# ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday

B. W. BATES ........ President and Manager
BERT G. BATES ........ Secretary-Treasurer

Entered as second class matter May 17, 1920, at the post office at Roseburg, Oregon, under the Act of March 2, 1879.

SUBSCRIPTION RATES

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| 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 |

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ROSEBURG, OREGON, THURSDAY, JUNE 5, 1924.

## WHAT ADVERTISING HAS DONE.

The Victor (N. Y.) Herald Says:

Advertising has made the Victrola dog famous. It has made the Cash Register a big brother to retailers all over the world. It is displacing the truck horse with 40 horse-power trucks. It has introduced you to a substitute for sole leather and has helped you to an appreciation of Stetson hats, Walkover, Douglas and Emerson shoes. It has made the hand-written letter an oddity in business.

Advertising has put hair oil on heads where no hair oil would do any good, and on heads where no hair oil was needed. It has put Castoria and Cream of Wheat down your throat, left bristles in your gums, and then come along with a Rubberset and taken them out. It has scoured your teeth with Sozodent, Pebeco and Pedsodent. It has smeared your face with Palm Olive Shaving Cream and put a Gillette against your hayfield.

Advertising has put Arrow collars around your neck and Ingersolls around your wrist. It has jammed your feet into Holeproof socks, hung Paris garters on your legs and Tiffany rings on your fingers. It has stuck a Robert Burns between your teeth, and worn out your jaws on Wrigley's.

Advertising has sold you Cuticura for pimples, Pears for the bath, and Ivory for the tub, and posted you on what to buy for corns, warts, bunions and ingrowing toenails.

Go anywhere, do anything, and advertising has had a hand in it positively.

And still some folks ask, Does advertising pay?

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One of the most thrilling moments ever experienced in a child's life, was lived through in the schools of years ago, at about this time of year, when it was announced that the school committee had driven into the school yard for their annual visit. The children had assembled in their best clothes, stiff and uncomfortable, and full of dread. Many parents were present. The full strain of the ordeal was not felt until the committeemen, awe inspiring and terrible, should enter the room. But while the committeemen seemed to cultivate this impression of fearfulness it was commonly a good deal of a bluff. They might ask certain stock questions to show that they were carefully investigating the school results. But actually, their stern faces concealed a spirit of laughter and good nature, and all they wanted was a reasonable excuse for announcing that all the kids were promoted and everyone could go home happy.

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President Coolidge was bothered recently with that trying ailment that lowers the efficiency of so many people, the common "cold". Many people who are subject to this ailment know how it will hang on for weeks and keep them miserable and unable to do their usual work. Most people have their favorite remedies for this disorder, and if a person asked advice of his friends, it would take him about all his time to administer the suggested remedies. The more people are used to exposure to cold temperatures, the less likelihood that they will suffer from "colds". Arctic explorers and people who work out doors in cold climates don't have them much. The habit of cold bathing is a mighty good toughener for those who can stand it, and many people find that if they let up on this practice, they are soon attacked by a cold.

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The liquor treaty with Great Britain by which the United States government gets the right to search suspicious ships for liquor, when the same are found within one hour's distance from shore, will put a few more difficulties in the way of rum running. Even if people dislike the prohibition amendment, they must admit that it has been preposterous to permit a fleet of vessels to come up to within three miles from our shores, prepared to unload illicit liquor on the first dark night. With this longer distance to be traversed by the boats that land the illegal stuff, and new coast guard chasers going after them, there ought to be some interesting times off the American coasts this summer. Rum running will not be quite so joyful and festive a sport.

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The last day of the recent Strawberry carnival was termed "Portland Day." We don't know why this cognomen. There wasnt' a single delegate here from the metropolis—not even a regret. Too bad.

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The plasterers at Washington are demanding $14 a day. Now it remains to be seen what the congressional whitewashers will ask for.

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The use of airplanes is growing constantly, but so far no traffic cops have had to be put up at crowded corners in the ether.

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Formerly this country used to resound with Indian warwhoops, so it remains to be seen if real progress has resulted.

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The poets sing about the sweet breath of spring, but perhaps they have not got very close to some of the sports.

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The bandits must feel that they get public notice far beneath their deserts when they are not bob haired.

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### NOTICE

I am holding a bicycle and magneto apparently stolen property. Rightful owner may have same by identifying property and paying cost of this advertisement.

I. S. KETCH, Chief of Police.

### THE OLD RELIABLE

J. H. Watkins prepared mustard now in stock. Give it a trial. 120 West Lane st. Phone 177. All orders promptly delivered. J. M. Ashcraft, proprietor.

