

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

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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 2, 1879.

ROSEBURG NEWS-REVIEW, JULY 21, 1922.

PREACHER ON ADVERTISING.

A certain double-page advertisement costs chewing gum manufacturers \$11,000, Rev. George F. Schmidt of New York, told the thirteenth international convention of the Walther league, an association of young people's societies of the Evangelical Lutheran Synodical conference in an address recommending church advertising.

"It may startle some to think of 'selling' salvation, but after all that is what every preacher and personal worker does. To sell the product of your church, as much active work is needed as to sell the product of any factory in your community.

"There are about 40,000,000 men and women above 10 years of age in the land who are outside the pale of the church. What can we do to reach them?

"People who scoff at advertising the church and Christianity should remember that four of the greatest men to whom the founding of Christianity was largely left were reporters and advertisers. They wrote the Gospels."

PROTEST VIOLATION BY RAILROADS.

While observing carefully the terms of their agreements, the railway brotherhoods are protesting to the Interstate Commerce Commission against the action of certain railroads affected by the strike in compelling train service employees to take out engines which are dangerously unsafe, jeopardizing the lives of the employees as well as the traveling public.

The rules of the Interstate Commerce Commission forbid the operation of engines in such condition, and the brotherhood chiefs have appealed directly to the bureau of safety and the bureau of locomotive inspection maintained by the commission to see that these practices are immediately stopped.

Mrs. Clara Phillips, the Los Angeles hammer slayer, has entered a plea of not guilty to the charge of murdering the woman she alleged was winning the love of her husband. This calls for a long, drawn-out trial in which the family skeleton will be brought conspicuously into the limelight and a long list of technicalities, from a law standpoint, injected into the case.

The state editors meet at Corvallis Friday and Saturday of this week. On Sunday the "bunch" will go over to Newport to mingle with the mermaids, crabs, lobsters, sea gulls and clam-diggers, after which they will throw a piece of kelp around their necks and visit the Indian reservation.

Because his aged mother refused to give him money to spend on "flappers and bright lights," a 20 year old Portland boy gave his keeper a severe beating, resulting in placing the little "home pet" on the rock pile for six months. He should have been given the "hammer test," applied to his empty dome.

As we approach the month of August—the one month in the year chosen by most people for their annual vacation—the weather man puts on the soft pedal and starts to deal out some real coast weather, thus taking away the thought that you can do better away from home.

AROUND THE TOWN

Arundel, piano tuner. Phone 189-L.

Here From Oakland—

Miss Mollie Easley, of Oakland, spent the morning in town attending to shopping matters.

Brookmaking and Sewing. Emma Curg, Sutherlin, Ore.

Here on Business—

J. M. Gross, of Canyonville, spent the morning in town attending to various business matters.

SPRILLA CORSETS. Made to Measure. Belle Case. Phone 391-L.

Committee Meets Tonight—

The library committee will hold a meeting at 8 o'clock this evening at the city hall. All members are urged to attend.

Special Train Passes Through—

A special train, carrying New York bankers, who have been attending a convention in Portland, passed through here this morning. They

are enroute to their homes in the east, and will be entertaining in San Francisco and many other cities on their return trip.

Have your water wells drilled early. Deep or shallow wells drilled. Prices reasonable. Albert Graham, Looking Glass, Oregon.

At the Grand—

Those registering at the Grand hotel this morning were R. F. Wood, Eugene; Carl R. Smith, Grants Pass; Mr. and Mrs. J. A. Todd, Seaside; R. A. Knight, Canyonville; Mr. and Mrs. James G. Gass, San Francisco; Fred Carriere, Portland.

The Merry Worker club of Looking Glass will give an ice cream social on the school house lawn Saturday evening, July 22nd.

At the Empqua—

Among the arrivals at the Empqua hotel today were J. M. Gross, Canyonville; A. M. Coleville, Portland; A. W. Parsons, Portland; Mr. and Mrs. W. G. Tall, Medford; Herbert Smith, Grants Pass; C. W. Michael, Portland; W. M. Noble, Hollywood, California; Louis Nicholson, Seattle; Dick Hill, Eugene.

Prune Pickin's



By BERT G. BATES.

