

# SKAGGS Cash saving UNITED STORES stores

## The Origin and Operation of Skaggs Stores

Popular conception of the origin of big business institutions frequently proves when all of the facts are known, to be quite different from the actual manner of their founding. In general, we are prone to regard business as a cold-blooded proposition, devoid of sentiment or ideal, and to think of large concerns as existing and having always existed for the sole purpose of making profits. It is difficult to picture a vast organization as having once been a tiny, one-man business. It is even more difficult to imagine it as having been founded through a rigid self-denial and bitter sacrifice—and with a goal for public service.

Many people easily attribute altruistic motives and high ideals to men in other walks of life, but for some reason, the soul of the merchant, if indeed, he is credited with having a soul, is supposed to be shriveled and dried up by the flame of his passionate desire for gain. Probably, merchants themselves—rather, the system under which merchandising has been done in the past—has held largely accountable for this attitude of at least a portion of the public. Nevertheless, many of our largest and most successful merchandising institutions have been founded with a sincere desire to render the public a better service than it has been getting, and only those men and organizations that have kept the faith and kept alive a deep sense of obligation to their associates and the public have succeeded to any marked degree.

Skaggs Stores originated from the efforts of one man, who, with a sense of public duty, sought to find the means for

relieving a situation which was working a severe hardship on a large section of the country, and incidentally discovered how richly the public rewards its real services. This man was S. M. Skaggs, father of the present executive heads of Skaggs Stores—a minister of the gospel by choice and vocation—but at that time a struggling homesteader among a lot of other equally independent homesteaders near American Falls, Idaho.

Some two years prior to the opening of the first Skaggs Store at American Falls, Idaho, in 1918, Reverend Skaggs came west in search of health. The section in and around American Falls appealed to him from the health standpoint, as he filed on a homestead and settled there. As is usual with most pioneers, he had very little money and what little he did have was soon expended in the erection of a homestead—a "shanty" and the purchase of a team, tools and such equipment as he necessarily must have. He and his family eked out an existence as best they could and, by reason of his calling and a natural talent for leadership, he soon became somewhat of a leader among his fellow homesteaders.

Prices on all commodities in American Falls were high—in fact, higher than conditions elsewhere—and frequent discussion with neighbors established a concurrent opinion, but how to do it, he soon became the subject of a program of physical effort for himself which today would be considered little short of heroic. This store could not be an ordinary store nor could it be operated in any ordinary manner. The strictest economy in its installation and operation

was necessary, also it would fall in its avowed purpose, which was to reduce prices. To reduce prices, he was forced to know that his most costly operating cost and waste. Therefore, with his spare time, he built up a business which was not only a source of income, but a source of pride and honor. He had his own store, and he had his own employees, and he had his own customers. He had his own pride and honor, and he had his own success.

On a rented lot on a side street he erected with his own hands a frame building of dimensions 18x22 feet and in this little building in the summer of 1918 was opened the first Skaggs Store of the West. In that store S. M. Skaggs, working diligently, frequently for weeks at a time, working two and a half miles daily from his homestead to work and back in the evening so that a possible homesteader could be used on the farm.

This store was the first unit in a chain which in a little more than ten years has spread from the Pacific Coast and extending as far east as Colorado and Nebraska, comprises more than three hundred of the finest food stores.

By the opening of the first store, with his health regained and his mind to this geographical location of his choice and the operation dictated by his moral conviction, he had understood it but many of the methods employed by him the founder, are still used, and with the knowledge that "He who serves best profits most," and such of the spirit infused into the lives of the other personnel through their association with him will live and find expression.

Next was "The opening of the Second Skaggs Store."

