

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON, THURSDAY, JULY 17, 1924.

MUST BE READING BILL BOARDS.

This from the "Those Who Come and Go" column of the Portland Oregonian, a statement from a tourist traveling through Oregon, who has evidently depended principally on bill board displays to get his information, is a good sample of "bull" disseminated to discredit the efforts of enthusiastic boosters of this great state. Here it is:

"The greatest drawback I have found in Oregon is the people," said M. P. Sutton at the Hotel Portland. "I motored up from California and have visited Crater Lake and the Oregon caves and have seen the Columbia river highway and taken a few side trips. The result of my observations is that Oregon people are asleep. They do not know their stuff. They either do not know what they have here or else they are callous. Why, if the people of Oregon were as good boosters as are the people of California, you would be having everyone flocking into this state and in the next five years people everywhere would be talking of the Pacific northwest and forgetting that there is such a place as California. I am a Californian by adoption and know the advantages of that state, but when it comes to natural attractions and wonderful scenery and a pleasant climate, Oregon has California lashed to the mast. I consider that the people of Oregon are dead to their opportunities. Why, you've got everything here to bring tourists and investors, but there is no apparent effort to tell the world about them. Of course, I've noticed a few advertisements regarding Oregon in leading publications of late, but the people of Oregon as individuals do not know how to enthuse over their wonderful country. I'd just like to know the reason for my own satisfaction."

There is no reason, Mr. Sutton, other than the fact that you are deluded—you probably have never sought any concrete information about the great state of Oregon. This is of frequent occurrence, particularly among those people who have been "fed up" on literature concerning certain defined sections of a very important state to the south.

This state is advertising. The people are advertising it. The school children are advertising it. Business men are advertising it. Nearly every community of any size in Oregon is proclaiming its virtues and possibilities. Chamber of Commerce organizations, civic bodies, commercial clubs and many other and various sets of people are very much alive to the resources of Oregon and the world is being intelligently advised of what may be expected and found in one of the greatest states of the Pacific Northwest.

The mother city of the state, Portland, this year alone is spending over three hundred thousand dollars to advertise Oregon. For years its business men have given liberally to make known the wonders of this old state. Portland has grown through this spirit of advertising from a city of less than one hundred thousand to a metropolis of over three hundred thousand happy and contented people. Salem, Albany, Eugene, in fact, every community in the state where a spirit of thrift has been shown has made wonderful strides and a tremendous increase in population. Many cities throughout the state have increased their resources, not only by land improvements, but by encouraging those enterprises that carry with them healthy payrolls which has had a very important part in the growth of the state generally.

Coming to our home city, Roseburg, probably no other community in the state can show a more conservative and healthier growth. And this is true of many other smaller places throughout the county. True, we have not grown up over night. This progress has not been of the mushroom variety. Very much to the contrary. But it has been steady, conservative and healthy. We are still growing—all Oregon is still growing—growing with that degree of soundness and good judgment that there will never be any toppling over caused by inflated and misrepresented values, a condition now prominently noted in some coast sections where a certain brand of advertising has done its work.

So, we say, if you don't know of Oregon somebody is at fault, and it is not this state. Don't get the idea into your ivory dome that we are asleep at the switch, and don't think for a moment that we are going to stop advertising. Not for a minute. It pays to advertise and this fine old state has profited greatly thereby.

Portland papers are working their new discovery—the long-haired ape—overtime. The shaggy monsters are still undiscovered, with a growing suspicion that somebody had a nightmare, or took an overdose of homebrew, in order to make the first discovery possible.

General run of business is usually just what the merchant makes it. There's business to be had at all times, but there are certain times in the year that you must go after it in order to get your share.

Many distinguished visitors have been in Roseburg the past week, and they seem to like the environment and are in no hurry to get to the next stopping point on the Pacific highway.

Some people think war will never be abolished, and about 125 years ago a lot of people thought the world would always do its traveling on stage coaches.

People will spend two dollars worth of gasoline on bad roads just to avoid a dollar's worth of taxes.

