

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON, MARCH 21, 1922.

SCIENTIFIC ADVERTISING.

A writer in Printer's Ink tells the story of how a big modern concern is using advertising in a scientific way.

EDUCATION AND THE POOR BOY.

A speaker at the recent meeting of the National Education Society discussed the poor boy and the high school.

The way to beat out the crooks who are creating a reign of terror in many cities and lonely country districts, is not merely to jail them for long terms when caught.

The newspapers told a few days ago about a little child in an Atlantic City hospital who was thought to be on the point of death and who was wheeled into a room where moving pictures were being exhibited.

This is pretty good weather for entering the political arena, but that's about all one can say for it.

Kilbert Bede, editor and one of the publishers of the Cottage Grove Sentinel, is said by his friends to be about ready to announce his candidacy in the republican ticket for representative in the legislature from this county.

Prune Dickin's

By Scott O. Eaton

GOOD EVENING FOLKS— The other day a Despondent ex-service man Who could not secure work And had been sick For several weeks Attempted suicide by Drinking a quart Of wood alcohol and he Was taken to the hospital Where he recovered And now he's without work And mighty hungry and ye ed. Is beginning to believe That the people who Patted us on the back When we went to war And said "Nothing will be too Good for you when You come back home" Were right because "NOTHING" seems to be Too good for most Of the veterans as far as The average citizen is concerned.

This morning ye ed. was asked out to breakfast and we went. And the waiter brought us a couple sausages. And some hot cakes. And we started to carve one of the sausages. And the little critter slipped off the dish. And rolled across the floor under another table. And we then turned our attention to the other sausage. And we tried to carve on it. And it also skipped off the platter. And we were blushing. And the waiters were giggling. And after this we'll eat at home where we can eat as we please. And pick the sausages up in our fists. And eat it like we would the leg of a chicken.

The city council, better known as the city dads, met in regular session yesterday eve, and burned up about four-bits worth of electric juice.

The opponents of the state bonds used to howl and rant against the proposition saying that "the biggest crap game in history" would be staged when the boys received their cash. Quite a few of the vets have received their checks and the clink of the ivories has not yet reached our ears.

There never was a financier like Noah. He floated his stock when the whole world was in liquidation.

I was dragging a femme from Ky. All week I had been pretty ly. With the spoils of all his. I bought her some flrs. All she said was "How perfectly dy."

THESE POPULAR SONGS. "My himpanzee, I pine for thee," sang the girl. "I fear you are trying to make a monkey out of me," opined the man.

In an explanation of the earth slipping the other day, maybe Atlas has the rheumatism.

The wise man is one who agrees with his wife instead of arguing with her.

A kiss is a peculiar proposition. Of no use to one, yet absolute bliss to two. The small boy gets it for nothing, the young man has to steal it, and the old man has to buy it. The baby's right, the Lover's privilege, the Hypocrite's mask. To a young girl, faith; to a married woman, hope, to an old maid, charity.

"If you could have two wishes come true, what would they be?" "Well, I'd wish for a husband." "That's only one." "Yes, I think I'd save the other wish until I saw how he turned out."

SOME SWEET DAY. Take care of the pennies and some day you'll have 1735 of them to buy a 82 pair of shoes.

A farmer in the cotton belt of South Carolina was motoring along at a lively clip in his four thousand dollar touring car, and as he turned into his private driveway that leads up to his sumptuous home a bull weevil hopped up on his shoulder and said, "Let me drive a little."

"Aw, come on, let me drive!" repeated the bull weevil. "Nothing doing." "Might as well let me drive your old car," retorted the bull weevil, "cause I'm going to take it, anyhow, next year."

AIN'T THAT THE TRUTH? Usually a railroad train on which there is no sleeper, no diner, no porter, and no news butcher, is termed an "accommodation train."

GOSH. She called on a hungry young Dr. To find out what it was that had shr. The M. D. didn't know. But he needed the dough. And \$10 was just what he sr.

THE FIRST PAGE DREAM. Mr. Whoosis led the first page the other night and then went to bed. He had often gone to bed after eating lobster Newburg and had suffered no ill effects. But after reading the first page and going to bed his dreams combined the following: Gang of blackmailed, men and women, chasing aged millionaire off high cliff. Board of European authors and artists on way to America to go on lecture platform wrecked off the coast of Newfoundland. Gunmen lurking in dark hallways in wait for innocent Ultimate Con-



When you go to the ice box for one last bite at bedtime... and find one piece of cranberry pie, that's a real lucky strike!

LUCKY STRIKE!

The discovery of toasted tobacco was a lucky strike for us. If you will buy a package of Lucky Strike cigarettes yourself you will see why millions now prefer the toasted flavor.

It's Toasted

Do this today and notice the delicious toasted flavor when you try Lucky Strike.