### SATURDAY PRODUCE FEATURES

Sweet Potatoes, Nice Size, 6 lbs.	25c	Celery, Good Size, and White, 3 for	25c
Hubbard Squash, 1 1-2c Pound			
<b>Everday Prices</b>	<b>Saturday Features</b>	<b>Everday Prices</b>	<b>Saturday Features</b>
Bulk Cocoa, 3 lbs	25c	Solid Pack Tomatoes 3 Can, 47c	\$1.79
Italian Prunes, Good size, 3 lbs	29c	Quick Naptha Soap Chips, 2 for	45c
New Stock Walnut Meats, Halves, lb.	69c	Lemon and Citron Peel, now for Fruit Cakes.	
Toy Pails, Peanut Butter, 28c each	55c	Lemon Peel, lb.	39c
		Citron Peel, lb.	59c
		Sugar Corn, 3 Cans 47c	\$1.79
		Sunbrite Cleaner, 3 Cans	14c
		Butter—Skaggs Best 57c lb.	\$1.13
		Sugar—Pure Cane, 25 lbs. Bag	\$1.59

## Skaggs United Stores No. 255

Free Delivery in the city on orders of \$5.00 or more. (Sack Sugar excepted). Orders amounting to less than \$5.00 we charge one dime. Phone orders given prompt and efficient attention. Roseburg, Oregon. PHONE 230

### English Town Makes Specialty of Blankets

There ought to be a game—perhaps there is—in which a town's name is answered by its industry, an exchange observance. "Sheffield," cries one, "Knives," says the other, "Cheddar," cries another, "Cheese," replies one, "To Witney, the answer without any quibbling is 'Blankets.'" Witney is pervasive, you may say, with blankets, wrapped up in them, indeed, devoted to them, and proud of them, as well it may be. For are not they the best in Britain? And this is no new industry, but a 500-year-old one, and it has ever brought prosperity to the little town and work for its people. Still older than its blankets is the town, the Witney of the Saxons, had a thank-offering of Queen Emma, wife of that Canute who sat beside the sea. It has its market place, where the Butter Cross of 1683 made shelter for the farmers' wives who came to sell their eggs and butter. But food is secondary to blankets in this little place. Behind the one long street of houses runs the Wind-rush, that serves the blanket makers with its clear waters. In the town stands the guild hall of the Blanket Makers' company, with their arms and motto—'We give good reason for the continuing prosperity of the blanket makers and their industry.' 'Weave truth with trust.'

### Policy of Silence Makes Few Enemies

A keen observer recently remarked that harsh words in the English language have more synonyms than pleasant words have. A little turning of the pages of the dictionary bears him out. "If you say a man tells the truth," says the author, "there is no need of a verbal volley of epithets and enlarging upon that. But if you say he lies you will find a hundred subterfuge ways to say it. From the 'short and ugly' to 'equivocal,' 'quibbling,' 'provocative' and the like, the list is long. Says the Montreal Star: 'One politician made himself famous by saying of another that he was economical in the use of the truth to the verge of parsimoniousness.' Such a statement draws a smile. It is bland, it is suave, it has the mild sting of vinegar, not the burning sensation of vitriol. Even better than such elaborate circumlocutions to express a thing which at best we should have left unaided is to forego for the moment being clever, and to keep our peace. The world will think more highly of us for it.

### Keen Shot Kills Tiger

With his long tail erect over his back and his head held high, came the monarch of the forest straight for the hunter. His strength, grace and speed are impossible to describe. As he rounded a turn about eight yards away I let him have it with my right barrel. The bullet went true to its mark. When it hit him, he fell in the right eye. He was in the act of making a spring. The leap, for a good distance, was made. He was when he touched the earth he was stone dead. The bullet had entered his brain, and not a mark was visible on his beautiful coat, nor was there the least twitching of his muscles after the fatal shot.

No one there had ever seen or heard of a tiger being shot without having marked a record on his skin—Bris Gen. William Mitchell in National Geographic Magazine.

### Sea and Land in Battle

The washing away by the sea of land worth millions of dollars on the coast of New Jersey, noted in the annual report of the United States coast and geodetic survey, draws attention to the battle waged year in and year out between the sea and land all over the world. The sea and land have been warring since the beginning of time and, according to some physiographers, these old enemies will remain such until the last mountain pinnacle has been washed down and ground to sand, and the victorious ocean rolls unbroken around the world. But whatever may be the outcome, millions of years hence, we are still in the cleft-and take era. Many acres of land are washed away annually, but compensating areas are built up in other places.—Pathfinder Magazine.

