

### Honest Advertising Is Lauded by Firm Official

SAN FRANCISCO (AP)—The gas companies of America should beware the publicity specialist and shun all that savors of press agenting, propaganda, or seeking free space puffery, and tell their story to the public through the advertising columns of the local newspapers, according to B. J. Mullaney, vice-president of the Peoples Gas Light and Coke Company of Chicago, in an address prepared for delivery here today before the mid-winter meeting of the American Gas Association.

Speaking of the topic, "Public Relations," Mr. Mullaney reminded his hearers that they should not only give good service, but advertise the fact openly in their newspapers. "Good public relations," he said, "are established by making our respective companies and their service worthy of being well thought of, and by telling our customers, the public, all about our companies and service in detail, every detail that can possibly concern or interest them. Doing the first will not take you far if the second is not done and persistently done, an often and as much as circumstances will permit.

"On the other hand, silence is easily mistaken for secrecy; secrecy breeds suspicion, and suspicion, if not checked, soon ripens into hostility. Thus public relations may become bad, even when the service is good. It has happened.

"There should be no room in the gas industry for the so-called publicity specialist. He serves no purpose except to get easy money. We should make all the use we can of the other kind of publicity which frankly recognizes that a claim-like attitude is often evidence of stupidity than of wisdom; that a policy of secrecy implies the existence of such that one doesn't dare tell; that favorable public opinion is a better revenue producer than monopoly, and that elimination of silence and secrecy is the first step toward letting public opinion become favorable."

Mr. Mullaney said the public does not yet entirely realize how the gas business and all public utility business is utterly unlike other businesses in certain fundamental respects. When the customer wants gas he wants it instantly, even though several hundred thousand others may want it at the same time. This instant response is expected from nobody else, butcher, baker or candlestick maker, he said. They take their time in serving. The gas and other utility companies do not and cannot.

"In the matter of rates, the customer is apt to think we want them as high as possible. He does not reason, until we point it out, that our interest lies in having rates as low as possible so that use of our product may be stimulated and mass production fostered."

Employees as a factor in public relations should not be overlooked, Mr. Mullaney said, because they are the chief points of contact between the company and the customer. By what employees say and do in these contacts the company is interpreted. Obviously the interpretation will be most advantageous to the company if the employees, in addition to being enthusiastically loyal, are also well informed on the company and its business and its policies in all details.

In behalf of the American Gas Association, Mr. Mullaney announced that 300 member gas com-

panies were systematically advertising in the newspapers, using the advertising service furnished at cost by association headquarters. He estimated that the gas industry spent \$1,750,000 for advertising in 1924 and said this sum would reach 2,000,000 this year.

### JAPANESE LABOR FEDERATION TO URGE REFORMS

TOKIO (AP)—The Japanese Federation of Labor and its affiliated organizations are actively engaged in the formation of a national labor party in anticipation of the passage of the universal suffrage act at the present session of the Diet. The leaders claim that with the backing of the Farmers Association and other agrarian societies, the Japanese Fabain Society and kindred organizations, they have several hundred thousand potential votes, and thus hope to secure representation in the lower house at the next national elections. They also claim that the Suiheisha, a national organization of so-called social outcasts, will join the new party. There are said to be about 400,000 of these men.

The platform of the new party is socialistic and sweeping in its demand for reforms. It includes an increase in the rights of the working men, especially in free speech and assembly; adoption of universal suffrage; a radical reorganization of the House of Peers, or its total abolition; the adoption of a graduated scale in fixing taxes on incomes, land, business profits, and inheritances; the imposition of taxes on capital and luxuries, and the abolition of the direct consumption taxes; sweeping reduction of armaments; reform of the conscript service system; democratization of the army; appointment of civilian minister of war and navy; abolition of the general staff and of the staff of the navy; reform of the higher educational machinery to suit the requirements of the working classes; payment of the cost of national education by the state; democratization of foreign policy; nationalization of main industries; self-government for the colonies; recognition of trade unions, establishment of an eight-hour working day, and the fixing of minimum wages; recognition of the right to strike; national ownership of land and residential houses; establishment of farmers' unions; government control of the rice industry; abolition of class distinctions; a leveling of class distinctions; protection of maternity by the state; and a workmen's compensation act.

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### Bureaus' Tests Prove Sun's Germicidal Power

WASHINGTON (AP)—In tracing out the reasons why sunlight has power to destroy germ life, a fact long known and put to use by every housewife who has "aired out" things, the bureau of standards and the bureau of health service have produced positive germicidal results.

A public document now in the course of publication, by W. W. Coblentz and H. K. Fulton, research men assigned to the work, recounts findings in the field which will be of special value to professional and scientific workers.

