

BLUE SKY ADS OUT OF ORDER

American Newspapers
Deliver the Goods to
Their Advertisers, Ex-
pert States.

LONDON (AP).—The system of merchandising cooperation instituted by American newspapers was described to the convention of the Associated Advertising Clubs of the World in session here by W. E. Donahue, local display advertising manager of the Chicago Tribune. The merchandising service department of the typical American newspaper which, he said, "had taken the blue sky out of advertising in the United States," was the product of years of labor and many hundreds of thousands of dollars.

"The old theory of advertising, that in advertising without distribution," he said, "was that it forced people to demand a certain product of the retailer until he (the retailer) was forced to demand it of his jobber in such numbers that the jobber eventually secured it from the manufacturer."

"There were two weak links in this chain. In the first place, the advertiser was frequently broke before the circle was complete and money began flowing back to him to compensate for his great advertising outlay. In the second place, by the time the product reached the retailer the consumer had forgotten his original request or had been well satisfied with a substitute."

"The American newspaper merchandising service departments have replaced these weak links with strong ones, making advertising in American newspapers an investment and not a speculation. The great newspapers of America do not sell goods for any manufacturer but they do furnish the manufacturer with advice and knowledge and with definite systematic plans for covering the market that the newspaper circulate in and show how manufacturers may reduce the cost of distribution by the proper use of newspaper advertising and to show the extraordinary efficiency of newspapers as advertising mediums."

"Within the last five or six years," he continued, "through the merchandising cooperation of American newspapers, more national advertising has been done in newspapers than in magazines and American manufacturers are coming more and more to recognize that they are to reduce the cost of distribution through advertising that their national campaigns must run in newspapers rather than magazines, because the local jobbers and local retailers stand between them and the residents of each locality."



ARE YOU 100% EFFICIENT?

It is a recognized fact that a person with PILES is only 50% efficient, or less. Relief should not only benefit you physically, but increase your earning power.

My non-surgical treatment for PILES will cure you or I GUARANTEE to refund your fee. My practice in rectal and colon treatments is the largest on the Pacific Coast, my large staff of skilled assistants and most modern offices being housed in my own new building.

CHAS. DEAN, M.D. 101
5TH AND MAIN—OPPOSITE COURT HOUSE
PORTLAND, OREGON
MENTION THIS PAPER WHEN WRITING

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Radio Inventors Keep Patent Office Busy

WASHINGTON (AP).—The rapid strides made by radio are exemplified in the patent office, the records of which show approximately 5,000 patents issued for radio apparatus, both sending and receiving.

During 1923 there were 624 applications for patents considered to be essentially of radio character. In 1921 there were 728; in 1922 the number was 1,022, and last year 936. For this year the estimate has been placed at 1,300.

While the bulk of the applications for patents come from the younger class of workers, experts, inventors, young graduate engineers and technical students, the records indicate that those who are making the greatest theoretical advance are the mature and more experienced research workers, including many university professors.

Six assistant patent examiners are devoting most of their time to radio in the patent office, and at least half of the time of the principal examiner and his clerical force is taken up in this work. The examining force in the radio division has been augmented somewhat during the last few years so that at present it is the largest of all the examining divisions.

While it has not been possible in the past to materially reduce the number of applications on hand awaiting action, this delay, it is said, on the average, has been greatly shortened until now cases are reached for action within seven months from filing or amending compared with the previous delay of a year.

British Trawlers Fined
For Fishing in Irish Waters

DUBLIN (AP).—A question at issue between the Saorstait, or Irish Free State, and the British government, seriously affecting the fishing industry, was raised in a case before the District Court at Tralee, County Kerry. British steam trawlers were fined \$600 and costs for illegally fishing within the defined limits in Ballinacorney and Glenties bays.

J. H. Thomas, the British colonial secretary, had said in the House of Commons that trawlers from Britain were entitled to fish in any part of Irish waters provided they kept outside the three mile limit, and British fishermen have been freely acting on that declaration.

But during the British department had the power to make bylaws effective outside the three mile limit. These powers have been transferred to the Saorstait which claims the right to continue the bylaws and punish offenders against them. The defendants did not appear. "Trawlers," said the court, "are not to be sent any explanation and were fined the full penalties."

