

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON, THURSDAY, AUGUST 12, 1926.

ADVERTISING EXPERIENCE.

It is commonly remarked in business, that people need to change their methods frequently. If they have tried one thing last year, they need to try something else this year. The fact that a method worked well last year, does not prove it is good for this time. There are things so indispensable to business, however, that you can not afford to change them. It is a very interesting thing about advertising, that most of the people who have had any extended experience with it, will keep on using it. They have learned by experience that they can not get along without it, and they realize that if they quit advertising, their business would drop to a point far below its present level. So they accept it as one of the essential elements of distribution, and if business seems to fall off a little, they are quite likely to advertise more, feeling that specially difficult times call for special efforts to arouse interest. So there are many concerns that advertise right along in practically every newspaper issue. If you went to them and suggested that they quit that form of expenditure, and try something different, they would laugh at the suggestion. They would say that they would as soon try to get along with half of their sales force, and discharge the rest of their clerks in order to save money. These people are not theorists on advertising. They are not selling advertising, so they have no personal motive to boost their faith in it. They are not philanthropists that see the need of the newspapers for liberal support, so that they generously offer to contribute their cash. They are just practical business men with whom the idea of getting along without advertising, would seem visionary indeed. Their experience is worth the study of all who are trying to build up business.

LOCAL PREJUDICES.

Some people look with contempt on conditions existing in distant states and countries, while some think that everything a long distance from home is fine and wonderful, while everything in their home locality is mean and crude. It is hard to know which attitude is more lacking in intelligence. While it is fine for people to be loyal to their home surroundings, the entertaining of prejudices between sections and countries works against unity and co-operation. Probably much of the ill feeling manifested against American tourists in Europe, is due to the tendency of many of those tourists to speak contemptuously of those countries. They are not slow to express the idea that those famous old cities are far behind the times, and a good old home town in the U. S. A. is infinitely better. That may be true, and yet it is as ill-mannered for tourists to let it be known that they think so, as it would be to be entertained in someone's home and spend your time in ridiculing their furniture and habits. The same principle applies when people travel in our own country. It is a fine thing to boost their own home localities and speak warmly of their advantages. But when they give the impression that they look with contempt on the localities they are visiting, they convey the idea that the regions where they come from are producing uncultivated people. The gracious traveller who distributes smiles and compliments, and praises the localities which he sees for whatever virtues they have, and is silent about their faults, is fine advertising for the locality from which he came. People say they would like to see the city or state that produces such good examples of culture.

THE STUDY OF NATURE.

Mrs. Coolidge, it is said, while staying in the Adirondacks, is taking a great deal of pleasure in studying trees, wild flowers, butterflies and birds. When the first lady of the land does something it is apt to become popular. Perhaps we shall now see a revival of nature study. About a couple of decades ago, nature study was a fad. Many classes were formed for this kind of inquiry, and innumerable people began to equip themselves with flower books, bird books, tree books, etc. It was a common sight to see people with opera glasses trying to identify the personality of that little warbler that sang so lustily in the tree-tops, and with their magnifying glasses examining the structure of the rare flower that they had captured in their rambles. These people gathered valuable information, and they became more observant. Many persons who previously had been dreamy and scarcely conscious of the world about them, formed the habit of keeping their eyes open, which is extremely useful. Also there were practical results. Probably the movement for conservation of natural resources owed much of its impetus to the fact that a great many people were studying nature, and it was revolting to them to see the treasures of the forest and the field sacrificed, when the people needed them so much in their daily occupations. About that time automobiles became common and did a great deal for the health and convenience of the country. But probably they had some effect to divert people from the study of nature. But we should not become so fascinated with every new pleasure that we forsake an old one that is so rewarding and practical as this study of nature, and Mrs. Coolidge is setting a good example.

