REOPENING OF

MOORE MUSIC STUDIO

AUTHORITY TO GRANT HIGH SCHOOL CREDITS: Mrs. Moore holds Oregon State Certificate with high rating on examination:
PROGRESSIVE SERIES, Holds Graduate Certificate covering advanced Harmony, and Harmonic Analysis, Pupil of Thos. Davis, of Parsons College, Lillian Jeffrys Petrie, William Robinson Boone, David Campbell, Class work with Harold Henry, Special Technic under Isobel Tobe, Los Angeles, Instruction Muscular hand training from Carrie Taylor, also made exhaustive study Alchin Harmony, recognized latest and best.
DUNNING SYSTEM FOR BEGINNERS, 4 to 14 years of age, also containing work for adults, HOLDS DUNNING CERTIFICATE, instructing first hand, not thru hired instructors—this system makes better Teachers. Mrs. Chas. Stanton, (who has been coaching with Mrs. Moore,) will assist in class work, insuring two conscientious, tried and competent teachers, real mothers knowledge of children excels theoretical Phycoloky. AUTO WILL CALL for baby pupils, prices for class work as usual.
LESCHETISKY TECHNIQUE AND FAELTON PRINCIPLES OF CONCENTRATION: will take class of six adults, making technique interesting, let me explain this to you in person.
OPENING DATE, September 1st, in Bell Sisters Building. Phone 502, BEFORE THAT DATE PHONE 391-L.

ROSEBURG

One Night Wednesday, Aug. 31, Big Tent Theatre

The Famous GEORGIA MINSTRELS

40-PEOPLE-40

Band and Orchestra

WATCH FOR THE STREET PARADE

General Admission 35 and 75c. Tax included

Parade at Noon.

Mrs. W. L. Moore and little granddaughter left for Drain yesterday afternoon, where they will spend several weeks with relatives.

Mrs. Charles McMullen entered Mercy hospital yesterday afternoon.

Mr. and Mrs. S. D. Beals of Riddle spent yesterday in this city attending to business matters.

Mrs. A. D. Jackson of Oregon City is spending several days in Roseburg visiting wth friends. Mrs. Jackson is a former resident of this city.

HEMSTITCHING NOTICE.

The hemstitching department of the Bellows store will be in charge of Miss Norine Gipson, an experienced operator, during the absence of Mrs. F. F. Jones. All work will be given prompt attention.

COME

to our store and hear the famous

Ivers & Pond Pianos

The best Piano on Earth for the price, and claimed by many owners and musicians to be as good or better than other makes selling for three or four hundred dollars more money. Come in and see and hear this wonderful piano

Ott's Music Store

The place where pianos are cheaper.

Expert Auto Mechanic

We specialize on all makes of cars and trucks. We guarantee our work to stand up. A trial will convince you. We have installed an up-to-date Radiator Repair Department. (Moderate Prices)

MOTOR EXCHANGE

Cor. Oak and Pine. RAY HATCH, Manager.

20% Reduction!

Have just received a line of woolens from the largest woolen mills in the East. I am now in a position to offer a range of 500 patterns from $22.50 to $45.00 for suit or overcoat. Fit and workmanship absolutely guaranteed.

J. F. DILLARD

ROSEBURG CLEANERS

Service First.

MODERN BUSINESS METHODS DISCUSSED

Helping The Other Fellow Is The True Key Note In The Business World

WORK FOR THE FUTURE

Has An Interest In Humanity And In Individuals, With Some Sentiment Along With It—Mr. J. C. Penney Talks.

By R. C. Crawford
(In Forbes Magazine)

"If I didn't have an interest in humanity and in individuals—and some sentiment along with it—I wouldn't want to stay in business a minute.

"No man ought to have a right to advance in the world unless he is willing to take other along with him. If we had more of that sort of thing the country over, we would have less of dissention.

