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RCLEBURG, OREGON, THURSDAY, JULY 31, 1924.

APPEALING TO NEWCOMERS.

It is claimed that 20 per cent of the population move every five years. The American people are on the go, and millions of feiks are constantly shifting around from one place to another. This mobility of populations makes a big opportunity for people to build up business quickly by advertising. The old theory of success in business placed much stress on building up a reputation by faithful service over a long term of years. A merchant that did good work in his line could build up a trade in that way, but it took a long time without advertising. And if 20 per cent of the people that he pleased were moving into other territory every year, then a good deal of his effort would go for naught. When a new family moves into a locality, and be-grins to look around to see where they will buy goods, they are not deterred by any fixed habits of the past in making their purchases. They are very apt to go first to the stores that advertise in the newspapers. A well advertised store naught. When a new family moves into a locality, and bethat advertise in the newspapers. A well advertised store will usually get the trade of these people in a very short time. And if they quit and move somewhere else, then the th people who take their places can with equal ease be speedily induced to come in and see what a store has to offer. Advertising makes a wonderfully quick way of getting trade tor in these days of changing populations. In the old days many people used to say that they had always traded at such a store and they always would. That constituted an established trade that a store could count on year after year. That ustablished trade does not exist so much today. A man must be constantly looking out for new trade to take the places of those that move away. Advertising will get it for him.

Some observers of the ways of the sports declare that at gambling does not flourish on the big scale it used to. This may not mean that the former gambling element have be-come virtuous. But it may mean that young men have come hatta dilute the hash to make it as a whole to see that to make good, they must acquire ex- go around. cellence in some business or profession, and can not expect to make much by playing for money. People with a crooked tendency probably find they can make money quicker in drop to drink. other ways. Some are doing it in the bootleg business. Many have gone to selling worthless securities to people who lack judgment. Some have become dangerous criminals, and are terrorizing big cities by their hold-ups and burgtarand are terrorizing big cities by their hold-ups and burglarics. Eat it is some gain if the lure of the gambling game What Receburg needs is a lot does not tempt young men as formerly. It was often a kind less cranks and some more selfics. Eat it is some gain if the lure of the gambling game of mental disease, which having gotten its hold on a man, seemed to destroy his power for legitimate achievement.

The Department of Commerce announces that, according to returns received, there were in Oregon, for the calen-dar year 1923, 7,132 marriages performed and 2,894 di-vorces granted. For the calendar year 1922, 6,538 marriages and 2,599 discusses were word and 2,522 divorces were reported. The increase in marriages reported for 1923, over the number reported for 1922, is 564 or 9.1 per cent. The divorces reported for 1923 night a lisle in her show an increase of 372 or 14.8 per cent over the number reported for 1922. The statistics of marriages for 1923 reported for 1922. The statistics of marriages for 1923 were furnished by the State Board of Health and those of divorces for the same year by the county clerks.

Some people dislike very much to give up a political

ROSEBURG NEWS-REVIEW THURSDAY, JULY 31, 1924

PRUNE PERSIA ASSURES NO **EFFORTS BE SPARED**

BY BERT 5 BATES

Carseclated Press Leased Wire.) WASHINGTON, July 21.—The Persian covernment has assured the state department it will take steps with regard to the Imbrie incident that will feave "no ground whatever for any anxiety on the part of the United States government." GOOD EVENING FOLKS-We listened in On a Conversation At a seegar store Last eve At which time Ye ed, was government." Replying to the American com-munication demanding the usual protection for American citizens in Persia and threatening to Liberally panned For some Dern thing or other

And it was

Causes

With satisfaction

That we listened To the discussion

For when we Are able to write A squib that

Caustic comment

We feel that we Have reached the Pinnacle of fame

And we wish to

Extend out thank

To the Knights of the Raz-berry

Who chawed their cud and Gnawed our stals, 5 5 5 5

DUMBELL DORA THINKS

SWAK means "Sarsaparilla with a kick."

5 5 5 5

5 5 5 5

Sheriff Sam'l Starmer has had the toothache all week and there's nothin' in the jail to cure it.

8 6 5 4

The Umpqua Squaws will meet tonight givin' hubby a chance to play a game of pool.

