

# COMING!

Carload of Wire Fence.  
Carload of Drain Tile.  
Carload of Salt.  
Carload of Alfalfa Hay.

Place your orders now and get  
**CAR DOOR SAVINGS**

See Our Plows  
12-in. Black land Plow, \$21.50.  
**OUR REPAIRS COST LESS**

See Us First—We Can Save You Money.

## FARM BUREAU COOPERATIVE EXCHANGE

ROSEBURG AND OAKLAND

Visitor Saturday—  
Tom Scott, postmaster at Melrose, was in this city Saturday afternoon looking after business affairs and visiting with friends.

Arundel, piano tuner. Phone 189-L.  
Try a classified adv. in this paper and watch results. You'll sure see 'em.

# MOVED

## BUICK AUTOMOBILE Sales Rooms and Offices

have been moved from North Jackson Street to our new location at corner of

**Oak Street at Rose**

We want all our old friends to drop in and see our new quarters and the shop. Then, too, we want all those people who have not seen the NEW BUICK to come in and look over the cars on the floor.

The shop is equipped to take care of all BUICK work, or repairing on any make of cars.

BUICK PARTS on hand always so that car owners can get service on short notice.

Make the Motor Shop Your Headquarters When in Roseburg

## MOTOR SHOP GARAGE

New Location Corner of Oak at Rose Street.

## Woodcutters Supplies

ATKINS CROSS-CUT SAWS  
WEDGES, SLEDGES,  
GRINDSTONES, ETC.

SPECIAL THIS WEEK

REDUCTION ON

All Heating Stoves  
Some Good Bargains

## ZIGLER-CRAVEN HARDWARE CO.

PHONE 25

HUDSON SALES AND SERVICE ESSEX

## ROY CATCHING MOTOR CO.

30 Days  
Guarantee

### USED CARS

We Take All  
the Chances

1927 LICENSE FREE

	Down
1925 Chevrolet Coupe	\$135
1925 Ford Coupe	\$125
1923 Ford Coupe	\$100
1923 Chevrolet Coupe	\$100
1925 Star Touring	\$150
1921 Ford Touring	\$ 40
1924 Chevrolet Touring	\$ 75
1922 Essex Touring	\$140
1923 Dodge Touring	\$140
1920 Dodge Touring	\$ 75
1922 Dodge Sedan	\$200
1923 Ford Sedan	\$ 90

We will sell these cars for 1-3 down and 12 months on balance.

125 Rose—Auto Row Phone 438

## L. W. METZGER

SASH DOORS MILLWORK

Complete Line of Building Material  
Plate and Window Glass

Agent for Fairbanks-Morse & Co.

Phone 362 Roseburg, Ore.

## BRADSTREET'S HEAD COLDS YEARLY REVIEW SHOWS RECORDS

**HEAD COLDS**  
Melt in spoon; inhale vapors; apply freely up nostrils.

### VICK'S VAPORUB

Over 21 Million Jars Used Yearly

Big Turnover of Business During 1926 Despite Receding Prices.

### STOCK MARKET FIRM

Installment Buying Features Trade—Farm Product Prices Sag—Outlook 1927 Favorable.

The yearly review of business conditions issued by Bradstreet is being released today. Business conditions for the year of 1926 are summed up in this review as follows:

Nineteen twenty-six was a many-sided year, with a curious blending of periods of relatively active trade and industry, with others of apparently lagging production and distribution. Contrary to the experience of some recent years, there were in many instances two periods of peak production in industry and at least two high points, months apart, in the stock market, with low levels during recessions between; whereas, trade was apparently at its best in the late summer and early autumn, so far as wholesale distribution was concerned. Retail trade was, of course, at its peak for the year in the late fall, when cold weather, snow and holiday buying all united to make business good. In the spring, retail trade suffered, as in other previous years, from cold, backward weather before and after Easter; and in addition, with wholesale trade, felt the psychological effect of the heavy break in the stock market in March.

There were quite a few new high records set up in industry during the year, but there was a number of instances in which 1926 fell behind 1925 or earlier years. That there was a heavy, perhaps record, volume of trade, taking the year as a whole, is attested by the unprecedented bank clearings, debit, car loadings and railroad earnings reported; but bank clearings (last, third fourth and fifth later car loadings), dropped behind the preceding year in late autumn, for which explanation was frequently offered in the excellent trade of the first half of the year. In September and October a short spring wheat crop, and a wet harvest in the west.

