

ADVERTISING FOR CHURCHES

Presbyterians Told that Gratifying Results will be had From Publicity.

OREGON AGRICULTURAL COLLEGE, Corvallis, Aug. 1.—"Churches may well realize the example of the famous Oregon Agricultural college strain of hens and advertise," suggested Frank L. Snow, professor of industrial journalism, in speaking before members of the Presbyterian synod. "To say they should advertise to beat the devil might not be inappropriate."

"What's the use of letting the devil have all the good things?" remarked one minister. And what is the use? With 1001 counter attractions all clamoring for attention through printer's ink, the church stands little show of successful competition unless it uses the same methods of attracting attention—of letting the people know what it has to offer.

Urges Display Ads. "If the church work is really worth while, then it is worth spending money on. Display advertising pays and pays well—that is, if the church investing in advertising really has something worth while to offer. It must first be sure it can give the kind of service that will make a person feel it will pay him to go again. Then the advertising will pay big dividends."

It would be well if every minister could take a course in journalism, thinks Professor Snow. The newspapers recognize the value of good live church news, but it is a lamentable fact, he says, that the average minister turns in copy that shows a sad lack of knowledge of journalistic principles and often is not legible. Church notices bring forth more cuss words, perhaps, in a news paper office than any other type. Brevity Advocated.

"A minister who understands news values, who knows enough to tell his story briefly, putting bait to catch the attention of the reader in the first paragraph and unfolding the details in order of importance, has at his command an excellent means of filling the pews," said the speaker. "He should, above all things, avoid turning in material which purely free advertising on the face of it. This should be paid at regular space rates. He should always have an excuse for a story. This excuse in the form of real news should be given in the first paragraph or two. Then later on in the article it might be possible to bury a little information which might be classed as free advertising. The news will carry it."

District Attorney had to Pay a Fine

HOOD RIVER, Aug. 1.—District Attorney John Baker this morning was charged in municipal court with using abusive language, the complainant being A. O. Hoeney, who had just completed serving several days in jail for breach of the state traffic laws.

Hershey has been before the local courts on numerous occasions, the culmination being the jail sentence. When he was brought before the justice court yesterday he was inured to Hershey bitterly reproached both district attorney and the officers. Baker replied in language very much to the point. Mr. Baker admitted the charge and was fined \$5 by Recorder Howe, who said there had been great provocation.

Silage is an insurance against a long winter and short hay crop, as well as an economical feed for sheep and cattle. The full value of the silo was felt in the late hard winter with hay out of sight. The Union experiment station has found that a combination of hay and silage produces twice the daily gains at half the cost of gains on hay alone.—O. A. C. Extension Service.

George Smith, 55 years old and for many years a resident of Baker county, was found dead in his bed a few days ago, presumably from heart trouble.

Sparkling foaming golden brew



Just one tall cold one and thirst vanishes

Columbia Brew

Whoever good drinks are sold

La Grande Grocery Co. Local Distributors

Eddie's Steed Is 400 Years Old



Eddie Hubbell rides old "Rough Neck," inhabitant of the alligator farm in Los Angeles. Though 400 years old the alligator is under full control of this little tot.

BRITISH BANTAM WANTS TITLE

LONDON, Aug. 1.—Thomas Harrison of Hanley, British bantamweight champion, may go to the United States in quest of the world's title. Recently won by Joe Lynch from Johnny Bull, Harrison recently knocked out Jim Higgins, the British title holder, in the 13th round of their match.

Although Harrison has established himself as superior to other English 138-pounders, many of the boxing critics believe he should bolster his record before going after Lynch, one of the elevated little men in the world. Higgins, defeated by Harrison, was a victim of Pete Herman's onslaught when the American invaded the Isles.

WHY, JUDGE

LONDON.—In a decision handed down here Judge Henry Graham stated "I cannot compel a woman to open her mouth, and it is a certainty I cannot make her shut it."

Exide Batteries

Batteries in stock. Batteries for rent. Batteries recharged. Batteries Watered Free. Batteries of all makes repaired. ROSCH MAGNETO SERVICE. STROMBERG CARBURETOR SERVICE. FRED BURGESS, Prop. In Leighton's Machine Works

Monuments

ORDER THAT MONUMENT NOW

—We have made a profound study of monument building, and an order placed in our hands is sure to receive faithful, intelligent execution.

