

## ROSEBURG NEWS-REVIEW

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B. W. BATES, President and Manager  
BERT G. BATES, Secretary-Treasurer  
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| 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 | 1.00   |

ROSEBURG, OREGON, WEDNESDAY, JUNE 16, 1926.

## KNOWING HOW TO ADVERTISE.

There are a good many business men who believe in advertising in a theoretical way, and would say that without doubt it is a tremendous factor in building up business. But they can't seem to find time to think out the things they want to say in an ad, and they hardly know where to begin. Yet every article in their stores, if well selected and sold for a fair price, is a good subject for advertising. The prospective advertiser need not think there is anything difficult in advertising. If he knows how to talk, he should know how to write a good ad. If he can describe the merit of some article as he talks to a customer, he will be able equally to set these ideas of his down on paper and tell the reasons why he thinks that certain articles are worth the money which he asks for them. He will always have in his store certain lines specially suited to that particular season. The people look through the newspaper to see who is offering these articles, and they are disappointed if they do not see them described and see prices quoted. The wide awake store that responds to that desire by telling what it has to meet the needs of that special season or date, is going to be looked to as an attractive center of trade. Similarly the store needs to report the special things it has done to meet the needs of its customers. If he has bought some specially good lot at a price that it considers favorable, if it handles lines that it considers superior, if it wants to turn certain goods into cash, it should report these developments just as they are. People will then say that that store publishes news advertising, and they like to read it to see what is going on in the field of trade, and afterward to supply their needs at that place.

## State Press Comment

**High Taxes Essential.**  
Tax rates are increasing at the rate of being reduced, but the state and municipal taxes, covering the purposes he enumerates as demanded by the public, are steadily increasing.

Dr. Plehn is not a calamity howler, but believes that the "triumphant onward march of social democracy," as he calls it, is worth the increased cost in tax levies. Taxes are higher and steadily increasing because of the demand for social betterments in education, health sanitation and similar services. Payment for all of this may seem indirect to the taxpayer, and yet, ultimately, it is the taxpayer who pays for it all.

Dr. Plehn's study convinces him that governmental expenditures for the protection of life and property remain about as they have been. The federal tax rate of about 30 cents on \$100 of valuation every seven years and the upward trend that has been experienced in every locality during the last 30 years will continue. That was the declaration of Dr. Carl S. Plehn, professor of

finance, University of California. There is a peculiar situation in the west. In 30 years, the increase in the tax burden throughout the western communities, generally, has been three times as great as the increase in population. In 15 years, taxes have grown twice as rapidly as wealth. There is every reason, says Dr. Plehn, to suppose that the general upward trend will continue and tax rates in proportion to values will continue to increase.

Better schools, buses to carry the children, good roads, better lighted streets—these are things the taxpayers demand. More money is being spent on education, sanitation, health and social welfare. The only possible curtailment can come from sensible economy, from the elimination of extravagances and duplication of effort. —Spokane Review.

**CALL FOR SCHOOL WARRANTS**  
All warrants of School District No. 8, up to and including No. 344, are this day called. Interest will come after this date. Canyonville, Oregon, June 15, 1926.

JESSIE M. NEWTON, Clerk.

622 is the phone No. of the Hotel Rose barber and beauty parlor, Shampoo 50c, marcel \$1. Phone for appointment.

## PRUNE DICKIN'S

By BERT G. BATES—D

## GOOD EVENING FOLKS—

The chill in the air  
This a. m. made a fellow  
Feel like diggin' out  
The red flannels again.

\*\*\*\*\*  
DUMBELL DORA THINKS  
Franchise is a Frenchman.

\*\*\*\*\*  
Yestiddy at Kiwanis, Willyum  
Whipple, lead the singin' and we  
can now see why he has never  
been asked to warble in the vil-  
lage choir.

\*\*\*\*\*  
It's surprisin' what a liar gawf  
will make out of a fellow.

