ROSEBURG NEWS-REVIEW
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Roseburg, Oregon, April 22, 1921.

RETAIL OPERATING EXPENSE

The University of Wisconsin's study of retail distribution brings out an idea that increase in volume of business tends to produce a less costly operating expense, so that it should give the consumer lower prices. This can not mean that the small store will not distribute efficiently. If such a store specializes on a few things, and gets a good trade in those few lines, it may be able to compete with the larger places. But, ordinarily, when a store increases its business, it can distribute more economically.

According to the figures previously quoted from Madison, Wisconsin, the proportion of the consumer's dollar that went to pay operating expenses, averaged in the 37 stores studied, to be 11.8 percent. But in the smallest group of stores studied, was 14.6 percent. That is, the operating costs were about 20 percent higher in the smaller stores.

The way for a store to reduce the operating expense is to advertise to a reasonable extent, so as to attract the attention of the public and secure a volume of business.

The public benefits in that policy not merely in the low operating costs found in an advertised store, but in the fact that the concern that gets business volume, is able to buy to excellent advantages. As previously indicated the wholesaler is getting 85 cents of the consumer's dollar, so that the most vital problem for the retailer is that of buying right.

With a good volume of business, he can make favorable terms, can buy in large lots and ship in large lots, so as to reduce the freight charge per article. Producers and jobbers will make large concessions to the man who has thus increased his purchases. The public should bear these conditions in mind, and buy its goods of advertised stores, realizing that they are doing business on a thoroughly efficient basis.

Many automobile accidents occur because the driver of a car had to make a very quick decision. Many motorists will do things on the spur of the moment that they regret afterward. It is not easy to make up your mind in a single second, and always make the right decision. That is what the automobile driver must often do. The only safe rule, in cases of doubt, is to go slow and see what happens. Never go ahead unless the coast is clear and you can see where you are going to come out. Those who follow that policy will escape the inevitable accident that is sure to result from a lack of caution when decisions have to be made instantly.

The News-Review will not accept for publication anonymous letters. All articles must be signed by the writer as evidence of good faith. This does not mean that your name will be made public. You can write over a fictitious name for publication, but the true author must be known by the editor before such matter will be printed in these columns. Many good articles received at this office are consigned to the waste basket solely on this account.

With two circuses coming to Roseburg in May and a number of other side attractions scheduled, looks like the good old times of bygone days were just about to appear in our midst.

Nobody likes a "pussyfooter" but somehow the breed seems to come more nearly getting what they want than one who sets his feet down like a regular man.

Practically seventeen thousand people in Douglas county read the News-Review every day in the week. Can you beat it—for getting results in an advertising way?

Newspaper men know that the man who "declines to be interviewed" practically never is worth interviewing.

Who remembers the old fashioned girl who thought she had gone far enough when she wore skirts to her kneet.

Life, of course, is full of troubles, and you can make it lots fuller by being easily insulted.

A man who has friends and uses them too freely, loses them just as freely.

SPORTS CHATTER

Of course, we expect ere long the usual wrangle as to who will be the man to referee the Dempsey-Carpentier match. It is more than likely the bout will be called off two or three times before the twain meet in the ring on July 2. The interest must be kept up at all habards.

Dr. Duncan Spaeth, coach of the Princeton University crew is a graduate of the University of Pennsylvania who never sat in a varsity boat. He is a lover of the sport and has made a deep study of it as a hobby. His coaching work is purely a labor of love. He is a professor in the English department at Princeton. Ben Wallis, coach of the University of California crew, is a former Yale oar man, who also is coaching the Bears without recompense because of his love of the sport.

Thanks to William Tilden, champion tennis player of the world, Philadelphia is to be provided with municipal tennis courts. In presenting his arguments to the council he called attention to the fact that San Francisco municipal courts turned out such men as McLoughlin, Johnston, Strand, Roberts, Griffin, Long, the Kinseys, and many others who have brought fame to their city throughout the world. This ought to be a sufficient hint to other city fathers to begin considering public courts for their youngsters.

