ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

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SUBSCRIPTION RATES

Daily, per year, by mail	$4.00
Daily, six months, by mail	2.00
Daily, three months, by mail	1.00
Daily, single month, by mail	.50
Daily, by carrier, per month	.50
Weekly News-Review, by mail, per year	2.00

Entered as second-class matter May 17, 1920, at the post office at Roseburg, Oregon, under the Act of March 2, 1879.

ROSEBURG, ORE GON, OCTOBER 28, 1921.

THE ATTITUDE OF NEWCOMERS.

While the old residents of many places are far too slow to welcome newcomers and make them feel at home, yet sometimes the newcomers do not do their part to make friends. Many people expect that friendship is a gift that will be handed to them on a gold platter, without their making any effort in return, or showing that their friendship is worth while.

Someone was telling the other day of the experience in another city of a family that recently came into the place. They set out to attend one of the churches of the city, but after a little began to growl and complain because they were not shown more attention. The church was noted as being a social one, and visitors were always noticed and cordially welcomed. But it appeared that only one or two of the church people called at their house, and they were bitterly disappointed and felt they were given no welcome.

In these times people are too busy to do the social calling that they used to. Many women who used to make a specialty of going around to see new people in their homes, used to have servants but now they do their own housework. They can not make the house to house calls that they used to find time for.

If these people who found fault so constantly, had gone into some form of church work, and had tried to do something themselves for the community, they would not have felt so lonely. The trouble with them was that they expected everyone to wait on them, while they were doing nothing for others.

Strangers can find no better way to make friends than to take hold and work in the civic life of the community. Let them take a Sunday school class or join some fraternity and enter heartily into its activities, or offer their services in any line of public work that will interest them. They will find that in these ways friends and acquaintances come naturally and without effort.

Printers' ink it is that makes the business world go 'round Business would stagnate speedily were it not for publicity; and the most effective publicity is that gained through the combination of ink, type and paper. Today, when it is so vital to the whole world to make millions of people want things, manufacturers and merchants should not only advertise more largely and aggressively than ever before—regardless of immediate profits made; but should fill valuable advertising space with copy that will be read with universal interest by people who will buy the goods with universal enthusiasm. It is not enough to merely tell the facts about one's product; the bare facts are but the raw material out of which the advertising must be built; but facts alone are not advertisements any more than a pile of bricks is a house. The facts must be presented attractively, forcefully and interestingly. If there is one thing that distinguishes the advertising of today from the advertising of 15 to 20 years ago, it is the fact that so-called "clever" copy is no longer tolerated. Why? Because it is ineffective. Judicious use of the boiling down process helps to increase the strength of copy and the effectiveness of its impression. Brevity, however, should be measured, not in terms of length, but in terms of energy; not in agate lines or inches, but in footpounds. An advertisement or a letter is too long when it ceases to be interesting.

Europe is making much more rapid progress than this country in developing aviation. The guide book giving the time tables of the European air routes includes about 100 pages. Fourteen pages are required to give the timetables of the regular daily or twice daily services in Germany alone. Five regular lines of air service are now running out of Paris, to London, Copenhagen, Warsaw, Spain and Havre. Next year will see lines running through to Rome, Constantinople, Morocco, and Tunis. Fear of another war leads Europe to develop aviation rapidly. Our government can not afford to neglect a phase of modern science that is essential both to national defense and commercial progress.

You may have the wisdom of Solomon otherwise, but unless you have some of the judgment of Solomon, you won't pass the quarter pole in the race of life.

Money is the limousine that enables you to take the bumps in the road of life without many hard jolts.

Better Clothes Prices

FOR YOU THIS FALL

Government reports say Clothing Prices have come down 34 per cent as compared with a year ago,

When you buy a

Hart Schaffner & Marx Suit

You are taking no chances—SATISFACTION or MONEY BACK.

"Duds For Men"

The Home of Hart Schaffner & Marx

Prune Pickin's

By Bert G. Bates

GOOD EVENING FOLKS—

Why is it there is always a hole in a fellow's socks when he makes up his mind that he wants a pair of shoes.