Regret will be felt at the demonstrations being made in foreign countries, particularly in France, making it clear that Americans are not very popular over there. It is useless to explode with indignation over such demonstrations

however, for when people do not get along well with their neighbors, there is usually some fault on both sides. It is not surprising that it makes the French sore to see Americans able to buy nearly 40 of their francs with one of our big "bucks," where before the war a dollar would command only five of them. Our tourists will do well to be courteous and tactful, and avoid irritating foreigners by too much display of their money. We may regard those countries as rather slow, but they also think of us as crude and undeveloped. Both points of view are wrong, and every nation has its fine achievements, and its failures of which it ought to be ashamed.



THE USUAL THING.

"We need a business man," we said, "to act as Pumpkin City's head; we need a man whose own affairs give proof that he most surely wears a head that is not stuffed with bran—a prosperous, successful man. Too long we have been ruled by skates who are not mental heavyweights; cheap chronicles who for years have made of office holding just a trade. Our city's face to face, we find, with problems of a drastic kind; we need a man of brains and nerve to handle them as they deserve." There was one gentleman in sight who seemed to fill requirements; quite. We called on James McBrindle Brown; the prop and pillar of the town, to run for mayor, for we knew that he was gifted, fine and true. He bore a high and princely name, there was no blemish on his fame; by righteous means he had acquired a wand whose weight would make you tired. He had no wish for office, yet he made the race with no regret: "When duty calls," he said, "I wot I must be Johnnie on the spot." Then we elected him, of course, and whooped around till we were hoarse. "Now Pumpkin City has a chance," we cried, "to prosper and advance; with such a man as J. M. Brown to hold the chair of office down, with worth and virtue at the helm, all obstacles we'll overwhelm." But hardly had he been sworn in before detractors raised a din; they tried to prove his record vile, his motives all were based on guile, we'd have to watch him or he'd nail the city's store of hard earned kale. They broke his heart, disturbed his mind, and in a little he resigned. And now when good men are approached, and office holding schemes are branched, they turn all propositions down; "We don't forget," they say, "poor Brown."

State Press Comment

Living Costs.

We note that food costs are but 35.6 per cent above pre-war prices, while home furnishings are 24.6 per cent higher. Housing also is comparatively low, 37.9 per cent, while clothing and fuel are near the 50 per cent mark—all measured from the 1914 level as a base. Since growing food stuffs is Oregon's chief industry, low prices on these products is not an unqualified blessing. The city man can well afford to pay a few cents extra on the items which supply his table. If it means swinging the balance to the profit side on the farmer's books, for the production of Oregon's farm is the foundation of our fortunes. Low cost of housing reflects a low property valuation, which is not generally encouraging to the community, however desirable it may seem to the individual owner at tax paying time. Taken altogether, these figures indicate an improved industrial balance. Low cost in buying is always delightful, but it reverses the old maxim to "let the seller beware." So long as more Oregon people sell than buy it, we would do better if our living costs were more evenly distributed. —Portland Telegram.

Not "Tax Reform."

In an address to the district attorneys of the 18 Oregon counties that will benefit from the O. and C. land grant refund, W. H. Case of Medford stated that the counties will do well to remember that the money paid by the government is not in the form of a tax but is a refund given by the government in acknowledgment that its policy has worked a hardship on the counties affected. The distinction is worth still, not because it will affect the amount of money the counties will receive, but because it reflects the government from establishing a system for which it would have no precedent. The United States government cannot pay taxes, and it can give relief. And that is what government officials at once viewed the refund proposal as a request for tax money, which made the task of winning them to the Oregon plan of tax refund. The refund is not a tax, and it is not a gift, therefore, for the O. and C. counties to resist the refund as tax money. —Albany Herald-Democrat.

Their Big Debate.

A storm of controversy is raging over a compulsory motorist law which is to go into effect in Massachusetts the first of July.