Alien Population in Cities
Blamed on Labor Bureaus

CLEVELAND (AP).—Ancestral precedent does not influence the immigrant coming to make his home in American cities. If a survey of foreign consulates here in 1923 is taken, the statistics show that natives of European countries, despite most of them having agricultural heritage, locate in cities and engage in industrial pursuits.

There are many reasons for this, according to the consuls. The Czechoslovak consul blames foreign employment bureaus to a certain degree. These bureaus, he says, bring natives of his country to direct employment in industrial centers, principally for steel mills. Landing at the steel mill with people of his own kind, the native remains. Many whom are unable to speak the English language, choose to live in foreign settlements in cities where their native social life can be maintained.

Consuls were unanimous in their opinion that immigrants would better themselves by settling in agricultural centers. There, they say, the foreigners would more quickly learn the language and customs of America and find greater domestic peace.

GEARHART IS ALL AGOG.
GEARHART, Ore.,—Gearhart is all excited over the status of Henry Ober, Jr., erstwhile city marshal, who was recently arrested when a quantity of moonshine liquor and a still were found in his garage by raiders from the sheriff's office.

At the session of the Gearhart city council a motion to suspend Ober pending outcome of his trial was passed. City Attorney Judd then informed the council that the charter did not permit them to suspend Ober, and continued to advise the councilmen that Ober had never really been city marshal, but never taken the oath of office or filed bonds as required by the charter.

Horses Sent to Fair.
PENDLETON, Ore.,—Ben Jory of Hermiston today shipped cartloads of horses from Unatilla county to Orem for use at the Stillman county fair. One cartload each of saddle horses, wild horses and bucking horses was included in the shipment.

In addition to the livestock, a group of well-known riders and rodeo performers will appear at the fair with Jory. Included in his party are Ed Coffield, Pat Orem, Chuck Noel, "Diamond" Dick Lock, George Fletcher, Floyd Williams, Slim Keefe, Alvin Wilson, Marie Hall, Jack Coffield and Slim Holman.

Blackleg Disease Infects Cattle.
ASTORIA, Ore.,—Two cases of "blackleg," a disease almost invariably fatal to cattle, has been noted recently in the lower Columbia district. One infection was reported from Olney, a few miles south of Astoria, and another from Shanokawa, Wash. Veterinarians here say the disease results from a bacillus which lives in the soil and infection comes when pasture shortage causes stock to crop too close to the ground.

"Necessity Is the Mother, Etc."



How are they going to bob 'em out in the woods? That question might have suggested itself to many girls going to summer camps, but this picture answers it. The girls are their own camp barbers in the resort outside of Atlanta, Ga., where this picture was taken.

PERU EAGER FOR SCIENTISTS' VISIT IN THE AUTUMN

NEW YORK (AP).—The third Pan-American Scientific Congress, which is to convene in Lima, Peru, next November, has extended a cordial invitation to all professional and scientific workers in the next adjacent state or province. More and more the desirability became apparent of linking the various state organizations together in one national federation. Accordingly conferences were held in 1921 and 1922, as a result of which it was agreed to form a national federation of state and provincial scientific workers.

Formerly each of the 28 German states and provinces had maintained evangelical churches independent of the organization in the next adjacent state or province. More and more the desirability became apparent of linking the various state organizations together in one national federation. Accordingly conferences were held in 1921 and 1922, as a result of which it was agreed to form a national federation of state and provincial scientific workers.

The second Pan-American Scientific Congress was held in Washington in the winter of 1915-1916, and widespread interest was manifested in the proceedings. The forthcoming gathering is an exceptional opportunity for the advancement of scientific ideas and discoveries for the benefit of the people of North and South America.

The December conference is to be divided into nine sessions, as follows:

1. Anthropological and Historical sciences.
2. Physical and Mathematical sciences.
3. Mining, Metallurgy, economic geology and applied chemistry.
4. Engineering.
5. Medicine and Sanitation.
6. Biological and Agricultural sciences.
7. Private, Public and International right.
8. Economic and Social sciences.
9. Education.

German Protestant Churches
Form Federated Organization

BELEFELD, Germany, (AP).—The evangelical churches of Germany have linked themselves together in a national federation.

