



Gather it in!

Light a PIEDMONT and see for yourself why they hold such a record for sales. Men wouldn't be going after more and more and MORE PIEDMONTS if they didn't find them exactly what we say they are. PIEDMONTS are made of all-pure Tobacco blended in a way to give them an unusually good taste.

Liggett & Myers Tobacco Co.

Piedmonts The Cigarette of Quality

Coupon in Every Package—"Tackle It"

10 for 5c

Also Packed 20 for 10c

TO ADVERTISE BIG

LIQUOR HOUSES PLAN CAMPAIGN FOR DECEMBER

It is stated that Newspapers in Oregon Will Be Used Extensively in the Next Few Weeks

It is stated there will be a whirlwind advertising campaign of liquor houses during the month of December throughout Oregon for the purpose of reaching the public while the advertising can be lawfully done. It is said that the registration books will provide names of those to whom liquor houses may send personal circulars.

In referring to the subject the Portland Telegram says:

Under the prohibition law, which becomes operative January 1, 1916, it is unlawful to advertise liquor in newspapers. It is also unlawful to try to reach the customers and solicit business. This being the case, the concerns which expect to remain in business when Oregon goes dry are preparing to operate from a California base and are seeking a mail order trade in advance.

An advertising agency has negotiated with many of the daily and weekly newspapers of Oregon for rates on display advertising to be used in one or two issues in December—the last month in which papers can accept liquor advertisements. The agency wants rates for half-page and whole-page display, and offers to supply this business if the manager of the newspaper is willing. The agency represents California liquor concerns which want to sell quantities of goods in Oregon before December 31 and have their trade established after January 1.

How much money is available for this advertising is not known, but if any considerable number of the country papers sign contracts, the advertising will run into five figures.

It is estimated that more than \$15,000 has already been spent in trying to reach registered voters through the mails. In using the registration list, two firms have confined themselves to sending their advertising circulars to men exclusively, but they have not limited themselves to any one party. As there are 300,000 registered voters in the state, each flight of letters to the male voters alone would represent 150,000 parcels of mail, on which 1 cent of postage was paid, and for which the items of printing, paper, envelopes, folding and addressing must be taken into consideration. A selected flight of circulars will cost approximately \$7,500. Two such flights have been deposited in the mails already, and more can be expected next month.

Liquor dealers in Portland have been permitting their stock to run down, and many will be entirely out before the end of the year. One of the best-known liquor houses in the city, which usually carries a \$20,000 stock, is now down to \$2,500, and expects it to be exhausted by the middle of December.

DRIVE AUTO AT 100

Man Who Has Rounded Century Keeps Up With The Times

BURLINGAME, Cal., Dec. 1.—Daniel McCrane, a hardy Scotchman, who was married at the age of 59 years and has 11 children and a number of grandchildren, celebrated his centennial here by learning to drive an automobile.

With 100 years behind him, but still hale and hearty, the old man attracted much attention as he forced through the streets of the town at the wheel of a motorcar belonging to his daughter, Mrs. D. T. Ambrose.

"Whoop," exclaimed the centenarian, returning from his joy ride. "I never knew when I was at the helm of a sailing ship 75 years ago, that I'd be running a craft like this!"

WILL BE GREAT SHOW

Livestock Exposition at Portland Is A Big Attraction

PORTLAND, Ore., Dec. 1.—Farmers, livestock owners, breeders and others will be interested to learn that the Fifth Annual International Livestock Exposition, to be held at the Union Stockyards, North Portland, from December 6 to 11 exclusively, gives promise of being one of the most successful yet held. During these six days there will be held conventions and meetings of the Oregon Jersey Cattle Club, Oregon Guernsey Cattle Club, Oregon-Washington-Idaho-Montana Swine Breeders' Association, Oregon Holstein Cattle Club, Northwest Shorthorn Association, Oregon Butter and Cheese Maker's Association, Oregon Poultry and Pet Stock Show, Willamette Valley Wool Growers' Association, and all to conclude with the Breeders' and Stockmen's Banquet.

DIVORCES MANY

Cleveland Judge Thinks Number Is Greater Than Should Be

CLEVELAND, Dec. 1.—Far too many married persons are seeking the road to happiness through the divorce courts.

Common Pleas Judge Charles J. Estep gave this opinion when he has tried more than 425 divorce cases. Judge Estep added: "I have thought of these rules to help married persons to keep away from the courts:

"Kiss your wife good-bye in the morning, and say 'How do you do' at night.

"Don't interrupt your husband while he is reading the paper or enjoying some hobby.

"Teach your eyes to see fewer faults and more virtues.

"Don't tell your wife you are going to the lodge when you expect to play poker.

"Don't nag your husband.

