

Exaggerated Ads Lure Coin Away

"How many people are there in this community," asked "Bill" Dollar, "who are capable of judging values in merchandise, especially when an out of town ad reads, 'Price \$27.75, value \$50.00'?"

Advertisements of this kind are often found in distant cities, for they can claim anything as long as they get the money, whereas in Roseburg people can see the goods and check up on the values.

"Honest advertising," said "Bill" Dollar, "such as being carried by The Roseburg News-Review, is being given a severe blow by the firms that exaggerate the worth of their merchandise."

"If advertising is to remain on a high level it must assure the customer an article that is exactly as represented. That is something which some out-of-town concerns are not doing. So many customers do not get what they expect when they order by mail and are buying so much stuff that does not come up to expectations that they are losing faith."

"The local merchant advertises his bargains," continued "Bill," "and the customers can step into the store and see if the advertising representations are true."

"No false statements can be made by the Roseburg retailer who does not have them found out. What he offers for sale must be exactly what he says it is."

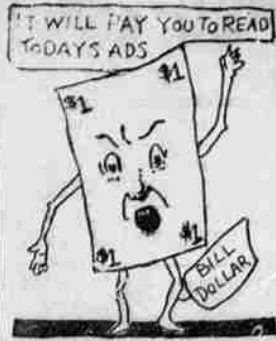
"The more often the people of Roseburg get stung in their purchases from out-of-town concerns the sooner they will come back to the hands of being strictly home buyers."

"It is hoped," continued "Bill," "that every citizen of Roseburg will buy his clothes in this county. Our home merchants are busy all the time studying styles and buying the best there is in the market so that milady may appear in any one of their selections, secure in the feeling that she will like the best the market affords, according to the price paid, and no matter where anyone else bought their clothes that she, with home clothes on her person, will be strictly up to the moment in style. Not one small detail has been overlooked."

"Why is it with some women that everything looks good when it is far away? Pretty pictures are why attractive, no doubt, especially when coupled up with a bargain. That is why they are made to catch the eye."

"Sometime," continued "Bill"

Uncary Deceived by Clever Unit, "Bill" Dollar States. Buy at Home Where Quality is Right Before Your Eyes.



Dollar, "when you have been caught with one of these pretty pictures and buy away from Roseburg, just take the advertisement containing the picture that caught your eye and compare it with what you got in return. Then you will find out why high priced artists are working all of the time to catch your eye with their efforts."

"On the other hand, think what you owe to Roseburg. Not many women in this community are not dependent on some man—either father, husband, son or brother—for their clothes. Do they give the merchants of Roseburg a square deal by looking elsewhere than right here in our own city for everything they need?"

"When we true to Roseburg, if you buy anything at all at least extend to the merchants of Roseburg the privilege of showing their goods to you. The more you buy here the more they will be able to enlarge their stocks, thereby giving you the advantage of all the best that can be bought, and in doing this you will help yourself more than you can possibly realize now."

"And in buying at home," continued "Bill," "other things than wearing apparel must be considered. There are home furnishings, automobiles and all of the accessories, insurance of all classes, musical instruments, hardware, office supplies, books and the thousand and one things that are needed by the home folks."

"A real dollar's worth of goods for a dollar is the creed of all good Roseburg merchants and they will prove it to all who give them the chance."

(Copyright, 1929, Fred Mozart)

PORTLANDER FACES 6 CHARGES AFTER HECTIC MORNING

(Associated Press Local Wire)
PORTLAND, Ore., Oct. 24.—James Takoff, 39, went on a rampage early today, fought with a pajama-clad policeman for the possession of a revolver and finally awoke in the city jail facing charges of wife beating, threatening to kill a neighbor woman who sheltered Mrs. Takoff, assault on a policeman, general disorderly conduct, resisting arrest and issuance of fictitious checks.

He remained in jail when the judge set bail at \$5000.

Takoff is said to have followed, a 29-year-old wife and mother of a 19-day-old infant when he returned home early this morning. Mrs. Marian Miller, a neighbor, is said to have interceded and taken Mrs. Takoff and the infant to her home.

Takoff is said to have followed, broken down the door and brandished a revolver. Patrolman Joe Hammersley, who lived nearby, was summoned and the pair grappled until the policeman overcame his assailant. The policeman, clad in his night clothing, called the wagon and Takoff spent the remainder of the night in jail.

