

DAIRYMEN ATTENTION!

Just Arrived

Shipment of New Model De Laval Cream Separators

Come in and see the new improvements. The finest separator ever built by the De Laval Co.

This is the 50th anniversary of De Laval, and their new separator marks a new era in separator efficiency—You must see this machine to appreciate it.

Sold on easy terms—liberal trade on old machines.

Douglas County Creamery

ROSEBURG, ORE.

Catalog on Request

WOOL GROWERS ELECT OFFICERS

(Associated Press Leased Wire)

PENDLETON, Ore., Jan. 11.—K. C. Warner of Pilot Rock, was late yesterday re-elected president of the Oregon Wool Growers' association in the closing minutes of the 31st annual convention here. Hob Thompson of Heppner, was re-named vice president for 1928 and Fred Phillips of Baker was elected second vice president.

Frank Hagenbath, president of the National Wool Growers' association, in a final address, said that he saw good in cooperative work providing the groups did not become involved in controversies over markets.

Baker extended an invitation for the next convention to meet there. The executive committee will determine the location later.

Senate bill No. 1969, known as the Smoot National Forest bill, was approved by the association in a resolution urging that the Oregon delegation to congress support the measure. Congress is asked to appropriate \$5,000,000 for the proper carrying on of predatory animal and destructive rodent control work in 14 western range states in another resolution adopted by the association.

The use of wool substitutes was deplored in another resolution endorsing the efforts of the Wool Council of America in its national advertising campaign to show the superior value and economy of woolen fabrics and thereby increase the demand for wool.

The sheep men were opposed to the creation of additional public parks or game reserves where such will tend to restrict state development.

Sheep in the various counties of Oregon are assessed at rates varying from \$3 to \$12 per head and the wool growers will urge the next session of the legislature to enact legislation for the tax commission to equalize the assessment in the various counties.

The board of sheep commissioners in Idaho were requested to modify the requirements existing covering the movements of sheep from Oregon to Idaho which became operative against Oregon sheep in 1924 as the condition causing the resolution to be passed has long been removed.

NOTICE

Meeting of the Green P. T. A. Friday, Jan. 13th. Cafeteria supper at 6:30. Program given by the Kiwanis, Rotary and Active Clubs. Admission 15c and 50c.

Girl Dresses as Boy 15 Years



Jack Williams of Oklahoma City doesn't like being a girl. So she dropped her real name, Clarence White, and for 15 years of the 24 years of her life has gone in boy's clothing and worked at boys' jobs. Clarence (pardon us, Jack) has worked at everything from grocer's clerk to vaudeville entertainer. At the left she is shown as a girl and at the right in masculine attire.



ANNUAL REPORT OF CHAMBER SHOWS GREAT PROGRESS

(Continued from page 1.)

ports an increase of 25% in the local consumption of his products. Merchants state that the call for locally branded goods is stronger than ever. This means that local workmen are assured of longer jobs and in some cases the forces were increased.

Due to a most excellent response by housewives, itinerant peddlers have found Roseburg an unprofitable field, and many hundreds of them have stopped here for only a half-day, while in other years they would remain here for a week or so. During the months of March and April there were forty-two peddlers called at our office for canvassers' permits, which of course were denied, and all but one of these left town. This one man was a Real Silk Hosiery salesman, who remained for three days but without satisfactory results.

One group of six hosiery men stated they had sold \$2700 worth of goods in Eugene, California, in four days and expected to "do up" Roseburg the same way. They tried it for two days and left.

On one day during the summer our office was visited by five different groups, and we are safe in saying that Roseburg was visited by one new peddler for every day in May, June, July and August. One lady reported that three peddlers visited her home in two hours, all of whom were rather disgruntled because they could not sell their wares. Some claimed that they had heard that Roseburg was "hard-boiled" before coming here, which was considered as a great compliment.

We want to speak the highest praise for the loyalty of our buyers—the housewives. This campaign is successful due to their cooperation. Many thousands of dollars have been saved to the county and city that otherwise would have been lost forever. By continuing and enlarging on this work, many more thousands of dollars will be saved to the community during our great year of 1928.

The Industrial and Transportation Committee held but few meetings during the year, but it is surprising how much information they were able to gather by the chairman delegating specific tasks to each and every member. In their sessions they reviewed several proposals to establish industrial plants in Roseburg, none of which could prove their worth.

One investigation in particular, which required considerable time and attention, was that pertaining to the possibilities of locating a wooden mill near Roseburg. Those of you who received a copy of this report will remember that it was rather exhaustive and conclusive.

This committee prepared five briefs or presentations showing the potential tonnage in Douglas, Coos and Curry counties, placed them in the hands of some very important individuals. They also prepared a complete report of the merchantable timber in the county upon request of the Oregon Public Service Commission.

