

ROSEBURG NEWS-REVIEW

Published Daily Except Sunday
 In. W. ZIMMERMAN Editor
 J. W. COOKMAN Business Manager
 P. O. BOX 100
 ROSEBURG, OREGON

SUBSCRIPTION RATES
 Daily, per year, by mail.....\$4.00
 Daily, six months, by mail.....2.00
 Daily, three months, by mail.....1.00
 Daily, single month, by mail......50
 Daily, by carrier, per month......50
 Weekly News-Review, by mail, per year.....2.00

Entered as second-class matter May 17, 1920, at the post office at Roseburg, Oregon, under the Act of March 3, 1879.

ROSEBURG NEWS-REVIEW, JUNE 9, 1922.

Prune Pickin's

GOOD EVENING FOLKS—
 We get an awful kick out of the old family albums and the following should supply you with a few giggles as a dessert for your supper:

That's a group picture of Aunt Fiances. She was one of the prettiest girls in Montgomery county, but ran off with a bill-poster for one of those carnival shows. He decorated some of the most important fences in the whole United States, but Auntie discovered that he was already married and loved his wife when she happened to be in the vicinity.

Auntie was valedictorian of her graduating class in the village cooking school, but when she got up on the platform and said, "the glory that was grease," that's about as far as she got, because somebody slapped her in the middle of her speech with a testimonial potato fritter.

Her sister Beezie was even prettier than Fiances, but she never got married either.

Beezie had asthma.

Na, not asthma. I know what asthma is, because everybody in town had a copy. She had asthma.

Lois is a feligible young man used to call on her and hold her hand, but when they wanted to kiss Beezie she would say, "Ask ma."

The young fellow would ask ma, who always put her carpet slipper on the entire proposition, and that naturally compelled the young man to take some hats and coats and go home.

Then her pop would come running in and say he would punch the young man in the nose, and seemed to consider the proposition one of the best offers he ever made in his business career.

Beezie is still a spinster and ask ma is what did it.

But all that talk is about as useless as a smokestack on a rowboat. Her pop didn't live very long after that. It was just about the same time of the year that it is now when he thought he heard a robin singing and changed from his red flannels to his bee-veeodes.

Later on they discovered that the robin was a cuckoo and they engraved some beautiful prescriptions on her pop's tombstone.

It read:
 Angue Brownsdorf,
 Born 1845,
 A. D.
 Died 1896,
 B. V. D.

There were only fifty carriages in the triumphal procession to the cemetery. They could have said more on the epitaphs, but it seemed to describe the situation exactly, and no matter what you say nobody believes it anyway.

His wife had been married so many times and buried so many husbands that she had an epitaph on a rubber stamp. All she had to change was the names and the dates. She thought that inscription on tomb stones was light summer reading, and no matter how hard she cried she always had enough presence of mind to flirt with the pall-bearers and try to be resigned to ultimate fate.

The trouble with our family was there were too many aunts and not enough uncles. When you live out on a farm you get lazy, and when it was cold none of the men would want to go out and chop the wood and get water from the pump. Pop used to say that writers could say all they wanted about the Great Outdoors, but give him the Great Indoors.

He loved his linoleum slippers and big Morris chair, and would stay there all night with the lamp light streaming on his white beard, and looked almost ghastly in his dignity. Ma would be showing us how to wash dishes in the kitchen sink without getting our hands wet. And we never did.

Yes, that's a melodeon in the back of the album. It doesn't work now, but when it did it played "Bonnie Prince Charlie," just like an alarm clock.

Well, goodbye. When you go out will you throw the doormat into the vestibule? You've got to be careful nowadays with all the bank robberies.

LAFE PERKINS SEZ
 "The family album is better readin' fer young folks than Breezy Stories."

BLACK HOSE SPECIAL
 A fine unvarnished woman's hose, strictly firsts, at a 25c special at Carr's. If you want a surprise value, see these.

LESLIE HALL BETTER.

Leslie Hall who was hurt a few days ago in an auto accident in North Roseburg, is reported to be improving quite rapidly. Although he was quite seriously hurt he is now out of danger and will soon be able to be about again.

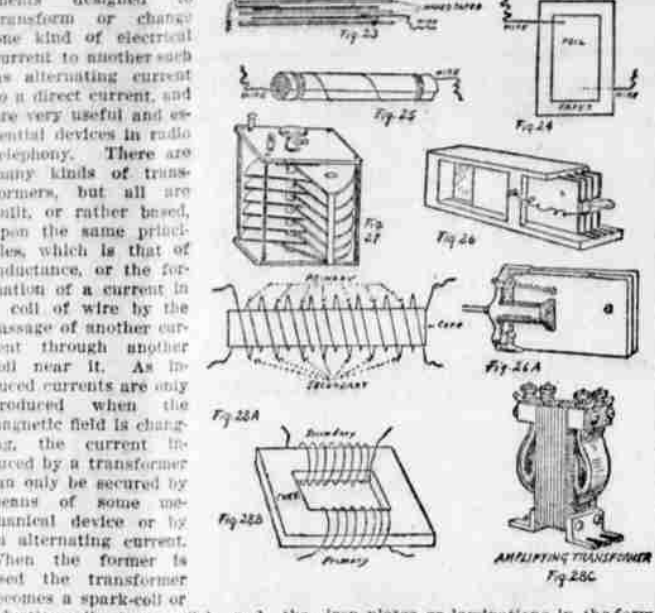
Marion's ready wear, furniture and householding. Phone 31-J, 202 N. Rose.