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This is a Studebaker year.

# PRUNE PICKIN'S

BY BERT G BATES

GOOD EVENING FOLKS—
Ye ed rec'd
A card from
Ol' Jack Crafton
Today and it was
Postmarked
Juarez Mexico
Which is pronounced
By Leon McClintock
As "Jar-ez", and
After we read what
Jack had to say
We were so thirsty
We went out and
Purchased a root beer.

$ $ $ $

DUMBELL DORA THINKS

That a dandelion is a voracious quadruped.

$ $ $ $

If ye ed. continues to conduct this coylum without fear or favor we'll soon be able to go down the main stem without havin' to speak to ever'body.

$ $ $ $

We are all prone to make mistakes now and then but this one takes the icing:

Ye ed. was seated on the front porch the other day when a fliv drove by and some damsel in the rear seat stuck her head out and yelled, "Hello Yeed." That's what we get for referrin' to ourself as ye ed.

$ $ $ $

The boys returned from the Mile-High celebration last eve and report that the altitude had no effect on shortening the breath of Clay Darby who delivered an oration.

$ $ $ $

We can hardly wait until the water tastes like moss and the mossbacks can get a taste of their own medicine.

$ $ $ $

The damsels are all packin' Jap umbrellas which oughta been excluded along with other aliens in the immigration bill.

$ $ $ $

The June brides are blushin' but wait till they blush over a red hot stove in the middle of August.

$ $ $ $

Pink Whiskers Weaver was on the main stem bright and early this a. m. smokin' his favorite stogie and discussin' the weather.

$ $ $ $

The cherries are ripe
As ripe can be
But the robins are in
My cherry tree.

$ $ $ $

If the river gits any lower we can go swimmin' on a kiddie car.

$ $ $ $

Several of the janes of the village have adopted the straight bob which is a great source of worry to the marcellers who are tryin' to put a crimp in it.

$ $ $ $

The terrible waterfront experienced a vicious orgy last eve when a coupla guys engaged in a spirited game of put and take.

$ $ $ $

A feller stops and looks at a team of horses and a damsel with long hair nowadays.

$ $ $ $

That new style of trousers for men gets our goat and we hope they they don't put ruffles around the bottoms.

$ $ $ $

A feller sent ye ed. up a box of cascara bark yestiddy which is good chewin' gum if you don't swaller it.

$ $ $ $

The h. s. fellers who confined their smokin' to the back alleys durin' the school year are now boldly promenadin' on the main stem showin' their authority and ignorance.

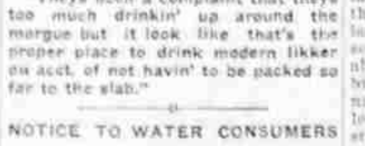
$ $ $ $

The annual fad of pastin' bathin' girls on the windshield has returned with the usual vigor and we again raise our protest to the practice, declarin' that such a vulgar display is versus the rule of the road and is apt to cause many an accident on acct. of guys bein' unable to look through the windshield.

$ $ $ $

Swimmin' suits are an accessory this week to most of the automobiles.

$ $ $ $




"Theys been a complaint that theys too much drinkin' up around the morgue but it look like that's the proper place to drink modern likker on acct. of not havin' to be packed so far to the slab."

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### NOTICE TO WATER CONSUMERS

Water will be shut off Thursday evening, June 5th from 6 p. m. until 8 p. m. effecting all of Douglas St. west of Jackson St., and all of Pine St. from Douglas to Mosher street.

THE CALIFORNIA OREGON POWER COMPANY

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### NOTICE TO ODD FELLOWS

All Odd Fellows are requested to meet at the Roseburg Undertaking parlors Friday afternoon, June 6, at 2 o'clock for the purpose of attending the funeral of our late brother I. Schmeisser.

W. S. HOWARD, N. G.

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Band concert Sunday at Bandon by the Sea.

# RADIO PROGRAMS

From Pacific Coast Stations

Radio KGO, General Electric company, Oakland, Calif., 312 metres.

June 5 — 4-5 p. m., Concert, orchestra of San Francisco hotel, San Francisco, Fermin Cardonna conducting; 8 p. m., Musical program through courtesy of Truman Undertaking Company, Oakland.

June 7. — 4-5 p. m. San Francisco hotel orchestra, San Francisco; 8 p. m., Musical program, Joseph B. Carey, composer of Sierra Sue and "In the Harbor of Home, Sweet Home", and other ballads; Carey Male Quartet; Ernest Paul Alwyn, euphonium soloist; Ethel Isaacs, violinist; 10 to 1 a. m. San Francisco hotel dance orchestra.

