ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday

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ROSEBURG, OREGON, FRIDAY, APRIL 18, 1924.

THE PURSUIT OF WEALTH.

The search for wealth was never more intense than now. In spite of all one can say as to the desirability of less materialistic purposes, the scramble for money sways the coming generation more than ever before. The callings that pay the most money get the bulk of the educated young men. It is more difficult than ever before to get young people to enter occupations that give fine rewards and satisfactions but are not financially lucrative. It is harder than ever, for instance, to induce young men to become clergymen and teachers, because those occupations are not supposed to pay well. It is much the same with young women. A multitude of girls who formerly would have gone into teaching, now go into business because they see better money chances. All the glitter and display and amusements of the times promote that feeling. The automobiles and country clubs, the traveling and swell parties, prominent social position, such as these seem the most desirable ends to the majority of the young people. It has always been so, but the increase in luxuries and enjoyments makes these ends seem more desirable than ever before. It sometimes seems as if the old simple and pioneer spirit, the willingness to put up with frugal living and to cultivate self denial, had disappeared. People of an idealistic turn of mind regret this materialistic absorption. Yet if you say too much to weaken people's pursuit of such ends, the result is some times to dull their ambition and make them satisfied with limited achievement. It helps a good deal when honors and distinctions are given to people who have rendered community service, so that the young people can see that there are other ways of obtaining friends and influence than by getting money.

Statistics of repairs, gasoline and oil consumption, depreciation and loads hauled, demonstrate that the average difference in cost in running a car or truck over good hard roads and poor roads is approximately 5 cents per mile. The average mileage of all cars and trucks in this country exceeds 6,000 yearly. There are 14,000,000 cars and trucks running in the United States. A simple multiplication proves that if all the roads in the United States were poor roads, making them all into good roads would save more than four billions every year, or more than five times as much as is spent annually in this nation for good roads. Of course, all the roads are not poor roads, and more than 80 per cent of the travel of our vehicles is over the good roads and not poor ones. But if we had good roads vehicles would travel over them. Vehicles are now forced from the many poor to the few good road miles in order to avoid loss of time and the tremendous cost of travel over poor roads. Any individual, asking himself whether his share of a new road tax will pay him, has only to figure the number of miles he will travel a year over the good road and see what he, personally, will save. This computation, of course, leaves out of calculation any such factors as the saving he makes by the lowering of prices of goods he buys which travel the good road, and any increase in his assets due to the increase of land values on the good road, and any increase in earning capacity due to the time saved on good roads. With figures so plain and savings so obvious it is difficult to understand why anyone thinks that national highways, built and maintained by the National Government, will not more than pay for themselves in a very short period.

After several weeks of serene quietude the gang in the front end of this office expect to have their radio set coupled up in a few days so they can get all the squawks from Alaska to the Mexican border—much to the displeasure of us fellows who can make our own demonstrations. The "thing" has been hay-wire for several weeks, but is beginning to show signs of life this afternoon.

Those boys who have just returned from attending the big Rotary convention at Spokane are "all hopped" up over the occasion. And right they should be, for at these gatherings a fellow gets right next to the true spirit of Rotary—what it means—and then some.

"Have you had your hair bobbed" is the pastime slogan among the feminine sex. And the answer is usually in the affirmative.

A busy boy is seldom in mischief, and this applies as well to the matured man and woman.

And the city beautiful program is going right along—every day in every way.

This is fine weather to make garden—providing you like that kind of exercise.

NEW TRACTOR FIRM TO OPEN BUSINESS HERE

Klecker Brothers, recently from Salem, have leased the building at 507 North Jackson Street, and will soon open up a tractor and farm implement business. These gentlemen are experienced tractor men, and will handle the Cletrac, one of the well known makes of tractors, having accepted the agency for Douglas and Coos counties. They will carry a complete line of parts for the Cletrac, and also a full line of farm implements, including tractors, plows, discs, harrows, etc., as well as horse drawn implements for farming. Just as soon as their stock arrives they will be able to supply farmers with most anything in the way of machinery, including extras for the leading lines of farm implements. Klecker Bros. will also maintain a service department for the Cletrack and the general run of farm implements, and an expert cletrac mechanic will be on hand to care for repair work, or to make adjustments for Cletrack owners.

PRUNE PICKIN'S

BY BERT G. BATES

GOOD EVENING FOLKS—
On acct. of this
Bein' Good Friday
A lot of the
Fellers observed same
By plantin' spuds.

DUMBELL DORA THINKS
Some readers to this colyum oughta send in some wise cracks for her to mutter.

