

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday. B. W. Bates L. Wimberly Bert G. Bates

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MAIL ORDER HOUSES BOOMING.

Sales totals of the great mail order houses show an enormous increase, particularly in strictly farming sections. This is not pleasant news for retail stores in our average small town, but it is what they may expect.

There is only one way in which the insidious mail order campaigns can be combated, and that is by local merchants frankly explaining their merchandising possibilities to the people through advertising.

It is a well-known fact that the big mail order concerns' maintain departments of considerable magnitude to check up the towns where the local merchants appear to lack enterprise.

There they concentrate their batteries of advertising and catalogue distribution.

The mail order house never prospers in a town where the local merchants advertise consistently, because the mail order men know they cannot compete with the local store if the merchants appear to lack enterprise.

The cheapness with which the big mail order man can buy is more than offset by the low overhead the local merchant can get along with.

To hold his own, however, the local merchant must not hide his light under a bushel.

The public needs educating to a knowledge that they can buy at home as cheaply, that they can actually see what they are buying before they pay for it, and that they do not have to wait sometimes weeks for the delivery of the article they want.

The National Cloak and Suit company reports a heavy increase in its business, all in the country, though it is doubtful if this great concern carries anything like the line of up-to-date goods carried by local stores throughout the country.

When the merchants get ready to talk plainly to the people they will have nothing to fear from the mail order man, but if they remain silent, then the outsider will surely burrow his way into their profits.

Self-satisfaction has spelled many a bankruptcy.—Benton County Courier.

PUSHING COMMUNITY PROJECTS.

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Some educators feel that the colleges are getting too crowded, and that the chance for higher education should be reserved for the best students, or for those who might be called the "aristocracy of brains."

An effective demonstration of what school children can do toward cleaning a city was recently given at Burlington, New Jersey. The effort was promoted by the chamber of commerce, which started the movement by offering a prize to the school child writing the best essay on Clean Up Week, also for the best poster on the subject.

The Olympia Five, Roseburg's premier dance orchestra, will sponsor a big week end dance on Saturday night at the Mierabee hall. This will be the first Saturday night dance to be staged at the Mierabee or some time and the boys are making arrangements to make it the pep.

Prune Pickin's BY BERT G. BATES. GOOD EVENING FOLKS— Uncle Sam has closed The mails to Live birds and Domestic animals but Chicks, Baby Terrapins, Grabs, blood worms, Chameleons and Little alligators are Declared eligible and we'll Bet that Charley Heintze The local p. m. is Hoping no one will force Him to cancel a postage stamp On the back of An alligator or any of The other aforementioned Animals.

Rambler Kid's Papa Goose Rhymes WILL HONK Dear Mother Goose Did honk her last And now we're full Of sorrow But Papa Goose Will honk a while Watch for his honk Tomorrow— That's all!

In Ye Olden Days (From Roseburg Review, Aug. 27, 1891.) Roseburg, Division No. 476 Brotherhood of Locomotive Engineers, recently organized is the first brotherhood in southern Oregon. Engineers D. McCarthy of Oshland, and Jas. Porter of Grants Pass were elected chaplain and 3rd assistant engineer respectively; Ed S. Elliot, Chief; J. Scott, F. E.; Jap Waite, S. E.; P. L. Kinney, F. A. E.; J. Walsh, guide.

Over 30 Million Bottles Sold TAN-LAC You Can Soon Feel Its Strengthening Invigorating Effect At all good Druggists

W. L. COB... DEMOCRATIC CANDIDATE FOR County Judge Douglas County, Oregon, at General Election, Nov. 7, 1933.

Modern Equipment Enables us to DRY CLEAN THOROUGHLY without wear or injury to fabric. A trial will tell. Imperial OUR AUTO WILL CALL PHONE 27.

MADE READY... COPELAND and Miss Cooper Wed

Balance Shown In Accident Funds SALEM, Oct. 16.—Administrative expenses of the state industrial accident commission for the quarter ending September 30 amounted to \$44,957.02, of but 7.2 per cent of the receipts for the quarter which totalled \$609,945.77 according to a statement prepared by the commission.

