

Unless It's a Good Store It Will Not Pay to Advertise It

UNLESS you know a person—unless that person comes into your life in some way—you are not greatly concerned about whether he is good or bad, desirable or objectionable.

It's so with a store or business. The people who never visit it care nothing about it one way or another. It doesn't exist—for them. But—when they are persuaded to patronize it—when they come to turn the spot-light of their attention on it—when it comes to have a part in their lives, as some stores must have in all lives—then it's different. Then it DOES matter whether it strives to win confidence. It does matter whether or not its price concessions are genuine, dependable.

If it meets all tests that a good store must stand when it is advertised—when it thus invites the critical attention of people—then advertising "makes" the store. If it fails in most of the vital things—if it proves, under the light of publicity, not to be much of a store, THEN ADVERTISING WILL NOT PAY—for it will emphasize shortcomings as well as merits.

For these same reasons it is generally assumed that the store or business which does not advertise is seeking to avoid close inspection and comparison, and that the store or business which does is courting them.

LAUGHABLE LAWS.

Queer Acts That Have Been Passed by the British Parliament.

Lord Palmerston, when prime minister, once said that the British parliament could do "anything but turn a man into a woman or a woman into a man." This ancient legislature can abolish any institution of the country, the throne, the church, the courts of justice, and can even extinguish itself. But it is often unable to "make sense" of the statutes in which it embodies its authority.

One of the most ludicrous enactments to be found in the acts of parliament is the statute for the rebuilding of a certain jail. The bill as originally drafted provided that prisoners should be confined in the old jail until the new one was built, but in committee a clause was added to the effect that the new prison should be constructed out of the materials of the old, and the bill became law before anybody detected the absurdity.

Then there is the "fifty-second of George II, chapter 146," which enacts that the penalty imposed under it shall be given, half to the king and half to the poor of the parish. After the act had been passed it was discovered that the penalty which the act provides is transportation for fourteen years. The first intention was that the penalty should be a fine of £500. On second thought parliament substituted a term of penal servitude, but it forgot to omit the clause providing for the division of the spoils between the king and his indigent subjects.

Again, the Darlington improvement act of 1872 has a "definition" that it would puzzle the most astute lawyer to explain. It reads, "The term 'new building' means any building pulled or burnt to, or within ten feet of the surface of the adjoining ground."

Such mistakes are, of course, due to clumsiness or carelessness. Others just as amusing arise from the use or misuse of technical language.

One amendment proposed by a member of parliament was worded as follows:

"Every dog found trespassing on enclosed land, unaccompanied by the registered owner of such dog, or other person, who shall on being asked for his true name and address

may be then and there destroyed by such occupier or by his orders." But this gem of meaningless rhetoric was not passed.

Peers of the realm, as well as the commons, lapse into ambiguity. A certain noble lord in committee on the agricultural holdings bill put down this startling notice:

"To ask the government whether they will consider the practicability of introducing some provision for alleviating the great hardship now suffered by the family of any clergyman if he dies while occupying his glebe, as many clergymen have latterly found themselves reluctantly compelled to do."—Harper's Weekly.

Westminster and Coronations.

The longest time that Westminster abbey has ever been closed for coronation preparations was for the coronation of George IV., in 1821. The abbey was closed to the public in May, 1820, and was not thrown open again until two years later. The proceedings against Queen Caroline delayed the work to some extent, but most of the time was taken up in removing and replacing every particle of woodwork and fittings. The abbey on this occasion was said to have contained the largest congregation ever assembled there and to have presented the most splendid coronation spectacle ever witnessed.—London Standard.

A Reminder.

"Do you think," O'Beetle asked McFee, "that there's anything to these advertisements in which you read about a system of remembering?"

"I don't. But I do think a man can acquire the habit of making everyday affairs remind him of others."

O'Beetle poo-pooed. "Unless one thing relates closely to another it would never remind me of anything," he said.

"Well, I've known pretty brainy men to have the same idea as myself," averred McFee. "There's Jenks, the author, for instance."

"Jenks is certainly brainy," agreed O'Beetle. "He's a man of letters." He started suddenly. "And that reminds me! I've just remembered a letter my wife gave me to mail. I'll take care of it."

And while he was mailing it McFee chuckled at the quick change of opinion which had come over his friend.—New York Times.

