

### ADVISES FARMER TO CURE HIS OWN BACON AND HAM

"A good many shipments of hogs have been made in recent weeks from Portland to Kansas City," said Ed R. Pentland, who is visiting this valley from Pendleton, this state. "These hogs were sold by farmers in this and other counties of the state," continued Mr. Pentland. "at unusually low prices. At the same time our farmers are paying higher prices than usual for ham and bacon. A good deal of that comes from Kansas City.

"It goes a long way toward illustrating our system of progress in many things in Oregon. The eastern packer gets our pork for a mere pittance, say 5 to 5 1/2 cents a pound, and sells it back to us at 28 cents a pound. We pay the freight both ways and give to the eastern packer a handsome bonus to make our bacon for us. If we had the enterprise to try, we could make just as good, and in some instances better, bacon at home—right out on the farm. But we haven't the enterprise and the eastern packer knows it. More than that, he proves it.

#### Make Our Own Bacon

"The Indian is a better business trader than that. I know Indians on the Umatilla reservation who wouldn't think of selling me a 200-pound hog at 5 cents a pound on foot (\$10) and buying it back from me at \$35. He is a copyist. He would learn how I did it, and then he would proceed to make that extra \$25 himself. I know of many Indians who are doing that now. It's a matter of business with them. And so it should be with our farmers.

"It is a simple problem which, when figured out, makes us farmers look cheap," confessed Mr. Pentland. "The farmers of Rogue River valley can raise as fine hogs as can be found anywhere in the world, and they can raise them just as cheaply as they can in the so-called corn belts. In addition to the hogs, all they need is a little salt and saltpeter and a smokehouse; or, if they want to sugar cure them, add a little brown sugar and black pepper. A farmer who can't butcher a hog is out of place on a farm. A little physical energy will do the work.

#### How Much He Can Save

"Suppose your farmer has 20 young hogs ready for the butcher. If they average 200 pounds each they are worth \$10 apiece at 5 cents a pound. The 20 hogs would thus bring him \$200, minus the cost of sale and delivery.

"But suppose he is wise enough to ignore the blandishments of the packer, who is figuring to get both his hogs and his money. He would butcher and bacon his own pork, get his own family supply very cheaply and have over \$500 worth of bacon and hams to sell to his local market in town or to his neighbors. Deduct a liberal cost for the work and expense of butchering and delivering his finished product and your farmer will find that he is nearly \$400 ahead of the packer.

"How many Rogue River valley farmers did that last fall or this winter? How many know how to butcher a hog and cure the meat acceptably to the inspectors of meats? How many care to know? Just as many as go to the trouble to learn.

"How many of them would like to pocket that extra \$400? Every one of them who ever met a tax collector or a grocery bill."

### SLAVS GAIN IN EAST; HALT TEUTON DRIVES

LONDON, Jan. 7.—The area of Russian successes over the Austro-German forces in the east continues to widen. Although the situation around Czernowitz has not yet been cleared up officially it appears from advices from Russian sources that the Austrians are held pressed over a long line of defense and are throwing huge reinforcements into the district. The Russians here are expected to strike at the Kalouza-Stanislau-Halicz line where powerful defensive works have been in preparation for some time by the Austro-Germans.

Meanwhile the Russian position 250 miles further north on the middle Styr river has been greatly strengthened by successful operations in the region of the great marshes with prospects of being able to use the roads leading either north-west, west or southwest. Their advance here has not been the result of an isolated battle, but a series of engagements lasting over a considerable period. In the capitals of the entente allies the opinion is expressed that the Russian offensive has completely upset the plans of the central powers for an invasion of Saloniki and Egypt.

### RANKIN PREDICTS PROSPEROUS YEAR FOR ADVERTISERS

BY WM. H. RANKIN (Vice President Mabin Advertising Company.)

1915 will pass into history as an unusual year—as a year of big business. During the early months of the year business was not good. Nearly everybody was pessimistic. War orders helped a little, but, taking it altogether, business for the first six months of 1915 was far behind the corresponding period of 1914.

After a depressing August there was a sudden change for the better. In September the wheels of commerce began to revolve once more, the pessimists ran for cover, and the optimists, after having had an enforced vacation extending over two or three years, were back on the job. Business became good, healthy conditions were restored, the fog of doubt lifted.