A Good FARM Land is the best security for investment. Buy a farm and make it your home. We have a big list for your inspection. How is this one— 50 acres on Oak Creek; 2 miles out on good road close to school and church. Daily milk, cow house and barn, small side lot, acres of farm land, 6 acres of corn, balance in grain and garden, family orchard, balance of place is pasture and timber for \$3500.00. RICE & RICE ROSEBURG, OREGON

Winter is Coming Prepare for it by growing your beans, potatoes, carrots, kraut, cabbage, etc. from the FarmersPublicMarket 641 Winchester St. OPEN TUESDAY AND SATURDAY.

Local News Arundel, piano tuner. Phone 159-L. MOORE MUSIC STUDIO, 324 N. Jackson St. Phone 592.

Archdeacon Black Here—The Venerable Archdeacon Black of Portland, held services here yesterday at St. George's church. He returned to his home last evening.

E. R. Roise, teacher of violin. Call Moore Music Studio.

Returns From Foley Springs—Rudolph Harness, who has been spending the past few weeks at Foley Springs for the benefit of his health, has returned to this city. He is somewhat improved.

SPIRELLA CORSETS. Made to Measure. Bell Case, Phone 391-L.

Painless extraction of teeth at room 9, Masonic Temple. Dr. Nerbas.

W. C. T. U. Will Meet—The Glengary W. C. T. U. will meet Wednesday afternoon, Oct. 15, at the home of Mrs. Walter Groves, at 2:30 p. m. A large attendance is requested.

Fresh grape juice at the Overland Orchards. Bring or send your containers.

Is Improving—Mrs. J. D. Millsap, who has been seriously ill at the home of Mrs. W. R. Starnes on Short street is said to be improving.

See the new Oldsmobile truck The real farm wagon. 403 Cass St. J. V. Casey agent.

Here From Canada—Mrs. J. B. Boyd, of Lloydminster, Canada, is visiting in Garden Valley with her father, F. G. Ewens. Mrs. Boyd will probably spend the winter here as she is very favorably impressed with Oregon and Douglas county.

CLEANING and pressing at reasonable prices, at the Roseburg Cleaners, phone 472.

Return From Petaluma—Mr. and Mrs. F. F. Jones arrived in Roseburg last night from Petaluma, California, where they have been spending the past two weeks visiting with Mrs. Jones' parents, Mr. and Mrs. Grant Holman. They made the trip by automobile.

Over 55 hundred books, Rental 10c. Subscriptions for magazines solicited. Fiction Library.

Elks Dance Thursday Night—Thursday night will be joy night at the Elks for the Antlered Brothers are going to stage a big dance on that night. The Umqua Five orchestra will provide music for the night.

MAIL-ORDERS received by us are taken care of promptly. We take orders for garments to be dyed. Roseburg Cleaners, 308 N. Jackson St.

Leave for Seattle—Mr. and Mrs. J. H. Stote, who have been making their home in this city during the past year, left yesterday for Seattle, where they will live permanently.

Grape juice at the Overland vineyard. Is made from ripe, sweet grapes in a cider press. Those who want it should get it now as the season is about over. Send or bring containers.

Installing Radio Outfit—Fred Chapman has ordered a large size radio set with complete equipment from the Northwestern Radio company through Roy Hellows, the local representative. Mr. Chapman will have the set installed in his home where he will be able to hear musical concerts, lectures, etc. from all parts of the coast.

Car is Damaged—Eugene Kennedy and Charles Deft, deputy county sheriffs, telephoned this morning that they are held up at Aurora, Oregon, by a broken wheel on the Kennedy car. They spent the week end in Portland and had started home when they went into the ditch at Aurora knocking a wheel on the car. Mr. Kennedy went back to Portland for repair parts and they expect to reach home tomorrow.

