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ROSEBURG, OREGON, MONDAY, DECEMBER 15, 1924.

### PUSHING FOR TRADE.

Few people realize what a power advertising has become in the process of distribution. In 1923 the newspapers carried \$700,000,000 worth of advertising. It is of course obvious that this great amount of money would never have been spent, unless the people who used it had learned from actual experience that it helped them to market their goods. An investigation was made some years ago of the cost of delivering samples of a certain article to the people of Chicago. It was found that it cost five to 10 cents to make and deliver properly each of these samples. This cost was figured against advertising expense. It was discovered that the same number of people who were reached once by the sample delivery system, could be reached 28 times by a page newspaper advertisement. Almost any distributor would say 28 successive newspaper advertisements, rather than he was informed that his rear tire was flat. looking over sample matter delivered once at their homes. It is this power and efficiency of advertising that has made it such a tremendous force in the marketing of commodities. fer the moment that we were born This result has been accomplished because the American people are such inveterate newspaper readers. In a less intelligent country where newspapers are not read so thoroughly, advertising could not be so highly developed. But in our tai line only. pers. Most people make it their habit to buy regularly a number of different newspapers. That makes it possible for the printing press, with its quick and silent efficiency, to your shep?" "Oh, I've got a chain of farmcarry the business man's message into thousands of homes at an insignificant expense for each home that is reached by the message.

All over the country, from the sounding aisles of the great cathedrals to the little cross roads chapel, Christmas carols and anthems are being rehearsed. Our churches here in Roseburg have been doing their share, and are presenting uring out income tax. some fine programs. It has been said that the American people are not artistic or musical. Yet the time and money spent on music for church festivals, and the crowds that are he's doing." drawn out to hear these services, go against that theory. Back in little country towns the folks are coming to "choir meetin'" from miles around, determined to have something worthy of the day. Many customary social festivities and considerable needed work are adjourned, so that the Christmas music can be well prepared. All which signifies not been arrested for robbery. It seems music a love for this heautiful holiday, but a response to that he picked on two persons who that universal language by which music speaks in all lands.

Dr. W. J. Kerr, president of the Oregon Agricultural College, may be a member of the agricultural commission should President Coolidge decide to enlarge that commission. Dr. Kerr has received the endorsement of the Pacific northwest and will be a valuable man on the job. The northwest tie that wouldn't show grease spots of present has no corresponding on the commission and in we wouldn't mind it so dern the selection of the O. A. C. mentor, the interests of this great territory will be safeguarded.

When mentioning the 'best sellers' don't overlook your Fisher's Paint and Paper Store, Uncle Samuel. His trade report for the month of November this year shows that he sold \$189,000,000 worth more of PROMINENT ROSEgoods than he bought.

Only a few more days to do your Xmas hustling. The coremonies of the winter, was an event of Saturday, when Miss Mil. Angelos 3:30 p. m. studio pro-Reseburg merchants had their establishments jammed to the doors on Saturday.

The merchant who advertises his Christmas stock always wears a grin.

A most interesting subthitton is well represented and a satisfac-and contest is being held this work tory contest is assured. ii) Fishers' store in the way of a AMAS STATIONERY
The names of the owners will be made of the attainers reasonably brown to the three judges. Two of the judges will be from this city. and one from out of town and will FREIGHT CARS DEnot be consected with the store in any way. Those from here will be And the commercial will here will be also says that the last the last treatment will be and from out of fown will be marning at about 4 or best at the Mrs. G. Th. Have at Myrelo Diagnick, less this side of Grants Creek. The prices will be awarded Pass. according to word received on Saturday, and all dolls must be been. No one was injured. As the case has not been investigated yet. contest, the prize winning data set been beauty. The track was well be put on display in the way. down there are three classifiers. Number 11, which is due at 7.35 a. House of dolls, the most beauty in came in this afternson at 1.25, followed best dressed soil, the hist character doll and the doct of 14. Christmass—cards, tinsel, ribberted bouse-made reg doll. The those paper, tree decarations, prize wall run to about \$50 a sit statements, bells, atreaments, candles and the most doctors and the second bound \$50 a sit statements.

DOLL SHOW CONTEST

HELD AT FISHER'S

of dolls is the group of six negro

fag dolls, drossed in the manner
of the southern negroes during the

### XMAS STATIONERY

### RAILED AT DIMMICK

an exhibition until that time, case how not been investigated yet.