#### South Improving

One of the big reasons for the encouraging change was the improvement of conditions in the South.

Representatives of big houses say that business has been so good during the past six months that they will not only show a large increase over the corresponding six months of 1914, but that they will be able to report a total increase for the year 1915 as compared with 1914.

#### On Pacific Coast

Out on the Pacific Coast prosperity has not as yet become as firmly established as it is in the East and Central West. Prosperity there depends largely on lumber, but in the Northwest the price of lumber is from \$2 to \$2.50 a thousand feet higher than it was a year ago.

Mills that could not be operated at a profit last year, because of the low prices of lumber, were closed and have remained closed. With the increase in price and the demand for lumber increased naturally because of the resumption of building in the East, hundreds of mills will resume operations very soon, and the result will be beneficial to workmen and business men throughout the Northwest.

With improved financial conditions in the East, the market for California oranges, canned fruits, olives, walnuts, raisins, Oregon apples, grapes and other products will give the growers better prices for these commodities, and business men along the Coast will get their share of the general prosperity.

#### Best Auto Year

It is safe to predict that in 1916 the automobile and accessory manufacturers will have the best year in the history of their business. Nearly every manufacturer was oversold in 1915. Nearly every automobile manufacturer underestimated the number of cars that would be bought in 1915, hence the entire industry benefited. The cars that were best advertised were the first to be sold out; but the unadvertised cars—the cars that were very little known—got the benefit of the excess demand.

Never before was the tire business so good as in 1915. A protracted fall made it possible for people to drive their cars later than usual. According to the Wall Street Journal, the B. F. Goodrich company, the leader in the production of automobile tires, in 1915 increased its total

### OLD-TIME COLD CURE—DRINK HOT TEA!

Get a small package of Hamburg Break Tea, or as the German folks call it, "Hamburger Brust Thee," at any pharmacy. Take a tablespoonful of the tea, put a cup of boiling water upon it, pour through a sieve and drink a teaspoon full at any time during the day or before retiring. It is the most effective way to break a cold and cure grip, as it opens the pores of the skin, relieving congestion. Also loosens the bowels, thus breaking up a cold. Try it the next time you suffer from a cold or the grip. It is inexpensive and entirely vegetable, therefore safe and harmless.

### RUB RHEUMATISM FROM STIFF, ACHING JOINTS

Rub Soreness from joints and muscles with a small trial bottle of old St. Jacobs Oil

Stop "losing" Rheumatism. It's pain only, not one case in fifty requires internal treatment. Rub soothing, penetrating "St. Jacobs Oil" right on the "tender spot," and by the time you say Jack Robinson—that comes the rheumatic pain. "St. Jacobs Oil" is a balsamic rheumatism cure which never disappoints and doesn't burn the skin. It takes pain, soreness and stiffness from aching joints, muscles and bones; stops swelling, lumbago, backache, neuralgia. Lumber up! Get a 25 cent bottle of old-time, honest "St. Jacobs Oil" from any drug store, and in a moment you'll be free from pains, aches and stiffness. Don't suffer! Rub Rheumatism away.

### THIS PICTURE AT THE STAR THEATRE TODAY



MARGARITA FISCHER & C. ELLIOTT GRIFFEN "THE GIRL FROM HIS TOWN" FOUR-ACT MUTUAL MASTERPICTURE MADE BY AMERICAN

sales 36 percent over those of 1914. Silent salesmanship—Advertising will play a more prominent part in the big successes of 1916 than ever before.

Silent Salesmanship Foreable Silent Salesmanship, which is advertising in newspapers, backed up by equally foreable personal salesmanship, will determine the varying degrees of success aspired to by manufacturers in the coming year.

Concerns that have products which the people want at a fair price will have a banner year between now and the beginning of 1917, if the quality of their advertising is such as to compare with that of Goodrich and Diamond tires, Hart Schaffner & Marx clothes, Athena underwear, Royal typewriters, Welch's, the National Drink, Snider's Catsup, Keen Kutter tools and hardware, and Haynes, Hudson, Chalmers, Cadillac, Studebaker, Overland, Dodge and Hupmobile cars.