St. Paul, Minnesota, is all "het" up over the prospects of a big horse shoe pitching contest it is going to hold in connection with the state fair during the first week in September. It is reported that unless the horses in Minnesota have their shoes well nailed to them, the footgear is likely to disappear, as all hands are practicing.

The American golf experts hold out very little hope for the success of the Yankee golfers in England; the Englishmen are showing a tendency to be worried over the outcome. Must have been a mixup in the preliminary dope somewhere.

Now that New Jersey has been selected as the site for the Dempsey-Carpentier match, there ought to be no trouble in having the event barred as publicity or bust, is every promoter's motto.

The annual Pennsylvanic relay carnival which is slated to be run in Philadelphia on April 28, has, in the course of a few years, become one of the greatest sporting events of the nation and the entries come from practically all sections of the United States. Last year, for the very first time in a number of years, the east scored the greater number of wins. This contest furnishes the one comprehensive comparison of the performances of the athletes of the east, middle and western states. The eastern scribes are beginning already to "concede" a lot of events to the westerners.

DON'T READ THIS.

What's doing April 29? Who's doing it?

Not Quite the Idea.

"Who are the most esthetic people in this town?"

"Well," said the citizen who was caught off his guard, "I don't know just what you mean by 'esthetic,' but without a dictionary, I'd say that the two most esthetic people in our town are Mr. Bibbles and Mr. Jagsby. They spend about half their time in a Turkish bath."—Birmingham Age-Herald.

LUCKY STRIKE
Cigarette
To seal in the delicious Burley tobacco flavor.
It's Toasted
© 1921, The American Tobacco Co.

STOP! STOP! STOP!
Paying Two Prices for Your Eats
Note the following suggestions:

Cafeteria Dinner
Specials:

Soup—05c
FISH (Baked or Fried) with Potatoes.....20c
(When on the market)

ROAST MEATS, Dressing and Potatoes.....20c
MEAT LOAF and Potatoes.....15c
HASH and Potatoes.....15c
MEAT STEWS.....15c
MEAT PIES.....15c
Potatoes.....05c Beans.....05c
Other Vegetables 5 and 10c

SALADS—10 and 15c

Apple Sauce.....05c Stewed Prunes.....05c
Canned Fruits.....10c

PIES (per cut).....05c CAKE [per cut].....10c
Bread and Butter, 05c

COFFEE.....05c TEA.....05c
Individual Milk.....10c

Our Short Order Menu tells a big story, too.
Big reduction on Short Orders.
A 5c PIE AGAIN A REALITY

Roseburg Cafeteria & Restaurant
W. R. Warner · E. P. Woods

SUNDAY AT THE CHURCHES.

Christian, Corner Pine and Woodward streets, Rev. C. H. Hilton, Minister.—Regular services will be held next Sunday morning and evening. The minister will preach. Morning subject, "What Next?" Evening theme, "The Man Who Said He Would and Didn't." Special musical features. Bible school at 9:45; the Bible school has had a wonderful attendance this spring. It is hoped it will continue in its high standard. Y. P. S. C. E. at 6:30; subject, "A Good Name and How to Obtain It." The newly organized orchestra will play for Sunday school. There will be special musical features and a stirring song service both morning and evening. Baptism at close of evening service. The public cordially invited.

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Church of Christ, south part of town, Cor. Roberts and Cobb streets.—Services 10 o'clock Sunday morning. Lively singing. Bible study and preaching and communion services. Nothing but the Bible taught in all its simplicity and truth. No worldly attractions of any kind connected with the religious services and no basket or plate passed for money. The gospel is free to all those who will hear. The subject announced for the memory verses is "Mind." I Cor. 1-10, "Now I beseech you brethren, through the name of our Lord Jesus Christ, that ye all speak the same thing and that there be no divisions among you; but that ye be perfected together in the same mind and in the same judgment."

