

KEARNEY'S

300 W. Cass St. GROCETERIA 300 W. Cass St.

SPECIALS

- Sugar in one Dollar Packages, per pkg.....90c
- Best Creamery Butter, per lb.....50c
- Nuoca (a dainty spread for bread) per lb.....30c
- Gold Medal Mayonnaise in bulk, per pint.....35c
- Florida Grape Fruit, per dozen.....85c
- No. 2 Walnuts, 2 lbs. for.....45c
- Mixed Nuts, 2 lbs. for.....45c
- Regular 40c size Columbia River Salmon, 6 cans for.....\$1.25
- None Such Mince Meat, per pkg.....15c
- Iodized Salt, per pkg.....12c
- Lettuce, per head, 10c; Celery, per bunch.....8c
- Bulk Macaroni, 6 lbs. for.....40c
- Bulk Spaghetti, 6 lbs. for.....40c
- Bulk Peanut Butter, per lb.....20c
- Oregon Cream Cheese, per lb.....30c

My sincere and best wishes are—A Happy and Prosperous New Year—for Everybody.

Serve Yourself and Save at

KEARNEY'S GROCETERIA

THOS. J. KEARNEY, OWNER

The Store that Brought 'em Down

NEWS-REVIEW CO. SUBMITS NEW YEAR'S EDITION AS PROOF OF SUPERIOR PRINTING ABILITY

Equipment in Office and Mechanical Departments Fitted to Meet All Needs—Development Is Far Ahead of City's Advancement—Service to Patrons Watchword.

There was a time a good many years ago when a few fonts of type and an unswerving allegiance to one or the other of the major political parties were all that were necessary for the success of a newspaper. Those times have changed. Today the newspaper business is one of the most highly centralized of modern industries. A successful newspaper must be conducted on business lines and in accordance with the principles which govern any other line of industry.

Few people have a realization of what is necessary to produce a newspaper. The man who walks out upon the porch in the evening and picks up his paper and retires to the warm fireside to peruse the digest of the day's happenings in all parts of the world has little or no thought for the processes which bring to him this vast catalogue of current history. He fails to comprehend the existence of a great army of men and women closely linked by one common cause in all parts of the world, striving under all conditions, often at the peril of their own lives, to convey to the countless throngs of newspaper readers the latest happenings throughout the world.

He perhaps does not stop to think of the thousands upon thousands of trained telegraph operators under whose skilled fingers the distance between hemispheres is annihilated to give speed to the news developments of the day. He overlooks the existence of those skilled artisans who through years of careful training and often bitter experience are able to gather this collection of news into proper form, convert it through complicated processes to cold type and then send it forth in readable form to the reader.

To his mind the printer is a somewhat hazy, muchly-begrimed personage who has something to do with the printing of a newspaper. His only dealings with the organization behind the publication of the paper is when he is called upon to pay his subscription which he has neglected for several years, or calls up to say that the carrier boy failed to deliver the paper which he finds next day where it had been overlooked on the porch. Seldom it is that patrons of a newspaper ever stop to consider the steps necessary to provide them with the news of the day, and yet printing, the major portion of which is made up of the newspaper business, is ranked as one of the country's greatest industries.

Every successful newspaper organization prides itself upon its ability to keep pace with the development of the community in which it exists. Such a place in the industrial life of a community can be maintained only by careful planning and the application of business methods and through the services of skilled and trained persons who must bear special qualifications for the offices which they are called upon to perform. The newspaper holds a peculiar position in the city or town in which it is located. It is the clearing house for information. All successful businesses are dependant upon its columns. It is the most efficient salesman the retailer em-

plloys. It stands solely upon the basis of public service. A servant to all, yet directing, molding and strengthening the life of the community.

This New Year Edition of the Roseburg News-Review, which is today being sent out to all parts of the world, has behind it forces of which the uninitiated doubtless have never heard. Into its pages go the work of thousands of people, located in all parts of the globe, newgatherers, artists, skilled engravers, telegraphers, mechanics, paper makers, printers, and countless others who have contributed their part to the ultimate production of this paper. Primarily, however, there is behind this edition an organization which forms one of the largest industries of Douglas county.

The Roseburg News-Review is a daily paper published by the News-Review Company. This company is an incorporated concern and is made up of consolidation of the Roseburg Review and the Roseburg Evening News. Roseburg has had many newspapers, but the most successful were the two named and for many years, up until the time of the consolidation, they were alone in the field. Both were evening papers, both covered the same territory, worked for the same ends, accomplished the same results, yet each maintained a separate organization.

Following the war, when the industrial reconstruction was at its height the editors of the two papers became convinced that their duplication of effort was an economical waste. For years they had bickered over community trivialities, each striving to maintain a plant sufficient to publish a newspaper yet lacking sufficient impetus for expansion.

