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

M.	ATMEY	Editor
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Six	lonths	
Six	lonths	.75

REDWOOD EMPIRE NEWSPAPER PUBLISHERS Unit.

copy which is deems objectionable. Advertising rates on application



NATIONAL NEWSPAPER WEEK

October 1 to 8th has been designated as National Newspaper Week, wherein the home town newspaper can be pardoned for staking some of the medicine that the newspaper gives freely to all civic, county, state and national activities.

The above illustration—"Appreciate America," is timely and well said. How many of us really do appreciate America? Of course we all do, but how many of us show our appreciation? We are all proud to be Americans and we are proud of the country. But few of us have an opportunity to show that we really do appreciate what we have, and many times those of us who do have the opportunity, let it slip and say, let the other fellow do it, I'm too busy.

The radio is a great invention. No one denies this. But without the newspaper, the radio would be a dud. It takes the newspaper to tell the millions who read what the radio is going to put on-in other words to give the program for the day, so we can listen to what we want and turn a deaf ear to the rest of it.

The newspapers of the nation, besides giving the news of the day and the local happenings, have many features that the people can get in no other way. And the small town weekly newspaper fills a niche that nothing found as yet can take its place. If the Illinois Valley people depended on the radio to tell the valley news, they would wait a long time, only the major happenings could possibly be told, and these very briefly.

Along the Concrete CALL A TAXI I COULDN'T GETT CAR STARTED

ROBBING THE NEST



So your local newspaper has a niche it fits into for the common good of the locality it serves. It gives of its columns to the churches, clubs, societies, personalities and the local happenings, gives to every worthy cause. Gives of its own life, for its columns are its bread and butter. But all newspapers are glad to give this service, for by so doing, they raise the level of st; n lards in their communities and make their cities a better place to live and raise a family.

We are proud to be among the fraternity of newspaper men, for it is our method of giving to the public good. "As ye give, so shall ye receive," says the good book, and we hope to merit the good will of our residents of the valley, and through your graciousness we receive our compensation for our service to you.

We make our living through the columns of The News-advertising, and subscriptions. We respectfully solicit both, and hope that the people of the val- hall. lev will subscribe for their own local paper, and the merchants take advantage of its columns for advertising.

And we hope you find the columns of The News interesting enough to see that your local news is given to us. Daily newspapers have paid reporters that are supposed to get this news, but country weekly papers do not have the means to do this, and depend on the local people to send it in or telephone the news, or write it up and give it to us. This is greatly appreciated by the publisher, and we want to thank all those who have helped us in the past and we hope they continue to do so.

DEFENSE STAMPS

Throughout the nation, merchants are helping sell Defense Stamps, and offer them to customers when king change for purchases.

That is not a bad idea for the merchants of the vallev to adopt. They could carry a small amount of savings stamps, and when a customer has 10c or 25c change coming, merely ask if they would like to have a Defense Stamp instead of the money. In many cases the customer will be glad to take the stamps. When he has his book full, he can exchange it for a Defense Bond, and in this way help finance the government's huge bill on National Defense.

of KNOWLEDGE



E. H. Tuttle and Merle Gutches @ of Medford were hunting in the valley over the week end. While here they were gusts of Mr. Tuttue's mother, Mrs. Emma Tuttle.

Mr. and Mrs. W. F. Darger returned the first of the week from Santa Rosa and San Francisco where they spent several days visiting. During their absence Bill Furlong was in charge of the Associated Service Station.

CAVE JUNCTION COMMUNITY CHURCH

Sunday school 10 to 11 a. m. Church services 11 to 12 a. m. Come Sunday and hear Dr. Geo. H. Gray, Pastor.

ILLINOIS VALLEY CHURCH OF SEVENTH DAY ADVENTISTS

Sabbth School at 9:30 a. m. Preaching Service 11:00 a. m. Prayer meeting Wednesday at

You are invited to meet with

Lynn Jolliffee, elder, Cave Junc-

BRIDGEVIEW COMMUNITY CHURCH

Rev. Harold A. Rogers pastor. Sunday school, 10 a. m. Morning worship, 11 a. m. N. Y. P. S. meeting, 7:30 p. m. Evening service, 8 p. m. Prayer meeting Wednesday eveing, 8 p. m.

A hearty welcome awaits you. ome to church next Sunday.

KERBY UNION SUNDAY SCHOOL

The Kerby Union Sunday school nvites everyone to their Sunday chool, which is held every Sunday at 9:45 a. m. in the I. O. O. F.



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