

ROSEBURG NEWS-REVIEW

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

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ROSEBURG, OREGON, FRIDAY, SEPTEMBER 11, 1925.

AN AD STORY.

Salem Journal: In the Portland Oregonian this morning one firm had seven pages of advertising, another had five pages, a third had three pages, and a fourth two pages...

And this is only a quarter of the story, for the three other Portland newspapers carried a proportionate volume of display from these same stores. And yet some people say that advertising doesn't pay!

Advertising like this is by no means exceptional for the Portland stores, for multi-page ads are far more frequent in Portland papers than page ads are in Salem—moreover some of the Portland stores average over a page a day the year around. It is by such advertising that both the stores and newspapers have become great institutions.

The better advertising patronage a newspaper receives, the better newspaper can be printed. The better the newspaper, the more circulation it attracts. The more circulation, the better results for the advertiser. By centering on the newspapers for their advertising expenditures, the smaller city merchants build up the only effective instrument for combating the encroachment of the big city stores and mail order houses and keep the money at home. The more people the local newspaper reaches, the better for the merchant.

John Coolidge, son of the president, served in the recent military training camp at Camp Devens, and was mustered out with the rank of corporal. Of course he had unlimited opportunity to spend his summer in more idle ways, with enjoyment of all known pastimes and sports. But instead he chose the vigorous course of military training. Such work must be attractive to an active and ambitious fellow, yet it must involve a good deal of hard work. Many young men in John Coolidge's place would have wanted to pass it up and do something that was all play and no work. So the choice comes to most young fellows, whether they will do the thing that pleases them for the moment, and provides plenty of idle entertainment, or whether they will choose the fine and manly course that will shape their development along the strongest lines.

PRUNE PICKIN'S

BY BERT & BATES

GOOD EVENING FOLKS— The green apple season is almost over. But dern few of the Tummy-aches are.

DUMBELL DORA THINKS Edenbower is where the folks wear fig leaves.

Soon the school-bell will be clangin' and the mornin' rush after buckwheat cakes will be on in full tilt.

Dress reformers do not know the women do not desire sensible clothes, but the fashion dictators do.

A writer tells us if we do not care for the things we cannot get we can be fairly happy. Yes, and if we always keep well we never will be sick, and if we never will die we can live forever.

One great drawback about telling the girl you are courting that a wonderful creature she is—you are liable to convince her she is too darn good to throw herself away on a boob like you.

Marriage is just a case of putting up with each other and putting up for everything else.

We rather imagine when we eventually do get back to normalcy it is going to be like getting back to the old home town after living in a big city. It will seem mighty small and cramped.

Can any old married man relieve our curiosity by telling just how much of her pin money a woman spends for pin?

There are a lot of things in life harder to understand than the Einstein theory. For example, why does the furnace go out on the coldest night and the coal give out when you are busted?

You cannot judge a man by his clothes, but you can get a pretty good line on the bills he is up against by the clothes his wife and daughter are sporting.

Love may mellow with age, but in the case of the average old widower it just gets mussy.

Girls who have learned to dance well, paint well and look sweet cannot see any earthly use for bothering about learning to think.

Every kid knows about half the lickings he gets are just to relieve his parents' overwrought nerves and not for anything especially bad he has done.

About the only uplifting the average reformer succeeds in doing is getting his hands up in protest of something or other.

When they change that sewer line I think I'll be outa town fer a few days.

FAIR AT SMITH RIVER DRAWS MANY VISITORS

(Continued from page 1.)

trially operated sten showed the uses of milk from the time it left the udder of the cow to the results of its use in the diet of children, helping them to grow into healthy men and women and useful citizens.

In addition to the dairy and farm exhibits, the club, work of the school children was prominently displayed, and judged by Miss Cooley of the Extension department at the Agricultural College.

The women of Smith River completely filled one side of the hall with their bread, fruit, and fancy work.

Informal talks were made on the first day of the fair by a number of Douglas county people, including Mrs. Edith Aelbert, county school superintendent, County Agent Cooper, County Fruit Inspector Carpenter, C. D. Garrett of Glendale, and on Tuesday preceding Governor of Pierce, Senator H. Eddy made his address. Governor Pierce spoke at length on the need of a road to enable that community to more easily reach its markets, and promised his influence and help as far as possible to help them secure it.