When the judges have incided the the carrie of the doradiness. have contest, the jurge winner dogs bot been learned. The truck was

of nevertandles. the doll on whi and various other house to decorabition is about 75 years old and these of trees and parcets. Lined to brought ever the plains is treeder.

Lined carved books and now and now to the line of trees and parcets. Lined to the plains is treeder.

The line of treese in a self-to the year of the proof o

If you have not alreads fone so, better order your Christmes Greets ing Carls now. Beautiful line, at being a dutes will, Turk, an Engineer an Indian, Sultana, and a stocking doll. A notable family printing department. Contraction of the contraction o

# PRUNE

BY BERT G. BATES

GOOD EVENING FOLKS-Oh boy, can't you just Feel the Xmas spirit In the air and it sure puts the Pep in a feller-Doesn't It.

5 5 9 9 DUMBELL DORA THINKS Santy Claus oughts git a shave and take no more chances of gittin' his whiskers singed in the chim-

6 9 0 5 Some fellers say "Merry Xmas" as the they'd been stricken with the cramps. § § § §

Mister Perkins, elevator boy in a prominent office bidg. In the vil-lage, was up to our sanctum this a. m. urgin' us to take the cross-word n. urgin' us to take the cross-word —5 p. m. children's program.

nuzzie outa the paper as the voabulary he's been boastin' of 11 p. m. dance music from Elliron't stand the gaff under the semore questionn' of his fam'ly puzzle outs the paper as the vo- KHJ-cabulary he's been boastin' of 11 p. m. vere question n' of his fam'ly.

Jedge Orcutt was headed for the golf links in his flivver the other day when he heard a peculiar bump-bump-bump. Thinkin' that the engine had gone hay-wire. Jedge hurried to the garage where

When it started to rain this a, m. we all hit for cover, forgittin' Oregonians

9 5 5 5 THE DIFFERENCE Woman's waistline moves up and down; man's expands in a horizon-

VOUVE SEEN HIM "I hear you've gone into the antique furniture business. Where is

houses all through the state."

An experienced husband is one who remembers his wife's hirthday but forgets which one it is. 5 5 5 5

The government ought to pay us a little something for the week or two of hard work we put in fig-9 9 9 9

"I haven't seen my husband for month. What do you suppose

'Thirty days, probably." 5 5 5 5

No woman running for office wearing long hair will capture

the barber vote. 5 5 5 5

were not his tenants.



1227

dred A. Mower became the bride of Donald R. Gibbs at the home of the bridge parents in Portland. The caremony was performed Saturday marning at 8 o'clock with Rev. A. R. McQueen of the East Side Christian church officiating. Only immediate relatives and close friends were present. The bride is the daughter of Mr. and Mrs. C. W. Mower of Portland and is a very popular young lady Mr. Gibbs is the son of Mr. and Mrs. A. K. Gibbs of this city and is well known in this city, where he is practicing dentistry. The nurrings doll show. About 50 or 10 dolls will be not dolls will be not dolls will be not doping on the balance. So set upon the indicator of a romance town the indicator of a romance town because the bear oven to the contest has been oven to describe and its entries have been need to describe and the entries have been need to delice the country of the are residing on Hoover street.

Wantest Women for canners work. Work will last about five weeks. Borst and beard can be obtained at reasonable rates.

J. Norton Co. Sutherlin, Ore

### Ladies' Winter Hat Sale

(AND DESCRIPTION OF THE PROPERTY OF THE

PRICES LOWER THAN EVER

We are continuing this sale to close out the line of sea-sonable millibery.

Try on some of those lovely Hats-You will be pleased.

Specialty · Shoppe Mrs. S. M. King, Prop. 225 N. Jackson

### RADIO PROGRAMS

From Pacific Coast Stations

Monday KLX-Oakland Tribune-9 p.

atudio program. KNX-Los Angoles Express-10 p. m. feature program by Bill Des-KFSC-Angelus Temple, Los

Angeles, silent. KHI-Los Angeles Times-3:30 m. special program of vocal

KGW—The Oregonian, Portland 8 p. m. Oregonian concert orchestra KF1-Flarie C. Anthony, Inc.,

Los Angeles—10 p. m. dance music KGO—General Electric Co., Oak-land—5:30 p. m. children's hour. December 16.

