

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday by The News-Review Co., Inc.

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

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

SUBSCRIPTION RATES	
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

Member of The Associated Press.
The Associated Press is entitled to the use for republication of all news dispatches credited to it or not otherwise credited in this paper and to all local news published herein. All rights of reproduction of special dispatches herein are also reserved.

ROSEBURG, OREGON, THURSDAY, OCTOBER 23, 1924.

CONTRACT ADVERTISING.

There is something in persistent hammering that produces a pronounced impression on the human mind. People get so many impressions from so many different sources, that there is a tendency for these impressions to slip out of one's thought unless they are constantly renewed. Constant dropping is supposed to wear away a stone, and it is so in the game of advertising. Suppose that two men should start advertising at the same time, but should choose different policies. One might decide to have a few very big advertising splurges at distant intervals, using no space at all between the same. The other might decide that he would insert a small ad and keep it standing right along, changing it constantly to feature the things he was specializing on from time to time. If these two men should spend the same amount of money, it would probably be said by advertising experts that the man who did the regular advertising in small space would get much better results than the fellow who made the big splurge occasionally. There is an advantage for the business community in dealing with the newspapers, in making arrangements covering a considerable period for their notices. If they are willing to do that, the newspaper can give them more favorable treatment. It is more likely to be able to give them some position in the paper that they will specially like. If the newspaper never knows when an advertiser is going to take space, it is difficult to guarantee that advertiser any particular position. But if he is a regular customer taking space right along, then it becomes possible to arrange to give him some position that shall be satisfactory. The results are better if the notice appears somewhere near the same place right along.

Portland has more rats than the city knows what to do with and would like to reduce its stock to a reasonable degree, but so far not a single individual has approached the "bargain counter."

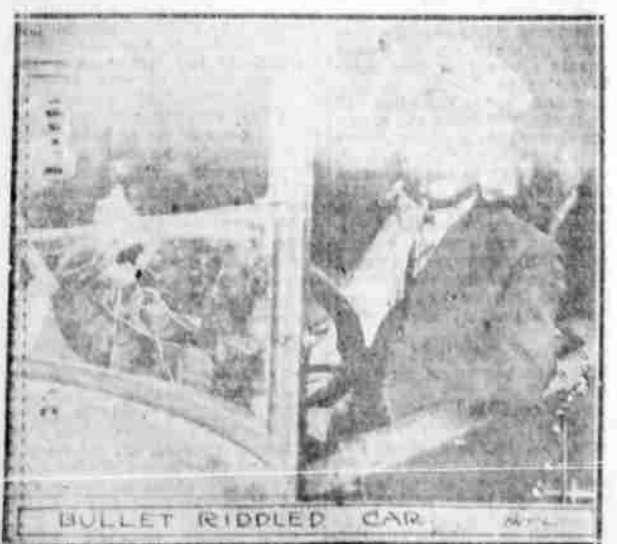
TRYING TO ENFORCE
THE TRUANCY LAWS

Miss Agnes Pittsford, county juvenile officer, and Mrs. O. C. Brown, school supervisor, are making a careful check of the county to enforce the truancy law. This law provides that any child between the ages of 9 and 16 years must attend public school and any person employing a child of school age during school hours, is subject to a heavy fine. Any family who remains in the county over two weeks, must put the children in school, according to the law, this provision being designed to force the so-called "floating population," to provide education for their children. Persons knowing of cases coming under this law, are asked to notify one or the other of the officers and assist them in getting all children into school.

KENDALL PREDICTS
COOLIDGE ELECTION.

Coolidge will be elected president, and La Follette will run second on the Pacific coast and north of the Mason Dixon line. In the opinion of Congressman J. L. Kendall, who is spending a couple of days in Roseburg, Mr. Kendall is one of the representatives in the lower house of congress from the state of Pennsylvania, and he and his wife are in the city while Mr. Kendall is attending to business matters. Coolidge is strong in the east, Mr. Kendall states, and will

THREE KILLED IN HERRIN BOMBARDMENT.



BULLET RIDDLED CAR.

In this automobile three members of the Ku Klux Klan at Herrin, Ill., lost their lives in the recent outbreak of killing there. The photograph plainly shows the damage done by the rain of bullets poured into the car. Charles Denmark, only occupant of the car to escape, is shown at the wheel.

PRUNE
PICKIN'S

BY BERT G. BATES

GOOD EVENING FOLKS—
Didja ever notice
How good eggs taste
When they're
High-priced?