The American Tobacco Co.

summer on his way home from show. Seventeen moving vans, guarded by police, backing up in front of his house to clean out his cellar.

Nine scowling taxicabs loaded with armed desperadoes chasing each other in circles.

Fifteen thousand chorus girls rioting in front of broker's office in Wall street to see which should be the first to go in and collect her alimony.

Jack Dempsey and Harry Wills engage in desperate conflict on Mr. Whoosis' bed while Mr. Whoosis is in it, each scoring several knockouts and finally knocking each other out.

Young lady aviator does 199 loop-the-loops in the air with Mr. Whoosis as passenger. He falls out of plane while 10,000 feet in the air and wakes up with his head on the floor and his feet in the bed.

BIG HELP. "Do you really love me for myself?" "Yes." "You know I have a million dollars?" "Yes, that will keep my love from ever growing old."

"Bed rock" must be material used to stuff the mattresses found in guest rooms.

LAFE PERKINS SEZ: "The feller's who's wearin' his winter overcoat for the second season is derned glad ter see spring come."

Receives Papers From England

Mrs. A. Daw, of this city, has received from relatives, who reside in London, England, a copy of the Daily Chronicle, issued on March 1, the day after the marriage of Princess Mary to Viscount Lascelles. The paper is cuttily devoted to accounts of the wedding, pictures, and stories written by special writers from every angle. There are two full page drawings of Westminster Abbey, drawn by a staff artist of the Chronicle. Mrs. Daw also received a copy of the "Daily Mirror," a publication, something in the form of a magazine, which is also filled with accounts and pictures of the wedding party.

THE FAIR, 124 Cass St., has just received a new lot of SHEET MUSIC. Better get a copy of THE SHEIK, very popular. Also many other popular songs.

Mrs. Inna Weaver of Myrtle Creek was brought to Mercy hospital Sunday evening for treatment. The patient is suffering from a severe attack of la grippe, but is reported some better today.

DID PAIN DISTURB YOUR SLEEP?

THE pain and torture of rheumatism can be quickly relieved by an application of Sloan's Liniment. It brings warmth, ease and comfort and lets you sleep soundly. Always have a bottle handy and apply when you feel the first twinge. It penetrates without rubbing. It is applied to take the pain out of tired, aching muscles, sprains and strains, stiff joints, and lame backs. For forty years pain's enemy. Ask your neighbor. At all druggists—35c, 70c, \$1.50.

Sloan's Liniment

More Character and Less of Culture Is Urged for Pupil

Authority Finds Elementals of Education Are Being Neglected in Schools.

By MARGERY REX (International News Service Staff Correspondent)

NEW YORK, March 21.—More character and less culture! That is our great educational necessity today. Honesty, justice and decency contribute more to a proper social attitude than intensive culture of modern efficiency.

These are the opinions of John J. Figert, United States commissioner of education, who, in an address before the National Educational association, department of superintendence, in Chicago, said:

"If we cannot teach these virtues along with modern thought, then we had better dismantle our splendidly-equipped institutions and return to the old log schoolhouse.

"In the words of a famous evangelist, 'I would rather have my boy in heaven learning his A B C's than in hell reading Latin and Greek.'

"The man who discovered that surgical instruments should be sharp made an important discovery, but much more important was the discovery that they should be sterilized. Better to have a dull knife that is clean than a sharp one that is foul."

Characters Put First. Must we return to the three R's that were taught in our school houses?

Do our public school graduates write and speak good English or do they disgrace their teachers and their educational system?

Harry B. Chambers, member of the board of education of New York City, has some interesting views which he laid today:

"Without character no success is possible. "Financial success is often just chance, but with character properly founded one can be truly successful and happy in life.

"This is the only way to solve crime, drug and socialistic evils. "I feel that we do not sufficiently stress the fundamental studies of English, spelling and lower mathematics.

"Sewing, manual training and swimming are good in their places, but fundamentals must not be lost sight of."

Must Teach Citizenship. Citizenship must be added to the



three R's, in the opinion of both Mr. Chambers and John J. Figert, who said:

"We have not yet learned to teach citizenship to our boys and girls. We must teach respect for the flag; we must teach the principles of our government and American history in a far more effective way.

"Americans are intensely patriotic, but through ignorance they render less respect to their flag and their country than many other people.

"As to New York City, few young people are able properly to express themselves today. This is forgotten by students in the mass of specialized activities of which I approve, nevertheless.

"There is no reason why the broken English of our graduates cannot be perfected so as to compare favorably with that of the graduates of any school or college. It is not what it should be now."