5 9 5 9

We've never felt the urge to as-

break off diplomatic relations as a result of the killing of vice-Consul Robert Imbrie and the subsequent attack upon his widow, the Persian government declared it would "Repair the in-cident and fulfill the points that are suggested by the United States

The reply said also that the The reply said also that the imperial government "is making extreme efforts to pursue and punish the persons who caused and perpetualed the killing of Mr. Imbrie and will not hesitate to take any kind of a step in this connection." Concerning the question of se-curity for American criticens in

carity for American citizens in Persia and particularly govern-ment officials the communication said: "The Persian government has

"The Periada government has always considered and will con-tinue to emisider this as its posi-tive duty and gives assurance that it will by no means heatHate to fulfill this duty."

Eat Hazlewood at Wimberley's.

SPORT SHORTS

clated Press Leaved Wire.) Yesterday's baseball results: At Portland, 4) Sacramento 3, At Vernon, 5; Los Angeles, 9, At Sentle, 12; Salt Lake, 0, At Oakland, 6; San Francisco,

BUTTE, Mon., July 31.—Dixie La Hood of Butte, Rocky Moun-rain bantam weight champion, knocked out Bill Mascott, Portland, Ore., Pacific coast title Claimant, in the stath round of a

12 round bont, OTTAWA, Ont., July 31.—Jack Reddick, Moose Jaw Saak., suc-cessfully defended his Canadian light-heavy weight tille by knock-ing out Joe Edwards of Cleveland in the eight round of a ten round match

NEW YORK, July 31.-Charles Ledonx, French hantamweight and for Ieu year European hantamweight champion, left for France and said he had definite-ly retired from the ring follow-ing his recent defeat by Abe Goldstein, worlds bantamweight

NEW YORK, July 31—De-fonted in a battle of wills with the New York state hoxing com-mission Mickey Walker world welterweight champion today, stands ready to put his physical strength to the test against lic-ny Leonard, lightweight title holder in this city the evening holder, in this city the evening of August 21. Tex Rickard, pro-moter of the Walker-Leonard

heid in New York. Walker, who has been under the ban in this state for refus-ing to meet Dava Shade, coast welferweight, said he was satis-fied with the new arrangement the and would take on Shade later.

DAVIS PREPARING



PRINCESS BAHADAR

incess Ranenda Bahadar, wife Princess Ranenda Bahadar, wife of the Maharajah of Jind, India, wore a brillant diamond in her sose when she arrived, with her hus-band and retinue, in New York on a tour of the world.

practically opened his campaign on the return trip from a Maine vacation ten days in advance of formal notification of his mination as democratic presi-tial candidate, John W. Davis ived in New York early today 1 immediately began to ac-tint himself with the various the nni the campaign plans as the campaign was absent.

Of the four Dodge Brothers cars unloaded by J. O. Newland & Son yesterday, three will go into the northern part of the county which is being worked by Fred C. Powell, salesman for J. O. Newland & Son. These deliveries make a to-tal of 19 cars sold by Mr. Powell since he started selling Dodges this year. Reaching his headquarters or an all night journey from ekland, Malne, Mr. Davis went o conference with his field trshal Clem L. Shaver. Quesof organization were dis-d chiefly, but several recent opments in the world of pol-1110

om Rockland to Doxer, N. H. this year. hing crowds gathered to meet As orders for this entire ship-Davis' train last night. He ment were taken hefere the cars briefly at both Rockiand arrived, the second carload has liath, and shook hands with been shipped from the factory to umher of persons at noveral come about August 10. At er stations. A crowd of sever-undred gathered at Dover at hight, but did not see the timee, as he had retired an efficie price on their crops come about August 10. At pres-ent one car out of the coming car-

"When the prime growers get a definite price on their crops I ex-pect thefn to buy a greater number of cars," said Mr. Powell. "The farmers are optimistic with sheep and grain prices good and with turkeys looking well." **REPUBLICANS MAY CONCEDE WISCONSIN** the northern part of the country, haveing been in the automobile business for more than 14 years.