"Don't get married until you have known each other a year."

Rid of the Torment of Rheumatism

"Send me Foley Kidney Pills. I am badly done up with rheumatism and they are the only thing that help me." A. J. Walsh, Sneffels, Colo. Rheumatism is stubborn as a mule—it hangs on like a leech—wears out your strength—worryes you with pain—drags on your vitality—depresses your mind—affects your health! Don't let it hang on you! Don't give up to it! Don't overlook Foley Kidney Pills! For they work directly on the kidneys—tone up and strengthen them to the perfect action that keeps uric acid out of the blood, and clears away the cause of rheumatism, lumbago and stiff, swollen, aching joints. Begin now, today, and soon you will again be active and free from pain. Mr. Walsh writes up his letter to us by saying: "I consider Foley Kidney Pills the best I have ever used, and I have tried several different remedies." Your druggist sells them.

For sale by Owl Prescription Pharmacy, Frank D. Cohan, Central Avenue, Opposite Chandler Hotel, Telephone 74.

WEAVING—All kinds a specialty. Mrs. W. W. Nason, 680 12th Courth, So. Phone 220-R

HAVE THE ROOF FIXED NOW

See CORTHELL Phone 3171

MERRY CHRISTMAS FOR THE "LITTLE FRIENDS"

THE Norwegian custom of preparing a Christmas dinner for the birds by tying to the top of a pole in the dooryard a large full sheaf of grain is now being followed in many places in America, with variations.

Instead of the sheaf a little tree is dressed with bits of suet and bread. This is set on a broad shelf outside the window, a burlap foundation about it being liberally sprinkled with bird seed, chaff and hay seed. This pretty custom is supplemented in New York by the children of a kindergarten near Central park, who arrange a most beautiful Christmas dinner for the little gray squirrels of that neighborhood. The affair is so pretty that it bears passing on. On the afternoon when school closes for the Christmas vacation and each carries a little basket of nuts, crackers and sugar biscuit, winding their way over the white asphalt into the grove where the feast is to be spread.

No detail is omitted. Even appropriate menus are supplied, and no Orlando ever pinned verses to his Rosalind upon oaks and elms with more enthusiasm than the little people who feel their responsibility for providing a merry Christmas for their squirrel friends.

All about the bases of the trees is spread a generous quantity of nuts of every sort and kind, and no hostess giving a dinner to honored guests could take greater pains to see that everything is daintily and conveniently arranged for their needs.

When the little people trip away it is with the consciousness that Mr. Gray Squirrel and all his kin are in possession of a store of goodies quite sufficient to carry them well through the holiday vacation.

And Keep Your Christmas Green

Bring in the trailing forest moss, Bring cedar, fir and pine, And green festoon and wreath and cross Around the windows twine.

Against the whiteness of the wall Be living verdure seen, Sweet summer memories to recall And keep your Christmas green.

It is his dear memorial day Who broke earth's frozen sleep And who for her hope's gladdening ray Forever bright will keep.

He gives all loveliness that grows, The strong and graceful trees, The winter moss, the fresh June rose— The dear Lord saves us these.

Who saves us from the pitious wreck Of souls adrift in sin, So not alone the churches deck, But peaceful homes within—

Made thoughtful by his constant love, Let thoughts of him abide, To find us our lost home above He homeless lived and died.

We keep the bright home festival And, with a childlike cheer, His angel ushered birthday call The merriest of the year.

Yes, merry Christmas let it be, A day to love and give, Since every soul's best gift is he Who came that we might live.

And all things beautiful are his, And his he maketh ours, So bring each bud that bursting is, All Christmas blooming flowers,

All blossoms that in windows shine, With leaves to light unfurled, In memory of that Flower Divins Whose fragrance fills the world.

Be all old customs honored so That good to others meant, Bring cross and garland from the snow And keep your Christmas green. —Lucy Larcom.

Saving For Christmas. Any plan that induces almost half the population of a city of 10,000 people to save in small amounts \$175,000 a year is worthy of study. The Oil City Trust company of Oil City, Pa., has a Christmas Saving club, which has grown greatly in recent years. The object in starting the club was to enable people of limited means to set aside small amounts each week to be paid to them, with interest, two weeks before Christmas. Members may begin by paying a cent a week, increasing the amount by a cent each week until the fifty are up. This amounts to \$12.75 per year. A second class calls for a two cent saving the first week, adding the initial amount each succeeding week. This makes a total saving of \$25.50 for the year.—Leslie.

The Birds' Plea

Dear kiddies, Christmas will soon be here, Che happiest time of all the year. While you are enjoying your Christmas toys And your little hearts filled with Christmas joys, Please think of the wee birds out in the snow, Where cruel winds whistle and flexibly blow.