On April 1, 1920, they finally resolved to unite their efforts and the two papers consolidated under the name of the Roseburg News-Review.

Immediately the results of this action became manifest. Mechanical improvements were made possible, facilities for newgatherers were added, greater service was provided for advertisers and in a few months the consolidated plant was far ahead of anything Roseburg had ever known before.

The patrons quickly realized the change. Circulation began to grow. Advertisers found the attracting power of the columns greater than before and from all over the country the large agencies representing the manufacturers, the wholesalers and the retailers of all sorts of goods and produce began offering contracts. Today the News-Review stands far ahead of the city's advancement, able to take care of any expansion which may come, equipped equally with papers in cities of from three to four times the population of Roseburg.

The Roseburg News-Review furnishes year-round employment to thirty-four persons. Twenty of these are serving in various capacities in or about the office, while fourteen are carrier boys. During necessary times extra help becomes necessary, so that during the year the number employed often grows considerably.

The newgatherer system is complete in every particular. Well trained and experienced writers and editors gather the news of the community and edit it in proper form. An Associated Press leased wire, exactly the same as supplies one of the largest metropolitan dailies, furnishes the world news. This wire also gives the most complete state service supplied anywhere in the United States. There are nine Oregon newspapers subscribing to this service. Each newspaper places on the wire daily a summary of its most important news. Readers of the News-Review therefore receive not only the cream of the news from all over the world, but are served by one of the most complete state newgatherer bureaus to be found anywhere. Covering the local field the News-Review has a corps of reliable, proven reporters, who ably chronicle the events as they transpire, aided by a host of correspondents from all over the country.

Classified, advertising, subscription, and bookkeeping departments are managed by capable and experienced employees who give the best possible service to the patrons of the paper.

In service to its advertisers the News-Review is on a par with any of the big city dailies. It supplies advertisers with a free cut service, utilizing for this purpose one of the largest art companies of the United States. This company has a large corps of artists who provide drawings and photographs of all the latest styles in clothing, hardware, and merchandise of all kinds. Seasonal illustrations, borders and decorations are obtainable, and each month the News-Review is able to offer a new series of pictures to add drawing power to the advertisements in its columns. This service is provided free of charge together with the assistance of an advertising expert who is at all times willing and ready to meet with advertisers and assist them in planning their campaigns, or in writing their advertisements or otherwise giving them aid wherever desired.

The pride of the News-Review is its mechanical department. There is no newspaper in Oregon outside of the city of Portland that can boast a more thoroughly equipped plant than this paper. Few people realize the amount of machinery and equipment needed in handling the printing requirements of a city the size of Roseburg.

The News-Review has four presses, graduated in size so that they can handle any size or quantity of ordinary printing work. These presses can do work ranging from the smallest cards or labels to huge posters and display bills. These presses are manned by men long experienced in the work in which they are engaged and who are experts in their lines. No newspaper in the state outside of Portland, has a larger battery of typesetting machines than that with which the News-Review is equipped. These complicated machines are almost human in their operation and require the services of men or women highly trained in the work. Operation of a keyboard, somewhat similar to that on a typewriter, releases matrices which bear depressions corresponding to typefaces. These matrices are held firmly against a mold, into which is poured molten type metal, so that there appears a metal slug upon which the type appears in relief. Each line of reading matter used in the paper is formed upon one of these metal slugs. The matrices are then returned to their proper place in the magazine, and the metal, after being used, is melted up to be used again. Approximately 100 pounds of metal enters into the composition of every page of a newspaper so that in this edition more than four tons of type metal have been utilized.

The News-Review maintains a separate job printing department, a department devoted to commercial printing of all kinds. This department is entirely distinct from the newspaper and has its own equipment. Ability to handle large

printing contracts has resulted in many large orders being received. The News-Review publishes regularly the Oregon State Grange Bulletin, a semi-monthly paper devoted to the news of the granges of the state of Oregon and sent to nearly 8,000 farmers of the state. It also prints each year The Umpqua, the Roseburg high school annual, a school magazine requiring the utmost skill in printing, and at frequent intervals prints the Chamber of Commerce booklet, which for volume is considered an exceptionally large contract.

The News-Review for the past few years has been keeping in the forefront of the city's development. The circulation of the paper is equal to that of papers published in cities of more than three times that of Roseburg. Its equipment is better than that found in the average newspaper plant in cities of fifteen to twenty thousand. Its newgatherers and business organizations are able to meet the requirements of a city several times the size of Roseburg.

This special New Year's edition is one of the demonstrations of the capabilities of the News-Review company. Into this edition has gone more than five tons of paper, 11,275 pounds to be exact. This paper comes in huge rolls, and if the pages were laid end to end as they come off the roll they would stretch for a distance of more than 23 miles. This edition is the largest single publication ever produced in Douglas county. It contains articles written by qualified persons dealing with practically every industry in the county. It contains a vast amount of helpful and interesting information and news and forms not only a visible demonstration of printing possibilities but a complete description of the advantages offered by Roseburg and Douglas county.

