

DAILY ROGUE RIVER COURIER

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THURSDAY, JUNE 14, 1917



OREGON WEATHER

Weather tomorrow: Fair, continued warm.

CHICAGO MAKES GOOD

We wish to refer to an interesting fact in connection with the Red Cross campaign in Chicago. We are not talking shop.

The authorities at Washington, prior to their launching the Red Cross drive for \$100,000,000, made an effort for largely increasing the membership in the Red Cross in all sections of the country. Ways and means were carefully discussed. Several methods were inaugurated as experiments. To Chicago was given the task of proving the efficiency or lack thereof of newspaper advertising.

At the beginning of the experiment, Chicago had 17,000 members of the Red Cross. On the same date St. Louis had 35,000; Cleveland, 50,000; Pittsburg, 50,000; Boston, 50,000; and New York, 125,000. Chicago was considered poor territory in which to work for Red Cross.

The goal set was 150,000 members in thirty days.

Those in charge of the campaign were given the newspaper advertising experiment to try out. They had no funds with which to pay for the space, so they asked prominent business firms of that city to donate 35 full pages in Chicago newspapers to the cause. They were successful in this request.

Seventeen full pages in the newspapers were used the first few days of the campaign, and over 100,000 members were signed during that time. At the end of three weeks, 100,000 members were secured and the goal was changed to 250,000. With no further effort 300,000 members were enrolled for the Red Cross by the 30th day of campaign, and returns are still coming in. Many of the members were in the \$2, \$5, \$10 and \$25 classes, the average from all members being \$1.56.

Comparison with other cities shows that the cost in securing new members was less in Chicago than in any other large city enrolling any considerable number. Washington Red Cross officials state that the average cost of securing membership is between 15 cents and 20 cents each, per dollar membership. The campaign in New York cost over 20 cents per member.

The result of the Chicago Red Cross campaign has led members of congress to seriously propose that the government should create an advertising fund to educate the people up to their full responsibility in this war; in other words, sell them the war and our duty to the country through newspaper advertising. England has been forced to this method in her successive bond issues.

Oregon has proven her metal with the Liberty bonds: Now for the Red Cross drive.

Del Monte Preserved Prunes

READY TO SERVE
2 CANS FOR 35c

Del Monte Canned Pumpkin

THE BEST

KINNEY & TRUAX GROCERY

QUALITY FIRST

TRENCH TALES

London, June 13.—"You remember the scrap at Lagnicourt?" asked an Australian sergeant. "Well I was in that and I saw one of our brigades get into a bit of a mess at Bullecourt. It looked as though the Fritz had surrounded them and had their machine guns working overtime on them. We got a bit of our men back from that all the same. We were rushed up a sunken road. The major told the chaps to keep still as mice as Fritz was coming along. Dawn was just breaking. Some one got excited and yelled out 'Come on Fritz we're ready for you.' The major cursed a bit. I was afraid they would hear him. Then the major shouted 'Now boys let 'em have it.' Then things happened. We all got up, cheering like mad, and went for a thick mob of Fritz we could just pick out as the light grew. The air was full of curses and cries, and you could hear the thuds as Australian rifle butts hit Fritz's head piece. They didn't stick it long and we went clean through 'em with butt and bayonet' into another lot, and went through them too. I never saw anything like it for sheer killing."

SMITH BROS. GET BIG MILEAGE WITH CHEVROLET

Oakland, Cal.
June 11, 1917.
Chevrolet Motor Company,
Oakland, Calif.
Gentlemen:—

I take pleasure in advising you that the Chevrolet "Four-Ninety" model recently purchased by Smith Bros., is running at the rate of twenty-seven and one-third miles to the gallon of gasoline.

These figures are obtained by taking into consideration all stops, both in and out of the city, averaging about 50 a day.

We are highly pleased with these results and trust they may continue to be as favorable.

Yours very truly,
SMITH BROS.
Oakland, Cal.



JOY Theatre

THURSDAY and FRIDAY

JESSE L. LASKY

Presents

The ever attractive Screen Star

BLANCHE SWEET

in

"Unprotected"



BLANCHE SWEET
in "UNPROTECTED"
(LASKY)

"Unprotected" is an unusual blending of tragedy, romance and love.

5c and 15c

DEO FOR
CRACKED and
CHAPPED HANDS
Dennis Eucalyptus Ointment
AT ALL DRUG STORES
TUBES 25c JARS 50c

GEORGE BANCROFT HOME RANSACKED WHILE VACANT

When Mrs. Geo. R. Bancroft returned to Grants Pass on the 8th to spend the summer, she found the house had been ransacked and many articles of value taken. A still hunt was instituted and only today did Mrs. Bancroft make public the loss. There is missing flour, canned goods, canned fruits, soap, matches, a small revolver, hunting knife and leather case, a 44 caliber double barreled quail gun, the latter a very unusual small bore shot gun, easily identified, three jointed fishing rods, and many other articles. Bureau drawers had also been emptied. The robbery was probably committed only a few days before Mrs. Bancroft's return, as the care taker had been at the house on numerous occasions and nothing unusual was noticed.

