

ROSEBURG NEWS-REVIEW

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SUBSCRIPTION RATES

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ROSEBURG, OREGON, FRIDAY, AUGUST 27, 1926.

"IT DOESN'T PAY"—BUT IT DOES.

It has often been said by the business man who neglects to broadcast a message through the medium of printer's ink, telling the buying public that he is offering certain lines for sale and inviting customers to come to his store, that advertising does not pay. It is an old, old story, stereotyped and worn threadbare by frequent use, and the wonder is that in this age of intensified effort and competition that any one can be found who clings to it. But there are some just such men, who, while wondering at the success of their competitor, fail to see that he is continually presenting his claims to patronage through newspaper advertising. Just this morning the whole fabric of that "advertising-doesn't-pay" story was given a solar plexus blow by a local merchant who has worked out the problem to his own satisfaction covering a period of a dozen years of successful merchandising in Roseburg. The story that he voluntarily told this morning is only one of many such experiences that find place in the life of a lot of men, but rarely get into print. During July the merchant put on a special sale. Up in the Willamette Valley, according to the story of a gentleman of that vicinity, the unique advertising of the sale that appeared in The News-Review attracted the attention of a number of people, who were discussing the merits of such publicity, and also the advertising of the same establishment that immediately followed the special sale event. These people were so thoroughly convinced as to the desirability of the goods advertised that an order was sent to this city in care of an auto stage driver for purchase of goods. The entire transaction, beginning with the local merchant's advertising and closing with delivery of the order being filled, was so satisfactory that the story was brought here this week by a gentleman who was a party to the incident. The pulling power of that advertising brought a substantial order from a distance, where equally as large stores are doing business, and the purchaser was satisfied to have the goods shipped over seventy-five miles of highway in order to get something that the Roseburg man was advertising. This is by no means an isolated example, but it is a fact that readers of newspapers consult the advertising columns to find out what is being offered. All this saves the buyer time and annoyance, and in these days of strenuous living time is a most important factor. Those parties might have gone down town and found a store that was selling the identical stock that was advertised by the Roseburg merchant, but they chose rather to send their order to this city and thus save the time required for the personal effort.

Whether it is gasoline, automobiles, ladies' wear, clothing, shoes, hardware, farm implements, groceries, candy or ice cream, the man whose business grows is the fellow who thinks enough of the buyer's patronage to invite him in, and the newspaper is the medium that most successfully accomplishes the service.

Out of 150 seniors of New York university, 120 have expressed the opinion that they would marry for money. If they consider the possession of money as a very important element to be considered in entering matrimony, they may see a good many ructions before they get to be 80 years of age. It is hard to get something for nothing. When a girl provides her husband with money, it is frequently not a free gift. Very often he has to pay a price for it, and that price is sometimes disagreeable and humiliating. No fellow will turn down a girl merely because she has money, and it comes in very handy. But when he marries for that motive, he often does not get much else, and is apt to find even that item not under his control.

Some people, when they get started around the country on a good time, become extremely exacting. To hear them growl and grunt, you would think their pleasure trip was a punishment for some offense. If trains are late or if their automobile balks, they crab and curse their luck. Or if the hotel meal is not cooked to perfection, they call the service rotten. The practical result usually is that they feel that nothing short of the most expensive hotels is good enough for them. More philosophical travelers realize that they are out for the fun of the thing and if the service is defective, it appeals to their sense of humor rather than arouses their wrath.

Well the circus is with us again—pink lemonade, hot dogs and everything.

FOOTBALL GAMES ARE ARRANGED BY HIGH SCHOOL

The Roseburg high school football team has completed its schedule of games for the coming season, and is faced with a rather strenuous series. The first game is to be played in Roseburg on October 8, at which time the Cottage Grove high school will furnish the opposite team. On October 15, the local team goes to Eugene to play the local team. They play Marshfield on October 22, go to North Bend on November 5, and meet Grants Pass in Roseburg on November 11. The last game of the season is played on November 20 with Ashland, the game being in Roseburg.