Radio KGW, The Morning Oregonian, Portland, Ore., 492 metres.

June 5 — 3:30 p. m. Woman's story program; 8:15 p. m., Studio program, George Olsen's Metropolitan orchestra, Hotel Portland, Herman Kenin, director; 10 to 12 p. m. Metropolitan orchestra in dance program with intermission solos by June Sanders, soloist.

June 6 — 3:30 p. m. Lecture by Jessie D. McComb, head of Home Economics Extension Service, Oregon Agricultural College.

June 7 — 3 p. m. Children's story hour; 10 p. m. Dance program.

Radio KLX, Oakland Tribune, Oakland, California, 509 metres.

June 6 — Studio program, 8 to 10 p. m. The KLX Concert Trio and Pleas' KLX Hawaiians will offer a special program; at 9:10 p. m., the controls will be switched for 45 minutes to the American Theatre, Oakland, where the Owen Sweeten orchestra will play with Clement Barker at the organ.

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

June 5 — 9 to 10 p. m. Program under management of Mme. Rose Florence; 10 to 11 p. m. E. Max Bradfield's hotel band.

June 6 — 2:30 to 3:30 p. m., Theodore J. Irwin in organ recital in KPO studio; 4:30 to 5:30 p. m. Rudy Steiger's Fairmount hotel orchestra.

June 7 — 1 to 2 p. m., Rudy Seiger's Fairmount hotel orchestra; 2:30 to 3:30 p. m., Piano recital by Winifred Jones; 2:30 to 5:30 p. m., Tea dansant, E. Max Bradfield's Palace hotel orchestra playing in Rose Room Bowl; 8 to 12 midnight, Art Weidner and artists in dance music and intermission features in the Fairmount hotel.

Radio KFI, Earle C. Anthony, Inc., Los Angeles, 469 metres.

June 5 — 8 to 9 p. m., Ambassador hotel concert; 10 to 11 p. m., Eunice Ross, Edith Lillian Clarke and other artists in special program.

June 6 — 10 to 11 p. m., Courtesy program under management of Frederick North; 11 to 12 midnight, Ambassador — Max Fisher's Cocoanut Grove band.

June 7 —8 to 9 p. m., Windsor Trio and Mme du Plessis, pianist; 9 to 12 midnight, instrumental, vocal and dance programs.

Radio KHJ, The Times, Los Angeles, 395 metres.

June 5 — 6 to 6:30 p. m., Art Hickman orchestra, Baltimore hotel; 6:45 to 7:30 p. m., Children's program; 5 to 7 p. m., Instrumental, vocal and dance program.

June 6 —1:30 p. m., Dr. Mayer Winkler, Rabbi Sinai congregation.

June 7 — 12:30 noon to 12 midnight, news, music and story hour.

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## DRY CONVENTION STARTED TODAY

(continued from page one)

why is it that almost simultaneously with the president's joining the church, he pardons one of the worst bootleggers in all America, after he had been convicted? Is it not because the liquor traffic votes as a unit, while the church divides.

"If a certain famous—perhaps I might say in-famous— president of one of the large universities of this country has his way about the matter of platform to be issued by the republican party, and gets a plank declaring for modification of the Volstead Act, some mighty good people are going to find themselves out of a political home."

"No definite planks were suggested with the exception that he said "he was agreed with a noted federal judge who said the Volstead act should be amended so that the former aliens who violate that law, shall forfeit their citizenship and become automatically subjects for deportation."

"Is it not a very great wonder that we have the present marvelous beneficial results of prohibition, then the law is in the hands of its enemies for enforcement? The late lamented war-time president, although himself a Presbyterian elder, issued while governor of New Jersey an address that was so favorable to the liquor traffic that the breweries had it broadcast over the nation and when your speaker called him down on the proposition, the strongest response that could be obtained was that he was sorry, that anything he said was being so used by the brewers. When I asked that he then disown all intention of aiding the breweries, he shut up like a clam.

"If you want law respected, observed and enforced, then you should cast your ballot for that one and only party which has ever stood for law and order.

"Do that and I promise you that in the ensuing quadrennium you will se the liquor traffic killed and not even its ghost shall arise to give you trouble.

