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ROSEBURG, OREGON, FRIDAY, OCTOBER 29, 1926.

THE NEWS ELEMENT IN BUSINESS.

People who are studying the whys and wherefore of business success, and who ask why some people get ahead while many do not, should take a careful look at what can be called the news element in business. It is a principle that applies in many phases of activity. Take a public library for instance. The old books are no doubt just as good as the new ones. The students of literature would probably say the old books were much better, since they contain the cream of human wisdom for many centuries. But if you ask those librarians what books are read the most, they would say that the bulk of the demand is for the new books. People are attracted to whatever seems to have the element of novelty. In the common phrase, they want "something different." The new thing attracts them. Now apply that principle to business. The people are impressed when a merchant by advertising shows the public how he is constantly getting in new things, how new opportunities to buy are constantly being offered, how they can take advantage of these favorable opportunities by watching his announcements and following them up. That store is like a new book. It constantly has an appearance of novelty, of something different, of new and unexpected things, and the people find it interesting and fascinating. They look in the newspaper to see what new things those people are advertising now, and the idea finds lodgment in their minds that that store is a place to which you can constantly look for some new development which will be advantageous to them. When a store through its constant publicity has conveyed that impression, it will never lack for trade enough to do business profitably and economically.

"Tuberculosis is a waster of young lives," said W. J. Kerr, president of the Oregon Agricultural College in a recent interview. "Between 1917 and 1924, Oregon lost 243 children and youths under twenty years of age, and 861 other persons between twenty and forty years of age," continued President Kerr, pointing out the need for earlier medical and hospital care for people who have tuberculosis. "This very necessary early care cannot now be obtained," said President Kerr, "except for those who can pay for private sanatorium care. The state sanatorium at Salem has had a long waiting list constantly since 1915. This means that each patient that applies is delayed from one to five months in gaining admission and many who apply do not get in at all. In the past six years, 422 patients have thus failed. It is my firm belief," concluded President Kerr, "that hundreds of young and useful lives could be saved in Oregon each year if we had enough hospital facilities for the early care of all tuberculosis patients; and for this reason, I am giving my support to the Eastern Oregon Tuberculosis Hospital Act which appears next week on the ballot, and I hope that a large majority of Oregon's voters will support the measure."

A special edition October 27 of forty pages marked an anniversary of the Morning Enterprise of Oregon City, founded in 1866 by D. C. Ireland and now published under the ownership of its able editor, E. E. Brodie. Sixty years of progress in Oregon City and Clackamas county, beginning seven years after Oregon was admitted to statehood and ending with present-day development, is reviewed in a highly creditable manner. Historical sketches by well known authorities, among them Mrs. Eva Emery Dye and George H. Himes, are interesting parts in the composition of the edition. Set forth impressively are the rich agricultural resources of Clackamas county and adequate description is given the flourishing manufacturing industries contiguous to mighty Willamette falls that contribute largely to Oregon City's annual payroll of \$4,000,000. That prosperous municipality now has an accredited population of 7,500, bank deposits and saving accounts aggregating a grand total of \$6,000,000 and in the Morning Enterprise a representative newspaper that richly merits the most liberal support.

After all this campaign slush fund hysteria has its good side. It arouses apathetic voters to some show of interest and it may actually induce some of them to go to the polls on election day. It also occurs to us that most voters would rather read the news of these senatorial investigations, farcical though they may appear, than the voters' pamphlets that flood the state as a preliminary to the elections.

Ike Patterson, Republican candidate for governor, is going over the top at next Tuesday's election by a handsome majority. Mr. Patterson can be depended upon to tender to the people of Oregon a constructive and business-like administration. He will give his undivided attention to the conduct of state affairs and will make a most excellent executive in every way.

Stanfield, Steiwer and Haney are still in the running—a pretty three-cornered race—with all sorts of predictions being advanced as to the ultimate outcome.

COLLEGE PRESS ASS'N. TO MEET IN B. C. NEXT YEAR

Ed Morrison, editor of the University of British Columbia publication, The Ubyssy, was named president; Walter Burrows, University of California, secretary, and Jack Benefield, University of Oregon, treasurer.

PRUNE PICKIN'S

By Bert G. Bates

GOOD EVENING FOLKS

It looks like Mister Ormiston Beats all records For long distance Runnin'.

DUMBELL DORA THINKS

A feller can't run fer office in Oregon without bein' accused of some crime.

Hard work never killed anyone but that doesn't explain why some feller's wives die.

We note that in Poseyville the hotel clerks have taken to stabbin' fellers who snore, which ain't such a bad idea after all.