OREGON TRAIL STAGES

La Grande - Joseph - Wallawa Lake Park
J. A. Horck, Prop. Phone Main 773

Leave	A. M.	P. M.	P. M.	Leave	A. M.	P. M.	P. M.
La Grande	2:00	1:00	5:00	Wallawa Lake	8:30	12:30	4:30
Imbler	9:30	1:30	5:30	Joseph	9:00	1:00	5:00
Elgin	9:50	1:50	5:50	Enterprise	9:15	1:15	5:15
Minam	10:30	2:30	6:30	Lostine	9:45	1:45	5:45
Wallawa	11:00	2:00	7:00	Wallawa	10:00	2:00	6:00
Lostine	11:15	2:15	7:15	Minam	10:20	2:20	6:20
Enterprise	11:45	2:45	7:45	Elgin	11:10	3:10	7:10
Joseph	12:00	4:00	8:00	Imbler	11:30	3:30	7:30
Arrive Wallawa Lake	12:30	4:30	8:30	Arrive La Grande	12:00	4:00	8:00

SPEND SUNDAY AT WALLAWA LAKE PARK
Insured Carriers - Careful Drivers - Round Trip Rates
Stand at Foley Hotel, Sommer Hotel and Navoy Hotel, La Grande.

BETTER YOUR BATTERY
by having it overcharged in time, recharged or repaired, as the case may be. Better have it done occasionally, anyhow, by an expert who will do the work conscientiously and well. A battery that is erratic in its functioning is never to be depended on.

OREGON TIRE & BATTERY CO.
107 1st St. Main 516

Recharging
Repairing

PARTIES AGREE IN BUCHAREST

BUCHAREST (AP).—After several months of negotiation, the two strongest opposition parties in the Rumanian parliament have finally reached agreement upon a common program. These parties are the Transylvanian Nationalists, under Jules Maniu, and the Peasants under Dr. Nicholas Lupu. While the new group, which will be known as the National Peasants party, under the parliamentary leadership of Mr. Maniu, will control at present only about 25 per cent of the voting strength of the Chamber of Deputies, its strength in the country is enormously greater.

In an election that freely expressed the preferences of the voters it is believed the Nationalists would have an almost unanimous vote in the new territories of Transylvania, Bessarabia and the Banat, while the Peasants could undoubtedly count on a substantial majority in the Old Kingdom and in Bessarabia. In other words, the new "bloc" would probably have an overwhelming parliamentary majority, in spite of the fact that it would place the government of the country largely in the hands of Transylvanians.

The present liberal party government, however, representing as it does the financial and industrial interests of the country, and strongly supported by the Crown, the Orthodox Church and what is left of the old land-owning aristocracy, will be difficult to dislodge from office. Premier Bratianu has recently announced that the government has no intention of resigning, but the best informed opinion seems to be that there will be grave risks of internal disorders if the government attempts to hold on for many months more. The best guess at present seems to be that the Liberals will stay until the autumn session of parliament and that they will then attempt, with the approval of the king, to have General Averescu, a former Premier, and Commander-in-Chief of the Rumanian army during the World War, form a stop-gap government in order to try to keep out the Transylvanians and the Peasants.

The program of the new National Peasants party has been skillfully drawn up so as to make a strong appeal for foreign support, not only political, but financial. This program, while maintaining completely intact the present constitutional system, favors a federalized form of government, similar to Switzerland, as against the present centralized form in which the new territories are dominated by the Old Kingdom. Complete freedom, not only in theory, but in practice, is to be granted to all racial minorities, regardless of creed or religion; the term of military service would be reduced; and the financial and economic status of the country would be drastically reorganized so that the foreign capital necessary for Rumania's economic development would be attracted to the country on a just and safe basis.

This takes direct issue with the policy of the present government, which insists that any foreign capital employed in Rumania must be under Rumanian control and subordinate to Rumanian capital. The new party also stands for the abolition of the dominance of the Orthodox Church in all ecclesiastical matters.

The second most important opposition "bloc" is the recently formed People's Democratic party, under the leadership of Prof. N. Jorga, which is a combination of the National Democrats and the People's parties. The program of the People's Democratic party is now so similar to that of the National Peasants that, when the general election comes, both of the new parties will probably stand together in order to form a solid anti-liberal "bloc."

Bend Kiwans to Get Charter
BEND, Ore.—Formal presentation of the charter of the local Kiwanis club will be made August 4, it was announced by club officials.

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