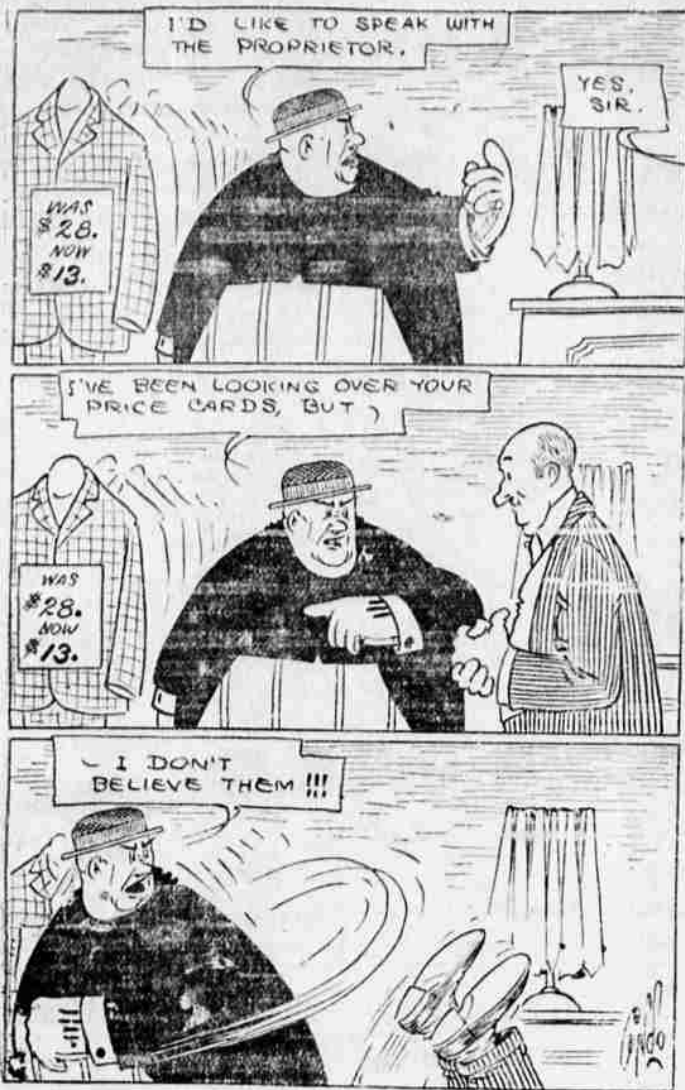


THE OUTBURSTS OF EVERETT TRUE.



Ladd Canyon News

Mrs. D. W. Miller Entertained the Get-Together Club Recently—Miss Helen Peebler.

Ladd Canyon, Jan. 24.—(Special)—Mrs. D. W. Miller delightfully entertained the Get-together club members at her home on the afternoon of January 11. Much business was transacted and the following new officers were elected: President, Mrs. D. W. Miller; vice-president, Mrs. Reginald Heryford; secretary, Mrs. H. W. Peebler; treasurer, Mrs. William Banton. The retiring officers were: President, Mrs. E. T. Peebler; vice-president, Mrs. Mary Counsell; secretary, Mrs. Charles Grandy; treasurer, Mrs. L. W. Drumsmith. Mrs. Frank M. Clure will be the next hostess at her home January 25.

Eugene Banton has gone to Portland to enter an automobile school.

Henry Counsell returned home Tuesday evening from Joseph, where he spent ten days with relatives and friends.

Mrs. L. E. Scott arrived Tuesday evening for a visit with her daughter, Mrs. Mary I. Counsell. Her home is at Joseph, but she arrived here from Milton, where she spent a month with relatives and old time acquaintances.

Helen Peebler entertained her teacher, schoolmates and friends on the evening of her sixteenth birthday anniversary, January 20. The evening quickly passed with games of all kinds

and music, and was followed by a delicious lunch, consisting of sandwiches, cakes and coffee. The cakes were baked by Helen's schoolmates and were beautifully garnished with her initials. Here's wishing her many more happy, healthy birthdays. Those who made merry at her birthday were Orville Roberts, Maude and Etta Banton, Tanis Wilson, Louisa, Bell, Henry, Frank and Harley Counsell, Geneva and Emmett Buttner, Mr. and Mrs. Luther Geiger, Minnie and Gladys Drumsmith, Guy Miller, Vance, Forrest and Sailor Bainbridge, Guy Geiger, Jim Kinney, Walter Peebler, Harry Gray, Mabel, Joe and Keith Bates, Mr. and Mrs. Charles Grandy, and Earl Miller.

Prefers Chamberlain's.

"In the course of a conversation with Chamberlain Medicine Co.'s representative today, we had occasion to discuss in a general way the merits of their different preparations. At his suggestion I take pleasure in expressing my estimation of Chamberlain's Cough Remedy. I have a family of six children and have used this remedy in my home for years. I consider it the only cough remedy on the market, as I have tried nearly all kinds."—Earl C. Ross, Publisher Hamilton County Republican-News, Syracuse, Kan.

When in Portland you will find The Observer on sale at the Oregon Hotel news stand and Imperial Hotel.

wood. Phone Black 1642.—Adv. 11-28-tf

FOR RENT—Piano

FOR RENT—Piano in good condition. Reasonable. Inquire at Silverthorn's. 1-23-3t

FOR SALE—Printing.

Complaints, affidavits and legal blanks of every description for sale at The Observer, 1710 Sixth street.

DRESSMAKING

RELIABLE DRESSMAKING—Will call, plan, design and fit work in your home. Phone Black 3512. 1-8-tf

HELP WANTED

WANTED—A waitress to go to Reith, Oregon. Phone Black 172 or Black 1462. 1-22-tf

LOST AND FOUND

FOUND—A pair of kid gloves in the Silver Grill. Owner can have same by calling at Silver Grill and paying for this ad. 1-22-tf

FOUND—A pair of gold rimmed spectacles on Cove Av. Inquire at Observer office. 1-23-2t

PIANO TEACHING

FACTS—I guarantee to teach anyone all the common chords and minor chords on the piano in one lesson by mail; new method; you can teach others. Money refunded if not satisfied; price \$1. J. E. Taylor, P. O. Box 427, Portland. 1-22-tf

Want Ads.

WHEN IT COMES TO untiring sellers, finders and traders, an Observer Want Ad can't be beat. It works overtime on straight-time pay. Rates, one cent per word per issue—no ad less than 25 cents.

FOR RENT

FOR RENT—A new four-room modern cottage. Red 921. 1-15-tf

FOR RENT FURNISHED

FOR RENT—Furnished rooms heated, with or without board. Only one block from postoffice. Mrs. E. C. Tuckey, 906 Washington. 12-30-tf

FOR RENT—Housekeeping rooms, 1307 Pennsylvania avenue. Mollie Noyes. 1-15-tf

FOR RENT—Furnished apartments, modern and close-in, finest in city. Inquire Darland Apartments, Apt. 4, Depot street, or phone Red 1452. 1-16-tf

FOR SALE—Real Estate

FOR SALE—Ten acres, all kinds of fruit. Address Observer. 1-2-31pd

FOR SALE—Sweet apple cider, 25c a gal. Phone Black 381. 1-19-4t

FOR SALE—Miscellaneous.

FOR SALE—Chain wood and 16-inch

A TRIUMPHAL YEAR

For Newspaper Advertising

AN INCREASE OF APPROXIMATELY TWENTY-FIVE MILLION DOLLARS IN NEWS PAPER 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 goodwill 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 spears 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