BE CAREFUL WITH PORK.

Make Sure That It Is Properly Cooked Before You Eat It.

Cases of illness sometimes occur from eating uncooked or insufficiently cooked pork which is infested with a microscopic parasite commonly known as trichina, or flesh worm, the scientific name being *Trichinella spiralis*. An average of 1 or 2 per cent of the hogs slaughtered in the United States are, according to the bureau of animal industry of the United States department of agriculture, infested with this parasite. When transmitted to human beings trichinae may cause serious illness, sometimes resulting in death. Out of about 15,000 cases of trichinosis recorded in medical literature, most of which occurred in Europe, 830 resulted fatally. No method of inspection has yet been devised by which the presence or absence of trichinae in pork can be determined with certainty, and the government meat inspection does not include inspection for this parasite. All persons are accordingly warned by the United States department of agriculture not to eat pork or sausage, or sausage containing pork, whether or not it has been inspected by federal, state or municipal authorities, until after it has been properly cooked. A temperature of about 160 degrees Fahrenheit kills the parasite; therefore pork, when properly cooked, may be eaten without any danger of infection. Fresh pork should be cooked until it becomes white and is no longer red in color in all portions of the piece, at the center as well as near the surface. Dry salt pork, pickled pork and smoked pork previously salted or pickled, provided the curing is thorough, are practically safe so far as trichinosis is concerned, but as the thoroughness of the curing is not always certain such meat should also be cooked before it is eaten.—Bradstreet's.

Some Familiar Quotations.

"Alliteration's artful aid" was spoken of by the little read poet Churchill. "The pink of perfection" was originated by Oliver Goldsmith; so were "Measures, not men," and "Man wants but little here below, nor wants that little long." Gray, the author of the "Elegy," is responsible for many popular phrases, among them "Full many a gem of purest ray serene," "To waste its sweetness on the desert air," "This pleasing, anxious being," "The paths of glory lead but to the grave" and "Where ignorance is bliss 'tis folly to be wise." Dr. Johnson gave us "Who lives to please must please to live." He also said, "Who drives fat oxen should himself be fat," in which there is more sound than sense.

The Silk Spinning Oyster.

A mollusk that might take an important place in textile industries if it existed in sufficient numbers is found in warm seas, especially on the coast of Sicily. It is the pinna, a genus of wing shelled bivalves, of which one species attains a length of two feet. To attach itself to the rocks it spins a cable of strong filaments, called collectively the byssus. These threads are wonderfully strong, silken in texture and have been woven into various delicate fabrics. A pair of gloves from this material may be seen in the British museum, and fine mummy cloths made from it by the ancients are still preserved.

Starlight.

Starlight has been measured in comparison with the sunlight and the following results been announced: The light received from a star of the first magnitude like Vega is about one forty-thousandth-millionth of the sun's. Young places the total starlight received by the earth at the value of 3,000 first magnitude stars, thus making the whole starlight to be one-sixtieth that of the full moon.—Chicago Record-Herald.

His Contribution.

"I wish some time, Mr. Speeder," said the doctor, "that you would bear our hospital in mind and, if it appeals to you, do something for it."

"Great Scott, Squills," retorted Speeder, "why can't you be satisfied? That new chauffeur of mine has contributed at least two patients a day to your old charity. What more do you want?"—Harper's Weekly.

No Hope For Him.

"There's no use," he sadly said. "I'm a dead failure in life."

"Don't give up. You have tried many things, but the trouble is that you simply haven't struck the thing for which you are fitted."

"There's nothing for which I'm fitted. I'm a failure, I tell you. I don't believe I could get rich even if I started a chicken farm."—Chicago Record-Herald.

HISTORIC DARK DAYS.

In the Year 626 Half of the Sun Was Obscured For Eight Months.

In the year 358, just before the earthquake of Nicomedia, the darkness was very dense from two to three hours. Two years afterward in all the provinces of the Roman empire there was obscurity from early dawn to noon. The stars were visible, and its duration precludes the idea of a solar eclipse. At the return of light the sun appeared first in a crescent form; then half its face was seen and was gradually restored to its whole visible disk.