* * *

Why is it a man cannot get into a dresser drawer without mussing everything up?

* * *

Now that the lawn looks pretty ragged, and the wood has not been stacked up yet, and the porch swing needs mending, and the back screen door won't close properly, the June bride is beginning to suspect that Honey isn't so different from other men, after all.

* * *

WOULDN'T IT BE FUNNY IF—

Walt Hamilton would take singing lessons?

* * *

"Jingle, jingle, jingle."

The phone on ye ed.'s desk clanged along merrily. We hesitated for a moment and fought back the temptation not to answer it, feeling that perhaps it was some creditor who could not wait until the first of the month.

"Jangle, jangle, jangle."

Again the tiny bell tingled.

Summoning our last ounce of courage we set our jaws and took down the receiver.

"Hello, this is Prune Pickin's."

"Excuse me, wrong number."

* * *

THEY ARE THANKFUL—

John Hunter—because they still sell nickle cigars.

Dave Shambrook—because some motorists forget to light their tail lights.

Joe Murphy—because single men are always the most popular.

Fred Hamilton—because the apple crop is nearly over and there's only one crop a year.

A. Salzman—because California can sell beer and it's not so far to California.

Nate Fullerton—because one cent sales are as popular as ever.

L. Reizenstein—because there is another election in four years.

Napoleon Rice—because this county is noted for its wild flowers.

Fred Haynes—because toupes don't need hair cuts.

Earl Vosburg—because he can talk about chickens and his wife knows he means the feathered variety.

Al Creason—because derby hats are still in style.

Claude Cannon—because red neckties never fade.

William Bell—because he can tell what causes the rain and no one can dispute him.

* * *

John Enger, Espee high mogul, has wonderful ability as a magician, but that doesn't help him in paying the grocer.

* * *

THE WAY WITH MEN.

A sweet
Conceit
Is its own excuse,
I think, don't you?
I hope you do.
Two neat
Small feet
And a shoestring loose
I bend—don't you?—
Before that shoe?
One glance at the shoe and two at the silk,
And an ankle showing as white as milk—
And I tie a knot that will slip again!
For that is ever the way with men.

* * *

FORDS IS FORDS.

"What is the cause of the excitement down the street?" asked a guest on the porch of the tavern, addressing an ancient man who was doddering by in a direction opposite to the point of interest.

"Aw, a couple of dratted Fords got to cutting up in a narrow place in the road with a mudhole on each side," disgustedly replied old Riley Ressidew, of Petunia. "They've blocked a funeral procession coming from one way and a Sabbath school picnic coming from the other. A couple of motor trucks want to get through for some reason or other, and the fellers with the hook and ladder wagon are saying considerable about desiring to pass. The ice cart is stalled and the driver is complaining that his stock is melting. But most of the noise is being made by a young feller in a long green car. None of 'em have much reason for hollerin,' though. The corpse does not seem to be in any special hurry, and the picnic party will get fewer bugs on 'em here in town than out in the woods. I found out over the phone that the fire alarm was a false one. The ice man ain't got any cause to kick, for if he has the wet spots left he'll deliver 'em and charge for ice. The lad in the green car has left his hat at home and has a band of white cloth around his head to make his hair stand up pompadore, and all he was doing was going over town with his cut-out open. And Fords will be Fords, and there ain't no help for it."

* * *

WE DARE YOU TO

Send in your name right this minute for Prune Pickin's Winter Annual.

* * *

LAFE PERKINS SEZ:

"Things are picking up in the street cleaning department."

SURE RELIEF FROM CATARRH.

Medicated air is the only treatment for catarrh. "Breathe Hyomei and obtain immediate relief. At W. F. Chapman's. Money back if it fails.

SUITS RELINED, and any kind of alterations done right at the Roseburg Cleaners. Phone 472. We call and deliver.

