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A NEW SOCIAL ORDER

The Socialists looking around on human society, condemn it as a failure on account of such conditions as city slums, lack of education, prevailing poverty, overworked mothers, etc. These are truly great evils. But a change in the arrangements of society would not cure this, while human nature remains as it is. The people who live in misery in the city slums could not usually be persuaded to go out into wholesome country homes. Their sordid surroundings are very frequently the result of some one's dissipation. The workers who are lazy and thriftless can not expect to maintain comfortable homes.

The present social system represents the best development of human wisdom up to date. It is capable of improvement, but it can not be radically changed while human nature remains selfish.

The kind of social order that is needed, is not so much a different structure of laws and economic arrangements, as the substitution of neighborly interest and co-operation and good will, for the present spirit of "every man for himself." If you abolish private property, you take away the incentives that promote progress. But, if while retaining private property, you persuade a man to follow the golden rule, then you make possible what is essentially a new social order, though the form remains the same.

Employers would then do their best to promote the welfare of their help, consulting with them about all their relations. Employees would turn out the best possible product in the fullest possible quantity. Taxpayers would provide ample schools that every child would go out well equipped for life. There would not be much poverty in such a society.

ARE BUSINESS MEN SMART

Dr. Edwin L. Thorndike, the Columbia University psychologist, has devised a system of intelligence tests intended to ascertain the mental ability of prospective college students, says Fred Kelley in The Nation's Business. They reveal not knowledge, understanding, but mental alertness, quick wit, perception. Recently he gave these tests to fifty leading business men of an eastern city. The result was astonishing. Not one of the business men was up

to the average of the young students entering Columbia. And the general average of the business men was still further below that of the college students. Yet, the business men were all regarded as the highest type, conspicuously successful. What does this indicate, I, frankly, do not know. It is not easy to believe that successful business men are less intelligent than college freshmen. Yet, perhaps, the affairs of this workaday world do dull our senses. I wonder if it isn't alarmingly easy to go to seed. And, does proficiency along one special line of thought tend to rob us of our aptitude for everything else? Are we as smart as we think we are?

Recent figures show that over ten per cent of the people who get married are unable to live together, and they obtain divorces. These matrimonial shipwrecks, which have deplorable consequences, perhaps result from the conditions of this homeless and city living age. In former times people usually settled in their home towns, and married friends with whom they were well acquainted. There was less chance of getting fooled. Now the majority either go away from home, or live in large cities where there is little social intimacy. Consequently many marriages are made on very short acquaintance. Seen on dress parade, the girl may seem to have a lovely disposition, which proves a sham when she shows her bad temper. Girls are fooled by men with smooth exteriors and false hearts. If young people wish to avoid tragedy, they will restrain themselves until they have time to test out a person's real character.

In an address before the convention of Associated Dress Industries, J. J. Floherty, of the firm of J. A. Migel, silk manufacturers, says: "Good advertising is no gamble, if it is a strong statement of facts. Properly done, it is the greatest influence for good that a sales department can have." Mr. Floherty advises all manufacturers to advertise. The Dry Goods Reporter, in printing his address, advises all retail merchants to do likewise. The secret of good advertising, according to Mr. Floherty, would seem to be to tell the exact facts about goods, giving emphasis to the ideals and methods of the store. If the ad writer picks out the lines that seem to him to have especially good value, and tells why he thinks so, just as he would tell anyone to whom he was talking, the public will be interested.

You never knew a loafer that admitted it, and seldom a hard worker that admitted that he was overworked.

A good roads enthusiast is a mighty good asset to a community.

"A poet is born, not made"—but, so is everybody else.

LUCKY STRIKE cigarette



Stephens Street Is Now Open

With the completion of the graveling on South Stephens street, the Pacific highway is now open over that route. The road is very rough yet and considerable work will yet be needed to put it in first class condition. Contractor Metzger has done a fine job of grading and ditching and the surface has been covered with coarse river gravel and boulders. On account of the nature of the soil, which is of the black, sticky variety, it will probably take a large amount of gravel to put the road in good shape. The portion of the road outside the city limits is in very good condition and as soon as the stretch inside the city limits can be traveled and worked for a few weeks, it too will doubtless be ready for the heaviest traffic. The new route is a decided improvement over the old road and gives much easier access to the city. The county has agreed to roll the newly gravelled stretch and this will improve it a great deal.

CARD OF THANKS.

To the many kind friends who assisted during the illness and burial of the late George W. Sloper, and for the many beautiful floral offerings, we desire to express our sincere thanks and deep appreciation.
 MR. AND MRS. B. W. BATES AND FAMILY.

ADVICE TO LOVELORN AND OTHERS

—BY MRS. ELLSBURY.

A Daily Column of Questions and Answers Conducted by a Woman Who Knows. Address your Letters to Mrs. Ellsbury, Care Roseburg News-Review.

Dear Mrs. Ellsbury: I am a girl of 18. Is there any harm in going car riding with boys? My parents object to me going car riding at night, so should I go in the day time?
 PUZZLED.