GOOD EVENING FOLKS—

Al Creason hereby Takes the Embroidered sand-paper Powder puff for his Agreement to allow His name to be announced As a candidate for Prune Pickin's Beauty Contest. Vote 'er straight, Says Al.

It takes more than a slogan to build a town.

Here lie the bones of Ambrose Jones, A guy of vast conceit; The stupid cuss had a brand new bus, But his head was pure concrete. He went on the road, with a bootleg load, Filled till he couldn't see; He stepped on the gas, and it came to pass, A swerve—a skid—and a tree.

The only thing that will bring back the old time family life is family.

THE TELEPHONE.

I am a telephone. When I am not broke I am in the hands of a receiver. I have a mouthpiece, but, unlike women, I never use it. Fellows use me to make dates with girls, and girls use me to break said dates. Husbands call up their wives over me, and wives call their husbands down over me. I never go anywhere, but sometimes the company comes and takes me out; it all depends on whether you pay your bills or not. I am not a bee, but I often buzz in your ear. I am the bell of the town; and, while I do not wear jewelry, I often get rings. Whether I do things or not, a lot of people nail me to the wall; and I like music, but the only music I get is chin music. I get all the popular airs, and the most popular one is hot air.

The number of square people, not the number of square miles, makes a country great.

When down on your luck get up on your pluck.

AWGOWAN.

A Freshman from the Amazon Put nighties on his Gramazon The reason's that He was too fat To get his own Pajamazons.

BOTH OF 'EM KICK BACK.

We were interested in the attitude of Uncle Eben, who is said to have expressed himself quite solidly in favor of mules instead of automobiles that are fast coming into his neighborhood.

"Ah likes a good ole mule mo' dan ah does a fibber," he said, "because he's mo' sociable. Now, when a mule balks y'all kin at least figger dat he's gwinter take some interest in de conversation."

WANTS PICK OR PICKS.

The coal miner is quite willing to take his pick, but insists that it be between shorter hours or higher wages.

"This is a cigar which you can offer to anybody."

"Thank you. I want one which I can smoke myself."

Dempsey, it is said, has been offered \$190,000 to fight in France. The best previous offer, we believe, was \$30 a month.

Bite off more than you can chew.

Then chew it.

Undertake more than you can do.

Then do it.

Hitch your flivver to a star.

Give her gas.

And there you are

Success depends upon backbone, not wishbone.

Matron: "No visitors are admitted except relatives."

Visitor: "Well, I am his sister."

Matron: "I am glad to meet you. I am his mother."

HAVE A KEER!

Mix hootch with gasoline and you generally get epitaph syrup.

LAFE PERKINS SEZ:

"One piece bathin' suits don't give a feller a thrill like they uster."

IN BANKRUPTCY.

In the District Court of the United States for the District of Oregon, in the matter of Kenneth McKay, doing business as McKay Bros., doing business in the county of Douglas and district of Oregon, a bankrupt; Notice is hereby given that on the 19th day of July, 1922, the said Kenneth McKay was duly adjudged bankrupt, and that the first meeting of his creditors will be held at the office of the undersigned referee in Roseburg, Ore., on the fourth (21st) day of August, 1922, at 10 o'clock in the forenoon, at which time the said creditors may attend, prove their claims, appoint a trustee, examine the bankrupt, and transact such other business as may properly come before said meeting. Dated July 19th, 1922. L. HAMILTON, Referee in Bankruptcy.

Mr. Merchant

Do you realize the importance of getting your advertising copy prepared early?

You know our old friend procrastination. He's a cousin to the cow's tail.

Why follow, when you can lead?

Supposing all your customers left their shopping in your store until an hour before you were closing up at night, what would happen? You know. It would make great confusion, you couldn't give service and your customers would leave the store dissatisfied.

Well, in a way, that's what you often ask the newspapers to do. You wait until the ninth hour to prepare your copy, and when it reaches the office you expect the compositors to do two hours' work in one.

It can't be done.

The result is that your advertisement is slapped together in great haste, with a chance for errors and without proper display. It can't be otherwise.

Stop that old habit of putting off till the last day, the last hour and the last minute to send your copy to the newspaper office.

Get it out early when you have time to think and prepare it properly. Then send it to the newspaper office two or three days ahead. That will give the newspaper time to prepare your advertisement properly.

You can see the logic of it. It will mean better ads, better service and better results.