C. C. Carter of Myrtle Point, representative of the Mutual Life Insurance Company of New York is in Roseburg for the purpose of looking for a suitable location here. Mr. Carter has been offered this territory and, if a desirable place can be found, will move with his family to Roseburg.

THE HOME RADIO

How to Make and Use It By A. HYATT VERRILL

XII. TRANSFORMERS



and third grades, to be supplied by State Normal; Miss Julia Norris, of State Normal school, Dillon, Mont., 4th, 5th, 6th; Principal L. L. Gooding, Monmouth high school, 7th and 8th grades.

Physical education, Miss Grace Snook.

Psychology and educational measurements, P. L. Spencer, University of Oregon, Eugene, Oregon.

Commercial subjects, Miss Callie Vogel, Ashland high school.

Rural subjects, Superintendent Susanne Honies.

Music, Emily A. Spalenka, Astoria public schools.

Sociology and school room problems, George A. Briscoe, director.

The following will be present and deliver lectures during the summer session: President P. L. Campbell, University of Oregon; Professor Joseph P. Brumbaugh, Oregon Agricultural college, and Edwin T. Rees, Oregon Agricultural college, and other speakers from Willamette, and the University of Oregon.

Good Program for Summer School

The Summer Normal School at Ashland will open for the season on June 19, and close July 28. A good program for the season has been arranged, and will doubtless be attended by several teachers from this section. One of the pleasing features will be a concert given on the opening evening of the Normal, by the Women's Ad Club of Portland, and students registered on this date will be entitled to tickets free.

The following list of teachers will be present at the Summer school:

Critic teachers: Miss Wattenberg, Ashland public schools; Miss Ethel Halvorsen, Eugene public schools, 4th, 5th and 6th grades; Mrs. Gertrude Collins, Oregon Normal school, 7th and 8th grades.

Method teachers: First second,

SEWING THE BUSINESS SEED.

Merchants of the older type sometimes used to think that if they had a good location on a popular business street, they could get trade without much effort to solicit it. They would feel they would get a certain portion of those who passed their stand or were attracted by their window display. This theory assumes that people decide where they want to trade as the result of haphazard influences, and influenced by the fact that one store may be a short distance nearer than another. That is not the way people decide where they are going to trade. The average person does not visit the store that happens to be nearest him when he feels the need to buy something. He usually knows in advance where he wants to go, as the result of impressions and ideas formed over a considerable period of time. The way to get his trade is to build up in his mind the idea that certain places are the best places to trade in, and then the fact that certain other places have good locations and attractive window displays is not likely to shake his purpose. The quickest and surest way to create a conviction of that kind, is to keep up a campaign of advertising. One notice will not do it, but it takes constant hammering. If a person sees in a newspaper a constant succession of advertising indicating that a certain store is working hard to please the public, if special opportunities are constantly being called to public attention, he is going to get the impression that that store is a live place where he can get good values. He will pass by stores having an equally good location, and equally attractive window displays to reach the place that has impressed itself on his mind by its constant effort to interest the people.

Every available room in the local hotels was occupied last evening at an early hour and tourists reaching the city later in the evening were compelled to go elsewhere for accommodations. With this state of affairs at practically the opening of the tourist season what will be the result a little later when these "knights of the road" come in double the number now arriving? It looks like the hotel men of Roseburg might as well begin to plan right now to "top off" their present buildings by the addition of an extra story or two. There is no use trying to get around the fact that the year-round tourist trade is no longer to be considered a joke. It is now a realization and hundreds of visitors are taking advantage of the excellent hotel accommodations in this city—and it is necessary that the city's prestige in this way be maintained.

The Federated Patriotic Societies are in control of the republican county central committee of Multnomah county. They jumped in the saddle at a meeting of the committee yesterday and carried off the laurels of the day—completely eradicating the old line boys who have long been in control of Portland politics—thus creating considerable dissension among a great number of committeemen. The year 1922 looks like it has a lot of hard bumps for the republican party to ride and it will take considerable maneuvering on the part of the "wise heads" and big guns of the G. O. P. to guide the old ship safely to a well-protected port at the November election.