A. As you are eighteen years old, I see no harm in your going car riding with boys either in the day time or at night. You are of age, and while I would not advise you to do anything against your mother's wishes, you should reason with her and tell her that you are old enough to be trusted to act as a young lady should at all times. You are certainly old enough to go with young men, but should be at home at a reasonably early hour.

Dear Mrs. Ellsbury: Will you please tell me what to do? I am a young man, 20 years old, and in love with the daughter of a widow, with whom my father is in love. Should I give her up or should my father give up the widow? I feel that my career will be ruined if I lose this girl, as she loves me too. Kindly publish an answer.

PERPLEXED.

A. Your case is very unusual, but I see no reason why you could not be settled satisfactorily to all parties concerned. Why not marry the girl, and let your father marry her mother? There is absolutely no reason why you should not do this as it is legal and has been done many times. If any of the parties object to this I see no other solution as your father should not give up the girl's mother any more than you should give up the girl.

Dear Mrs. Ellsbury: I am a girl of 19, and like to dance very much. My parents do not object, but the people in this neighborhood will talk. Should I dance or should I stop?

A. I am afraid you are influenced too much by the terrible hubbub of "what will people think." As you are 19 years of age and your parents do not object, you are right in wanting to dance and should do so at any time you desire. As long as you know you are doing right, do not pay any attention to what you think the neighbors are saying. Always be properly escorted by members of your family, or a suitable escort, and attend any dance that you care to.

Dear Mrs. Ellsbury: How many years elapsed between the creation of earth and the birth of Jesus Christ?

A. Estimates of geologic time vary very greatly, the highest estimate of the age of the earth being 1,600,000,000 years, and the lowest

25,000,000. Hurley placed it at 400,000,000. A good guess is that it is between 80 and 800 million years. As 1924 years have elapsed since the birth of Christ (the year 1 B. C. being the true date of his birth) the time between the creation of the earth and his birth would be 1924 less than whatever estimate is accepted as the earth's age.

Dear Mrs. Ellsbury: My husband and I had a quarrel a few weeks ago and I became so angry that I left him. I realize now that I was at fault, and that I was a great deal to blame for the quarrel. Would it be better to write him a note of apology first, or something like that?
 MRS. D.

A. Why not go home? Surprise him some evening by having a dinner all ready, a dinner of the things he likes best, and yourself there to serve it. You won't need any letter writing then, and notes are often inadequate to express one's feelings. Go home, acknowledge your fault, and begin all over again.

Dear Mrs. Ellsbury: I am a boy 17 years old. I have been going with a girl the same age. She has a girl chum two years older, and as soon as she became so friendly with this girl she stopped speaking to me. I don't know what she is offended about. What shall I do?
 TROUBLED.

A. Go to your girl friend and ask her what you have done that she has adopted this attitude. This will give her the opportunity to explain any real or fancied cause for grievance. If she refuses to explain and continues to ignore you, the only thing you can do is to accept her decision and cultivate the friendship of persons who are more appreciative of your company and more courteous and reasonable. You are too young to be especially interested in any girl.

Dear Mrs. Ellsbury: Of what nationality was the composer Grieg?
 S.

A. Edvard Hagerup Grieg, born in Bergen, Norway, June 15, 1843.

Dear Mrs. Ellsbury: I have been going with a girl for about six months. What would be suitable for me to give her for her birthday? We are not engaged.
 C. E.

A. The gifts which a man may present a girl to whom he is not engaged are the conventional ones of candy, flowers and books. Where the degree of friendship warrants it, there is no objection to an inexpensive camera, a silver pencil, stationery or a similar impersonal gift.

OPENING NEW STUDIO.

The Roseburg Photo Studio, in charge of Clark & Clark, in the Bell Sisters' building, 139 Jackson street, is now open to the public to do all kinds of high grade work and kodak finishing. Your patronage solicited. Prompt and efficient service.
 ROSEBURG PHOTO STUDIO.

FOR SALE.

200 acres, well drained, nearly all cleared; free soil; 150 acres pastured three years, now in cultivation; 20 acres level, ideal for berries or broccoli; balance suitable for grain and orchard; on good road, eight miles to Roseburg, 3 miles to Dixonville, 1 mile to school. So situated it could be divided into two parts. For particulars address G. A. Lindblom, Dixonville.

PROFESSIONAL CARDS.

MRS. L. B. MOORE—Music Studio, piano, harmony, theory. Teachers' normal course. Bell Sisters' Bldg. Phone 502.
 HADAMER, Auctioneer, gets high \$ 529 N. Pine St.
 MRS. F. D. OWEN—Cut Flowers, Phone 249, 403 W. Cass.
 DR. M. H. FLYLER—Chiropractic Physician, 127 W. Lane St.
 DR. V. H. CORNETT—Druggist, Physicist, Lady attendant. Phone office 508, residence 465. Office hours 9 a. m. to 5 p. m. Evenings by appointment. Rooms 401-2, Perkins Bldg.

POLITE SERVICE - EXPERT SKILL - THAT IS HOW WE FILL THE BILL!