KGO-General Electric Co., Oukland—Attractive musical program

KFI—Earle C. Anthony, Inc. Los

Angeles—S p. m. special program.

KGW—The Oregonian, Portland

KFSG-Angelus Templa, Los An-

KrSG Angeles Funda Los Angeles—3:30 p. m. organ recital.
KNX—Los Angeles Express—
0 p. m. orchestral music.
KLX—Oakland Tribune—6 p. m. childrens' program.
December 17

KLX-Oakland Tribune-8 p. m. varied program of vocal and other

KNX-Los Angeles Express-7 p. m. concert orchestra.

land-4 p. m. orchestra muzic. December 18

KGW-The Oregonian, Port-

land-5 p. m. children's hour. KHJ-Los Angeles. Times-6 p.

feature.

December 19

p. m. special program depicting a Total "Radio Christmas," consisting of Estin vocal chorus, instrument music State Hospital

BURG BOY MARRIED

Ore.—10 p. in. dance music.

Kill—Los Angeles Times—10 p.

FREIGHT TRAFFIC

SETS NEW REC KGW - Oregonian, Portland, Christmas box candy, Wimberly's

> gram, impromptia. p. m. dance music.

# PNEUMONIA

JULY SAFE BAD SA MI

In Reschurg bey it from Drug Stern.





CHRISTMAS CAROL SINGERS

member of our

organization

Everybody who sings at all. . invited. Short practice at 7 o'clock tonight at the Conervatory-closes in time for •

## LESS MONEY FOR SOLDIERS' HOME

(Associated Frem Leased Wite.)
SALEM, Dec. 15.—Ten state

R. M. Concert orchestra.

KFSG—Angelus Temple, Los Angeles—2:30 p. m. auditorium service.

KHJ—Los Angeles Times—10 p. m. dance music from Biltmore Hotel.

KGW—The Oregonian, Portland

5 p. m. children's program: fairy stories.

KFI—Earle C. Anthony, Inc.

Los Angeles—10 p. m. Don's Meltor Melton Melto biennium.

land—4 p. m. orchestra munic

December 18

KGO—General Electric Company, Oakland—8 p. m. special program of vocal and instrumental music; comedy skit.

KEI—Earle C. Anthony Inc. Lox Angeles—10 p. m. Syl Prior, plant-

Angeles—10 p. m. Syl Prior, plane-accordinalist and others.

According to the budget commission for the various insti-tutions as compared to approtutions as compared to appriations of two years ago low:

KHJ—Los Angeles Times—6 p.
m. Hickman's orchestra and children's hour.
KFSG—Angelus Temple, Los East Ore, State Hosp. 339,000

Girls School ...... 1 KLX-The Oakland Tribune-S Deaf School 123,000 ..... \$855,621

vocal chorus, instrument music State Hospital \$855,625 and solos.

ENX—Los Angeles Express—10 East Orc. State Hosp. 392,800 p. m. amateur hour.

EFSG—Angelus Temple. Los Angeles—2:15 p. m. band concert. KHJ—The Los Angeles Times—6:30 p. m. children's hour; bed line story.

State Hospital \$855,625 penitentiary ..., 392,500 feetle Minded Institution 361,760 Boys School 161,675 Tuberculosis Hosp. 185,301 Blind School 47,200 Girls School 67,840 feetle Minded Institution 361,760 feetle Minded Institution 361,760 Boys School 67,840 Blind School 67,840 Blind School 67,840 Feetle Minded Institution 361,760 Boys School 67,840 Blind School 67,840 B

division.

KF2—Earle C. Anthony Inc., Los \$98,880. This includes \$94,080 Angeles—6:45 p. m. Acolian organ for maintenance and \$48,00 for recital.

December 20. propriation was \$190,871, in-Indian heros, nature's remedy, safe and sure. Many people use them. Six months' treatment, \$1. Fisher's Paint and Paper Store, "Christmas Message," vocal soles; address provements \$23,844. This institution was \$100,871, institution in the state of the

### SETS NEW RECORD

Angeles 3:30 p. m. studio protram, imprompti.

KNX-Los Angeles Express—10
p. m. dance music.

