

# ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday

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## GETTING RECOGNITION

An interesting experience of the value of advertising occurred a few years ago in Indianapolis. In that city the merchants of a certain section of East Washington street became convinced that they were not getting the trade they should have, although they claimed that owing to lower rents in that section they were in a position to offer low prices. In order to attract public interest, sixty merchants in this neighborhood formed an association and used newspaper space freely, claiming that owing to low rents they were able to pass on lower prices to the public. While the members of the association were warned not to expect immediate results, yet the gains from the campaign were so surprisingly large that the project for advertising was extended six months beyond the date originally set. It is amazing how public interest in a store or a group of stores can be increased by advertising. There are always a good many places which do not seem very conspicuous in the trade of a city and to which the majority of people pay little attention. But if such places will wake up to the value of publicity and begin to use some, public interest is excited. The place that looked just like any other store, begins somehow to take on a different aspect. People remember that this is a store that they had seen advertised in some newspaper. They become interested and realize that inside that store is some force of initiative that is pushing its way up through the trade of the community, and winning attention by its power and intelligence and aggressiveness. Thus steadily such a store gains friends and enlarges its business.

You do not produce modern spirit in a town simply by providing facilities. The facilities must be used. You may arrange the best lecture course in the state, for instance, but if the people won't attend it, it does not influence the life of the community. To create an up to date town, then, a large degree of public co-operation is necessary in all the activities and organizations. In such a community people may not be personally much interested in all that is going on. But they will feel, when any public enterprise is started, that for the good of the town they must show interest. In that way they take hold of many undertakings which at the start did not interest them much. But as they get enlisted in such efforts, their interest grows, and attempts for a higher community life get hearty support. Then the enterprises of the town move forward on a ground swell of public co-operation to produce all the fine results of up to date community life.

President Harding in his Memorial day speech referred to the old saying that republics are ungrateful, and said he did not believe it respects our own country. Yet there are always many pathetic cases of war veterans who have made great sacrifices for their country, yet who live in poverty and suffering, often due to disabilities caused by war service. The American people should never rest until such cases are discovered and given justice. If war veterans fail to exercise prudence and industry, the government can not guarantee them against misfortune. But it is a reproach and disgrace when men who after heroic war service have done their best to make good, are unable to meet their difficulties and suffer from neglect. Private beneficence as well as government aid should look out for deserving cases of need among former soldiers.

It is up to the people of Roseburg to show the Coos Bay delegation that visits this city June 18 a mighty hearty reception. Get behind the local committee and help them put over a regular home-coming event. Then plan to be at Coos Bay July 3 and 4 for a genuine celebration.

Well, the weather man can trip the "hammer" now and put us on the dry list for awhile. Too much of anything becomes monotonous and the recent wet spell has gone the limit.



Donny Quarter's made of Silver, five times Johnny's worth is he. Twenty five of Benny Pennys would the worth of Donny be. Three times Johnny and one Jenny in their worth would be the same. Donny has a great big sister, Halfa Dollar is her name. Halfa Dollar's made of Silver two times Donny's worth is she, five times Jenny, ten times Johnny, either one her would be. Of small Bennys there'd be fifty if her place you wished to fill, but she's worth just half as much as her big brother Dollar Bill. Dollar Bill is made of paper, a certificate is he, for he stands for that much silver in our great big Treasury. Four times Donny, or ten Jennys or one hundred Bennys small, or just twenty Johnny Nickels, Dollar Bill is worth them all.

Now you've got the Dollar Family in the way that I have taught many children of its value, and to them it's always brought lots of fun while they were learning, and with grown ups it's the same, if they'll look upon their business, not as work but just a game, they will find it more amusing and their love for it will grow, till all that of toil or hardship will pack up its bag and go. Dress your duties up as pleasures and you'll find before you've done that the things you used to look at as a drudge, are loads of fun.