PRUNE PICKIN'S BY BERT G. BATES

GOOD EVENING FOLKS—
We asked a feller
Today why he
Hadn't attended
Chiqua
And he said
He was afraid to
For fear they'd
Call for the
Chiqua salute
And his
Handkerchief'd
Be dirty.

DUMBBELL DORA THINKS
Pretzels are hunchbacked crackers.

The birds who are manufacturing the ape-man story must be drinkin' a dern strong brand of likker.

BRING ON THE TORPID LIVER!
He read about the benefits
Of outdoor exercise
To lungs and other vital things
That work inside of guys;
And so he sallied forth one day
To put the thing to test,
And ran and jumped and hopped and skipped
With eagerness and zest.

Next morning when he tried to move,
His form was wracked with pain,
And two long weeks went by before
He moved around again.

And then somebody told this chap
He'd miss the finest sport
Unless he tried the bathing at
Some ocean-front resort.
And so one day he went away
To splash in salty suds,
And jumped the curling breakers
In some very scanty duds.

Next morning when he donned his shirt
He raised an awful din,
And two long weeks went by before
His neck was clothed in skin.

Today our hero shuns advice
On exercise and such—
Prefers a torpid liver to
An ambulance or crutch;
He's satisfied to sit for hours,
Though lungs may grow decayed,
Content that he may keep his neck
Within some cooling shade.

And now, when morning comes, our friend
Gets up without a hurt,
And chafes no tender blister
When he slides into his shirt.

The vacationers had better hurry
Back and mow their lawns,
And tell the milkman to take away the surplus
Bottles.

Abe Lincoln was on at the ch'qua
Last eve and all the railsplitters
Of the valley took a night off
And watched the original axe-wielder "do his stuff."

Life Pickin's Sign:
"The water nowadays tastes like polywogs don't it!"

STATE PRESS COMMENT

Lost Savings.
Recently a large industrial concern asked its employees to tell confidentially whether they had ever lost money in fraudulent investments. It was found that over half of these men and women with moderate incomes had been tempted and stung by "get-rich-quick" propositions of one sort or another. A not inconsiderable sum of money had been lost by the group of employees through their own foolishness.

Most of those wage-earners had been making enough to have set by small savings regularly. The same money they had put into fake investments might have been used for the purchase of reliable securities. Impatience, ignorance, and a preference for the "line" of the glib promoter, rather than the advice of the reliable broker or banker, had led them to throw away money which might have been used to much better advantage.

Perhaps money lost on fake stocks or other get-rich-quick schemes may be considered well spent if it buys helpful experience. Too often however, the person who has fallen for one fictitious "sure thing" will fall likewise for the next one that is glibly presented to him.—Albany Democrat.

Ban the Billboard.
Billboards have been banned from the highways of Oregon by the state highway commission and a far-seeing public, for the reason that the scenery would be marred by their presence.

By the same token the city should ban billboards from the city, for the civic beauty is certainly jarred and marred by their garish presence.

For those unfortunate persons who happen to live within the range of vision of these relics of the stone age, we have only the deepest sympathy.

What an inspiring sight from the quiet of your living room!
"Baby Pete, America's Wickedest Film Star Drives a Buick Four," cries the signboard in purple and red letters that make the Barnum and Bailey posters shrink like modest virgins.

Or imagine the disappointment, just after you have purchased a Whipperwill BK, to have a man with

tonight

Adult Concert Artists.
A great singing company.
Admission 50c

tomorrow afternoon

The Ralston Entertainers.
Sam Grathwell,
Lecturing on "Getting By Your Hoodoo."
Admission 50c

CHAUTAUQUA

a reckless disregard for the disposal of waste paper from signboards and a careless way with a wet paste brush, come along and announce to the world that the Canary Coupe is the only car that a successful business man will drive.

It is hard to look that insult in the face for the six weeks or more that the signboard will flap its torn edges in the wind before a new brand of breakfast coffee is offered to you by a woman of statuesque proportions from a cup that looks like a life model of Coos Bay.

