

ADVERTISING IS GREAT FACTOR

Newspapers Play Amazing Part in American Commercial Advance

MYLATUNE, N. Y., Jan. 31 (AP)—The part played by newspaper advertising in America's present commercial position was emphasized by William A. Thompson, director of the bureau advertising, American Newspaper Publishers association, in an address here today before the New York State Publishers' association.

"Newspaper advertising," he said, "is the link that has connected seller and buyer in the scheme of mass production. It has brought the amazing power of the American people into contact with the equally amazing production power of the American manufacturer."

Great Medium

"The newspaper is the great adequate medium because it has measured up to a particular economic task with functions that are exclusively its own. We have often

called it the universal advertising medium because it is the vehicle of communication between the seller of most things and all of their buying public.

"Whatever else may interest, entertain, inform or influence certain portions of the people, newspapers furnish the one known vehicle of contact with the entire people which obviously includes the parts. Thus, all mediums of advertising other than newspapers are duplicated in their circulation and their influence by the all-inclusive circulation of newspapers. Everybody reads the newspapers, whatever else he reads, while the only reading done by certain portions of the population is newspaper reading.

The vital hunger for news—news of the town, news of the world—represents the great popular appetite which is satisfied every day by the press.

"The American people spend about a million dollars a day in pennies to buy their newspapers while advertisers are spending more than two and a quarter million dollars per day for newspaper advertising."

Correspondents neglected to mention that the betrothal of Helen Wills, queen of the tennis courts, and young Moody of San Francisco was a love match.

Hasty Husker



Although Mary Quirin of Seballer, Ia., has her main duties at home preparing meals and keeping house for her brothers in the field, she took part in the last corn harvest and made a record that she regular husker envy. In 19 days Mary husked 1,335 bushels of corn. Besides, she took care of her team and continued her household activities.

COLDS MAY DEVELOP INTO PNEUMONIA

Coughs from colds may lead to serious trouble. You can stop them now with Creomulsion, an emulsified creosote that is pleasant to take. Creomulsion is a medical discovery with two-fold action; it soothes and heals the inflamed membranes and inhibits germ growth.

Of all known drugs creosote is recognized by high medical authorities as one of the greatest healing agencies for coughs from colds and bronchial irritations. Creomulsion contains, in addition to creosote, other healing

elements which soothe and heal the inflamed membranes and stop the irritation, while the creosote goes on to the stomach, is absorbed into the blood, attacks the seat of the trouble and checks the growth of the germs.

Creomulsion is guaranteed satisfactory in the treatment of coughs from colds, bronchitis and minor forms of bronchial irritations, and is excellent for building up the system after colds or flu. Money refunded if not relieved after taking according to directions. Ask your druggist. (adv.)

CREOMULSION FOR THE COUGH FROM COLDS THAT HANG ON

HEALTH

HOW TOOTH DECAY AFFECTS HEART AND KIDNEYS

The importance of normal teeth, as a factor in maintaining good health, should be of interest not only to the medical and dental professions but to the layman as well.

Much can be accomplished in the preservation of the teeth by careful brushing, which, if properly done, not only retards decay of the teeth, but also has a beneficial effect upon the gums. To keep the teeth perfectly clean is, no doubt, impossible, but an honest effort can be made and the net results will be in direct proportion to the time expended and the intelligence used in the procedure.

In order to realize more fully the importance of dental care, let us briefly consider what takes place in the process of decay. A small particle of food debris, infested with decay-producing germs or micro-organisms becomes enveloped as a tiny speck on the enamel of the tooth. The micro-organisms in its development produce a concentrated acid, which in turn dissolves the enamel. After the enamel is broken down by the chemical action of the acid, the dentine or softer structure of the tooth is easily destroyed by further action of the bacteria.

In this way the decay continues until the nerve and tissues within the tooth are changed to an infected and putrescent mass, which when carried through the end of the root, will result in an infected area within the bone. The infection is then readily carried by the blood stream to more remote and vital parts of the body resulting in many serious diseases.

The part the teeth play in the cause of disease is interesting for the reason that it has been shown that the same kind of bacteria infecting the bone and tissue at the root ends of non-vital or dead teeth are often found to be harbored by the parts affected. The seriousness of the condition is apparent since we know that the inflammation caused by the micro-organisms or its poisons may be followed by tissue change resulting in permanent damage to the organs involved. In rheumatism, irregularities of the heart, lesion of the kidneys, etc., the teeth may be an agent in the cause of these diseases by acting as conduits through which the toxins and bacteria pass into the blood stream, being carried to remote parts of the body and deposited in tissues that invite the activity of the pus-producer by furnishing soil favorable to its continued development.

It is well to remember that conditions of this nature affecting the delicate structures of the joints and muscles, kidneys and heart, are more easily prevented than cured and since it is obvious that diseased teeth play a part in the cause of these afflictions, it behooves us to pause and reflect, and, in so doing, conclude that the old axiom is worthy of consideration: "An ounce of prevention is worth a pound of cure."

Many Horses Employed

England's great railway companies employ 19,208 horses, all except 1,000 being used in haulage work. They own about 33,000 horse-drawn vehicles, as compared with 2,501 motor vehicles for transporting goods.

Expansion of Water

Water has its smallest volume and its maximum density at 4 degrees centigrade. Liquid water expands when the temperature is raised above four degrees or lowered below four degrees centigrade.

Ward's MID-WINTER SALE

NATION WIDE EVENT

—in which Ward's Stores all over the country are offering personal and household needs at unusually generous savings.

