## PROSPERITY DRAWBACKS

Perhaps you have been wondering why your newspa
pers and magazines are so thin. However, if you stop
$\qquad$ agazines, spring, That is why newspapers and magazines have fev pages at this period of the year.
Having completed intensive sales efforts during Noven-
ber and December, merchants have the job of putting awa unsold Christmas surplus goods, taking stock inventorie
getting merchandise on the shelves for the spring season getting merchandise on the shelves for the spring seasor
handling tax matters, and transacting the large accumula At the same time consumer buying is at low ebb. Th
holiday season has drained the family exchequer. Th pocketbook needs a little res
mas bills have been paid.
sentials of food, sheteor and clothing,
Under these conditions, the merchant is not inclined
large advertising campaigns, unless his business falls in
Christmas Buying Heavy
we know we that Rosectarg merchants were for the most par
pleasantly surprised by. the heavy volume of Christma
busines. Early buying was above average but volume fo
the

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Editorial Comment


## Advertising Level Affected

## Range Graxing $\begin{aligned} & \text { Boby killed As Chidren } \\ & \text { Play With "Toy Guns" }\end{aligned}$ Fee To Be Boosted <br> Boosted mage Toy Guns

andising field directly affects
arge cities, JJanuary. 1 usually
ters and pressmen. Smaller
ing and wailing and hlaming our
not realizedaily: They usuallyfeatures even though the paper may be lacking in ad
tising wolume.
Newapapers do not like this seasonal aspect of th

Senator Morse
Points Out U.S. Populace "Musts


Tot Survives Fall oDown Sheer Cliff
Washington Report

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FOR
SERVICE EXPERIENCE CO-OPERATION
$\qquad$
Douglas County State Bank

The Umpqua Savings and Loan Association RESOURCES