The law undertakes to protect the pedestrian against reckless drivers. Before reaching this point, every automobile owner must take out insurance guarantees for payment for injuries inflicted on any person, through no driver's fault. It would be an act of no consequence, therefore, for the O. and C. counties to resist the refund as tax money. —Albany Herald-Democrat.

The law makes no requirement as to property damage. Automobile drivers may run into each other and smash their cars, and their hearts' content. But not as soon as personal injury is inflicted. Such a case has to go to court. The conflict of opinion over the new law is very marked. Those favoring the law contend that it will reduce accidents. The opposition claims that it will cause more accidents. And on these lines, the debate rages. Insurance agents are trying to

PRUNE PICKIN'S

By BERT G. BATES

GOOD EVENING FOLKS—

They're gonna have an appreciation meeting 'This evening' In honor of our Feller townsman Guy Gordon. Who went back to Washington D. C. and ate prunes with the Senator and talked the high-hatters 'bout giving 'em the counties a lotta jack. Which the gov't owed 'em. But knowin' Guy As we do We'll bet he'd a darn sight rather Go home tonight and Open a can of sardines And hide from the meaningless praise of the high-hatters. Maybe this counts A wee bit like Sinclair Lewis But we can't help Gittin' this off'n Our chest and anyhow We remember how all The folks shot the bull Instead of the Feller self when The feller's returned From overseas. We beg yer pardon For bein' such a cynic.

TALK SEISMOGRAPH HAS CODDLING INFANTS CARE.

NEW HAVEN, Conn., Aug. 11.—A coddling infant and the new seismograph at Peabody Museum, Yale University, are very much alike in certain respects. Both need the most painstaking attention.

The machine deep in the basement of the museum, with its foundations on bed rock, is kept in a glass hutchery. Like an infant it receives constant care that both the growing and the rheumatic pains of Mother Earth may be faithfully recorded.

Every day for two or three hours, the seismograph is given attention from the observer and adjusted in every hour of daylight. It is examined to see if the scratching of the needle in its delicate recorded devices shows signs of an earth tremor.

CONGRESS SLATE JAMMED EVEN BEFORE SESSIONS.

WASHINGTON, Aug. 11.—Although Congress has hardly reached its return home from seven months work at the Capitol, attention already is being turned to the formidable array of legislative proposals to be tackled in the brief ninety-day session beginning in December.

Just where time will be found for the work to be done is expected to cause leaders more than a passing worry, as several committees have been given authority to meet early in the fall to study and make recommendations on the major issues now faced by the Congress.

As usual at short sessions, the Senate faces the most acute situation, as this body has yet to dispose of a number of measures already passed by the House and sent to the floor for action.

Of this group, two, the omnibus rivers and harbors bill and the French war debts settlement, promise considerable trouble.

Proceeding the convening of the session, the Senate will meet on November 10, as a court to hear impeachment charges brought by the House against Federal Judge George W. English of the eastern district. No time is set for conclusion of the trial which, extended to the regular session, will add to the congestion.

Both Senate and House still have before them the long and arduous task of disposing of the government properties at auction. The Alabama, with the indication that speedy action can be obtained.

Other matters awaiting attention include the McAdams bean sinking bill, a report to be made by the Commission investigating the railroads, and a number of minor measures.

Besides the regular annual appropriation bills to provide funds for the various governmental departments must be acted on, and the House Commerce Committee expects to present some form of coal legislation, and the House Ways and Means Committee plans to draft a bill to carry out alien property awards.

in the heart of the theatrical and "social register residence" districts.

The customary plan is to have a large and often ornate restaurant behind the delicatessen shop. Walking through the front, one is met at the back by a head waiter who might have presided over Delmonico's, and is confronted with a menu whose prices are anything but bashful.

At luncheon time the delicatessen restaurants usually are the entertainment places for businessmen and theatrical men. Dinner is a legitimate trade, but after luncheon appears bring the patrons, many patrons drop in immediately after the theatre, while another large group habitually visits them about 2 a. m., after the supper clubs have closed.

