

ROSEBURG NEWS-REVIEW

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ROSEBURG, OREGON THURSDAY, JUNE 25, 1925.

WHAT'S YOUR NAME WUTH?

We all know th' value of a good name. It's like sterlin' on silver or genuine on a panama.

Th' more a name—either of a retail clothier, or a brand of goods—is advertised, and backed by quality and service, th' better it gets to be.

Smith is a common name, but a couple of twins with long beards made it famous wherever people cough. They kept on advertisin'.

Keepin' a good name allus afore th' public is like puttin' money in the bank.

Some poet feller wrote somethin' about writin' your name like footprints in the hands o' Time. Be sure and make them footprints gyrate to your store and that'll be the good time for you to make good, all righty.

I know a man named P. Grunt who made a fortune buyin' and sellin' pig iron. O' course th' name fitted in well with his business—but he'd made jest as much if his monicker was anything else. You see, he advertised reg'lar.

Keep your name, your business, your goods afore th' people all th' time. I've been goin' to one church for nigh onto forty years—at th' same hour, too—but th' church janitor still tolls th' bell to let me and others know when it's time to atend. Tha's consistency, ain't it?

To stop advertisin' is like tryin' to shave yourself in th' dark. You can do it but chances are you'll be wuss off in th' end. You wouldn't turn back th' hands of a clock to save time, would you? Then keep on keepin' on.

I once heard a feller say that not many folks reads the ads. But when I asked him what soap it was 'at floats he told me right off'n th' bat—yet he said he didn't read ads. But I reckon one must have gone through that ivory of his and floated there a bit. And that's jess the same with you. Advertise your name—your brand so it'll allus make 'em think of clothin' when they hear your name mentioned.

Advertise to get known and then advertise to stay known.

A well known clothin' retailer o' this town sold out and went away. He came back in a few years 'spectin' folks to remember him. Th' fust two folks he spoke to didn't know him and th' next ten didn't know he'd been away.

Advertisin' is th' life of trade, and folks like to trade with a live retail clothier. My friend Jim Milholland was too tight to hire a clerk. At noontime, when he'd gone to lunch, he'd stick up a card readin, "Back in one hour." An enterprisin' competitor came along one day and wrote on th' card, "What for?"

We all go where th' crowd goes. Crowds indicate good goods, right prices and fair dealin's. A medicine show is 'bout th' only business that can move when it gets through skinnin' th' public.

You may have a name that reads like a comic valentine. But advertise it right and it'll soon read like th' ten commandments on a bank check.

So, jest for sake of argument, ask yourself, "What's my name wuth?"—The National Retail Clothier

According to the decision of a New York judge "kissing and cocktails" are not good grounds for divorce. The learned gentleman in making his decision remarked that "young women are just as pure nowadays as they were years ago." Further, in the opinion of the justice of the state supreme court, a wife may breakfast in negligee with another man and "enjoy occasional kisses and cocktails" with due propriety. These instructions come from Judge John W. Ford, of New York, backer of the Clean Books League which has been active in the suppression of salacious literature. Wonder if the distinguished judge is cognizant of the fact that a great deal of the "mixed" literature of which he complains is made up of the very things that he sanctions from his exalted position?

Years ago, one of the common phrases of politics was to allude to the "silk stockings" vote. The more common elements were sometimes called the "short-hairs". If you called some one a "silk stocking" politician, it would have been about the same as to dub him with the disliked title of "aristocrat." Today, the wearing of silk has become common in this country, and there would be no point in such a phrase. It might be thought this change suggests how many things once restricted to the few, have become the possession of the many, which has been promoted both by improved methods of production, and by the great increase of earning power of the masses of the people.

Go to the band concert this evening and enjoy the excellent music the boys are putting over for the benefit of the community.

This is the good old summer time—and no mistake.

Many a man was "hot in the collar" yesterday and today.

A noisemaker is seldom a joymaker.

