

ROSEBURG NEWS-REVIEW

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B. W. BATES, President and Manager
BERT G. BATES, Secretary-Treasurer
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ROSEBURG, OREGON, FRIDAY, JULY 3, 1925.

REDUCING SALES COSTS

It creates dissatisfaction to learn that the farmer, for instance, may get only 40 or 50 cents, perhaps not as much as that, for an article for which the consumer pays a full dollar. The latter wants to know why it costs so much to get all kinds of farm and factory stuff from the point of production to his own door. Something must be done to lower these distribution costs, as they are generally felt to be too high. One thing that helps very much, is the practice of advertising. Advertising is a method by which the selling side of a business can be made more efficient, and can accomplish its work for a lower cost. Suppose a store employing half a dozen clerks, and paying rent and taxes on a certain space and stock, and incidental costs on that business, and suppose that that store has never made it a practice to advertise. Then suppose some hustling manager takes charge, and that he advertises consistently. What will happen? His business should largely increase. If he will keep it up for a considerable period, and back up his statements by honest dealing, he may increase his volume of business 100 per cent, very likely more. What is the result on his selling costs? If his goods are moving so much faster, he may not need to enlarge his quarters. His clerks were probably idle a good deal of the time previously, so that while he may have had to hire one or two more, yet it is not probable that his clerk hire has increased very largely. The result ought to be that he is moving double the amount of goods, without any proportionate increase in expense. Consequently, the sum to be charged up against each article for selling costs, ought to be a third less than it was, perhaps still lower. This is the way advertising has worked in innumerable cases.

Evidence of the substantial strides made the first half of the present year in the way of building in Roseburg was the published report in the News-Review yesterday, showing the growth to be far ahead of last year for a like period. With such splendid progress for the six months just closed the total sum expended for new structures in Roseburg for the year 1925 will quite likely exceed all expectations. This city is not experiencing a boom—simply a sound, conservative and progressive growth that bespeaks faith in its future and commends it to the business world as a community with a solid and lasting foundation. Roseburg has never experienced a highpowered boom—and we hope it never will.

Billy Sunday is quoted in a sermon delivered at Hood River Sunday as saying that, "the devil had chained higher education to the throne" and branded all those who refused to accept his particular kind of religion as "jackasses and curs." This looks like throwing a little jazz into the pulpit, and as jazz seems to be a favorite pastime, Billy is right on the job to strike a popular chord.

Yesterday's exhibition was a fine sample of the "manly art of self defense" as applied in the prize ring. To fans who enjoy a bloody battle feel the thrill of the day, and to those who take little or no interest in prize fights the consolation that the thing is over—for the time being.

There is no need to worry about a place to go July Fourth. The woods are full of celebrations and each will have its quota of enthusiasts. Then, there's the golf links left as a good place to "blow off steam."

Don't try to cover so much celebration between now and Sunday night that you will be unable to attend to your regular Monday morning duties. The fellow who "goes the limit" pays dearly for his frivolity and upsets many a well-regulated institution.

The Roseburg Concert Band put over its usual good program last evening. Many people do not realize the effort being put forth by this most worthy organization to entertain—without cost—the music-loving people of Roseburg and surrounding territory.

July 4 will be a busy day on the highways. Look out for the speed maniac. Many a fool sits at a steering wheel who cares little for life or limb. Give him the right of way and three-fourths of the roadway. He'll take it anyway.

There will be no News-Review tomorrow. This is one holiday in the year that the "boys" refuse to sling type and ink, which is a good excuse for the front end force to take a day's vacation.

This old world is looking for the young man who can do things and not complain either before or after they are accomplished.

Lakeview, Oregon, felt a tremor night before last. Evidence that this old state is not immune from the elements.

The fellow who is always just a little behind is devoured by the fellow who is always just a little ahead.

Tomorrow is the day of few firecrackers and much fun for a lot of people.

The weather man seems determined to hold out until after the Fourth of July festivities.

Celebrate tomorrow, but don't step on the gas too hard.

PRUNE PICKIN'S

BY BERT G. BATES

GOOD EVENING FOLKS—
We hope today that
The Tall Men's Assn.
Has talked a
New York hotel
Into revamping some
Of their rooms to
Fit the needs of the
Elongated individuals of
The nation and
Some of us who are
Not so tall
Wouldn't mind sheets
That would cover
Us all at once.

DUMBBELL DORA THINKS
A married man said "Gimmie
liberty of gimme death."

The Oakland Gobblers are going
to celebrate tomorrow and the
town band will too. Let's hope
only the band goes on a foot.

Oh gosh! We don't hafta work to-
morrow and mebbe we won't even
hafta take a bathin'.

"So, you've sold out three dozen
pairs of garters since mornin'?"
cried the lady customer, "I don't
see where they all go."

"Neither do I," flushed the male
clerk.

If a lady writes to ask you what
she shall do to keep her husband
from running after other women,
tell her to cut his legs off.

THE DAMNED RING
The toiler comes
Home from the fields
He kisses his wife as he goes into
the
Dirty little parlor
The smell of tripe and onions rush
like a thought
Unspoken
Along the walls.