Taken as a whole, already stated, the year showed some net progress upward from the year recently preceding. The stock market in January and February disclosed great strength, and surprised many by the rally shown after the heavy break of March, in which the heavy advance in some instances were cancelled, to the new high levels touched in July, and thence forward to the close; and the minimizing of some bad effects of the deflation of the Florida and other land speculations was likewise a subject for congratulation. The steel and cement industries, the automobile business, the electrical industry and the building trades showed wonderful strength and evinced an unexpected ability to avoid over-production, which is, and has been, the bugbear of American industry, since it was demonstrated that industry, as a result of wartime activity, was apparently capable of satisfying a larger demand than it seems possible to create, despite the high carrying ability and spending power of the people of this country.

Industry, in fact, seemed to have gone forward at a studied pace, and with competition in the automobile trade, perhaps, excepted, with a keen regard for avoiding the pitfalls of over-production.

The matter of trade distribution has, on the other hand, shown that some puzzling problems are still, as in recent years, facing the wholesaler and retailer of the country. There is no escaping the conclusion that the development of chain stores, mail-order houses and chain department stores, with their natural reaching out for business, added, no doubt, by the immense development of the motor industry in its application to buying and distribution, has increased greatly the natural competition facing the small retailer and jobber, and even large wholesalers, which has certainly not been mitigated by the head-to-mouth buying noted for years past. The gains shown in nearly every month by the chain stores, mail-order and large department stores contrast with the far less satisfactory reports received during the year, and arguments for and against the spread of the practice into all lines of trade filled the newspapers and trade journals.

The financial interests of the country, taken as a whole, went through the year with remarkable success, the heavy break in the stock market in March having been weathered without injury, and the flattening out of the real estate boom at about the same time, leading to less than apprehended trouble. The failure record was a

full one, second only to that of 1922, in fact, and the volume of liabilities, swelled by a record-breaking total of western and southern bank suspensions was the fourth largest in the country's history. The causes generally assigned for the large number of failures of banks in the west—frozen assets, mainly located in high-priority districts—would seem to point to the liquidation proceeding from the great deflation having not yet been completed.

Perhaps the most notable feature of the year's operations, and one which economists are not yet agreed upon as regards ultimate results, was the fact that the great business of the year was done at generally speaking, steadily lowering of price levels. That falling prices act to retard buying is generally asserted, whereas it is, perhaps, not so generally conceded that fallen prices act as a direct incentive to increased consumption. The past year has certainly seen in the automobile, tire, sugar, cotton, rubber and a variety of other lines, instances of reduced prices widening the circle of distribution; whereas, the fear of price reductions may be read in the past three years' complaints of hand-to-mouth purchasing, which has been itself a direct cause of increased overhead cost per unit of production or sale.

Contributing to the generally downward trend of commodity prices over the year, this being slightly in excess of 11 per cent, were declines in a number of important staple products, such as cotton, wool, wheat, wheat flour, rubber, jute, raw silk, rayon, live cattle, dressed hogs, pig products, lead, pig iron, copper, tin, iron ore, pig iron and cotton seed. The number of agricultural products figuring in this list calls attention to the fact that the department of agriculture placed the value of the country's leading crops in 1926 as 12.8 per cent below that of the preceding year, and the lowest value recorded for at least five years past. Six crops, this including winter wheat and hay among the big yields, showed gains in value, while some twenty others showed decreases in value, included in the latter category being cotton, corn, white potatoes, apples, wheat, oats, tobacco and oranges. In numerous instances, enlarged yields have been productive of lower prices; in others, smaller yields have failed to bring forth the higher prices hoped for.

Looking Forward  
Reasons for tempering optimistic prediction as to 1927 with a fair amount of caution are not far to seek. As shown elsewhere, 1926 about equalled 1925, itself a record year, in most lines, while surpassing it in some instances; and these added or maintained gains over the 1925-26 depression, must be viewed with as possibly modifying the prospect of a continued upward trend in the new year. On the less favorable side of the picture of the future may be set the generally lessened return obtained by agriculture, in values at least; the slowing down witnessed in building construction; the evidence of increased competition in the automobile trade; a big, unproductive strike of tonnage value and of earning opportunity in preceding years, and the pretty general downward swing of prices of raw and manufactured materials covered by the Bradstreet Price Index that has brought the general price level down, except for seasonal summer declines, to about the lowest since 1924. Whether this latter decline is altogether ultimately unfavorable is open to argument, as there are those who believe that lowered prices in the long run expand consumption, though perhaps deterring or cancelling profits of present holders.