DUMBELL DORA THINKS
That the Rock of Ages was the
California earthquake.

It doesn't do any good to have a
still in your home if your wife
can't keep a secret.

You've heard about the raisin
With the kick of 10 per cent.
But the raisin with the wallop
Is the raisin of the rent.

We note that the budget committee
made allowances for the collection
of \$1200 in fines for next
year. That's settlin' a mark for
Chief Ketch to shoot at.

A bunch of Peeping Toms on the
corner of Cass and Jackson street
yestiddy eve took advantage of the
high-powered wind.

The pajama parade will be held
by the skule fellers tonight and
we hope the bedroom lingerie will
withstand the evening temperature.

Many a good farmhand has been
spoiled by bein' elected to congress.

Durin' our lifetime here in Rose-
burg we've witnessed some dis-
heartenin' things but today cap-
ped the climax. We saw a swell-
dressed woman in a delapidated
flivver.

One of the prettiest rainbows
ever seen in these parts was
staged east of the village yestiddy
eve. Roseburg's rainbows are far
superior to rainbows in other
towns.

We saw an optimist to the dance
last eve wearin' one of those new
baggy English suits and didn't
have on suspenders. That's what
we call takin' chances.

Since the damels have quit
leavin' quite a few girls' hearts are
in the right place.

After a night's session with a
tight poker player we wonder why
the battle-cry hadn't oughta be
changed to "Don't give up the
chip."

The election prognosticators are
out this week gettin' ready to
say, "I told ya so."

"That seems to cover the situa-
tion," said the town cop as he sat
down on a chunk of fly-paper.

The bird who is always lockin'
for the breaks in life usually goes
broke.

When a single girl asks a
single man if he encores, the plot
begins to thicken.

An editor is a guy who sits
around and hopes someone'll give
him a turkey for Thanksgiving.

"The nervous Jane never plucks
her eyebrows."

ART CLUB MEETING

The Roseburg unit of the National Art League will meet in the parlors of the Methodist church, south, Saturday afternoon, Oct. 25, at 2 o'clock. Miss Lucille A. Mint, a national director, will be present and would like to meet all present and prospective members. A social invitation to attend the meeting is extended to the teachers of the Roseburg schools and all others interested in art education. Admission to membership and participation in the work is without cost. We hope to organize another club by January 1st, next. Mrs. W. L. COVIL, President.
Miss BEVIN STEPHENSON, Secretary.

**RUSSELL
&
CANNON**
404 W. Cass St.
BERGER BLOCK
Near Depot
We buy, sell, exchange
and repair furniture.

Moore Music Store
223 NORTH JACKSON
Sherman, Clay & Co.
Pianos and Musical
Merchandise
PHONE 502

COOLIDGE SPEECH
WILL BE BROADCAST

(Associated Press Licensed Wire.)

WASHINGTON, Oct. 23.—President Coolidge had two engagements today which called for speeches—one at the White House at noon with members of the New York business men's executive committee and the other tonight at the eastern division of the chamber of commerce of the United States.

The president tonight is expected to make his last extended address of the campaign and to summarize his views on government affairs. Preparations have been made to broadcast the address to every section of the country. He will start speaking about 9:30 p. m. (eastern standard time).

Several political leaders and officials also had engagements with the president today to discuss campaign developments and business development. He is also devoting considerable attention to the conference he is expected to call soon to map out an executive campaign for agriculture.

GIRLS
Beautiful Actresses Say

"A Short Massage with Howard's
Buttermilk Cream at Night
Before Retiring is All That
Is Necessary."

No matter whether you are
troubled with a poor complexion,
wrinkles, puffiness around the
eyes, freckles, crows feet or lines
around the mouth, ugly finger
nails, or just a simple roughness of
the face, hands or arms caused by
wind or sun, you will find that
any or all of these troubles will
quickly disappear with the use of
Howard's Buttermilk Cream.

To give this to your complete
satisfaction, get a small quantity
today at your favorite toilet goods
counter with the understanding
that they will freely return the
purchase money to any dissatisfied
user. All druggists.

Start the fall write now—We
have everything you need—from
fountain pens to postage stamps.
Lloyd Crocker.

ONTARIO VOTERS
BALLOT ON BOOZE

TORONTO, Oct. 23.—Voters of
the province of Ontario today are
balloting in the sixth referendum
on the liquor question to be held
in thirty years. The issue in to-
day's voting is whether the sale of
intoxicants under provincial gov-
ernment control shall be estab-
lished or whether the Ontario
temperance act, passed in 1916,
shall remain in effect.

