

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON, WEDNESDAY, SEPTEMBER 29, 1926.

THE POWER OF ADVERTISING.

Few people realize how far the public taste is affected and directed by the power of publicity. Take the case of some famous concert or opera singer. Such a performer goes through a long period of preparation as the result of which she reaches a high state of perfection. But she has not yet become generally known, and if she went out on a tour, she would find difficulty in obtaining audiences. But when such a singer appears in the centers of culture, and the newspaper critics and people of musical taste get out and listen to her, and when they praise her as one of the best singers of the time, then all at once people flock to hear her, and her work becomes very profitable. Now that singer was practically no better after she obtained all those favorable notices, than she was immediately before she had achieved her fame. The difference was that she had the advantage of publicity. The public will run after the people and things that get public notice, and they will neglect equally good things that do not get such notice. The same principle applies to business. One can take the case of two retail stores in which the location is equally good, and the service and goods offered about alike. One store is enterprising and starts out to advertise, and one does not. In due time the advertised store will become very much better known. People will talk about it, and ask their friends if they have seen this or that line being sold there. In a short time that advertised store will be well filled with people. Increased business will help it sell at low prices. While the non-advertised store keeps the same old bunch it formerly had, and it will probably lose some of them, who are attracted to the advertised place. Publicity has always drawn the people and it always will.

THE WORLD SERIES.

About the time the world series scores begin to be displayed on the bulletin boards, the business men find that some urgent errand requires them to go out on the street at frequent intervals. Also clerks, office boys, and even stenographers, have mysterious calls which make it necessary for them to pass those bulletins. Only a small part of the audience before which these players perform is gathered in the actual playing field. All interested in sports form a vast invisible assemblage, who listen in spirit for the crack of the bat that knocks in the winning run. The serious faed teacher, intent on intellectual development, may tell her boys that if they work hard they stand a possible chance to become president of the United States, and may not get a bit better grammar in the next papers as their response. But if she tells them that if they study the real science of baseball, they stand a possible chance of becoming star fielders and basemen, and they might conceivably get into a world series game, she has them thoroughly thrilled. These games at least teach the boys that success of any kind is not attained without hard work and self control. These star players are not merely natural athletes, who became ball players because they had a genius for it. When the rest were loafing around the streets, these fellows were out batting and fielding, and trying to get the knack of holding that slippery little ball and putting it where they wanted to. And as professionals, they put just as much heart into a game where they had no possible show of winning, as if they were well up in the lead. That is the spirit that brings success, to the boy grubbing over a hard lesson, and to the young man sweeping out the dusty floor in his office.

It was a splendid suggestion on the part of the state highway commission yesterday when that body went on record against any member of the department taking an active part in politics. The edict might well apply to all departments of state government. There is, and always has been, entirely too much gum-shoe politics among a large number of patrons who have gained admission to the state's payroll department—carried on for the sole purpose of making their jobs secure regardless of their ability and general fitness for serving the state. The commission has also made it known that cards or other political advertising matter will not be permitted to "decorate" the highways of this state in the future—also a very sensible conclusion and one that will meet with general approval.

According to "experts" who quite recently divulged their findings on the oil supply of this old world the information is gleaned that at the end of a six-year period from date there won't be a thimbleful of gas left—providing present consumption is maintained. (This is going to be hard on the fellow who has forgotten how to walk.

The Kiwanis club has challenged the Rotary club to play a championship game of golf. Now, watch the fur fly for supremacy.

Well, it's just about time something happened in the political arena to create a little enthusiasm.

The world series starts Saturday. Keep your eye on the ball.

Looks like winter is getting well under way.

PRUNE PICKIN'S

By BERT G. BATES

GOOD EVENING FOLKS

In a scene down here
The other day we saw a gal
Do a dance and the
Director told me
Her costume consisted
Of sixty beads—
From what we could see
It musta been
Beads of perspiration.

DUMBBELL DORA THINKS

A chicken ranch is an egg plant.
If we could swim to Avalon
And grab Bill Wrigley's gold,
We'd surely like to do it,
If we didn't catch a cold.

From what we can see of it the
jazz age is from six to six hundred
and six.
The leaves begin to fall,
Bare limbs will soon appear;
But shucks! That's nothing new—
We see them all the year!

