

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

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ROSEBURG, OREGON, THURSDAY, OCTOBER 19, 1922.

PROUD OF ITS NEW HOME.

The Portland Telegram is justly proud of its new home, recently completed at the corner of Eleventh and Washington streets to which the entire plant was moved early this week. The new structure is three stories high and was especially designed and built, with separate departments, to accommodate in the best possible manner Portland's modern evening daily newspaper. Tremendous strides have been made in the career of the Telegram since the present owners, J. E. and L. R. Wheeler, bought the paper from the Oregonian Publishing Co., in July 1914, and it is now recognized as one of the leading evening newspapers of the west.

Editorially it has always been the champion of the people's rights—fearless in its exposure of all matters affecting the public welfare, and with a continued record for truthfulness and a full desire to serve its readers has had the effect of doubling the circulation of the paper since the present managers took charge.

The paper is entitled to a new home, and all that goes with it. It is no boy's job to bring a publication up to the high standard of efficiency so long maintained by the Telegram. It has taken a lot of effort on the part of the Wheeler brothers. And a big responsibility has rested with the managing editor, Mr. O. C. Leiter, whose faithful service to the cause has been no small factor in the conduct of the Telegram.

From the owners of the Portland Telegram to the office cat there is a feeling of joy, a spirit of progressiveness and a desire to serve its readers better than ever in its new and well appointed quarters. And, it goes without contradiction, that a mighty bright and successful future is going to come to the metropolitan evening newspaper so solidly entrenched in the big metropolis of the state.

LACKING THAT PERSONAL TOUCH

The people who go or send to large cities to shop, deal with big enterprises that often seem like a great machine and in which it is hard to get the good personal touch. There is much complaint in those places of the difficulty of getting intelligent sales forces and many salespeople are of a type who put little brains into their work, whose heads are full of their own amusements and affairs, and who fail to give the customer that intelligent assistance that the buyer needs. When you buy of your home stores in Roseburg the situation is quite different. You have personal relations with a splendidly trained body of salespeople and sometimes directly with the proprietor. These folks give you close individual attention. They become acquainted with your desires and needs and tastes, and try to find something that will fit your requirements. They make valuable suggestions and frequently prevent you from making what for you would be an undesirable purchase. Selling goods is something more than a machine operation, in which a clerk automatically hands something over the counter for you to take or leave. It should be an act of service, in which the seller or his agent should add some personal intelligence about the goods and fit the merchandise to the needs of each particular buyer. That is the kind of service that you get in Roseburg. The difference is not merely that here the sales forces are agreeable and it is pleasant to deal with them, and you are spared the snappish manners often seen in big stores. There is also a real effort to please and satisfy, a willingness to take trouble to make goods right. The idea is not merely to sell stuff, but to make a deal so satisfactory that the buyer will come back next time and will tell his friends about it.

The number of women listed as "bankers" who attended the recent convention of the American Bankers association at New York, was an interesting feature of that event. Where formerly women held merely minor positions in banks, now a considerable number of them are holding important executive positions. Banking is a business in which much depends on correct judgment of character. The bank official needs a kind of sixth sense, to spot the people of weak, incompetent and crooked tendencies, who should never be permitted to borrow money. Women, with their keen intuition, ought to be good on this form of insight, after they have mastered the technique of banking, which they can easily learn in schools.

It is noticeable that the stores doing the big business of the town are the concerns whose ads are seen in the daily paper. The man who advertises a certain thing may expect to have calls for it. Busy people don't want to waste perfectly good time hunting around for something they want. Time is money, these days, and who buyers are informed where they may get those goods they want, there they will go. Every day experience proves this is a fact and not a theory.

An attorney of Kansas City has been retained by a spiritualistic medium in an action for recovery of control of a spirit advisor that is alleged to have been stolen by another medium who has a stronger will. There is hardly anything that a Kansas City lawyer will not undertake.