Sport felt hats for $2.00, regular $4.75; hats in blue, green, and tan. Bill Millinery. Saturday clean-up.

WILSON'S HEALTH IS NOW BETTER HE SAYS THAN IT HAS BEEN IN SOME YEARS

"I eat better, sleep better, work better and feel better than I have in years, and from now on Tanlac is the only medicine for me," said J. O. Wilson, 100 North Seventeenth St., Portland, Ore., employed at the Independent Iron Foundry.

"Stomach trouble was the curse of my life and I couldn't eat anything but what would sour and ferment in my stomach. I had awful sick headaches and dizzy spells at times, and my back hurt me so right over my kidneys I couldn't sleep much at night.

"Tanlac has made a new man out of me and I haven't a sign of my old trouble. I am twenty pounds heavier and never felt better in my life. My advice to people with stomach trouble is to lose no time in getting Tanlac; it certainly does the work."

Tanlac is sold in Roseburg by W. F. Chapman's Pharmacy and by leading druggists everywhere.

JUST THINK, we can make your old hat look like new, by cleaning and blocking it. Just bring it in to the Roseburg Cleaners, or phone 472.

SUNDAY AT THE CHURCHES.

Presbyterian Church—Next Sunday will close the work of Rev. E. W. Warrington as the pastor of the Presbyterian church. He began his partorate here November 1, 1916, exactly five years ago. Rev. L. B. Quick the new pastor will move to Roseburg from Portland sometime next week and will be ready to preach on the first Sunday of November. 9:45 a. m. The Bible study hour. Come and bring the children to Sunday school. You will find it a source of inspiration and strength throughout life. 11 a. m. The morning worship. The pastor's sermon will be "The Eloquence of the Cross." Special music by the choir. 6:30 p. m. The Christian Endeavor service will be lead by Fred McMullen. The subject is "How Can We Apply the Golden Rule Today?" The young people are manifesting in these services. 7:30 p. m. Sermon subject, "Jesus' Answer to the Question, Who is My Neighbor?" A choir leads in a good song service of the old hymns at the opening of the service.

* * *

Christian—Cor. Pine and Woodward streets, C. H. Hilton, Minister. The pastor will preach as usual next Sunday morning. Subject, "The Christian in Philistia." In the evening the church will adjourn its service and attend the farewell service of Rev. E. W. Warrington at the Presbyterian church. The Bible school will meet at 9:45. The school is doing great work, and growing with each Sunday. Orchestra begins playing promptly at 9:45. Y. P. S. C. E. at 6:30. Subject, "How Can We Apply the Golden Rule Today." The Missionary committee will be in charge of the meeting. On Thursday November 3rd, a company of national workers, with a missionary from India will be in Roseburg for an all day service. This will be a great opportunity for those interested in Christian work. A dinner will be served at the church, and in the evening there will be a steroptican lecture. The public is always welcome.

* * *

..**First Methodist Church**—Rev. William Stewart Gordon, pastor will speak Sunday at 11 o'clock on "Love Triumphant, or, Who Shall Seperate Us From Christ?" As this is Good Literature Day in the Methodist church, the evening topic will be, "What To Read." Special music will be rendered at each service under the direction of Mrs. A. N. Orcutt with Mrs. C. S. Heinline accompanist. J. E. McClintock, who was recently elected superintendent of the Sunday school will take charge at 9:45, and will have a suitable class for every one old or young. The Epworth League will meet at 6:30 in the basement of the church, and will continue to maintain a live meeting for live people. This is the church with the white Corinthian columns at the entrance on S. Main street, and its hospitality is as broad as its entrance. If not a member of some other church in Roseburg, come and see.