J. B. Mickle, dairy and food commissioner, spoke both days, inspiring the people to enlarge their dairy interests, to raise the quality of their herds and by making their products better in quality than those of other sections, to bring the world to their door.

White and hand sports of all kinds varied the more serious business of speechmaking and the holding of stock and exhibits. A day of war between two evenly matched teams on snow afforded amusement, motor boat races, between the fastest speed boats in the country, surf board riding, equalling in daring that of popular summer resorts, a hitting tournament, and many other unique amusements filled every minute.

The Mathews Roseburg orchestra, the Roseburg orchestra, was hired by the fair board to provide music and played continuously the two days. On Tuesday evening the orchestra opened the fair with a dance in the grange hall to which people

Make Life Sweeter

Modern ways help to Provide Comforts that Other Generations knew nothing of. The Delicatessen serves to make home duties easier and sweetens life for "Mother."

Try Some of Our Potato Chips

Fresh Bread Daily; Hot Bread Every Noon

SATURDAY SPECIALS—Stewed Beef with Vegetables, Veal Loaf, Fruit Jello, Butter Scotch and Cherry Pies.

VOSBURGH & WIARD

Fancy Grocers Phone 515

B. P. O. ELKS

At the meeting to be held Sept. 24, 1925, a motion will be offered to donate the Elks field and playground to the city of Roseburg. Also that any motion pertaining to the disposal of or the expenditure of any money on said property will be entertained.

SECRETARY.

came from all parts of the country. A restaurant was maintained on the grounds and every convenience provided for the fair visitors.

I will not pay any bills that may be made other than myself.

S. N. MILLER.

FLASHES OF LIFE

PHILADELPHIA—The bronchospasm is saving many children from death. Such things as iron bolts, peanuts and watermelon seeds have been removed from babies' lungs at the Jefferson hospital.

WASHINGTON—Secretary Mellon, having inspected Rum Row in a coast guard boat, marvels at the efficiency of the wireless telephone in transmission of blockade orders.

PHILADELPHIA—Ordinance, a 3-year old bay colt stallion, whom Harry Payne Whitney paid \$75,000 when a colt, is dead of pneumonia and hydrothorax after a month's illness in a hospital.

BUENOS AIRES—Heavy snow blocking railroad service across the Andes threatens to delay the return of the Prince of Wales from Chile.

BERLIN—German papers are describing the Knights of the Fiery Cross as a "fool's lodge."

CHICAGO—Otto Stroheim, 54, and his son Gotthard, 30, under arrest in Germany as organizers of the Knights of the Fiery Cross, were former preachers here.

BRUSSELS—The government ordered the deportation from Belgium of a score of foreigners, accused of disorderly communist agitation.

LONDON—The seaman's unofficial strike is breaking down because of drastic measures adopted by the authorities, said reports from Australia, New Zealand and South Africa.

AMERICAN FLIERS KILL RIFFIANS IN BOMBARDMENT

ORANZAN, French Morocco, Sept. 11.—The American aviators of the Sherifian Escadrille in their bombardment of Sheshuan, Riffian stronghold, are reliably reported to have killed more than 500 warriors. Their bombs also greatly damaged the Riffian military establishment and disorganized the troops concentrated there.

PROFITS IN SHEEP

INDUSTRY DO NOT

JUSTIFY MORE FEES

PENDLETON, Ore., Sept. 11.—Profits in the sheep business at present, absolutely do not warrant any such increase in fees as that recommended to congress in the Rachford report providing for as high as 200 per cent increase in parts of this area, according to testimony offered at the senate public lands hearing held here yesterday afternoon.

Ernest Johnson, big sheep man of Wallawa, stated that such an increase as that recommended by the report would take away the margin of profit now permitted the sheep men and would result in confiscation of their holdings.

The profits in the sheep business at present are sufficient to pay wages to the operator, and eight per cent on the investment, according to Professor E. L. Potter, head of the department of animal husbandry of Oregon agricultural college. He expressed the belief that present fees are as high as they should be for the sheep men. Cattle men are not making any profits on the basis of the present fees charged, he pointed out.

The attempt to determine the value of the range in the national forests by comparing it with the commercial value of the adjacent ranges, Professor Potter termed impractical. "With fat lambs at \$10.50, feeders at \$10, fall prices, and wool at 40 cents, sheepmen are paying eight dollars for hay, \$1.62 a year for grass, wages and eight per cent on the livestock investment," he said.