Signboards are like thistles in that they spread by jumping a block or more at a time. Ever anxious to offer the first notice that Marshfield is only six and thirty-four hundredths miles away and that by turning to the left at such a corner you will find the best shoe store or hotel or automobile station, the signs creep ever onward along the streets and highways.

The signboard should be banned because it is offensive to the eye, it depreciates property adjacent to it and the very fact that the large bill-posting companies of the state have voluntarily withdrawn their signs from the highways in many sections, on condition that the city signs be not disturbed, is proof that the signboard's excuse for existence is negligible.—Southwestern Oregon Daily News.

IN BANKRUPTCY

In the District Court of the United States for the District of Oregon. In the matter of Overland Fruit Company, a corporation, bankrupt. To the creditors of Overland Fruit Company, a corporation of Roseburg, in the county of Douglas and district aforesaid, a bankrupt: Notice is hereby given that on the 12th day of July 1924, the said Overland Fruit Company, a corporation, was duly adjudicated bankrupt; and that the first meeting of its creditors will be held at the office of the undersigned referee in Roseburg, Ore., on the 20th day of July, 1924, 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 16, 1924. C. L. HAMILTON, Referee in bankruptcy.

EXPLOSION KILLS TWO FIREMEN IN MISSOURI

(Associated Press Licensed Wire)
KANSAS CITY, Mo., July 17.—Two firemen were fatally injured, several others seriously hurt and five negroes burned to death in an explosion and fire which early today wrecked a store and apartment building in a negro district. The firemen, Earl Harvey and John Hayden were pinned beneath a falling wall. Six other firemen caught under the walls, will recover. Stores occupied the first floor and the explosion which was followed by fire which was supposed to have been caused by gas in a confectionary shop.

The new parcel delivery has started. Anywhere in city, 15c. Phone 31.

REV. HILTON WILL LEAVE ON MONDAY

Rev. C. H. Hilton, pastor of the Roseburg Christian Church, will preach his farewell sermon, on Sunday, and will leave on Monday afternoon for Burbank, California, ten miles north of Los Angeles, to take the pastorate of the Christian church of that place. During his stay here Rev. H. has not only been a great leader in religious activity, building up the church to a position of power and strength, but he has been a commanding figure in the civic life of the city. He is a fine orator and has been in great demand during the seven years of his stay as a speaker in public meetings, particularly during the war period.

The church to which he is going is made up of about 500 members, and is a city of 15,000 population; the community being largely devoted to fruit raising, specializing in apricots. Rev. Hilton will deliver his farewell sermon to his own congregation on Sunday morning and in the evening will give his last message in Roseburg at the Baptist church, where the union meeting will be held.

ANNOUNCEMENT
The Barrow Barber shop on Cass street has secured the services of a first class hair care-taker. Call 169-J for appointments.

WILL HOLD COUNTY HEALTH MEETING

On July 25, representatives from over the county will assemble at the Court House at 2:30 p. m. in Roseburg for an important meeting of the Douglas County Public Health Association. Election of officers will be held, and other important matters relating to the health work in the county will be considered.

The idea behind the effort is to increase the effective working power of the county health unit. The county health officer and the two public health nurses can do much for the people of the county, working more or less by themselves. But when the communities assist and encourage the work its effectiveness will be doubled or even tripled.

In order to have the community cooperation definite, five standing committees are appointed to carry on certain parts of the health work. These are the nurse committee; education committee; supply committee; publicity committee; and finance committee.

The Douglas County Public Health Association was formed on May 11th, 1921, with Mrs. Wm. Bell as president, in which position she has served ever since. The original purpose of the association was to initiate and support health work in the county. With the establishment of the full time Health Unit, a very great opportunity exists to carry out that aim in a fuller more effective way than was anticipated. The county Health Officer and the nurses supply the technically trained working force. The Public Health Association can supply the enlightened and cooperative public support.

Eat Hazelwood at Wimberly's.