It is rather difficult to make a complete report of all the activities of a Chamber of Commerce because of the multitude of small things done of which no record is maintained, but a few of the activities are summarized as follows:

Meetings held—
Board of Directors 34
Forum luncheons 30
Shoppers' committee 14
Merchants and Manufacturers 14
Membership Committee 2
Products Fair 5
Prune Pool 7
Industrial and Transportation 5
Umpqua Highway Assn. 6
Specials 12
Poultry 4

Total 121

In 1926 there were only 101 meetings.

Registration of non-resident touring parties at Roseburg:
1926 2916
1927 2631

Reduction of 270
An increase of 25% in tourists from other states was prophesied by state officials in January, 1927, but the unusual floods in the central eastern states evidently reduced this income to Oregon. A great influx of new settlers was also expected, but in some letters we have received we were told the floods prevented the writers from coming.

Letters written by Chamber of Commerce to direct inquiries concerning—
Douglas county 592
Referred to Realtors 1094
No. County Books sent 592
Winous information 2963
No. direct calls for miscel-
laneous information 2963
No. people given employment 280
No. Gift Boxes, 1927 280
No. Gift Boxes, 1928 (de-
crease of 195) 476

Recommendations of Activities for 1928
1927 is now past history. It was filled full of possibilities to a greater extent than possibly any year we have ever experienced. A balance of books at the end of the year was the time for rejoicing by many businesses because some had been fearful that the year would show large losses. Some did have small losses, and some had small increases. Property sales were good all year and one abstract company reports an increase of 7% in their business. As a rule this company prepares many abstracts of title for large timber sales during the year, but 1927 gave them none. Their increase was made on farm and real-estate sales sufficient to equal an increase of 7% on all business.

1928 was a banner year in building construction, and the work done then was sufficient to carry

TREE TEA ORANGE PEKOE OR JAPAN

The world's
highest grade
package tea
—and it sells
for so little.



us through 1927 which made the most building during last year the smallest we have experienced in many years.

The unexpected floods in March, 1927, made it necessary for the County Court to change their road programs and divert funds to repairing roads and bridges that had been intended for new construction.

1928 will surely see a revival of building within the city of business blocks, residences and other much needed improvements. It is hoped that our dream for a new court house will be realized; new bridges across the Umpqua river at Kellogg and Scottsburg; completion of the Tiller-Trail cut-off and a creditable beginning of the Umpqua, connecting Diamond Lake with the sea.

While we are summarizing the major programs that can be accomplished during our great year of 1928, we want to call attention to a few needs that should not be overlooked, because every year we put them off means added cost whenever they are undertaken.

It is a foregone conclusion that Roseburg's City Hall is not a compliment to the city. Provisions should soon be made to build a new structure.

City Park
Roseburg is about the only city of its size in Oregon that has no decent spot or city park. Tourists from other states have noticed this and have naturally wondered what was lacking here.

Wider Streets
The busiest streets in the city are becoming more congested every year, and every year neglect to widen our streets will mean added costs whenever it is done, and since it will have to be done eventually we feel that 1928 should not go by without seeing this improvement accomplished.

Shade Trees and Flowers
At one time Roseburg was considered a beautiful city because of her shade trees and flowers. Neglect to widen our streets will mean added costs whenever it is done, and since it will have to be done eventually we feel that 1928 should not go by without seeing this improvement accomplished.

A definite program should be undertaken to encourage our property owners to plant more evergreens, preferably myrtle trees. A few hundred myrtles along the Pacific highway within the city would give us world-wide publicity, since this section is one of the few places this tree grows outside of the Holy Land.

Since this is considered the Land of Roses, the city would be justified in taking steps to encourage more attention to rose culture, and it might be suggested that a member of the city council or an official of the city be delegated and empowered to enforce the proper care of growing plants and encourage the planting of new beds along the main thoroughfares.

Monuments
What is there within the city to encourage our younger generation to worthwhile activities or our present business and professional people to volunteer for service that will benefit posterity?

Look as you may you will find nothing.
Aaron Rose practically lived and died for Roseburg, yet the only memorial to this hardy pioneer is having his name upon a grade school and one of our secondary business streets. We could mention many others who gave of their means and talents for Roseburg's future and have received no permanent recognition.

It is very fitting that our athletic grounds should be named after citizens to have their names remembered in future generations by establishing suitable memorials in the shape of our much needed recreational facilities.

As the major activities that will demand the attention of the Chamber of Commerce during 1928, we feel to submit the following under the respective departments:

Agriculture Committee
Possibly 50% of Douglas County's income is realized annually from agricultural activities, and it behooves every business man as well as farmer to see that

nothing is overlooked that will have a tendency to increase the revenue and net profits of our producers.