Have you munched your Hot Cross bun today?

A jazz band was in our midst last night in spite of the much-heralded announcement that "jazz is dying out"

Some folks can't act high brow unless they talk about high falutin' music.

A little domestic bliss was exhibited on the main stem yestiddy eve when a couple who were united in the bonds of wedlock tangled. The female of the species removed her pump from her tootsie and was about to crown her meal ticket when kind bystanders interfered. Both the missus and mister were quite disgusted over the untimely end to their argument and retired to their apartment where aluminum flew for quite a spell.

A few of the damsels of the village couldn't wait until Sunday and were on the main stem today with their Easter bonnets.

A flock of the young folks of the village will gather on Mount Nebo next Sunday a. m. for Easter services. Those who don't get up early enough to join them will have eggs for breakfast.

Quite a few of the back yard gardeners will pick their first crop of weeds Sunday and it is expected that many a radish will suffer the consequences.

O. C. Baker who has been sportin' a black eye this week still blames it on a stick of wood.

Carl Wimberly has had his beaver hat renovated and outside of the gasoline smell looks quite nifty.

The h. s. vocalists are soon to warble in "The Bohunk Jane" and Mister Balfex who wrote the thing in his spare moments will be unable to attend.

The bridge parties were few and far between this week on acct. of the lack of motifs.

Have you colored your quota of Easter eggs?

The Easter egg
Which we deplore
Is the one you spill
Upon the floor.

The News-Review radio is again workin' and it howls louder than a disgruntled subscriber.

Ye ed. rec'd a letter in our mail this a. m. signed "Lonesome Lettie" and Lettie sure had an armload of grief. It seems that she has been placed on the top shelf by her sweetie who has taken unto hisself a new damsel with a shingled bob. Now Lettie comes before us and asks our wholesome advice as to whether she should whack off her boo'ful tresses or subject herself to the humiliation of the countryside by takin' her place with the old maids of the village. After due consideration this colyum has the following comment on the case in question. Now, Lettie, go right down to the barber shop, get a shingle and a neck-shave, a tonic and a shampoo. Tighten up your ear-rings, roll down your sox, slap on a gob of the lip stick. Pluck out your remaining eyebrows, curl your bangs, assume a sloppy pose and do your stuff. Remember, Lettie, you're still in the race if you're groomed like a racehorse.

Laff Relters Sez:

"The feller who talks through his nose is better'n the guy who talks through his hat."

MAN WHO ASSISTED IN MURDER EXECUTED

(Associated Press Leased Wire.)

OSSINING, N. Y., April 18.—Reubin Norbin was electrocuted in Sing Sing prison last night for assisting Abraham Becker in the murder of Becker's wife. Becker was electrocuted last November.

24
111 "ONE ELEVEN" cigarettes for 15¢

RADIO PROGRAMS

From Pacific Coast Stations

Radio KHJ, The Times, Los Angeles. (395 meters.)

April 18—12:30-1:15 p. m. Capt. W. F. Cannon, Los Angeles Motor Patrol; Farrar Sisters; 7-7:30 p. m. Arthur Blakeley in organ recital.

April 19—8-10 p. m. Courtesy program by Glendale Realty Board.

Radio KLX, The Tribune, Oakland, Calif. (569 meters.)

April 18—3-5 p. m. baseball scores; 8-10 p. m. studio rogram presenting KLX concert trio and the Original Serenaders.

April 19—3-5 p. m. baseball scores.

Radio KPO, Hale Brothers, Inc., San Francisco. (423 meters.)

April 18—Routine program noon to 3 p. m. Silent in evening.

April 19—2:30-3:30 p. m. Junior Musical of San Francisco program.

Radio KGO, General Electric Co., Oakland, Calif. (312 meters.)

April 18—3 p. m. short musical program and readings by Mrs. Robert d'Erlach.

April 19—8 p. m. "The Piper," a three-act drama by KGO Players under direction of Wilda Wilkson church. Music by Arion quartette.

Radio KGW, The Oregonian, Portland, Ore. (492 meters.)

April 18—3:30 p. m. Lecture by Esher B. Cooley, clothing expert of the University of Oregon extension service.

April 19—3:30 p. m. Children's program.

Radio KFI, Earke C. Anthony, Inc., Los Angeles. (465 meters.)

April 18—10-11 p. m. Vocal and instrumental concert arranged by Harry Porter.

April 19—10-11 p. m. Concert by Ann Fisher.

NEXT SUNDAY EASTER

Biggest attendance in the history of the school on this Easter Sunday at 9:40 a. m. Bring your pledge stub as they decide the contest. We will have 404 in attendance. Come and be one of us. Come early. Christian Bible school.

