

Ads: "Men Of Distinction," Do Not Tell Facts

"Of all the liquor advertisements that fill the pages of our magazines, probably the most familiar is the series called 'Men of Distinction,'" said a representative of the Brookings Temperance Society, Tuesday. "These full-page advertisements, costing thousands of dollars, feature the photographs of prominent business or professional men who apparently have no scruples about allowing their faces to be used to promote the sale of liquor, in

return for free publicity. Prominently displayed in one hand of each man featured is a glass containing drink presumably a whiskey put out by the company sponsoring the advertisement.

"Influence is plain: Men who've attained national distinction prefer this brand. By emulating their example, the advertisements infer, you proclaim yourself as one having the same discriminating taste.

"An amusing incident occurred in the early history of these advertisements. When the series was first launched, the men of distinction were merely professional models, selected because they happened to look the part. Undoubtedly they were the most

distinguished - appearing persons who ever graced those pages. Gazing at their finely chiseled features and bulging foreheads, one felt certain that they must be all captains of finance or at least college presidents. The public was duly impressed, until someone recognized the same men, posing in long underwear, in a mail-order catalog. As a result, the later photographs have been of men who could with no more authority lay claim to distinction.

"A chief surgeon of the Pasadena Emergency hospital for the past fifteen years, came forward with the other side of Men of Distinction. He was called upon to treat alcoholics each day. All these cases left a composite picture upon his mind that differed widely from the pictures in the advertisements."

with the principles of democracy to a point he wishes nothing to do with anything European.

He told the Pilot Tuesday that he had written his sister, asking her if she or any of her family had any connections with the Communists. When assured they did not, only then did Joe consent to make the trip. He expects to sail for home May 24.

Mr. and Mrs. Lynn Hampton left late last week for Newberg and Tigard where they visited relatives over the holidays. They will be home Friday.

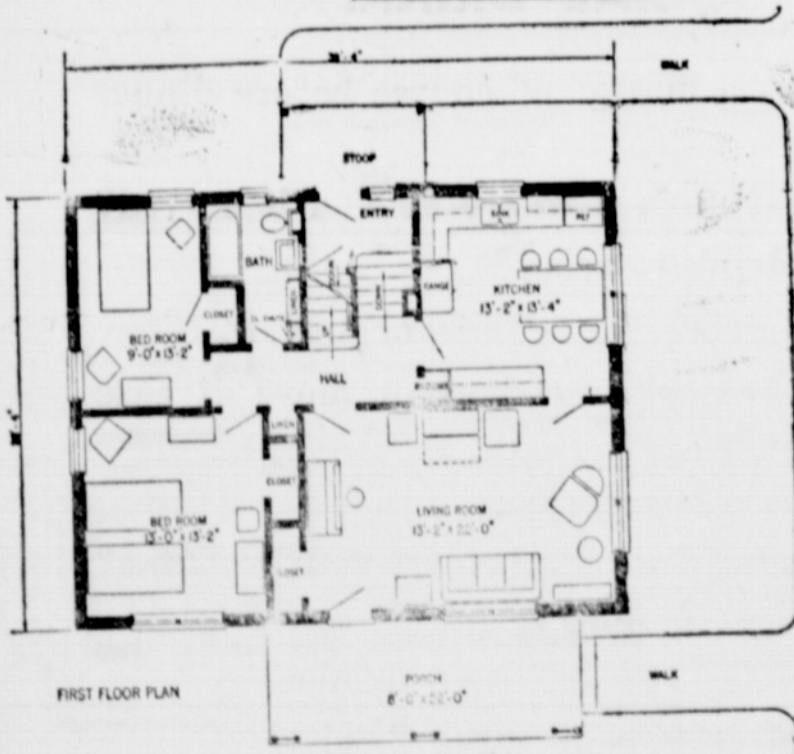
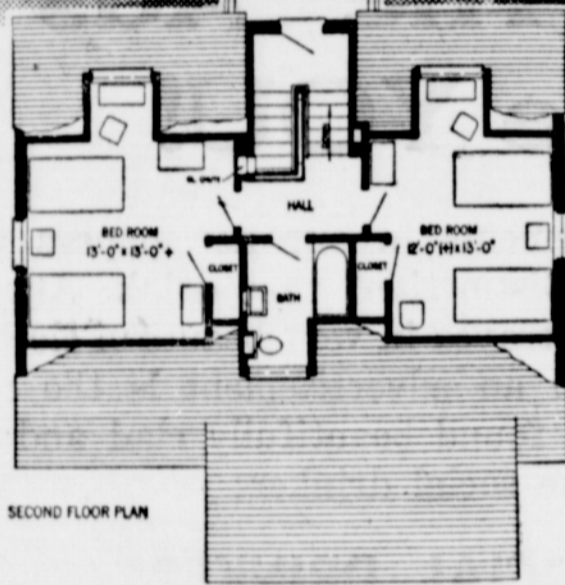
Masons, O. E. S. Held Christmas Party, Fri.