* * *

First Baptist Church, corner Lane and Rose streets, H. L. Caldwell, minister. This week end is expected to be of exceptional interest and value to local Baptists. The annual Umpqua Association Rally for young people meets with this church. Delegates of young people from a dozen Baptist churches are expected to be in attendance. The sessions begin Saturday afternoon at 2:30 and run through Sunday evening. A banquet for the young people will be held at 6:00 o'clock Saturday evening. Dr. Young and Dr. Austin both of Portland will be among the speakers. Sunday 9:45 a. m. Regular meeting of the church school. All who are interested in knowing more of oGd's work are invited to attend. 11:00 a. m. Morning worship. The message of the morning will be delivered by one of the visiting speakers, probably Dr. George H. Young, state director of Young People's work. He is a very forceful and helpful speaker. All are invited to hear him. 2:30 p. m. Young People's session. 6:30 p. m. Young People's meeting, led by Prof. W. G. Richards. All the young people of the city are invited to this meeting. It will be helpful and full of merit. 7:30 p. m. Evening worship. The message will be given by one of the visiting ministers. It will be especially for young people, but all are invited. Special music. Congregational singing. A great meeting is expected.

Harvest Festival Enjoyable Occasion

One of the greatest social occasions in the history of the Christian Bible school was held at the church last night, when the Harvest Festival and Country Fair was held. There were numerous booths, and all kinds of fun. One of the most beautiful booths was that of the Loyal Men and Women's class, who had the display of fruit and vegetables, along with all kinds of fancy work. Their booth was draped in green vines, with grapes, apples and other tempting fruits hanging about. In the center of the booth a beautifully arranged electric light indicated in large letters that it was the Loyal Men and Women's class, with an open Bible in its center. Another interesting feature was the Young People's class known as the Loyal Circle, who had a beautiful bed arranged and a lilliputian baby lying on it pulling at a quart bottle of milk, and being jealously guarded by an adoring mother. The class taught by Mr. Church had a display of Mr. Church's beautiful pheasants. There were numerous games going on all the time, and fortune tellers were making a great deal of fun for youngsters, and there were all kinds of guessing games. The orchestra gave some sweet music during the evening to the delight of all. The Bible school furnished its guests with ice cream. More than 200 people attended, and enjoyed the evening. This harvest festival has become an annual affair with this Bible school.

Do not overlook this special clean-up sale Saturday if you need a hat. Bell Millinery.

PARENTS MEET TO ORGANIZE

The parents of the high school pupils of this city held a special meeting yesterday afternoon at 4:30 in the auditorium. The meeting was called to discuss the advisability of organizing a Parent-Teachers' association for the high school.

Supt. M. S. Hamm and Principle Taylor met with them and after a general discussion, it was agreed to call another meeting Friday evening, November 4, to perfect the organization.

Local Laundry Credit to City

Roseburg people who have never witnessed the operation of a modern laundry should take advantage of the opportunity the present week and visit the Roseburg Steam Laundry, so successfully operated by Manager O. C. Baker, and under the personal direction of Mrs. O. C. Baker as inside superintendent.

A News-Review representative while making his rounds today dropped in at the laundry and through the courtesy of Mr. Baker had the privilege of being "shown" how they now do things in a modern and up-to-date laundry compared to some years ago. And the visit was a revelation and the conduct of this prosperous institution speaks well for those who have brought it to such a high standard of efficiency.

Modern machinery and equipment has completely done away with all hand work, greatly lessening the wear and tear of clothes and the sanitary methods employed assures a finished product perfect to the minutest detail. The old saying, "wear and tear," is an unknown quality at this growing institution, but on the contrary, clothes of the most delicate texture are handled with such care that their value is not impaired in the least.

Mr. Baker has taken due precaution in the arrangement of the working room for his twenty-five employees. A neat cozy lunch room has been set apart for his help, the work room is large and roomy, well ventilated with an abundance of light, and the army of workers all dressed in white uniforms presents a very pleasing appearance to the visitor. With the recent installation of much new machinery and general equipment the local plant is second to none in the state and the large patronage accorded the institution is conclusive evidence that the modern methods employed by Mr. Baker has brought his laundry in favor with both individual and family patrons.

Prompt service, cleanliness and sanitary conditions is a paramount feature with the local laundry.

The price not considered on hats Saturday. A complete clean up. Bell Millinery.