Queen Marie is comin' to Cal. and perhaps that's the only way she figgers she can get a good look at the Iowa farmers.

If you want to learn a man's inmost thoughts just read between the covers on his bank book.

Jimmie Goodman and ye ed are goin' over to the Olympic Auditorium tonight to see Nationalists and Fidel La Barba do battle and quite a large crowd of fans will stand by to see who sniffs the resin first.

The Xmas goods are already bein' on display which is sad news to the bank acct.

Aimee still commands front page space but should be shoved back among the want ads as soon as Queen Marie arrives.

We saw a movie sign over in Long Beach last week which said, "Two Can Play" with Clara Bow.

Your corn, would certainly like to be up in the village for Armistice Day but maybe the jail will be crowded anyway.

After readin' the result of the R. H. S. and Eugene football game we will refrain from becomin' exhuberant over the squad as the predictions of this column doesn't seem to have ahehwa. Letta effect on those pigskin messagers.

In another month the Republicans and Democrats will be on speakin' terms agin and the wind-downs can be cleared of the homely lookin' mugs of the boxes who are runnin' fer office.

Late Pickins Sez.

"Many a feller has pawned his overcoat to make the next payment on his closed car."

State Press Comment

Christmas Prunes

Prune growers of Clark county, Washington, have already delivered 7,000,000 pounds of prunes to the packing plant at Vancouver, with another million to follow. It is said that last year more than 5,000 boxes of five and ten pounds each were packed and shipped for the holiday trade, and that this year the demand for these packs

PRESBYTERIANS

Our new pastor and his family will be with us this coming Sunday. May we not make it home coming day for all of us? Come folks, let's give them a good old-fashioned welcome. Every member of the church and congregation is urged to come to our Bible school at 7:45 promptly. 85 per cent of professing Christians are non-workers. A hive of bees could not tolerate this condition of things and live. Neither can the church do more than merely exist without a spirit of individual evangelism. Behold, I stand at the door and knock," was spoken to professing Christians. When we throw wide the doors of our hearts and let him in we will be ready for Christian service—and not before.

It is something altogether different from the traditional prune, that shriveled ossification, shriveled ya careless grocer's boy like so much nut coal, delivered in a paper sack, soaked for long hours to a watery imitation of juice, and finally cooked in a deluge of sugar, and with a sprinkle of spice to delude the long suffering boarder into the belief that he is eating fruit.

A package of Oregon prunes makes a Christmas gift everywhere acceptable, and it should be forwarded in time so that some of its contents may share honors with the Christmas turkey, as a worthy addition to the holiday feast.—Portland Telegram.

Boy Murderer of Policeman Hangs

(Associated Press Leased Wire.)

CHICAGO, Oct. 29.—Richard Evans, 19, paid with his life today for the murder of a Chicago policeman. He was hanged at the Cook county jail.

Before going to the gallows Evans confessed that he, and not a drunken companion, as he had steadily maintained, shot and killed Patrolman Edward Finnegan last March after the officer arrested the two for speeding.

He walked unaided to the gallows, outwardly calm, and his only statement was, "I will have paid my debt to God and society."

NEW PRESBYTERIAN PASTOR HERE TO TAKE UP DUTIES

Rev. H. W. Achor and family of Woodburn have arrived in Roseburg to take up their residence. Rev. Achor was called to this city as pastor of the local Presbyterian church, following the resignation of Rev. McCullagh who was forced to leave the ministry temporarily because of the condition of his health. For the past eight years Rev. Achor has been serving the Presbyterian church at Woodburn, and comes to Roseburg very highly commended by the residents of the city in which he formerly made his home, for the good work he has done in the church and community there.

PHILIPPINES ARE ROCKED BY QUAKE

(Associated Press Leased Wire.)

MANILA, Oct. 29.—The earthquake which shook Manila early today apparently covered a wide area in the Philippines, it being felt over practically the entire island of Luzon.

The tremor centered about 200 miles north of here. Many persons in the city were frightened by the heavy shock, scores leaving buildings and others jumping out of a window in the city hall. No damage has been reported.

EX-LEGION HEAD CAMPAIGNING FOR THE REPUBLICANS

PORTLAND, Ore., Oct. 29.—James A. Drain of Washington, D. C., former national commander of the American Legion, arrived here today to take part in a Republican rally.

He said he was making his tour as a private citizen and not in any capacity associated with the legion. His object was to work for the election of a Republican congress to support President Coolidge.

Preceding the meeting at the auditorium tonight there will be an old-fashioned political parade. One hundred men from Salem, including a drum corps and a truck mounting a machine gun firing blank ammunition, will be in the procession.