MARSHFIELD ELKS INVITE ROSEBURG TO BEACH FROLIC

An invitation has been extended by the Marshfield Elks to the members of the Roseburg lodge to join in a beach frolic to be held on Sunday, September 5. As Monday is Labor Day this entertainment affords an opportunity for a double holiday at the beach. It is planned to hold a seafood dinner at noon, to be furnished by the Marshfield order, and throughout the day there will be beach sports, short side trips to points of interest near the beach, and numerous amusement features. The frolic is to be held at Muskege. A special meeting of the Roseburg lodge is to be held on Thursday to make definite arrangements for attending the affair at Marshfield.

PRUNE PICKIN'S

By BERT G. BATES

GOOD EVENING FOLKS

The other night we were foolin' with the dern ol' radio tryin' to eliminate the squawks and wheezes from the ozone and all of a sudden we yelled to the spouse that we had Italy on the aerial and she dashed our hopes by muttering that it was only some spaghetti cookin' in the kitchen.

DUMBELL DORA THINKS

There are a lotta queens that oughta be crowned.

OUR UNFINISHED STORY

He had been married just a year and things were going pretty smooth; his life had been as undisturbed as water in a hidden pool. The dollar that he took each week from out his scanty salary to satisfy the whims that come e'en to a married man was never touched by alien hands, and he could laugh in glee at jokes that told of w-f-l benefactors who nightly had their pockets frisked by meddling spouses. And he was a contented man.

Then shadows stole across his door, for one night he read in the Evening Shrike where they would give a mighty prize of fifty bones to any ivory-headed sap who wrote the best love letter. He fell kerflop into the trap, for when it comes to slushy stuff he was a sweet-toned Shakespeare. And so he wrote thusly:

Dear Lost Lenore: Each night I wait through dreams, with you and bitter tears ooze through my lamps, for, dear one, I weep each hour away when you are not near. I know the angels in the sky must think that Paradise is dull when you're away. Must this be so for aye and aye?

He wrote a dozen pages of this sticky stuff, and finished, just as his wife came in, and leaning over his shoulder read this proof of his gross perfidy. He lost his voice trying to explain.

These pool hall buckaroos aren't so dern weak as they look. Ye-ah, we saw one of 'em put twenty Camels in his pocket.

This poem was submitted by a local bank cashier whose name we refuse to admit but who we do admit has dern good judgment concerning his stenog.

The big chief in our office is called the old man.

The cashier is some hunk of cheese.

The bookkeeper's pretty and bats pretty well.

But the little stenog's the main squeeze.

We'd hate to be a chambermaid with a circus.

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State Press Comment

Careful Railroad.

American travelers in Europe who are accustomed to the splendid service, fast time and de luxe equipment of American railroads, are usually surprised at the dinky little trains which spirit across the United Kingdom. Operation of these small railroads, however, leaves nothing to be desired in the way of safety appliances and general safeguarding of the lives of the passengers. Official statistics for 1925 have just been issued showing that out of a total of 1,700,000,000 passengers carried on British railroads last year, but one life was lost.

This lone victim was not killed outright, but died from shock due to his poor state of health. But for this one casualty the roads would have tied the record of 1901 and 1908, when not a single life was lost. No wonder Lloyds and other insurance agencies like to gamble on the weather, the channel swim, and other features in which the element of chance enters. A railroad traveler on an English train would hardly be justified in taking out an accident policy. — Portland Telegram.

Oliver O. Plumer has filed suit in the circuit court for divorce from Beulah M. Plumer on the grounds of desertion. He is represented by Attorney M. F. Rice.

John Davidson says "Beauty increases its value"



John says he keeps his house and garage painted not only because it looks better but because better looks means a better price should he want to sell. That's right, too! But in painting by all means use Acme Quality Paint—always desirable because of the 40-year reputation for dependability behind it.

ACME QUALITY Paint and Varnish

This is the Acme Quality Paint and Varnish Service Station. Cheerful, expert advice in all matters pertaining to paint may be had for the asking. See us today.

D. P. FISHER

403 W. Cass St.,
Phone 668-J
ROSEBURG, ORE.

SAVE with SAFETY at your Rexall

DRUG STORE
A Complete Treatment for the Hair



First: Shampoo the hair thoroughly with Rexall "93" Shampoo Paste

This paste is a semi-solid soap—non-injurious, delightful to use.