We Will Gladly Furnish Estimates

Blue Mountain Marble & Granite Company

1502 S. Ave., La Grande, Or.

Harris Grocery

The Accommodation Store

Call on Us for Your Household Supplies. A Full Line of Staple and Fancy Groceries, Fruits and Vegetables

Also

A Choice Selection of Swift's and Armour's Government Inspected Sugar Cured Bacon and Hams

Don't Fail to Ask About Champion Flour

Free Delivery Phone Main 730

408 Fir Two Blocks North of H. R. Tracks

SKYSCRAPERS TO WAIT IN LONDON

(The Associated Press) LONDON, July 12 (By Mail).—The London county council has made some concessions to the demand of West End business firms that they be allowed to erect loftier and more commodious stores, but these concessions fall short of permitting the construction in London of buildings modeled after American skyscrapers.

"The concession as to height asked for was 120 feet maximum on favorable sites," explained the secretary of the Retail Distributors' association which had been the prime mover in the matter. "We have been authorized to put up buildings that are 80 feet high to the ceilings of the topmost floor, and on favorable sites the municipality may permit buildings to be erected that are 100 or even 110 feet high."

"The London county council has conceded greater space for departments. The old regulations restricted cubic capacity to 200,000 feet. This was imposed because the old-fashioned methods of displaying new materials in buildings of a congested nature increased the risk of fire. The concession of a cubic capacity of 500,000 feet which has now been made, or a limit of 40,000 feet floor space for any one department, will enable us to secure floor space equal to that of any of the magnificent stores in America."

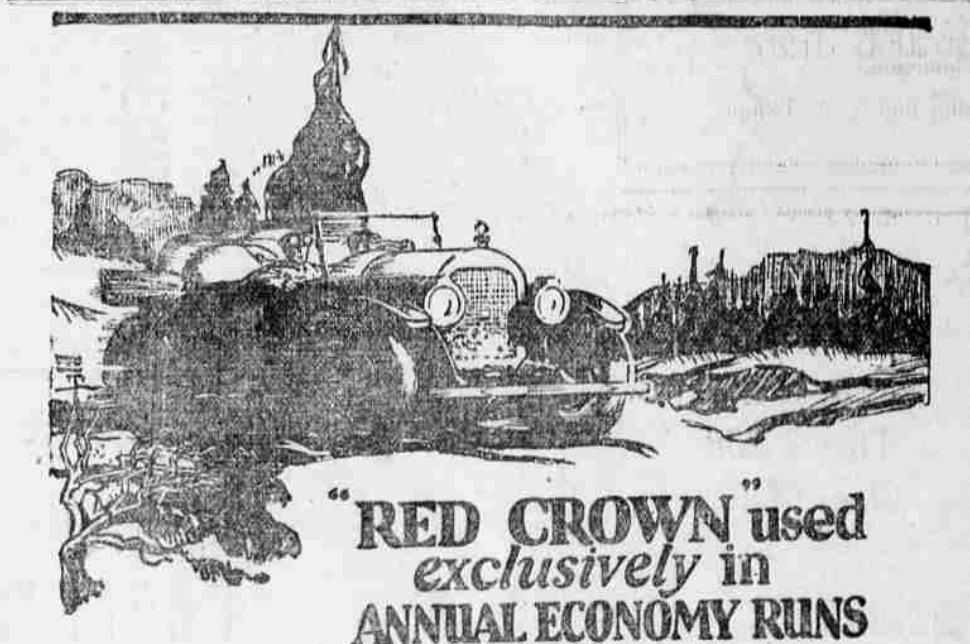
Fire Insurance

with the Oregon Fire Relief Assn. Costs You LESS

Policy Guaranteed No Assessment

L. W. Weeks

AGENT Phone 152-J West-Jacobson Bldg.



"RED CROWN" used exclusively in ANNUAL ECONOMY RUNS

The Los Angeles-Yosemite (Camp Curry) Economy Run is probably the most famous event of its kind in the motor world. Every year about the middle of May, while the snow still lies deep in the mountain passes, from 15 to 20 cars start the strenuous 360-mile run across the interior valleys and up the difficult mountain roads into the Yosemite Valley. Every car is carefully groomed for victory, and driven by an expert.