After giving the photograph of Mrs. Edward Hall, wife of Rev. Hall, the murdered New Jersey minister, the "once over," the definition to "why men leave home" is quite visible.

"Spirits leave hand prints," says a headline. Perhaps they do, but that is probably in addition to the "dark brown taste" the individual experiences the next morning.

The New Jersey minister and his "soul mate" wrote too many letters to keep their love affair under cover.

Prune Pickin's

BY BERT G. BATES.

GOOD EVENING FOLKS—

After reading the diary
Of the preacher and
The choir singer who
Were knocked off
In New Jersey recently
We are beginning to
Think that murder
Is justifiable
In some cases.

Freddie Renner, typesetter, is packing a set of military brushes around with which he carries his dome quite regularly throughout the day and upon close inspection we find that the few hairs he has are so aggravated they are contemplating dropping out.

Frank Hills says a woman dropped in his confect store recently, picked up the News-Review and glancing at this column murmured: "Gee, they must raise an awful lot of prunes in this neck of the woods. Ever time I look at the paper I see where they've been 'pickin' prunes'."

Jimmie Goodman Junior today occupied a prominent place on his house-top just out of Salem and in a megaphone tone announced to the expectant world that he is the proud Paw of a baby girl. Hurray, whoops and a bottle of light wine, Jim, old scout. Here's wishin' you many more of 'em. And we herewith dedicate a simple little poem which we made up out of our head:

Before
Their marriage
Today he bought
The baby
A carriage.

PRESIDENT LINCOLN'S ADVICE.

"Do not worry, eat three square meals a day, say your prayers, be courteous to your creditors; keep your digestion good; exercise; go slow and go easy. Maybe there are other things that your special case requires to make you happy, but, my friend, these, I reckon, will give you a good life."—Lincoln.

LONG WEARING.

Husband—"I see they're wearing gowns longer this year."
Wife—"Well, if they wear them any longer than I do they'll have to make 'em out of sheet iron."

The fur and trapping department just got a dispatch from the government which stated that the "Biological Survey" has discovered two new races of skunks. With the ones we already know that makes at least a hundred or so, all told.

Daughter (coming down stairs)—
"Where's George Mother?"
Mother—"Today's the first of the month."

"What's that to do with my date?"
"Well, your father thought he was a collector and threw him out."

They tell us that good times are just around the corner, but always forget to say which corner.

The only difference between the village loafer and the one in the city is that the former attracts more attention.

The local B. P. O. Williams will congratulate this eve, for the festive book-shaking contest the winner to be awarded with a handsomely bound edition of the late novel, "Why Snakes Have Fins."

Fred Valentino Jones is "at home" this week with a touch of rheumatism superinduced by the coagulation of S. F. home brew within his abdominal cavity. Although Fred tells us that he simply took a trip to Petaluma for a vacation we can't get the rheumatism in that famous chicken town.

An alien damsel appeared on the main stem yesterday stopping business people for a couple hours until the cop investigated and reported to the loafers that the Jane was simply on a shopping tour.

We sincerely believe Henry Ford will poll a better vote for president if he can manage to hold the election in midsummer, when the engines are warm and easy to crank.

POTENTIAL DYNAMITE

"Looky hyah boy, don't you all come rambunctiousin' aroun' me I've tough, I is. Why, I can't even go down the street with mah hands in mah pockets, I've so tough."

"How—how—how come?"
"They'd pinch me to 'carryin' concealed weapons."

The salesmanager, upon receiving the expense account of his star salesman, winced. "Why is your expense larger than that of any of our other salesmen?" and the salesman wired reply, "I'll bite why is it?"

"Samson," said Rastus, "Wuz you eber eck when you wuz in France?"
"Man," replied Sambo, "I had the flu an' dat I used to look in the casualty list for my own name."

When women get together pity the one that leaves early.

A boy in school was asked to write a long sentence. He wrote "He was imprisoned for life."

