

The greatest Photoplay of the season. The real action of this wonderful picturized novel begins in this number. It will thrill you. Start now "BUBBLING WATER" A Reliance two-reel drama, in which the noble red man immortalizes himself on the altar of love. "FROM PATCHES TO PL NTY" Funny Hogan in the Keystone Comedy.

For good lumber, straight laths, and waterproof shingles, go to the Page Investment Co., North Jackson street. 489-m31

Mrs. F. M. Austin left this morning for Brownsville after visiting with relatives in this city.

Governor Withycombe granted paroles to six prisoners at the state prison last Saturday, among them being George Miller, from Douglas county, who had been convicted for larceny from a dwelling. These men had all served their minimum sentences and had been recommended for parole.

Cut flowers, potted and bedded plants for sale every Saturday afternoon in front of Douglas Co. Abstract office, 248 N. Jackson street until further notice. Mrs. F. D. Owen, florist. 312 H

NOTICE.

Roseburg, Or., May 29, '15.
To the Merchants' Association of Roseburg, Oregon:
Gentlemen:

This is to notify you, owing to the contract existing between the Sperry & Hutchison Co., and the Roseburg Grocery, Neely & Neely, props., that we will continue to live up to said contract and continue to give the S. & H. Green Trading Stamps to all of our cash customers.

(Signed.) NEELY & NEELY,
375-m31 By E. D. Neely.

CITY NEWS.

Arundel, the piano tuner, is here. 462-tf

Safety first. "See Hutch." 1388H

Mr. Fred Blakely returned yesterday afternoon from a short business trip to Ashland.

Miss Maybelle Wilson left for her home at Yoncalla this morning, after a successful year in this city.

Miss Andry Cavender left for her home in Portland this morning after a week's visit with friends in this city.

Mrs. J. W. Perkins, who has been visiting her parents in Portland for the past three weeks, returned home yesterday morning.

Harold Phillips, grandson of Mr. and Mrs. S. A. Phillips, left this morning for Portland where he will spend the summer months with his father.

Mr. and Mrs. S. H. Morse and two children left this morning for Portland where they will make their home in the future. Their large circle of friends in this city regret to see them leave.

To insure the best results from your kodak films send them to us for expert developing and printing. We do the best work at moderate prices. The Roseburg Book Store. 545-tf

Charles F. Howe and wife, of Colquhanna, Mich., left this morning for Vancouver, B. C., and from there will return to their home in the east. Mr. Howe is a brother of Mrs. S. E. Wright, of this city, and this is the first time they have met in 15 years.

Miss Fona Kidwell teacher at the Central school during the past year, left last night for Portland, where she will soon be married to S. W. Andrews, of Roseburg.—Granta Pass Courier.

We handle all kinds of kodaks and cameras. Also all kinds of films and papers. Mail order business solicited. Clark & Clark, photo supplies and photographers. 311-tf

M. J. Duryea and wife, of Eugene, spent Sunday in this city visiting with friends. Mr. Duryea is to take up the publicity end of the Ashland Commercial club and is on his way to his new home.

Harold F. Humbert, who has had charge of the music at the Christian church for the past year, left this morning for his future pastorate in Creswell. Mr. Humbert graduated from the Eugene Bible university a few weeks ago and received the assignment at Creswell upon the completion of his studies.

At the meeting at the Baptist church last night, the following delegates were selected to attend the Umpqua Baptist association to be held at Junction City, on Wednesday and Thursday, June 2 and 3: W. H. Eaton, Inez Amadon, Marion Hopkins, C. F. Young and S. J. Jones.

If it isn't an Eastman it isn't a kodak. If it isn't a kodak it isn't autographic. If it isn't autographic it isn't up to date. Get the latest and best at the Roseburg Book Store, authorized dealers of Eastman Kodak Co. 545-tf

Ralph Metcalf and wife, of Tacoma, Mrs. Edward Fogg and Mrs. E. G. Nevins, of Winona, Minn., composed a touring party, who stopped over Sunday at the Umpqua hotel. The party had been to the exposition and are returning to Tacoma. They report the roads in Oregon in splendid shape, compared to those in northern California.

