

Dresses Her Hobby



Fannie Ward, Lasky Star in Paramount Pictures.

Of all things on earth, dress comes first with Fannie Ward. Never does a week pass that she does not design a new one for herself, and her critic on all such affairs is her own husband, Jack Dean, who is quite an authority on the question now. Pussing on more than 50 designs each year would naturally make him so.

Roseburg News Sold.

Roseburg, Jan. 6.—(Special)—The Umpqua Valley News, for the past five years conducted by Milton J. Carl D. and Sam. J. Shoemaker, was on Wednesday sold to E. W. Bates of this city, who was publisher of the paper prior to its purchase by the Shoemakers. Carl D. Shoemaker is state game warden.

OREGON FRUIT MEN CONFER (Continued From Page 1)

These houses continued until April 1, 1915, when there was a reorganization and the Oregon Fruit company was born. The home office was located in the Spalding building and gradually the company spread out over the entire state. The houses at Corvallis, Eugene, Salem and Albany were continued and others were either purchased or new ones opened in La Grande, Pendleton, Baker, Medford, Roseburg, Astoria and The Dalles. William F. Erdman heads the La Grande branch. Latter the last two named were closed temporarily. Then the headquarters of the company was moved to 108 Front street in the building formerly occupied by the W. B. Flafke company, and the offices were also located at that address. Not long afterward another branch was opened at Marshfield, giving the firm 11 houses, all of which are located in Oregon.

"Our idea in forming a claim of jobbing houses," said Mr. Dalton at the Portland meeting, "was to perfect co-operation in buying and selling. We figured it would eliminate duplicate expense and would also assist us in what we felt to be a very worthy cause, that of helping to reduce the high cost of living. We could give better service, maintain larger supplies of seasonable goods and help the Oregon producers to find better markets for their products at lower cost to themselves.

"Our aim is to do only those things which are right. Once we make a friend, always a friend is what we strive for. We believe in the square deal above everything else."

One of the important matters considered at the conference was the establishment of what might be called the Oregon Producers' Marketing agency. The idea of this agency, of which C. E. Patterson has been selected as the head, will be to enable farmers to find a way to market their produce better than they ever have had. As Mr. Dalton puts it: "The control of their produce remains in their hands until they have reached the markets where needed and actually been sold. We supply them with markets, notify them what price their produce will command, and it is up to them to say whether they will accept or not. This will be a service better than they can get through the best associations and is assured by the high class men at the head of the agency, talent not readily found. Another feature will be the fact the producer will get his money immediately his goods are sold."

Mr. Patterson is not only to have full charge of this agency, but will also be sales manager for Mr. Dalton.

The officers of the Oregon Fruit company are T. F. Ryan, president; George Youlle, vice-president; S. C. Dalton, secretary, treasurer and general manager; Arthur L. Coulton, assistant general manager, and these, with C. M. Dilley, comprise the board of directors.

Inspiration Miscellany

Making a Friend

Often you come across people who complain that they have but few friends. They will point to other persons who have many and wonder why such a distinction is made.

The matter is easy enough to explain, for, as some one has well said, the only way to have a friend is to be one.

For friendship cannot possibly be a one sided matter. Just as it takes two to make a bargain or a quarrel, so does it take the same number to make a friendship.

No one can stand aloof from others waiting to be sought without experiencing keen disappointment, this because friendships are not made that way. People do not look you over as you stand off by yourself and say:

"Now, there's some one I'd like to know. I'll make a point to draw him or her out and take all the pains possible to establish a friendship."

That's not the way it happens in real life, although some still imagine that it is. What really happens is this: Two persons meet, and gradually they find points of congeniality, gradually each does little favors for the other, gradually a feeling of affection takes root in each heart. Neither one is thinking of what can be gained from the acquaintance; rather, each is thinking and planning to give instead of take. In other words, each is trying to be a friend unselfishly. And, lo, it is the very thing which makes their friendship.

Bear that in mind if you happen to be among those who lament their scarcity of friends.—New York Telegram.

A Man's Work.

A man's work—to be honest, to be kind, to earn a little and spend a little less, to make, upon the whole, a family happier for his presence, to renounce when that shall be necessary and not to be embittered, to keep a few friends, but these without capitulation, and above all, on the same grim condition to keep friends with himself—here is a task for all that a man has of fortitude and delicacy.—Robert Louis Stevenson.

TRAINING CHILDREN.

More lies are told by mothers, fathers and nurses to children than all the rest of the lies put together. We lie to them with false threats, we lie to them with false promises, we lie to them with false stories, we teach them by our practice that a child has not a right to truth, and then we wonder that they learn the lesson.

The Author of Evil

Inquire no longer who is the author of evil. Behold him in yourself. There exists no other evil in nature than what you either do or suffer, and you are equally the author of both. A general evil could exist only in disorder, but in the system of nature I see an established order which is never disturbed. Particular evil exists only in the sentiment of the suffering being, and this sentiment is not given to man by nature, but is his own acquisition. Pain and sorrow have but little hold on those who, unaccustomed to reflection, have neither memory nor foresight. Take away our fatal improvements, take away our errors and our vices, take away, in short, everything that is the work of man, and all that remains is good.—Jean Jacques Rousseau.