LEARN TO TALK ENGLISH

Stockholm, June 25.—In order to enable Swedish radio fans to enjoy better the programs sent out from American stations, a course in English will next fall be started by the official Swedish radio service. Later on other foreign languages will be taught, but the start will be made with English, Captain George

Reuterward, managing director of the Swedish radio organization, has announced. The course will take the entire winter season. It includes lectures by professors and travellers and readings by authors of their own works. Latimer's Arsenate Leno, eight-teen cents per pound at Stearns and Clenoweth, Oakland, Ore.

UMPUQUA SAVING AND LOAN GAINS OVER \$100,000

Earnings for Year Are a Fraction Over 9 Per Cent According to Report.

OFFICERS ELECTED

Stockholder Hear Secretary's Statement of Excellent Condition of Association.

The annual meeting of the stockholders of the Umpqua Savings and Loan Association was held last night at the Douglas Abstract office, with a large attendance. The secretary's report indicated a most excellent state of finances, showing earnings of a fraction over 9 per cent during the past year. The association was formed eight years ago, and now is capitalized for one million dollars, over \$750,000 of which has already been paid. If gains are made during the coming year to equal those of the past year, it will be necessary to make another increase in capital stock. The assets since last report have increased more than \$100,000, it was shown.

Eighty-eight new loans were made during the year, all on Roseburg city property; thirty-six being for new construction. A fact of which the organization is very proud is that in all the eight years of its existence, it has never had a foreclosure or delinquency.

The officers elected at last night's meeting were President E. N. Ewart, Vice President R. W. Bates, Secretary H. O. Pargeter, Treasurer V. J. Micelli, Attorney Carl E. Wimberly, Directors Guy Cordon, B. W. Bates, E. N. Ewart, Auditors James Ewart, Henry Harth, S. D. Evans.

Because of the increase recently made in capital stock, and the large amount of money now being handled by the association, it was decided to increase the bonds of the secretary to \$5,000 and of the treasurer to \$10,000.

The secretary's report for the year ending June 9, 1925, was given as follows:

Financial summary table with columns for Cash in hands of treasurer, Monthly dues, Interest earned and unearned, Transfer and Organization fees, Expense fees, Repayment loans, Money borrowed.

Financial summary table with columns for Disbursements, Refund payment of stock, Loans, Repayment money borrowed, Interest, Surrendered stock, State Corp. Tax and Audit, Printing and postage, Secy. Salary, Insurance, Attorney's fees, Filing fees, Officers bonds.

Balance June 9, 1925, \$ 3,739.12

Financial summary table with columns for Resources, Notes secured by mortgages, Notes secured by stock, Record Books, blanks, etc., Interest and expense fees due, Cash in hands of treasurer.

Financial summary table with columns for Liabilities, Amount due stockholders, Uncompleted loans, Earned dividends on stock, Available for earnings.

Financial summary table with columns for Available for earnings, Less record books and blanks, Available for earnings, 1925.

Financial summary table with columns for Recapitulation, Number of shares on roll, Number of shares surrendered, Number of members on roll, Largest loan, Smallest loan, Number of shares of stock loaned upon, Amount of capital stock subscribed, Stock sold June, 1924, to June, 1925, Number loans in force, Number loans during year, State of Oregon, County of Douglas, as.

I hereby certify that as secretary of the Umpqua Savings and Loan Association, I have prepared the foregoing detailed statement and report of the affairs and business of said association for the year ending June 9, 1925, and that said report correctly shows the true financial condition of said association.

H. O. PARGETER, Secretary. We, the undersigned auditing committee of the Umpqua Savings and Loan Association, hereby certify that the foregoing report is a true and correct statement of the financial condition of said association.

Keep Away From Hot Stoves

A hot stove in a hot kitchen will take the joy of life from any woman, and that is why so many find it expedient to buy much of their foods at our Delicatessen.

Hot Bread Every Day

Roast Meats, Pies, Cakes, Tamales, Salads

FRIDAY SPECIALS—Roast Veal, Corn Chowder, Shrimp Salad, Huckleberry and Lemon Pies.

VOSBURGH & WIARD

Fancy Grocers

Phone 515

WORKERS ON CATHEDRAL UNITE IN EARNEST PRAYER

(Associated Press Local Wire.)