An audience which filled the spacious auditorium of the Christian church to capacity was present last night to enjoy the musical program given by the choir of that church. The musical last night was far beyond any similar concert ever given by the choir before and together with the excellent solo work by Harold and Miss Madge Lambert brought forth expressions of appreciation from the entire audience. The program for the evening was the same as was printed in The News Saturday.

The Chautauqua as A Business Force

Merchants' Trade Journal of Des Moines Gives Views of Its Editor in a Hard Headed, Impartial Way.

The following are extracts from a comprehensive article to business men by a business man, the editor of the Merchants' Trade Journal of Des Moines, an authority in its field:

"Any business man is glad to be able to say, 'We have a good Chautauqua in our town,' because the word Chautauqua is recognized as a symbol of culture, high ideals and broad thinking. These are things for any community to be proud of. But few people appreciate the Chautauqua as a business force, as most of them have never thought of it as such.

"Formerly it was thought that for one to gain an education it was necessary for him to drop his everyday work and go away to some great institution of learning. No one thought of having culture and training brought to the community, and while, of course, we fully appreciate the fact that for one to receive a broad technical or professional education he must still go to the institutions of learning offering special courses of study along the lines that he wishes to follow, it is at the same time true that the people of hundreds and hundreds of communities throughout this country have been educated to a considerable degree and lifted to a higher plane of thinking and being through the influence of this great educational movement.

"Go into any community where a force of this kind has been at work for a number of years and you will find that the whole appearance of the community has been changed. We might cite you to town after town that we have watched personally, and we could tell you of some of the splendid achievements of these towns, much of which can be traced to this source.

"But the point we wish to make in this article should be of direct and special interest to every retail merchant, men whose business success depends largely upon their community development. The Journal is glad to note that there is a tendency throughout the country to consider the subject of business and commerce from the Chautauqua platform. It is fitting to have business men's programs because business is, after all, the chief aim of a majority of our people. We mean business in the larger sense and not in the narrow sense of barter and trade, as the term is often misunderstood.

"Just now the question 'How can we keep the young man at home?' is a question receiving not only the attention of parents, but of educators and business men everywhere. But we want to say to our readers that in our opinion nothing can be done that will have a greater tendency toward causing more young men to stay at home in the smaller towns and rural communities, where they should be, than to give them the right kind of business teaching. Just such teaching as they have a right to expect from this great forum, the Chautauqua; just such teaching as they have a right to expect right in your own community. This great movement, the Chautauqua, is demonstrating every day the fact that the community can be bettered by giving the people thoughts and ideas that uplift and broaden them. Then if it is true that this thing is having a tendency to benefit the communities in a business way it is only good business on the part of business men of any community to co-operate in the matter of giving the people business training and instruction from this great forum."

MANY TOURISTS GOING THROUGH

SEATTLE, Wash., May 31.—Seventy five per cent of the tourists who visit the California exposition and do not intend to remain in the southern state for a long period of time, will return home through the Pacific Northwest, according to prominent Shriners returning to Seattle from extended trips through California.

While the past winter's "crop" of tourists has not been up to the usual standard, due to business conditions, the tide has already turned and immediately after June 1 the hordes will begin to roll in. The European war has compelled many to turn westward for their travel and the entire Northwest will benefit immeasurably from it this summer. At least 100,000 nobles with wives and children will visit Seattle in July for the Imperial Council session of the Shrine. One railroad has already contracted for sixty special trains to bring the

DAGUERRE 1839

From Daguerre to The 1914 Roll Film Seneca



From the Stage Coach to the Flying Machine

Daguerre, a skilled French scientist, perfected the first camera and took an indifferent picture with it under perfect conditions in something like an hour's time.

The new ROLL FILM SENECA, in the hands of a novice, will take a perfect picture under indifferent conditions in a fraction of a second.