Sheep men stated that the wild game is increasing in the National forests by reason of the work that is being done by the biological survey, and their personal recommendations were that this system of control be extended. The hearing is going on today under the chairmanship of Senator Stanfield of Oregon. Saturday the senatorial party will hold a hearing at Baker.

The Moore Music Studio is now open at 225 N. Jackson St. Phone 502.

We sell wovens by the yard. Bernier the Tailor, 2 doors north Liberty theatre.

Cook with gas.

THE FOOL

is a man who succeeds in spite of the Devil.

School Suits that meet instant approval



English Models Correct Styles Attractive Weaves

You boy will be proud to wear one of these nobby suits.

Any boy appreciates good clothing and Harth's knows just what the lad needs. Bring him in and let us outfit him for school.

Harth's Toggery

SUNDAY AT THE CHURCHES

Christian Science Subject for Sunday's lesson: "Substance."

International Bible Students Association.—Meet at the Moose hall Sunday at 10:30 a. m. Mr. E. O. Miller of Portland will speak to all those interested in Bible Study at 10:30 a. m. Sunday evening at 7:45 Mr. Miller will speak to the public and his subject will be The Year of Jubilee. Come, seats free and no collections.

Catholic Church—Kane and Oak streets; Rev. B. Clerly, Pastor. September 13th: Mass and sermon at 9:30 a. m. Catechism class immediately after Mass. Rosary and Benediction of the M. B. S. in the evening at 7:30. Glendale: Mass and Sermon at 9:30 a. m.

Presbyterian Church—Two services next Sunday at 11 o'clock and 7:30.—Thomas of Sermons: The Changeless Christ and the New Birth. Sunday school opens at 9:45 with a corps of efficient teachers and classes arranged to suit the age of the pupils. These teachers will gladly care for your children, and the little ones need the enlisting given by the Bible study. Intermediate Christian Endeavor meets at 3 p. m. under the leadership of Mrs. Hughes. Senior Christian Endeavor meets at 6:30 p. m. Bible study every Wednesday evening.

St. George's Episcopal Church.—Sunday services: Early Service at St. George's at 9:00 a. m. Church school at 9:45 a. m. Services at Sutherland at 11:00 a. m. REV. A. O. DODGE.

Christian Church—Roseburg has several things to be proud of. Prominent among these is the fact that she is keeping step with other cities in providing religious training for her boys and girls during the week. This winter the children of the fifth and sixth grades will have the privilege of taking this training. Every parent should request that their children take this work. You are invited to attend Bible School at the Christian church next Sunday morning at 9:45. At eleven o'clock the minister will preach on Stewardship. In the evening the orchestra will give a short concert followed by a period of gospel singing. The evening sermons are of popular interest and for your spiritual good. You cannot afford to miss the evening meetings. By order of the board in regular meeting last Sunday, a short business session will be held next Sunday morning for the purpose of electing a nominating committee to propose officers of a Bible school and church, for election at annual business meeting.

H. E. MOW.

First Methodist Church—Corner of Main and Lane streets; Rev. Joseph Knotts, pastor. The Sunday school meets at 9:45 a. m. Let each class have a 100 per cent attendance. Now is a splendid time for new scholars to enlist. We have classes for all. The morning sermon theme is "Saving Our Own." The Epworth League meets at 7:00 p. m. All young people are invited to attend. The evening sermon theme is "The Gospel in Africa." A cordial invitation is extended to all, particularly strangers.

M. E. Church, South—Main and Lane streets. Sunday school at 9:45 under direction of Superintendent W. L. Cobb. This is the beginning of the new Conference year, and the Rev. C. S. Corberly of Missoula, Mont., who has been appointed pastor for the ensuing year, is expected to arrive next week. The pulpit will be filled next Sunday morning by Stewart O'Dell and in the evening by J. B. Needham, both of whom are former pastors of this church.

The First Baptist Church—Corner of Lane and Rose streets; H. L. Caldwell, Minister. 9:45 a. m.: The Sunday School, Carlos Page, Superintendent. This is the month when we rally our forces for the winter work. Our Sunday School is getting in shape for a splendid school. All children and adults who have before been registered are urged to return to their posts at once in order that we have a united pull for bigger and better things. New students are invited to enroll. 11:30 a. m.: Morning Worship. Message by Rev. J. D. Chappell. He is our Chapel Car Evangelist and is a splendid preacher. All are invited to hear him.—6:20 The Young People's Meeting. The President, Charles Doerner is back again and urges all of the young people to be in their places. A good meeting.—7:30 p. m. The Evening Worship. Message by the pastor. Note the change of the time to one half hour earlier. The public is cordially invited to all of our services.

