

CLASSIC NO. 8—
Donegal Tweeds is a fabric made on hand looms in Donegal, Ireland; a quality fabric of the finest type; the real article is employed in making many Kuppenheimer garments.

--your interests

OUR rating in your mind, our progress, the growth of this clothing store, are things that depend entirely on us. To achieve them in the right measure calls for the thorough co-operation of every individual related to this business—and that includes the makers of the clothes as much as ourselves. You'll know that the House of Kuppenheimer has been working with us, shoulder to shoulder, in your interest, when you see the clothes we are now showing—clothes for men that express quality in their fabrics, in their style, in their workmanship.

HARTH'S TOGGERY
HOME OF FLORESHEIM SHOES

ROSEBURG NEWS-REVIEW
Issued Daily Except Sunday.

L. Wimberly
B. W. Bates **Burt G. Bates**

SUBSCRIPTION RATES
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Call at office, per month, .35
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Roseburg, Oregon, April 8, 1920.

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MANY CITIES COMPETING

Thousands of cities and towns are competing to secure new manufacturing enterprises. Much money put into new industries as the result of such efforts, has been lost. Such failures usually resulted from insufficient investigation. A committee of business men would make a hurried trip to look up the proposed enterprise. They would not go to the bottom of the thing. After the concern got started, it would often be found that it was not as represented, or the hopes of the promoters would prove illusory. Nevertheless many towns succeed in developing their own industrial growth.

Successful corporations are constantly enlarging their business by starting new branches in other towns where they can find workers. Such concerns do not commonly go begging for stock subscriptions. They very frequently insist that they be given a chance to rent some suitable building, at least until the new enterprise gets on its feet. There is not usually much risk in assisting a proposition of this kind. A progressive town should be willing, in proportion to its size and wealth, to build and rent a factory for a hopeful proposition. The country's manufacturing facilities are taxed. A good factory building adapted to more than one purpose is not apt to stand idle. In almost any town having good manufacturing enterprises there are some which could enlarge if they had more capital. Business men should watch the progress of such concerns. They should not be allowed to go elsewhere, or to lose a chance for development, because of a lack of partners willing to take an interest in their enterprise.

There is no reason for writing these ponderous 500 page books on the psychology of advertising. After you read one of them you feel you know less about the subject than when you started in. The art of writing good advertising is rather simple, but certain definite principles should be followed. To make advertising the most interesting, it should be treated as a news item. The public is always most impressed by anything that is new and that has happened just recently. If you print two news reports, one of some

event that happened yesterday, and one of an event of equal importance that happened months ago, the report of yesterday's event will attract far more attention. Advertising is just as much news as any part of the News-Review. It is read with just as keen interest in all newspapers as any other news. So the first principle of successful advertising, is to make it sound newsy. This is not difficult to do, as will be seen later.

In July, 1914, the paper currency in circulation in this country was three per cent in excess of the gold reserve. In December, 1919, the ratio had increased until the paper exceeded the gold by 92 per cent. In the same period of time the cost of living, that is, the cost of all items entering into the family budget, increased approximately 85 per cent. It is more than a coincidence that the degree of inflation of currency and prices bear so close a relation to each other. Increase of price is the inevitable corollary of currency inflation, and just so long as paper money is permitted to flood the country just so long will the present high price wave continue.

You may not be able to buy a new automobile, this year, but neither can most of your friends who are doing it.

The man who says he is perfectly independent lies unless he is the only inhabitant of a deserted island.

If you have lost some of your 'pep' it usually means that you have lost some of your mind.

Nobody cares anything about your troubles unless there's some scandal connected with them.

A complete line of infants' wear, coats, dresses, bonnets, jackets, bonnets, comforts, Girdles, kimono, and Millinery.

Type that letter with a CORONA on display at 125 Cass street.

SEVEN THINGS GOD CANNOT DO.

The startling and striking theme announced by the evangelist at the Christian church tonight is "Seven Things God Cannot Do." This is a companion sermon to the one given last night on "Seven Things a Man Cannot Do." The seven things a man cannot do are as follows: cannot save himself, cannot live to himself, cannot bury his sinfulness in the grave, cannot escape death and judgment, cannot find peace apart from God, and cannot make peace with God without Christ, cannot deceive God, and cannot escape Jesus. It was a stormy night and there were many counter attractions, but the audience filled the auditorium. The solo was one of the most beautiful yet given. The evangelists have been prominently successful, and those who hear them are mostly very much pleased. He does not hesitate in plain language to point out sin, and show its dangers. Mrs. Cross will have a children's hour on Friday afternoon at 4:15, in which

MAN'S BEST AGE

A man is as old as his organs; he can be as vigorous and healthy at 70 as at 35 if he aids his organs in performing their functions. Keep your vital organs healthy with

GOLD MEDAL HAARLEM OIL CAPSULES

The world's standard remedy for kidney, liver, bladder and uric acid troubles since 1696; corrects disorders; stimulates vital organs. All druggists, three sizes. Look for the name Gold Medal on every box and accept no imitation.