Consider Your Blessings.

As there can always be found in this world plenty of things to find fault with, so there can always be found an untold number of blessings. Never stop to worry because some people are better off than you are, rather keep your hearts full of thankfulness because you are so much better off than are thousands of other human beings.

LOOK UP, MY BOY.

There is hope in the world for you and me; There is joy in a thousand things that be; There is fruit to gather from every tree; Look up, my boy! Look up! There are crosses and struggles in every life; With temper and sorrow the world is rife; But no strength cometh without the strife; Look up, my boy! Look up! There are bridges to cross, and the way is long; But a purpose in life will make you strong; Keep your eyes on your lips a cheerful song; Look up, my boy! Look up! Speak ill of no one, defend the right; And have the courage, as in God's sight; To do what your hands find with your might; Look up, my boy! Look up!

A TRIUMPHAL YEAR

For Newspaper Advertising

AN INCREASE OF APPROXIMATELY TWENTY-FIVE MILLION DOLLARS IN NEWSPAPER ADVERTISING FROM THE GENERAL FIELD HAS BEEN RECORDED IN THE YEAR 1916 JUST CLOSED.

NO OTHER MEDIUM, EMPLOYED TO SPREAD THE PRINTED WORD, SHOWS A SIMILAR INCREASE EITHER IN DOLLARS AND CENTS OR IN COMPARISON BY PERCENTAGES. NONE OTHER WAS PAID SO WELL, BECAUSE NONE OTHER WORKED SO WELL.

Never before did newspaper advertising render such a variety of services to so many people, or open so many hitherto unexplored avenues of usefulness.

It is the rule of business that the thing that pays grows; and national advertising increased in the newspapers because it showed large profits to the men who properly employed it. It had paid the foresighted ones who used it in large volume in 1915—so they used more of it, and, as the blazed trail is easy to follow—more people used it.

There was, of course, a great underlying reason for this development of national advertising in the newspapers.

It has been tersely given by a great manufacturer who is at the present time advertising in more than half of all the daily newspapers published. He says:

"Newspaper advertising hits the spot we want to reach."

"Newspaper advertising carries our story to the consumer with the daily news."

"Newspaper advertising does effective work with the local dealer."

Or as a successful advertising agent says it, "Nothing succeeds like newspaper advertising."

LEADERSHIP

Many important interests had things to say to the public during the past year. They found the medium of newspaper advertising the effective place to say them. Among the greater developments along these lines of public service were:—

The further enlargement of the idea of advertising for the good-will of the people on the part of the railroads, telephone companies and other public service corporations;

The growth in space of institutional advertising on the part of manufacturers who are producing a variety of staple products;

A nation-wide campaign of advertising by the railroads which crystallized public sentiment at the time a great strike was threatened;

A nation-wide advertising campaign on the part of the Bethlehem Steel Company.

Employment of newspaper advertising for the first time by the Democratic and Republican National Committees.

This latter development was perhaps the most wholesome achievement of the recent political campaign.

First In Public Service In War and In Peace

Perhaps the more notable triumphs of Newspaper advertising were in the field of public service.

Government marshalled newspaper advertising batteries to raise troops, to pay bills, to encourage thrift, to stimulate industry, to mobilize every national force. It has been said that during the past year the lives of the people of the British Empire have been directed by an advertising manager.

Progressive Canada, nearer home, has done wonderful things along these lines. By advertising to increase productiveness, she has literally made two shears of wheat grow where one grew before.

While the Government of the United States has not yet awakened to the force of the great power she has at her door, leaders of her great political parties have had a last hour conversion.

During the recent political campaign, for the first time, the battle was fought in the open, largely through the medium of newspaper advertising.

It is a significant fact that the Republican Party, which was the greatest user of newspaper space, carried every state but one where it sent its message to the people.

Democratic leaders on the other hand did much to combat this influence with some strong advertising for their candidate.

Corporations have found in paid newspaper advertising a sure avenue to good will for a just cause.

Capital and Labor have courted public opinion through the newspapers.

The old days of lobbying and secret wire-pulling have given way to the greater force—newspaper advertising.

Some of the things that were done were badly done, but progress was made and this fact clearly established:—

SERVICE

Canada's Government has found newspaper advertising an efficient servant. It has employed it since 1906, and, since the war, has greatly multiplied its field of usefulness. Here are some things the Canadian Government has done:

Marketed her apple crop at a profit, saving her growers the loss of \$2,000,000 by an advertising expenditure of \$14,000;

Increased the production of farm products and the activity of manufacturers by an expenditure of \$15,000, adding \$300,000,000 to her gross production;

Induced the cultivation of town plots by an expenditure of \$1,000;

Floated immense war loans; and taught thrift and patriotism.

And Canada has only begun to fight—and to advertise.

"The Newspaper of the immediate future will be the great link for every man and set of men who wish to connect with the public"

These facts were gathered by the Bureau of Advertising, American Newspaper Publishers Association World Building, New York