In 409 the stars were seen by day at Rome. About 536 the sun was obscured for fourteen months, so that very little of his light was seen. In 567 such darkness prevailed from 3 p. m. till night that nothing could be seen. In 626 half the sun's disk was obscured for eight months. In 733 he was again darkened, and people were generally terrified.

In 934 Portugal was in darkness for two months, the sun having lost its brightness. The heavens were then opened in fissures by strong flashes of lightning, when there was suddenly bright sunlight. On Sept. 21, 1091, the sun was darkened for three hours. On Feb. 28, 1206, for six hours complete darkness turned the day into night. In 1241, on Michaelmas day, the stars were visible at 3 p. m. In 1547, April 23 to 25, three days, the sun was so obscured that many stars were visible at once. Thus says Humboldt in Cosmos.

If we come almost to our own time, to May 19, 1790, history and tradition assert the occurrence of a remarkable day prevailing over New England, at least, and considerably in some other places. It came on between 10 and 11 a. m. and continued until midnight, growing gradually darker and darker even till 11 at night. Candles and lamps were lighted for the people to see to dine and perform work about the house. These became requisite before 12 o'clock m. In the evening so dense was it that farmers could scarcely, even with the aid of a lantern, grope their way to the barn to take care of the cattle. The birds retired to their roosts at 11 a. m., and the day was converted into night.

Dark Ages.

The dark ages were so called from the fact that for a thousand years or so during the period between the fall of the Roman empire and the revival of learning Europe was in intellectual darkness. Learning had practically disappeared from the earth. Very few were able to read or write. Pretty nearly all knowledge of the arts and sciences, of history and literature, had perished, and the almost universal ignorance lay upon men like a great cloud. The wisdom of the past was locked up in Latin, which was known only to the scholars, and it was not until about 1453 (at the fall of Constantinople) that the Greeks began to enlighten the darkened mind of Europe.

One Thing She Held Fast.

A music teacher was giving a lesson to a talented but careless pupil and was rapidly becoming impatient with her. Finally, at a most complicated part of a difficult piece, the pupil lifted her hands from the piano and made a wild dash for her handkerchief to stop a threatened sneeze. It was the last straw.

"Oh," exclaimed the teacher, thrusting her own handkerchief at her, "was there ever such a girl? You lose your position, you lose your fingering, you lose your handkerchief—you lose everything!"

"Oh, no," responded the pupil, with a twinkle. "Not everything! I haven't lost my temper."

The Easiest Way.

A steam heating plant had been installed in the house of the new president of a small, conservative college. The president, started by a break in the steam pipes, went in search of the college janitor. Being unfamiliar with his new surroundings, he entered the library.

"Dr. S-and-so," he inquired, his breath coming in gasps, "how can I find the janitor?"

"Well," the librarian replied in a slow drawl, "I find the surest way is to send him a postal card."—Exchange.

Cute Little Billy.

"Billy," said Billy's mother, "didn't I tell you that if you ate any of that jam I'd whip you?"

"Yessum. But you wouldn't whip a sick kid, would you?"

"Of course not. Are you ill, Billy?"

"Yessum. I don't think I'll get well."

"Mamma's poor little boy! What made him ill?"

"Eatin' too much jam."—Cleveland Plain Dealer.

Redmond Steam Laundry

I wish to announce to the people of Redmond and vicinity and surrounding towns that I have started a STEAM LAUNDRY in Redmond on 9th street between D and E streets, and solicit their patronage.

PROMPT ATTENTION TO ORDERS.
PRICES REASONABLE.
GOOD WORK GUARANTEED.

Packages Called for and Delivered.

MRS. W. A. GOLDEN, Prop'r.

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Dealers in Chop Feed of all kinds, Baled Hay, Timothy, Alfalfa, Clover, Seeds and Seed Grain. TOLL CHOPPING DONE.

Manufacturers of Graham Flour

THE PIONEER MEAT MARKET

IN OUR NEW LOCATION ON 6th street between D and E streets we have every facility for conducting a FIRST-CLASS MEAT MARKET. All of our meats are kept sweet and clean, and we make it a point to accommodate our customers in every possible manner.

We have established a STRICTLY CASH SYSTEM, which makes it better for all concerned.

Bologna and Wieners, Fresh Daily
Fresh Vegetables Always on Hand
CASH Paid for Butter and Eggs

Try Us for GOOD SERVICE

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