

Illinois Valley News

An independent newspaper devoted to the development of the richest valley in the world, the Illinois Valley and its surrounding districts. Published every Thursday at Cave Junction, Oregon by the Illinois Valley Publishing Company.

Entered as second-class matter June 11, 1937, at the Post Office at Cave Junction, Oregon, under the act of March 3, 1879

M. C. ATHEY

Editor

SUBSCRIPTION PRICES

	In Josephine County	
One Year		\$1.50
Six Months		.75
Three Months		.50
	Outside of Josephine County	
One Year		\$2.00

The Illinois Valley News reserves the right to reject any advertising copy which it deems objectionable. Advertising rates on application

Member
OREGON NEWSPAPER
PUBLISHERS ASSOCIATION

REDWOOD EMPIRE NEWSPAPER PUBLISHERS Unit.

MEETING "PROSPERITY"

Our campaign aimed to show how "Prosperity" can be brought to all of us is causing considerable thought among some of our readers who have started their scrap book and are going to follow through. There has been many queries concerning the book, "T. N. T.—It Rocks the Earth," by Claude M. Bristol, the theme of which opened our eyes to the great power existing in every man and woman. In view of the fact that no distributor in Southern Oregon carries this book, we have made arrangements with the publishers to get a limited supply of this result getting book which may be obtained for one dollar. The book will make your study of this interesting theme much clearer, and we positively know anyone who follows through with this theme, gets what they want.

Here is somewhat a different trend of thought from the pen of Claude M. Bristol, and by the way, if any of you want his book, "T. N. T., It Rocks the Earth," better let us know so we can order them. We have disposed of all the books we had. There should be 100 books in this valley and they should be read every day. In the following "Tap" from Mr. Bristol, he gives us a thought about selling. It's good for us all. Here it is:

Once I read "if you're aiming for a man's pocket-book—start shooting at his heart, not at his head."

Which is simply another way of saying, go after the customer by attacking his emotions rather than by a lot of cold facts and figures aimed at his intellect. In other words dramatize and romance your products. One of the greatest students of human nature of our times was the late Clarence Darrow, famous lawyer. He once said:

"A skillful lawyer does not tire himself hunting for learning or intelligence in the box; if he knows much about man and his making, he knows that all beings act from emotions and instinct, and that reason is not a motive force. If deliberation counts for anything, it is to retard decision. Assuming that a juror is not a half-wit, his intellect can always furnish fairly good reasons for following his instinct and emotions."

I don't know how much each one of you know about showmanship—doing things in a different way to attract attention and while it has been used by church and state for centuries, it's pretty much of a bona fide science used by all big manufacturers and astute advertisers today.

Showmanship is a direct appeal to the emotional side. Take your cue from a newspaper poll—of 26, 000,000 newspaper readers canvassed, the comics won first place for reader popularity. So give some additional thought to appealing to the buyer's sense of comfort, his pride, his fears, his prejudices, his love and family interests.

TELEPHONE IMPROVEMENTS

When the Smock telephone line was constructed, there were no electric lines to cause static and disrupt the service. Since the installation of electricity in the valley, it has been the cause of much complaint on the telephone line. Now all this is being remedied and the valley telephone line will be as clear as the Bell system when the improvements being made are completed.

Our compliments to the Smock Telephone company and Harry Floyd, manager, for giving us an up-to-date telephone line. We believe every merchant in the valley will be glad to install a telephone when this improvement is completed, especially at the price of service the company charges. We don't know how they do it?

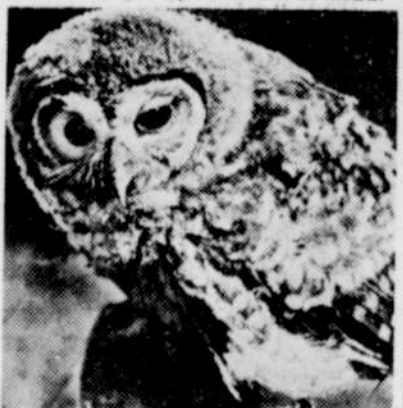
Now if we could only get our pet hobby on the telephone line over, we think everything would be great with the system in the valley. We want a signal that everyone will understand to be used only in case of fire. When this ring comes over the line, all subscribers should take down the receiver and find out where the fire is, and come to the rescue and help if possible. When we have a fire all the neighbors get there as soon as possible, and the telephone ring would speed up help to beat the band. What about a universal ring of some description that we can all recognize in a minute. Tell us what the call is Harry, and we will tell the residents over the valley know what it is. We do honestly believe it would speed help to fires, and speed is what is needed in case of emergency.

