

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	2.50
Daily, three months, by mail	1.50
Daily, single month, by mail50
Daily, by carrier, per month50
Weekly News-Review, by mail, per year	2.50

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

THE MEANING OF THE FLAPPER.

A flapper is defined as a young bird which is flapping its wings before it has learned to fly, and this slang phrase rather aptly describes the first movements of the young woman about to take her place in the business and social world. If the opinions of many critics were accepted, it would seem as if she were preparing to fly into dangerous and forbidden fields. Many are shocked by the shortness of her skirts. They may remember the hero of a popular novel describing the German who was shocked because his wife wore a skirt that displayed "nearly the whole of her boots." Things have changed in the few years since that time. These flappers do look very winsome as they march along in abbreviated dresses. Their strike seems to have lengthened out, suggesting that their new freedom is improving their physical ability, removing a handicap to normal motion, helping them compete on even terms with men. If so, it is not a daring eccentricity, but one of the most sensible things that women ever did. As one looks back 15 years ago, and sees the long dresses that women used to wear while playing lawn tennis and other games, how tremendously they were burdened in those times. It was impossible for them to get the same benefit from sports that their brothers enjoyed. For many years women have been regarded as a weaker sex. It has been generally assumed that this condition resulted from the child bearing function. But the women of savage races have been equally able physically with men. Perhaps it was merely that the civilized women were so entangled with swathing clothing that they could not get normal physical development. The modern flapper may sometimes cut her gowns so she seems to appeal rather coarsely to the sex instinct. But as far as her short skirts go, she is helping to remove an age long burden that has hindered the progress of womanhood.

There are many people who are competent workers in their line, but somehow they never seem to make much progress in shop work or business. Their great fault is their spirit of change. They are always impatient with the progress they are making, and think if they could go to some other town or work for some other concern, they could make better progress. So the people of this type are frequently throwing up a job and they create that great factor in modern business called "Industrial turnover." The cost of breaking in a new man is said to average as high as \$50 and is far more in many positions. The time of the superintendent or foreman is taken, the new worker may not produce much for the first few weeks. Usually people of this type have to be paid somewhere near full wages for the early part of their employment. But the taking on of green hands makes goods cost more, and adds to the prices the consumers have to pay. Even if a man is quite competent, yet different concerns have different standards, they appeal to different elements of people. Even the competent man has to spend a good deal of time learning the ways of his new employer, all of which adds to the cost of production. People of this type get a lot of varied experience and become clever at shifting around from place to place. But they are frequently undesirable. When a concern has a chance to promote someone, it does not look among the drifters for the advancement. It seeks some fellow who has a record of staying put in one place and learning his job and the ways of his employers from A to Z.

Sam Josephson Here for Visit

Sam S. Josephson, for many years a resident of Roseburg, is visiting in this city today on his way south to Hollywood, California, where he is to visit with his brother Julian Josephson, the motion picture scenario writer. Mr. Josephson has been located at Roundup, Montana, for a number of years, being interested in chamber of commerce work there. He is now looking for a new location and will reside in Los Angeles, San Francisco, or Portland. He has not yet decided definitely as to which place he will select for his future home. Mr. Josephson for several years while here served as secretary of the Roseburg Commercial club and was closely associated with some of the early projects undertaken. He was greatly pleased with the advancement Roseburg has made during the six years he has been absent.

ALTON S. EIKY AND SONS

Are ready to furnish any lumber and timbers needed for any buildings as low as anyone. See us before buying elsewhere. Patronize Roseburg labor. Phone 224.

Afternoon Coast Stage Is Added

George W. Bryant, of the Coast Auto Lines, was in Roseburg today, attending to business matters. Mr. Bryant states that travel by way of the coast auto stages is becoming so heavy that the company is adding another auto stage, which will go into use at once. The stage will leave Roseburg at 2 o'clock and will reach Marshfield at 8 o'clock in the evening. The morning stage now leaves at 7 o'clock. This will give two stages each way daily, and will greatly relieve the present condition, as the stages have on several occasions been crowded beyond the point of comfort. Mr. Bryant says that the coast road is now in very good condition, and that he has been promised that the main road will be

Prune Pickin's



By BERT G. BATES.

GLAD TO MEETCHER, FOLKS!
We don't mind it much
But we want our readers
To know that we have
To dodge folks
For a week after we
Print their names
In this column.

Well, folks! Yes, it is all wrong, but what are you doing about it.

SMILE.
Joke with him who jostles you,
Smile on him who hurries you,
Laugh at him who pushes you,
It doesn't cost a cent!
Don't be carrying round that chip,
Wink your eye and curve your lip,
And from Life's sunshine take a sip,
It doesn't cost a cent!
Don't be always first to rile
Your neighbor—give him just a smile,
It will cheer the dullest, while
It doesn't cost a cent!

Roy Bellows, who's been eating deep sea food at Winchester Bay for a few days, is back in our midst with the usual line of fish stories.

'COURSE THEY HAD 'EM.
She went up to the stocking counter and asked if they had any flesh colored stockings in stock. "Yeh," the pretty clerk replied. "Wadayeh want—pink, yellow or black?"