### The Telephone

Elizabeth was three years old and, what is more, Elizabeth also used small girls, was very fond of games of "make-believe." Her latest delight in the realm of fancy was "playing telephones," a game of which she never grew tired. Her grandmother was well across of Elizabeth's fancy and one day, when the little girl was proving delicate about going to have her bath, the old lady thought she would try a little strategy.

Grandmother (holding one end of the toy telephone)—Hello! Is this Elizabeth?

Elizabeth (very delighted)—Yes, grandma!

Grandmother—Well, come along Elizabeth, it's time for your bath. Elizabeth (dropping receiver)—Wrong number!

### Economical Wooing

"There are men, I suppose," she remarked pensively, "who get engaged to more than one girl at a time."

"Yes," he answered, "but I am not one of them."

"I'm glad to hear you say that. It is so frivolous and insecure."

"Not correct. And there is no reason why a man shouldn't make one engagement, only to get the way engaged, if he only takes his time."

### She Had Information

"Didn't Geraldine fall for the dope about you having a swell car and a chauffeur?"

"No." The demonstrator who drove me past her house was her cousin.

Hundreds have put their O. K. on classified columns. They are the starting point of many people's success and prosperity.

### English Cathedrals Go Far Back in History

The great cathedrals of England in many instances replace former edifices that were erected by the early Christians who formed part of the ancient British church, and which were later destroyed by fire or otherwise, a writer in the Montreal Family Herald relates. For instance, Canterbury cathedral was first built in 602, on the site of an old church dating from very early ages. It was destroyed by fire in 1067, and Archbishop Langfranc, on taking office in 1070, undertook the rebuilding of an entirely new church. This lasted until about 1199, when under Anselm, Langfranc's successor, Kruf rebuilt the eastern part. A fire destroyed most of the portion of the building in 1174, and from that year William of Sens took up the work of rebuilding until 1177, when, on his suffering severe injury by falling from a scaffold, another William, commonly distinguished as "the Englishman," carried on the work and completed it in 1194. Many alterations and changes have been made during the ensuing centuries. I might mention that as early as 981, Theobald of Bec, bishop of the city of St. Paul, was elected archbishop of Canterbury, not appointed, both the king of Northumbria and the king of Kent acquiescing in his election. He was the first archbishop to receive the allegiance of the whole of the English church.

### Resin and Turpentine Put to Various Uses

Resin and turpentine have been produced in this country since 1602. These commodities were gathered and exported by the early colonists. While they were originally used for caulking wooden vessels and protecting rope rigging, thus gaining their name of "naval stores," chemistry has developed many uses for resin and turpentine, making them indispensable in a large number of important industries, says the Montreal Star.

Soap manufacture lends to consumption of resin, with surfacing of writing and printing paper ranking second. Resin is also extensively used in the manufacture of varnishes, waterproofing compounds, roofing materials, leather dressings, lubricants, waxes, linoleum and electric insulation. Turpentine is an important industrial factor as a thinner for paint, solvent for inks, waxes, rubber and waterproofing compounds, as well as in chemical and pharmaceutical combinations.

### Sea Cucumber a Fish

The sea cucumber is really a living creature and not a vegetable. Its other names are the treacher or botocration. The body of this strange dweller in the sea is composed of a muscular tissue covered with warts or spines, and which generally resemble in shape their vegetable namesake, says the Boston Globe.

Sea cucumber is considered a great luxury among the Chinese, Malays and other Eastern peoples, and its gathering and preparation for the market is a flourishing industry among the islands of the Pacific. White men who have eaten sea-cucumber soup declare it to be delicious. The sea cucur, which grows from ten to fifteen inches long, are gathered from coral reefs. They are then boiled, dried in the sun and hung over a fire, which gives them a spicy taste.

### Couldn't Be Fooled

When Bobbie was six he was given a real watch, which, regardless of quality or accuracy, had a delightfully loud tick. Naturally, the little fellow was immediately proud and went strutting up and down Williams boulevard, strutting every moment or two to draw the glances from his pocket and regard it gravely.

Every passerby got a real kick out of Bobbie's performance, but the climax came when Betty Compton tripped along and asked the little chap what time it was.

Bobbie regarded his watch anxiously for a moment and then replied, with dignity: "Two inches to four."—Los Angeles Times.