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Methodist Church, South, Rev. J. C. Jones, pastor.—Sunday school at 9:45 a. m., W. L. Cobb, Supt.; divine service at 10:45; sermon by J. H. McCausland, of Seattle. Young men's quartet will sing, and junior choir will have some special music for the service. Junior Missionary society at 2:30, Velma Poe, leader. E. League at 6:30. This is a study of missions in Africa. Mrs. Lahey, leader. Some special and appropriate music for each service. Divine service at 7:30, sermon by the pastor. Tuesday evening prayer meetings are found to be very helpful and means of grace. At the Wednesday evening meetings we are making a study of the Acts of theh Apostles, thus following the introduction of Christianity into the world. Choir practice and mission study each Thursday evening. On Tuesday evening we anticipate a rare treat in the address of Oliver W. Stewart at the M. E. church. We invite you to all these services.

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Methodist Church, Guy Fitch Phelps, pastor—Usual services at the first Methodist church of Roseburg next Sunday. A class of new members will be received and arrangements made for the baptism of children. The basement has been re-arranged and class-space provided for the new classes. The Sunday school is well prepared to handle all ages and to give close instructions under a full corps of teachers. Morning services at 11 o'clock; Sunday school at 9:45; Evening services at 7:30. All services begin on time. Vocal and instrumental specials at each service. Good evangelistic song service in the evening. Young People's meeting at 6:30. On April 25, Mrs. Phelps, of New York, a prominent speaker in the World's Purity Federation will address a union meeting in the Presbyterian church. On May 3rd at 8 p. m., Oliver Wayne Stewart will deliver his great lecture in the First Methodist church of this city under a union church program. Let every one plan to hear this national man.

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The First Baptist Church, Lane and Rose streets, Rev. J. H. Dickson, pastor.—Bible school at 9:45, O. P. Coshow, superintendent. Morning worship at 11 a. m., special music by the choir; sermon by the pastor. B. Y. P. U. will meet at 6:30. Evening worship at 7:30 Song service led by J. H. Olson. Subject of the sermon "Symbols of the Holy Spirit" Prayer meeting Wednesday evening at 7:30.

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St. George's Episcopal Church, Rev. Thos. R. Alleeson.—Morning service omitted. Sunday school at 9:45 a. m.; evening service at 7:30.

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The Presbyterian Church, Jackson and Lane streets, Rev. E. W. Warrington, minister. Welcome stranger, we are glad you are in town. Come and share a worshipful hour with us Sunday. 9.45 a. m., The Bible Study hour. More copies of the Bible are sold every year than of any other book. Do you study the Bible? 11 a. m., sermon, subject: "Paul's Call to Arms." Mr. Clarence Searing, Sr., will sing "Calvary." 6:30 p. m., Endeavor subject: "A good name and how to obtain it." 7:30 p. m., "The Blazed Trail" will be the subject of the sermon. The choir and the orchestra will lead the song service and a male quartette from the Christian Workers Band will sing. Prayer meeting Wednesday evening. Subject for Bible study is "The Prominent Personages of the Great Tribulation Period." Read Revelations, chapters twelve and thirteen.

Grease your own with Waverly grease. H. Merten.

SPECIAL.

Fine new line of dainty midsummer hats on display at The Vogue Saturday; 20% discount to graduates.

Install a cutout now. You need it. H. Merten.

The best way to let the people know your wants is through the columns of a newspaper. We can put your wants before 17,000 people.

This eight rooms, bath, basement and garage, newly varnished floors and woodwork and outside paint. Well located, convenient home with extra selected finish and modern built-ins. Price about thirty-five hundred, according to size of cash payment down, but like rent. Furnished or unfurnished, and with five passenger car if you like, and no extra cash payment. Place well worth $5600.00. Can be rented by year at $35.00 per mo. 306 Glenn St. Phone 451.

MISSIONARY SOCIETY MEETS

Quite a unique meeting of the W. M. society of the M. E. Church, S., was held yesterday at the home of Mrs. Della Gammon, on Hoover street. The fact attracting attention from the rare circumstances was the presence of three and one half pair of twins. Mrs. Vivian French was proud mother of one pair of fine girls; Mrs. Hugh Wells exhibited a couple of lusty youths and Mrs. Burley Wright, although not present, was represented by twin boys, who bid fair to be men some day. The half twin was Mrs. J. C. Jones, one of a pair of baby girls who first saw the blue under the skies of Illinois.