And in all the six runs so far held, all cars entered have used Red Crown gasoline exclusively.

This year the car making the run on the lowest consumption of fuel, a Chevrolet driven by Dominick Basso, made the entire trip of 360 miles on 12 gallons of "Red Crown" (an average of 30 miles to the gallon), and a pint of Zerolene.


The average gasoline consumption for all cars participating was phenomenally low. This furnishes striking evidence of the continued success of this company in manufacturing a motor-car fuel of the highest grade, justifying for six successive years the unanimous choice of automotive engineers eager to establish the best possible records for their cars. This year, 18 of the 20 cars entered made the entire distance on less than 20 gallons of "Red Crown," although owing to recent rains the roads were unusually difficult.

Red Crown gasoline is the most economical motor fuel on the market today, because it contains the maximum number of heat units that can be rapidly and uniformly vaporized in the modern carburetor and go into complete combustion in the cylinders, producing the maximum power; the engine was designed to develop.

Fill at the Red Crown sign—at Service Stations, garages and other dealers.

STANDARD OIL COMPANY (Indiana)

Class 1-E for cars costing under \$800



How far London is from having attained the skyscraper stage will be realized when it is understood that the highest building in London is Whitehall Court, the home of the National Liberal club, which is 110 feet high. The highest building in the country is in Liverpool, and is 129 feet high to the top of the tower, but the actual main building is only 210 feet high. The next highest is a steamship company building, also in Liverpool, and is 110 feet high.

Spuds Displace Booze as Conversation Topic

VALE, Aug. 1.—Spuds is the main topic of conversation in the Malheur river valley these days. Even the latest "tip" where to get the best moonshine, etc., are forgotten in the great conversation and everywhere King Potato Lords sway.

Art Moody brought samples of potatoes from his large fields on Judge Biggs' ranch to Vale Thursday and they are "pippin." Art would make no assertion about estimated yield. But he said to watch the harvest and he thought his potatoes would go as heavy as any when digging time had passed.

READ THE WANT ADS!

AMERICAN APPETITES DOUBLE (By Associated Press) VICTORIA, B. C., July 13. (By Mail).—Spring salmon caught in British Columbia waters is now being served as filling for "fish hot dogs," sold to industrial workers in larger cities of the eastern United States, notably New York, Chicago and Philadelphia.

As a result of the popularity of

"111" cigarettes



10¢

They are GOOD!

the new delicacy, the British Columbia fish, back this year will double the 1921 output.

T-A-X-I

Call Main 580

Imperial Billiards

NOW IS THE TIME TO BUY

240 acre farm three miles from La Grande. 150 acre farm six miles from La Grande. Well improved. Another 150 acre farm with no buildings at a bargain. Two dandy 80 acre farms, one well improved, the other unimproved. 520 acre farm and stock ranch combined. All these places can be bought at bargain prices and on good terms. Ten acres in Fruitdale, \$4750. Four acres in May Park \$3000. We have for sale and trade, all kinds of good farms, stock ranches, fruit tracts, building lots and city property of all kinds.

Automobile and Fire Insurance Notary Public

PYRAMID LAND CO. F. N. Ford

Better Than Medicine

We have a model to suit you ranging in price from \$65 to \$750.

SEE THEM HEAR THEM and you will want them. Terms as you like.

Getting well goes faster by far with a Brunswick than with the tedious hours. And while it amuses it trains the ear to an appreciation of true tones. Musicians recommend The Brunswick to aid in the musical education of children. Brunswick Records are also unique in the artistic beauty of their interpretation. A Brunswick, on a Brunswick—this is the height of musical achievement.

Brunswick Eastern Oregon Music Co.

For Utmost Corset Satisfaction be Fitted to

La Camille



—No squeaking of organs no pressure; defects of figure corrected; a perfect foundation for your gowns.

—This in addition to the comforts afforded through the exclusive "La Camille" features: No pressure on spine; no cutting by laces; no pinching of clasps; no digging of stays at top—but freedom, ventilation, satisfaction.

—A complete line of the different models always on hand. Prices \$2.50 and up.

Mrs. Robt. Pattison Corsetiere

Res. 1702, Cor. Spring & Oak Phone 322-W