Our home is the air; our roof is the sky; When we're nothing to eat we freeze and die. Dear kiddies, you live in houses so warm, Sheltered from cold and the tinding stern.

You'll have "merry Christmaas" and plenty to eat. Oh, please give your little bird friends a treat!

We're so hungry. Dear little kiddies, please Hang us some Christmas out on the trees.

YOUR LITTLE BIRD FRIENDS.

Solar Heat. M. A. Veronnet has attempted to calculate the time the sun's activity could be maintained by (1) chemical action, (2) intra-atomic energy (radium) and (3) the work of gravitational contraction. For the first he gets 2,000 years, for the second only 170 years, while for the third he finds that gravitational contraction, according to the well known theory of Helmholtz, would account for several millions of years of solar heat, as demanded by the geological record. The fall of meteorites into the sun could account, at most, for only the four hundredth part of the sun's heat.

The Holy elders with their gifts of myrrh. —Rev. Dr. Henry van Dyke in Harper's Magazine.

TWIN CITY DANCE

Dance at Eagles Hall, Sat. eve., Dec. 4. Jess Sevely Orchestra Ensemble.

Times Want Ads bring results.

The Christmas Season

Not a Day but Weeks Needed to Manifest Its Spirit.

CHRISTMAS proper is never a day. It is really a week or about a month. When the almanac says December has come, then all hearts begin to feel the presence of that midwinter festival. Each day adds to this feeling.

The Romans perceived that one day did not contain all the import of the midwinter gaiety. Their Saturnalia continued seven days. It began as a one day celebration and was observed Dec. 10; but, as it was soon found that brief period was a cup too small to contain the wine of pleasure, it was extended to three days. At last it was enlarged by the Emperor Claudian so as to take in the 26th. In form the festival has now been changed back into the one day shape, but in reality Christmas is much larger under our presidents than it was under Claudian and Caligula.

It is a great midwinter period and may well be looked upon as a type of the public happiness or the public misfortunes of a given date. In the early Christian church it became a single day, because being asked to stand for the birth of Jesus it had to be a formal day rather than a week, but no such limitation could keep it from having adjacent times which partook of its spirit as dawn partakes of day.—Professor David Swing.

The Old Christmas Story



The Story of the Magi.

The story of the Magi, as it is given by the evangelist Matthew, is astonishingly brief and unadorned. He tells us without preface that when Jesus was born in Bethlehem certain foreigners arrived at Jerusalem.

He does not tell us how many they were nor of what race nor of what station of life, although it is fair to infer from the consideration with which they were received at the court of Herod and from the fact that they carried treasure boxes with them that they were persons of distinction.

The most important statement in regard to them is that they were Magians—that is to say, disciples of Zoroaster and members of the sacred or priestly order of Persia, which was then widely scattered among the oriental nations and included men of exalted rank. They came from the east, a word which to the dwellers in Palestine could hardly have any other meaning than the ancient region of Chaldea, lying beyond the Jordan and the desert.

Their explanation of their journey to Herod was that they had seen an appearance in the heavens (whether one star or many or a comet they did not say) which led them to believe that the King of the Jews had been born, and they had come to do reverence to him. Herod was greatly troubled at hearing this and sent for the chief priests and scribes to inquire where the prophets had foretold that the Messiah should be born.

They answered at once that Bethlehem was the chosen place. Then Herod, having asked the Magi how long it was since they first saw the appearance in the sky, sent them away to Bethlehem, promising that when they had found the young Christ he also would come to do reverence to him.

Having set out on their journey, they saw once more the celestial sign, and its motion was such that it guided them to the place where Jesus was. Coming into the house—for Joseph had now found better shelter than a stable—they saw the young child with Mary his mother, and prostrated themselves before him in worship. Opening their treasure chests, they presented to him gifts of gold and frankincense and myrrh. Then, being warned in a dream not to go back to Herod, they took another road into their own country.

The conjunction of the planets Jupiter and Saturn is one of the rarest of sideral events. It occurs only once in 800 years. This conjunction, all astronomers agree, happened no less than three times in the year 747 A. U. C., shortly before the birth of Christ.

It may be that we have here, in this "fairly tale of science," a confirmation of this beautiful story of religion, a hint and trace of

The light that led The holy elders with their gifts of myrrh. —Rev. Dr. Henry van Dyke in Harper's Magazine.

TWIN CITY DANCE

Dance at Eagles Hall, Sat. eve., Dec. 4. Jess Sevely Orchestra Ensemble.