The local republican county central committee in session here yesterday flayed the primary election law in no uncertain tones. They went on record favoring the return to the convention system of nominating candidates for office. Doing away with the primary election law is one concrete way of reducing taxes. It is a needless expense to the taxpayers and as far as getting better results in the way of state and county government it is about the biggest farce ever written on our statute books. The law is certainly not worth the price that it costs to put it into effect.

The Brumfield murder case is in the limelight again. His case will be taken up by the supreme court at Salem June 23. It will be a good thing for the public generally when proper disposition is made of the notorious case and the details thereof forgotten.

At the meeting of the local republican county central committee yesterday Dr. A. C. Seely was unanimously re-elected county chairman. This is excellent recognition for faithful service. "Doc" has made a mighty good and broad official for the local party.

William Wrigley, Jr., made net profits of over four million dollars in gum last year, and says it was all due to advertising. That's something for the non-advertiser to chew awhile.—Eugene Guard.

It will be all right, Brother Bell, if you will just put the stopper in the water spout for over Sunday.

FORD NEARS OUTPUT OF 5,000 A DAY.

Dealers Call for 194,750 Cars, Trucks and Tractors for June.

Ford dealers in the United States have asked for a total of 194,750 Ford cars, trucks and tractors to meet their June requirements, says a statement issued by the Ford Motor company, Detroit, Michigan.

As a result, the estimated output for June has been boosted to 14,000, which is an increase of 3,000 over the present month, and, of course, will set up a new high record, in spite of the fact that the May output will show a substantial increase over the previous highest month.

Ford sales have been constantly increasing since the first of the year, the demand growing during the past two months faster than it has been possible to increase production.

Monday, May 16th, brought forth a new record of cars built for one day, the figures reaching 1,875 at the close of the day's work. This was an increase of 18 cars—May 15th, when the previous high mark was established.

On May 15th, the six millionth Ford motor was assembled. Number five million came off the line May 28th, 1921.

Ford officials state that every attempt is being made to build a sufficient number of cars and trucks to fill the retail requirements of their eight thousand dealers.

WHITE DISHES SPECIAL

A 40 piece set of plates, cups and saucers, fruit, tinnaul bowls, platters, etc., for \$4.95. That means the plates are 10c each, the cups and saucers over 25c apiece. Buy now for your harvest needs, at Carr's.

JUST COUNT THE CHEVROLETS

April and May Sales far exceeded sales in the corresponding months of 1920—the peak year for



June will be an even bigger month, because thousands of people are just awakening to the great value offered by

The World's Lowest Priced FULLY EQUIPPED Automobile
\$675 f.o.b. Roseburg

Investigate the "Difference" Before You Buy
GLENN H. TAYLOR
 Phone 478 for Demonstration Service Garage

A meeting of the public library committee will be held tonight at 7:30 o'clock at the city hall for the purpose of discussing plans for conducting the drive for funds. The community fair plan will be of the topics at the meeting and many other matters of importance will come up. All are invited to attend.

Southern Oregon Gas Co

Announces: To the People of Roseburg

that a first class gas and good service is at their disposal. Gas is the best, surest, and quickest fuel that can be used. Fifty million people in the U. S. A. are using it exclusively for fuel and heat.

From now until the 15th of June we will extend our mains 200 feet for a customer and run the service 40 ft. inside of the property line.

THOS. D. PETCH,
 General Manager

CLOTHES

Cleaned and Pressed Right
 —and the Price is right
 Suits Pressed, - 75c
 Suits Cleaned & Pressed \$1.50

When Your Clothes are in our hands they are insured.

ROSEBURG'S CLEANERS
 Phone 472. 208 N. Jackson

Just Received a Car of Johns-Manville Roofing

direct from the factory at Milwaukee, and can give exceptional uses in the various grades both ready and built up.

L. W. METZGER
 Contractor and Builder.

Safe Milk for INFANTS and INVALIDS
 ASK FOR
Horlick's Malted Milk
 the Original
 Avoid Imitations and Substitutes

For Infants, Invalids and Growing Children
 Rich milk, malted grain extract in Powder
 The Original Malted Milk, Sold Everywhere

Famous Fun Makers to Appear

Vernon Stone and Electra Platt to Give Unique and Original Program at Chautauqua



Vernon Stone and Electra Platt, Prince and Princess of fun-makers, are headed toward Chautauqua and if this incomparable pair of humorists fail to evoke a laugh every minute, it will not be their fault. Between laughs they will show what they can do in the way of producing vocal music—vocal, piano, saxophone, banjo, and even the one-string fiddle. Miss Platt for three years was a pupil of Theo. Van Yerk, and afterwards was choir leader and soloist in the noted choir of St. Bartholomew's Church in New York. Mr. Stone has toured the country as soloist and director of many well known musical organizations, notably "The Banjo Friends." He is an accomplished musician, and his humorous novelty numbers on the bizarre one-string fiddle never fail to convulse his hearers. They will appear on the sixth day.