The atmosphere of the Orient pervades the new Oriental Gardens, Roseburg's magnificent dance pavilion. Be there at the opening next Wednesday night, Jan. 6.

Candy for New Year's Day—None better than our hand-rolled chocolates or delicious box assortments. Lloyd Crocker.

Our New Model Fourteen Linotype

The Season's Greetings

From

THE ROSEBURG PLUMBING & HEATING CO.

Agents for

THE CRANE PUMP, HOMER FURNACE AND KOHLER LIGHTING PLANT

324 N. JACKSON ST. ROSEBURG, OREGON

BROTHER, SISTER, APART 40 YEARS, UNITED BY RADIO

(Associated Press Leased Wire.) COLUMBUS, Ohio, Dec. 31.—Radio flashing a message over nearly 1,000 miles of space will unite a brother and sister at Worthington, near here, tomorrow after a separation of forty years.

Mrs. Robert Eakin longed to see her brother, Alonzo Jones, on New Year's day. She didn't know where he was. Then, she said, she had a dream she could reach him by radio. She told her story to officials of WEAO, Ohio State University radio-casting station.

Several weeks ago, Jones and his four children were sitting around their radio in their plantation home in Mississippi county, Arkansas. My name is Mrs. Robert Eakin. I clearly and distinctly came this message:

"Alonzo Jones, wherever you are, listen!" Jones clapped the head phone

Roseburg Steam LAUNDRY KIDS



WE LAUNDRY SHIRTS AND SHIRTWAISTS TOO... SO THAT THEY SEEM QUITE FRESH AND NEW...

Your shirt waist and his shirt should take a trip to this laundry and return. They will demonstrate to you our expert ability, our polite manner of serving and our moderate prices. We invite you to do this.

Roseburg Steam Laundry PHONE 79

on. Again came the voice: "Your sister wants to see you at Worthington, Ohio. She has not seen nor heard from you in forty years. You were born at Antiquity, Ohio, at the time of the Civil war. You were raised by Captain William Roberts, an Ohio liver flat boat man. You ran away while the boat was lying at the bank in Arkansas. My name is Mrs. Robert Eakin."

When the resumption of routine announcements rang the curtain down on the drama, Jones telegraphed his sister he would be at her Worthington home tomorrow. They are the only living members of their family.

STICKS TO DENIAL OF MURDER IN SPITE OF 'TRUTH SERUM'

(Associated Press Leased Wire.) HOLDBENVILLE, Okla., Dec. 31.—Claude U. Newton repeated today under the influence of scopolamin, the "truth serum" the denials he made throughout a sensational trial at which he was convicted of the killing of Brigans Chumley, Oklahoma City policeman.

Newton volunteered to appear as a subject for the test before the annual convention of the Oklahoma sheriff's association here and his protestations of innocence were made before a large group of officers.

Governor M. E. Trapp also listened as Dr. R. E. House of Ferris, Texas, discoverer of the serum, and a committee of officers piled Newton with queries as to the killing.

Later the governor refused to comment on what he had heard, declaring it merely a scientific demonstration.

Roseburg's new ballroom, The Oriental Gardens, will open Wednesday, Jan. 6. Be there.

GOODYEAR FORD BALLOONS
29x4.40
\$15.75 EACH
Lockwood Motor Co. Roseburg

You are entitled to complete service; demand it

We believe when a merchant advertises service, the service should be complete. He should have a telephone for your convenience in ordering and deliver the goods without extra charge. We offer you the advantage of the telephone and delivery service as well as the lowest possible prices for quality foods. We give credit to those to whom credit is due, which is another service rendered.