Second: Apply Rexall "93" Hair Tonic

The tonic is easy to apply—not sticky or messy.

Nathan Fullerton
The Rexall Drug Store
Roseburg, Oregon

DR. NERBAS
DENTIST
Painless Extraction
Gas When Desired
Pyorrhea Cured
Phone 423 Masonic Bldg.

BEAUTY CHATS

SMOOTH FINGERNAILS.

If you take proper care of your fingernails you can keep them smooth and young looking indefinitely. It is your duty to do this. No matter how young you are or whatever other beauty treatments you neglect. Remember that every moment your hands are speaking for you; so that no matter whether you are talking or sitting quietly attention is being drawn to them. If they are neglected it makes you look careless and it makes your hands ugly.

The cuticle around the edges of the nails must be smooth and the nails themselves must be polished and without ridges. The best way to keep them in condition, is to scrub them at night with hot water and soap and when you have dried them, to rub them full of cold cream. Then push back the cuticle with the blunt end of an orangewood stick and gently wipe off the cream. A little should stay on the skin, to be absorbed during the night. The cream should be rubbed not only into the skin around the nails, but over the nails themselves, and should be rubbed in quite thoroughly. This means that the nails will look nice in the morning and that ridges will not develop.

If your nails have developed ridges, it shows there is something wrong with your blood. You can do a great deal to smooth them down by rubbing over them gently with a small piece of pumice. If you can buy orangewood sticks which have a small piece of fine pumice set in one end, use these if not, buy the finest pumice stone you can. When you have rubbed down the ridges cover the nails with cold cream or petroleum and later polish with the buffer until you have covered up all trace of the minute scratches left by the pumice. Polish your nails frequently, it is one of the best treatments you can give them to keep them smooth and young.

Efficient Housekeeping

By Laura A. Kirkman

ANSWERS TO INQUIRIES.

TOMORROW'S MENU
Breakfast
Cantaloupe
Cereal
Fried Eggs and Bacon
Toast
Luncheon
Vegetable Salad with French Dressing
Corn Muffins
Cookies
Jelly
Tea
Dinner
Rump Steak
Custard-Cob
Sliced Tomatoes
Prune Whip
Coffee

"Amateur: Where can I get a booklet on canning such fruits as rhubarb?"
Answer: Write to the United States Department of Agriculture, Washington, D. C., for Farmer's Bulletin No. 1471, entitled, "Canning Fruits and Vegetables at Home." It is late to can rhubarb this summer but with such a booklet as this one (which is free to all who send to Washington for it) you will be able to can your rhubarb next year in time. There are many later fruits which the booklet will tell you how to can this year.

Mrs. C. S.: "How shall I wash silk marquisette curtains with silk bouillon?"
Answer: Dry clean the curtains. In a basin of gasoline, out-of-doors (at least not near heat or flame), and rinse in a fresh basin of gasoline. Let hang in the air several days, or till the odor of gasoline has evaporated, before pressing. Of course it is always a good plan to have such work done by a professional cleaning establishment of high reputation, if one can afford to.

Mrs. L.: "I would like to hear what other women would do—or perhaps have done—in a case like mine: What vines could be planted to cover an unsightly fence? I would prefer some that come up year after year and grow fast. Perhaps someone who has experienced along this line will write and tell me?"

M. A. C.: "Some time ago one of your readers asked for a Gluten Bread recipe. You printed one, but here is another: Gluten Bread: Three and three-quarters cups of gluten flour, one yeast cake, one pint of water which is one-third cream, and one teaspoon of salt. Put the yeast to soak in one-fourth cup of additional water. When soft, add it to the pint of lukewarm water and cream. Make a sponge by adding one and three-fourths cup of gluten flour and the salt; set to rise, and when full of bubbles add the remainder of the flour and knead well. Let rise again, till light, then shape into loaf and put in buttered tin. Let rise still again and bake three-fourths of an hour in a moderate oven. (Cream is not necessary)."

Answer: Thank you, Reader Friend, for this fine recipe. Tomorrow—Good Chocolate Layer Cake.