Doubtless, of these, the ladies will dedicate to the great cause of Christian Missions, one or more of these who can carry the joy of Gospel truth to benighted lands and heathen peoples. In these semi-monthly meetings, the ladies study missions and devote a period to Bible study led by the pastor. The general work of the church, especially with reference to our own specific fields of benevolence is considered. The society has made an unusually fine growth in membership during the year, one of the best in its history.

Lee Tires—Smile at miles. Merten.

DAILY WEATHER REPORT.

U. S. Weather Bureau, local office, Roseburg, Oregon, 24 hours ending 5 p. m.:
Precipitation in forbes and Roseburg
Highest temperature yesterday
Lowest temperature last night
Precipitation last 24 hours
Total precip. since first of month
Total precip. since first of month
Normal precip. for this month
Total precip. from Sept. 1, 1921, to date
Average precip from Sept. 1, 1921
Total excess from Sept. 1, 1921
Average precipitation for 47 years
Forecast to 8 p. m. for southern Oregon:
Tonight and Saturday rain.
WILLIAM REA, Observer.

CLASSIFIED COLUMN

ALL NEW CLASSIFIED ADVERTISEMENTS WILL BE FOUND ON LAST PAGE UNDER HEADING "NEW TODAY."

WANTED.

WANTED—Seed corn at Farm Bureau Exchange, Saturday April 23.

WANTED—Sheep and hogs for shipment, May 3rd. Phone 3-F31.

WANTED—Anyone having a sick room table, please address A. S., care News-Review.

WANTED—Information as to the whereabouts of my auntie, Roma E. Gage. Also other relatives and friends please write. Jessie Center, 37 N. Madison St., Eugene, Oregon.

WANTED—Man and wife to work on farm, either for wages or rental of growing crop of grain, orchards, etc., on the shares. Call Phone 114, or write Box 273, Roseburg, Oregon.

FOR RENT.

PIANO FOR RENT—Cheap. C. S. Heinline.

FOR RENT—Safety deposit boxes. Roseburg National Bank.

FOR RENT—Pleasant sleeping room. Privilege of bath. 211 Oak St.

FOR RENT—Furnished room with privilege of bath. 401 South Main

FOR RENT—Furnished bedroom, gentleman preferred. 222 West Douglas St.

FURNISHED APARTMENTS — $8 to $20 per mo. Also rooms 50c, 75c and $1.00. Roseburg Apts. Phone 497.

FOR RENT—Two clean furnished housekeeping rooms, close in. No children. 204 So. Parrott. Phone 469-R.

MISCELLANEOUS.

TAILORING, dressmaking of all kinds. Phone 187-R. Mrs. Guthridge.

MIDDLE AGED woman would like position to do housework or nursing. JPhone 492-J.

LET US FIGURE on your plumbing and heating. Jobbing a specialty. Wach & Scott, 220 West Oak Street. Phone 228-L.

I WILL PAY $5 for information of suitable, close in, housekeeping apartments, with bath, garage if possible; not near the track and no hills to climb. Phone 233.

LOST AND FOUND.

FOUND—Pair of spectacles. Owner may have same by calling at this office and paying for adv.

FOR SALE.

FOR SALE—Kale seed. Phone 2-F11.

FOR SALE—3 good cows. S. L. Moss. Ten Mile, Oregon.

FOR SALE—Watkins products. 126 West Lane.

FOR SALE—Loganberry plants in field $25 per thousand until May 1 only. J. A. Archambeau.

FOR SALE—Registered O. I. C. sow, 18 months old, wt. 300 lbs. or more. Also 7 four-months-old schoats, wt. 75 to 100 lbs. Robert McKay, Brockway.

FOR SALE—5-room bungalow in good condition, lot 40x110, at Green station, on Pacific highway, 4½ miles from Roseburg. Why pay rent when you can secure this property at a bargain. Phone 28-F2 at once for particulars.