We spent all of last Saturday out
on a Julius Caesar set directing a
flock of eighty damzels attired in
bathin' suits and oh boy if you
think this movie game is a tough
life you should have been around
to get a glimpse of the gang I had
workin' for me.



Lafe Perkins Sez.
"The feller with the most pull
nowadays is the dentist."

Did You Ever Stop to Think

By Edson R. Walte, Secretary of
the Shawnee, Oklahoma, Board
of Commerce.

H. G. Rhawn, editor of the Clarks-
burg, (West Virginia), Exponent,
says:

That there is an immutable law
of compensation at work in the
world. No phase of life remains
untouched by it. It is, of course,
at work in some fields more force-
fully than in others. Business life
feels its power keenly through the
advertising methods adopted in
this phase of human activity and
this unchangeable law of life may
be directed so as to bring success
or failure.

That the bromide, "Advertising
Pays," is not always true because
of the fact the law of compensa-
tion is frequently not studied when
advertising is used. The phrase
should be amended to read, "Judicious
Advertising Pays." Returns
are reaped only when thought and
planning is devoted to the use of
ink and white space. Haphazard
efforts in advertising, as in other
fields of activity, fall wide of the
mark. The newspaper of today
which permits those who buy ad-
vertising to use space without giv-
ing thought to the basic essentials
of good advertising, commits an
economic crime, and is jointly
liable with the advertiser for ex-
travagant and wasteful use of
money and time. The law of com-
pensation begins to work and in-
evitably and invariably such a
newspaper and the advertiser suf-
fer the consequences of injudicious



DOING BETTER.

The doctor of divinity, he preached for half an hour,
with marvelous concinnity, with fervor, grace and power.
He talked to us of charity as being something grand, a vir-
tue that's a rarity, in this wealth-maddened land. I went
home feeling wonderful, my bosom full of peace; "My course
of life is blunderful," I muttered to my niece; "that sermon,
great yet terrible, has shown me where I'm wrong, and after
this, dear Sarah Belle, I'll help the world along. I'll help the
sick and penniless, who for refreshments pant, I'll give my
roll, not any less," I whispered to my aunt. "I see I've acted
stingily," I murmured to my frau, "my record shows up
dingly, but I'll do better now. That doctor of divinity has
made me see the light and in my own vicinity
I'll try to make things bright. I'll be a good
Samaritan to every skate alive, and if I
cannot spare a ten, I'll surely dig up five." I thought they
would applaud me then, my wife and aunt and niece; they
started in to prod me then, and each one spoke her piece.
"Be just before you're generous," the ladies spoke as one;
"supply with extra tinner us, if you have that much mon.
We're needing new habiliments, we're needing slippers pink,
our hats are merely filaments, our shoes are on the blink.
There is a whole blamed county full of hoboes needing
change; your talk of being bountiful sounds rather sad and
strange. We're out of coal bituminous, we're out of spuds
and pies; your project is not luminous, it isn't sane or wise."
And thus the poor are wandering just as they were before,
while aunt and niece are squandering my substance at the
store. So noble plans go glimmering before the facts of life,
while we buy garments shimmering for aunt and niece and wife.

State Press Comment

The Florida Lesson

The record of 22 devastating
hurricanes in the United States
since 1884, compiled by the As-
sociated Press, shows that all were
in the southern states or in the
middle west. Florida is a conspicu-
ous target of recent years, made
so by stupendous development of
beach resorts exposed to the fury
of winds and waves. The storms
were there before Palm Beach, Mi-
ami and other pleasure palace cities
were erected, but they wasted
their fury upon wild expanses of
beach, islands and swamps, with
sparse population dwelling in low
structures that had been erected
by natives understanding the cli-
mate of that region.

The Associated Press reports
that this is the fourth disastrous
storm to strike Florida in less than
a year.

Further light upon these disas-
ters is supplied by the National
Geographic society. Reviewing
its record of tropical storms, it
finds that about 10 hurricanes are
brewed every year between July
and October somewhere east of the
Caribbean sea.

