

ALBANY DEMOCRAT

Entered at the postoffice at Albany, Oregon, as second-class matter.

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Editors and Managers

Daily published every evening except Sunday.
Semi-weekly published Tuesdays and Fridays.

ESTABLISHED 1863

Business Matter
In ordering changes of address, subscribers should always give old as well as new address.

Subscription Rates—Daily
Delivered by carrier Per month 50c; Per year in Advance \$5.00
By Mail, in Linn and Benton County, Per year, in Advance . . \$4.00
Outside of Linn County and Rt. 4 Benton Co., Per year, in Advance . . \$5.00

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PHONE 96

ALBANY, OREGON, SATURDAY, DECEMBER 30

ADVERTISING AND DELIVERING

Isn't it aggravating to realize how many times you are sold an advertised article before you really get it, if, indeed, you ever do get it? Isn't it odd, in these days of systematic business, the many millions of dollars wasted by big advertisers?

For instance, you see a collar announcement in your favorite magazine. It has just the right cut and has just the attachment you long have carried in your mind as exactly what you thought a collar ought to have. But your regular haberdasher hasn't it; he doesn't carry that particular brand. After trying one or two other places with the same result, you accept the same old brand you have worn for years. You vow, grumblingly, that next time you will get what you want, but the chances are that you won't.

It may be a shoe, a hat, a pill or a book—your experience is the same. You do not find in your town or your neighborhood the store that handles just the thing advertised across the breadth of the land. And the average man hasn't the time to run all over town asking dealers what they have to sell.

There is no proper co-ordination of national and local advertising, and no systematic co-operation between the national manufacturer-advertiser and the retail dealer. The maker sells you his collar by advertising, but as he doesn't deliver the goods you are both losers.

Manufacturers are coming to find out that the way to advertise profitably is to use the home-town papers where their goods are sold.

A Bible weighing three-quarters of a ton is to be exhibited in The United States and Canada during the coming year. This should help to offset the oft-decried public interest in light literature.



For Christmas Gifts

Between friends, a Photograph

Studio completely equipped for evening portraiture. Open evenings by appointment only.

CLIFFORD STUDIO

333 W 1st St.

Sewing Baskets

Filled with delicious Candy, make gifts that will delight any feminine eye. They're beautiful Japanese baskets, artistically decorated and lacquered and filled to the brim with



ELITE CANDY
Prices From \$1.25 to \$6.00

Big Line of Boxes

We have this year the largest and most beautiful line of Christmas boxes ever brought to Albany. All sizes and shapes—all fancy designs, filled with our own pure, wholesome candy

Priced at 75c to \$12.00 per box

We also have a line of Chocolate Shop, Los Angeles chocolates, packed in neat Redwood boxes—

Priced 75c to \$3.00

THE ELITE

Broad-bldg 5t

Without a Kick in It

Since kicks are unlawful and knockers taboo

By H. & A.

TODAY is Contributor's Day BUT TODAY is Contributor's Day BUT

most of the contribs. were excessive—most of the contribs. were excessive—

ly **LOUD** and **RANK** and

ly **K. C. B.** took them

while the **K. C. B.** took them

joyfully **TO HEART** they

joyfully **TO HEART** they

were adjudged **TOO DARK**

were adjudged **TOO DARK**

to see the **LIGHT** of print.

to see the **LIGHT** of print.

SO LISSER: Next Saturday has been set aside & reserved for Genteel Jokes & So 4th.

DEDICATED TO A

The bumble bee did blithely sail
Over the soft and shadowy veil
To where the man with the shiny pail
Was milking the cow with the brindled tail.

The bee lit down on the cows left ear
Her heels flew up through the atmosphere.
Alas, my friends, sad to relate
The cream's still rising up to date.

Force O. Habit

Full many a pipe has froze to burst
Unseen
To waste its water on the bathroom floor.

—Average Man's Elegy.

YES, TILL NEXT SUMMER

Father—Son, go out and shovel off the front walk.

Son—Oh, wait until it warms up a bit.

Sire, said the Original Two-Thirder
This false advertising gets my goat.

To what do you refer, said we?

Oh, said he, I went over to "The Store of Appropriate Gifts," and they wouldn't give me a thing.

MODERN SCRIPTURE

Blessed is he who scoopeth the snow from his sidewalk.

Know ye then that the City Dads will shout with exceeding great joy.

TO BE RENDERED WITH GREAT EMOTION

I didn't raise my boy to be a plumber.

I brought him up to be a college Prof.

He fares poor as a knowledge drummer.

And at his wage the faucet fixers scoff.

Comment of the State Press

Snappy Gleanings from the Press of the Valley

Maybe—

Maybe Harvard heard something influenced the cancellation of the Pasadena game, the Eugene Guard surmises in a very despondent frame of about the Oregon football team that misses. Pennsylvania once upon a time mind.

Quite Funny—

The past week has brought many an on the country roads could be in streaks is funny, thinks the Astoria Jack Frost was frequent in his visits ally noticeable to ones traveling. noticed many patches of ice right beside puddles of water. Freezing varieties of weather that was especially Budget.