One of the things wrong with this great country of ours is that there are too many silk-lined limousines and not enough cows.
Grant Wilcox, congenial cop, "chinned" with a couple "strange wimmin folks" on the corner of Cass and Jackson sts. this p. m. thus making himself the object of envy by the other village men folks. Grant sure "knocks 'em for a goal."

What does the city beau lean on anyhow? There are no more front gates.

If you are going to leave any footprints in the sands of time, don't let them show that you have been going backward.

The cheerful loser usually is cheerful because he has it all figured out how to get even.

A feller always feels slighted when his wife forgets his birthday—and there's always something doing when we forget friend wife's birthday, too.

Sammy Josephson, who used to sell ribbon and "sich" in this village and who later migrated to Roundup, Mont., is with us today. Welcome home Sammy. You'll find most of the old boys on the job yet.

Nap Rice, I. Abraham and Harry Pearce were seated on the curbing on the cool side of Jackson st. this a. m. waiting for some one to happen by and start an argument.

Two brothers, Pat and Mike, were engaged in the coal business. Not long ago Pat attended evangelistic services and was persuaded to join church. One day while feeling very fervent, he went to his brother at the coal office and told him how he had been converted. "Mike, why can't you join the church as I did?" he asked. "Well," replied Mike, "it's all right for you to be a member of the church, but if I join, who's going to weigh the coal?"

SAY IT WITH FLOWERS.
A gentleman in Cincinnati employs two negroes to work in his rather extensive gardens, which he personally oversees. One morning Sam did not appear.

"Where is Sam, George?" he asked. "In de hospital, sah."
"In the hospital?" Why how in the world did that happen?
"Well, Sam he been a tellin' me ev'ry mornin' for ten years he gwine to tick his wife 'cause of 'her naggin'!"
"Well, yistiddy she done ovahheab him. Da's all."

Yes, it is hard to live within one's income these days. But it would be harder to live without it.

OUR MAIL BOX.
DEAR ED. OF PRUNE PICKIN'S: I have a wrinkle in my face which some say is a dimple and others declare a wrinkle? What in the world shall I do, dear ed. DISTRACTED.
Dear ed. DISTRACTED: Judging from the tone of your letter you are of the feminine gender. Our advice to you is this: Consult some doctor and find out the true classification of the blemish. If it's a dimple, leave it alone, and if it's a wrinkle, enamel it.
When the fellow you owe \$5 knows you've got it, and knows you know he knows you've got it—you'd better pay up.
Restaurant Proprietor (to a customer)—"The flies are purty thick ain't they?"
Customer—"Yes, why don't you put out some fly paper?"
R. Prop.—"What the 'ell's the use of

MR. MERCHANT

You Need the Newspaper

The newspaper of today is the most powerful medium of advertising on earth. In the old days the merchant may have thought he was a benefactor and that he was contributing his bit "as a public-spirited citizen" when he carried a two-inch space in the village paper every week in the year and generally without change of copy. Possibly he was.

But that is changed now. A new order has arrived. People read advertisements. Many find their greatest interest in looking over the advertising pages to get news that will save them money, and, take it from John D. Rockefeller, the way to save your dollars is first to save your pennies.

Advertisements today are right up to the minute. They are as fresh as the news of the world or the latest baseball score. Live merchants cater to live people and they know they must not alone be up to the minute, but they must be some distance ahead. They must anticipate the wants of their customers.

And they do. Turn to the advertisements in this paper right now. Just read what the merchants are offering. Notice the invitations for you to do business with them. Notice how attractively the advertisements are set up and how inviting they are.

Do you know that some firms think so much of a style of type that they buy series of it just for their advertisement? You can never mistake B. Altman's advertisement. As soon as you see the open type you know it is Altman's advertisement without looking for the name. This is true of many firms.

Business men—that is the successful ones—know advertising pays big returns. Unsuccessful men don't advertise because they are unsuccessful. That's the answer. Look over your town right now and pick out the big firms. They're the advertisers. Advertising is the tonic that puts dividends in the banks.

Everybody reads advertisements today. Mr. Merchant, is your advertisement in this newspaper?

AROUND THE TOWN

Arundel, piano tuner. Phone 189-L.

Wilbur Visitor—Jack Donnell, of Wilbur, spent the morning in town attending to business matters.

Expert furniture packing and crating. Phone 91-J, 202 N. Rose.

In Shopping—Miss Golda Parker, of Wilbur, was shopping here this morning. She returned to her home on the noon train.

Oil Gas Burners at greatly reduced prices. Phone 139-R.

Oakland Visitors—Mrs. A. Stearns, and Mrs. George Stearns, of Oakland, arrived in town this morning to spend several hours attending to shopping matters.

Contractors taken for water wells, deep or shallow. Prices reasonable. Albert Graham, Looking Glass.

Name Omitted—Through an error the name of J. L. Coleman, of Portland, was omitted from the list of officers elected yesterday at the state druggists' convention. Mr. Coleman was chosen second vice-president of the organization.

Feathers renovated, feather mattresses made. Phone 91-J, 202 N. Rose.