That's what you want. That's why you advertise.

Give the newspaper a chance.

Apply the Golden Rule.

Over Hundred Thousand Cars Are Registered

SALEM, July 21.—Of the 109,001 automobiles and trucks registered in Oregon up to June 30, 95,884 were passenger cars, according to a summary prepared by Secretary of State Koser. The summary shows 93 motor-driven ambulances and hearses in the state, 488 busses and stages, 1,027 delivery cars of less than one ton capacity, 8,287 trucks and 222 trailers.

More than one third of the passenger cars of the state are in Multnomah county which has 32,898 of this class of cars. Multnomah county with 231 busses and stages and 1,981 small delivery cars to her credit contains almost half of the state's total quota of these vehicles.

Table with 2 columns: County Name and Number of Cars. Includes Grant (477), Harney (426), Hood River (1,491), Jackson (4,236), Jefferson (3,999), Josephine (1,393), Klamath (1,569), Lake (528), Lane (5,485), Lincoln (2,224), Linn (3,848), Malheur (1,951), Marion (2,769), Morrow (718), Multnomah (38,442), Polk (2,291), Sherman (735), Tillamook (1,387), Tillamook (1,387), Umatilla (4,203), Union (1,970), Wasco (682), Wallowa (2,027), Washington (3,966), Wheeler (264), Yamhill (3,125). Totals: 109,001.

WILL clean and press your suit at the Roseburg Cleaners. We call and deliver. Phone 472.

Many Enjoy Chicken Dinner— The ladies of the W. R. C. gave a lovely chicken dinner in the basement of the Armory today at noon, and many were present to enjoy it.

Love Was Born!



They Met by Chance

He saw her standing frightened and alone, threatened by converging streams of traffic. Then Love Was Born. Read the romantic story of

What Happened When Sheila Elliston Refused Love

by Ida McGlone Gibson BEGINNING JULY 25th. EXCLUSIVELY IN THE ROSEBURG NEWS-REVIEW.

Kearney's Groceteria

Saturday Specials

- Carnation Milk, per doz. \$1.20
Borden's Milk, per doz. 1.20
Sno-like Soap, 6 bars for .55
Walnuts, per lb. .16
Almonds, per lb. .16
Salted Peanuts, per lb. .19
Corn Flakes, per doz. 1.20
Shredded Wheat, per doz. 1.44
Lyptons Tea, per lb. .58

Serve Yourself and Save.

Kearney's Groceteria

300 CASS STREET

UNION SUNDAY SCHOOL MEETING

A large attendance is expected at the group Sunday school meeting to be held at the Dillard grove on Sunday morning. Following the morning services, there will be a basket-dinner served. Coffee will be prepared and served on the grounds and everyone attending is instructed to have cups. Talks will be made by Hon. B. L. Eddy, of this city; Rev. Mr. Shrode, of Ten Mile, and Rev. Mr. Booser, of Corvallis. One of the Christian Workers' Band teams will be present. Everyone is requested to bring a Bulgin song-book.

paired in the last editions of the National Sportsman and Outdoor Life, while a rather lengthy article descriptive of some of the rills in the collection belonging to C. V. Olin appeared in the last number of Outdoor Life.

Contracts taken for water wells, deep or shallow. Prices reasonable. Albert Graham, Looking Glass.

GLENN COATES MARRIED

According to word received here yesterday, Glenn Coates, a former resident of this city, son of C. C. Coates, was married on July 19 to Miss Hanson, of Omaha, Nebraska. Mr. Coates, who has been in the U. S. Navy since his departure from this city several years ago, is now in the navy recruiting office at Omaha.

LOCAL MEN WRITE FOR MAGAZINES

Articles written by Raymond Spence under the name of "Zip," ap-

Safe Milk for INFANTS and INVALIDS. Horlick's Malted Milk. For Infants, Invalids and Growing Children. The Original Food-Drink For All Ages. No Cooking - Nourishing - Digestible.

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

Let Us Fit You!

Our new stock of imported woollens have arrived. We want you to see the new patterns.

We are glad to show such unusual quality at a price that will agreeably surprise you.

Come in and have your measure taken today.

ROSEBURG CLEANERS

J. F. DILLARD, Prop. Phone 472. 308 N. Jackson