

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday

B. W. BATES, President and Manager
HERT G. BATES, Secretary-Treasurer

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ROSEBURG, OREGON, FRIDAY, JULY 27, 1923.

DEVELOPMENT OF PERSONALITY

Many of the modern business schools are offering courses in which they emphasize the idea of "personality." This seems to be largely a matter of mental attitude and habit, and it is a quality that anyone can cultivate. It often happens that a man is well trained for a certain calling, but he fails or achieves only a mediocre success. Quite likely those who know him well will say that he is good in his line, but he lacks this elusive quality of "personality." Other men may have had superficial training, but sometimes they have such a winning personality that they are able to make their way. A good many men have conceived of this idea of "personality" as being about the same thing as assurance. So they go boldly out into the world with a breezy and confident manner, but lacking either good preparation for their work, or genuine interest in the people they meet. They talk volubly and often in a loud tone of voice. They may win success for a time, yet they often fail because they misinterpreted the real nature of "personality." "Personality" includes the idea of confidence, but it goes beyond that. The element of friendliness and service is a large element in it. People who have this golden quality are keenly interested in other folks. They have a glad hand and a warm smile for everyone. They give a person the impression that they are mighty glad to see him, and that they enjoy doing things for him and want to serve him. A feeling of cheerful interest in their work and other people radiates from their smile. Personality could perhaps be defined as a combination of confidence, ease of manner, friendliness, cheerfulness and service. A man who has these qualities will go far in the business world, assuming he is willing to work and knows his trade.

Advertising for business carries with it an element of certainty that justifies the seller in the transaction. In these days of strenuous competition it is not a question of whether the merchant can afford the expense of advertising. The only question that can be considered is this: Can he possibly afford not to advertise? It sometimes happens that by reason of advantageous location a dealer may enjoy a really good trade for a while without advertising. But depending upon conditions of that sort to hold trade is only courting disaster in the end, because the go-get-'em fellow will, by his consistent advertising, win the indifferent dealer's customers over to a live establishment that thinks enough of his customer's business to ask him for it.

The advertising fakir is always in our midst. He makes a specialty of going the rounds in veiling merchants to "bite" at his game. He is worth nothing to the community or its people. All he desires is that he be given the opportunity to fleece those whom he can persuade by a smooth line of bunk to enter to his nefarious game. Merchants who patronize this class of solicitors are simply pouring their money down a rat hole. Not one in a hundred of the advertising schemes offered has any merit. They are purely a graft and a contribution to some fellow who is out after easy money. Here today and gone tomorrow—with your money.

If all the money contributed to fake advertising "experts" could be assembled and put into community chests the average city would have a healthy aim to meet any emergency for its people. And think of the real, good service it would render.

When a fellow takes an inventory of the number of dumb-bells driving automobiles he wonders why conditions are not even worse than they really are—from the standpoint of street and road accidents.

This has been a pretty lively week in Roseburg with the Rotarians and Cherrians in our midst.

What a gossip calls her "intuition," is really her meddlingness.



Dear Folks:
Said weak I CAN'T to strong I WILL, "What makes you work so hard?" You've benized yourself so many times you're battered up and sagged. You never stop to get a rest but on you pling ahead. Some day the world will wake to find your body limp dead."
"Then gone will be your countenance and I shall reign supreme. I CAN'T, I CAN'T is lusty shouts my subjects all will scream. Tho true it is a few there'll be to walk across the hill to weep beside that grave of yours that says here lies I WILL."
"What one to envy an early death, why tear your muscles down? Why clinch your fists and grit your teeth? Why wear that stordy frown that marks you well as strong I WILL. Just look at smiling me, the loyal friends of weak I CAN'T are happy as can be. I give them ease and little pay, with which they're satisfied. What matter if they never know a moment's thrill of pride. They feed on scraps of other folks and find it good enough. So why keep on my friend I WILL? Give up your fool-ly stuff."
"Oh poor I CAN'T" said strong I WILL, "It's pity you deserve. You only see a foot ahead and never round the curve. And those who kneel before your throne and loudly cry your name, will find they hold the losing cards in any kind of game."

PRUNE PICKIN'S

BY BERT G. BATES

GOOD EVENING FOLKS

Ye ed. arrived
In our home town
Yesterday at high noon
And boy it's a grand
And glorious feelin'
To walk down the
Main stem again and
See like Ketch in
His uniform and
All the familiar faces
And say folks after all
It's the feller
Who lives like we do here
That gets the most
Waioop out of life
For when you can
Talk to people every day
In your old home town
It makes you feel
A hundred per cent better.

DUMBELL DORA THINKS

Burns wrote "Hot Lips."
Owing to the fact that Mack Senett didn't have an opening for any bathin' boys we had to come home and the good ol' Umpqua.
Another reason for leaving Hollywood so hurriedly we hesitate to mention. The other night the earthquake shimmied the village a wee bit and as it was rather warm we had retired wearing only our pajama coat and without thinking we rushed out on the main stem at the first shock. Well you see, the cop said he'd go home if he was us so we did.