He smells it all jocosely, like a cat
catching
Fleas in Brazil,
Then he thinks of the ring
That he must face that night, and
the thought pains
Him
Like a two-edged purple sadness.

The Big Ben strikes
Six. Still
He thinks of the ring.
But as sniff of dinner,
As seductive as the fragrance of
an unknown soul,
Deters his thought. But oh! the
ring
That haunts him
Like an everlasting sadness
The ring, as foul as he that
Walks
Along the walls.

A starless night of gloom, to lay in
Walt
For tender souls,
Like helpless lambs attacked by
wolves afar.
But he must meet the ring, and his
Courage rises
Like the price of coal during a
strike.

My Gosh! The ring, the damned
Ring.
The accursed
Ring
Around the bathtub.

ROSEBURG LIKED
SO WELL, MINISTER
ASKS TRANSFER.

"You have a fine city and fine
country here," is the compliment
paid to Roseburg and its environs
by Rev. J. J. Matney, a Methodist
minister, who is a guest at the
home of his brother-in-law, C. C.
Barnett. "This is absolutely the
finest country I have ever visited
and nothing would suit me better
to spend the remainder of my
days in Roseburg and to live to
a ripe old age in the bargain."

Rev. Matney added, "I have
written to the district board for
a transfer to this locality, and I
am eagerly awaiting an affirmative
response."

Rev. Matney has filled prostates
in Whitman and Columbia
counties, Washington, for the past
ten years. He is a Mason and
an Elk. He also admits that he
once ran for the legislature in
Washington on the democratic
ticket and was defeated, but that
life looks just as bright to him as
ever, and even brighter since
coming to Roseburg.

Cook with gas.
BRIDGE COMPLETED.

Work on the Coffin Creek
bridge near Tillamook has been com-
pleted, according to a report made
in the County Court today. This
bridge replaces the one which
was washed out during the high
water during the past winter. The
construction work was done by
Clive Catching.

Cook with gas.
AUDITOR APPOINTED.

The county court today appoint-
ed Mr. William B. Davis as audi-
tor to check the books of the
various school districts of the county.
Mrs. Davis will start work at once
over the records of the
schools of the various districts.

Take time, \$2.50 per bundle
while our stock lasts. Wharton
Brook.

For That Outing Lunch

You can depend on the Delicatessen to fill your lunch basket for the auto trip or the 4th of July Holiday. Call us up and leave orders at any time.

Salads, Pies, Cakes,
Roast Meats and Hot Bread Every Day.
Fresh Potato Chips.

MONDAY SPECIALS—Roast Pork, Veal Fricassee, Raisin and Custard Pies.

VOSBURGH & WIARD
Fancy Grocers Phone 515

THEATRES

Liberty Theatre
A rare picture of many virtues is "The Tom Boy," the new attraction at the Liberty theatre Sunday and Monday, featuring Dorothy Dwyer and Herbert Rawlinson and a cast of particular excellence. We recommend it at the very start of our review to all who care for entertainment that carries with it a punch, a romance as sweet as ever told and moments of excitement that lift you almost off your seat.

"The Tom Boy" treats of a young lady whose dare was rarely accepted by even the most courageous of her boy playmates. She led them in all their neighborhood battles and generally came off the victor as a brave general should. When her rheumatic father was suspected by the villagers of being in league with the local bootlegging ring she defended him hotly even though she was suspicious of her father's nightly excursions. Alden Farwell, the young man who came to Tommy's boarding house one day mysteriously, she also suspected of being the bootlegger's right hand man, especially after she discovered a code book in his room.

Antlers Theatre
The "walk of death," a form of execution that involves the most extreme suspense, provides one of the many thrilling sequences in Zane Grey's "The Light of Western Stars," at the Antlers theatre Sunday and Monday.

It is a smashing adventurous drama with more than its share of the brand of thrills and exciting action that characterized such former Zane Grey productions as "The Thundering Herd," "Wanderer of the Westland" and "Heritage of the Desert."

The magnificent stretch of Arizona border country through which winds the historically famed Apache trail furnishes the setting of this latest outdoor thriller which pictures the last desperate stand of bandit outlaws on the remaining vestige of Father America.

Majestic Theatre
A cowboy who can swing the mighty willow for a home run fairly consistently, and earn the repu-

SUITS CLEANED AND PRESSED IN ONE DAY

One of the features of our plant, is our ability to call for clean and press and return your suit, spotlessly clean and free from odor, all in the same day. Our prices are reasonable. Men's suits thoroughly cleaned and well pressed, for \$1.50—Ladies' suits \$1.50 and up. Roseburg Cleaners, Phone 472.

Evolution of being a "cactus country" Dabe Ruth, is none other than Hoot Gibson in his latest Universal production, "Hit and Run," which comes Saturday to the Majestic theatre. Edward Sedgwick collaborated with Raymond L. Schrock in writing the story, and the former also directed. Marian Harlan has the feminine lead. DeWitt Jennings, Mike Donlin and the director also play important roles.