Prophets

According to ancient English legend, rain on St. Swithin's Day, July 15, means rain for 40 days. The folk lore of every country imbues animals, fowl and insects with the gift of foretelling rain. Here are a few of the more popular superstitions:



Despite meteorologists, many farmers here and elsewhere listen to the rooster's crowing for advance weather information. This superstition is based on the age-old couplet: "If a cock crows when he goes to bed, he'll get up with a wet head."



And this wise old bird may be as smart as his reputation paints him, for "When the owl does hoot within the day, in 48 hours the skies are gray." So—if your newspaper didn't come, and your radio isn't working, try doing out your own weather prophecies.



The not-too-particular housewife can disregard scientific prognostications, according to legend, because rain is definitely due when "The soot falls down, the spaniels sleep, and spiders from their cobwebs creep."

CHURCHES

ILLINOIS VALLEY CHURCH OF SEVENTH DAY ADVENTISTS

Sabbath School at 9:30 a. m.
Preaching Service 11:00 a. m.
Prayer meeting Wednesday at 7:30 p. m.

You are invited to meet with us.
F. W. Cooper, Elder, Kerby.

CAVE JUNCTION COMMUNITY CHURCH

Community Sunday School at 9:45 a. m.
Preaching 11 a. m.

KERBY UNION SUNDAY SCHOOL

Sunday School at 9:45 a. m. every Sunday. All are cordially invited.

BRIDGEVIEW COMMUNITY

We had two short sermons Sun-

day morning, both on the subject of "Miracles." Leonard Beard was the first speaker, followed by Rev. Wright.

The evening service was well attended and the special music was furnished by Gene Vance on his saxophone accompanied by Gertrude Bloomingcamp.

Some of the men met last Wednesday and worked on the new seats, finishing them and trimming the building with evergreen boughs. We are still looking for a good piano to use in the church. Will buy one if a bargain is offered.

Dr. William A. Brown writes from Kansas City he is busy at work promoting the Old Home Church Sunday which will be held August 20th at Kansas City. He will be gone until September 1st.

Mrs. Amy Hussey received the sad news that her brother had been killed in Spokane, Washington in a railroad accident. She started for Spokane yesterday but collapsed in Grants Pass and Mr. Hussey was compelled to bring her back home. Dr. Ostrander is attending her.

Larry Manuel, secretary of the Grants Pass and Josephine County Chamber of Commerce was a visitor in the valley last Tuesday. Miss LaVona Nelson of LaVona's Beauty Shop, accompanied him.

DEER CREEK NEWS

Last Saturday evening Rogue River Grange Valley Grange held a joint meeting with Deer Creek Grange. Three state officers were present, Mrs. Mildred Norman, state home economics chairman, Morton Thompson, state overseer and W. A. Johnson, member of the state executive committee and Pomona Master F. L. Sawyer.

Following the different discussions and talks a pot luck supper was served and games and singing ended the session.

Last Thursday the D. C. D. club of homemakers held their annual picnic on the Pollock ranch above Dryden. Mrs. Grace Pollock acted as hostess to about 25 ladies and children. During the lunch hour hot weiners buns, relishes, salads, coffee, ice cream, punch and cake were served to the guests.

Long benches were provided for those remaining for the program given in the afternoon, including skits, songs, readings and dance.

About 20 members of Deer Creek Grange attended the annual Grange picnic last Sunday on the Ed Hughes place at Shan Creek. Several juvenile Grange members also attended.

Harry Bosch of Cave Junction broke his ankle last Friday while inspecting blister rust near the Harmon farm. He was taken to the Josephine General hospital in Grants Pass for treatment.