### Himalayan Horsechestnut

The original horsechestnut, *Aesculus hippocastanum*, is the handsome of the whole genus and one of the most beautiful trees in the world, says a bulletin of the Arnold Arboretum. It was brought to America at least 175 years ago and there are many noble specimens in cities and towns of the eastern states. The Himalayan horsechestnut and the species of central China are not hardy here, and the Arboretum has not succeeded in obtaining seeds of the north China species, *Aesculus chinensis*, which will probably flourish in this latitude.

### Crab Found in Book

In the matter of odd booksharks between the pages of a returned volume, one librarian claimed the blue ribbon by giving a slice of raw liver which one of his assistants had salvaged from a copy of Mr. Service's poems.

But his claim was instantly given second place when the chief of a famous library in a great manufacturing city countered with a well-sliced crab which formed up between the leaves of a book on engineering.—The Outlook.

### To Renovate Wall Paper

Wall paper becomes marred when chases and tubs are placed against the walls. The original appearance may be restored with the aid of a toy paint box, says Popular Science Monthly. Mix together a color that closely approximates the paper and, if it is a design paper, mix three or four colors, and apply it as irregularly as possible. Do not attempt to supply a uniform surface color. It is only by avoiding straight lines that such a paper can be repaired successfully.

Read the Classified ads in The News-Review. They mean dollars to you.



# The Front Rank

THE

## 20th Century Stores

As Food Distributors are recognized as an outstanding success—and when it comes to Canned Goods, they are in a class by themselves. Without question, the 20th Century Stores offer the widest selection of well known brands to be obtained anywhere in the northwest.

## Offerings Saturday and Monday November 7th and 9th.

Old Dutch Cleanser Each (limit 3)	5c	H. O. Oats 2 Pkgs	25c	Sweet Potatoes—Gen-uine Jerseys, 5 lbs.	25c
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Economy Matches—Noiseless—Well Filled—Good Sized Boxes, 3 for.....10c

### NATIONAL CANNED GOODS WEEK OFFERINGS

OUR PRICES EFFECTIVE SATURDAY, NOVEMBER 7th to SATURDAY, NOVEMBER 21st Incl. Here are a few examples of our untold selections. For a complete list ask for a catalog at one of our stores if one is not left at your door

	Our Price	Reg. Price	1 Doz.	1 Doz.	Doz.	Cases
Libby's Salad Points, 1 lb. round tins	\$.29	\$.83	1.65	3.30	13.00	
Preferred Stock Cut Refugee Beans, 2s	.25	.70	1.40	2.80	5.50	
Standard Stringless Beans, 2s	.15	.42	.84	1.68	3.30	
Del Monte Catrap, Medium	.25	.70	1.40	2.80	5.50	
Preferred Stock Tiny Kernel Corn, 2s	.24	.68	1.35	2.70	5.30	
Lily of Valley Sweet Corn, 2s	.24	.68	1.35	2.70	5.30	
Lily of Valley Golden Bantam Corn, 1s	.18	.49	.98	1.95	7.60	
Standard Corn, "Sweet and Tender", 2s	.15	.42	.84	1.68	3.30	
Preferred Stock Telephone Peas, 2s	.20	.55	1.10	2.20	4.35	
Lily of Valley Early June Peas, 2s	.27	.75	1.50	3.00	5.90	
Standard Peas "Bulls Eye", 2s	.15	.42	.84	1.68	3.30	
Del Monte Pumpkin, 2 1-2s	.20	.57	1.14	2.28	4.50	
Del Monte Tomatoes, 2 1-2s	.20	.57	1.14	2.28	4.50	
Standard Tomatoes, 2 1-2s	.15	.40	.80	1.60	3.15	
Libby's Sliced Pineapple, 2 1-2s	.28	.79	1.58	3.15	6.25	
Standard Sliced Pineapple, 2 1-2s	.25	.72	1.44	2.88	5.70	
Minced Clams, No. 1 Tall Cans	.25	.72	1.44	2.88	11.50	
American Beauty Oysters, 1s Tall	.19	.53	1.05	2.10	8.30	
American Beauty Shrimp, 1s Tall	.19	.53	1.05	2.10	8.30	

20th Century Coffee—"Fits with a meal or a Feast"—Direct from our Roaster to you. Lb. 47c; 3 lbs. \$1.38

ROSEBURG STORE 130 N. Jackson St. OAKLAND STORE Baker-Flanary Bldg.