A helpful Easter sermon will be heard at the Baptist church Easter morning at 11:00 You are invited.

Oil cloth, in linen finish, lunch cloths, 95c each Stenciled patterns. McKean Darby and Baldwin.

FIRE TRUCK BALKS; DEPARTMENT LOST

Decrepit Engine Refuses to Respond to Alarm This Morning—Driver Confused by Street Names.

A good demonstration of Roseburg's antiquated fire truck with which the fire department is equipped and the lack of a flash signal system, was given today when a roof fire broke out at the Stanley brothers home on north Main street.

The old fire truck, which for nearly eight years has responded so nobly to every conflagration, and which is now developing the creaks and aches so pronounced in old age, refused this morning to wake up at such an early hour as 9 o'clock. The driver tried every possible method to persuade the rusty old engine to turn over but to no avail.

At last in despair, after the electric siren had shrieked for a considerable period of time, the members of the fire department decided to emulate the deeds of former years and drag their apparatus to the scene of the blaze. After a crowd of enthusiastic fire fans had gathered at the city hall to find out which way the truck was going, the firemen shoved the truck out of the hall and down the incline where the engine finally expelled a couple of gasps and agreed to start.

It then developed that through the similarity of street names, the driver of the truck had secured the wrong address. The person turning in the alarm did not give the street address but instead said "the end of Main street." Over the telephone the driver took the address as "the end of Lane street," or it might have easily been Kane street, and consequently the fire department got lost, and it was about ten minutes after the alarm came in before the truck finally reached the scene of the blaze. Under the proper conditions, the fire could have obtained such a start in that time that a heavy loss might have occurred, but fortunately a bucket brigade was able to handle the situation.

Today's mix-up completely demonstrates the need for another fire truck, and a more dependable signal system.

English Hot Cross buns at Model Bakery, April 18th, Friday.

REV. KNOTTS TO ATTEND CONFERENCE

Rev. Joseph Knotts of the Methodist Episcopal church will leave the first part of next week for Springfield, Massachusetts, where he will attend the general conference of the Methodist Episcopal church, which will be held during the entire month of May. Rev. Knotts will attend as a delegate, and will return to Roseburg in June. The pulpit of the local church will be filled by several very fine speakers during Rev. Knotts absence.

Men's Bible class at Christian church Sunday morning. Seal and Glory of God.

Largest and best line of Easter candies ever shown in Roseburg at the Palace of Sweets.

LOST TWO HATS IN BROCCLI CROP

Local broccoli men are having a good laugh over the bet made by a Portland express officer, who has lost two hats over the outcome of the broccoli crop this year. When broccoli was looking so good in the late winter, he bet a new hat that the Umpqua Valley would ship 600 carloads. When it became evident that the crop would not be up to early expectation, and the late crop had failed to show up and things looked blackest, he tried to hedge by betting another man that there would not be 350 cars. The late crop began producing heavily, and 455 carloads have already been shipped with more to come, so now he is out two hats.

LOCAL NEWS

This is a Studebaker year.

Lawn mowers of quality at Powell's Furniture Store.

J. R. Lawrence of Riddle was in the city for a short time yesterday morning transacting business.

Potted Easter lillies. 1276 Umpqua Ave Phone 335-J. Mrs. F. D. Owen.

Fresh home-made candies every day at the Palace of Sweets.

Mrs. Walter Kinsel of Wilbur was in town for several hours yesterday afternoon shopping and visiting with friends.

Florence Sether who spent yesterday in this city shopping returned to her home in Glendale last evening.

Mrs. M. Foree of Riddle was in town yesterday for a short time shopping and visiting with friends.

Easter favors, in great variety, at the Palace of Sweets. Make your selections early.

Miss Helen Wecks who resides in Ruckles was in the city for a few hours yesterday morning shopping and attending to other business.

Mrs. Conrad Long who is a resident of Cleveland spent yesterday afternoon in the city transacting business and shopping.

Easter opening this week at the Hat Shop. New line of millinery and coats, dresses, suits, sweaters, and skirts.

Mr. and Mrs. A S. Jenkins who reside in Looking Glass spent yesterday afternoon in this city attending to business matters and visiting with friends.

Edwin Weaver, county commissioner, of Myrtle Creek is spending a few days in Roseburg attending to business matters.

R. J. Ross of Eugene, representative of Armour and company, is spending a few days in this city looking after business matters. Mr. Ross is at the Hotel Umpqua.