Let the New Wardway Electric GYRATOR WASHER

Do Your Family Washing AND SAVE \$50 to \$80 At Ward's Cash Price

\$84.45

Easy Payment Price, \$93.45 \$5 Down and \$6.00 Monthly.

Has the best features of washers costing \$120 to \$180. Try it for 30 days in your own home. Washes clothes clean in 3 to 7 minutes. Can be safely trusted with the most delicate materials. Splash proof motor. 8-position instant release safety wringer. No center post to tear clothes. All enclosed driving shaft.

Guaranteed 10 Years

ELECTRIC HOME ACCESSORIES ARE GREATLY REDUCED IN THIS SALE

Every woman will be especially interested in this special selling of Household Electrical Appliances. Each article will give comfort, pleasure or easier housework. At these low prices, conveniences become necessities, and every room, washroom to boudoir, can be electrically fitted. Buy NOW.

Twin-Oven Toaster

Priced Especially Low

In the Mid-Winter Sale at **\$4.85** For 105 to 120 volt current

Unusual value at this price. Gives double service by toasting both sides of two slices at the same time. Nickel plated. 6 foot cord and plug.

Here You Are an Aluminum Washer for \$110

Here is the washing machine value which you have always hoped for—a distinctly high quality aluminum washer for \$110. The new Big 3 "Speed Queen" has made your wishes come true. Note the features below and then come in and see this remarkable washer for yourself.

Ten Leading Features:

1. Washes in 3 to 7 minutes.
2. Standard Capacity.
3. Washes thoroughly clean. No soaking—no hand rubbing.
4. Washes flannel fabrics with safety.
5. Wringer swings and locks in any position.
6. All-metal wringer with semi-balloon rolls. Easy on buttons.
7. High grade 1/4 H. P. electric motor.
8. Quiet and smooth in operation.
9. No oiling necessary.
10. Attractively finished in beautiful colors.

Big 3 SPEED QUEEN Aluminum washer

W. H. Bohnenkamp Co.

Authorized **R. C. A. Dealer**

We are an authorized dealer of the Radio Corporation of America. R. C. A. sets and service go together. To be sure of getting the service you are entitled to buy your R. C. A. set from us. Demonstrations given—Ask about our easy terms.

H. & S. ELECTRIC CO., Inc.
Frank Robinson, Prop.
Sommer Hotel Bldg. Phone Main 127.

Electric Corn Popper

At Mid-Winter Sale Price **\$1.75**

With 6-foot cord and plug

It's so easy to make good popcorn with this Electric Popper. No need to stand over a hot stove or gas burner. Simply plug into any 105 to 120 volt light socket and the even, dry heat pops corn entirely open. Pops half a gallon in about 5 minutes. Made of polished blued steel. This low price during the sale only.

An Electric Percolator of Unusual Value

At Mid-Winter Sale Price **\$3.95**

9-cup size. Beautiful paneled body of heavy aluminum is buffed and polished to a mirror-like finish. The ebony handle is non-heating and the fibre-tipped feet protect polished surfaces. Operates from any 105 to 120 volt current. Has cord of about 6 feet with plug. Begins percolating very quickly.

This 6-lb. Electric Iron

\$4.85 Equal to \$6.00 Elsewhere

There's more value for \$4.85 than you ever thought possible in an electric iron. It has heating element of best Nichrome wire on the finest mica, non-heating handle, tin-back rest, and cord of about 6 feet with plug. Standard 6-pound size, and operated from any 105 to 120 volt current. Try now at this low price.

Electric Waffle Iron

In the Mid-Winter Sale, at **\$9.10**

The equal of many selling at \$15. Highest grade heating element bakes both sides at once. Needs greasing first time only. Drip proof cast aluminum grids. 7-foot silk cord and plug. Heavily nickel-plated and polished.

The Great MAJESTIC Triple Action Electric Vacuum Cleaner

With Complete Attachments—At Ward's CASH PRICE **\$37.15**

Easy Payment Price \$40.75 \$2 down—\$3 monthly

Triple Action cleans three times as fast—gentle, thorough beating, swift brushing, powerful action speedily removes every particle of dirt, grit, lint, hair, threads from your rug. The equal of \$60 to \$80 cleaners. You are protected by a 5-year guarantee and a 30-day trial. 22 feet of high grade cord.

Dependable Quality

Every article shown on this page is of our usual high quality—the prices lower than usual. Now is the time to buy the labor-saving housekeeping helps you have been wanting—and save

1/4 H. P. Electric Motor

Priced Extra Low at **\$10.48**

An all-purpose Electric Motor—and guaranteed for 3 years! Runs 6 mos. on one oil supply. Fan cooled... splash proof sides. For 105 to 120-volt 60 cycle alternating current.

Electric Soldering Iron

Has 3/4-inch copper tip for light electrical work. For any 105 to 120-volt current. Priced in Mid-Winter Sale at **\$1.00**

Bargain Curling Iron

Good quality, at unusually low price. Green enameled handle. Length 9 1/2 inches. 6-foot cord. Priced in Mid-Winter Sale at **59c**

Portable Electric Sewing Machines

At Ward's Mid-Winter Cash Sale **\$30.65**

Nowhere else can you buy a portable so low priced, with 20-year guarantee and 30-day trial. Vibrating shuttle and all up-to-date attachments and features. Easy Payments also.

Famous DAMASCUS Sewing Machine

Tread Model — Disappearing Head **\$51.50**

Easy Payment Price

A quiet easy-running machine that sews in a jiffy. Ball-bearing wheel. Automatic release and winder. Adjustable tension. Head lowers automatically and forms a compact cabinet of golden oak.

MONTGOMERY WARD & CO.

1101-3 Washington Ave. Phone Main 18 La Grande, Ore.