RICHFIELD STATION TO OPEN SATURDAY EVENING

Official opening of the new Richfield service station north of this city has been set for 8

Some Real Buys In

Used Cars

Reconditioned and Guaranteed

- '27 Whippet coupe \$325
- '27 Whippet coach 325
- '27 Whippet laudau 350
- '27 Whippet six roadster... 425
- '26 Nash advance Six roadster 400
- '25 Essex coach 135
- '27 Ford roadster 200
- Star sedan 250

Ford sedans, coupes and touring.

Positively the best buys in Douglas county on good reconditioned cars.

F. W. CHASE

Willys-Knight, Whippet and Graham-Paige Dealer.

ARCHAMBEAU FUNERAL SERVICES SATURDAY

The public will be permitted to go through the new structure. The building, which is the second of its kind to be opened in southern Oregon, is one of a chain of 36 constructed by the oil company between the Mexican and Canadian lines. The total investment which the company placed in the enterprise will reach ten million dollars.

The Roseburg station has been leased by T. A. Winter, recently of Los Angeles. Personnel of the station includes Mr. Winter, G. S. McBee, A. A. Creswell, B. C. Woods and W. B. Hrynchuk, all experienced service station men. Mr. McBee will act as manager.

Mr. and Mrs. E. W. Stevens, of Roseport, are visiting their son, A. L. Stevens, and relatives in this city this week. They formerly lived in Roseburg and are well known here.

Funeral services for the late Adolph Archambeau will be held in the chapel of the Douglas funeral home at 10 o'clock Saturday morning. Rev. B. Clerly of the Catholic church will conduct the service.

OAK CREEK CEMETERY MEETING

All persons interested in the formation of an association for the purpose of improving and beautifying the Oak Creek cemetery are urged to meet Saturday, Nov. 2 at 2 p. m. at the courthouse in Roseburg to elect officers and arrange for improvements.

How to make canned vegetables even more appetizing

The taste of nearly all good foods is improved with sugar

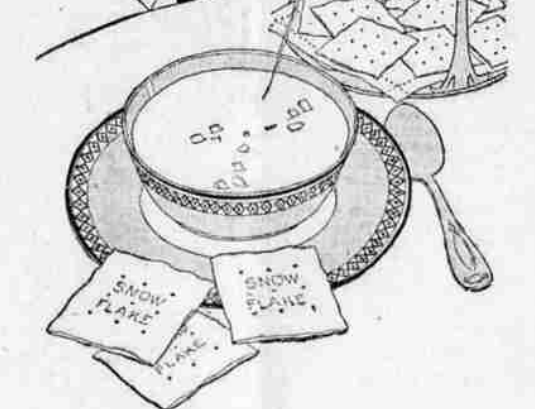


SCIENCE now knows that the great majority of the canned fruits and vegetables on the market today are rich in vitamins.

This is great news to all who wish to be well fed and healthy. In order that your family may relish these healthful foods, be sure that they are served in the most appetizing way possible. For example, add one level teaspoonful of sugar to one can of corn when heating it for serving. One rounded tablespoonful, at least, of sugar should be added to one can of tomatoes to develop the taste and make them palatable and delicious. The flavor of canned peas is improved by adding one-half to one teaspoonful of sugar to each can, and for string beans add one-fourth to one-half teaspoonful per can. The general rule is that all canned vegetables should be sweetened to taste so that they will be more enjoyable.

As a nationally recognized medical authority says, "... canned tomatoes after three years were as rich in vitamins as raw tomatoes... canned strawberries were also found to equal raw strawberries in vitamin content." He names numerous other canned fruits and vegetables and all were found rich in vitamins.

Welcome the canned foods to your table. To do so is to welcome health to your home. Eat plenty of varied, nourishing foods sweetened for taste and zest. A bit of sweet makes the meal complete. The Sugar Institute.



You always insist on fresh milk. Be equally particular about soda crackers

The creamy freshness of sweet milk—the flaky crispness of soda crackers—both are equally important! Buying Snow Flakes, you are assured of freshness—a delicious "just baked" taste.

Snow Flakes always reach you crisp and oven-fresh. Made near your home in one of six big Coast baking plants, they are wax-wrapped warm from the ovens... triply protected against moisture... sealed in sanitary air-tight cartons. Every package is sold under our definite "Guarantee of Freshness." PACIFIC COAST BISCUIT COMPANY, Los Angeles, San Francisco, Portland, Seattle, Tacoma, Spokane.