Miss Iris Rice who is attending the University of Oregon arrived in Roseburg this afternoon to spend the week end with her parents and friends.

Mamie Hawkins of Drain is visiting for a few days with her sister, Miss Opal Hawkins, who is employed at the Chamber of Commerce office.

Mr. and Mrs. H. H. Horton and daughter, Miss Thelma, were in Roseburg for several hours yesterday shopping and attending to other business matters. They are from Riddle.

Myra and Mary Kamp and niece, Miss Louise Murphy, of Umpqua spent yesterday afternoon in Roseburg visiting with friends and shopping.

Virgil Conn, formerly of this city, now of Portland, arrived in this city yesterday evening to spend a few days visiting with friends and relatives.

Margaret Mitchell of Sutherlin who spent yesterday in this city shopping left last evening for Dillard where she will spend the next few days visiting at the home of her cousin D. M. Redding.

E. E. Hewitt of Ashland, of the Clark-Woodard Drug company, spent Thursday in this city looking after the interests of the company. While in the city Mr. Hewitt was at the Hotel Umpqua.

R. C. Barclay of Eugene, traveling auditor for the Southern Pacific company, is spending a few days in Roseburg attending to business matters. Mr. Barclay is registered at the Hotel Umpqua.

Mr. and Mrs. S. W. Turnell who have been spending the past week or ten days visiting at the home of Franklin Barker of Dixonville left last evening for Oakland, California, where they will spend some time.

W. P. Gray of Portland, representative of the Goodrich Tire and Rubber company, arrived in this city Thursday evening to spend a few days here in the interest of the company.

John W. Law, one of the buyers of Umpqua Valley prunes, is spending a few days in Roseburg. Mr. Law is well pleased with results obtained on this year's crop. The foot and mouth disease in California, he states is proving a terrible blow to California shippers who are losing heavily by embargoes being placed against fornia products.

WHOOPING COUGH
No "cure"—but helps to reduce paroxysms of coughing.
VICKS VAPORUB
Over 17 Million Jars Used Yearly

Just the thing for your EASTER NEEDS

Latest in VANITIES and Under-the-Arm BAGS

Phoenix Hosiery

Wear-Rite Gloves! Silk and Chamois

THE LADIES SHOPPE
139 N. Jackson Street, Roseburg, Ore.

KEARNEY'S GROCETERIA
300 West Cass St.
SATURDAY SPECIALS

Columbia River Salmon, 3 large cans for	
Goody Goody Tomatoes, per doz. cans	
Goody Goody Peas, per doz. cans	
Limit Starch, 3 pkgs. for	
Oregon Walnuts, per lb.	
Armour's Very Best Milk, per doz.	
Libby's Milk, tall, per doz.	
Albers Minit Oats, 2 pkgs. for	
Home Grown Rhubarb, 4 lbs. for 25	
Asparagus, per lb.	
Butter Milk Cookies, 4 doz. for	
Grape Fruit, extra large, per doz.	
Small Oranges, 2 doz. for	
Medium Oranges, per doz.	
Large Oranges, per doz.	
Flavo Flour, per sack	
Drifted Snow Flour, per sack	

SERVE YOURSELF AND SAVE AT
Kearney's Groceteria
THE STORE THAT BROUGHT 'EM DOWN

Kellogg's Bran delights father by bringing health to children

Poor little kids—they needed bran badly. But they wouldn't eat ordinary brans. They didn't like them. Most folks don't. Then their father tried Kellogg's Bran, cooked and crumbled. What a difference! He tells the story in his letter:

"Dear Sirs:
I wish to express my appreciation of your krumbled bran, which I have used for my children this summer. We had a great deal of trouble with them through constipation, and bran had been the most satisfactory remedy but they could not be induced to take the old varieties . . . because they disliked them so. They enjoy the krumbled bran and consider it an essential ingredient of their porridge. No one whose children have not been troubled in this way can appreciate the relief there is in having their bowels move regularly."
(The original of this letter is on file at the Kellogg Company, Battle Creek, Mich.)

Constipation is a dangerous ailment. It should not be neglected. Do not try halfway measures at relief. Kellogg's Bran is Nature's relief. And it takes ALL bran to be effective. Kellogg's Bran is prepared to bring permanent relief when eaten regularly, in the most stubborn cases. If it fails, your grocer will return your money.

Eat two tablespoonfuls daily for chronic cases, with every meal if you wish, with milk or cream. The taste is delicious. Sprinkle it on cereals. Cook it with hot cereals. Try it in recipes on every package. It will bring you health. Begin using it today. Made in Battle Creek. Sold by all grocers.