Registration figures indicated
that the poll would be one of the
heaviest in the province's history.
Leaders of both sides were confident
of victory.

The question of the return of
the saloon is not involved. Two
questions are asked on the ballot:
"Are you in favor of the contin-
uance of the Ontario temperance
act?" and "are you in favor of
the sale of a beverage of beer
and spirituous liquor in sealed
packages and under government
control?" The present law was in-
acted in 1916 as a war measure
and was confirmed in a plebiscite
in 1919. Two years later an
amendment was adopted making
it unlawful to import liquor from
wet countries and states.

Voting is being watched with
interest throughout Canada. It is
generally believed that if the
temperance act is repealed prohibi-
tion may go into the discard
throughout the dominion. If the
wet's win however, it is expected
that they will carry their fight for
sinless temperance acts in other
provinces where they have lost
ground, such as British Columbia,
Alberta, Saskatchewan and Mani-
toba, and even perhaps undertake
to extend their triumph into Que-
bec.

Eat Hazewood at Wimberly's.

COL. EMERY WILL
SURVIVE SHOOTING

(Associated Press Licensed Wire.)
GRAND RAPIDS, Mich., Oct.
23.—Physicians today predicted a
speedy recovery for Colonel John
G. Emery, former national com-
mander of the American Legion
and veteran of several major en-
gagements in the world war who
was shot yesterday by Clifford
Simpson.

Emery was shot after Simpson
went to Emery's real estate of-
fice and asked if Mrs. Simpson
was there. On learning that she
was employed there, he a gun
occurer, Simpson charged Emery
with attempting to break up
his home. Mrs. Simpson had
brought suit for a divorce.

Mrs. Simpson said that her hus-
band's assertion that Emery had
broken up his home was a "false-
hood," she said she was employed

at the Sea Hawk.

WORLD'S
LARGEST
CHAIN
DEPARTMENT
STORE
ORGANIZATION

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

ROSEBURG, OREGON
Corner Cass and Stephens Street

WORK CLOTHES
Giving Popular Saving!

Our displays of work clothing particularly appeal to men because of two things: First, the high grade workmanship and materials used, and, secondly, the fact that garment for garment and dollar for dollar, more for the money cannot be secured elsewhere. The values give popular savings. Hundreds of men are appreciative of our unusual offerings.

Men's Mackinaws
Of All Wool

Made of 30-ounce all-
wool Western mackinaw
cloth. Full belt, 2 flap
pockets, large shawl col-
lar, double breasted, plain
and fancy patterns. Tail-
ored like an overcoat. 35-
inches long.

For Warmth and Service
\$7.90 to \$12.50

Work Gloves
For the Men

Made of durable leather
to give most service.
Sure to give entire
satisfaction. The best that
so little money can buy.

69c to \$1.98

Cotton Gloves

For Workmen
Good weight. Made for long
hard wear.

15c to 39c

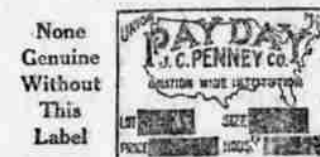
"Pay Day" Overalls
Serve You Best! Strictly Union Made!

Made for and Sold Exclusively by the J. C. Penney Co.

The Most in Money's
Worth at

\$1.39

Double stitched seams through-
out. Extra full cut. Two hip,
two side, watch and rule pockets
—all reinforced to prevent ripping.



Moleskin Vests for Men

Who Work Outdoors
Carefully made, durable
vests that stand up well under
the roughest wear.

Good quality leather
sleeves. Leather lined
body and leather lined
sleeves. Two leather faced
pockets. Knit collar and
cuffs. 25-inch moleskin
shell.

The low price we earn
through our tremendous buy-
ing power is a saving power
to you in

Our Exceptional Price
\$6.90

Men's Khaki Pants
Popular With Many

Made of olive drab khaki drill—full
cut and nicely made.

Because of the remarkably small price,
these Pants enjoy extreme popularity
among many of our customers.

Unusual value at
\$1.49, \$1.98, \$2.25

Heavy Shirts
Cut Extra Full

Heavy weight
twill for warm
service. 2 large
pockets. Khaki
color.

\$1.39

Work Socks
For Men

Good weight
Wool mixed
Hose
at a low price

25c

Work Socks
For Men

Extra heavy wool,
grey, blue.

49c

Work Shirts
The "Big Mac"

Good quality flannel
chambray, blue and
grey. Two big button
pockets. Extra stitching
seams. Square cut
body. 14 1/2 to 17.