\*\*\*\*\*  
A book-keeper was asked by his  
employers to take a little more in-  
terest in the business. He took so  
much interest in the business that  
now he owns it.

\*\*\*\*\*  
We used to take a night-cap  
before we went to bed. Now about  
the best we can do is hit a knee  
cap when we get up in the morn-  
ing.

\*\*\*\*\*  
Women used to carry their roll  
in their stockings; now they carry  
a roll in both stockings—if you  
know what we mean.

\*\*\*\*\*  
Women used to wear such tight  
skirts they couldn't cross their  
legs. Now they wear such short  
ones they don't dare.

\*\*\*\*\*  
A baby in the family usually  
provides lots of melody but darn  
little harmony.

\*\*\*\*\*  
Might as well take the word  
"obey" out of the marriage cer-  
emony for all the good it ever did.  
All it was put there for, in the  
first place, was to make the mar-  
riage consummation just that much  
harder to guess.

\*\*\*\*\*  
Wonder they don't refer to a  
newspaper as "she" because it's  
made up.

\*\*\*\*\*  
It's probably perfectly natural  
that nobody should think to enter  
the Statue of Liberty in a beauty  
contest to represent Miss America.

\*\*\*\*\*  
The human mind is said to emit  
radio waves, and, like its mechan-  
ical brother, produces mostly noise.

\*\*\*\*\*  
Any golfer will tell you that a  
birdie in the hand is worth two  
in the bush.

\*\*\*\*\*  
If Conan Doyle ever came over  
here again to deliver a lecture on  
"spirits" he'd be deported for be-  
ing a "wet".

\*\*\*\*\*  
"Snow Squalls On Pike's Peak."  
Maybe it was afraid it would fall  
off.

\*\*\*\*\*  
We know a woman that lives on  
a circle yet expects her husband  
to come straight home. Women  
are so unreasonable!

\*\*\*\*\*  
A man in Ashtabula married a  
widow with eleven children, rang-  
ing from two to seventeen years.  
He ain't a step-father—he's a  
step-ladder.

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THE WAVY BOB.

One of the principal reasons for wearing the hair short is to do away with the necessity of constant waving. Too frequent waving given even by an expert will dry the hair, make it break and even make it prematurely gray. There are so many ways of cutting the hair that becoming lines can be found for every face without using the curling tongs.

But if, like everyone else, you're wearing your hair short, and if it is straight and you must have it wavy, be sure that the waves are loose and wide. The best looking marcel for short hair is a loosely put in wave, so loose that there are only two or three ridges at the side, and slanting so they make an uneven line across the back of the head. This is much more becoming and more natural looking than a wave that runs straight round the head. The ends of the hair should then turn under at the bottom. A clever hairdresser can make thin hair look thick and a flat head round by using this wave.

Even though loosely done this type of curling is obviously art rather than nature, which is nothing against it as long as the art is becoming. But you can achieve a natural looking wave by your own efforts if you will wash your hair set it in place with small combs while it is wet, tie it up loosely with a net and dry it either in the hot sun or by a hot fire. The heat helps to set the wave, and the net curls under the ends of the hair. When the hair is dry and you take away the net and the combs the wave will stay in and will be so loose that it is bound to look natural and to be becoming.

The more often you do this the easier it will be to set the hair; indeed if you have even the slightest tendency toward wavy hair you can train it to stay in these loose marcel waves, and even if it does come out after a few days you

will be safely over the limpness that follows the shampoo.

Mrs. B. H.—There is nothing wrong with the treatment you have followed for getting rid of the blackheads, except that you have overdone it. Stop using the powder for a time and merely cleanse

with a cream or a mild soap. If your skin is not clear after the irritation has disappeared, try the powder again with less borax in it, or omit the borax entirely if there is the least tendency to irritation.

Mrs. R. F.—The egg astringent is so simple that it can be made each time you use it. It is merely one part white of egg to six parts water.

Tomorrow—Foot Troubles

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## BEAUTY CHATS

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