A young feller all dolled up in his he-flapper tags was sauntering down Cass street today when a sweet young thing tripped up to him and clasping her paws, muttered, "Oh hevin'g, you remind me so much of my favorite movie actor," and the chocolate éclair addict said with a smile, "Thasso, what?" And she backed away and said, "Jog Martin, the baboon."

The Antlers showed a movie last eve, "Night Life in Hollywood," but ye ed wasn't in it because we hate these bathroom scenes.
We walked up to a "white wing" on Hollywood bluff-ward recently and the gentleman with the broom and shovel was leaning on his aris and we said, "My good man, are you too, in the movies?" He said, "Yes, I'm with the Four Horsemen."

While down in the movie village we received a letter from a Roseburg fan an follows:
"Dear Ed: Will you please try and purchase one of them thar caps for me like the movie camera men wear with the peaks sticking out behind?"

The hand concert was a pippin last eve and we still maintain that the Roseburg boys toot a loud horn. The Cherrians from Salem have some outfit too, but o'course its the environment that makes our boys do so well.

"Bella Donna" is the name of Pola Negri's new picture and after watching a few reels of it we've decided that about all you can see is Bella.

My Sheba's feet
Were once petite
And fainty as a dream.
She thought some shoes
Of crimson hues
And gosh, how big they seem!

Just to show you that all that glitters is not gold. We purchased a color button the other day and now our Adam's apple is turning green.

Shelby is so sick of matches that they refuse to match a kitten with a saucer of milk.

We small towners have no business trying to loose ourselves from traffic jams. We were down on the Rue de Shove and Push in Laws Angleez and the mobs were all sore at each other and our knees were shaking like salt cellars at a picnic and the cop was blowing his whistle and waving his hands like a maniac and just as we were about to make it across the thoroughfare the police called a halt and a street car, both vying for the honor of pressing our trousers. Goshamity it's good to get back on Jackson and Cass streets where a feller can walk across any place and even John Ferguson's delivery wagon'll stop for him.

The young sheiks of Angeles are wearing snave trousers, supported by a bit of red and yellow stripes, accompanied by a green hat and ceramic necktie. These embryo rainbows are actually doling up like that. The staid old gent's are discarding black trousers and have taken to white. Flannels and nalg gray deokings with trousers. Fall's style of trousers will be plait at the waistband, fullness at the knees and flange at the ankles. These are all on display in the windows here. Here's a hint of what they are showing for the wimmin folks: A woman will wear a skirt modeled after a pair of Turkish trousers, a waist copied from a French colonial coat and a hat from the time of King Tut. It looks like we are not yet back to normalcy.

"When it comes to hair" dent fools the human race takes the cake."

Fresh range fattened beef,
choice vegetables.
PUBLIC MARKET
641 Winchester - at Every Satur-
day.

NOTICE TO BROCCOLI GROWERS

There will be an open meeting of broccoli growers and friends at the Garden Valley packing plant of the Oregon Growers Packing Association, Friday evening, July 27, at 7:30 o'clock. Mr. S. D. Cooley, father of the broccoli industry in the Umpqua Valley, will give a talk on good broccoli and how to grow it, and will answer questions on this subject. All are invited.

AUTO THIEVES ARE WANTED AT TACOMA

EUGENE, July 27.—In the car auto thieves who were brought from Roseburg last evening by Deputies Van Gorder and Earl Humphrey, after the quartet had stolen the Hudson super-six of J. H. Meisner of Tacoma, local officials believe they have youths who are badly wanted in Tacoma. Deputy Rodney Roach this morning said he had checked descriptions of two of them, and found they were Fred Little and James F. Johnson, wanted at Tacoma on a rape charge. The others, Kenneth Russell and Troy Bailey, are believed involved, with Little and Johnson, in the robbery of a tire shop in the Washington city the night of July 15.

Communication is underway with Tacoma authorities.
The bulletin sent out by H. H. Dymont, Tacoma chief of police, said five men were heading south in a Hudson, suspected of robbing the tire shop. As a result, J. H. Meisner, owner of the car, will be questioned by local officials.
The four hurriedly made away with the machine when Meisner stopped at the Chamber of Commerce to make inquiries regarding work here. Meisner has since obtained employment.
All of the youths in jail are under 21. It is believed. They were returned from Roseburg in Irons.

PICNIC AT MYRTLE GROVE

A picnic will be given Sunday, Aug. 5 at the Myrtle Grove picnic grounds, 15 miles south of Roseburg on the Pacific highway. Amusements of all kinds and refreshments.
ED. BELLAINI.

