

# FAKE ADVERTISING SPANKED

(Continued from Page 1.)

principle is chasing a shadow and losing the substance.

He is a dead one or soon will be and ought to go to the morgue and give himself up.

Members of the Gold-Brick Layers Union are artistic liars—who write ads which sooner or later acts as a boomerang on the merchant who permits it. A bum steer is always a boomerang.

When a man hasn't a reason for doing a thing—he has a mighty good reason for not doing it.

The things you do today or this month—show up in your business batting average next season—be careful of your score.

If you really want to lie—do not print it—tell it orally—the printed page stands for you when you are not there and it should be clean and truthful.

The man or woman who has had a lemon slipped to them do not always make lemonade out of it.

The newspapers of Portland and Oregon are cleaner today than they were a year ago.

These heart to heart and liver to liver talks of the fake medicine man and the quack doctor are now on the toboggan.

This movement throughout the United States, that is being fathered and promoted by the 10,000 ad men that make up the Associated Ad Clubs of America, is going to make outlaws of the men who prey upon the unwary, the ignorant and the sick.

The weak, the sick, the fickle and the poor read them—believe that here at last is a cure, they fall for it as a drowning man grabs for a straw.

You do not have to own a Bee to get stung.

I saw a lady on the street today—that had been given up by two beauty doctors. I want to hand you one more—it's a dandy.

Some of you or your wives have noticed ads for some one of the many cures of Madam Yale. Her "skin foods" (Skin is mighty appropriate) "Hair Tonic"—"Complexion Bleach" "Fertilizer Tablets or Blush of Youth."

Take the last one—"Blush of Youth"—here is the way part of the ad reads—"Refreshing as concentrated dew—spiritualizes the expression—gives the countenance the glow, lustre, and beauty of childhood and preserves the morning of life indefinitely."

How's that for good stuff? What lady or man either could refuse to buy—in the face of a statement like that.

That kind of copy would sell hot sand to an arab—or find buyers for Ship Anchors in Kansas—to be used in cyclone weather.

Here is the government analysis for Yales "Blush of Youth."

Alcohol 6 percent, Glycerine 44.5, water 50 percent.

There is your fountain of youth—water and glycerine and a dash of alcohol.

Any scheme that perpetuates erroneous ideas and makes people skeptical is a wrong scheme. An honest ad printed along side of a fake ad—stands about as much chance as a bow legged girl in the town where she has been raised.

We poor suckers—the public—have advertised to us by men in this state "Oregon Wool Blankets" and Oregon Wool Cloth that is a fake of the worst kind—and which has already done much harm to what can be made a great industry in Oregon. If quality was the watchword, instead of price—Oregon Cloth would rank higher.

I am not kicking if I buy adulterated fabrics—but what I am kicking at is buying a half wool garment—that is advertised as all wool.

One Portland firm now is voluntarily branding suits shoddy—when they consist of shoddy and wool only when it is fleece wool.

The time is coming and I hope to live to see it—when Uncle Sam will have suits, men and women's branded shoddy wool—just the same as food manufacturers are now compelled to stamp the label on the bottle of these red cherries that you men folks sometimes see in your cocktails and which reads—on the label—"Artificially colored." Sometimes I think that even the cherry itself is artificial.

I tell you gentlemen if you want to pay your business a fine compliment—tell the simple truth in your advertising and tell it well.

No graft is equal to honesty—So

many people have had their leg pulled with cheap goods, cheap services, cheap advertising that the field for real quality and service is practically open.

Harry Thaw—a man that has done nothing that the world wanted done—Harry Thaw—a man that has nothing that the world wants—Is given free space—which—if charged for at card rates for the past five years would make enough in dollars and cents to pay off the National debt. I want to ask if it is fair to the Ad Clubs of the country to cheat them out of the reward for their labors.

The day of the good sized pretender who is a small sized doer is gone forever—We have got his number.

It is a part of the duty of every loyal citizen to give up some of his private time for the public welfare—and in no way can you help so easily as to support this movement against the advertising faker.

Snatch a few colors from the rainbow they are continually painting for the unwary.

Seasonable sales can be held and be made profitable to buyer and seller, but when it gets to going so fast as having them every hour, I grow dizzy and I want to get off.

I am going to admit that I am in the grocery business myself. It is like taking a rag off a sore toe to talk about it.

The Pure Food law is a splendid idea—but it don't go far enough.

In some of its practical appliances, it comes mighty near being a joke. Uncle Sam stops at the label—but don't lift a finger when the advertising makes all sorts of ridiculous claims of what the stuff is.

Some of these fine days Uncle Sam is going to put over a National Advertising law—I hope that I may be alive and help celebrate.

We do not try to bulldoze anyone. Our observations is that the bully always calls the wrogg man a liar before he dies.

It has to be done in one way or another because it is a duty that we owe for our right to live in and enjoy organized society.

Every man should have two sets of interests—one for himself and one for public good.

We want advertisers and publishers to come to that belief that honesty in advertising is the only profitable way.

Any kind of a lie is a liability. Truth is always an asset.

Any man who can dig up a nickle can ride the street car—the railway is a public carrier—if the man has the price and behaves himself they are obliged to carry him.