Why
the
Douglas County Conference
at the Baptist Church

Roseburg, Oregon, Sunday, April 11, '20

All Day—A Great Day: 10:30, 2:00, 7:30

Who are invited? All church members and friendly citizens are invited. Will you be there? You should. Yes, this is one meeting you cannot afford to miss. The greatest World Survey ever presented to a Roseburg audience. Stereopticon Survey in the evening at 7:30.

COME!

Interchurch World Movement of North America.

she will tell interesting stories. Sunday afternoon a service for women only. The subject then will be "The Woman Who Told the Truth." The meetings are already a success as 21 people have come forward during the time the evangelists have been here.

Go to Berkeley—
Mr. and Mrs. C. A. Peterson, who have been residing in this city for some time, left on last evening's train for Berkeley, Calif., where they will remain for several months. It is hoped that the change will benefit Mrs. Peterson's health.

Willard
STORAGE BATTERY
TRADE MARK REGISTERED

THERE is one thing about our business that interests you all the time—that is the matter of getting **top-notch service and long life out of the battery on your car.** That means a job for you and a job for us. Even batteries with Threaded Rubber Insulation must be kept charged and must have water put in once in a while.

Auto Electric Station
312 N. Jackson Street
Phone 136 PAUL E. NYGREN



EGGS FOR HATCHING.
Thoroughbred white Rocks from 100 egg strain. Also thoroughbred 3 C. White Leghorns Tauried strain. Eggs \$8.00 per hundred. A few white Rock cockerels for sale, \$4.00 each. A. S. Hunt, 225 Jackson St., N. Roseburg, Oregon.

We are headquarters for flour. Try our Pickett, Snowdrift and Olympic brands of hard wheat flour. The price is right. Peoples Supply Co.

Now is the time to have your piano artistically tuned. C. H. Arundel, phone 189-L, 25 years international experience.

Spirella Corsetiere, Clara Corum. Phone 492-N, 311 W. Washington.

PROFESSIONAL CARDS
DR. R. P. BRADFORD & WIFE—Chiropractors, West Roseburg. Phone 40F4.

DR. CLAIR K. ALLEN—Dentist at 231 Perkins Building, Roseburg, Oregon. Office Hours: 9 to 12 a. m. 1 to 5 p. m. Phone 65.

DR. C. B. WADE—PHYSICIAN AND SURGEON Rooms 421-422-423 Perkins Bldg. Office Phone 81. Res. 162.

MRS. E. D. OWEN—Cut Flowers, Potted Plants, Funeral Designs, Wedding Bouquets, Etc. 111 Cass St. For sale at the Fern. Phone 249, Roseburg, Oregon.

DR. S. L. DELATT—Osteopathic Physician and Surgeon. Phone: office 119, residence 454-J. 319 320 Perkins Building, Roseburg, Oregon.

DR. M. H. PLYLER—Chiropractic Physician, 222 W. Lane St. Electrical treatments. Hours 9 to 5. Phone 152.

RADABAUGH—Live Wire Auctioneer will get you the high dollar. Better look him up before arranging sale. Dates made at Umpqua Valley Bank.

Office Hours: 10 to 12, 2 to 4. Phone: Office, 171; Res., 172.


DR. LUCETTA SMITH, PHYSICIAN Women and Children Diseases a Specialty. Office, Masonic Building.

DR. C. A. SMITH, M. T. Successfully treats all diseases. Consultation Free. Lady attendant. Office 404 N. Jackson. Phone 122-J. Hours 9 a. m. to 9 p. m.

DR. H. W. TITUS, D. M. D., Dentist. Modern Equipment and Methods. Hours: 9 a. m. to 12 a. m.; 1 p. m. to 6 p. m. Evenings and Sundays by appointment. COTTAGE GROVE, OREGON.