Those authentic records had
been forgotten, or were not known
by the large speculative element
that rushed into Florida in recent
years and engaged in the exciting
game of trying to get rich quickly.
It would have been well if they
had been given consideration sev-
eral years ago. But it is better that
they be considered now than that
they be entirely ignored and that
land and city building boomers be
encouraged to go on in their un-
wise disregard of nature's warn-
ings.

If the hundreds of millions of
dollars that have been thrown in-
to Florida resorts in recent years
had been expended in industrial de-
velopment, the recent catastrophe
would be a national disaster. But
the big outlay has been for pleas-
ure to whip up an appeal to north-
ern people of wealth to go to
Florida beaches and spend their
savings in extravagant hotel and
resort places. The disaster, there-
fore, while heart-rending in many
aspects, will not make a dent in
the industrial prosperity of the na-
tion, though it may involve some
large financial interests that have
been lending millions of dollars im-
prudently for the construction of
the demolished and damaged build-
ings.—Spokane Review.

PORTLAND GIRL
SUFFERS INJURY
IN AUTO WRECK

Bella Hamilton, of Portland,
sustained a dislocated shoulder this
morning in an accident near Win-
chester. Miss Hamilton and Cry-
stal Warnock, also of Portland,
spent last night at the Terminal
hotel in Roseburg and left this
morning expecting to go to Cot-
tage Grove. While traveling near
the Grand fruit stand a short dis-
tance from Winchester, their car
skidded on the wet pavement and
turned over beside the road, smash-
ing the top, breaking out the win-
dows and otherwise damaging the
car. Miss Hamilton suffered a se-
vere dislocation of the shoulder
and a few minor bruises. Miss
Warnock was slightly bruised but
received no serious hurts. They
were brought back to Roseburg and
Miss Hamilton taken to the office
of Dr. Wade where the dislocation
was adjusted.

BEAUTY CHATS

FRESH CLEAR EYES

If your eyes do not always look
and feel fresh you should find out
and cure the trouble, for it is a
matter not only of beauty but of
health. If your eyes aren't quite
right, you may not necessarily
need glasses. The eyes will look
badly for all sorts of reasons, in-
digestion, for instance, or sluggish
liver or kidneys.

First make sure of your general
health. Spend a few days on a
simple diet, drinking two glasses
of hot water before breakfast, and
six to eight glasses of water dur-
ing the day (including the two hot
ones) to flush out liver and kid-
neys.

Get from eight to nine hours
sleep every night in a really well
ventilated room. Meantime avoid
eye-strain, that is, reading fine
print in a moving train, or reading
or working in poor light. In the
morning when you get up, bathe
the eyes in an eyecup containing
fairly cold, weak boracic acid solu-
tion. See how your eyes feel as a
result of all this.

If your general health is below
normal your eyes, of course, will
be affected. Build yourself up not
only with fresh air and exercise
and enough sleep, but with a good
tonic as well, prescribed by your
doctor. If all these things fail
and your eyes still trouble you, go
to an eye specialist.

But remember that as a nation
we tend to overdo the eyeglasses,
as much so that every foreign coun-
try caricatures us by drawing us
with glasses, large ones with thick
horn rims. Very few people have
perfect vision. That does not
mean that eyeglasses are the cure.
Before you burden yourself with
spectacles that may be unbecom-
ing and that will certainly make
you look older, be absolutely sure
that you need them. Try every-
thing else, but if you do need them,
get them fitted at once.

Many doctors are trying eye ex-
ercises, using glasses only tem-
porarily to relieve eye strain.

Lillian G.—With greenish grey
eyes and hair of a medium shade
of brown, your best colors will be
dark brown and blue. You should
also wear bright shades of blues.



Try an eyecup to make the eyes
feel fresh.

henna color, rose or dark wine col-
or. Aim to select colors that will
make your eyes appear darker
than they are.

John T.—Try a cold bath every
morning followed with friction
from a coarse towel to increase
the circulation. Some setting up
exercises each day will be helpful
also.

Tomorrow—More Paris Fads.

INFANTS AFGHAN.



