

NEW YEAR'S 1948 GREETINGS



When the stork alights with that brand-new year, he is bringing 525,600 minutes in that precious package. May each of these passing minutes of 1948 add its mite to your happiness and welfare, and may you have a moment, now and then, to spare for old friends over here.

**FRENCH LAUNDRY &
DRY CLEANERS**
Grants Pass



• It may be a good thing, as some maintain, to stop and take stock at the end of the year, to review, to analyze, and to resolve greater accomplishments in the New Year.

• With 1948 immediately ahead of us, let us remember only the best, forget the worst, and look confidently ahead. May this year hold for you more blessings than any that has gone before.

Let's All Come Home Safe
Drive Carefully Over the Holidays

HANNUM & KELT CHEVROLET
Carl and Ted



HAPPY NEW YEAR, EVERYBODY!

We know of no better way to begin the New Year than by extending our thanks to our friends for their generous patronage. We hope that we can be of still greater service to you in 1948, and may the best of everything be yours!

RIVER'S EDGE GARAGE
E. O. Greene and C. J. Fisher

World Calendar Would Stabilize Holidays

Important dates would be stabilized by the 12-month world calendar, with provision made for the extra day left over from the 52 week year in ordinary years and the two days in leap year.

Easter would be stabilized as Sunday, April 8, each year, one day removed from the date of the Resurrection, April 9, A.D. 30. Christmas would be pegged on December 25, a Monday, to provide a long week end.

Wherever feasible, holidays would be established on Mondays to prevent disruptions caused by their observance during the week.

The extra day in ordinary years would follow December 30, the end of the year, and be known merely as Year Day. January 1 would then follow. In leap years, Saturday, June 30, would be followed by Saturday, Leap Day, then Sunday, July 1.

Many business interests have favored the world calendar because of the contention that it provides for a better distribution of business days in each quarter.

REAL ORIGIN

January, the first month of the year, derives its name from the Roman god Janus.

Because Janus was a two-faced god, represented by the Romans as looking backward as well as forward, the idol was considered a fitting symbol for the turn of a new year. Standing firmly at the juncture of the new and the old, Janus could look back on the past year and look forward to the new.



HERE I AM! 1948 has arrived in a burst of glory, but how it leaves will depend on each of us. With all hope and our cooperation to make 1948 the best year the world has ever seen.

THIS YEAR

Build on resolve, and not upon regret.
The structure of thy future. Do not grope
Among the shadows of old sins, but let
Thine own soul's light shine on the path of hope
And dissipate the darkness. Waste no tears
Upon the blotted record of lost years,
But turn the leaf, and smile, O, smile, to see
The fair, white pages that remain to thee.

SELL those surplus items with a classified ad



Smooth SAILING

Have you been waiting for that "ship" to come in?
It's coming in now,
loaded to the gunwales
with good wishes
from all of us
for your health and
happiness for 1948.

AL'S RADIO SHOP
Mr. and Mrs. Al Zapf

Vets Have Until Dec. 31 To Reenlist In Army

The Coast Guard recruit standards are being broadened to include a large number of applicants for enlistment who were not eligible before, according to Otis H. Abney, recruiting officer.

Above-average men with eight grades of school, with good native intelligence and ability are now being accepted. On the basis of scores in intelligence and aptitude tests, recruiting officers will ascertain the applicants' ability to understand and absorb technical instruction, and also the ability of these men to direct others in carrying out the work they will be trained for.



• BENJAMIN FRANKLIN MADE THE MOST OF EVERYTHING... MADE EVERY GOLDEN MINUTE COUNT. WE HOPE THAT YOU, TOO, WILL MAKE THE MINUTES COUNT IN 1948, AND THAT EVERY ONE OF THEM WILL ADD TO THE SUM TOTAL OF YOUR HEALTH AND HAPPINESS.

**ILLINOIS
VALLEY MEAT CO.**

Ray Nickerson and
Charlie Trefethen

A toast to the New Year
and may it bring con-
tinued peace and success
in the months to come.



CENTRAL CAFE

"THE BEST FOOD IN TOWN"
MR. AND MRS. HOWARD DAVIS



When the shadows begin to lengthen on the afternoon of December 31st we experience a feeling of buoyancy as we hurry home. The air is already charged with hope for the New Year, now so close at hand.

We look hopefully forward, with you, to a better year than the last, to a better year than any of us even dream of—for all!

SCOTT'S MARKET
Eunice Sudbury and Ed Clark



AS THE BILLBOARD HERALDS THE ARRIVAL OF 1948,

we are glad to wipe the slate clean and start the New Year fresh.

On the threshold of 1948, we wish once again to extend our appreciation for the many favors accorded us during the past year and to voice the hope that we may continue to enjoy just as pleasant relations the next twelvemonth.

TYCER & NEALY LUMBER COMPANY
Ronald and Dick