

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON, MONDAY, FEB. 23, 1925.

SHORT CUTS FOR MONEY

Anyone who is willing to work and has a moderate degree of intelligence can get ahead and acquire some property in this country, assuming that one has health and encounters no exceptional misfortune to eat up his cash. Thousands of banks in these times are preaching the gospel of thrift and industry, and telling people how they can get ahead. It may seem a somewhat slow pull at first, but a multitude of people are travelling that road successfully, acquiring their homes and bank deposits and securing themselves against misfortune. But many complain because the money piles up very slowly at first. They are very likely unwilling to put their wits to work on their jobs, to prepare themselves for greater efficiency, and so that their services shall command a higher price in the market of industry and business. Many of these impatient folks have conceived the idea that there are short cuts to money, so that the long and toilsome path of work and thrift can be avoided. So we have the appalling story of thievery and swindling and crime which is spread out from day to day in the newspapers. But these crooks consist principally of young and inexperienced men. The older ones have learned by observation, that while one may be able to pull off some wicked deed once or several times, the habitual criminal is almost invariably detected, and his career is wrecked and his chances of a happy home and successful career are spoiled. Anyone but a young fool should be able to see the folly of the short cut of dishonesty. They are setting themselves to make war against the entire community, and the forces against them are too powerful. There is no excuse in this land of opportunity, in which a multitude of people are constantly winning success by legitimate means, for any resort to crooked ways.

CORPORATIONS EFFICIENT AND POLITE

My telephone rang just now. When I took down the receiver the following conversation ensued: "Hello." "Our telephone rang." "Will you excuse us, please?" "Yes, with pleasure." "I didn't mind going to the telephone because of that." "Will you excuse us, please?" How the big corporations try to give satisfaction, and how we abuse them! Yet their service is the most wonderful, the cheapest thing we have. Same way with the water companies, the railroad companies, the electric lighting companies, the street railway companies, the gas companies. We'll finally boycott all these, because they are so polite, well managed and work so cheap. Don't growl at the corporations; try to be as useful, polite and efficient as they are. The corporation men are the best we have. They actually make the progress we are so proud of; we in The Herd really have little to do with it. This is not paid piffle in the interest of dangerous, dishonest men; it is God's honest truth. Find a howler who amounts to as much, by any test, as the men they abuse, and I'll agree to become a Socialist. And hang myself. For I wouldn't care to live if I had to be a Socialist.—E. H. Howe's Monthly.

NEW STANDARDS IN ADVERTISING

New standards of advertising for department stores all over the country were adopted at the fourteenth annual convention of the National Retail Dry Goods association, which was in session recently in New York. "As retail advertising men, it devolves upon us to conserve and advance the reputation of retail business and of the institutions we represent," says the new code. "Recognizing that our duty to the public, as well as the best interests of retailing, call for honesty, sincerity and candor in advertising, we have formulated these standards of practice to govern the profession. "Advertising is socially useful because it enables the consumer to buy more intelligently and with less effort. We have thought of advertising as commercially useful in performing a twofold function, to sell the merchandise advertised, and to sell the institution advertised. We should think of it as performing a third function also, selling advertising itself. "As advertising men we should be as jealous of the reputation of our profession as the wise merchant is jealous of the reputation of his establishment. Advertising should not only be truthful, but should at all times avoid even the semblance of untruth or the suspicion of insincerity. Understate rather than overstate."

The boys at Salem are picking up the drag ends today and putting them together to wind up the 1925 session of the state legislature. And it will be no small job.

Today was celebrated as a holiday by those who didn't have anything else to do. The other fellows got in their best licks to make good on a short month.

Some fellows get the idea that their working capacity consists principally of exercising their vocabulary ability.

PRUNE PICKIN'S

BY BERT G. BATES

GOOD EVENING FOLKS— As this is G. Wash. Birthday Ye ed. feels it Proper ad fittin' To relate a Historical tale Of Gavage's earlier days And so we will— It happened that Young Gavage's Dad Had a keen cherry Orchard at the Rear of the Family dwain' And one cold Wint'ry mornin' The future Poppa Of Our Country Took his little Hatchet and cutell Outa one of the Choice trees and When the granddaddy Of Our Country Came home he called Gavage out into The woodshed and said: "Who cut down my Cherry tree?" And the feller who Later crossed the Delaware in a canoe Looked his Pop Straight in the eye And muttered: "Father, I cannot Tell a lie— The frost Did it!"

DUMBBELL DORA THINKS

It's terrible that local golfers will tell lies on Washington's Birthday.

Mister Jupi Pluvius certainly ex-

hausted his supply of sky-juice today and we'll bet he'll be dern sorry when Easter Sunday comes along and he won't have any aqua pura left for the Spring bonnets.