TOMORROW'S MENU
Breakfast
Bananas
Cereal
Boiled Eggs
Coffee
Luncheon
Catsup
Wholewheat Bread
Steved Appricots
Cookies
Tea
Dinner
Clams au Gratin
Baked Potatoes
Carrots
Sliced Cucumbers
Lemon Meringue Pie
Coffees

To crochet an infant's afghan,
buy 13 balls of Germantown yarn
(four fold) and a number three and
one-half crochet hook. Begin by
chaining 176 stitches. Work Pat-
tern Number One as follows: Row
One: Pick up all sts. as in plain
afghan stitch, yarn over, draw
through one loop, yarn over, draw
through two loops, yarn over, draw
through two loops. Chain four.
yarn over, draw through two loops,
yarn over, draw through two loops,
repeat from * to end of row.

Rows two and three are of plain
afghan stitch. In picking up stitches
of row two be careful that
each chain of four comes on right
side. Row Four: Pick up all sts.
take off first seven sts., chain
four, take off next nine sts., repeat
from across. Row Five: Pick up
all sts., take off first six sts.,
chain four, take off two sts., chain
four, take off seven sts., repeat
from across. Row Six: Pick up
all sts., take off first five sts.,
chain four, take off two sts., chain

four, take off two sts., chain four,
take off five sts., and repeat from
* across.

Row Seven: Same as Row Five.
Row Eight: Same as Row Four.
Work two rows of plain afghan
stitch. Row Eleven: Same as Row
One. Now work Pattern Number
Two: Chain three, turn, work one
double crochet in each stitch of
stripe just made. 176 double cro-
chet in row, having wrong side of
work toward you. Chain three,
turn, at end of each row. Row
Two: One double crochet in each
stitch, taking up both loops. Row
Three: One double crochet in each
stitch, working the double crochet
around double crochet of preceding
row, to form a rib on right side.
Repeat Rows Two and Three till
you have ten rows of Pattern Num-
ber Two.

Repeat Patterns Number One
and Number Two alternately till
you have five stripes of Pattern
Number One and four stripes of
Pattern Number Two. Work a
row of shells all around, using
eight double crochet in each shell,
fastened down with S. C. Finish
with a plain edge.

Plain Afghan Stitch (called for
in above directions): Chain as
many sts. as are required, turn-
skip one st., draw a loop through
each st. on ch. fill all the sts. of
ch. are on hook. First Row: Over,
and draw through one loop, * over,
draw through two loops, repeat
from * till there is one loop on
hook. Second Row: Draw a loop
through each upright st. fill all
loops are on hook. These two
rows, crocheted alternately, are
counted as one complete row.

Tomorrow—Cucumber Pickles.



Diet and Health

By Lulu Hunt Peters, M.D.

Author of Diet and Health and Diet for Children

BOBBED HAIR.

A. says that my article on Bob-
bed Hair, in which I stated that it
was "clean, comely, comfortable
and cool," decided her to have hers
bobbed. And she's a very happy
over it for she need to have dull
headaches and now she hasn't
them anymore. She had very
heavy, red hair. She is still trou-
bled, however, with a little dandruff.

There is no doubt that in some
cases very heavy hair (color im-
material) can be the cause of cer-
tain headaches, so I'm glad you
read my article. I'm still strong
for bobbed hair. I'm getting so
that long hair, no matter how beau-
tifully done up or how lovely with
hygiene to me (as well as archaic).
The bother of going to the
barber at stated periods has been
ejected as a factor against the con-
venience of short hair, but believe
me this little attention doesn't

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 do not write them in 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 ap-
preciate very much the beautiful letters you send me and regret it is im-
possible to give you individual advice. The questions you ask will be
answered in the column as soon as possible. If they are of general inter-
est, I'll put them in the column as soon as possible. I have no argument to
make and no information to have altered.