THE RUITER SANITARIUM (Incorporated) Our improved facilities are being appreciated, so that even now desired entrance should be arranged for several days in advance. Dr. Brower is the house physician and is prepared to answer any call made upon him. Phone 313. 327 West Douglas street. **DR. V. L. RUITER, Medical Director**

Fence Fence Fence



Page woven steel coil spring wire fence, loop ends, no trouble to splice. Just received car load and have in stock the 8 bar 26 in., 8 in. stay, 10 bar 28 in 8 in. stay for hogs; also 7 bar 36; 9 bar 39 in.; 10 bar 40 in.; 9 bar 42 in.; 13 bar 47 in. stock fences, and 20 bar 48 in. poultry and rabbit fence. Soft wire fence 7 bar 26 in. at 33c; 9 bar 39 in. at 42c. Also several kinds of poultry fence, 12 to 72 inches high. Barb wire, brace wire and staples. White for prices.

STEARNS & CHENOWETH
Oakland and Yoncalla

Sheet Metal Work
OF ALL KINDS
J. H. SINNIGER
119 OAK STREET PHONE 428

HOUSEHOLD CONVENIENCES
Kitchen Cabinets, Built in effects of any sort are made by us. It's all home industry. See us about anything in this line you want.

The J. G. Flook Co.
Phone 700

RUSH YOUR PAPER
• We'll pay 50 cents per 100 lbs. for newspapers and magazines until APRIL 15.
• Papers must be tied up and delivered at Berger's Junk Shop. No calls will be made at above price.

HIDES
All kinds of **JUNK**
wool and Cascara Bark. Including paper, also mobair. Cast Iron and Dry Bones.
Berger Junk Shop
Corner Cass and Pine, ROSEBURG, ORE.

Kill the Coddling Moth
It is only the big sound apples that make you profit, the wormy ones go to the cider mill. Spray regularly and thoroughly with

SHERWIN-WILLIAMS DRY ARSENATE OF LEAD
It has maximum killing power but will not burn the foliage. It is made to stick and is not easily washed off by heavy rains. It is the most widely used Dry Arsenate of Lead in the country. We will gladly give you prices and literature.

Churchill Hardware Co.
Roseburg, Oregon



SHERWIN-WILLIAMS PRODUCTS
LARGEST MAKERS INSECTICIDES IN THE WORLD

KERR'S QUALITY POULTRY FEEDS.

Are prepared under the direction of Prof. C. S. Brewster, formerly of the Poultry Department, Oregon Agricultural College. They will maintain the health and vitality of your flock, hasten the growth of profitable broilers and early laying pullets and produce more eggs from your laying flock.

For growing chicks use Kerr's Chick Feed, Chick Developer Mash and Developing Scratch Feed.

For laying hens use Kerr's Scratch Feed and Egg Produced.

For sale by Vanzburgh Bros., Roseburg, Oregon.

Headquarters for poultrymen. Advertise in News-Review.

We wash and polish cars at Merten's garage.

Auto Owners!

We would be pleased to test your **Batteries Free!** at any time and give you expert advice on the care of Batteries. When purchasing new batteries get our price. We can save you money.

MOTOR SHOP GARAGE
441 N. Jackson St. Roseburg.

Take Your Automobile TO A CLEANING
We make a Specialty of Washing it 'till it "SHINES"
Fully Equipped to Make Good
C. O. BAKER
Motor Shop Garage 444-N. Jackson

LIME SULPHUR SOLUTION
Get your orders in now and be prepared.
PROMPT SHIPMENTS.
Write for prices stating quantity wanted.
Sutherland Fruit Products Co.
SUTHERLAND, OREGON.

Kum On In
And have your battery tested at our free testing station. Or maybe you need a new battery, if so get our prices before buying elsewhere. Special attention to **Truck Tire work**—prompt service at right prices.
TIRES, TUBES and ACCESSORIES
Roseburg Garage

AN EXPERT SHOE MAKER
—not a mere cobbler—mends your shoes when they come to us. We restore shoes instead of repairing them. To strengthen the weak places without care in preserving the style of the shoe is an old-fashioned, clumsy work. Let us show you what we do by our modern methods and factory machinery.
Shoes called for and delivered 10 cents extra. Phone 131.
W. S. HOWARD
Goodyear Shoe Repairer.
118 N. Jackson St. Roseburg



Everybody's Doing It!
Selling Goods on the Lowest Bed Rock Margin
Visit Our **Grocerteria Department** Get the Habit!
EVERYBODY'S EXCHANGE
More Money for your Produce More Goods for your Money.
M. L. Daniels **O. J. Lindsey**