Associated Press Leased Wire.) WASHINGTON, July 31.— With Senator La Follette and his tollowers in control of the repub-lican organization in Wisconsin republican congressmen are seek-ing means of putting the names of Coolidge and Dawes on the ballots for the November elec-tions in that state. Republican man gers have republican man gers have (Associated Press Leased Wire.)

land, concerning the record of Mr. Powell, "His wide experience

tions in that state. Republican man gers have been advised that the La Follet-te electors will appear under the republican emblem on the Wis-consin ballots, and that a vote for the republican ticket in the state in November will be a vote for Senator La Follette and Wheeler.

Some republican manuger were not disposed to enter the republicans nominees under an in-dependent heading, (celing that enator La Follette might just as well be conceded his home state. William J. Butler chairman of the republican national commit-ue discussed this question with Wisconsin leaders during his stay a Chicago and, according to re-orts received in Washington, has lecided to permit the "regular "epublicans" of the state to deteraine what mo'e shall be made. Having discussed the Michi-an political situation and receiv-d what was described as "most



(Associated Press Leased Wire.) DENVER. July 31 -- Police continued today their efforts to uncover the mystery surrounding the finding of Mrs. Gertrude O'-Reilly Ramsey Cooper of Denver and Kansas City, lying near death on an improvised bed in the kit-chenette of her fashionable apartment here Tuesday morning. Gas was pouring from a stove near-by. The woman today was in a hospital, unconscious and un-able to aid the officers,

Her mother, Mrs. Margaret O'-Reilly Casey told police she knew ' of no reason why her daughter should attempt to take her own life and Mr. Casey de-clared he believed Mrs. Cooper was a victum of foul play.

clared he believed Mrs. Cooper was a victim of foul play. Police were trying to verify a report that J. H. Cooper of Kan-sas City, from whom Mrs. Coop-er is said to have been divorced sas City, from whom Mrs. Coop-er is said to have been divorced in Wichita, Kansas, four years ago, arrived in Denver Tuesday night, and that Mr. Cooper had communicated with his former wife by telephone before starting for her home. Mr. Cooper thus far has not been located.

This is a Studebaker year,

GOOD SALES RECORD

As orders for this entire ship-

"When the prune growers get a

Mr. Powell is well acquainted in

From his intensive sales work in

that section he is in close touch with the farmers and knows how they are faring. From the atti-

in the automobile game is serving

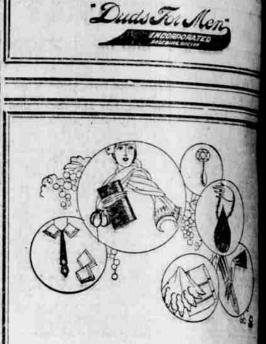
him well."

Kh

ALPINE

5.5

"Sure!" says he. "This is a real 'coats off' office-jut as we hang up our coats, things begin to hum." in the right hand corner of his dress a number of shiris strictly "for business" We have the shirt you need-come in, we'll be giad to my FRED POWELL MAKES

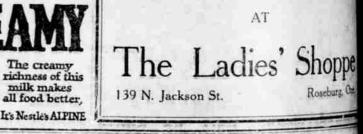


ARROW

Parsons Works in His Shirt Sleeves

YOU WILL ALWAYS FIND THE LATEST IN

Vanities Under the Arm Bags Handkerchiefs Beads Neckwear and **Gloves**, Prices Right



O McClure Newsport Enter

MILK It's Nestles ALPINE

Suburban Heights.

ING CATS AND DOGS

ONE TO GRAB IT

PSTAIRS

N BATHTUS . HURRIES

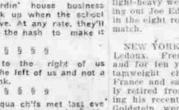
TIND SOME ONE

HAS JUST DRAWN A HOT BATH UNBRELLA DRIPS ON

earlier

champion.

moter of the Walker-Leonard bout, which was scheduled to take place in Boyles thirty acres, Jersey City, announced bis will-ingness to yield to the commis-ssions demand that the match be heid in New York. Walker who has been under



5 5 5 5

starters. 5555

When a damzel discovers sock that's

We saw a feller today who ate strawberries and he's got the

Well folks, the city council has ucceeded in makin' us put muf-ers on our filvs but as yet flers on they've taken no steps to put a kibost on the birds who snore. 5 5 5 5 5 9 5 5 9

Men wear gatters to hold up their sox. Women wear garters just below the knee. § 5 5 5

5 9 9 5

If you don't keep on your side of the road the ambulance'll prob'ly pick you up on the other side.

