the children to come to some realization of what they owe their homes, and not look with contempt on parents if the latter can't do the Charleston or play football.



PERSISTENCE.

The Home for One-eyed Chimneysweeps is always needing kale; the tireless manager, he keeps insisting on my trail; he begs, implores, beseeches, weeps, and springs a mournful tale. Long since I read about the Home, a thing beyond compare; my pockets I began to comb, for roubles I could spare; I said, with pleasure in my dome, "I'm glad to do my share. I'll send the manager ten bones with unalloyed delight, and haply this may hush the groans of some poor one-eyed wight, and bring the rainbow's gorgeous tones to his despairing sight." I sent ten bucks and then I turned to other helpful plans; I sent some guilders, hardly earned, to Homes for Also Rans; no worthy Home by me was spurned, I cannot no hand-out fans. And most of them my largess took, and thankful smiles displayed; they wrote my name down in a book as one who made the grade, and did not bother me, gadzook, with pleas for further aid. The Home for One-eyed Chimneysweeps is different from these; the manager, he daily heaps his pamphlets on my knees; he follows me by lopes and leaps, and springs his plaintive wheeze. "The roof is leaking and we need ten thousand for repairs; to plow our ground and sow the seed we need a team of mares; oh hand us out more chickenfeed, and thus relieve our cares." He sends me letters every day, he sends me telegrams; he needs five hundred plunks to pay for spinach seed and yams, to paint a shed and buy a dray, and build some coffer dams. Thus charities too oft, I wist, make kindly people sore, and make the man of open fist resolve to give no more; it is an error to persist till one becomes a bore.

PRUNE DICKIN'S

By BERT G. BATES

GOD EVENING FOLKS

The circus has flown
And all we have left
Is a bunch of
Busted balloons.

DUMBBELL DORA THINKS

Plus fours is a problem in arithmetic.

BOSS'S PHILOSOPHY

The Galf—
Mother! It's nice to be a calf
And all day romp and jump and laugh.
Just watch me skip and gallop—
WOW!
I do not want to be a cow
And stand quiet be like you
And never say a thing but "Moo!"

The Cow—
It's nice to be care-free and wild,
And shout and play all day, my child;
But use your calf's brains, I appeal!
A calf becomes a cow—or veal.
Wouldst be a cow, my darling, OR
Veal cutlets in a butcher store?
—Farm and Fireside.

Bride (over the telephone to hubby): "Oh, honey, can't you come home right away? I've mixed the wires in some way. The radio is getting covered with white frost, and the electric ice-box is singing 'Way Out in Kansas'."—Union Pacific Magazine with acknowledgment to "Exchange."

The strawberry carnival holds forth next week and the vicious Umpqua Chiefs with berry juice dripping from their jaws will parade the main stem seeking the scalps of the fellers who wear long faces and a perpetual frown.

OMIGOSHI

A Chicago newspaper prints the following: "The Kiwanis plan to give an emblem of honor to each girl whose skirt hangs not less than twelve inches from the ground. And they want every schoolgirl to have a badge."

Ye ed, witnessed that famous movie "The Big Parade" at the opory house yesterday eve and it was so dern realistic that we went home and "read" the undershirt in quest of coolies.

The gals who are runnin' for carnival queen are smilin' for sweetest this week and makin' rash promises in an effort to coral the crown.

A little colored girl, a newcomer in Sunday school, gave her name to the teacher as "Fertilizer Johnson."

Later the teacher asked the child's mother if that was right. "Yes, ma'am, dat's her name," said the fond parent. "You see she was named for me and her father, her father's name am Ferdinand and my name is 'Liza. So we named her Fertilizer."—The Watchman-Examiner.



"The feller who chaws tobacco and spits without splashin' is a boon to humanity."

TRANSFERS OF CITY PROPERTY ARE REPORTED

Several property trades, involving residence and income property in Roseburg, are reported by the McLendon realty company.

A residence and acre of ground, located in West Roseburg, was traded by John and Kate Hurley to J. L. Leeper of Eugene. Mr. Leeper in turn sold the place to the McLendon company, who have sold the property to William A. Long. Mr. Long intends to make his home there.

In another transaction a trade was negotiated between B. W. Cooney and Arthur Mahoney, in which Mr. Cooney traded a residence on Cobb Street to Mr. Mahoney for a residence in North Roseburg. Each of these were then sold, the Cobb street property to Tom Neal and the Cooney property to the McLendon company.