On acct. of it bein' the fad to tell

the truth, the whole truth and nothin' but on G. Wash. Birthday, this conductor of this colyum will be forced to retire early today and leave the rest of the colyum to your imagination.

FLOWERS FOR THE LIVING CLUB

It's on the dreary days like today that we cast dirty looks at the weather prophet, but instead of givin' our good friend, William Bell the razzberry we're goin' to present him with a choice bouquet of Prune Pickin's Beauties. Bill is the goat for bad weather and we imagine he gets mighty sick and tired of the bum puns which are pulled at his expense. Perhaps Bill's predictions are not always right up to snuff but neither does every Southern Pacific train arrive on time. At any rate, he's a dern fine citizen of our fair city. He takes a pride in callin' Roseburg his home and we always wd admiring a feller who'll stand up among strangers and point at his hometown and say, "This is my own, my native land." Bill is a good sport, a regular guy. Dreary weather does not cast a gloom over his countenance and it's worth-while to know a man of his calibre. So Willy, we're goin' to place you on a prominent pedestal in our Hall of Fame, right next to the umbrella rack, and may your predictions always come true, and the weather be as bright and cheery as your disposition.

Many a feller suffers from insomnia

because he lets the inner man talk him into eatin' a chunk of pie before hittin' the hay.

The street sprinklin' wagon was

out today aidin' Jup Pluvius do his stuff.

TODAY'S TIN-TYPE.

In line with Prune Pickin's policy of preservin' our art treasures, we today publish a rare specimen of an ancient photograph, unearthed from a vault in the county assessor's office. On the back of the tin-type we find Guy Cor-dan's name and we presume the likeness was taken when the dist. atty. was dreamin' of the day when he would pass the bar. The picture may be called an exact replica of "The Thinker," and was probably taken after some irate taxpayer had called to pay his respects to the county assessor. Cut this out and paste it in the back of your cook-book.



Some alleged patriots observe Washington's birthday with a shot of cherry wine.

PLACE—Presbyterian church.

WHEN—Feb. 26, at 6:30 p. m. WHAT—Pot luck supper. 7.—Bring your dollar.

SEVEN BOYS HELD FOR GRAND LARCENY

(Associated Press Local Wire.) PRUSSON, Cal., Feb. 22.—Seven youths ranging in age from 15 to 19 were taken into custody here late tonight and held on charges of grand larceny for the theft of 16 automobiles during the past 24 days. Six of the youths were said by police to have confessed.

Have you earned your dollar? Bring it to the Pot Luck Supper at the Presbyterian church Feb. 26, at 6:30 p. m.

Use Delicatessen Foods

Guests may Unexpectedly arrive and you are at a loss what to do for Dinner—Let Us Solve the Perplexing Problem. Delicious Home Baked Roasts, Pies, and Cakes, Also Salads and Tamales. Are to be had on short notice—just about the time necessary to phone us.

SPECIALS FOR TUESDAY CLAM CHOWDER AND STEWED BEEF WITH VEGETABLES

VOSBURGH & WIARD Fancy Grocers Phone 515.

RADIO PROGRAMS

From Pacific Coast Stations

Radio Features for Tuesday, February 24.

KFSO—Angelus Temple, Los Angeles—278 meters—10:30 a. m. Sunshine hour program; 3:20 p. m. vocal and violin solos; 6:20 p. m. sunset hour program; special musical features.

KFSO—The Bulletin, San Francisco—270 meters—6:30 p. m. news and market reports; 8 p. m. dance programs, special intermission.

KGW—The Oregonian, Portland—492 meters—12:30 p. m. concert; 5 p. m. children's program; 8 p. m. Oregon Agricultural college extension service lecture; 8:30 p. m. concert; 10 p. m. Multnomah Hotel Strollers.

KGO—General Electric Company, Oakland—300 meters—11:30 a. m. luncheon concert; 4 p. m. St. Francis Hotel concert orchestra; 8 p. m. varied program promising many interesting features; 10 p. m. dance music.

KFI—Earle C. Anthony, Inc., Los Angeles—5 p. m. hour of news bulletins; 6:45 p. m. KFI Editorial; 7 p. m. organ recital; 8 p. m. Examiner program; 9 p. m. instrumental and vocal program; 10 p. m. popular ballad hour.

KPO—Hale Brothers, San Francisco—423 meters—7 a. m. setting-up exercises; 10:30 a. m. news bulletins; 10:40 a. m. "What's on at the Theatres?"; 1 p. m. Fairmont Hotel orchestra; 2:30 p. m. Pavo Real orchestra; 4:30 p. m. Fairmont Hotel orchestra; 5:30 p. m. children's hour; 7 p. m. Fairmont Hotel orchestra; 8 p. m. Villa Morel night; 10 p. m. Palace Hotel orchestra.

