

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.

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M. C. ATHEY

Editor

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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.

"Consistency, thou art a jewel," so Shakespeare said many centuries ago, and Shakespeare knew whereof he spoke. This theme is so old, Methuselah would be a babe in diapers in comparison, for even before Methuselah's time, this same psychology of thought was being practiced, and has been a force for those who want to use it ever since.

Our readers may get tired of reading this propaganda, but please let us remind you that someone, someplace catches the drift of the thought, and once they begin to realize its force, they begin to use it and immediately commence going places and doing things. Don't get tired reading it. You never can tell, next week the truth may strike you, and then you begin action and throw your gear into high and start for places you little dream of.

There is absolutely no limit to what can be accomplished when once this thought begins to percolate. So open wide your mind, and let this theme creep in and get a foothold in your subconscious mind and happiness, prosperity and all the good things are yours.

A very learned gentleman in Portland once told this writer that Claude Bristol was a fool to give this thought to the common people. It was meant only for those of superior intellect and the common rabble had no business trying to use it. They couldn't understand it, and his time was just being wasted.

A lot of the so-called "superior intellects" think the same way, but we want to humbly thank this same Claude Bristol for having scattered some of his forceful thoughts into our cranium, for we have been helped by using this theme more than we could ever tell. Money is not the only thing worth while in this thought—In fact it is the smallest part. Good health, happiness, staunch friends and a desire to be of benefit to humanity are far greater than all the gold in the world, for too much gold robs one of those cardinal possessions, good health, happiness and friends, for without them, money is useless.

But when used rightly, sufficient money to accumulate good health, happiness and staunch friends is just as honorable and just as just as having the latter.

START THINKING WHAT YOU WANT. KEEP IT UP—NEVER LET LOOSE. Get a bull-dog grip on your dreams and stick. When it looks the blackest, the clouds will part and the sun will shine with the sweetest smile you ever saw. NEVER LOSE FAITH. This theme works. We know it. It has worked for centuries, and is working for those who use it right now.

Consistency—constantly. That is why we publish these articles. That is the backbone of this theme.

NEWSPAPER ADS BEST

Some of the largest users of radio advertising—including a full-sized automobile manufacturing company—have gone off the air.

It is significant, however, that not a single large advertiser ever discontinued use of newspaper advertising. Some of them have in fact, increased their newspaper lineage since the first of this year.

All forms of advertising have their uses, but many have flourished for a time and died in the years that newspaper advertising has been the mainstay of commercial publicity. People may glance at salesbills and toss them away; they may pass a billboard a dozen times and each time forget in a minute what they saw there; they may hear an announcement over the radio that appeals to them and forget all about it a moment later. But a newspaper advertisement that

appeals to the reader is seldom ignored, and if the details are forgotten it is available for an additional perusal.

Read the ads every week in The News. They, too, are news—important news.

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.

A picture is promised for Sunday night, July 30, free. Everyone invited. Title "Greatest Event of the Future."

BRIDGEVIEW COMMUNITY

Sunday School 10 a. m.
Preaching 11 a. m.
Song Service 7:30 p. m.
Preaching 8 p. m.

We have our new seats completed now except the final coat of varnish. We wish to thank all who made this possible for us. One man in Medford sent us a dollar to help pay for the seats; we have mislaid his letter and don't know his name, but we thank him. Also two Grants Pass men gave a dollar each and an officer in charge at the CCC camp at Oregon Caves donated 500 feet of lumber. We also thank those who gave of their services to help build the seats.

We had quite a day of worship at the old church last Sunday. Church attendance is always light at this season in a farming community. Come next Sunday night July 30 and hear a different type of sermon. Our subject will be, "Why is a Christian Like an Automobile?"

The Little Church With the Big Welcome.
Ed Wright, Pastor.

Wm. H. Sabin of North Dakota, brother of George Sabin of the Oregon Caves Chateau, is visiting at the Chateau for several days.

Miss Helyn Brintnall and her brother Norman of the Cave Junction Auto Court spent last Sunday in Crescent City visiting the beaches.

Subscribe for The News.

ONE ARM DRIVERS

Unfortunately, there are no statistics on the number of accidents caused by one-armed drivers, but the fact that many such accidents have been caused is undeniable.

A strong argument against this practice is the fact that the driver is not doing the object of his affection any good by driving with one arm and keeping his eyes on her face rather than on the road. Instead he is exposing her and himself to an accident, with the possibility of injury or even death as a result.

A driver in California established some sort of record when he was arrested while driving without using his arms at all. He was sitting in the back seat with a young lady of each side, and was steering the car with his feet.

Nor must the young lady be sitting in the car to cause an accident. A mishap was reported to Secretary of State Earl Snell in which a young man, nervous and preoccupied as he tried to think how he should propose to his loved one, drove through an intersection and crashed into another car.

Love is only one of many things which take a person's mind and eyes off his driving, but all have the same result—accidents. The good driver will make it an iron-clad rule to keep his hands on the wheel, his eyes on the road, and his mind on his driving, according to Secretary Snell.

Mr. and Mrs. Roy C. Dundas are leaving Cave Junction the last of the week and are taking over the management of the Darling-tonian cafe at Darlington, Calif. They will be open for business about August 1st.

READ THE ADS Along With the News

GRAHAM'S DRY GOODS

and
Ready To Wear Store

NICE LINE OF
Printed Batiste and
Cotton Crepe Gowns
and Pajamas
Each 89c
610 "H" Street
Grants Pass

BANK by MAIL

Safe
Easy
Quick

Write or call for the Special Bank-by-Mail Envelope and explanatory Folder showing the convenience of this plan.

Grants Pass Branch of the United States National Bank

Head Office, Portland, Oregon
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Present Day Influence



Popular Box Coat



After the heavy winter coat is laid aside, then what? The handsome box coat pictured gives the answer. Because it has a slim slightly flared skirt, and because of its unusual shoulder and sleeve interest, this boucle box coat in tile tan, presented recently at a woman's wear style clinic held in the Merchandise Mart, Chicago, is destined to be extremely popular this spring. It makes a grand coat too for wear the whole summer through on cool days. Diagonal tucking the full length of the sleeve carries forward a new note in sleeve interest. The standing roll collar is also new.

Send The News to a friend.

COMPLETE CHICKEN DINNER

50c

7:00 p. m.

Given by the Ladies Auxiliary in the Cave Junction Legion hall

SUNDAY, JULY 30

MUSIC AND GAMES

The Public is Invited



STAINBRUF PROCESS

FRENCH LAUNDRY & DRY CLEANERS

Agencies

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

Call: Wed. and Sat.



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

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OPTOMETRISTS
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Dr. Fred W. Gould
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Phone 4
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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