Don't ask for crackers—say

SNOW FLAKES



ROTARIANS ENTERTAIN FARMERS AT LUNCHEON

The Rotary luncheon yesterday was a visitors' meeting and every member either brought a guest or was a guest. Practically all of the guests were farmers. The great list included: Ben Winston, Gus Lodlow, Mr. Sinclair, Charles Hawks, Bert Smith, Francis Busen, back, the elder Mr. Busenbark, Joe

Shookley, A. J. Lilburn, Morris Goodman, George Green, S. W. Van Vortis, Loren Miller, C. F. Hopkins, W. C. Harding, W. F. Harris and Fred Mozart, known as "Bill Dollar."

"Bill Dollar" was the speaker of the day and gave an inspirational talk on buying at home. Flowers decorating the table were given by the club by Mrs. John Runyan.



"There was a deep, ruddy blush upon the cheek, and when the landlord stirred the fire, sending the flames, shipping and leaping up, when he took off the lid of the iron pot and there rushed out a savory smell, while the bubbling sound grew deeper and more rich and an unobtrusive steam came floating out, hanging in a delicious mist about their heads... when he did this Mr. Codlin's heart was touched."

—OLD CURIOSITY SHOP.

"MR. CODLIN'S HEART WAS TOUCHED"

HE who has never shared hunger in his own belly with a Dickens character—he who has not felt that same hunger appeased in succulent Dickens fare with a jovial Dickens company at his elbows—he has missed one of the most exquisite delights English literature affords.

There is a fundamental and an unmistakable happiness in eating well. Dickens, among all writers, seems to have made us realize this happiness most.

And, thank goodness, the joys of good appetite and good digestion are perennial!

For instance, we can revel to true Dickensian heights today in the savory, flavory, toothsome delights of FRYE'S DELICIOUS BRAND



Six delightful Dickens Character Prints sent on request to Dickens lovers. Send 5c to cover mailing. Unusual 92-page recipe book included. Address Frye & Company, Seattle.

MACMARR STORES

ROSEBURG AND SUTHERLIN



Send the kiddies to shop at MasMarr's for food. They always receive a royal welcome here! Their purchases are just as cheerfully and faithfully handled as if you had made them yourself. Choices or selections are carefully made, packages are securely done up and the change is safely enclosed and sealed in a coin envelope so that everything is just as satisfactory as though an adult had done the buying.

Saturday and Monday, Oct. 26-28

PRODUCE ITEMS

Sweet Potatoes Extra quality, smooth 5 lbs. 25c	Lettuce Local, firm heads, each 5c
Cabbage Time to make kraut, 40 lbs. 75c	Turnips Local sweet turnips, large bunches, 2 for 17c
OLEOMARGARINE — Swift's quality, 3 lbs. 49c	DATES —Bulk, good, clean dates, 2 lbs. 29c
PEAS —Del Monte Early Garden, 3 tins 50c	SOUP —Campbell's Tomato, 6 tins 49c
DRY ONIONS —Select Walla Walla Globes, 10 lbs. 23c	CRACKERS —3 lb caddy salted or plain..... 45c

Fancy Tree Tea at a distinct saving.
Green or Black.
1/2 lb. 37c **1 lb. 70c**

SUGAR SUGAR SUGAR
Finest Grade Pure Cane Sugar,
10 lb. paper bag **59c**

COFFEE COFFEE COFFEE
Special Blend, 1 lb. 37c Supreme 1 lb. 47c
3 lb. \$1.10 3 lb. \$1.39

STRING BEANS —Local pack, 3 No. 2 tins 40c	CHEESE —Swift's Brook- field, per lb. 28c
TOMATOES —Home Grown, Home Canned, 3 No. 2 1/2 tins 40c	MACARONI —Bulk, curve cut, 3 lbs. 19c
CATSUP —Snider's quality, 3 bottles 65c	SOAP —Fels Naptha, 10 bar carton 63c

SMOKED MEATS

Side Bacon Sugar Cured, per lb. 33c	Bacon Squares Mild Cure, for frying or seasoning, lb. 23c
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\$5.00 Orders Delivered Free. Sugar excepted. Delivery charge on smaller orders 10c.