FOR SALE—Cedar chest. 111 Fir St.

FOR SALE—Dodge touring car. Service Garage.

FOR SALE—37 White Leghorn laying hens, 2 setting hens. Phone 1-

FOR SALE—Heart of old growth wood perfectly dry. Phone 3-F

HAY FOR SALE—Eastbower Orchard Tracts. Fred Fisher. Phone 3-

FOR SALE—Protectograph check writer, good as new. Inquire at News Review.

FOR SALE—Oak stove and block wood $4 a tier delivered in Roseburg. Phone 182.

FOR SALE CHEAP—Full blooded Collie pups. John Abene, Sutherlin, Oregon.

FOR SALE—One family cow and cream separator. F. Schmidt, Dillard, Oregon.

FOR SALE—1 white iron bed complete; 1 white enamel bed. Phone 484.

FOR SALE—Pride of Multnomah potatoes, all hand sorted. Swanson's Grocery. Phone 62.

LOOSE oat hay for sale in barn. Lewis Parker, in Melrose ranch, 4½ miles east.

FOR SALE—Six room house, barn, 1½ lots. Terms. 308 Kane St., West Roseburg.

FOR SALE—Pride of Multnomah potatoes, all hand sorted. West End Grocery. Phone 19.

FOR SALE—2 platted residence houses, exceptional values. See Chas. Kyes, 122 Pine St.

FOR SALE—Pride of Multnomah potatoes, all hand sorted. Roseburg Produce Co. Phone 179.

FOR SALE—Small 5-room house and lot. Cheap for cash. Inquire at 1 N. Jackson St., Roseburg.

FOR SALE—Young O. I. C. pigs and few 100 lb. sheats. Fairmount ranch, Brockway, Oregon.

FOR SALE—Federal truck, good as new. Phone 1 C Royse, 236-J, or call at 312 East Cass St.

FOR SALE—100 tier of old growth block wood. Good road. If per Gus Lindblom, Dixonville.

FOR SALE—Have purebred Percheron male, papers with same. Also some work horses. Winchester Ranch.

FOR SALE—4 head of young horses from 2 to 6 years old. Also separator, almost new. Howard Fry, Dram.

FOR SALE—One of the best equipped cars in Roseburg, Auburn Sedan Six. Will trade for cheap car. See Geo. Shanks, O. K. Garage.

FOR SALE—Practically new Dodge, run less than ten thousand miles, new tires, winghield deflectors, etc. See it at Service Garage.

FOR SALE—Buick 4, model 1917, in first class mechanical condition, new tires on car, 2 new tires. Price $350. D. Coon, Dillard, Oregon.

FOR SALE—An attractive little home, modern improvements, large lot, ideal location. Price right. Apply 1141 Harvard Ave., West Roseburg.

FOR SALE—Maxwell delivery in first class condition. Just overhauled. Very reasonable. Must sell at once. No. 1118 Military St. Phone 159-W.

FOR SALE—Two houses and 2 acres of ground. Will sell one house and one lot or all together. A bargain and good terms. Phone 2-F2.

!!! CAPONS !!!
Valentine's unexcelled caponizing instruments, descriptive circular on request. Sold and recommended by Vosburgh Bros.

PLACE FOR SALE—31 acres, good family orchard, house, barn; 7 acres under cultivation, location for chicken ranch, 3 miles below Leland on R. R. road. For particulars address Karg, Leland, Oregon.

FOR SALE OR EXCHANGE—Our ranch on good county gravel road, 1 mile from R. R. station, Price $2000, with good terms, or will consider a smaller place with good buildings, well fenced, 10 acres clearing fenced. Good timber, close and not far from market. Address No. 4, care News-Review.

FOR SALE—Team well matched Percherons, weights about 1700 lbs., in good condition and absolutely free from pull. One a purebred registered stallion, sure foal getter and good breeder; other a grade mare. This is an A-1 pair of horses. S. E. Camas Valley, Oregon.

THE CLANCY KIDS
A New Angle On An Old Trick
By PERCY L. CROSBY
© by the McClure Newspaper Syndicate