## REVIVAL MEETINGS

—AT—  
FIRST CHRISTIAN CHURCH

### Indians Feared Results of Eating Wild Turkey

Buffalo meat was, of course, the mainstay and universal dish of the plains Indians—now, dried, jerked, dried and powdered in the form of pemmican of woadin, as the Sioux called it, sometimes mixed with berries gathered by the squaws, but generally "just plain woadin," explains Frank M. Hinton in Adventure Magazine.

The lump and tongue were the choicest portions when fresh, though the latter was dried by thousands.

Of course, in their season roots and tubers, as well as wild fruits—especially wild plums—added to the larder. Sometimes wild grapes were added to give a dessert finish; but no Indian would eat apples when first introduced to them, nor would the men eat the wild turkey lest they become cowardly as the bird itself. They believed—as do our Britons—that "a man is what he eats."

Fish to the plains tribes was almost unknown, though some would eat it when placed before them. But none would ever dream himself by exertions in fishing. Meat was a man's food and "makes us strong."

### Wasteful Men

"Why, Jeremiah Jones?" exclaimed Mrs. Jones when her husband came in safe and sound from a railroad journey. "So this you?"

"Why, of course," said her husband, "this is the time I expected to come home, isn't it?"

"And you haven't had an accident nor lost your arms and legs or been killed?"

"How many times must I tell you that nothing has happened!" said the irritated man.

"Well," declared the good lady, "you do best off. There you went and paid good money for an insurance ticket just before you left, and you haven't done a thing to get the reward. That's money just wasted. The manager you are, Jeremiah Jones!"



**George B. Kellems**  
Nationally known evangelist, assisted by Prof. Filewood, who will have charge of the music.  
**Meetings Start Sunday, Nov. 8**  
Continue every night at 7:30 p.m.  
COME AND BRING YOUR FRIENDS

### Pleasing the ladies is a man's job—

So we ordered another shipment of these trays as we didn't have enough to go around last time.—The same special price, \$1.39.



**T**RAY is 12 inches by 18 inches—nickel-plated frame fitted with side handles and ball feet.

**\$1.39** POSITIVE EVIDENCE—hand painted on glass and guaranteed waterproof—6 different designs.

Small profits and quick turnover—that's our way of doing things—on a Diamond or a dollar article—makes no difference.



**Kruuttson's JEWELERS**

Mrs. Otto Improved—past ten days at the Mercy Hospital. Mrs. Erle Otto, of 714 Cobb Street, returned to her home today street, who has been ill for the greatly improved in health.

### Elephant Noted for Keen Sense of Smell

What the elephant lacks in vision is more than compensated for by the animal's keen sense of smell. His trunk is probably the best smelling apparatus in the world, and he depends first of all on his sense of smell.

When he is at all suspicious he moves his trunk round in every direction, so that the slightest faint in the air will reach him. In many other ways the elephant's trunk is the most extraordinary part of that most extraordinary animal, the Providence Journal says.

It is entirely flexible at every point and it can turn in any direction and has tremendous strength. There is no bone in it, but it is constructed of interwoven muscles and sinew so tough that you can scarcely cut it with a knife.

From it an elephant can shoot a stream of water that will put out a fire, and with it he can lift a tree trunk weighing a ton or pull a delicate blade of grass. He drinks with it, feels himself with it, smelt with it, works with it, and fights with it.

### Relations to Nature

In general one may say that the husbandman is the oldest and most universal profession, and that, where a man does not yet discover in himself any fitness for one work more than another, this may be preferred. But the doctrine of the farm is merely this, that every man ought to stand in primary relations with the work of the world; ought to do it himself, and not to suffer the accident of his having a purse in his pocket or his having been bred to some dishonest and injurious craft to sever him from those duties; and for this reason, that labor is God's education; that he only is a sincere learner, he only can become a master, who learns the secrets of labor, and who by real cultivating extracts from Nature its scepter.—Emerson.

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