"We lay the emphasis on manbuilding in our organization, for we feel that money is merely a by-product, and that, if we get the right kind of men and develop them properly, we will be assured of the financial return. Ten or twelve years ago I used to tell people that some day we would probably have around fifty stores; now we have over three hundred. We have succeeded beyond our fondest hopes and dreams."

J. C. Penney, chairman of the board of directors of the J. C. Penney Company, which operates a chain of 313 stores throughout the United States, selling at retail men's and women's clothing, shoes, dry goods, and miscellaneous articles of merchandise leaned back in his chair

"Ask me anything you will," he said. "There are no secrets about our business."

Mr. Penney declares frankly that he has made his big success by helping the other fellow—a success and an organization far beyond his most sanguine dreams of ten or fifteen years ago. There are men in the Penney organization who, ten years ago had hardly a dollar, and yet today are rated well beyond the hundred thousand dollar mark. The best part of it is that the Penney organization is perpetual; young men starting in without capital today will be the big partners in the business a few years hence.

Is it any wonder that, with an organization such as this, scores of men have been willing to give up positions paying into the thousands of dollars to start in at the bottom of the Penney ladder? The Penney organization has an office in St. Louis which picks most of the young men for the company.

Work for Future.

We have generally found that the young men coming from the small towns of the middle west make the best all-around men in our organization." Mr Penney told me. "They have not been spoiled by the big cities and for the most part know how to live within their means. The harder pull a man has the better he can make good with us.

"We look for clean qualities in the young men we pick. A man in our organization must not drink, gamble, or smoke cigarettes. I prefer a young man who has some religious stamina. We like college men, when they are willing to start at the bottom of the ladder and work up; in fact, we are willing to take all that kind of men we can find, provided they measure up to the other qualifications as well. For instance, I have in mind a young graduate of Cornell University who had been holding a rather lucrative position as an instructor of Latin at a preparatory school back here in the east. He resigned that position to come with us at $100 per month. He is making satisfactory progress, and I look forward to the time when he will be one of the partners in the business.

"I never promise a young man anything when he starts in with us. We aim to pay him enough to live on in a fair degree of comfort. I usually prefer to underpay rather than overpay a man in our organization—so far as salary is concerned. When a man realizes that his future does not lie in just his salary, but in something far bigger, he is willing to work much harder than if he simply came with us because we paid a little more salary than John Jones, down the street.

"We start a man in as a salesman behind the counter. Then, before giving him an interest, we learn to know him and he learns to know us. If he is made of the right stuff and has character, the time will come when he will be placed in charge of a store as manager, usually an offshoot of the store where he has been working. Then the next time he changes he gets an interest in his first store. If he doesn't have the money, we are only too glad to loan it to him. If he is a big success in that store, he can establish other stores in which he has an interest. Then his material fortune begins to accumulate.

"Furthermore, it will be seen that in our organization a man does not run the same risk of failure that he would if he had to start business on his own account There is no chance of his being closed out, since he always has the backing of the corporation. We pay all the bills from our New York office and keep all the books here."

Mr. Penney told me that he did not know how many of the stores he has an interest in—would not know without looking it up. Those who know him best say that he does not look upon money as anything particularly desirable in itself.

In spite of business depression the Penney organization expects to do a bigger business this year than last. Total sales of the 313 stores last year were $43,000,000—and the company expects to pass the $50,000,00 mark this year. In July, its business for the year was running about $5,000,000 greater than the year before.

"We took our big loss in December and marked everything down," Mr. Penney explained. "The increase in business which resulted enabled us to get our money out of the goods and use it for buying at the lower prices. We can now make more frequent turn-overs; some of our stores turn over their goods ten times a year. We are not borrowing a single dollar today to carry on our business; in order to keep out of debt we long ago made it a rule that no store could start another store in the chain until it had the actual cash on hand."