79c

HAYNES DECLARES
LIQUOR PROSPECT
GROWING DIMMER

WASHINGTON, Oct. 23.—(A.
P.)—Prohibition enforcement is
becoming more effective every
day, and this improvement in curb-
ing the outlawed liquor traffic is
due to better cooperation between
federal and local authorities, ac-
cording to a resume of prohibition
enforcement by the federal govern-
ment during the present adminis-
tration, made public by Federal
Prohibition Commissioner R. A.
Haynes. Other contributing fac-
tors are the imposition of jail pen-

alties and the use of the "padlock"
on liquor businesses, and steps
taken toward stopping leaks of
liquor from bonded warehouses to
the illicit market.

Some of the information contain-
ed in this statement was made use
of by Mr. Haynes in an address de-
livered last week at Dayton, Ohio.

The report covers the period
from June 11, 1923, to Sept. 11,
1924. It shows that the main
sources for obtaining genuine li-
quor in this country have been
largely cut off. This has caused
bootleggers to turn to smuggling,
but with the most guard rapidly
settling this situation in control,
the prospect for obtaining liquor
from overseas is growing dimmer
daily.

Commissioner Haynes said that
the more general realization that
more than 50 per cent of the so-
called bootleg liquor being sold is
poisonous, was also a contributing
factor in bringing about victory of
law and order over the outlawed
liquor business.

"Jail sentences," said the com-
missioner, "are proving the real
deterrent to law breaking. The vi-
olator may pay a fine and continue
business in a different locality un-
der a different name, until again
apprehended, but when he is in
jail his activities are at an end, his
income stops, and he has lost his
opportunity to return upon the im-
probability of obtaining the consti-
tutional right of appeal."

"Cooperation between federal
state authorities is improv-
ing," said Commissioner Haynes.
"All forces for prohibition law and
order should cooperate. More than
177,000 arrests have been made by
the federal authorities during the
last three years. During the same
period violators have been sen-

tenced in federal courts to serve
an aggregate of nearly 7,000 years.

"More than 400,000 stills and
parts of stills and about 39,000,
000 gallons of distilled spirits, malt
liquors, wine, etc., have been seized
during the last three years. A
total of 11,077 automobiles and 444
boats and launches have been cap-
tured."

"During this period more than
150,000 criminal cases have been
taken to federal courts. Of this
number over 120,000 have been
terminated, resulting in more than
84,500 convictions."

"Thousands of other cases have
been turned into local courts, of
which there is no complete re-
cord. Fines of nearly \$18,000,000
have been imposed, over \$12,360,
000 of which has actually been col-
lected and turned into the United
States treasury. Last year alone
more than \$7,000,000, of which
more than \$5,000,000 has already
been collected. In addition, about
\$1,000,000 was paid by brewers
during the year in compromise of
civil liabilities. Tax-penalty figures
are not yet compiled, but will
swell the total collection consid-
erably."

"The injunction or 'padlock' is an-
other effective weapon. Injunction
cases have been instituted in both
federal and state courts. Since
June 11, 1923, over 4,000 such cases
have been instituted. In more than
4,200 cases injunctions were granted
and over 2,500 of which have been
made permanent. Particular at-
tention has been devoted to securing
injunctions in brewery cases.
About 180 such cases have been
instituted against breweries. Of
these granted, 72 have been made
permanent, and 29 breweries have
been actually closed.
"Many important cases have

DAILY WEATHER REPORT

U. S. Weather Bureau, local of-
fice, Roseburg, Oregon, 24 hours
ending 5 A. M.

Relative humidity 5 p. m.
yesterday 64%

Precip. in lbs. and Hundredths.
Highest temperature yesterday 69

Lowest temperature last night 50

Precipitation last 24 hours .12

Total precip. since first month 1.14

Normal precip. for this month 2.61

Total precip. from Sept. 1.

to date .247

Average precip. from Sept.

1, 1877 .1877

Total deficiency from Sept. 1,

1924 .041

Average precipitation for 46

wet seasons (September to

May, inclusive) .21, 51

Rain tonight and Friday, con-

tinued.

W. M. BELL, Meteorologist.

ed there but two weeks and hardly

know Emery.

Simpson will be arraigned to-

day on a charge of shooting with

intent to kill.

Haynes declares

liquor prospect

growing dimmer

Washington, Oct. 23.—(A. P.)—

Prohibition enforcement is becom-

ing more effective every day, and

this improvement in curbing the