TARIFF MUST BE PAID ON CHRISTMAS GIFTS

Articles Going Abroad During Holidays Assessed the Same As At Any Other Time

WASHINGTON, D. C., Nov. 30.—Many weeks in advance, the preparations are made for the international tours of Santa Claus. Americans who are planning to send Christmas presents to persons in foreign countries want to be sure that those who receive the gifts will not be compelled to pay any charges. Many letters come annually to Washington, asking what to do to avoid any difficulties. The communications have already begun to arrive, and are being answered by the Bureau of Foreign and Domestic Commerce, Department of Commerce.

The writers of these letters which, before the end of the year, will have come from every part of the country, are particularly interested in tariff rates which must be paid on gifts in the lands to which they are sent. Many express regret that there should be such a thing as a foreign tariff in the season of generous giving. Some indicate that they think the charges are really omitted. They believe that during the holidays the barriers are torn down.

Must Be Paid The truth, however, must be told in replying to these inquiries, and the Bureau is compelled to inform its correspondents that whatever the customs tax is in any foreign land on any class of presents, that tax is collected in every season.

Many persons who write to Washington, asking for tariff rates in particular countries, fail to specify the kinds of articles that are to be sent abroad as Christmas gifts. It is quite necessary that such details should be given in order to learn the amount of the tax. The Bureau cannot send out an entire tariff schedule in answer to each letter, and even if it did, very few persons persons would know what to do with it after they received the document.

Should Specify Gift Many persons in the past have asked what method should be adopted in order that the tariff charge might be paid at the point of shipment in this country, by the giver of the gift. All such queries have been answered uniformly with the statement there is no direct way in which the import duty charged by another country can be paid here, but if the package is placed in the charge of an express company, provision can be made for payment of duty by the express agent abroad.

Exceptional Cases Although there is no exception from custom house charges for Christmas gifts, there are some conditions under which certain gifts going from country to country may escape payment. Some governments rule, that wedding presents brought in by subjects shall not be taxed. Some also exempt possessions that are part of an inheritance. But the season of universal giving is not on the tariff calendar as one when the pathways between the nations shall be cleared of obstructions.

WANT THEIR BEER

London Tuffers Insist Upon Their Drink

LONDON, Dec. 1.—"No beer before dinner, no work before dinner," is the cry of the London trade unionists who are organizing to resist the regulations shortening the hours during which saloons may be kept open. Meetings were held in different parts of the city tonight to protest against the new regulations and delegates were appointed to attend a conference to be held Saturday to decide what action the unions will take to defeat the regulations to come into effect next Monday.

MATCHES PLANNED

MILWAUKEE, Wis., Dec. 1.—Matches with both Jess Willard and Frank Moran are in sight for Fred Fulton, the Minnesota giant whose recent ring successes have attracted attention.

FILLED WITH NAILS

Canadian Corporal Wounded With that Class of Hardware

VANCOUVER, B. C., Dec. 1.—With 53 punctures in his left side, extending from head to foot, Corporal W. J. McDonald is home from the battle front with unrefutable evidence that the Germans are using horseshoe nails among a wide assortment of solid objects in their airplane shells.

A shell exploded near him at the battle of Ypres, and among the assorted missiles since removed from his riddled side, was a horseshoe nail. There were 23 pieces still unremoved. He also received a bullet wound in the left arm and was "gassed."

Strahorn's railroad in Eastern Oregon

has been promised the financial support of prominent men in Oregon.

WARNING

To the Trade and to Consumers of Children's Outer Garments.

You are hereby notified that J. C. Penney Co., of Marshfield, in the Coos Bay Times, Wednesday, August 11th, 1915, advertised Coveralls, good heavy denim, 75c value, our price 49c.

You are advised that "KOVERALLS" is a trade name adopted by us for our well-known one-piece play-suit, and that no other person, firm or corporation has a right to use said name, and that we have been protected in our ownership thereof by decrees of the Courts of the State of California.

The public and consumers are further advised that J. C. Penney Co. has never purchased from us any of our "KOVERALLS" and that we have in our possession articles made in imitation of our "KOVERALLS" which were sold by J. C. Penney Co. for and as our "KOVERALLS."

The public are warned accordingly.

LEVI STRAUSS & CO., Mrs. Battery and Pine Sts., San Francisco, Cal.

All kinds of Job Printing Done at The Times Office

I've Got the Goods---Why Don't I Get the Trade?

It's a ten to one shot that you have often heard this from people "who have a store."

Note the quotation "have a store"—that's correct—they've got a store and don't know what to do with it. They refer to themselves as merchants, storekeepers, business men, etc., but they have deluded themselves.

They've got something, but few besides themselves know what they've got. They seldom, if ever, advertise, but spend their time in bemoaning conditions.

You never hear it from the steady, consistent, honest advertiser. The fact that he is a steady advertiser shows he is wide-awake. His ads tell the people of his community what he has and they do the rest.

GET

WISE