#### Taking It Seriously

The heads of the big business organizations are taking advertising more seriously than they have in the past. They are using it in a bigger, better and broader way than formerly to dovetail with and support the work of their salesmen.

Silent Salesmanship is no longer a gamble. It is a part of organized sales effort. It stabilizes and standardizes business, and you will find that advertised products will reach the pinnacle in sales during 1916.

The newspapers will be the largest gainers in volume of advertising during the coming year. They are raising their standards, and giving better service and co-operation to the advertiser and the consumer. Hence they are being rewarded by the receipt of bigger and better patronage from the advertiser.

Effective Advertising Newspaper advertising is by far the most effective, as well as the most inexpensive, form of Silent Salesmanship.

So, with people throughout the country having plenty to do, and with the practical elimination of cheap foreign labor and foreign competition in manufacturing, the year 1916 blossoms forth with a fairer promise of good times than any year since 1901.

### ENGLAND FACES CRISIS: COMMONS IN TURMOIL

LONDON, Jan. 7.—The question on every tongue at the political rendezvous clubs last night was whether the momentous events of the day had brought a general election in sight.

An appeal to the country and a breakup of both the coalition government and the labor party are contingencies of the near future and while the government has secured what in ordinary circumstances would be regarded as a satisfactory majority of 298 for its bill, the defection of a large section of the labor party, with the loss of four members of the government, admittedly places the government in a critical position and many doubts are expressed that it will succeed in weathering the storm.

No cabinet council has yet been summoned and a majority of the members of the house of commons are adverse to a general election, but an appeal to the country may come about in either of two ways. First, the house of lords, without the consent of the government, bring the life of the parliament to an end by simply declining to proceed with the parliament and registration bill.

### BREAKS A COLD IN FEW HOURS—TRY IT!

First Dose of Pape's Cold Compound Believes All the Grippe Misery—Contains No Quinine.

Don't stay stuffed up! Quit blowing and snuffing! A dose of "Pape's Cold Compound" taken every two hours until three doses are taken will end grippe misery and break up a severe cold either in the head, chest, body or limbs.

It promptly opens clogged-up nostrils and air passages; stops nasty discharge or nose running; relieves sick headache, dullness, feverishness, sore throat, sneezing, soreness and stiffness.

"Pape's Cold Compound" is the quickest, surest relief known and costs only 25 cents at drug stores. It acts without assistance, tastes nice, and causes no inconvenience. Don't accept a substitute.—Adv.

### AUTO DRIVERS SMASH INTO GATES AT RAIL CROSSINGS

Five hundred and twenty-five vehicle drivers on the Pacific coast did their best to break into a railroad crossing accident in the two years ended June 30, 1915, despite the fact that gates were down and warning bells ringing. This is shown in a report of the Southern Pacific company, which reveals that during the period mentioned 525 crossing gates were broken by drivers who risked life and limb for speed and carelessness. The gamble taken by the drivers is obvious. To be broken the gates had to be down and the gates are down only when trains are approaching. The railroad company spends over \$100,000 annually to operate and maintain crossing gates, but feels that the active co-operation of motorists and other vehicle drivers is imperative if crossing accidents are to be minimized.

Recently the Southern Pacific had observations taken at various crossings throughout the state to observe how careful drivers were in approaching the tracks. Of 17,021 motor vehicles observed, 11,836 drivers, or 69 1/2 per cent, looked neither way before crossing the tracks; 2.7 per cent looked one way only, and but 27.8 per cent looked in both directions. The almost incredible number of 3301, or 19.3 per cent of the total number of drivers observed, ran over the crossings at a reckless rate of speed. But 35 drivers stopped their machines before crossing the tracks to see that no trains were approaching.

### LADIES! SECRET TO DARKEN GRAY HAIR

Bring back color, gloss and thickness with Grandma's recipe of Sage and Sulphur.

Common garden sage brewed into a heavy tea, with sulphur and alcohol added, will turn gray, streaked and faded hair beautifully dark and luxuriant; remove every bit of dandruff, stop scalp itching and falling hair. Mixing the Sage Tea and Sulphur recipe at home, though, is troublesome. An easier way is to get the ready-to-use tonic, costing about 50 cents a large bottle, at drug stores, known as "Wyeth's Sage and Sulphur Hair Remedy," thus avoiding a lot of fuss.

