

The Times

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Rogue River, Oregon
Gold Hill, Oregon

An independent newspaper published in two editions each Thursday, one for the residents of Gold Hill and surrounding area, and one for Rogue River and its trade area.

Maxwell L. Thayer.....Publisher
Marcia E. Thayer.....Editor

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TIMES PROVES UNUSUAL MEDIA....

It is a common practice of newspapers to brag about many things, particularly the pulling power of their advertising.

The Times is no exception. But we can go most papers one better. Even the suggestion of advertising in The Times has paid off.

Take the case of Fay Bristol of Bristol Silica Company. He dropped in one day with an idea of placing a classified ad for a secretary and general girl Friday. He didn't place the ad but he was a going to... one day.

Along came a likely looking candidate who wanted to move to Rogue River. She was going to find one here if possible. She too came to The Times.

Bristol's unplaced ad paid off. She's his girl Friday and The Times is happy for them, anyway.

Then there was the case of Betty Bamforth who had been trying a rent an apartment in Waller's Inn. She wrote out a nice ad and left it but a few minutes later someone rented her apartment.

It's The Times pulling power that does it. We even get results when people just think about placing ads with us. Think what would happen if they dared to place the ads.

We dare them to try, anyway..

SHE DID A GOOD JOB, MRS. ANONYMOUS

Now that the March of Dimes is over and it was a success, we can do a little patting on the back to the woman who headed it in Rogue River.

She did a fine job and it took a lot of work.

Not only does Mrs. Anonymous deserve the credit but those who worked with her on the benefit basketball game and the cooked food sale deserve credit too.

Rogue River can be proud of her citizens for responding so generously.

We would be glad to editorially pat the MOD chairman on the back for her fine work but she said her name had been in the paper so much in connection with the campaign that she was sick of reading it and she guessed everyone else was too.

If it wasn't for that we'd come right out and tell Mrs. John A. Dixon that we think she did a right smart job but because Mrs. Dixon doesn't want her name mentioned we will just have to refer to Mrs. Dixon as Mrs. Anonymous and say thanks anyway.

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Marjorie's a miss with a mission, and the make-up must be RIGHT!

It will be, too, with that soft, modern lighting. You see, Marjorie's folks installed PLANNED Lighting—the lighting that provides the right light for every seeing task—the lighting that brings out the beauty of furniture and fabrics—the lighting that gives a home the glow of living.

Your home can have PLANNED Lighting, too. Just call us and we'll make an appointment to tell you all about it.

PLAN Your Lighting for Pleasant Living



Send for our booklet — "Eyes — Our Windows to the World." It's a complete story on light as it affects our seeing. It's free, of course.

The CALIFORNIA-OREGON POWER COMPANY

BETTER LIGHT MEANS BETTER SIGHT