EVOLUTION TRIAL TO GO TO FEDERAL COURT
CHICAGO, Ill., July 3.—Definite announcement was made here today by Clarence Darrow that the Scope evolution trial, set for hearing at Dayton, Tenn. would be taken into the Federal Court by counsel for the defense.

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D'AUTREMONT IS DEFENDANT IN COURT SUIT

Effort to Have Insurance Policy Cancelled Started by Company.

LOCAL GIRL IS NAMED

Dorothy Wiberg of This City Named Beneficiary in Policy Procured by Fugitive.

Another suit to cancel an insurance policy taken out by Roy D'Autremont, fugitive from justice, charged with murder and robbery, was filed today in the circuit court by the Mutual Life Insurance Company of New York, the complaint being signed by Alma D. Katz, Portland manager. This is the second suit of this nature to be filed against D'Autremont, another having been disposed of some time ago, in which the Guardian Life Insurance Company was plaintiff.

D'Autremont, it appears from the complaints in the circuit court, took out several insurance policies shortly before the Slekiyou robbery and murder were committed. Three of these policies in the Guardian Life Insurance Company totaled \$5,000, while the one involved in the suit filed today, was in the sum of \$3,000.

Miss Dorothy Wiberg, of Roseburg, for many years a close friend of Roy D'Autremont, was named beneficiary in each. The Guardian Life Insurance Company reached a settlement with the young lady, and secured the cancellation of the policies held by it.

The Mutual Life Insurance Company in its suit filed today, contends that D'Autremont at the time he took out the policy planned to embark upon a career of crime, and that the continuation of the policy, while he is a fugitive from justice, is unfair to the company, and cancellation is requested.

D'Autremont is charged with being involved in the train robbery and murder at Slekiyou, in which a mail train was stopped and robbed and four members of the train crew murdered.

The three D'Autremont brothers are accused of the crime, and a reward is offered for their capture, dead or alive.

Heat with gas.

DEFENSE DAY TEST IN OREGON TO BE MOST SUCCESSFUL

SALEM, Ore., July 3.—Adjutant General George A. White declared yesterday that Oregon will easily attain its quota of 30,000 Defense Test one-day volunteers, and that he believed that number already has been exceeded. He further

Louis C. Davis
Painting and Paper Hanging
Phone 569-R
427 East Douglas St.

ABaby's TenderSkin

needs constant care to prevent the soreness of chafing from perspiration, and the irritation and inflammation of prickly heat.

Don't use ordinary Talcum Powder because there is a special Toilet Powder made especially for Baby's use.

is just wonderful for Baby during the hot weather. It is made from the finest Italian talc, and contains soothing Boric Acid and Stearate of Zinc.

Slightly perfumed with antiseptic oils, selected particularly for their healing properties.

In the special container that can be opened or closed with one hand.

Tiny Tots Toilet Powder only costs 25c

Nathan Fullerton
The Rexall Drug Store
Roseburg Oregon



Thrift Leads to Independence

The thrifty person is happy and prosperous as he goes forward on his way to independence. Remember that every great fortune was started on the firm foundation of safe investment. An account with the Roseburg National Bank inspires regular saving.

4% Interest Paid on Savings Accounts.

The Roseburg National Bank Roseburg, Ore.

BAND CONCERT LAST NIGHT WAS GREATLY ENJOYED

The regular weekly concert of the Douglas County Concert Band was given last night, with a large crowd of music lovers in attendance. The band gave a fine program, offering many of the popular and well known band selections. Several snappy marches enthused the crowd and the musicians were given a noisy and liberal applause. The band, under the direction of Mr. Dale Strange, is playing music of a popular nature, and offering a diversified program, containing something of interest to all music lovers.

Arundel, piano tuner. Phone 159-L.

GUNBOATS TO OFFER PROTECTION TO WHITES

(Associated Press Special Wire.) CANTON, July 3.—Gunboats are proceeding to all outlying communities to protect foreigners threatened by the anti-foreign wave now sweeping through China.

In Canton it is considered dangerous for residents of Shamen, the foreign settlement to visit the Chinese section of the city, where there has been an apparent revival of business in native circles. German firms also are continuing business as usual.

The British consul general continues to await the expected British demands on the Canton government.

Our cow spray is guaranteed to kill the flies. Sold in any quantity. Wharton Bros.

REMOVAL NOTICE

We welcome you in our new home where we will be better equipped, and more alert to your needs in our line of work.

BERNIER THE TAILOR
New Location Two Doors North Liberty Theatre

Big 4th of July Dance

OLALLA HALL SATURDAY NIGHT

We Promise You a Good Time

Big Dance, July 4th

Long's Hall, Coles Valley

Music by Douglas County's Best Orchestra
Admission: Gentlemen \$1.00, Ladies Free
EVERYBODY WELCOME

Modern Home Builders

USE Hardwood Floors

Let us furnish you with "Perfection" Oak Flooring. The price is reasonable. Ask us about it.

Coen Lumber Company
Phone 121



Two-Trouser Suits

Are Great for Summer

Right when you need such Clothes the most, the Suit with the extra pair of trousers is most welcome. Particularly is this true of a special selection which we offer at a very special price of

\$37.50

Harth's Togger

Harth's Togger

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