CORPORATION CHARGES FLAG DISCRIMINATION

WASHINGTON, July 17.—The British and continental movement against "flag discrimination," says a shipping board memorandum to Secretary Hoover, is being used as a cloak in a movement to "hostile foreign interests designed to attack and ultimately destroy the coastwise laws of the United States." The memorandum deals with the recent landing of 550 Pennsylvania members of the order of Elks at Boston by the Lamport and Holt steamer Voltairo, which resulted in a fine of \$110,000 against the line by the customs authorities at Boston and was withdrawn before the ship sailed from Philadelphia for Halifax, Nova Scotia and St. John's, Newfoundland, but has just been made public.

Unless the owners of the ship appeal from the customs authorities' decision, however, the department of commerce is understood to regard the case as closed.

DODGE BROTHERS DEALERS SELL GOOD USED CARS

The best way to decide where to buy a Used Car, is to find out who has the best reputation for dealing in honest values. We welcome investigation on this point, any time.

Good Values for Today—

1918 OVERLAND
Speedometer mileage only 7452. In good mechanical condition. Unworn and well stuffed cloth upholstery. Licensed. Price \$250.00.

1918 OAKLAND "SIX"
Mechanically good. Good upholstery. Speedometer mileage 7250. Licensed. Price \$275.00.

1916 FORD TOURING
Starts quickly and runs well. Price right.

DODGE TOURING
Light colors and trim. Has been rebuilt.

DODGE TOURING
Price is low. Price \$350.

1922 HAYNES
Late design. Continental motor. Aluminum body. Unblemished. Has run less than 14,000 miles. Price only \$750.00.

J.O. NEWLAND & SON
Dealers in Dodge Bros. Motor Cars.
Roseburg, Oregon

J.C. Penney Co. A NATION-WIDE INSTITUTION - 571 DEPARTMENT STORES

Ginghams and Percales

Buy Them Here and Save Money!
Buying thousands and thousands of yards of ginghams and percales for the hundreds of J. C. Penney Company Stores enables us to offer these materials at lower prices than others.

- 7-inch Dress Ginghams in dainty checks, neat plaids, and solid colors. A good quality for this price. Yd. 19c
12-inch Dress Ginghams in the popular H. C. S. brand. Attractive designs and colorings. Yd. 23c
32-inch Amokeeg Chamber gingham in a variety of colors. Yd. 23c
32-inch French and Scotch Zephyr Gingham in a wide range of patterns and colors. 49c
25-inch Our Gladio Percales, standard quality, new Fall patterns and colors, light or dark grounds. Yd. 19c
Fine Cambric Percales, pure cambric finish, printed in a variety of pleasing new designs on white grounds. Yd. 23c



GOLD RUSH IS ON TO DIAMOND LAKE

KLAMATH FALLS, July 15.—Rumors that Klamath Falls may witness a duplication of the excitement that made California the mecca of mad-dened goldseekers in '49 are prevalent here, following the report of a strike of high-grade gold ore in the Diamond Lake district at the headwaters of the Rogue River. Several parties are known to have outfitted and headed for the scene of the supposed strike, which is declared to be but two miles from a passable auto road. According to the rumor, the strike was made by a lone fisherman, who accidentally knocked off an overhanging ledge, revealing free gold in the porphyry rock. The samples exposed were of such richness that the Colorado man is willing to believe that the amount could be sold. That there are no pyrites of iron, by the way, in the Klamath Falls, where he had a prospect by a local jurist. The Inspector noted that the find was indeed gold and that the samples assayed in the neighborhood of \$35,000 per ton. English Dime Gold, Nuggets, etc. coated at 20 per cent of Gold Variety Store.

Suit Cases Traveling Bags!!

These come in Leather and some in other materials—prices less than any other Roseburg concern.

Tents for your Camping Trip, Men's Shoes, Boys Shoes, Men's Furnishings, Hats, Gloves, Underwear.

BUY HERE AND SAVE MONEY BERGER'S BARGAIN STORE
Cass and Pine Streets' Near the S. P. Depot

Don't Forget that WE have Cars for Rent

You Must Show Your Drivers License

Will Rent by the hour or day

W. A. RAPP
Phone 371. Stand at Rapp Bros. Garage