A feature of the Penney organization recently established is the educational department, which is in charge of Dr. Francis B. Short, one time pastor of a church which Mr. Penney attended in Salt Lake City. In addition to publishing a magazine, this department has charge of a correspondence course which is being taken by 2,385 managers and employes of the Penney stores. It is not entirely to teach the principles of the Penney organization, salesmanship and kindred subjects, for it has been found that the employes hundred of miles away draw much comfort and inspiration from the fact that the central office is interested in them.

Does sentiment, does regard for the other fellow in business, pay?

Lest there be some closefisted business men who think being closefisted is the only way to make a business a success, let it be said that in the present depression the J. C. Penney company is operating without a cent of borrowed capital, notwithstanding the fact that last year one hundred new stores were opened.

Bought Out Partners.

As J. C. Penney sits back in his chair and unfolds the great secret of his business; how he conceived it and how a fifty-million-dollar business was built on the doctrine of helping the other fellow, it is almost like an unbelievable romance. He was raised in humble surroundings, the son of an impecunious Baptist minister in Missouri. In 1899 he was working for $50 a month in an Evanston, Wyo., store, where he got the nucleus of his idea. The men he was working for believed in helping the other fellow and from time to time gave their men a boost in establishing stores with a part interest. In 1902, he was manager of a store in Kemmerer, Wyo. His salary had been advanced from $50 to $90, and he had also managed to save $500, thereby getting an interest in the store he was running. The next five years were preparatory years; he was just getting a foothold. He succeeded in buying out his partners in the business and in 1907, he was ready to start operation of the chain store idea which in the next fourteen years was to pay its own way and develop into 131 stores.

The first man J. C. Penney started out was E. C. Sams, now president of the J. C. Penney company. Mr Sams was given the managership of a store at Cumberland, Wyo. Sams made good and was given the store at Eureka, Utah, to manage—with a one-third interest—Mr. Penney holding a two-thirds interest, and owning outright the stores at Cumberland and Kemmerer. The next step came when a store was established at Price, Utah, with a Mr. Thompson as manager. Thompson had no interest in this store, just as Sams had not had an interest to start with. Sams owned one-third of the Price store and Penney two-thirds, since that was the way they had owned the Eureka store, whose profits the Price store was established.

Thompson got along pretty well with the Price store, and soon Mr. Penney and Mr. Sams decided to give him a start on his own account; so he was given the management of a store at Alamosa, Colorado, with a one-third interest, while Sams held one-third and Penney one-third. Then Thompson began training a young Mr. Clinton in his store and soon Clinton was given the management of a store at Aguilar, Colo. He had to work on a salary there, just as Sams and Thompson had done in managing their first stores. Thompson, Sams and Penney each owned a third interest in his store. But soon Clinton made good and he was started out in a store at Roswell, New Mexico—this time with a one-third interest. Mr. Penney dropped out of the Roswell store, Clinton owning a third, Thompson a third and Sams a third. In the next rotation Sams dropped out and the next time Thompson

"In other words, the senior partner drops out each time a new store is established, thereby making room for the next fellow that must be given an interest," explained Mr. Penney. "If that were not so it would be impossible to give the new man a start. If the oldest man kept retaining his interest indefinitely, it would mean that he would be pyramiding himself, while the new men could secure only an infinestimal interest."

The recital of the development of the stores named above is the actual history of the early days of the Penney organization. But, of course, no member of the Penney organization is limited to partnerships in three stores. There are many who own interests in a dozen, or twenty, thirty, or forty stores. It will be seen that the stores did not produce themselves in a straight line of succession. One store might in the course of a few years supply the capital for four or five other stores. These four or five stores in the next few years might be able with their profits to start, in the aggregate, twenty or thirty more stores, depending how well they were managed.