It was long ago established that the germicidal power of sunlight came largely from its actinic or invisible rays, and for the sake of the experiment, there were produced in measured quantities and characteristics by heated mercury vapor and screened through quartz lenses. The public health service furnished large quantities of germs for the testing, one type, bacterium coli communis, being that which is most frequently encountered in sewage tainted water.

The germ colonies, properly exposed to the rays, were found to die in less than one second, in some cases. The scientists worked out the mortality produced by each different wave length of the invisible light rays, and have compiled the details of their findings in the document which will be shortly available.

### Gets Mama



Constance Ellen Blair has a regular "mama" now. A few weeks ago she was just a little girl whom nobody seemed to want. Her father had left her after the death of her real mother. But Mrs. John T. Agar, wife of the millionaire banker, thought Constance "the most lovable child in the world," so the court awarded her in legal adoption to her new mother.

### On Another Rampage!



### CHAUFFEUR OF HERRIOT GETS NEEDED REST

PARIS (AP)—The recent illness of Premier Herriot gave Julien, the regularly accredited chauffeur to the foreign office, his first opportunity in three years to enjoy a vacation.

Julien has acted as chauffeur for Premiers Briand, Poincare and Herriot. His job with Premier Briand was the easiest, Julien volunteered. M. Briand never called upon Julien to do any extra work, discharging him regularly about 7 in the evenings, excepting during inter-allied conferences.

Julien, while appreciating the good and correct man that Premier Poincare always was with him, finds his work with Herriot much more agreeable. "A tireless worker and very hard driver for himself," Julien said, "M. Poincare did not appear to realize the amount of work he was imposing upon those near him. Finishing my day's work about 5 or 10 in the evening, I had to be on the job at 7 the next morning. With M. Herriot, it is different. Many times he has dismissed me before dinner, saying 'Goodbye, Julien, I will return in a taxi.'"

Recently on one of these occasions the premier, returning in a taxi to the ministry, was surprised

### MILLIONS IN U. S. MONEY SENT BACK FROM GERMANY

BERLIN (AP)—American currency went back to the mother country at a record rate in 1924. During the inflation period American banknotes and silver certificates and all sorts of other American paper money were hoarded. Friends and relatives remitted money to Germany in the form of bills and it was tucked away for a rainy day. While the German paper money was fluctuating so wildly nobody wanted to hold it. Consequently all sorts of foreign stable money was in great demand and American money was the first choice as it fluctuated less even than English pounds.

Now that the Rentenmark has been fairly firm for nearly a year and Germans have general confidence in it, they are letting go of their foreign money at a rapid rate. Germans who hoarded foreign gold or silver are out of luck, as the exchange rate

on it is extremely bad. Nobody wants hard money and the quotations on foreign gold coins in small sums is often 20 per cent below the official rate for paper money. Foreign silver is an absolute drag on the money market. Small moneychangers who will accept it often shave it 40 per cent.

### LANE FARMERS ELECTED

EUGENE, Ore.—Ralph P. Laird of Pleasant Hill was re-elected president of the Lane County Farmers' union at the annual meeting at Springfield. W. L. Wheeler of Trout was re-elected vice-president and Mrs. Betty Kappauf of Cottage Grove, secretary to succeed H. L. Beck. M. A. Horn was chosen director, Harry C. Jackson, conductor and O. L. Clement, chaplain.

The meeting commended Governor Pierce for his stand on farm legislation.

### PUZZLES HIT BRITISH HARD

LONDON (AP)—When news of how the crossword puzzle craze had gripped America first seeped across the Atlantic to this tight little island, newspaper paragon assumed a somewhat superior air and pointed out that such foolishness wasn't the rule in England. Now nearly every newspaper publishes its daily puzzle and large prizes are offered for solutions and new problems. So completely has thefad caught the public's fancy that one firm of second-hand booksellers has reported that the demand for cheap dictionaries far outstrips the supply, and that its entire supply of dictionaries and books of synonyms has been exhausted, with dictionaries going at the rate of 50 or more a day and synonym books at 25 a day. Even dictionaries dated in the '40's and '50's of the last century are being snapped up. In their search for novelties puzzle editors have departed largely from the conventional squares and rectangles, and puzzles have appeared in all

### ELECTRIC

- Curling Irons...\$2.00 up
- Flat Irons .....\$4.00 up
- Percolators .....\$7.00 up
- Toasters .....\$6.50 up
- Waffle Irons...\$10.00 up
- Grills .....\$9.85 up
- Hot Plates .....\$4.65 up
- Boudoir Lamps...\$2.00 up
- Flash Lights .....50c up
- Electric Ranges...\$10.00
- Electric Engines...\$12.00

La Grande Electric Co.