Howard Wood returned to his home in Ashland after visiting at

GRAHAM'S DRY GOODS

Ready To Wear Store

NICE LINE OF
Printed Batiste and
Cotton Crepe Gowns
and Pajamas
Each 89c

610 "H" Street

Grants Pass

Carner's Automotive Service Co.

Will have a representative accompanied by a factory representative of the Goodyear Rubber Co., explaining the merits of "Life-guard" Tubes

FRIDAY AFTERNOON, JULY 21
IN THE ILLINOIS VALLEY

Carner's Automotive Service Co.
Grants Pass, Oregon

the W. J. Carlisle home last week.

Mr. and Mrs. Henry McClure returned from Corning, Calif., where they went to meet their son, Bill who is on the U. S. S. Saratoga now stationed at San Francisco harbor.

Miss Loraine Millford left for Oklahoma City last week where she will visit her father for the summer.

Master Hermin Kurtz left last week for his home in Broderick, California, after visiting his aunt, Mrs. B. J. Squire for the past month.

GROVER'S ICE CREAM

A Superior Food
of Delightful Flavor
and Richness

DEMAND GROVER'S

American Legion

DANCE

SATURDAY,
JULY 22

Admission 75 Cents

McConnell Orchestra

American Legion Hall

I'm Hog Enough to
Want Your Business
And Man Enough
To Appreciate It
KEITH'S MARKET

STAINDRUP PROCESS

FRENCH LAUNDRY & DRY CLEANERS

Agencies

Cave City Dress Shop
Wittrock's Store, Kerby
Lew Hammer, Selma

Call: Wed. and Sat.

SAVE WITH ICE

AN ICE BOX
is
EASY TO BUY
and
ECONOMICAL to USE

ILLINOIS VALLEY
ICE COMPANY
Phil Sawyer, Proprietor



Gone up
in Smoke!

Don't Wait Until it is
TOO LATE!

You can't afford to be
Without Insurance

See TED ATHEY

PROFESSIONAL DIRECTORY

A. J. OSTRANDER,
M. D. C. M.
Physician and Surgeon
Cave Junction, Oregon

Dr. H. W. Hermann
Dr. S. E. Herman
OPTOMETRISTS
Eyes Examined, Glasses Fitted
Telephone 258-J 519 "H" St.
Grants Pass

Dr. Fred W. Gould
Dental Surgeon
Tuffs Building
Phone 4
Grants Pass

L. B. HALL
FUNERAL HOME
Mrs. L. B. Hall, Manager
AMBULANCE SERVICE
Phone 388 Cor. 5th & C Sts.

HULL & HULL
FUNERAL HOME
Ambulance service day or nite
502 N 4th St. Phone 334

THE BARBER
Bart McCue
CAVE CITY, ORE.

VETERINARIAN
Horses and Cattle my Specialty
DR. O. L. HOHLFELD
408 South 6th Street
Day phone 162-Night 538
Grants Pass

GRANTS PASS
HOTEL
MINERS HEADQUARTERS
615 "G" Street
Grants Pass, Oregon

Bring In That Old
WATCH
We can make it like NEW
Clarence E. Eggers
Mac's Market No. 1, S. 6th St.

COME IN AND TRY THAT
STEAKBURGER
They are all talking about
NELSON'S CAFE
Grants Pass

Wardrobe Cleaners
The oldest and best since 1911
Free Pick up by Grants Pass
Laundry

PHOTOGRAPHS
Developing and Printing
Cameras and Supplies
Artcraft Camera Shop
113 N. 6th St. Grants Pass

F H A LOANS
BUILD NOW — PAY BY
THE MONTH
Valley Lumber Co.
West F St. Phone 47

REDWOODS HOTEL
Grants Pass

SOLICITS YOUR
PATRONAGE

Excellent Coffee Shop
IN CONNECTION
REASONABLE RATES

WE SELL QUALITY
MERCHANDISE

See Us For
SPERRY POULTRY
and DAIRY FEEDS
Always in the Lead

Also
GILL BROS GARDEN SEEDS
Swift's Red Steer Fertilizers
Murphy's Paints and Varnishes

MACK'S SEED & FEED
STORE
E. C. Gayman, Prop.
Phone 578 514 S. 6 St.
Grants Pass