"The great proportion of men that entered the Penney organization had no money of their own," Mr. Penney said. "When it came time to start them out on their own hook, the company loaned them the money for their one-third interest. Suppose a store started out with a capital of $18,000. If it should make $6,000 the first year, that would permit a dividend to each of the three partners of $2,000. The man who had been advanced $6,000 for a third interest could then pay back part of the money loaned him, and if the business were extremely successful, he might be able to pay back the loan in a few years. That would depend on his management.

"Where does Mr. Penney come in? That is what hundreds of people ask me. They forget that every man in the Penney organization is interested in a string of stores, even if he is eliminated from certain groups at the third round.

"I believe that without my plan of giving a man a start in the business the success of our company would have been comparatively small. You see, when every man working for you either is a manager or expects some day to be given an interest in the business, he is going to work a lot harder than if he is just hired to do a day's work Thus the financial success of the stores in which you are directly interested is going to be much greater, because the men in charge of those stores know that to get anywhere with their own fortunes they must also work for your interests. I have watched other stores where men were not given an opportunity to share in the interests of the company and they have made much slower progress.

"No chain is stronger than its weakest link; in helping our men to make a success, in giving them equal opportunity, we help ourselves as well."

TIMKEN and HYATT roller bearings for cars and trucks at The Roseburg Garage.

One Quality-One Price

Firestone

Again Reduces Price

Extra Size 30x3½ $16.65

Now $13.95

Firestone first made the low price of $13.95 on the Standard Non-Skid, May 2. Unusual purchasing power through big volume of business, and the great efficiency of its $7,000,000 Plant No. 2, manufacturing exclusively 30x3½ size, made this possible.

Now, the production of the Extra-Size 30x3½ tire has been transferred to Plant No. 2. This permits the price reduction on this tire from $16.65 to $13.95. No such value has ever before been offered tire users. If your dealer hasn't the Extra-Size in stock ask for our Standard Non-Skid type at the same price. You will still be getting an unusual tire value.

Cords That Don't Blow Out

You feel secure on Firestone Cords. Because Firestone Cords don't blow out. Your repair man will tell you he hasn't seen a blowout this past year—10,000, 15,000 and 20,000 miles, and the tires still going strong. See your Firestone dealer today. Name below.

Firestone Cord Tires are being sold at lowest prices in cord tire history: 30x3½—$24.50 32x4—$46.30 34x4½—$54.90

H. L. JOHNSON, Agent

119-121 North Jackson Roseburg, Oregon

visiting brothers are cordially invited to attend.
ROY BELLOWS, E. R.
R. L. WHIPPLE, Secy.

U. R. S., Roseburg Chapter No. 8—Holds their regular meeting on the 1st and 3rd Thursdays in each month are respectfully invited to attend.
MYRTLE REYMERS, W.M.
FREE JOHNSON, Secy.

I. O. O. F., Philletarian Lodge No. 8, meets in Odd Fellows' Temple every Friday evening at 7:30 o'clock. Visiting brothren are always welcome.
A. REDBARN, N. G.
A. J. GEDDES, Rec. Sec.
J. R. BAILEY, Fin. Sec.

NEIGHBORS OF WOODCRAFT—Lilac Circle No. 49, meets on 2nd and 4th Monday evenings. Visiting neighbors invited to attend.
PRUDIE HIDINGER, G. N.
TILLIE I. JOHNSON, Clerk.

A. F. & A. M., Laurel Lodge No. 13.—Regular communications 2nd and 4th Wednesdays each month at Masonic Temple, Roseburg, Ore. Visitors welcome.
W. F. HARRIS, Secy.
JOHN E. RUNYAN, W.M.

REBEKAHS—Roseburg Rebekah Lodge No 41, I. O. O. F.,—Meets in Odd Fellows' Temple every week on Tuesday evening. Visiting members in good standing are invited to attend.
MYRTLE TREFREN, N. G.
BELLE STEPHENSON, Sec.
ETHEL BAILEY, Fin. Secy.