He Hires Printers—

H. C. L. is generally understood to mean high cost of living but if you employ labor in these days the initials may be interpreted high cost of labor with equal propriety, remarks the Scio Tribune. And yet they say there are thousands of men and women in Portland hunting jobs.

Selfishness—

With a hard winter at hand the coal strike was becoming a tragic matter and President Wilson has made a timely rescue by submitting an acceptable plan for the settlement, the Pendleton E. O. remarks. The whole trouble could have been avoided had both miners and operators manifested the concern they should have felt for the public.

Fishes Would Go Hungry—

Your chances for safety on a sea voyage, according to statistics for 1919, are 1,600,000 to 1. As soon as they get the sea sickness chance reduced to the same ratio, ocean travel will be more popular, thinks the Gazette-Times.

Autobiography—

Former Ambassador James W. Gerard is evidently laying the foundation for another literary work entitled "My Four Years in the White House."—The Guard.

Shall It Be Capitals or Lower-case?—

Twenty-seven persons, awaiting execution, are in the death house at Sing Sing prison, New York. The carnival of murder and crime is rampant throughout the country and the world. Capital punishment did not prevent murder in New York, the Oregon Journal points out, as is shown by the 27 condemned murderers awaiting electrocution there.

He'll Get Over It—

What is the matter with the world may be summed in the language of a Kansas City negro discovered by the Star, says the Eugene Guard: "I eat well, I sleep well, but somehow I has no desiah to work."

Why?—

British soldiers with war medals are advertising for risky jobs. They find civilian life too monotonous. Why don't they get married?—Editor Ingalls asks.

MISFITS --- HIS COLUMN

BY F. P. NUTTING

Timely Comments and Gleanings of News from Here, There and Everywhere by a Former Editor of the Democrat

I used to think the most colossal certainly had to do some live think-weather liars in the world resided ining to be made to realize that while Portland, and through the weather it was 15 below zero at Albany it service is in the hand of federal em- was actually never as low as zero ployes, that there was a connivance here according to the government with the newspapers and Portland thermometer on the west side of the people generally to deceive the rest Willamette.

As a matter of fact thermometers earth, two days past sentence of death in the city, out towards the Colum- and going yet. I notice that the pres-bia, registered below zero several de- cent publishers of the Democrat have groes.

It didn't take the city long to get on its feet, and stores are now

recent figures given by the Portlandmas shoppers, with full p. b.'s, ready papers were correct, the weather for the h. c. of Eg.

bureau is in charge of honorable men who have nothing to gain by decep- I'm looking for another hdkf. on tion. I personally inspected ther-Christmas Eve, which I need now.

monometers on the cold mornings of the recent storm and not once was it An Albany girl was carried across below zero, but substantially as pub-Broadway by a big man in rubber liashed, regardless of the fact that boots the day the snow melted so thermometers at Vancouver and Ore-rapidly. Verily, life in the metrop- gon City registered 10 below at the is running over with excitement.

same time. It is a peculiar fact that Portland's situation is favorable to Another Albanyian was a target; weather conditions, lacking the cold, but never heard a whiz.

peppery snaps of the Columbia, as well as conditions conducive to colder Christmas and New Years are on waves up the Willamette, and, in different days of the week this year, summer, perhaps for the same rea- See the cat.

son, less hot waves.

Portland escaped the 17th of Dec.

The fact is a strange one, and I Hear that Albany is ditto.



ARTISTIC CHRISTMAS BOXES

What gift is more complimentary than a box of

Helen Ardelle

or

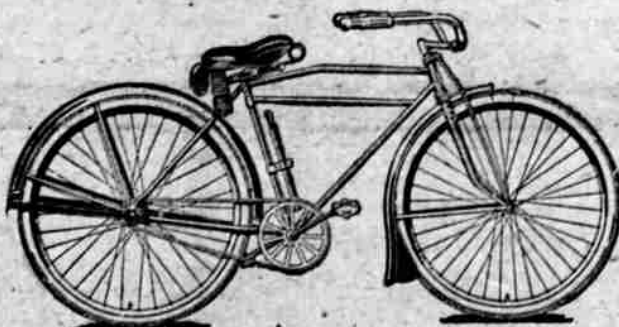
Chocolate Shop
Sweets

Dainty, attractive
Boxes—the best of
goods—

Priced 75c to \$7.00

LESLIE'S
Confectionery

Bicycles for Christmas



The Bicycle is the most logical Christmas gift for the boy or girl. Let us set yours aside for you.

Our stock is always complete

prices from **\$15 to \$60**

FISSK TIRES AND SUPPLIES

Baltimore Gun & Bicycle Works

336 West Second St.,

Realty

Canadian Lands

LOANS AND INSURANCE

Geo. Taylor

Corner of Second and Broadbldg

Bell 521; Home 2975

VIERICK'S BATHS

Expert Workmanship

Three Chairs

L. VIERICK,

BERT CRAWFORD,

H. F. KIRK

Your Patronage Solicited

First and Ellsworth Sts.