Memory of Kant.

Kant is known throughout the world as philosopher and metaphysician. But in his lifetime he was almost equally famous for his truly prodigious memory. He kept no library, for a book once read by him was always remembered. Although he never went outside the boundaries of Prussia, he once amazed an English traveler by describing to him in the course of conversation with most elaborate details the height, length, breadth, dimensions and structure of Westminster bridge.

Stamped Good by "Old Man Average"

—Just as you are most likely to be stamped good for a long life by an insurance company, if you have good antecedents and respectable habits.

By the same token "Old Man Average" and we have looked behind the scenes and are convinced that Diamonds are bound to have respectable habits—and long life.

We know that 5000 miles per Diamond tire is common—more times than not a good deal more. Yet their price is low.

Every Diamond Tire must deliver full value in service. If ever a Diamond Tire fails, a cheerful, willing adjustment will be promptly made.

Get the habit of stopping at our store for free air, gasoline, accessories and tire advice.

Grants Pass Hardware Co., Grants Pass, Ore.

KERRY MAN MAY WIN A COMMISSION IN NEW ARMY

Henry Pfeifferle of Kerby, returned this morning from Roseburg, where he was a witness in a contest case before the registrar of the land office. Some time ago Mr. Pfeifferle offered his services to the war department and was soon after notified that he was too old for service but that his application would be placed on file. Last week he received notice from the war department to forward recommendations as to character and patriotism, and that his name was under consideration as a commissioned officer in a unit of home guards which will probably be formed. Mr. Pfeifferle has served five years in the regular army.

SPOKANE MILK DEALERS

DEMAND 25c PER GALLON

Spokane, June 14.—Milk producers in this district must obtain at least 25 cents a gallon for their product or go out of business. That's the ultimatum which prominent dairymen told the milk committee of the food price investigating committee here.

NEW TODAY

(CLASSIFIED AD RATES.—25 words, two issues, 25c; six issues, 50c; one month, \$1.50, when paid in advance. When not paid in advance, 5c per line per issue.)

ELECTRIC vacuum cleaner, with attachments, for sale at \$25; for rent at 50c per day or 25c per half day. Mrs. W. A. Paddock, 219 C street. 79

FURNISHED HOUSE FOR RENT, 5 rooms, bath, hot and cold water, gas, etc. Splendid location. Inquire small cottage 516 B street, opposite court house. 84

FOR SALE—Harley-Davidson motorcycle, late 16 model, fully equipped, tandem seat, speedometer, electric lighting system, excellent condition, perfect engine, run 4,000 miles on pavements. Price \$225 for quick sale. W. L. Hemphill, U. S. surveyor, Grants Pass. Ask at Grants Pass hotel.

SNAP—Cattle ranch on Pleasant creek, 8 acres in cultivation 4-room house, barn 120 acres, nearly all level, good land, plenty of irrigation water for 50 acres. 35 acres slashed and rotted, price \$1,600. One half cash, joins fine orange. L. A. Laurer, real estate. 84

WANTED—Twenty-five men to cut wood. Steady work. Inquire No. 1123 Courier. 84

\$100 REWARD will be paid by the undersigned for information which will lead to the arrest and conviction of the person or persons guilty of forcefully breaking into the residence and outbuildings of the undersigned, located at 429 North 11th street, Grants Pass, Ore., and taking therefrom many articles of value. Geo. G. Bancroft. 80

FOR SALE—Buggy and harness for sale cheap. Inquire 1004 East B street. 84

Iron and Steel Made Rust Proof.
If iron is placed in a weak solution of phosphoric acid a coat of insoluble ferrous phosphate is formed on it, which an oxidizing agent makes black and basic. If there is more acid phosphate, salts of calcium, magnesium, barium or other alkali earth metal in solution it will react much less violently than when free phosphoric acid is present. By using hydrated manganese oxide and air as oxidizing agents in the presence of this acid phosphate a layer of black ferrous ferrie phosphate is formed of suitable thickness, rendering the metal rust proof. Popular Science Monthly.

Close-Out Prices on Paints

Owing to the continued advances on Linseed Oil, Lead, Colors, Production and increased freight rates, the price on high-grade paints has been forced close to \$4.00 per gallon.

ALL STOCK ON HAND WILL BE SOLD

\$3.25 per Gallon

For Lowe Bros. High Standard Paints

\$1.50 per Gallon

For Linseed Oils

The superior quality of these paints is well known. At these prices you cannot afford to allow your buildings to stand unpainted. Do it now while this stock lasts.

Special Prices on Shingle Stain and Roof Faints

Grants Pass Hardware Co.

At Your Service