"Separation of church and state we all believe in, but God pity us that in carrying out that thought, we have seperated our politics from our religion. We should not take our politics into our religion, but most assuredly we should put our religion into effect in our politics and support no candidate or party which fails to represent us and our religious principles. One trouble is that many of our church members get so disgusted with their rum-ruled party, they become discouraged and fail to vote at all. For this they are blameworthy, as the other fellows vote, always and not only 'always,' but in many instances 'often as well.'"

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COLUMBUS, Ohio, June 5. — Resolutions looking to disbandment of the prohibition national party were introduced in the national convention this afternoon. The first was a memorial to that effect from the Nebraska state convention presented by J. A. Murray, vice-chairman of the national committee and sole delegate from that state.

The second was a resolution offered by Robert H. Patton of Springfield, Illinois. He renewed his suggestion of last night that the convention refrain from nominating candidates, taking its principles to other parties and organizing a new party if they fail to adopt them.

An avalanche of points of order followed and both resolutions were referred to the committee on resolutions.

John J. Coffin, Florida, proposed a change in party name by adding "law and order" to the title, making it read "Prohibition, Law and Order Party." This was referred to the committee also.

According to the belief of leaders as expressed last night by Dr. A. P. Gouley, of Seattle, Wash., the prohibition party has the "best opportunity since its organization to do something on its own account." Its candidate can win in the election if the proper platform is adopted and the proper man selected.

The convention was called to order by vice-chairman J. A. Murray of Nebraska.

Much of today's session was to be devoted to routine business, the organization of committee's and address.

A bare dozen of spectators filtered into the hall just before J. A. Murray, Nebraska, vice-chairman of the national convention reported for order, using a pocket knife as a gavel. Approximately 100 delegates were in the body of the convention.

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COLUMBUS, Ohio, June 5. — A statement in the keynote address of H. P. Faris, temporary chairman of the national prohibition convention that brothers-in-law of Dr. Nicholas Murray Butler had served sentences for bootlegging, was disputed this afternoon by E. L. Hohenthal, Connecticut.

The latter said the men were cousins and not brothers of Mrs. Butler.


Spring or Summer
Stop COLDS
—In 5 Hours

You Can Become Expert in less than two hours

PROGRAM
FRIDAY
Lecture
"Salads and Their Place in the Diet"
Demonstration—New and original salads. Three Minute Mayonnaise, Simplified Thousand Island Dressing, Club Dressing.

FRIDAY

Making the Most Delicious Mayonnaise And All Popular Salad Dressing at the

FREE COOKING SCHOOL

2:30 P. M. Friday

Roseburg, Oregon

The last session of the Free Cooking School, to be held at 2:30 p. m. Friday, will give the women of Roseburg and Douglas County the opportunity to learn the newest, easiest and quickest ways to make Mayonnaise, French Dressing, Tartar Sauce and other popular salad dressings.

In less than two hours of actual demonstration, clearly explained, you will have the information which will make you expert in their preparation. How to make the smoothest, creamiest and most delicious Mayonnaise with Mazola, the pure vegetable salad oil, will be a feature of the demonstration. Every housewife is invited to attend this last free lecture and take notes on the new recipes and methods.

FREE—A beautifully illustrated 64-page cook book will be given all those attending this session.

DEMONSTRATION HELD AT

ZIGLER FEE HARDWARE Company

Roper Automatic Gas Range Used in Demonstration

HOOSIER CABINET USED LOANED BY McKEAN, DARBY & BALDWIN

OUTING TOGS

KNICKER SUITS IN TWEEDS FOR LADIES, ALL SIZES AND PRICED MODERATELY.

KNICKER SUITS IN KHAKI FOR LADIES, MISSES AND CHILDREN. THESE CAN BE HAD IN ALL SIZES.

MIDDY BLOUSES IN KHAKI FOR LADIES AND ALSO FOR CHILDREN IN SIZES 8 TO 14 YEARS.

The summer outing season has come on rather early this year, and you will doubtless be planning for a trip to the mountains or the coast beaches. These outing togs are just the sensible thing for any woman or girl to wear, and we suggest you come in and look this very complete line over. We are sure that the suit you want is here.

MARKSBURY CO.



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THE CALIFORNIA OREGON POWER COMPANY



NOW

Exide Batteries

for small and medium size cars

$15.50

Phone or write and we will ship your battery C. O. D. by train or stage

Dodge Batteries $24...

Sparton Horns, Atwater Kent, Ford Ignition, Stromberg Carburetors, King Bee and ... Spark Plugs, Auto Accessories

BATTERY AND ELECTRICAL REPAIRING

Umpqua Battery Station

312 N. Jackson St.
A. B. TAYLOR, Prop.