YOUTHFUL ELOPERS HELD IN SAN FRANCISCO TRIED TO SECURE LICENSE HERE

PORTLAND, Ore., Aug. 27.—Lionel Brown, 16, and Rosemary Brown, 17, son and daughter of Sidney F. Brown, salesman, 297 East Thirty-third street, Jack Miller and a young woman reported to be the bride of Lionel Brown, were being held by San Francisco police tonight for the United States department of justice, it was learned by a dispatch from San Francisco.

While Mr. Brown, father of two of those being held, refused to comment on the situation last night, it was understood from Portland police that the four are being held upon the request of Mr. Brown. The four left by automobile from Portland at 2 p. m. August 23, bound for Mexico, it was believed, where Rosemary Brown and Jack Miller, and Lionel Brown and another young woman were to stage a double wedding.

The arrest was made in San Francisco at the home of Joe Miller, a brother of Jack Miller.

Mrs. A. K.—While henna colors the hair so it does not rub off, it is not a dye; furthermore, it is perfectly harmless in its effects upon the hair or health, and even has some tonic qualities.

To tint the stray white hairs and



Rub cream into them at night, still not change the natural shade of your hair, mix the contents of a package with enough lather to cover your head. Rub this through the hair and let it stay that way for 20 minutes, after which proceed as with any other method of shampooing. Coarse hair takes longer to take up the color than fine hair.

Tomorrow—Answered Letters



Flush A Way

is the only liquid, non-poisonous, non-inflammable, non-explosive deodorant that enables you to easily clean under the flushing rim of the toilet bowl. And there is where offensive odors emanate. Pour a little FLUSH-A-WAY on the brush and FLUSH-A-WAY. Incrustations, stains, odors will disappear as if by magic.



Harmless to hands and harmless to plumbing.

AT YOUR DEALERS

FLUSH-A-WAY for Toilet Bowls

ELECTRIC LIGHT BULB PRICES ARE SLASHED

(Associated Press Leased Wire.)

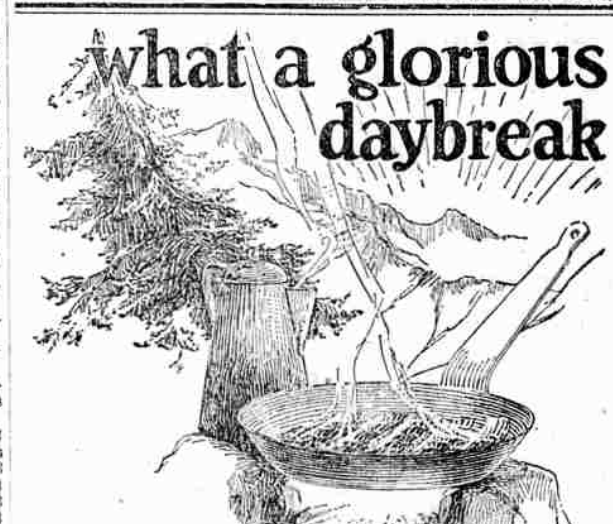
PITTSBURGH, Aug. 27.—A five to seven per cent reduction in the price of electric light bulbs has been announced by the Westinghouse Electric Manufacturing company.

The cut, made possible by reduced production costs, will amount to seven per cent on new standard lines of lamps and five per cent on all other styles. It will be effective September 1. Company officials said the reduction could save electric bulb users of the nation approximately \$1,000,000 annually.

NOTICE OF BOARD OF EQUALIZATION

Notice is hereby given that on the second Monday in September, being September 13th, the Board of Equalization will attend in the assessor's office in the courthouse in Roseburg, Douglas County, Oregon, for the purpose of examining the assessment rolls and correct all errors in valuations, description and quality of land, lots and other property assessed by the assessor, and it shall be the duty of persons interested to appear at that time and place appointed.

FRANK L. CALKINS, Assessor.
Armedel piano tuner. Phone 189-L.



Frye's Delicious BRAND bacon

Daybreak in camp with a breakfast of Frye's Delicious Brand Bacon—a sensible, delicious start for a day in the open. The campers will need no second call when the Frye's delicious aroma is added to nature's awakening.

Provide for a score of summer outings by buying a whole side of Frye's Delicious Brand Bacon—thousands of experienced campers have found this a way of economy and convenience.



Everything The Name Implies