Y. M. C. A. READY TO BUILD SALEM, Ore.—Ground for the new \$175,000 Young Men's Christian association home will be broken here. The ceremonies will be in charge of T. A. Livesley, who donated the site for the institution and gave liberally of his funds for its construction.

Logging Camps to Reopen. MILL CITY, Ore.—A crew of loggers went into the Hammond Lumber company camps and it is expected that logging operations will get under way soon. An attempt was made to open the camps two weeks ago, but it was found that the snow was too deep.

The value of wishing is it makes you so dissatisfied you go out and see that the wishes come true.

**Mother Gray's Powders**  
Benefit Many Children  
Thousands of Mothers have found MOTHER GRAY'S SWEET POWDERS an excellent remedy for children complaining of Headaches, Colds, Constipation, Feverishness, Stomach Troubles and Bowel Irregularities. These powders are easy and pleasant to take and excellent results are accomplished by their use. Sold by Mothers for over 30 years. Sold by Druggists everywhere.

**HOUSECLEANING**  
KALSOMINE  
PAINTS AND OILS  
VARNISH AND ENAMELS  
**Oregon Hardware & Imp. Co.**

**Servicing Batteries**  
We Specialize in  
Battery Recharging, Repairing and prolonging the service your battery was intended to give regardless of the size or make. Our prices and service must satisfy.  
8-HOUR RECHARGE SERVICE EXIDE Distributor  
**FRED T. BURGESS**  
MAIN 125 1808 Jefferson Ave.

**Suits Cleaned and Pressed \$1.50**

**Wilson Bros., Tailors**  
CLEANING, PRESSING AND HAT BLOCKING  
New Foley Bldg. Phone Main 545

**AN HONEST MAN'S WORD**

More than three hundred years ago, Miguel de Cervantes said: "An honest man's word is as good as his bond." Advertisers must be honest men, if they would remain advertisers. Their announcements are signed. They must tell the truth in their advertising. For their own protection, as well as yours.

What would it profit a man to advertise "Pure-virgin wool suits," only to have you discover they were shoddy? You would soon separate the sheep from the cotton. And you would never deal with that man again. And, further, you would tell all your acquaintances what a skinflint he was.

As a matter of business, if not of personal principle, an advertiser must tell the truth in his signed announcements. That's what makes the advertising columns of this paper such reliable guides to honest merchandise. The printed announcements are bonds between you and the advertiser.

Read the advertisements. Read them regularly. To be informed on the newest and best in everything. To save hours of shopping. To make the family purse do a bigger, better job. To get goods of known quality at the most attractive price.

You would not plan a motor trip without first consulting road-maps and guide-books. Is it logical to plan a shopping trip without first consulting the advertisements? Read the advertisements. Then go to the stores with your mind more than half made up.

A Signed Advertisement Is, in Effect, a Sealed Bond Between You and the Advertiser

**NEVER BEFORE**  
Not in fifty years has there been so persistent and widespread use of  
**Scott's Emulsion**  
yet thousands have only begun to realize what it might be to them in strength, health and robustness.  
Scott & Bowne, Bloomfield, N. J.

**SAN-TOX PINE TREE EXPECTORANT**  
For all kinds of coughs  
50c  
**THE L & L DRUG CO.**  
Depot & Adams

**WE SPECIALIZE ON Generator Starting Ignition**  
All Electrical Repairs To Your Car  
Guaranteed Service  
Full Line of Service Parts  
**Battery Electric Service**  
1311 Wash. M-753

**Albers MINIT Oats**  
One, two, three... ready!

**Takes the "rush" out of breakfast!**  
Time saved is time made! One, two, three minutes—in triple-quick time—Albers Minit Oats spring to your breakfast table piping hot, ready to eat!  
The magic of pre-cooking does it! Scientific pre-cooking at the mill! By an exclusive Albers process!  
Albers Minit Oats bring you all the health-enjoyment of old-fashioned oats plus new-fashioned convenience. And, in addition, a new, delicate, nut-like flavor—a toasty taste you never found before in oats.

Ask your grocer!  
**an Albers Better Breakfast Cereal**

Now is the time to build that chicken house or garage and do all repair work before the prices go up.

**The Claude C. Pratt Lumber Co.**  
"The Poor Man's Friend"  
Oppo. Foundry, PHONE 248 W.  
No Sunday Business

**10c Special 10c**  
Odds and Ends of Dishes up to 50c value, all for 10c EACH  
**F. L. LILLY**  
Hardware  
Phone Main 85