9955



5 5 5 5 Prunes to the right of us prunes to the left of us and not a

job, even though their services are not satisfactory. Grasp- strawherres and rash, tan't he rash; ing the public teat has been a plaything for many a politician whose usefulness has long been regarded as nothing short of criminal.

Definite announcement that work on the North Umpqua highway is to start at once is certainly pleasing informillion to all Douglas county. (This is a project of para- hardest work some fetters do." mount importance and its early completion will be a boon to the enlire county.

Early prices set for this year's prune crop ought to be an incentive for the growers to harvest a good, clean pack. And the better the size and quality, the better the price.

A taxpayer needs to be wide awake when he makes out his income tax return, but it may become necessary to put him under eiher when he comes to pay the hill.

Only 2 little more than a month and the kiddles will be swinging their books under their arms and piodding to the "little red school house."

If a politician talks, then it is claimed his ideas are all wrong, and if he doesn't talk, then it is said that he has no mind of his own.

- It has been said many timos that everything comes to him who waits-but the waiting gest nighty tiresome sometimes

"The American army aviators are still hopping around the earth-with a stop here and there,

5 5 5 5



"Sittin' in the shade is 'bout the

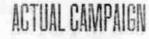
Eat that moved at Wimberly's.



Tabled Press Lothers Wire? WASHINGTON, July 37.—Plann ands by President and Are Conf-line responses, their sets John, to then the elements military traduterms this summer M. Camp ets. Mann., have been aban-al and Joint will remain with presents of Ore White House anfall others he others Amhered

a the desire of Mr. and Mrs. er al circ time school closed as the out John and as c Callinger, attend the but since the south of the least in the gravitor of standaury has been build in an atomalation has been bound in a data of the function with the been and his presence was at the or such a combast to her the result of decides it would be the function of the sound without the function of the sound without the function of the sound of school uppers. This would be been John's second summer upp Derivers where he was take the function a vest area when her

training a year ago when his or became president.



Connectated Press Leased Wires NEW YORK, July 31.-John W. Davis, democratic presidential candidate autopinced today after his return from Maine that he was in entire accord with his rar-ning tinte, Governor Bryan of Nebraska reparding "Mobilization Day."

Mr. Duvis doctared that where expressed by Governor the in that there was no necessity of calling etvilling to leave their of capacing "for the purpose of or gaging in what would be only alluary demonstration without particular educational effects sentirely wound."

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S Calline:

Swellen er Varicese

Veins and Bunches

If you have an influence and and the set a

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bothered

the what was described as most encouraging news' as to republi-can prospecis there at a confer-nce yesterday with Governor iroesbeck of that state. President 'coolidge today drove forward with work on his notification speech with few interruptions of a solitical nature in prospect. olitical nature in prospect.

BRYAN WANTS KNOW MORE ABOUT DEFENSE

(Associated Press Lensed Wire.) WASHINGTON, July 21.—Re-meat for further information re-carding the government's plan for observance of "Defense Day" was unde in a telegram received to lay by President Coolidze from fovernor Charles W. Bryan of schraka, the democratic vice-residential nominee who recent-by announced by would not co-perate with the federal author-tics in some features of the gel-bration on the ground that it would amount to a military dem-nstration. mutration.

The message was referred im-acdiately to the war department cithout being made public

CAN INCREASE WOOI. OUTPUT.SAYSDOCTOR

Associated Press Jonard Wire 1 LAEGE Rolation July 21. - Dr. berro Vorenoti, famous French urrison, addressing a scientific congress here, anserted it would a goodile to insteam the yield of wool by applying his stand rateplantics averation connet be reformed successfully on all these, he said, he hoped to he wild to erraite a should bread to the origination of a certain unmber of picked spectrum. The caperiment was already being made, he amounced on a flock of 3,000 shoop in Algeria, and al-to on goats. fated Press Letters WireA

The Wet Umbrella.

By GLUYAS WILLIAM



WHAT TO

DO WITH IT WHILE