TODAY'S MARKET REPORT

Prices Paid Farmers for Produce.
Butter 25 to 30 cents.
Butterfat, 25c.
Eggs, 25 cents per dozen.
Hens, heavy, 16c; light, 10c lb.
Broilers 15c to 25 c.
Veal, dressed 5c to 12c lb.
Hogs, dressed, 12c, 120 to 160 lbs. weight.
Honey, local production, 30c lb.
Cascona bark, 1922, 7 1/2c lb.
Retail Prices on Mill Products.
Millrun, \$1.50 to \$1.60 sack of 50 lbs.
Cracked corn, \$2.50 per 100.
Flour, soft wheat, \$1.70 sack.
Flour, hard wheat, \$1.95 and
Rolled barley, \$1.45 a sack of 70 lbs.
Whole corn, \$2.20 per 100 lbs.

DOUBLE CONCERT DRAWS BIG CROWD

Concert by Douglas County Band is Followed by Pleasing Musical Program by Cherrian Band of Salem

The big double band concert last night proved a real treat for the music lovers of the city and drew a crowd of over 2,500 people to the court house lawn. The whole crowd seemed well pleased with the exceptional program which was offered last night.

The regular weekly concert of the local band had been improved upon and special numbers prepared for the entertainment of the Cherrian club. The band has been rehearsing for the regular concert for some time, and this being the second of the summer series of concerts, the boys had a selection of musical numbers which were all new and very pleasing to the crowd. A mixed concert program of classical and popular pieces gave the crowd a fine evening of music.

The Cherrian band had been requested by Director Shields to give the first half of the concert, but the leader insisted that the local boys go ahead with their program for the regular concert and that the visiting band would conclude the evening. Eleven numbers were played by the local band and the new band stand was then turned over to the Salem musicians.

Proceeding the concert by the visitors, O. P. Coshov give a short address, welcoming the Cherrians to Roseburg, and telling them how much the people of this vicinity appreciated having them here. He then turned the stage over to the band.

The twenty-two piece band from the capital city put over a program of popular and classical numbers, playing also a number of old-time selections, including medleys composed of old songs, which never fail to please an audience. The band played a good concert consisting of twelve numbers, and made a real hit with the big crowd. The band is an old organization and contains some real high class musicians and is directed by Oscar Steedhammer.

MINSTREL HAS FINE REPUTATION

The Famous Georgia Minstrel troupe for an appearance at the Antlers Theatre Monday, July 30, including a company of 40 fun makers, musicians, singers and dancers and fifteen vaudeville acts in a program entirely different from anything ever seen in a minstrel performance.
That minstrelsy is again becoming

PORTO

A 35c bottle makes a gallon of fine punch. It comes in six flavors
STRAWBERRY
LOGANBERRY
RASPBERRY
ORANGE
GOLDEN MIST
CHERRY
Economy Grocery
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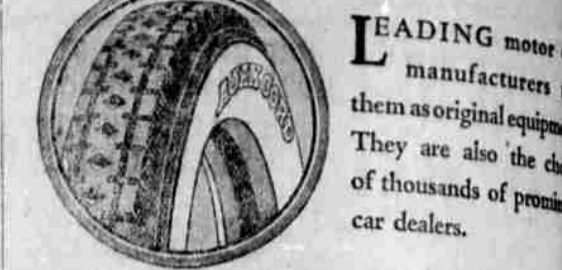
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Luther Daugherty's Auto Service, Yoncalla, Ore.
W. F. Carter, 447 North Jackson, Roseburg, Ore.

Refreshes and Gives Zest to Tired Nerves
Luncheons Served Incomparable Cakes
Merchants Lunch from 11:30 to 2
The Palace of Sweets

DODGE BROTHERS DEALERS SELL GOOD USED CARS

A Dodge Brothers Motor Car that has run ten or fifteen thousand miles is really just getting started in life. We have several of these right now and we know they are good for thousands of miles more of comfortable, dependable service.

Good values for today—
Dodge Brothers Touring 1918 production. Newly painted. Completely overhauled mechanically. Good tires. Good top. A bargain at \$650.00.
Harley-Davidson and Side Car 1923 model. In good mechanical condition. Price \$275.00.
Dodge Brothers Touring 1919 production. Has been completely overhauled, making it almost as good, mechanically as a new car. Has two new spark plugs. The appearance is good. Price \$550.00.
Dodge Brothers Touring 1921 production. Has five new cords, S. & M. spotlight, and motor. In unusually good mechanical condition. Has run little over 8,000 miles. A real value at \$750.
Dodge Brothers Touring 1923 model. Has several extras in almost perfect running condition. Price \$225.00.
J. O. Newland & Son
Dodge Brothers Dealers
Roseburg, Oregon

Suffered 25 Years
"I AM entirely free from my Piles and aches and pains," writes one of my former women patients who, after suffering 25 years, was cured by my painless, non-surgical treatment. But this case is no exception, as scores of letters in my FREE illustrated book will testify. I use no knife, anesthetic, clamps, ligatures, stitches, burning or other disagreeable or dangerous methods in treating Piles, and GUARANTEE results.
Remember my guarantee means a positive and permanent cure no matter how severe your case may be.
DR. CHAS. J. DEAN
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