Mr. Mahoney has purchased the rooming house at 114 North Jackson, from A. J. Johnson of Sutherlin, and is holding the property as an investment.

Stewart power attachment with long arm and No. 7 head for \$30, at Wharton Bros.

NOTICE OF BIDS TO OPERATE FERRIES

Notice is hereby given that sealed bids will be received by the County Court up to and including Wednesday the 2nd day of June, 1926, 10 o'clock a. m. for the operation of Smith's Ferry situated half way between Kellogg and Elkton, and the Scottsburg Ferry at Scottsburg, Oregon. Said ferries to be operated upon the following conditions: From seven a. m. to six p. m. free. Six p. m. to nine p. m. a charge of 25 cents per car or team, from nine p. m. to seven a. m. a charge of 50 cents per car or team. All fees collected to be retained by party operating ferry.

All bids to be filed with the County Clerk. Successful bidder will be required to give a bond in the sum of \$500, to be approved by the Court.

The Court reserves the right to reject any and all bids.

By Order of the County Court, IRA B. RIDDLE, Co. Clerk.

WE HAVE a 20% reduction on Mason and Badger cord tires. Quality tires at a low cost now. South End Service Station.

COURT OF HONOR TO MEET MONDAY

Monday, May 18th, has been set as the date of the next Boy Scout Court of Honor. It will be held at the city hall 7:30 p. m. This will undoubtedly be the heaviest court held this year.

The word has been passed out that the scouts who pass tests at this Court of Honor get choice jobs of taking at the Strawberry Carnival. For this reason they are making special efforts to qualify.

You cannot enjoy your outings and picnics if afraid of poison oak. Thompson Mineral Vapor Baths relieve and prevent this annoying condition. Drugless Health Center. Phone 491.

CARD OF THANKS

We wish to express our sincere appreciation to the L. O. O. G. of Eugene of Coquilleville, Myrtle Creek and Roseburg and to all who so kindly assisted us during the illness and death of our loved one; also for the beautiful floral offerings sent in his memory. Day by day we saw him fade and gently pass away. Yet often in our dreams, we prayed that he might longer stay. If love and care could death prevent.

The Lord does all things for the best, And took him home with Him to rest.

(Signed)
Mrs. Rose M. Dubell,
Ellie A. and Elma M. Dubell,
John and Milton Dubell,
Mrs. Cinda Benson.

BEAUTY CHATS

ANSWERED LETTERS

Madge B.—The hot oil treatment is used before a shampoo to loosen dandruff from the scalp and also to counteract the dry tendency that usually accompanies such a condition.

If you are one of the few people who has an oily scalp and also dandruff, you should use an egg shampoo in place of the hot oil. This is done by rubbing the yolk of the egg into your scalp or the whole egg if the yolk does not completely cover it, and letting this dry on the scalp for a half hour.

Shampoo then as usual and everything will come off the scalp in the soapy lather, and the hair will be very soft and glossy after this shampoo. The scalp condition will be helped as the sulphur in the yolk of the egg acts as a purifier, always needed when there is dandruff on the scalp.

Ellen G. J.—You will injure the enamel on your teeth if you use pumice stone instead of a tooth-powder or powder for cleaning them. The only time that pumice should be used would be to remove a stain or a spot that does not yield to the regular cleaning and even then you should be very careful not to rub very much, as thinning the enamel will mean to start decay in that place.

Use the blunt end of an orange wood stick with a very little bit of powdered pumice on it if you do this special work yourself.

Mrs. George D. J.—There are a number of things you can do to keep your hands dainty even though you must do all of your household work. You can have a piece of cut lemon in the kitchen and use it to remove any stain from your hands before there is any chance for it to set.

A lotion made from half glycerine and half rose water, or any honey and almond lotion will keep your hands soft and white. Use either of these after you have immersed your hands for long in water.

Wear loose canvas gloves whenever you can for all the work that soils your hands very much. Rubber gloves can be bought very reasonably now, and after a little practice you can do laundry work or dishwashing as quickly with the gloves on as without them.

A dish mop is a great saving to the hands, and so is a floor mop, especially the newer kinds that have a mechanical arrangement on them to squeeze out the water, so there is no need to touch the mop with the hands.

Tomorrow—Cool Powders.