Novelty Weaves

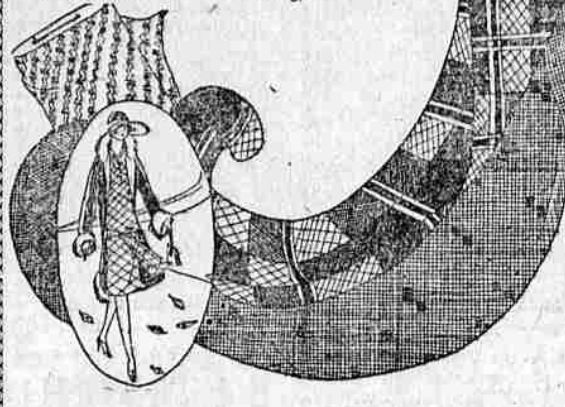
Mark New Fabrics

The latest things in the fabric
would promise a fall mode
rich in novelty. There is a
profusion of checks, plaids
and geometric designs, some
bright in tone and others sub-
dued and neutral. The wool-
ens are most original in weave
and the silks lustrous and
lovely in coloring.

Our prices, as usual, a
little lower

The Ladies
Shoppe

139 N. Jackson St. Roseburg, Ore.

MIDNIGHT
SUN

HEALTH BULLETIN

Walking.

(State Board of Health)

In order that the human body
may be in perfect health as to its
circulation, digestion, nervous sys-
tem and muscular system, exercise
is absolutely necessary. More ill-
nesses are caused by disordered activity
in organs as a result of errors in
diet, rest, and exercise than are
caused by actual disease processes.
The various physiological processes
of the body depend for their prop-
er performance on activity. The
lungs will not function properly if
the chest is not well expanded. In-
digestion will result if there is an
inactivity in the stomach and in-
testines. The heart structure will
fail in its efficiency if an excess of
fat accumulation in and around its
muscular walls, or increase in its
work by a disproportionate deposit
of fat through the body generally.
The nervous system is prone to
certain functional disorders such
as irritability, insomnia, etc., re-
sulting from the prolonged irrita-
tion by poison created by the
body's inactivity.

Some form of exercise is neces-
sary to keep the body in perfect
health. The most universal and
beneficial exercise is walking, for
the amount, rate and the type
are each easily regulated to the
particular needs of the individual.
Walking is a pleasant form of ex-
ercise, easily obtainable, and mean-
while an abundance of fresh air
and sunlight are possible. Almost
two-thirds of the muscles of the
body are involved in walking; this
exercises the larger portion of the
body muscles. The nervous system,
the circulatory, the digestive ap-
paratus, are all stimulated by
walking.

To get the greatest benefits
from walking, one must have in
mind proper attire. Properly fitted
shoes are essential; they should
not be too wide and they should be
long enough so that the top of the
toes does not touch the ends of
the shoes, and yet at the same
time big enough to allow the wear-
ing of wool hose. In summer, or
winter, the use of wool as a cov-
ering for the feet makes for comfort
in walking. The rest of the cloth-
ing will be indicated by the sea-
son, though wool of different
weight is to be preferred. Walk
with the weight carried on the out-
er side of the feet, placing the foot
on the ground parallel to each
other. The chest should be carried
well forward and the arms should
swing easily at the sides. The
stride and rhythm are important
because unless there is a free
swinging of the arms which is ac-
companied by a slight turning of
the body with each step, a very
valuable exercise of the body be-
comes a loss. Walking in the man-
ner described exercises practically
every muscle in the body, keeps
you physically fit, and gives you
an added zest and enjoyment in
the day's work.

Do not consider walking a seri-
ous task. Walking should be more
than a means of progression—it
should be a real joy.

NOTICE TO WATER USERS
Notice is hereby given that the
water along main line of Reser-
voirs 1 and 2 will be shut off
on Friday, October 1st from 8 to
11 a. m. affecting Riverside, Eden-
bowler and districts north.

THE CALIFORNIA OREGON
POWER CO.

Try a classified adv. in this pa-
per and watch results. You'll sure
get 'em.

BLAZE DAMAGES
PRISON SAWMILL

SACRAMENTO, Calif., Sept. 29.
—Fire last night razed the Folsom
prison sawmill and burned for
more than 20 minutes before guards
and re-inforcements from Folsom
quelled the blaze. Fire was kept
from spreading and damage was
said to be nominal. The cause of
the blaze was undetermined. The-
ories that the blaze might have
been set by James Thompson,
escaped life term believed to be
at large within the prison area,
were scouted.

The News-Review covers Doug-
las county like a blanket—goes to
every nook and corner.

DR. NERBAS
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Phone 455 Masonic Bldg.