

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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One Year	\$2.00

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OREGON NEWSPAPER PUBLISHERS ASSOCIATION

REDWOOD EMPIRE NEWSPAPER PUBLISHERS Unit

MEETING "PROSPERITY"

Here's a pip! Human nature is the same all over the nation, and it plays a tremendous part in our daily lives. The following "Tap" from Claude M. Bristol is chock full of human nature:

Now any experienced advertising man will tell you that one simple little advertisement containing a few words but run constantly over a period of time is a thousand times more effective than one whole page costing many times the price of the collective small ads and run only once or twice. Here again is proof of the effectiveness of the smaller as against the larger.

Perhaps I've told you the story of the man selling fertilizer but its worth repeating. This fellow carried a bucket in which was some black stuff which looked something like beaverdam soil. He declared it was sweepings from the grain docks. "The most powerful stuff I ever saw" he declared and patting his hand deep in the bucket he withdrew from the fertilizer a gigantic potato. "That's the way stuff grows when you use this," he said and he sold everyone in the neighborhood, three or four sacks. Contrast this with the average presentation of fertilizer. The salesman will tell you how much phosphate, nitrogen, sulphate, animal matter, et cetera and et al there is in a hundred pounds and it may sound O. K. but seriously now how many people who putter around their yards know the difference between phosphate and sulphate. Mighty few but all know a big white potato when they see one, all of which brings me to this point.

We like to think we're swayed by logic but our actions are generated by our emotions and moved by them so why not give more thought to it when we are trying to sell. Go after their fears, prejudices, their hopes, ambitions, their pride, their appetites, instead of dumping a wagon load of facts and figures into their laps?

"Vigil in the Night" Is Glowing Tribute To Hospital Nurses

A glowing tribute to the devoted and loyal women in white who patrol the hospitals of the world, "Vigil in the Night," with Carole Lombard, Brian Aherne and Anne Shirley in the stellar roles at the Cave City Theatre next Wednesday and Thursday.

Disclosing a vivid insight into the behind-the-scenes work of nursing, "Vigil in the Night" traces the dramatic experiences of Miss Lombard, starting with her dismissal when she assumes the blame for her sister's negligence which cost the life of a sick child.

In another town she joins a

hospital that is insufficiently staffed and equipped. Here she meets Brian Aherne, a famous surgeon, who becomes interested in the nurse when her keen observation saves him from losing a patient on the operating table.

The story reaches a climax in an isolation ward where a sudden epidemic is taking heavy toll on patients and nurses. In this setting are depicted such dramatic events as the valiant struggle to conquer the disease, the risk Miss Lombard takes in forging an order for much needed medical supplies, and the heart-touching sacrifice Anne Shirley pays to redeem herself.

Send The News to your friends



THE FANCY GADGETS AND ACCESSORIES ON THE CARS TODAY WILL NEVER THRILL US LIKE THOSE RED AND GREEN 4 WHEEL BOARD LAMPS, A FEW YEARS BACK—

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.

BRIDGEVIEW COMMUNITY CHURCH

Sunday School 10:00 a. m.
Preaching 8:00 p. m.
Loyal Defenders 7:00 p. m.
Preaching 11:00 a. m.
Prayer Meeting, Wed. 7:00 p. m.
Orchestra Practice, Sat. 7:00 p. m.
Sunday morning, May 12th, we will pay tribute to our mothers with a program. There will be singing and pieces spoken by the Sunday School classes.

We will be honored in the evening by having an Evangelistic group from Grants Pass at our church. There will be excellent music and singing by Mrs. Dexter and the Evangelistic sisters, which will be followed with a sermon by Bro. Dexter.

Don't forget that next Sunday is Communion Sunday and we hope to have a full attendance.
The little church with a BIG welcome.

Ed Wright, Pastor.

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.

SMITH RIVER FLOWER SHOW FEATURES LOCAL BLOSSOMS

SMITH RIVER, Calif., April 30 — Gorgeous woodland scenes along Redwood Empire highways of Del Norte county, and the many beautifully landscaped and cultivated gardens of this community, will be graphically presented to the public during the 3rd annual Smith River Flower Show scheduled for Friday, May 3.

Wild flowers of a wide variety together with cut flowers from local flower gardens, ferns and flowering shrubs from nearby hills and coastline will be featured in the show which is the northern-most annual exhibit in California.

Sponsored by the Smith River Women's Club, for the benefit of the public library, the exhibit will be held this year in the large community club building.

Later rains combined with warm spring days have converted this part of the Redwood Empire into a fairland of colorful wild flower beauty and those who enjoy the outdoors will find a most spectacular natural scenic beauty awaits them along the highways leading to Smith River from Eureka and from Grants Pass, Ore.

Local Student Is Pledge to Greeks

OREGON STATE COLLEGE, May 3 — Harry Smith, junior in education from Cave Junction, was selected as a pledge to two honor societies at the college during the spring rushing period just completed.

Sigma Delta Chi, national professional honor group in journalism named Smith as one of four new men while Kappa Delta Pi, national honor society in education, recognized him as being outstanding in education work as well as in the upper fourth of the school as a whole in scholastic standing. Smith has been active in campus journalism for three years and was recently chosen associate editor of the Beaver, college annual, as well as assistant sports editor of the Daily Barometer.

NOTICE

At a previous meeting the American Legion, together with representatives from the Deer Creek Grange initiated a move to secure a doctor for the Illinois Valley. And the Post decided, at their regular meeting last Wednesday night to ask all civic organizations to have one or more delegates to meet with the committee Saturday night, May 4, at 8 p. m. in the Chamber of Commerce building in Cave City. Any other interested parties are urged to attend this meeting.