Efficient Housekeeping

By Laura A. Kirkman

YOUR WINDOW SHADES

TOMORROW'S MENU
Breakfast
Stewed Rhubarb
Cereal
Codfish Balls
Coffee
Toast
Luncheon
Omelet
Wholesome Bread
Radishes
Left-Over Prunes
Cookies
Tea
Dinner
Fried Snells
Potatoes
Parsley
Lettuce Salad
Strawberry Shortcake
Coffee

A Bride Reader who humorously signs herself "Total Ignorance," writes: "Tell me all you can about window shades."

If you can afford two shades for each window it is nice to have the dark green "sun" shade to hang next the window glass (rolled up when not needed), and the white shade next the glass-curtains. But modern manufacturers have offered the use of a single shade in the form of a single shade which is dark on the outside and white on the inside.

Personally, I do not like just the dark shade alone, as it makes the room dark and does not look well through white or cream glass-curtains, although many housekeepers use them without the white shade over them.

If possible buy a good linen shade rather than a cheap, starched cotton one. A "Holland" means a linen shade which can be sponged off with a damp cloth and wiped dry. But the cheaper filled or starched shades will crack in time and, if sponged, must be handled carefully.

However, Bride Reader, if you simply cannot afford a good linen shade, this is the safest way to keep your cotton ones clean: Lay the shade on a table and rub lightly with a little dishwashing soap filled with hot cornmeal (heat the meal on a plate in your oven. Finish by dusting with a soft-bristled brush. This method is equally as good for cleaning a linen shade, if preferred.

Colored shades are of course harder to clean than white ones. Washing may streak or fade a colored shade. But the heated cornmeal method is safe, on a colored cotton or linen. Yet even with this method, it is best to experiment on an inconspicuous part of the shade (high up, where it is never unfolded) before going ahead on the entire shade.

Painting Old Shades: Young people often are blessed with a gift of old shades, which can be painted most effectively and will be good enough to "start with." To do this work, tack the shade up against the wall of a garage or attic, and apply ordinary household paint very thinly, in any desired color. Let dry thoroughly before painting the reverse side.

Shades, like everything else, can be renewed in proportion to their worth. If you buy an expensive quality, you will get much wear out of it, but if you purchase a cheap grade, you must expect to have it last only a limited time.

Tomorrow—Canning Strawberries and Rhubarb.

Diet and Health

By Lulu Hunt Peters, M.D.

Author of Diet and Health and Diet for Children

WARTS (PAPER NO. 2)

When I was a little girl, we used to believe that handling toads and frogs was the cause of warts. The idea never entered my mind, but my interest in them, however.

I had two warts, I remember; one on my wrist and one on one of my fingers. The finger wart disappeared spontaneously. The other one I painted every day with some vinegar in which I had soaked a copper coin. Some one had told me that this would do the work. (Vinegar is a weak acetic acid, and with the copper, forms a copper acetate). It wasn't very successful, for the wart got infected and left a small scar. Ordinarily, the removal should not leave a scar.

I don't know whether the idea of the frog-and-toad causation of warts is in vogue now or not. However, I'm quite sure it isn't true, and only the fact that children handle these interesting little animals often and that they are most prone to warts, gave rise to the idea.

As I told you yesterday, the real cause of warts is not known, but it is probably a low-form of germ life which gains a foothold through some irritation or break in the skin. One wart sometimes seems to give rise to numerous progeny. One strange thing that has been noted by skin specialists is that the treatment of one or two warts will not only cause the disappearance of those treated, but that those around will also disappear, and that warts will often disappear spontaneously without any treatment.

However, if there are warts, it is a good idea to treat them for they are disfiguring and annoying.

My Dear Followers:
When sending for material which we offer you, please remember to enclose a stamped, self-addressed envelope bearing your full name and address. The pamphlet on reducing and gaining is the only one in which you must enclose ten cents in stamps extra. Address your letters to me in care of this paper. Make them as brief as possible, not over 200 words, and type or write them legibly with ink. Please sign your name as evidence of good faith—we will not use it in any way. Remember it is impossible for me to diagnose for you or to answer you personally. I appreciate very much the beautiful letters you send me and regret it is impossible to give you individual advice. The quickest way to ask will be answered in the column as soon as possible, if they are of general interest. Don't forget the stamped, self-addressed envelope if you expect me to send you the information I have offered.

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