NEW ELKS INITIATED

Eight new members were initiated into the local lodge of B. P. O. Elks last night and branded with the numerals, 326.

The Elks voted unanimously to take part in the Legion parade on Armistice Day and decided to take an active part in the day's proceedings.

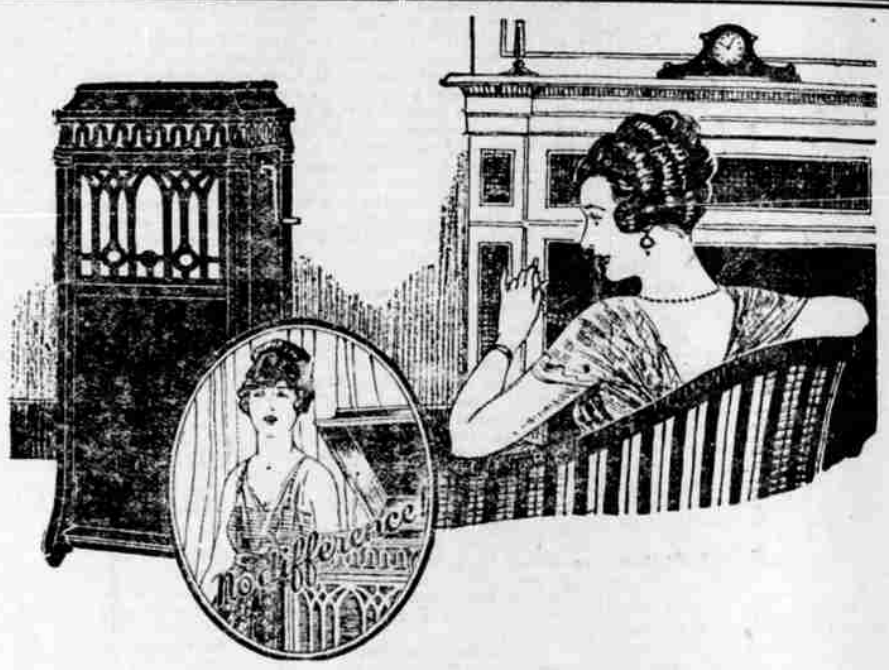
MANY GOING TO DRAIN

Several carloads of local ex-service men and their wives and sweethearts will leave the armory Saturday night at 6 o'clock for Drain. A monster legion mass meeting will be held at that place and following the meeting a big masquerade dance will be staged. A rousing time is expected and the local legion officers are attempting to secure a very large delegation to represent Roseburg.

FREE TUBES

Just received a large shipment of the best ever Penn Vacuum Cup Tires, of which we will give you a Tube **FREE** with every Casing purchased.

C. A. Lockwood Motor Co



The Phonograph that amazed Roseburg can be bought!

There is a rumor abroad that the instrument which triumphed in the drastic comparison test, made last Monday at the Presbyterian church, was a special exhibition model. That rumor is false. The instrument was a regular Official Laboratory Model,—out of our own stock.

Every Official Laboratory Model in our stock is guaranteed to sustain the same test.

If you were one of those, in Monday's audience, who wistfully exclaimed: "Wouldn't it be wonderful if I could buy a phonograph like that"—know that you can. Know that it will perform this miracle every day for you in your own home.

The NEW EDISON

"The Phonograph with a Soul"

Come in and hear for yourself the Official Laboratory Model's marvelous realism. Find out about our Budget Plan, which enables you to own an Official Laboratory Model for a small down payment, the balance on a gentleman's agreement to suit your convenience.

Note:—The test at the Presbyterian church was made by Helen Clark, the world-famous contralto, and Joseph Phillips, the eminent baritone. They compared their living art with its RE-CREATION by the New Edison. There was no difference between the living art and the RE-CREATED art.

The New Edison stands absolutely alone in this achievement; no other phonograph has ever sustained this test of comparison.

OTT'S MUSIC STORE

ROSEBURG, OREGON