Standard Oil Station Opened

The Standard Oil station, in North Roseburg, was opened for business this morning. This station was constructed at a heavy cost and is a decided improvement to that section of the city. The station is situated on the site where the old Wimberly home formerly stood. The house has been moved to the back of the lot where it will be used as a business office and possibly as a residence for the superintendent of the camp grounds. The grounds are to be worked over and put in shape for the handling of the tourist traffic as soon as weather conditions will permit. The Standard Oil station is in charge of John McClintock who has formerly been employed at the Edgewater station. He is assisted by Ferris Swisher. Raymond Lahey is "swing man" working between the two stations. The new station is ideally situated and is being made very attractive.

FOR COUNTY JUDGE.

To the Voters of Douglas County, Oregon: I hereby announce my candidacy on the republican ticket for the office of County Judge at the primary election to be held on the 19th day of May, 1922. I ask your support upon my record as County Judge for eleven months, and also upon my record as Sheriff and Tax Collector of Douglas County for ten years. If I am nominated and elected I will discharge the duties of my office faithfully and endeavor to conduct the affairs thereof as economically as is consistent with good business judgment, equalize the tax burdens so as to distribute the tax burden more evenly and see that one hundred cents worth of work is received for every dollar expended in the construction of roads, and that the bond money shall be expended where it was voted by the people of this county. (Paid Adv.) GEO. K. QUINE.

FOR COUNTY SURVEYOR.

I hereby announce my candidacy for the republican nomination for the office of county surveyor at the primary election to be held on May 19, 1922. If I am nominated and elected I will during my term of office render an efficient, economical and courteous administration and will make a complete duplicate record of all surveys as required by law, and will work for the best interest of the voters and taxpayers of Douglas county. HARVEY L. EPPSTEIN. (Paid Adv.)

WOULD SELL PARK

J. V. Casey is today circulating a petition asking the city council to consider the purchase of a city park in West Roseburg. The park would be located in Laurelwood Addition in the beautiful wooded section there. This is one of the prettiest spots in the city and by many is believed to be a logical place for a park. The price is said to be quite reasonable.

BROCCOLI GROWERS ATTENTION

Anyone desiring a pure strain of imported broccoli seed, get in touch with F. Schmidt, Dillard, Oregon.

NOTICE TO CONTRACTORS

Sealed bids will be received by the County Court of Douglas County, Oregon, at the Courthouse in Roseburg, Oregon, at 10 o'clock a. m. on the 21st day of April, 1922, for construction of a section of road between Rochester Bridge and Thornton Hill. The work involves approximately 1 1/2 miles of grading and graveling, the limits being more particularly described as from Eng. Sta. 6+00 to Eng. Sta. 8+00, in Sec. 13, T. 24-S.

Also for construction work on a section of road between Rochester Bridge and Thornton Hill. The work involves approximately 1 1/2 miles of grading and graveling, the limits being more particularly described as from Eng. Sta. 6+00 to Eng. Sta. 8+00, in Sec. 13, T. 24-S.

Also for construction work on a section of road between John's Ranch and Thornton Hill. The work involves approximately 1 1/2 miles of grading and graveling, the limits being more particularly described as from Eng. Sta. 10+00 to Eng. Sta. 12+00, in Sec. 12, T. 24-S.

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Gains 2 Pounds

IN SHORT TIME MASTIN'S Vitamon Tablets

New Used By Millions Annual, Quick and Easy Help Increase Weight

Do remember to get MASTIN'S VITAMON TABLETS. They contain all the vitamins that nature has provided for the human body and are the most powerful and effective means of increasing your weight and strength.

Work this, you will see the difference in your weight and strength. MASTIN'S VITAMON TABLETS are the only tablets that contain all the vitamins that nature has provided for the human body.

Only by eating the best food can you fully realize the benefits of MASTIN'S VITAMON TABLETS. They are the only tablets that contain all the vitamins that nature has provided for the human body.

For your own safety and the safety of those you love, get MASTIN'S VITAMON TABLETS. They are the only tablets that contain all the vitamins that nature has provided for the human body.

MASTIN'S VITAMON TABLETS. THE ORIGINAL TABLETS AND GENUINE.

Adjutant General

White In

Adjutant General White and other National Guardsmen stopped in this city this morning enroute to guard company leaders.

The local army company tendered his resignation last week. The resignation was accepted by the Adjutant General.

When you want the best plumbing and heating call the

SHIP US YOUR LIVE OR DRESSED POULTRY VEAL HOGS

We Pay Market Prices WHITE PORT

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4th & Gillson Sts., Portland

Roseburg Plumbing Heating Co.

OFFICE PHONE 22 929 N. JAKUBOWICZ

"OREGON" Portland Cement

A Douglas County Product

Insist upon "OREGON" cement being used and build up a payroll and your own front yard barrel of "OREGON" material from Douglas and adds \$395 to the price. Every dollar spent on cement means double profit to build up other territories.

DENN'S TRANSFER & STORAGE CO.

Member the Smell of Gas?

Clothes cleaned at our plant are "DEODORIZED" free from odor, and the day you are washed

Imperial

Our Auto Wash Phone 277