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LETTERS FROM THE PEOPLE

WRITER SAYS PARTISAN SHIP IS A DISEASE

OAKLAND, Ore., Oct. 29.—Editor News-Review: At this day, at this age and at this time, it is surprising to hear the politicians trying to ruin the reputations of men and muddle the issues, at the same time we are all in for an honest and efficient government and the only sure way to have this government is to elect honest and efficient officials regardless of party or sex.

Just ask some of your friends to tell you the difference between a Democrat and a Republican and you will find no two will tell you the same.

As a criterion we'll take votes of Democrats and Republicans in congress and the state legislature. In congress you find high tariff Democrats and high tariff Republicans, you find Republicans for and against farm relief as well as Democrats, you will find Pro Work Court advocates in both parties and the same can be said on all National issues.

In our state legislature you'll find Republicans voting for measures sponsored by a Democratic governor, one of these is our state Senator, Hon. B. L. Eddy.

You can readily see when such men break party lines for the public good, why shouldn't voters break party lines for similar reasons.

Partisanship is a disease and the day of voting for a black cat because he is a Republican, or a yellow dog because he is a Democrat, should be gone.

Next Tuesday we shall elect an official of much importance, not only to Oregon, but to the welfare of the entire nation, and this man should be one known for honesty and ability. The official will be a United States Senator.

We have three candidates to choose from, (plenty of material), Stanford, Steiwer and Haney. Stanford is too well known, though he has ability. Steiwer practically unknown, why take a chance? Being a member of a political party doesn't give you ability. Haney is a man of proved honor and ability.

Some say, vote against Haney, because he disagreed with President Coolidge. Isn't that a prerogative of any man and without that prerogative would we have a free country?

If we are going to have our president for a dictator, why not abolish congress, and all other national offices?

Long live the person who has courage to stand by his convictions. We need more such men.

The Oregonian, the leading Republican paper of the Northwest, has this to say of Mr. Haney: "Of re-appointment on the shipping board by President Coolidge to Bert E. Haney is a deserved compliment to high ability and faithful service, the more marked because it is made to a political opponent who has at times disagreed with the president on questions of shipping policy. All true commercial interests, not only of Oregon, but Washington also, have recommended Mr. Haney's reappointment and hope he will accept, for he has risen above local prejudice as above politics, and all would prefer that he remain on the board because he has been tested and has made good."

C. E. GOODMAN.

TWO FACE LIQUOR CHARGE AT MEDFORD

(Associated Press Leased Wire.)

MEDFORD, Ore., Oct. 29.—William Dunbar, 64, is held in the county jail on a charge of operating a still in the Applegate section. The still was seized in a raid Thursday. I. M. Howell, a painter, was arrested yesterday on a bootlegging charge. Eight pints of liquor were found hidden in a stove at his home when raided on a search warrant.

Three of last year's five-forward, center and guard—will be back in uniform this season. Roy Oberberg will be out for his old berth at center and probably will have the easiest time of any of the old regulars in holding his position owing to the lack of pivot material from the Freshman five. Jerry Gunther of the 1925 quintet will try for a forward and Algot Westergren for a guard. These latter positions may be reversed in an effort to secure a stronger scoring combination, Reinhardt announced, and it is possible though not probable that the letter men will not stand up under the competition for honors. Better men from the last year quintet who will make a strong bid are Flynn, Edwards, Joy and Hughes.

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ficers, is being held in the county jail on an open charge of complaint alleging a set up and operated a still will be filed, according to the district attorney.

The distillery was located in a dugout, 12 by 30 feet, concealed under a windrow of tree prunings, and the entrance was so cleverly hidden, officers say, that it took them some time to unearth it. One thousand gallons of mash and 40 gallons of first run liquor were confiscated. The layout was equipped with two stills, stills for cooling and forcing processes, according to Sheriff James Freshers and deputies Amos Helm and Hugo Klinghammer, who arrested Glaspery.

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BEAUTY CHATS

Fashions in eyebrows change from year to year. Not long ago the "hair-line" eyebrow was in style, and then as a reaction, and possibly because women grew tired of going every week to be plucked, natural eyebrows came back in vogue. Now the thin eye-brow is returning, certain actresses who are always a few months ahead of fashion, certain social leaders pictures are always in the papers, are appearing with much thinner eyebrows than they had last year, and the mannequins in the smart dressmaking establishments, who must always show the latest eccentricities of fashion, are also appearing with plucked eyebrows.