Increased production of standardized products required by demanding markets are the things upon which we should concentrate, rather than a hit-or-miss program that has prevailed to a large extent in former years. The fact that we can grow in Douglas county practically anything that is common to the North American continent has contributed to the production of lines for which there has not been sufficient demand. New farmers coming here should be discouraged from raising the things they like but rather the articles for which there is a demand and an established market.

Poultry Plant
The established markets are not always satisfactory, but can be made so with a little effort and forethought. An illustration of demoralized markets and corrective measures is that of the poultry industry. A few years ago egg production was done at a loss. A few progressive poultry men got together and formed the Pacific Cooperative Poultry Producers and after a few years of discouragement, finally are considered one of the strongest cooperatives on the coast. Their surplus last year was \$50,000.00.

This organization will establish a branch packing plant at Roseburg if we can make the proper showing. A plant to handle the production from 100,000 hens will employ from 15 to 20 people at an average yearly wage of about \$25,000.00. It is conservative to state that the saving to the poultrymen in the county will exceed fifty cents per hen annually, or \$20,000 savings to our producers, to be spent locally. Taking every thing into consideration, the first year such a plant is located in Roseburg means nearly \$100,000 new revenue.

We recommend that as one of the major activities for our great year, 1928.

Prune Pool
During 1927 our Chamber of Commerce sponsored what can be termed a successful step forward in helping the prune marketing problem by forming another small pool in the county. Had we started this plan before so many growers had sold their crops, our pool would have been made a howling success and with the breakdown of the plan to organize the growers and packers into a state-wide agreement there is nothing to hinder an arrangement this year that will be agreeable to both the packers and growers, and we strongly recommend that Roseburg should take the initiative in such a program, beginning not later than May or June.

Prune growers in the county obtained about \$750,000.00 for their 1927 crop, and had a medium tonnage. 1928 will see a much heavier tonnage of fruit smaller in size than that of 1927. It has been the reputation in prune history that a heavy production of small sized fruit is conducive, for many reasons, to very low prices to the producer and nearly always under that for which it costs to produce. In face of an immense crop our producers are destined to lose money unless something definite is done, and done early in the season. The proper kind of a pooling arrangement entered into by at least 80% of our growers will bring them an increased revenue of \$150,000 over the 1927 mark.

We recommend to the new Board of Directors that a strong committee of growers and business men be organized to prepare a suitable plan to be presented about the time haying begins.

The agricultural committee next year will also be charged with the task of encouraging an adequate Land Products Fair and investigate the possibilities of building a milk condenser at Roseburg. The Publicity and Conventions Committee will have a very busy year, beginning with the entertainment of the March conference of the Pacific Northwest Railway Advisory Board and continuing throughout the summer with the eight or nine conventions scheduled for Roseburg in 1928. It is estimated that over 8,000 people will visit the city as delegates to the various conferences.

It will also be necessary for this committee to prepare and issue several advertisements dealing with the various advantages of the county, and which folders are greatly in demand by visitors and prospective settlers. The committee will need approximately \$1000.00 to carry out the things it should do to accomplish its share in making 1928 our great year.

The Industrial and Transportation Committee in 1927 was composed of a group of our strongest members. They held many meetings and conferences, and interviewed many experts in various lines. They carried on investigations that required almost nationwide correspondence. The only discouraging thing with their work is that they must of necessity make no reports until definite recommendations are ready. They are now considering some things that will take two or three years to finish, and when some of these things are finally reported we are sure the membership will feel highly gratified.

This committee was held back last year because of a lack of funds with which to prepare briefs, special maps and other data to be used in presenting certain matters. Their work in 1928 will require not less than \$500.00.

We cannot close this report without taking time to express our high appreciation to the many members who have graciously volunteered for special service and to those who never refused when called upon. They have made the work of the Board of Directors more a pleasure than a burden. Roseburg is indeed fortunate to have a daily paper whose manage-

Revenge!



They arrested Andrew Gillis for selling gas without a permit in Newburyport, Mass. "Revenge!" cried Gillis. He ran for mayor, won, and promptly announced discharge of the appointive officials who caused his arrest.

ment never needs to be asked to cooperate in any cause that is for the betterment of the county. On the other hand the News-Review anticipates the needs of the community and goes out of its way to promote all projects that will have a tendency to help in a progressive way.

And now with this willing spirit on the part of our membership and with the unqualified backing of our daily paper, with unusually bright prospects ahead, what is there to hinder us from making 1928—Roseburg's Great Year?