LAFE PERKINS SEE:

"Dancin' newdays consists mostly of seizin' who kin raise their feet the highest."

Piles PERMANENT RELIEF
Legal Guarantee Given.
No need of Kido—no pain—no trouble work. Ask to see Geo. H. Crocker, Roseburg, Ore.

L. L. CROCKER, Roseburg, Ore.

Rambler Kid's
Papa Goose
Rhymes

SURE TO

When we pick up
A humble bee
And think that we
Will squeeze it

It's sure to stick
It's stinger in
And teach us not
To tease it—

That's all!

I. O. O. F. NOTICE.

Friday evening, October 20, will be "Initiation" night for Philatelian lodge No. 8. All members are urged to be present. Let us begin the winter's work with a big crowd. Plenty of degree work each meeting hereafter.

MONROE CHEEK, N. G.
A. J. GEEDS, Sec'y.

Local News

Quality, service, price, all right at Page Lumber and Fuel Co.

Returns from Portland—

Loren Miller, who has been spending a few days in Portland looking after business matters, returned here this morning.

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

On Business—

H. J. Hildeburn returned from Portland this morning where he has been transacting business matters for several days.

Magazines, back numbers. Fiction Library.

Leaves for Ashland—

Mrs. E. V. Hamilton left for Ashland this morning where she will remain for several weeks visiting with friends and relatives.

MOORE MUSIC STUDIO, 324 N. Jackson St. Phone 592.

Berkeley Resident Here—

Miss Helen Boeson, of Berkeley, Cal., who is visiting at Myrtle Creek spent yesterday in Roseburg visiting with Mrs. W. W. Ashcraft.

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

Leaves for Oregon City—

John C. Vennum, a resident of the Spillers' Home left for Oregon City this morning, on a furlough of several weeks, where he will visit with friends and relatives.

To give the ladies an opportunity to buy good hats for less money, we begin Friday morning to sell all hats at 20 per cent off during the big sale at Bellows Store. Mrs. Gray.

Former Resident Here—

Mrs. Harry Slocum, a former resident of this city, is here for several days to visit friends and relatives. Mrs. Slocum is making Portland her home at the present time.

Watch for the aluminum sale, Saturday, Oct. 21 at McKean, Darby and Baldwin's store. See window display.

Beautiful new pattern hats in the so much desired large black shapes, just arrived, and on sale with all others at 20 per cent off. See our windows. Millinery Dept., Bellows Store.

Returns from Portland—

W. H. Cannon, of the local land office, returned from Portland this morning after spending several days in the metropolis looking after business matters.

Miss Ruth Wescher will be at the Beauty Studio every afternoon this week, and will be glad to consult on the scalp and skin, and give marcel to old and new customers.

Buried Tomorrow—

The funeral services of Clark H. Lyman, aged resident of the Oregon Soldiers' Home, will be held Friday afternoon at 2 o'clock. Mr. Lyman had been confined to the home hospital for several months prior to his death, and leaves many old comrades to mourn his loss.

Baby Girl Born—

According to word received here this morning Mr. and Mrs. James T. Goodman, of Salem, are the parents of an eight and one-half pound baby girl, born to them this morning. They formerly resided here and have many friends in this city. Both the mother and daughter are doing nicely.

Fine Peaches Shown—

L. P. Lauenberg, who lives on South Jackson street, brought some very fine peaches to the News-Review office yesterday. They were grown from an "Eureka" seedling, are large in size and have an excellent flavor. Mr. Lauenberg also stated that the seedling had been remarkably free from signs of the peach leaf curl.

Here From China—

Mr. and Mrs. Geo. D. Dittman, of Canton, China, arrived in Roseburg this morning and will probably spend the winter in Roseburg with Rev. and Mrs. J. B. Quick, of the Presbyterian church. Mrs. Dittman and Mr. Quick are sisters. Mr. Dittman is business manager of the Presbyterian home asylum at Canton, China. He has acted in that capacity for the past 25 years, this being his first vacation.