Eating is not a popular sport in supper clubs, but several hours of dancing which appetites vary in the m-rising and then the delicatessens thrive. One of these at Fifty-eighth street on the East side is noted as the meeting place for celebrities from all divisions of the theatrical, motion picture and political fields.

This place's resemblance is a "cathedral of music," or law means and much, though it is questionable if one of these could be given a patron in daylight hours.

Girls' private schools so abound in New York that it seems there must be a school of every girl, and the education of pupas is demonstrated by the new homes being erected by two of them this summer.

These schools for the most part cluster around Riverside Drive and adjacent streets, usually occupying old residences. Like other private schools, they are operated by nuns, and the girls of kindergarten age, while others give the "training" touches to neophytes or prepare them for college.

The daytime paucity of pleasure is the New Yorker's latest contribution to the science of living life as it was never intended to be. Broadway now boasts a magnificent "polarized" noon-time dancing club, where the dauntless ones may be seen daily under a silk tent and spinning wireframe, amid the music of a jazz band, dividing their lunch hours between the gaiters and the glances of the dance floor and the unharmed imitations of the stage tables.

Bird boarding is a remunerative department of one pet shop here where as many as one hundred birds are kept during the summer season at a charge of one dollar a week.

Khartoum, largest of the elephants in the Bronx zoo, is a kind-hearted creature—but he is misunderstood. Last year he conceived the benevolent idea of sharing his bath with the hot humans who came to watch his ablutions. Those whom he approached with trunkful of water, however, were unappreciative, so this season finds a huge plate-glass screen erected between his cage and the gaping public.

Crashing past a Park traffic sign a visitor paused at the curb to give a hard-boiled policeman something new in alibi:

"Sorry, officer, but I am color blind—your lights mean nothing to me, and a trip down Park Avenue for me is the same as navigating Buzzard's Bay enshrouded with all shore lights gone out."

One man in every eight is said to be color blind, with red and green not registering at all in his eyes.

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BEAUTY CHATS

MOUTH AND TEETH.

If you haven't really good teeth go to a dentist and see what can be done about them. If they are hopelessly bad and in danger of ulcers and abscesses, and if they are poisoning your body, it is much better to have them out and a good looking set put in their place. Fine teeth are so cleverly made that their absence cannot be determined. The only trouble, which is of course a serious one, is that the cheeks sink in a little, and wrinkles and hollows come that much sooner. But a good deal can be done to overcome this condition by massage with flesh building cream and the proper astringents.

I am only speaking of hopelessly bad teeth. Whenever possible the teeth should be preserved. They should be cleaned at morning and at bedtime with any good variety of tooth paste or powder. Once in six months (which is not very often) a dentist should see them. The best dentists nowadays paint the necks of the teeth, that is where the teeth and the gums join, with a nitrate of silver solution. For about a day you go about with an unpleasant taste in your mouth as though you were sucking a piece of tin. But this solution is so strongly antiseptic that it practically stops decay for six months. If you have it done you need never suffer from pyorrhea. When decay starts in baby teeth the solution is often used on

the spots until the child is old enough to have them properly filled.

Here is a suggestion for weak teeth and tender gums. After you've cleaned your teeth make a solution of one-half peroxide of hydrogen to one-half water, preferably warm. Rinse the mouth with this and hold it in the mouth for two minutes. Make this two minutes by your watch and not by guesswork. It kills germs and also whitens the teeth, and it makes the gums stronger.

Mrs. M. L. D.—The shape of your arch decides the light of your feet, but in no case will it be right to wear a really high heel. A low heel will not be right for a highly arched foot, so the proper choice is the medium height when the low one is not comfortable. If you wear the height of heel suited to the shape of your foot, your ankles will not appear so large as when the foot is held in an unnatural position from wearing the wrong height heel.

Light stockings will make the ankles appear larger than they really are. Proper shoes and stockings do much to make the ankles look shapely even if they are larger than they should be.