PNEUMAA

USUALLY STARIS

FROM OLDS

Physician warn senior residency coughts
ad cride and tell of the scripul as comadding and tell of the scripul as comadding and tell of the scripul as comadding and tell of the scripul as com-

A decrease wa ashown, howevers as a com-cal from the first ten months of all from 1924, is compared with the pre-let, F. 1 are it vivos year. In the 1924 period vivos year, in the 1924 period with the pre-tice like were handled, which was 7.7 per-cons less than the 1923 figures.

Ego Secret Balm, the greatest healer for cuts, brulsos, etc. Try it, \$1.00 box, D. P. Fisher, agent.

For quick results use News classifies advertisements They get results.

morroway

HEALTH



## MRS. JOHN PENNIE PASSED AWAY SUNDAY

Mrs. Mary Pennie, aged 74 years wife of John Pennie, a veteran of the Civil War, passed away at her home in West Roseburg yesterday evening after several months of poor health. Mrs. Pennie sus-tained a stroke of paralysis last March, but recovered somewhat from that illness, but last week sustained a second stroke, which left her unconscious until the time

of her death at 4:30 p. m. Sanday. Mrs. Pennie was born in New York, and was married to Mr. Pennie in Minnesota in 1869; shortly after his return from serv ice with the 22nd Wisconsin infantry in the Civil War. They came to Gregon 17 years ago, and in recent years have been residing in

West Roseburg.
Mrs. Pennic was the mother of 8 children. Three sons, Leslie, Wil-liam and Harry, reside in Minnesota; two sons Webb and Maxwell ana, two sons weem and Maxwell are residents of Roseburg. Two daughters Mrs. Romanso Wood and Mrs. Elizabeth Sharp live in this city, and another daughter, Mrs. Cora McDonald residents at Blackfoot, Idaho.

William Pennie and his wife are here from Minnesota and other children are coming. The funeral arrangements, consequently, can-not be completed until the time of their arrival is ascertained.

Mrs. Pennie was an active mem

her of the Adventist church until the time of her last illness. was well known throughout the community, and many friends will mount her death.

ATTENTION SIR KNIGHTS Joint installation with Laurel Chapter, Tuesday, December 16. NATHAN FULLERTON, E. C.

See the Hardle Mogul 10 spray er at Wharton Bros. The hood completely covers the engine and pump to protect it from spray and

"Emas Seals are Seals of Serv-

"Fight Tuberculous - Give

# Friends

How About Your l'urkeys

We Want Them. See Us Before Selling. Our

WILL BE

Bring Them In

Thursday December 18th

> Roseburg J. H. Schosso

YONGALLA, ORE,

Frank Gorrell SUTHERLIN, ORE.

John Hatfield DIXONVILLE, ORE.

T. M. Tomlinson

MYSTLE CREEK, ORE. J. M. CORNUTT RIDDLE, ORE.

(Monday)

## MAYBE

The proof of a puddin' isn't in doo.
We may or may not have a higher We may or may not have a near a turkeys—but we will use the noar them to build up your business.

### What Will the Other ! Use It For?

We are here purposely to serve he he we know how. Will you give made Bring Them Thursday, December

See us first—we can save par

### FARM BURE COOPERATIVE EXC

"Science Plus Farm Pr OREGON AGRICULTURAL

WINTER SHORT COU Dairy Manufacturing-January 5-31. Dairy Herd Management-

Fourth Annual Canners' School-February 2-20 Poultry Husbandry— February 2 to March 14, Land Classification and

Appraisal-February 2-7. For full information address
BEAN OF AGRICULTURE COTA



Today's Cross-Wil

ROSEBURG, ORE.

AN you shed any light on the sail This is a eress word pure it

HORIZONTAL 33-en article 33-courage 1-not dark 5-means of 34-tree transporta-tion -rowing im-35—eummit 37—is able

39-strike gent-41—fine, soft animal hair 8-methods 11—007e 13—job 16—exclama-42 Greek lester 44—chemical

plement

tion 17—bone

onk 23—pound lightly

25-gleamed

28-measure

component
component
45 - equal
47 - treeme
person
49 - mars
50 - point of
compass
51 - physician
(ablar.) 18—pronoun 19—refusal 21—fruit of the

29—101 30—like Herewith is solution of puzzle No. 48.

T A N C M O A A S M O V C U P E A C M E D E 1 R E 0 0 E R A N O O U S A U ALAFELMILT PLSTALLEONE