NEW YORK, June 25.—The Lord's prayer was recited in half a dozen tongues when nearly 100 masons, stonemasons and laborers in work clothes joined with contractors and clergy in a prayer service at the Cathedral of St. John the Divine, before laying the first stone for interior walls of the nave recently.

The service was requested by the men themselves, according to Bishop William T. Manning, who in full episcopal robes, conducted it in the open air on the nave foundation near the south wall.

No tradition of the men's crafts was involved, Bishop Manning said. The request came from their spontaneous feeling of the special and sacred character of the work they are doing in rearing one of the great cathedrals of the world.

The small bareheaded congregation contained sons of various faiths as well as races. When the bishop asked them before returning to their respective jobs to repeat the famous prayer of the Savior in unison it was uncertain to what extent they could respond.

They responded unanimously, it was observed. Anglo-Saxon voices were joined by Frank; Latin by Levantine. Those whose memories or understanding faltered caught the pace from sonorous leaders. It was on the rise just above 110th street but in the devotional scene hurried back to the corner near St. Peter's, Tours, Cologne, Rheims and other renowned medieval cathedrals.

Bishop Manning said the unusual blessing the guilds had sought for their work was in harmony with the interest organized labor as a whole had shown from the outset in the erection of the great edifice.

Roseburg Rod and Gun Club. Regular meeting Friday night, June 26, at 7:30 o'clock at A. T. Lawrence's real estate office.

KIWANIANS CHOOSE MONTREAL FOR NEXT INTERNATIONAL MEET

(Associated Press Local Wire.)

ST. PAUL, June 25.—Montreal was chosen for the 1926 convention of the Kiwanis International and John H. Moss of Milwaukee, Wis., elected president at the closing session of that organization's convention here today.

AMBASSADOR UNDERGOES SUCCESSFUL OPERATION

(Associated Press Local Wire.)

NEW YORK, June 25.—James R. Sheffield, American ambassador to Mexico successfully underwent a minor operation at St. Luke's hospital today, his physician, Dr. Joseph Blake announced.



Here's Exceptional Value for You In Young Men's Blue Serge Two-Trouser Suits

Each season the army of Two-Trouser Suit users increases. There's no getting away from the fact that such Clothes reduce annual costs—and here are such Suits, right in style, fabric, workmanship—and incidentally price.

\$37.50

Florsheim Shoes and Stetson Hats

Harth's TOGGERY

J.C. Penney Co. A NATION-WIDE INSTITUTION. 571 DEPARTMENT STORES. Corner Cass and Stephens Streets, Opp. Postoffice.

New Lingerie 98c At This Surprising Price!

Only the fact that our New York buyers purchased several thousand dozen of these attractive garments permits us to sell them at this really astounding price. Each garment is fashioned of sheer, lovely material. You will notice the fineness of the dainty lace and ribbon trimmings.



The materials are cross-bar and shadow-stripe batiste, cross-bar voile, and colored crepes in all the favored bouclair shades. There are tailored models as well as lace-trimmed.

OTHERS

\$1.19 to \$3.98

Step-Ins—Nightgowns—Chemises

While you have this opportunity, why not buy your Spring supply of underthings? The step-ins and chemises are nice enough to wear under your "best" dress and ti gowns are just as charming.

See Our Window Display of These Garments

SECOND TERM IN OFFICE DENIED TO HEAD INJURED VETS

(Associated Press Local Wire.)

OMAHA, Neb., June 25.—Frank J. Irwin, New York city, national commander of the disabled American veterans of the World war, lost his last chance for re-election after a stormy convention floor battle today when the delegates voted 259 to 176 to kill a resolution calling for amendment to the constitution so as to permit a second term.

Irwin's defeat came after thousands of anonymous cards had been distributed to the delegates which attacked the national commander and intimated that he was "too friendly with the United States Veterans Bureau." Irwin claimed this attack as the work of a despicable coward and quoted from his annual report to show that "he was all for the cause of the veterans." With the defeat of Irwin, a boom was immediately started by his followers for Jimmy O'Neill of New York, whose feats on the battle fields won for him the congressional medal of honor.

MAN ACCUSED OF DRUGGING WOMAN HELD FOR DEATH

(Associated Press Local Wire.)