Hughes Little Plumber

TO attract your attention we've got to keep on talking about our plumbing attention. We must keep on advertising the fact that the supplies we sell are of a superior make and that our prices are absolutely just and fair. We can make you believe if you give us an order.

Roseburg Plumbing and Heating Co.
 C. W. Hughes, Mgr.
 242 N. Jackson, Roseburg.

AFTER a baking falls—
 "It becomes tough or soggy, you can't make it tender and tempting. It can't be 'fixed.' It is like spilled milk—'wasted.'"
 But, there is a way to prevent this waste—every woman should use it—because a bake day loss these days is a real loss.
Calumet Baking Powder positively prevents failure. It has been doing it for millions of housewives for a third of a century.

CALUMET BAKING POWDER
 BEST BY TEST
 Makes most palatable and sweetest of foods

The biggest selling Baking Powder in the world. Produced in the largest, most modern, sanitary Baking Powder Factories. Possesses only such ingredients as have been officially approved by U. S. Food authorities. Most economical in cost and use. You save when you buy it. You save when you use it.
 Pound can of Calumet contains full 16 oz. Some baking powders come in 16 oz. instead of 16 oz. cans. Be sure you get a pound when you want it.

PLAN FOR CO-OPERATIVE MARKETING OF MILK

(By United Press.)
 CHICAGO, May 3.—Co-operative milk marketing will be considered at the National Dairy Marketing conference which opened in Chicago today.

The American Farm Bureau Federation, under whose auspices the conference is being held, announced every milk producers organization in America has been invited to send representatives. Milk marketing in large cities and towns, co-operative marketing of but-

CLASSIFIED COLUMN

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

WANTED.
 WANTED—Girl for confectionery store. Apply to Fouch's.
 EXPERIENCED waitress wanted. Apply in person at Cafeteria.
 WANTED—To rent gentle horse. Rothchild, Miller's Add.
 WANTED—Girl for general housework. Phone 418-J.
 MESSENGER boy wanted. Apply at Western Union office.
 WANTED—A capable middle aged woman cook for ranch. Phone 1-272.
 EXPERIENCED man wants long contract cutting wood with dragsaw. Must be good timber and fair ground. Address Henry Tison, Drew, Oregon.
FOR RENT.
 FOR RENT—Typewriter. Roseburg Book Store.
 FOR RENT—Safety deposit boxes. Roseburg National Bank.
 FOR RENT—Two furnished, housekeeping rooms. Phone 418-J.
 FOR RENT—Furnished housekeeping room. 102 W. Washington St.
 FOR RENT—Several rooms, newly furnished, close in. 520 W. Oak St.
 FOR RENT—Rooms and apartments. 317 West Douglas St. Phone 38-L.
 FOR RENT—Housekeeping room, furnished. Phone 355-L, or call 707 W. Mosher St.
 FOR RENT—3 furnished housekeeping rooms, modern. 1110 Prospect St. Phone 4-11.
 FOR RENT—3-room house. Could be used for two families. Close in on pavement. Page Lumber & Fuel Co. Phone 342.
MISCELLANEOUS.
 TAILORING, dressmaking of all kinds. Phone 187-R. Mrs. Guthridge.
 BULL for service at Deer Creek Sales Stable.
 TO TRADE—Two-ton truck in fine shape, for town property or land. J. M. Judd.
 RUGS WASHED—On your floor. Hamilton-Bach way. Phone 224-L. Clarence Perkins.
 LET US FIGURE on your plumbing and heating. Jobbing a specialty. Wach & Scott, 220 West Oak Street. Phone 224-L.
 HOME TO TRADE—A nice home at Edenbow, one that is first class for business. On the highway. Trade for auto in good condition. Tollman Real Estate, Riverside Store.
 TO TRADE—Business building in Newberg, Oregon, to trade for farm, garage, small business place, or home. I will be in Roseburg May 3 and 3. What have you? Address A. A. care News-Review.
LOST AND FOUND.
 LOST—Bean sprayer gun between Melrose and Roseburg, yesterday. Finder leaves at this office.
FOR SALE.
 FOR SALE—Kale seed. Phone 3-Fil.
 FOR SALE—Dodge touring car. Service Garage.
 FORD touring car for sale cheap. Service Garage.
 FOR SALE—105 cords of fir wood. H. G. Trozella, Cleveland, Ore.
 ALMOST new modern home, with garage, for sale or trade. Finished floors, built-in, and select natural fir finish. Will take small amount of cash as low as four or five hundred and auto or vacant property here or in Portland at \$200 to \$1500, and balance like rent. I am leaving the city and will sell this place much under its value. If you want a home or trade "let's go." Address Special, News-Review.

DODGE BROTHERS ROADSTER

Its economy is practically expressed in its low gasoline consumption, its high tire mileage, and the infrequency of repairs.

It is further expressed in the durability of its finish, which seldom requires more than a thorough cleaning to bring back its original lustre.

J. O. NEWLAND
 Roseburg, Oregon. Phone 458.