If your eyebrows are too thick or badly shaped, you might try having them plucked once just to see how it's done, and then do it afterwards yourself. They rub over the skin with some lotion supposed to make the pulling out of a hair less painful—though it's not very painful either way and then they simply pull out with tweezers all the hairs that grow above or below what they call the ideal line. Then they put a strong bleach over the skin so that when the hairs grow in again they'll be quite inconspicuous for a few days. Sometimes they sell a white paste supposed to cover up these hairs as they grow in, but I never found it anything but messy looking.

If the eyebrows are too thick, they will also thin them by pulling

out the coarser hairs, and in the end they'll make a very neat and not artificial looking job. But in a fortnight you'll have to be plucked again, or else learn how to do it yourself.

To keep the eyebrows neat, brush them every day with a small and very stiff toothbrush, then draw the hairs together to form a nicely arched line by pinching them with the finger tips. Pull out thick hairs with tweezers.

Jane.—Many children of your age have this tendency to pimply, but it all passes away after a time. Be careful not to eat too much candy or other rich sweets, especially at bedtime. Drink plenty of water every day and choose fresh vegetables rather than second helpings of meats at your meals.

Mary G. M.—It would not matter what kind of shampoo you used as the trouble is in your system, causing this excessive secretion of oil on your scalp. Try a glassful of orange juice a half hour before breakfast, as this will clear your system.

The real cause of oily scalps or complexions is imperfect elimination, so choose the kind of diet that will help such a condition. An egg shampoo is very nice for blonde hair, and try castile or some other fine soap with the egg.

Tomorrow — An Impersonal Examination.

Efficient Housekeeping

BY Laura A. Kirkman

USING LEFT-OVER COFFEE

TOMORROW'S MENU

Breakfast

Left-Over Prunes

Cereal

Toast

Coffee

Luncheon

Creamed Dried Beef

on Toast

Fruit Salad

Marmalade

Cocoa

Dinner

Pork Chops

String Beans

Celery

Coffee Cabinet Pudding

Grape Juice

"I have become so frugal that I just can't bear to throw away anything edible," writes a Housekeeper Reader. "So I would be grateful to you if you could tell me how to use left-over cups of coffee in dessert form."

Nothing gives me more pleasure than helping a reader beat the high cost of living by suggesting ways of using her left-overs. I receive so many letters of this nature and I always say to myself triumphantly, after reading them, "Still more women joining the Sensible Army of Thrifty Housewives!"

Here are two good coffee recipes:

Coffee Cabinet Pudding: Butter a mold thickly and sprinkle the bottom and sides with chopped nut meats. Fill the mold loosely with small pieces of stale cake, sprinkling more of chopped nut meats between the layers of cake. When the mold is full, pour over the cake a raw custard made of two eggs and one cup each of strained coffee

and rich milk. Make certain that the custard moistens all the cake, using a fork to lift the cake and bleed the two here and there. Stand the mold in a kettle of boiling water, cover tightly and let steam for one hour. Serve with the following sauce:

Foamy Sauce for Coffee Cabinet Pudding: One and one-half cups cold coffee, three-quarter cup milk, one and one-half cups sugar, one and one-half cups corn starch, one-half cup sugar, one cup boiling water, one egg-white, one teaspoon vanilla. Mix the cornstarch and sugar together in a saucepan. Pour over this the boiling water and let boil for five minutes, then pour gradually onto the egg-white which has been stiffly beaten. Add the vanilla and serve at once.

If one desires to serve the pudding cold, it should be chilled and served with sweetened whipped cream.

Coffee Sponge: One and one-half cups cold coffee, three-quarter cup milk, one and one-half cups sugar, one and one-half cups corn starch, one-half cup sugar, one cup boiling water, one egg-white, one teaspoon vanilla. Mix the cornstarch and sugar together in a saucepan. Pour over this the boiling water and let boil for five minutes, then pour gradually onto the egg-white which has been stiffly beaten. Add the vanilla and serve at once.

Tomorrow — Our Side Interests.

Diet and Health

By Lulu Hunt Peters, M.D.

Author of Diet and Health and Diet for Children

DRY, SCALY SKIN

Mrs. W. has a dry, scaly skin, which doesn't perspire. She has tried all sorts of cold creams and glycerine, without any results. She has had this condition since her birth. Her nails are also very dry and brittle. She has two little girls whose skins are beginning to look like hers.

The condition you describe is undoubtedly the disease known as ichthyosis, or fish skin disease. Mrs. W. it is considered a congenital disease; that is, it is a defect that has been transmitted through the germ plasma either through the father or the mother. The condition is thought to be a defect in the development of the functions of the sebaceous or oil glands, and the sweat glands. The fact that your children have it points to the fact that it is congenital.