KNX—The Express, Los Angeles—337 meters—11 a. m. talk on "rejuvenation"; 1 p. m. Germain's Garden Theatre; 2:15 p. m. talk on care of children; 6:15 p. m. Molton's orchestra; 7 p. m. Ambassador Hotel orchestra; 8 p. m. popular banking talk; 9 p. m. KNX feature program; 10 p. m. Hollywoodland dance orchestra.

Radio Features for Wednesday, February 25.

KNX—The Express, Los Angeles—337 meters—(Editors) make KNX program given as follows: 9 a. m. State Board of Education; 6 p. m. dinner hour program; 7:30 p. m. style talk; 8 p. m. special program; 9 p. m. special KNX program; 10 p. m. Ambassador Hotel orchestra.

KPO—Hale Brothers, Inc., San Francisco—423 meters—7 a. m. setting-up exercises; 10:30 a. m. the news bulletins; 10:40 a. m. "What's on at the Theatres?"; 1 p. m. Fairmont Hotel orchestra; 2:30 p. m. matinee program; 4:30 p. m. Fairmont Hotel orchestra; 5:30 p. m. children's hour; 7 p. m. "What's on at the Theatres?"; 7 p. m. Fairmont Hotel orchestra; 8 p. m. Palace Hotel orchestra; Uncle Josh; physical culture talk, saxophone and harmonica solos.

KFI—Earle C. Anthony, Inc., Los Angeles—487 meters—5 p. m. hour of news bulletins; 6:15 p. m. KFI Editorial; 7 p. m. Nick Harris detective stories; 7:30 p. m. special program; 8 p. m. Herald program; 9 p. m. Examiner program; 10 p. m. orchestral concert; Betty Patrick, soloist.

KGO—General Electric Company, Oakland—300 meters—11:30 a. m. luncheon concert; 3 p. m. musical program; 4 p. m. Hotel St. Francis concert orchestra; Silent Night.

KGW—The Oregonian, Portland—492 meters—12:30 p. m. concert; 5 p. m. children's program; 8 p. m. Duette Christmas program; 10 p. m. Colburn's Mollywood Men from Hotel Portland; Sheffer's String Quartet.

KFRC—The Bulletin, San Francisco—270 meters—6:30 p. m. news bulletin; 6:27 p. m. special novelty program; 8 p. m. Little Symphony orchestra; 9 p. m. studio program; 10 p. m. K.F.R.C. club; 11 p. m. dance music.

KFRI—Angelus Temple, Los Angeles—278 meters—10:30 a. m. Sunshine hour program; 3:20 p. m. Auditorium service; sermon on divine healing; 6:20 p. m. The Gray Studio sunset hour program.

From the least to the largest, Old or young, it is the quality. It has the flavor, Pure milk, pure butter, pure flour. Above government regulations, You cannot ask for more in a loaf. GRIMM BROS., MILK BREAD, Phone 133.

SILVER TO FIGHT BENJAMIN TODAY

(Associated Press Local Wire.) SAN FRANCISCO, Feb. 22.—Jack Silver and Joe Benjamin, lightweights, were ready today to enter the ring at Recreation Park for the ten round bout which will decide who will go east to meet the winner of an elimination contest to bring forth a successor to Benny Leonard retired lightweight champion.

Despite unsettled climatic conditions, the promoters of the event and the fight-following public were optimistic, basing their hopes on the official forecast: "Rain followed by clearing weather." Yesterday's heavy rainfall failed to bring about any change in the plans of those supervising the fight. The sale of seats was reported to have been brisk with virtually all ringside and box seats disposed of.

Both men were scheduled to weigh in this morning at 135 pounds and again publicly just before entering the ring.

Interest in the bout was intense, as it would be the first contest of its kind to be held in this section of the state in ten years.

Silver had the long betting odds of ten to seven, with few takers on either end.

Both men were said to be in the best possible condition. Local fight followers contended that Silver's youth would outweigh Benjamin's hard hitting ability and ring experience.

A warm sun brightened a cloudless sky this morning, encouraged the belief that the main event would start at 3:45 a. m. as scheduled. The first preliminary was on the program for two o'clock.

For prompt taxi service, city or country trips, Phone 44.

SOVIET TO NAME JAP AMBASSADOR

(Associated Press Local Wire.) MOSCOW, Feb. 22.—Out of a dozen aspirants for the coveted post of Soviet ambassador to Japan, it is thought likely that Adolph Joffe, now ambassador to Austria, has the best chance. The position is regarded as so important by the government that even Leon Trotsky has been considered as a possible incumbent.

Some of the former war chiefs' colleagues in the government appear anxious to temper the punishment meted out to him recently by having him designated for the Tokio post.