Rose—If you massage your arms vigorously every day it will act the same as exercising and will reduce their surplus fleshiness.

Efficient Housekeeping

By Laura A. Kirkman

ANSWERS TO INQUIRIES.

TOMORROW'S MENU
Breakfast
Bananas
Cereal
Fried Eggs and Bacon
Toast
Coffee
Luncheon
Baked Macaroni and Cheese
Stewed Tomatoes
Coffee Cakes
Iced Tea
Dinner
Clear Soup
Beef Rissoles (Left Overs)
Corn-on-the-Cob
Mixed Vegetable Salad
Blueberry Moulds
Coffee

Bride Reader: "Can all fruit and vegetable mixtures be canned in the above order?"

Answer: No, only those which are strong in acid—such as tomatoes, citrus fruits, and cranberries—can be canned. To can fruit butters, heat the fruit and sugar on top of the range before placing in the oven. Have your Fahrenheit oven thermometer register between 250 to 275 degrees throughout the hour of even cooking.

Miss L. "Last year I canned many foods by the old Cold Pack Method. Most of them shrank in the process, leaving the jar only three-fourths full."

Answer: This year use the new Hot Pack Method, which calls for precooking of food to be canned, and you will find that all the shrinkage has taken place before the fruits or vegetables are put in the jars. Write to Washington, D. C., to the United States Department of Agriculture, and ask to have the free Farmer's Bulletin No. 1471 sent to you. This bulletin is entitled "Canning Fruits and Vegetables at Home" and has been recently published—thereby containing the latest scientific discoveries which U. S. Government canning experts maintain are an improvement over all past canning methods. If space permitted I would gladly quote from it—from cover to cover! But this column is limited and each housewife should send to Washington for the bulletin herself, and hang it in her kitchen for easy reference.

Home Nurse: "A member of our family has become a chronic invalid and must have medicines at intervals throughout the day, many of which are of an acid flavor. I have great trouble in keeping these medicine glasses separate from our ordinary drinking glasses. Will it do any harm if they are mixed up?"

Answer: I would not let them become mixed. Why not put an elastic band around the medicine glasses? That is what I do in my own home, when one of my family has to take medicine.

Tomorrow—Ice Cream Without Cream.

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

SHE ATE TOO MANY.

"At one time I ate raisins daily for the iron in them, and finally my face became covered with little red spots, and after that I was unable to eat them. Now I have been eating prunes to clear my complexion and have just found out that they are an acid fruit."

Raisins are a concentrated food and any concentrated food if eaten in excess is liable to cause disturbances which will be manifested in the skin and elsewhere. Raisins are comparatively high in iron, but dried figs, dates and prunes are higher in iron than raisins, and have many other foods—egg yolks, spinach, whole wheat, string beans. You have learned the folly of trying to get all your iron from one source or any one food that it upsets you.

I am sorry to say you have the plums which we have probably engaged in speaking of, actually caused by eating an excess of acid forming foods, so you are going to avoid the whole-some prune. It is true that prunes are listed among the foods that cause a slight acid reaction—this is due to the benzoic acid in their skin—but they need not be avoided except by those who really have an acidosis and have to avoid all foods leaving an acid residue for a while.

The only thing the normal person has to remember about the final reaction of food is to have a preponderance of the alkaline forming foods. Many of these which leave an acid reaction—prunes among them—are very high in other food values which will more than offset their reaction. In general, you can think of the

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 for 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 disburse 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 questions you send me 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 material we have offered.

As New York Sees It

The old fashioned New York Waldorf Astor, a single table as provided for the occasional street to sit down and eat. It is a place where the rich and the poor meet, and the lower East Side, but are

The FLORSHEIM SHOE

You should wear Florsheims—they will give you pleasure in their appearance and content you with their loyal, comforting service. See the new Florsheims here—they're skeleton line! for coolness. \$10

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