# PRUNE PICKIN'S

BY BERT G BATES

### GOOD EVENING FOLKS—

This is the awkward  
Time of the season  
When the young flappers  
Are trying to decide  
Whether to let their hair  
Grow out or  
Bob it off again.

\*\*\*

### DUMBELL DORA THINKS—

Bull Montana is where Jack Dempsey is training.

\*\*\*

It's lotsa fun to write a pun  
Or scribble out a verse  
But listen, son, for makin' mon  
There's nothin' half so worse.

\*\*\*

We wouldn't mind this job so much  
if folks wouldn't expect us to crack  
a gag ever' time they approach us.

\*\*\*

The woman who is continually  
harping at her husband to wipe his  
feet is usually pretty tidy about the  
house.

\*\*\*

They're building a band stand on  
the courthouse lawn and soon we'll  
be all "gittin' somethin' fer nuthin'."

\*\*\*

As we were meandering  
Down the main stem  
This a. m. we noticed  
That a few of our  
Town folks were wearin'  
Goggles on their  
Faces and we were  
Surprised because  
Most of those selfsame  
Fellers are the most  
Prosperous citizens  
Of our community and  
Its funny how a  
Ditch-digger can grin  
And act cheerful even  
Tho' he's only got  
Thirty cents in his jeans  
While some of these  
Top-notchers just go  
Around with a chip  
On their shoulder and  
Altho' we'd like to  
Have some Jack we'd  
Just as soon be  
A little cheerful  
And feel as tho'  
Life is worth livin'.

\*\*\*

Ye ed. today announces the organiza-  
tion of another club in Roseburg.  
It's to be the B. V. D. club. Beautiful—  
but Very Dumb.

\*\*\*

Someone suggests that "Honk for  
Hank" would be a good slogan for  
Henry Ford's campaign, but anyone  
who's flivvered a wee bit'll know that  
"Pump for Hank" would be better.

\*\*\*

The village loafers are looking for-  
ward to a dry spell with much in-  
terest owing to the fact that many of  
the local awnings have a tendency to-  
wards leaking.

\*\*\*

We understand there'll be plenty  
of lubricating oil for our gossip foun-  
dry in Shelby Montana.

\*\*\*

Prophet Bell is still packing an um-  
brella in spite of the prediction of  
"fair weather."

\*\*\*

The quill tooth-pick market has  
dropped eighteen points. Al Creason  
has left the village.

\*\*\*

Speakin' of village improvements,  
how about that new shirt "Sunshine"  
Lawrence purchased before the big  
flood?

\*\*\*

A man we hate  
Is Benly Hires  
He runs around  
On second-hand tires.

\*\*\*

"Kerosene" Perkins declares that  
the drinking fountain in front of his  
buildin' isn't a gusher.

\*\*\*

King Tut had nothing on the Port-  
land ball team. Only Tut had sense  
enough to go to bed.

\*\*\*

The national guard will give a hop  
tonight in an effort to raise a mess  
fund. Why is it a soldier is always  
thinking about getting all garbaged up?

\*\*\*

The rain, the rain, the gosh darn  
rain, it allus comes to give us pain—  
we hope, we hope, it'll go away and  
come again no other day.

\*\*\*

*Life Berkins Say:*  
"Th' street cleaner ain't sore at  
Jope Pluvius."

Assortment of skirts while they  
last, \$2 each—Marksbury Co



The Original Food-Drink for All Ages  
Quick Lunches Home Office & Fountains,  
Rich Milk, Malted Grain Extract in Pow-  
ders, Tabletforms, Nourishing-Noncooking.  
Avoid Imitations and Substitutes

To know  
how good a cigarette  
really can be made  
you must try a—



## MOVIES

### JACK HOLT WINS AGAIN

Appearing in a delightful pic-  
ture comedy, "Nobody's Money," a pic-  
turization of William LeBaron's  
stage success, Jack Holt achieved  
another artistic success on the pre-  
sentation of that Paramount picture  
at the Antlers theatre last night. Mr.  
Holt plays the part of a book agent,  
John Webster, who helps two young  
authors out of a peek of trouble in  
which they find themselves after the  
publication of a libelous article by  
Douglas Roberts an author they have  
created. How Webster extricates  
them from their difficulties and wins  
for himself the Governor's daughter  
is a most interesting evening's en-  
tertainment. Wanda Hawley heads  
the strong supporting cast com-  
posed of Robert Schable, Harry Depp,  
James Nell, Julia Faye and others.