Trotsky's health, however, is so poor that it is generally believed he would be unable at present to undertake such an active post as the Tokio ambassadorship. In any case it is known that the position has been offered to him during his present stay at Sukhum, and declined.

Theatres

ANTLERS THEATRE. One of the most fascinating and entertaining stories which we have ever seen is on view at the Antlers Theatre. It is "The Song of Love," starring the magnetic Norma Talmadge, and it would be difficult to visualize a role more fitting for the star. It is one of the finest and most artistic performances to her credit.

In this First National picture, which was produced by Joseph M. Schenck, Miss Talmadge plays the part of an Arabian dancing girl who becomes the center of devious intrigues and conspiracies. Joseph Schildkraut, one of the sensations of the Broadway stage, is Miss Talmadge's leading man, and, in our estimation, is entitled to stellar heights through his interpretation of the part of the spy lover.

MAJESTIC THEATRE.

Baby Peggy, comedienne of fairy tales, turns tragedienne of problem plays, in her latest role on the screen. For in "The Law Forbid" Universal's second big picture tonight, starring the most famous little girl in the world, she is the child of a divorcee's family; through a maze of infatuation, "trial separation" and other trials and tribulations of grownups she steers a course that is a lesson to a world much older and sophisticated than herself.

LIBERTY THEATRE.

There is a timely lesson for the sterner sex, humorously presented, in "Let Women Alone," the feature at the Liberty Theatre today and tomorrow. The moral is that if a woman says she won't, she simply won't, and no mere man can make her.

The picture is splendidly acted by an exceptionally cast, and, although it is rich in thrills and contains some intensely dramatic moments, at core it is a comedy and as funny situations and bits of comedy business flashed on the screen last night, the house virtually rocked with laughter.

RECOVER QUICK FROM GRIPPE OR FLU!

After a spell of Grippe or Flu when your system is all run down and your legs are so weak they can hardly hold up our body, the best thing you can do to get back your health and strength quick is to start right in taking Tanlac.

It's wonderful how soon you really do start to improve! Tanlac sails right in and puts the system in fighting trim. It cleans the blood, revitalizes the digestive organs, gives you an appetite for solid food and makes you feel like a new person.

Nothing will turn the trick quite as fast as Tanlac, made after the famous Tanlac formula from roots, bark and herbs gathered from the four corners of the earth. Buy a bottle today and get started back to full strength and vigor.

TANLAC FOR YOUR HEALTH

Take Tanlac Vegetable Pills For Constipation

ELECTRIC TRAINS COLLIDE; 2 DEAD

(Associated Press Local Wire.) FREMONT, Ill., Feb. 22.—Two persons were killed, 41 injured, one seriously when two cars on the Rockford and International Electric collided, fourteen miles east of here yesterday.

George T. Chapman of Rockford, the motorman and an unidentified woman were killed.

PLANE PASSENGER SERVICE STARTED

(Associated Press Local Wire.) LOS ANGELES, Feb. 22.—An attempt will be made here next Sunday to launch a regular daily cabin plane passenger service between Los Angeles and San Diego, using three planes of four passenger capacity each.

If the venture proves financially successful, the promoters plan, they announced yesterday, to make San Diego and San Fran-

Keep up the Lawn! To do this you will need a good Lawn Mower.

We have just received a water shipment of Lawn Mowers, including the smaller machines for trimming along curbs or around shrubs and trees. They are the best obtainable and PRICED LOW

A complete line of garden tools for working in the flower beds and in the vegetable garden.

See Our Window Display Churchill Hardware Co. Winchester Store

THE NEW and UNUSUAL DESIGNS STORE. WE keep abreast of the times. We do not show you last year's ideas and designs. You will find here whatever is novel, whatever is new and whatever is fine in silks. "Quality and Economy" The Silk Store Silks and Satins I. ABRAHAM ROSEBURG, ORE. JACKSON STREET

You'll Spot Them at Pickens. Not only Grocery Bargains, but the Highest Grade Groceries—those are two things you always get at this store. Don't overlook the fact that you can always order by Phone and receive the best service along with perfectly satisfactory Groceries.

PICKENS BROTHERS Perkins Bldg. Phone 68

Also the two terminal points of the line with headquarters in Los Angeles. See the pictures of New Zealand Monday night at the Christian Church.

And Mother said: "You may get a package of Wrigley's too!" Wise mother:—she rewards the little errand runner with something delicious, long-lasting and beneficial. Happy, healthy children with Wrigley's—and best of all—the cost is small!

A leading dentist states that chewing gum cleans the teeth and acts as a mild antiseptic in the mouth. A prominent physician urges its use after each meal to keep the teeth free from decay.

"After Every Meal" WRIGLEY'S DIFFERENT FLAVORS Same High Quality Sealed Tight Kept Right