It is not that way with the publisher—it is his privilege to accept or reject any ad—good or bad—that is offered.

His power for good cannot be calculated.

Human Beings that have their fight to make and they are traveling in the right direction as fast as they can.

They realize that the business of merely selling space and not caring a rap about what goes into that space—has got to be stopped.

I believe it was that great self starter, Col. Roosevelt—who said—"Play Fair—Don't Foul—But buck the line hard."

Let us swat the fakir—some one else can swat the fly.

## Former Union Girl Succumbs.

June 18, 1914, at St. Anthony's hospital, Pendleton, Mrs. Bertha L. Wigglesworth, wife of W. Earl Wigglesworth, died. Deceased was born in Union county August 2, 1887, and was the oldest daughter of W. Edward and Kittie Turner. Mrs. Wigglesworth grew to womanhood in Union county and received her education in Union schools. June 17, 1906, she was married to W. Earl Wigglesworth of Morrow county, and to them were born two daughters and one son.

Mrs. Wigglesworth went to the hospital over three weeks ago, for what was thought to be an operation, but death ensued. She early became a Christian, uniting with the Presbyterian church at Union, when but 13 years of age.

Mrs. Wigglesworth was a devoted wife and mother who will be sadly missed by her circle of friends in Morrow county. Funeral services were held at the home of Robert Wigglesworth, where she came as a bride eight years ago.

Many relatives and friends followed the remains to the neighborhood cemetery on Little Butter Creek.

# FREE

While the Supply Lasts

Handsome

Nickel Plated

Clutch Pencil

To Each Purchaser of a 40-cent Tin Humidor of TUXEDO

This imported novelty is well-made—serviceable—and very stylish. The lead—unusually thick and of fine quality—is adjustable to any length and can be dropped inside of case when not in use. Fashion's very latest fad. Handy—easy-writing—durable—the most popular pocket pencil ever made. We make this unusual Free Offer as an inducement to you to try mild, healthful, delightful

YOU CAN BUY TUXEDO EVERYWHERE

Convenient pouch, inner-lined with moisture-proof paper . . . . . 5c

Famous green tin with gold lettering, curved to fit the pocket . . . . . 10c

In Tin Humidors, 40c and 80c  
In Glass Humidors, 50c and 90c

# Tuxedo

The Perfect Tobacco for Pipe and Cigarette

Tuxedo is smoked and enthusiastically endorsed by thousands of famous men. It is the favorite tobacco of the majority of critical pipe smokers in this country.

The "Tuxedo Process" of treating the finest, ripest leaves of selected Burley tobacco has never been successfully imitated. Tuxedo positively cannot "bite"—it soothes the most sensitive throats and tongues—and has a delightful mildness, fragrance and flavor that affords complete enjoyment. There is no other tobacco like Tuxedo—as a trial will prove to you.

**FREE** Take advantage of this free offer today and avoid disappointment, as dealers have only a limited supply of these pencils and cannot obtain more. Get a 40c Tin Humidor of Tuxedo—and ask for a Free Nickel Plated Pencil.

Look for Free Offer Sign on a Dealer's Window

THE AMERICAN TOBACCO COMPANY



## Standard Oil to Enterprize.

Enterprise, Ore., June 22—A tank station for distributing its products through Wallowa county will be established at once in Enterprise by the Standard Oil company. Surveyors were in last week and laid out the grounds on the railroad track just east of the stock yards. Bids have been submitted and work will begin as soon as the contract can be let.

large tanks, on concrete or stone foundations, a warehouse and shed, all surrounded by a board and wire fence about 9 feet high. Each tank will have a capacity of one and one half tank cars. One tank, it is understood, will be for kerosene, a second for gasoline and the third for distillate or naphtha.

## Notice to Creditors.

Notice is hereby given to all whom it may concern, that Martha H. Golden has been appointed by the County Court of Union County, Oregon, Administratrix of the Estate of Charles E. Golden, deceased.

All persons having claims against the estate of said deceased, Charles E. Golden are required to present

them with the proper vouchers within six months from the date hereof to the Administratrix at her home five miles East of La Grande, Oregon. Dated June 23, 1914.

MARTHA H. GOLDEN, Administratrix of the Estate of Charles E. Golden, Deceased. 4-6-23-50-7-14-21-14.

THREE FURNISHED housekeeping rooms for rent, on 1403 S. Ave., at \$15.00 per month. Inquire at 1317 T Ave., or phone Red 11. 6-22-61.

FOR RENT—Furnished housekeeping rooms, also new 4 roomed cottage, cheap. Red. 1751. 6-22-14.

## How's This?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

F. J. CHENEY & CO., Toledo, O. We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm. NATIONAL BANK OF COMMERCE, Toledo, O.

Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75 cents per bottle. Sold by all Druggists. Take Hall's Family Pills for constipation.

WANTED—Woman or girl for general housework. Phone Main 715 Read the advertisements, too. 6-19-31.

# PHONE

your orders in early

This store will close tomorrow at 12-noon sharp

—Yours For a Good Time—

# City Grocery and Bakery