'Hardy and Son'

Tender heart interest, comedy, thrills and poignant drama mingle in a gripping blend in "Judge Hardy and Son," latest of the Hardy family series, showing at the Cave City Theatre next Saturday and Sunday. The new story sees Andy Hardy turn amateur detective to help his father in a foreclosure case. Then the mother of the family is stricken by illness. Andy turns from boy to man, inspires his father with a new courage and turns hero to pilot his sister across a raging flood to his mother's bedside. The mother recovers. Andy manages to extricate himself from the girl complications in his life and emerges triumphant and with the white tuxedo he had so long wanted.

REDWOODS FOLDERS TO LURE TOURISTS

A substantial number of prospective tourists, vacationists, sportsmen and sightseers will visit the Redwood Empire counties during ensuing months, as a result of Redwood Empire Association exhibits, displays and folders distributed at the recent Annual Outing Show in Los Angeles and Annual Sportsmen's Show in Oakland, the exhibits and were interviewed by Association attendants on duty, according to W. W. Shuhaf, President Chambers of Commerce Unit of the Association. Shuhaf revealed that a number of sets of photo murals, posters and other exhibit and display material had today been shipped to the U. S. Travel Bureau, New York, for display there; also for display in major eastern, midwestern and southern centers of population.

Similar exhibit material is being prepared for use by transportation companies and travel agencies throughout the United States and some foreign countries.

According to Harry Lutgens, Chairman Redwood Empire Association Publicity & Advertising Committee, inquiries from prospective tourists, also advance orders for folders, posters and other advertising material by "retail travel dealers" (travel bureaus, ticket offices, auto clubs, tourist bureaus, Chambers of Commerce, etc.) nationally exceeds all previous records at this time of the year.

Based on these indices, Lutgens anticipates a substantial volume of tourist traffic for Redwood Empire counties and the Bridge District this year.

NOTICE

The Kerby American Legion Post No. 70 is sponsoring a Candidates' dinner and a surprise entertainment on Wednesday, May 8th, at the Legion Hall in Cave Junction. The public is urged to attend this meeting, hear the candidates who will be given a reasonable time to explain their platform. Meeting to start promptly at 8 p. m. The Ladies Auxiliary will serve dinner.

Flower Show—

(Continued from Page One)

ILLINOIS VALLEY NEWS KERBY

Bigelow Confectionery
Dollie Duncan
H. H. Wilson Store
Frank Floyd
J. H. Wittrock
Sachse Garage
Clara Magill
Clyde Johnson
Shorty Phillips
Maple Court

GRANTS PASS

The Golden Rule
Grants Pass Bulletin
Daily Courier
Rogue River Hardware
Manchel's Furniture Store
The Shack
Probst Flower Shop
Athene's Gift Shop
Theilen's Furniture Co.
Stearn's Worthmore Store
McGregor's C&B Economy
Tardy's
Flory's Nursery
Smith's Variety Store
Buhn's Jewelry Store
Helmer's
Hadley's

ITEMS OF INTEREST TO TOWNSENDITES

STATION WOL, WASHINGTON, D. C., FLASH!—Fulton L. Lewis, Jr., nationally known news commentator, sees Townsend Plan getting a break as news swings our way! Again devoting a large portion of his broadcast to the pension issue, Lewis pointed to the importance of the Senate Finance Committee's forthcoming comprehensive study of the Townsend Plan and quoted Senator Vandenberg of Michigan as saying it is very apparent that the present Social Security setup is inadequate and unsatisfactory . . . it does not operate fairly or justly . . . and stated that the only solution is to let this special sub-committee group make a thorough and complete study of all the plans that have been proposed to date in the hope of working out a better solution. Townsend Washington activity is news!

LEGISLATIVE HEADQUARTERS—FLASH! April 19—Townsend representative calls on Secretary of Congressman James Shanley (Conn.). Secretary: "Please see that Congressman Shanley's name is on your list. He

Specializing Exclusively in
NON-CANCELLABLE
Accident and Health Protection
Massachusetts Protective Association
and
Paul Revere Insurance Co.
Also Low Cost Legal Reserve Life Insurance

C. B. PRITCHETT
Local Representative
807 Orchard Ave., Grants Pass

was an early signer and we have been flooded with letters because you omitted his name in your last FLASH." We are sorry for this omission and any injustice done the Congressman. There may be two or three other inadvertent omissions due to the fact that direct access to the petition itself is not permitted us!

STANDARD OIL PRODUCTS

and the
Best Grease Job
You can possibly get at

CAVE JUNCTION MOTOR COURT

K. C. HAMILTON

TYPEWRITERS

Sales & Rentals
OFFICE EQUIPMENT and SUPPLIES
GRANTS PASS TYPEWRITER COMPANY
622 1/2 E. H Grants Pass

ASK FOR

Keibel's PERFECTION BREAD

At Your Grocer

DR. A. N. COLLMAN
Naturopathic Physician
SATURDAY AFTERNOONS
In Cave Junction

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 night
502 N 4th St. Phone 334

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

We are **EXPERTS** in
Watchmaking & Repairing
Come in and See us.
Clarence E. Eggers
604 S. 6th St., Grants Pass

Josephine County MILLS

Cash prices for Feeds and Seeds of all kinds
Phone 123 Grants Pass

Wardrobe Cleaners

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

F H A LOANS

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

Notary Publics

AMY HUSSEY
M. C. ATHEY
LUCILE FLOYD
Holland

You Can Save Buy A Repossessed Car

These cars will be sold for balance on contract.

You can make big saving by taking advantage of the other fellow's misfortune.

See Them Now!

Get here to get pick of this lot of REPOSSESSED CARS

Make your saving now, buy a Good Car for Less

OPEN EVENINGS

C. A. WINETROUT, Inc.
GRANTS PASS