The skill and ingenuity of the photographic artizan has reached perfection. His work is finished in the new SENECA ROLL FILM CAMERAS FOR 1914—the final step. Our stock of these cameras is complete and ready for your inspection.



Buy your Photo and Kodak supplies here. Try the Famous Vulcan Film. It will please you

The Marsters Drug Co.
Roseburg, Oregon

SENECA 1914

hosts to Puget Sound, and a total of more than 150 specials is estimated.

In returning home these tourists will go via Tacoma, Portland and San Francisco, except such delegates as come direct from the south, who will go home by the northern route. Elaborate preparations are being made in those cities for the entertainment of the nobles.

Seattle will spend more than \$100,000 in giving the Shriners the time of their lives while in the Northwest. Side trips, extensive social fetes, parades, pageants, band concerts, balls and similar events are already scheduled for the week.

There will be no meeting of the city council tonight owing to the fact that this is the 5th Monday in the month.

Hon. J. W. Hamilton returned yesterday from Eugene where he has been presiding over the circuit court during the past week.

Miss Maude Wilson spent Sunday with friends in Roseburg, returning to her duties in Sutherlin on the early train this morning.

THE WINCHESTER BASEBALL GIANTS

Over at Winchester they have organized a baseball team which has much promise in it. They call themselves the Winchester Giants and so far this season they have justified this choice of their name. Saturday they came over to Edenbower and played a picked team from that place. When the game was ended the score stood 19 to 0 in favor of the Giants. Yesterday they played the Wilbur team and defeated them by the score

of 9 to 6. The Giants want more games scheduled and are ready to take on any engagements. The Giants have picked out a good team composed of E. Woolly, catcher; A. G. Burchfield, left field; Elmer Cummins, third base; H. Pearson, pitcher; Ora Woody, first base; Bert Taylor, second base; Chas. Cummins, center field; Bill Woody, short stop; Grant Tipton, right field and Steve Pearson, extra batter.

♦♦♦♦♦

♦ R. P. BRADFORD AND WIFE ♦

♦ Graduate and Post Graduate Chiropractors. ♦

♦ 421-423, Perkins Bldg., Roseburg, Oregon. ♦

♦ Phones: Office, 260; Res. 355-J. ♦

♦ Hours: 9 a. m. to 4 p. m. ♦

♦♦♦♦♦

IF YOU GET UP

In the morning with a grouch, wash it away with Jergens Pure Toilet Soap. Jergens combines the elements of Highest Quality with that of very reasonable prices. Jurgens comes in 5 and 10-cent bars, largest for their size. 5c bars sell at 40c a dozen, 10c size at 85c per dozen. Fancy 3 bar boxes 20c. Assortment includes white, transparent glycerine, peroxide bath, floating castile, buttermilk, oatmeal, elder flower, geranium, rose, helitrope and others. Shaving cakes and sticks. Get the best and pay the least.

Remember the quality and price of P. S. C. Coffee.

Peoples Supply Company

Roseburg, Oregon

"READER INTEREST" IN ADVERTISING RESPONDS UNFAILINGLY TO MERCHANT ENTHUSIASM IN ADVERTISING!

We believe in those who believe in themselves.

We may not accept the full measure of a merchant's own yardstick. Most people believe that real enthusiasm in advertising must be based upon something real and desirable. And most people are right.

The merchant who half-advertises his store emphasizes his half-belief in it. But the merchant who knows that he has the thing you want, and that he can sell it to you at a lower price than his competitor, touches your self-interest, and thus centers your attention for the moment upon his store. He convinces you that his store means something *Definite* to you.

The merchant's advertising must carry enthusiasm and conviction—or it cannot *Deliver Them*.

His advertising is his point of contact with his possible customers. It must be charged with truth, with facts, and with *NEWS*.

and it must not be "stinted" in space for this is an "interest-killer." The reader is accustomed to finding the *The Big News Story of the Day Treated in a Big Way*. And the same expectation extends to the *Big News Stories of the Stores*.