The annual Christmas party of Sidney Croft Lodge, No. 206, A. F. & A. M. and Satellite chapter, O. E. S., was held at the Odd Fellows hall, last Friday evening with an attendance of about 75 members and families.

Christmas treats were given the children, and games, such as table tennis, darts were enjoyed. Cake, ice cream, cookies and coffee were served by the refreshment committee.

Pilot Class Ads Get Results!

Build on Slope or Level Site



This traditional one and one-half story farmhouse contains 1,700 square feet. When built on a site which slopes away from the housefront, it is designed for a basement utility room opening directly onto the backyard. For \$1.60 five sheets of working drawings for this farmhouse—plan number 7020—are available through the Oregon Farmhouse Plan Service, Oregon State college.

Here is another farmhouse plan which combines both efficient room arrangement and pleasing outside appearance.

The basement, not shown, has a workroom, shower, food storage room, and space for both fuel storage and furnace. Entering from fields or barns, men may hang their work clothes in the entranceway and wash in the bathroom located at the head of the short stairs. From the rear hall, every room on the main floor can be entered without crossing through another.

Even the kitchen has controlled traffic. Design includes efficient equipment arrangement coupled with a handy kitchen dining area located at low windows. The living room is large enough for company meals. As drawn, if the house faces south or west, the living room receives sunlight from the south.

Rural Housing Specialists Mrs. Margaret Tuller and John C. Campbell of Oregon State college say it is advisable to have at least one bedroom on the main floor of a two-story house. This plan calls for two, each opening from the central hall near the bathroom. Opening from the hall, the bathroom is near the kitchen and out of sight from the living room.

Upstairs, the plan calls for two large bedrooms, an additional bath, and under-eave storage space. The second story, however, may be left unfinished until added bedrooms are required.

In the drawing, shingles are indicated as outside wall covering. Siding may be substituted. For details concerning this farmhouse plan and others available through the Oregon Farmhouse Plan Service, consult your county extension agent.

Local Resident To Sail Feb. 9 For A Switzerland Visit

Joe Morrell will leave this vicinity January 8, for New York City from where he will sail February 9, for Europe to visit the scene of his boyhood, near the Italian border, in Switzerland. It has been more than a half century since he has seen any of his family. Only a sister remains.

Leaving the scene of his boyhood in 1888, he has become a truly American citizen, imbued

And the best of the New Year is happiness for all of you

Season's Best 1950

"CHILDREN'S CHRISTMAS BOOKS"

We have just received a large assortment of "GOLDEN BOOKS" Priced from 25c to \$1.50.

A book for every age—Start a Golden Library Today!

CHAD'S FOUNTAIN, BROOKINGS

Ring In The New Year.

Proper music, indeed, for the New Year.

1950

Silver Bells

...What a world of merriment their melody foretells.

E. E. HANSCAM & SONS

Pioneer Merchants HARBOR, OREGON