Treasurer's Report
The annual report of the treasurer was also submitted last night, showing the finances to be in good shape, especially considering the fact that this year's income was only \$5,711 in comparison with \$6,650 for 1926. The report was given by Mr. W. F. Harris, treasurer, as follows:

Receipts	
Cash balance, Jan. 1, 1927.	\$4.67
Membership dues	\$609.17
Douglas Co. Booklets sold	30.00
Maps (O. C. Baker)	30.00
Postage (prune pool)	10.00
Stationery (atonce)	8.00
Travel rebate	3.75
Total receipts	\$671.39

Disbursements	
Salaries	\$3870.03
Stationery	118.21
Subscriptions	11.50
Postage	650.00
Dinner and entertainment	104.23
Douglas Co. Booklets	320.00
Exhibits	7.64
Express and transfer	4.84
1926 Gift Boxes	2.63
Lights	31.77
Misc. supplies	57.44
State Chamber of Commerce	125.00
Postage	223.11
Publicity and advertising	59.55
R. R. and Highway (J. Murphy)	15.00
Telephone and telegraph	138.05
Travel	66.53
Bank bal. Dec. 31, 1927.	.80
Total	\$5711.39

The new power Myers spray pumps run in oil. Every working part is protected from the dust and spray. See one of these pumps at Wharton Bros.

By Rail or Highway to Portland

{New silver-gray motor-coaches faster trains-}

New convenience for travelers to Portland and intermediate stations. Luxurious motor-coach service by Southern Pacific Motor Transport Co. in addition to improved schedules of Southern Pacific trains.

to Portland	
Leave Roseburg	Arrive Portland
Motor Coach 11:45 a. m.	7:15 a. m.
Motor Coach 1:45 p. m.	10:30 p. m.
Motor Coach 4:45 a. m.	2:45 p. m.
Motor Coach 11:23 a. m.	7:55 p. m.

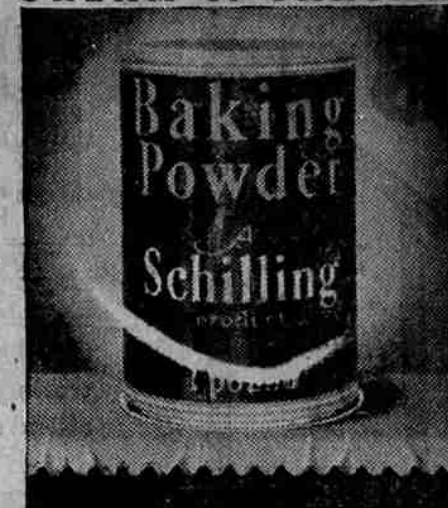
Returning	
Leave Portland	Arrive Roseburg
Motor Coach 7:25 a. m.	7:25 a. m.
Motor Coach 2:35 p. m.	2:35 p. m.
Motor Coach 5:57 p. m.	5:57 p. m.
Motor Coach 10:35 p. m.	10:35 p. m.

Southern Pacific rail tickets good on motor-coaches of Southern Pacific Motor Transport Co.

Southern Pacific

J. E. Clark, Agent
Phone 11
Roseburg, Ore.

CREAM of TARTAR

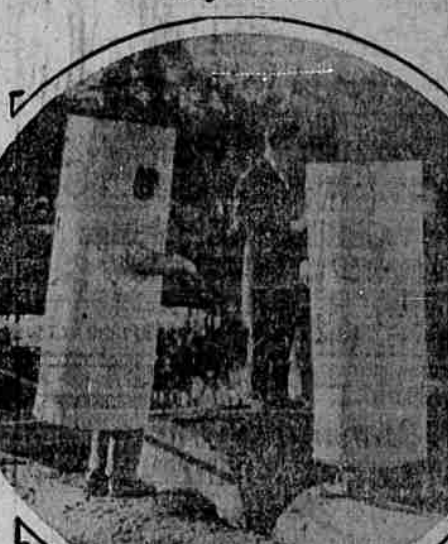


Pure food experts and doctors do not pass judgment lightly. The world over they declare most emphatically that cream-of-tartar baking powder is the most wholesome for you.

Coffee • 19 Spices • 31 Extracts • Tea



Wed in Hollywood—Oh, Well, They Would!



When Wade Rowland of Hoquiam, Wash., asked Gertrude Ohman if she would wed, she said she would in wed. Both are employees of a spruce veneer company, and they were married in the garments they are wearing at the top, made of spruce wood. They are pictured as they are just starting on their honeymoon, a trip down the river on a raft.

NOW

That you have seen the new Ford and we agree it is a fine automobile in its price class, we know that there are many prospective auto buyers who can afford a six-cylinder car and the Studebaker Corp., and the Ford Motor Co., are one profit producers and like Ford can give you more value for your money.

The new President Eight, Commander Six, Dictator Six, and Erskine Six models are the latest thing in motor car building and the prices the lowest in Studebaker history.

CENTRAL GARAGE
General Repairing—Storage
O. M. Berrie 131 S. Ross St. C. M. Tester