The religious organizations of Roseburg, are cooperating in having week-day instruction in religious this year. Some of the churches are having their own school. Several of the churches are having a cooperative school. The school will be open this year for the fifth and sixth grades. Children of this age may have two periods a week of this instruction at the request of their parents. Time for this will be had by releasing the children in the public schools for this instruction.

Boys' all-wool suits and overcoats made to measure \$18.00 to \$27.50 at Bernier's, the Tailor, 2 doors north Liberty theatre.

Would you welcome an opportunity? There are hundreds waiting for you every day. Read the classified ads.

Crystal Set 98c

We are offering at a special value for the week-end a limited number of

Sugar and Cream Sets

These sets are specially designed by the leading engravers on the coast, and are of good clear crystal ware. The wide tops make them easy to keep clean.

Priced for Saturday Only 98c

Churchill Hardware Company The Iron Mongers

Mr. and Mrs. J. C. Fry and two daughters of Grants Pass arrived in Roseburg yesterday and are visiting with old friends and relatives for several days. Read the Classified ads, in The News-Review. They mean dollars to you.



Safe Milk and Diet For Growing Children

Contains the valuable muscle and bone building elements found in the grain and whole milk. Easily assimilated by growing children, students, amemics, etc. Excellent as a light lunch when faint or hungry. Prepared at home in a minute by briskly stirring the powder in hot or cold water. No cooking.



How about a nice, juicy, golden brown Roast for your Sunday dinner? Delicious Roasts are just one of our specials for

Saturday Buying

Our new, sanitary shop affords the most scientific handling of meats, and anything you buy here will meet your expectation in every respect.

For Saturday Only

Table listing meat prices: No. 1 Steer Beef Roast, lb. 12c; Boiling Beef, lb. 10c; Hamburger, lb. 15c; All Steaks, lb. 20c; Fancy Sugar Cured Bacon Backs, lb. 35c; Cottage Hams, lb. 28c.

The North Side Market

Boyer Bros. Phone 280

We Solicit Your Freight and Express Shipments

Table with columns: DAILY RUNS, PROMPT SERVICE, Each Truck, Required, Carried, Cargo, Collision, Public Liability, Property Damage.

Oregon Auto Transportation Co.

Successors to Roseburg-Portland Auto Freight Roseburg Office 401 Oak St. Phone 31-J Portland Office E. Water and Yamhill, Auto Freight Terminal Phone E924

SOAP SALE

Six water tumblers or water pitcher or set of 5 mixing bowls FREE with each package of soap.

Saturday, Sept. 12th

These water tumblers and pitchers are decorated with a fancy needle stitching and of good quality. The mixing bowls are in sets of five, each of a different size.

Take Advantage of This Offer

Regular Saturday Specials

Table listing soap specials: 2 loaves Bread 15c; 4 cans New Pack Peas 50c; 3-oz. jug Imitation Vanilla 15c; 3 large rolls Toilet Tissue Paper 25c; 4 large rolls Toilet Crepe Paper 25c; 2 lbs. Chocolate Cream Candy for 45c.

QUALITY MEATS

Table listing meat prices: Pot Roast, lb. 15c; Boiling Beef, lb. 12 1-2; Fancy Veal Shoulder Roast, lb. 15c; Heavy Breast of Veal, lb. 12 1-2; Veal Steak, lb. 20c; Lamb Shoulder Roast, lb. 20c; Breast of Lamb, lb. 12 1-2; Hamburger, lb. 15c; Pork Sausage, 2 lbs. 45c; Pure Lard, 2 lbs. 45c; Cottage Hams, lb. 33c; Picnic Hams, lb. 24c; Dry Salt Pork, lb. 30c; Half or whole Eastern Hams, lb. 35c; Heavy Bacon, lb. 34c; Bacon Squares, lb. 28c; Fancy Fryers Heavy Hens.

Where Your Dollar Has More Cents

PEOPLES SUPPLY CO.

Grocery Phone 145 Meat Market 363 Free Delivery