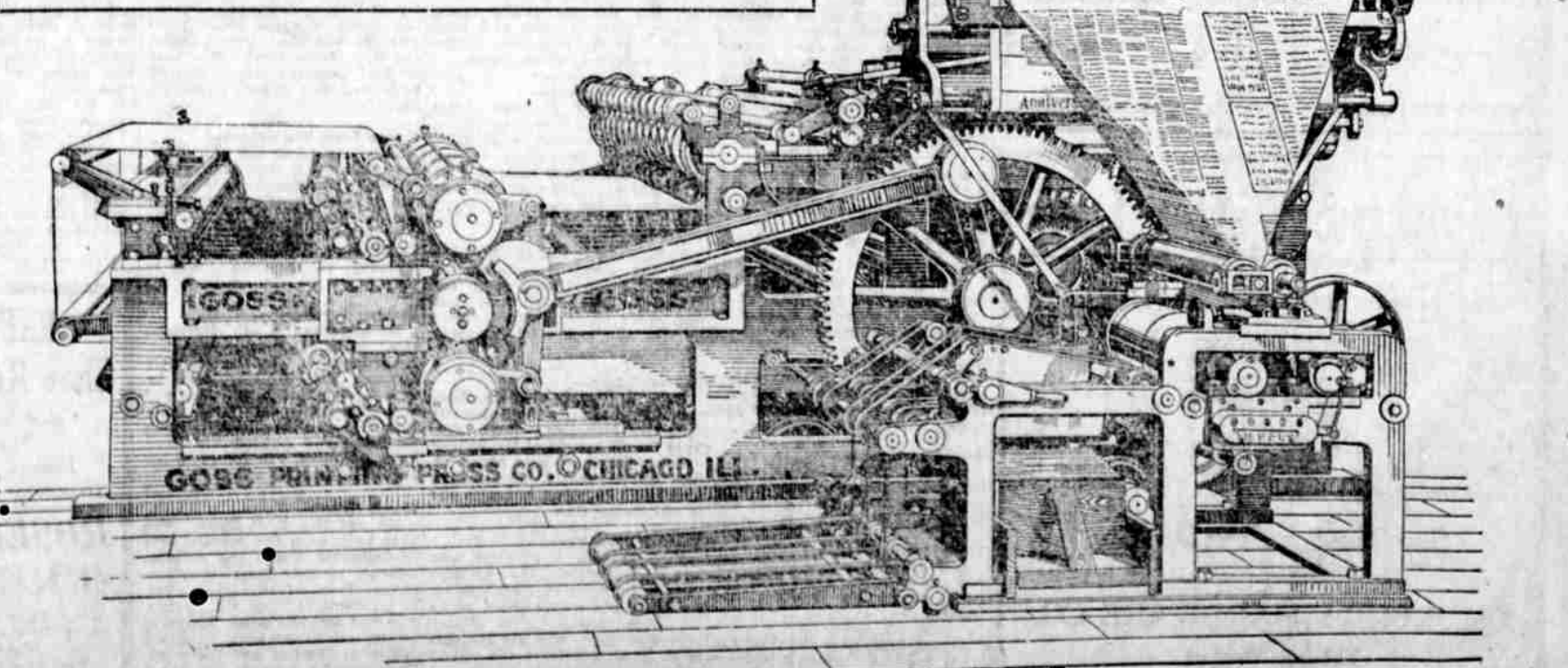
ECONOMY GROCERY
O. L. JOHNSON
Phone 63 The Store That Serves You Best. 344 N. Jackson St.

School Children's Clothes Cleaning Week!

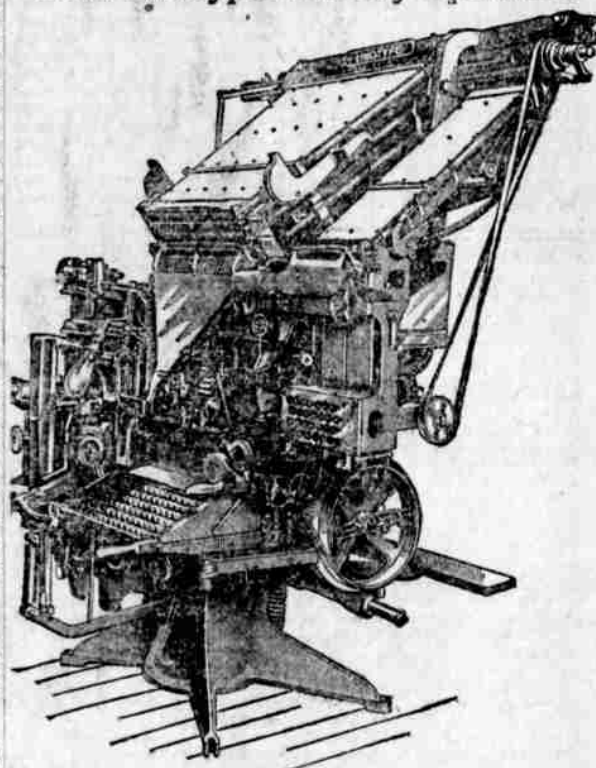
Bring this coupon and get all GRADE children's clothing cleaned this week at

HALF PRICE
Name _____
Address _____
Yours for a healthful New Year.
IMPERIAL CLEANERS

The big press pictured below is the Goes Comet web perfecting press which prints the Roseburg News-Review. The paper is fed in from huge rolls weighing approximately 1,000 pounds each and comes out printed on both sides, cut and folded, ready for mailing and delivery. The machine weighs over six tons and has a speed of 3,500 copies per hour.



Four Linotypes in Daily Operation



Our New Model Fourteen Linotype

GOSS THE GOSSETT PRINTING PRESS CO. CHICAGO NEW YORK