At The Emporium—Among the arrivals at the Emporium this morning were J. C. Black, Portland; Mr. and Mrs. J. T. Lee, Myrtle Creek; W. A. DeBrum and family, V. Merrill, Seattle; W. L. Jordan, Seattle; A. C. Wilcox, Santa Clara; S. T. Anderson and wife, Merced, Calif.; O. E. Warren, Corvallis; Earl Maxwell, Seattle; J. J. Holman, Salem; J. E. Inman, Portland; Wm. Dietz, St. Louis; Miss Anne M. Lane, The Dalles; Fred Benson, San Fran-

Wheaton Funeral Held Here Today

H. T. Wheaton, prominent resident of this city, who passed away several days ago, at the home of Mr. and Mrs. John Cedarstam, was buried at 2 o'clock this afternoon, at the Masonic cemetery, with Rev. L. B. Quick, of the Presbyterian church officiating.

Mr. Wheaton had been living during the past six years at the Cedarstam home, and his death comes as a great shock to his family. The deceased was dearly loved by all who knew him, and his cheery disposition won him many friends. Mr. Wheaton was very prominent in Masonry in Kansas City, prior to his coming here. He was 85 years of age at the time of his death and many old friends at his family home in Boston, Mass., will mourn his loss.

Mr. Wheaton had not been confined to his bed during his late illness, but the attending physician said he had been failing in strength, after a recent stroke of paralysis. He leaves to survive him, a son, Charles M. Wheaton, and a daughter, Grace, both of Boston.

Many friends gathered to pay their last tribute to the deceased, and the floral offerings were most beautiful. The many friends of the family wish to extend their heartfelt sympathy during this sad hour.

John F. Pefley Passes Away

John F. Pefley, well known resident at Dillard passed away last evening at the home of his daughter Mrs. O. W. Ronk, who resides on the Booth ranch south of this city. Mr. Pefley suffered a stroke of apoplexy last Friday, and never regained consciousness. His wife passed away just four months ago in Portland, the body being shipped to Myrtle Creek for burial. Since that time the deceased has rapidly failed in health, and his death comes as a great shock to the members of the family.

He was born in Ladoga, Indiana, and was seventy three years of age at the time of his death. He came west in 1907, locating in Medford, afterwards moving to Portland. He had been residing at his daughter's home during the past four months. He was a most loving father and husband, and many friends and relatives will mourn his loss.

The deceased leaves to survive him a daughter, Mrs. O. W. Ronk, of Dillard, and a son, Clyde F. Pefley, of Portland, and a brother living in the east. He also leaves four grandchildren. He was a faithful worker and a member of the Baptist church at Medford.

The funeral services will be held tomorrow at 1:30 at the chapel with Rev. Caldwell of the Baptist church officiating. Interment will follow in the Odd Fellows cemetery at Myrtle Creek at 3 o'clock. The many friends of the family wish to extend their heartfelt sympathy during this hour of bereavement.

Class; Capt. and Mrs. A. V. Shutter, Camp Lewis; Guy Jacobs, Astoria.

Leave on Hunting Trip—John Metz and L. F. Reisenstein left Sunday for the Ed. Hamlin ranch above Tillamook where they will spend a week hunting for deer.

GOOD APPLES, 50 cents a box. See sign five miles south of Roseburg at stone gateway. George E. Davis.

Return From South—Mr. and Mrs. Earl Burch who have been spending the past six weeks in Los Angeles and other southern cities returned here yesterday by auto.

Melrose School District No. 25, Douglas County, Oregon, offer \$1500 school warrants for sale. NANNIE C. LUNN, Clerk.

Revival Meetings to Start—Revival meetings will start here Sunday at the South Methodist church and will continue for two weeks. They will be conducted by Rev. D. L. Cole, of Los Angeles.

Baby Girl Born—Rapp Bros., who handle the Trust car, report that W. B. Ranker of Sutherlin, has just purchased a new machine of that make. The car was delivered through the Holman agency at Sutherlin.