Another element, especially in evidence of late has been the tendency of business, notably in the lines of final distribution, to seek or be urged into new channels, with the effect of eliciting complaint, especially from the smaller run of traders, that business conditions are unprofitable with them. Other, not new drawbacks, perhaps, to be mentioned, have been, and are, the apparently conflicting complaints, on the one hand, of hand-to-mouth buying, and, on the other, of indiscriminate installment purchasing of some, at least, perishable products. Last (this note) it should appear, too one-sidedly pessimistic, it is worth noting that sentiment in financial markets was bullish to the close of the year; that the quick readjustment of production to apparent demand in the late months was reassuring, as showing that over-production is not to be permitted; that year-end inventories have been reported moderate; that while exports of crude materials and foods in the past year shrank, shipments of manufactured products expanded; that lower prices certainly greatly enlarged foreign takings of raw cotton; and that the price back to financial health in the world's currencies in the past year contains promise of our foreign customers being better able to buy from us. To what extent political agitation, largely in connection with agricultural prices, may affect general business is impossible to predict, but that this will appear early in the new year seems certain.

As regards domestic demand, it may be said it is hard to set limits in this country to the earning power and spending ability of a people, large numbers of whom apparently regard nothing as too expensive or luxurious for every-day purpose and use. It may be added that year-end inventories have been reported moderate; that while exports of crude materials and foods in the past year shrank, shipments of manufactured products expanded; that lower prices certainly greatly enlarged foreign takings of raw cotton; and that the price back to financial health in the world's currencies in the past year contains promise of our foreign customers being better able to buy from us. To what extent political agitation, largely in connection with agricultural prices, may affect general business is impossible to predict, but that this will appear early in the new year seems certain.

The margin between success and failure is after all very small and it only takes a small amount of unusual effort to change your balance from red to black. Sit down and deliberately plan to do things in the unusual way and you will be surprised at how easily and quickly you drop out of the ranks of the ordinary man. The reason we can sell 20 used cars a month is because we can arrange terms you can handle. Hansen Term Co.

With the trend of prices of many things in a downward direction, it would seem as if domestic, certainly foreign trade, would be likely to go where price inducements other things being equal, are most attractive. This, if no other reason, will probably justify, if not, indeed enforce, in 1927 a continuance of the same studied steps in industry and the no less intense competition in trade distribution visible in the year just ended.

## Stop That Cold Before another day

A cold may be stopped in 24 hours, the fever checked, the bowels opened, the entire system toned. The way is HILLS—a way so efficient that we paid \$1,000,000 for it. Don't rely on lesser help, and don't delay. Get the quick, complete results that HILLS is bringing millions.

**HILL'S Cascara-Bromide-Quinine**  
Be sure you get HILLS, in the red box with portrait. At all druggists—30c.

## HEALTH BULLETIN RURAL HEALTH (State Board of Health)

Many things are being suggested for the relief of the farmer. There is, undoubtedly, a gross wastage of human life and loss in human efficiency in our rural districts. Of all the taxes which burden the farmer few are larger and none so unnecessary as the toll of preventable disease.

Cities have, by necessity, provided themselves with adequate health protection. Cities by the application of modern sanitary methods, have reduced their death rates much faster than their supposedly healthy rural neighbors. At present the death rate from many preventable causes is higher in the country than in the cities.

As a conservative estimate it may be stated that the burden of sickness and premature death upon the rural districts of this state caused by communicable diseases amounts each year to more than a million dollars.

Can this burden be lightened is a question in which we are all interested. It is a well-known fact that many of the communicable diseases can be greatly lessened, if not entirely eliminated. Applied preventative measures by a full-time health department will reduce the number of communicable diseases to a minimum, and will promote good health generally. What is the cost in dollars and cents of an adequate rural health service? Roughly speaking it is about fifty cents per capita. There are now nearly 300 of these units operating in the United States. In the state of Oregon we have five such units. The best investment this state could make would be to make this service available to every county.