Now at Dallas, Oregon—Bert Fritch, formerly of this city, is now located at Dallas, Oregon, where he has a position with one of the Union Oil company's stations, according to information received here today. Both he and Mrs. Fritch are making their home there.

SILK SHIRTS are dry cleaned to look like new. No tearing or wearing by our process. Call ROSEBURG CLEANERS, phone 472. We call and deliver.

Visiting in City—Ruth Broome, of Los Angeles, formerly Miss Ruth Perkins, is visiting in Roseburg for a short time on her way to Portland, where she expects to remain. She resided here for a number of years, while her parents, Mr. and Mrs. Al Perkins were located here. Mr. Perkins, who is a barber,

TO THE FEDERATED SHOP CRAFTS OF ROSEBURG

Gentlemen: I respectfully ask that you have Mr. Van Skille attend the city council on July 17th so that he may be heard in person as this will be much better than his affidavit. L. L. Mathews, City Marshal.

Lecturer Will Deliver Address Here

The local Knights of Pythias have induced Mr. Frederick S. Attwood of Minneapolis, Minnesota, to deliver his lecture on "Happiness" at the local lodge hall, over the Douglas Abstract company office on next Monday evening. Mr. Attwood is connected with the International Lyceum Bureau of Minneapolis, and is a speaker of national reputation. His lecture is full of rich humor and is guaranteed to cure the most ingraving case of grouch. If you have the blues, if you are discouraged or if you want to know the way to be happy, hear this brilliant and eloquent speaker. Mr. Attwood is blind but travels with his wife and little daughter, and is a real optimist, able to teach happiness to others.

The lecture is free, and no collection is taken, as all expenses are paid by Alpha Lodge, K. of P. The public is cordially invited.

NOTICE.
Oregon House Lodge 228, B. of L. F. and M. and their families, will hold an all day picnic Sunday, July 16, in Alexander's Park. All members are asked to bring picnic dinner.
SECY L. S. OF B. OF L. F. AND M.

Novelty Orchestra Play Here Monday

The Bay Novelty orchestra, a successful California sextette of real jazz boys, under the leadership of Buddy McCombs who is well-known throughout the valley, will give a dance in this city Monday, July 17 at the Armory. The instrumentation includes violin, saxophones, banjo, xylophone, trap drums and piano. These artists also comprise a saxophone and trumpet quartet, wear clown suits and all but tie themselves in a slip-knot as the buzzy melodies pour from their instruments. Governor Olson of Oregon, recently complimented these boys at the Roseburg Pacific Highway convention, July 10 and 11 and expressed his desire to see such artists present at the World's fair in Portland in 1925.

MICKIE SAYS

OUR REPORTER SAYS, "WHEN FOLKS TRAVELLED BY TRAIN, I COULD KEEP TRACK OF 'EM, BUT SINCE THESE DOD-GASTED AUTOS ARE LEAVIN' TOWN BY EV'RY ROAD EV'RY HOUR, I GOTTA FAT CHANCE! WHEN FOLKS GO VISITIN', ER HAVE VISITORS, I WISHT THEY'D TELL ME ABOUT IT."



CHARLIE SIMPSON

The Great Caravan

A vast spectacle. You've never seen anything like it before.

EVERYTHING FREE
INTERESTING
EDUCATIONAL
ENTERTAINING

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Lectures, Movies
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Roseburg, July 24-25

INDUSTRIAL AND POWER FARMING EXPOSITION

is now reading in Portland, and has the barber shop at the Benson hotel.

All kinds of cement work. Basements, floors and walks. Tom Morris, Tel. 444-L.

At the Grand—Arrivals at the Grand hotel this morning were Mr. and Mrs. J. E. Batson, Kelsa, Washington; W. J. White, Cottage Grove; Ruth Perkins, Los Angeles; Mr. and Mrs. B. Glenn, Corvallis; C. M. Parsons, J. B. Pardee, Corvallis; Mark Burns, Grants Pass.

Leaves for Prospect—Miss Gertrude Dolan, nurse at the office of Doctors Sethers & Stone, will leave tomorrow morning for Prospect, near Crater Lake, where she will enjoy a several week outing. Miss Dolan will be joined there the last of the week by Miss Myra Henderson.

ORGANDY DRESSES that are likely to be ruined in washing, can be dry cleaned in the most satisfactory manner. Send your garments to the Roseburg Cleaners, or phone 472. We call and deliver.

Mattresses made over, furniture upholstering. Phone 91-J, 202 N. Rose.

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TRANSFER AND STORAGE COMPANY

Southern Oregon Gas Co

Announces:

To the People of Roseburg

that a first class gas and good service is at their disposal. Gas is the best, surest, and quickest fuel that can be used. Fifty million people in the U. S. A. are using it exclusively for fuel and heat.

From now until the 15th of June we will extend our mains 200 feet for a customer and run the service 40 ft. inside of the property line.

THOS. D. PETCH,

General Manager

Cleaning Pressing

\$1.50

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J. F. DILLARD, Prop. 308 N. Jackson

Phone 472.

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