While wispy, gray, faded hair is not sinful, we all desire to retain our youthful appearance and attractiveness. By darkening your hair with Wyeth's Sage and Sulphur, no one can tell, because it does it so naturally, so evenly. You just dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time; by morning all gray hairs have disappeared. After another application or two your hair becomes beautifully dark, glossy, soft and luxuriant and you appear years younger.

**KENSINGTON HOTEL**  
CORNER GEARY AND JONES STS. SAN FRANCISCO  
Centrally located—within theatre and shopping districts. Every room with private bath. Beautifully furnished.  
140 SUNNY OUTSIDE ROOMS  
Seven Story steel and concrete building.  
RATES \$1.00 A DAY ONE PERSON  
\$1.50 A DAY TWO PERSONS  
From Ferry or Depot Lake "UNIVERSAL BUS" (at our expense)  
Any Geary street car passes the door.

### A Chicago Man Orders Golden West Coffee

**STANLEY PROCESS BABBITT & TYPE METALS CHICAGO, ILL.**  
40¢ Bund 3 lbs \$1.10  
**Closet & Devers**  
A Chicago Man Orders Golden West Coffee  
The Golden West Coffee is a blend of the finest coffee beans from the best coffee growing countries in the world. It is a rich, full-bodied coffee with a delicious flavor and a long, lasting aroma. It is the perfect coffee for those who appreciate the finer things in life. Golden West Coffee is available in 3 lb. bundles for 40¢ and in 1 lb. tins for 15¢. Order today from Closet & Devers, 1234 Main Street, Medford, Oregon.

### THE TOWN IS NOT DRY But Long Lives DAISY

**But Long Lives DAISY**  
Milk Cream Fresh Eggs  
**Buttermilk**  
The drink of all drinks—nothing better through winter or summer. Buttermilk is recommended by all medical science as a great system builder. Fresh at the Dairy by the glass, quart or gallon.  
DAISY BUTTER 60c PER 2 LBS.  
**The White Velvet Ice Cream**  
Phone 481 322 East Main.

**THE JACKSON COUNTY BANK**  
MEDFORD, OREGON  
The Advantage  
Creates the Opportunity  
The Savings Account  
Creates the Advantage  
THERE YOU ARE  
Don't work up hill with a load on your back—Try coasting down hill with a savings account  
OVER 22 YEARS UNDER ONE MANAGEMENT

## INSIST ON HOME PRODUCTS

THESE GOODS ARE MADE IN THE ROGUE RIVER VALLEY—KEEP THE MONEY AT HOME

**OF COURSE**

FOR THE GOOD THINGS  
You plan for your many feasts be sure to use  
**Rogue Spray Flour**  
better pastries, most wholesome bread, biscuit, etc., when you use Rogue Spray Flour, costs you least in the long run, too.  
For goodness sake—order ROGUE SPRAY FLOUR

USE THE PRODUCTS OF  
**Rogue River Valley Cannery**  
The Best Made Help Home Industry.  
Try Loganberry Juice and Sherbets at the fountains and ice cream parlors.

TRY OUR  
**Want Ads**  
They Reach the People

Patronize the institution that maintains the Largest Payroll in Medford.  
**The Medford Printing Co.**  
The Best Equipped Job Plant in Oregon outside of Portland.

**Medford Roller Mills**  
H. O. Nordwick, Prop. Phone 507

**The New Year Is Seeking Admission**  
to your home. Open wide the doors and take advantage of the many opportunities it offers. Especially in mill work is the opportunity offered you, for we are prepared to supply you at the lowest prices we've ever asked for strictly high grade material.  
**MEDFORD SASH & DOOR CO.**

For  
**GALVANIZED TANKS**  
OIL AND WATER and IRRIGATING PIPE  
Go to J. A. SMITH  
128 N. Grape St. Telephone 890

Ask Your Grocer and Butcher  
FOR  
**ROGUE RIVER HAMS AND BACON**  
They Are Home Grown  
They're the Best Ever  
ACORN BRAND  
CENTRAL POINT PACKING CO.