To Meet Competition

We Offer Our Entire Stock of

Suits Dresses Millinery

10
F
3
F



**Palmer and Sterling Suits
Betty Wales and Campen
Dresses**

GARMENTS OF KNOWN CHARACTER COMBINING HIGH QUALITY MATERIAL, SUPERIOR WORKMANSHIP CLEVER STYLING

Suits that were \$25.00 to \$59.00 now
18.75 to 39.50

Dresses that were \$12.50 to \$55.00 at
8.35 to 36.65

Tailored and Trimmed Hats that were \$4.50 to \$15.00
\$3.00 to \$10.00

THE MARKSBURY CO.

Ladies Apparel

BOOTH APPROVES
OF COAST ROAD

Expects Roseburg-Reedsport Highway Be Placed on Map as Secondary Road.

PROJECT INVESTIGATED

Commission Makes Trip Over Route and Returns to Portland with Detailed Information on Progress Being Made—Federal Aid Expected.

Residents of Douglas county were greatly pleased today to hear the report given by State Highway Commissioner R. A. Booth concerning the Drain-Reedsport section of the Roseburg-Reedsport highway. The state highway commission last week made a trip of inspection over the proposed route and inspected the work already done and that under contract. Upon returning to Portland the chairman stated that the road will very probably be placed on the map of secondary highways which the commission is now preparing and will be open to government aid.

A delegation recently appeared before the commission and asked the state's approval on the road in order that government aid might be obtained. Because of the close cooperation between the state and government the commission did not desire to take any hasty action but desired rather to be sure that the highway was deserving of aid before official approval was granted. It was decided that the entire commission should go over the proposed route and ascertain first hand the importance of the road.

This trip was made last week, the highway commission driving down from Drain to Reedsport and then taking the boat on down the river to Reedsport. Upon his return to Portland Chairman Booth is quoted in the Portland Oregonian as follows: "From Drain to Hildesheim, the road from the Pacific highway to the Roseburg highway in Douglas county has all been graded or is under contract, except 2.6 miles. This road is a county and not a state road. It will probably be placed on the secondary map which the commission is preparing for submission to the government, and if it is brought about, then the forest service, if it desires, can aid in building the 2.6 miles. When completed this road

will be the shortest connection between the coast highway and the Pacific highway and it traverses a wonderful and beautiful country."

Bellevue Club
Holds Meeting

The Bellevue social Neighbors club held their monthly meeting Oct. 12, at the home of Mrs. William A. Pearce was called to order by the president, Mrs. Arthur. Owing to the absence of the secretary, Mrs. Charles Hager acted pro tem. Considerable business was taken care of and many plans made for the coming year. Following the business session the club members were entertained by two musical selections from Mrs. Charles Hager, and Mrs. Murphy. Delicious refreshments were served by the hostess, Mrs. Wm. Pierce, who was assisted in the serving by Mrs. J. Hughes. The next meeting will be held at the

W. L. COBB

DEMOCRATIC CANDIDATE FOR
County Judge

Douglas County, Oregon, at General Election, Nov. 7, 1922.

MY PLATFORM: A business administration applied in the same manner that a successful and progressive private enterprise is conducted by competent and efficient leadership. Your support is earnestly solicited for a thorough business administration of the county's affairs.

home of Mrs. Fred Boyer, on November 9th.

Pass Through—
Mr. and Mrs. W. P. Hawley, of Portland, passed through here last night on their return trip to the eastern part of California to their home. They enjoyed an interesting tour through Death Valley.



Do You Need a Shirt?
Do You Need a Tie?
Do You Need Socks?

We have shirts of all kinds
Everything new and
py in ties—knits and
silks.
Socks—silk and wool
heathers. We have a
plete line of Interwe
Socks.

at 40c to \$1.50

DUDS
for
MEN, Inc.

The Home of Hart
& Marx.