The general plan in operation provides for a full-time trained health officer, two public health nurses, and an office clerk. The duties of the full-time service can be explained by citing the activities of the units operating in Oregon at the present time.

The fundamental feature of the county is a campaign of health education, to prevent and vigorous measures against communicable diseases are carried out. Persons who are susceptible to typhoid, diphtheria, scarlet fever, and small pox are immunized. Active measures are taken against tuberculosis and venereal diseases. Particular work is directed toward eliminating insanitary conditions. Safeguarding the water supplies and supervising sanitary methods of sewage disposal are among the functions of this department. The health of the children including parental, infant and school health work are given proper consideration.

The work of the full-time unit is comprehensive and effective. This means the prevention of premature human deaths, prevention of human illness, promotion of good health and conservation of economic resources. There is no other investment of public funds that gives greater results.

### NOTICE TO DOG OWNERS

Notice is hereby given that all dog owners in the city of Roseburg must apply forthwith to city treasurer for dog licenses. All failure to do so will be prosecuted according to law.

W. M. VAUGHN, Chief of Police.

### Did You Ever Stop to Think

By Edson R. Walte, Secretary of the Shawnee, Oklahoma, Board of Commerce.

F. W. Bonfils, business manager of the Denver Post, says:

"That the ordinary man does things in the ordinary way and the unusual man does things in the unusual way."

This applies not only to individuals but to corporations, communities, in fact to any undertaking that has as its view a definite object.

The margin between success and failure is after all very small and it only takes a small amount of unusual effort to change your balance from red to black.

Sit down and deliberately plan to do things in the unusual way and you will be surprised at how easily and quickly you drop out of the ranks of the ordinary man.

# Now Located

at 444 North Jackson Street—Formerly Old Motor Shop Garage

## Nash Sales and Service

Make us a visit and see—Our shop now equipped for handling all sorts of repair work as well as giving better Nash Service.

Old Tops Renewed With Stub's Top Dressing

## L.R. Chambers Motor Co.

Phone 649

### CORONER PROBES MAN'S DEATH FROM APPARENT SPASMS

(Associated Press Special Wire.)

PENDLETON, Jan. 8.—A coroner's jury is investigating the death this morning of William Pope, 35, including Wt. No. 41, and marked Pope died under conditions which caused the coroner to investigate further. One eye was discolored and a cheek bruised. Mrs. Maude Pierce who lives at the same address as Pope, stated that Pope had a fit yesterday and fell

against a stove door, causing the black eye and the bruised cheek. This morning he went in another fit and died in a short time, she stated.

### CALL FOR WARRANTS

All warrants of School Dist. 108 of Douglas county, Ore., up to and including Wt. No. 41, and marked "not paid for want of funds" are this day called. Interest ceases after this date. Dated at Buck Fork, Ore., this 6th day of Jan., 1927.

ALTA S. CONLEY, Clerk of Dist. 108.

### 5,000 HOMELESS FROM BIG FIRE IN MANILA

MANILA, Jan. 10.—Five thousand persons were made homeless and 1500 houses, mostly of the small frame or Nipa variety were destroyed in a fire of undetermined origin which swept the Tondo district of Manila today. The loss is estimated at two million pesos. No deaths were reported. The blaze started in a church. Authorities are investigating.

Try our buttermilk—it's different. Roseburg Dairy. Phone 186.



## Dividends for You from Electrical Development

GREAT hydro-electric plants and far-flung transmission lines have been built to place ample power at the command of the fine territory served by The California Oregon Power Company. These enduring properties have been built with the dollars of many investors.

In the last ten years, the extent and value of the Company's services have increased nearly six times. There has been no sudden boom, but steady, substantial growth, which gives every promise of continuance.

More money constantly must be invested to meet the growing needs for service. This demand is your opportunity to obtain dividends from electrical development.

In more than 2,000 homes the preferred stock of The California Oregon Power Company is a highly valued possession. Its dividends bring cheer and comfort regularly four times a year.



Save and invest at the same time by means of our Monthly Investment Plan, with terms as low as \$5 a share per month.

## The California Oregon Power Company

OFFICES:  
OREGON—Medford, Roseburg, Grants Pass, Klamath Falls  
CALIFORNIA—Yreka, Dunsmuir

More Than 2,000 Home Shareholders