NEW YORK, June 25.—The murder of a woman in New Jersey by means of a drug sometimes used as an aphrodisiac had sequel today affecting the night life of Broadway. The New York American in a summary of the conclusions of investigators says: "Love Philter cocktails are served in several of the snootier uptown speak-easies. (Bacardi rum is given as one ingredient.) "Love Philter parties—bucchanallant orgies—have been common among the starlets for the elusive new thrill.

"Neurologists are treating increasing numbers of a morbid condition due to excessive use of the aphrodisiac." Maurice Daring, 25-year old son of a wealthy widow, is under arrest accused of murder as the result of the death of Ethel Wheeler of Harrington Park, N. J., 39, wife of a New York department store buyer. An overdose of a

WARNING OF FIRE DANGER ISSUED BY CHIEF FLETCHER

(Associated Press Local Wire.)

Residents of Roseburg are warned by Fire Chief James Fletcher to be very careful with fires during the hot weather. The low humidity, coupled with the extreme heat combine to make a condition extremely unfavorable to the start and spread of serious fires. No bonfires should be lighted without first obtaining a permit from the fire chief, the city ordinances providing a penalty for such failure. All such fires should be carefully guarded at all times. Residents are also urged to cut all tall grass, as the grass is much higher and thicker than for many past years, and grass fires are apt to be of a very serious nature during the summer.

JAZZ CREDITED AS PROMOTER OF INTERNATIONAL RELATION

(Associated Press Local Wire.)

ROME, June 25.—(A. P.)—Those maligned American inventions—jazz music and dancing, constitute far more potent agencies in the cause of international understanding between America and the nations of the old world than suave diplomatic overtures and lengthy and flowery after-dinner speeches. Such is the opinion of a number of thoughtful Italians who, after visits of varying length in the United States, have attempted to explain to their countrymen the importances of understanding American social conventions of Europe.

The dance floors of the large tourist hotels of Europe, it is asserted, far from being the scene of undesirable meetings of young people, now are places where young American girls, properly chaperoned, meet young Europeans of the better classes. In the meetings of these young people, in their conversations and discussions, there is being brought to Europe the spirit and meaning of America.

APPOINTS REPRESENTATIVE TO TRAIL DEDICATION

(Associated Press Local Wire.)

SALEM, Ore., June 25.—Governor Pierce has appointed William Doby of Baker, chairman of the state highway commission, to represent him at the dedication of an Old Oregon Trail monument at Baker on July 4. He first appointed Walter E. Meacham, but the latter could not serve because he will represent the Old Oregon Trail Association.

OSWALD WEST ASKS FEES FOR SERVICES

(Associated Press Local Wire.)

SALEM, Ore., June 25.—The case of Oswald West against Coos County in which West seeks to recover attorneys fees of \$19,600 for services rendered the county is being heard by the supreme court today. West won in the lower court. West was employed by the county as a lobbyist at Washington to get a bill passed remitting to Coos county taxes on federal military road grant lands that had long been exempt from taxation, and a controversy with the county over the amount of fees due resulted.

COOK WITH GAS

(Associated Press Local Wire.)

OH BOY, bought a bargain and there are many more cars advertised daily in the classified columns. Read 'em yourself.

HIGHWAY BOARD TO OIL HOOD ROADWAY

(Associated Press Local Wire.)

PORTLAND, June 25.—The oiling of the Mount Hood loop road will be considered by the state highway commission this afternoon. Complaints of the dusty condition of the road have been made by motorists.

The commission will also select the location for the Pistol river south section of the Roosevelt highway in Curry county and a great amount of road work contracts will be let. Chief among the jobs will be two sections of The Dalles-California highway and the re-surfacing of the Old Oregon Trail for 17 miles near Emigrant Springs.

PORTLAND SCHOOL MAN GIVEN RELIEF

(Associated Press Local Wire.)

PORTLAND, Ore., June 25.—D. A. Groat, city superintendent of schools since 1918, has been given a six months leave of absence by the school board on full pay. The leave will terminate on January 1, 1926.

Groat has been ill for nearly two years and the directors decided to give him a rest. During Groat's absence, it was said today, Charles A. Rice, first assistant superintendent, will be acting superintendent.