EAGLES—Roseburg Aerie meets in Moose hall on Jackson St. on 2nd and 4th Monday evenings of each month at 8 o'clock. Visiting brethren in good standing always welcome.
VICTOR MICELLI, W. P. P.
A. J. WULF, W. P.
B. F. GOODMAN, Secretary.

ROYAL ORDER OF MOOSE—Roseburg Lodge No. 1037 meets first and third Tuesday evenings of each month at 8 o'clock in the Moose hall All visiting brothers are invited to attend.
C. W. CLOAKE, Dictator.
H. O. PARGETER, Secretary.

I. O. O. F., Union Encampment No. 9.—Meets in Odd Fellows' Temple every Wednesday evening. Visiting brethren always welcome.
GEO. RADABAUGH, C. P.
V. T. JACKSON, H. P.
OLIVER JOHNSON, R. S.
JAMES EWART, F. S.

W. B. A. O. T. M.—Roseburg Review, No. 11 held regular meetings on second Thursday at 2 p. m. and fourth Thursday at 8 p. m. Visiting sisters invited to attend reviews. Maccabee Hall, Pine and Cass streets.
LOUISE LOCKE, Com.
JESSIE RAPP, Col.

KNIGHTS OF PYTHIAS—Alpha Lodge No. 47, meets every Wednesday evening in Douglas Abstract Hall, corner Jackson & Washington Sts. Visitors always welcome.
WALTER CLOAKE, C. C.
CHAS. F. HOPKINS, M. F.
E. E. WIMBERLY, K. R. S.

NOTICE OF INTENTION TO IMPROVE FOWLER STREET.

Notice is hereby given that at a meeting of the Common Council of the City of Roseburg, Oregon, held on the 18th day of July, 1921, the following Resolution was adopted:

"Resolved, that the Common Council of the City of Roseburg deems it expedient and necessary and hereby proposes to improve Fowler Street from the north line of Court Street to the north line of Lot 11, Block 7, Cradwick Addition to said city, in the City of Roseburg, Oregon, in the following manner:

First, By grading the street to the proper sub-grade;

Second: By paving the roadway of said street twenty-four feet wide with concrete pavement;

Third: By constructing concrete curbs;

Fourth: By constructing sub-drains, if necessary;

Fifth: By constructing street monuments, if necessary;

Sixth: By laying vitrified sewer pipe;

Seventh: By constructing catch-basins and inlets.

Said improvements are to be made in accordance with the Charter and Ordinances of the City of Roseburg, Oregon, and the grade, plans, specifications and estimates of the City Engineer, filed in the office of the City Recorder on the 18th day of July, 1921, which said grade plans, specifications and estimates are hereby approved and adopted.

The entire cost of said improvement, including the cost of engineering, advertising, abstracting, clerical help and interest, shall be assessed upon the property especially benefitted thereby, as provided by the Charter of the City of Roseburg, and in accordance with the petition of the property owners to be benefitted by said improvement, and no part thereof shall be paid by the City of Roseburg.

The estimate of the City Engineer of the probable detailed cost of said improvement is the sum of $3458.99.

Resolved, that the City Recorder of the City of Roseburg, Oregon, be and he is hereby directed to give notice of said proposed improvement as provided by the Charter of the City of Roseburg."

Remonstrances against said proposed improvement may be filed with the undersigned within twenty days from the first publication of this notice which is August 16, 1921.

R. L. WHIPPLE,
Recorder of the City of Roseburg, Oregon.

LODGE DIRECTORY.

WOODMEN OF THE WORLD—Camp No. 126, meets in Odd Fellows' hall in Roseburg every 1st and 3rd Monday evenings. Visiting neighbors always welcome.
H. CARRICK, C. C.
M. M. MILLER, Clerk.

B. P. O. ELKS, Roseburg Lodge No. 236—Holds regular communications at the Elks' Temple on each Thursday of every month. All members requested to attend regularly, and all

WE SELL

Edison

MAZDA LAMPS

Douglas County Light and Water Co.