### Undersea Picture at Liberty

J. Williamson's remarkable under-  
sea picture, which comes direct  
from a three-week consecutive run  
at the Rialto and Rivoli theatres,  
New York City, will be presented for  
the first time in Roseburg at the  
Liberty theatre, on Friday and Sat-  
urday as the feature attraction at  
that house.

Distributed by Film Booking Of-  
fices, "Wonders of the Sea" is a  
gathering of marvellously beautiful  
undersea scenes with highly dra-  
matic episodes, such as a battle  
with a deadly moray and a vicious  
barracuda, and the capture of a  
shark on a hook before the eyes of  
the camera. Romantic sunken ships  
are the scenes of undersea explora-  
tion, and a delightful story of an  
oceanographer, a stowaway boy, an  
artist and a beautiful girl binds it  
together into an unusual novelty.  
The late Alexander Graham Bell, the  
inventor of the telephone, appears  
in the picture, making a trip along  
the bottom of the sea, and the new  
chemical diving device by which it  
is possible to go about unencum-  
bered with ropes and airlines is al-  
so interestingly presented in the  
new Williamson production.

### FITZMAURICE'S FINEST

What is claimed to be the most  
ambitious screen effort of George  
Fitzmaurice, is his Paramount pic-  
turization of Booth Tarkington's  
thrilling novel, "The Man From  
Home," which comes to the Majestic  
theatre tonight.

Filmed in Italy, the locale of the  
story, and with a superlative cast  
of popular players, the picture  
sweeps the onlooker through a  
breathless succession of incidents,  
to a startling climax. James Kirk-  
wood, Anna Q. Nilsson, Norman  
Kerry and John Milten and Dorothy  
Cumming, have the principal roles.

A six fork tender at Wharton Bros.  
Save your hay.

## OPPORTUNITY

One of our best Old Line  
Mutual Life Insurance Com-  
panies has an opening for a  
District Manager to handle  
Douglas County. Experi-  
ence desired, but not neces-  
sary. If YOU are ambitious  
and want to better your  
conditions—write for par-  
ticulars, giving age, experi-  
ence, etc., care of Room  
305, Oregon Bldg., Salem,  
Oregon.

## PUBLIC SALE

Saturday, June 16  
at 303 W. Oak St.  
at 2 o'clock

Heating Stove and Range; 2 Tables,  
Dining and Kitchen; 7' Chairs; 3  
Rockers; Couch; Kitchen Cabinet;  
Good Organ; Beds; Springs and  
Mattress; Dressers; 2 9x12 Rugs;  
some Small Rugs; new 8-Day  
Clock; Curtains and Shades; Gas  
Lamp and other Lamps; a lot of  
Dishes; Hand Washing Machine;  
2 Tubs; 2 Wringers; Boards; Wash  
Bench; Ironing Board; 2 Sets  
Irons; Fruit Jars, and other arti-  
cles too numerous to mention.

M. PAUL, Owner  
M. C. RADABAUGH  
Auctioneer

**MATERNITY HOME**  
902 N. Jackson St. Phone 490  
Mrs. D. Cornwell  
Patients privileged to have their  
own doctor

## Builders Hardware at Cost

Contractors and carpen-  
ters can save big money on  
all builders' hardware  
bought of us.

## Paint at Cost

See us about these goods  
before you buy

## S. B. Crouch

Sheridan St.

## STOP! LOOK! LISTEN!

The Best Refrigerators  
Made

## The Ice King

at  
**LENOX**  
Furniture Co.  
321 N. Jackson St.  
Phone 26

## A GAS RANGE

or Water Heater  
WILL NOT MAKE AN  
OVEN OF YOUR  
KITCHEN

The Heat is WHERE you want it  
and there WHEN you want it.  
An estimate will cost  
you nothing

**Southern Oregon  
Gas Company**  
ROSEBURG  
Tel. 235

## The Venetian Toilet Preparations

# ELIZABETH ARDEN

may now be obtained from  
Women who through travel abroad or residence  
in New York have come to insist on Elizabeth  
Arden's preparations for the skin will be delighted  
to hear that they can now be purchased at our  
toilet goods counter.

- Venetian Cleansing Cream, spots on  
the skin, acts into the depths of the pores  
and rids them of all impurities. \$1, \$2,  
\$3.
- Venetian Arden's Skin Tonic, a mild  
astringent tonic used after cleansing cream,  
whitens and refines the skin. \$4.50, \$2, \$3.75.
- Venetian Orange Skin Food, passed into  
the face after cleansing, nourishes and  
softens worn and flabby tissues. \$1,  
\$1.75, \$2.75.
- Venetian Amoretta Cream, a fragrant  
cream that vanishes and leaves the skin  
smooth. It protects the face from sun  
and wind, and forms an ideal base for  
powder. \$1, \$2.
- Venetian Life Lotion, a powder in liquid  
form which acts as an astringent and pro-  
tects the skin from sunburn and windburn.  
Cannot rub off. Cream, White, Natsurel,  
Spanish Rasch. \$1.50, \$2.50.
- Venetian Pore Cream. Closes enlarged  
pores and refines a coarsened complexion.  
\$1.
- Venetian Special Astringent. Tames  
the youthful freedom of recent years.  
Put it on the face after cleansing and  
the skin delightfully smooth and firm.  
erases wrinkles and puffiness. \$1.50, \$2.
- Venetian Anti-Wrinkle Cream. A  
great yellow cream, contains the most  
stringent ingredients and maintains  
the skin. \$1.
- Venetian Rouge Amoretta, a new  
glow to the cheeks. \$2.50, \$4.50.
- Poudre d'Illusion, a perfect skin  
preparation. \$1.
- Poudre De Soir, a fine skin  
preparation for day or evening, softens  
perceptibly to the skin and makes  
soft bloom. In a French Jar. \$4.75.

Ask at our Toilet Goods counter for "The  
Quest of the Beautiful," a booklet which  
describes all of the Venetian Preparations  
and tells how to apply the Masque Stripping  
Treatments.

**LLOYD L. CROCKER**  
Pioneer Drug Store  
241 N. Jackson St.

**PRESBYTERIAN WOMAN'S  
MISSIONARY SOCIETY**  
Thursday afternoon, at 2:30 the  
Women's Missionary Society of the  
Presbyterian church will hold its  
regular monthly business meeting.  
As this is the 50th anniversary of  
the organization of the society, one  
of the charter members, Mrs. Helen  
Smick, will give a history of the  
society. Devotionals will be led by  
Mrs. Bodie and Mrs. Woranip, sister  
of Mrs. L. B. Quick, will speak of  
her work in the mission field in

**STOUT PER**  
inclined to  
the same  
Relieved and  
**CHAMBER**  
**TABLET**  
Cleaning and  
China. A piano  
Fisher and a vocal  
Hamm will conclude  
\$5 places a Royal  
home. Houston Elec

Spreads Smiles  
and  
Banishes Thirsts  
**WEINHARD'S  
Columbia  
Brew**  
WHEREVER GOOD DRINKS ARE SOLD

**AUTO AND  
MOTORCYCLE RACES**  
ON JUNE  
15 AND  
**MEDFORD**  
On Fastest Speedway in Northwest  
Under Auspices of  
the Jackson County  
Oregon, Fair Ass'n. **\$5000 in Purse**