

GREAT GAME IS ADVERTISING

Has Developed Until Today Calls for the Services of Trained Experts.

Advertising is a game. Business is its stake. No other game has greater zest or importance. Too many business men play it carelessly.

Competition is the great instructor. Run your eyes over the advertisements of today and you will find them showing a skill and ingenuity well deserving the name of art. The titles read like news heads and have the appeal of news. The copy is terse and readable. It tells people unmistakably how they can economize; where they can buy the best goods for the least money and with the least inconvenience to themselves. Everyone wants to economize now. The advertisement which does not promise economy might as well not be written.

We see a judicious use of space and appropriateness of display that makes each modern good advertisement a classic. If one should compare them with those that were set a few years ago he would be surprised at the improvement.

And yet there are slovenly advertisements still, advertisements which merely take room and exhibit the backwardness of those who pay for them.

The best skill in any game is only attained by trained experts. Others may have good ideas and flashes of luck. But only the expert knows how to use good ideas for the maximum of result without relying on luck.—New York Mail.

TOOK THE KISS SERIOUSLY

According to French Scientist, the Romans Had Three Distinct Ways of Specifying It.

Dr. Emile Malespine, a scientist of Lyons, France, and a contributor on physiological subjects to leading French periodicals, has written an article for the Forum in which he traces the development of the kiss as a social custom from earliest history.

"The first manifestations of the kiss encountered in literature," says Doctor Malespine, "are those which are furthest removed from the kiss of homage, appear rather as ceremonies, than as natural and spontaneous expressions of sentiment. The Bible shows us pagans kissing their idols. The Greeks and Romans had a special veneration for statues; there was at Agrigento, according to Cicero, a marvelous statue of Hercules, of which the lips and the chin were completely worn away by the devotions of the faithful."

"The Romans, as well as the Greeks, knew the kiss in all its perfection. Their physiological wealth in this regard, is an added proof. Without counting the diminutives, they had three words specifying the kiss: The osculum corresponds to what we should call the kiss of friendship; the basium, more tender, was the kiss of relatives, and of husband and wife; finally, the savium applied to the kisses of lovers."

Turk as a "Goat Herder."

The famous goat herder of primitive countries who sells his milk by the jar or cup from the goat skin bag on his back has his modern prototype in the person of a chap who appeared on the Bowers said the New York Sun.

Slung over his shoulder was a large white metal container similar in shape to the goat skin bag and from one end of which protruded a spigot. The top of the container was gayly festooned with flowers and flags and for three cents the peddler would take a small paper cup from his pocket and draw a glass of milk for the thirsty youngster, or passerby. The carrier of the metal container wore a bright red turban on his head. His trousers were broad-beamed of the same color and his mustache of the kind figured in lithographs of the ferocious Turk.

Nice Choice of Words.

Young James and the still younger William were engaged in a violent disagreement, during which blows had been exchanged, when their father appeared.

"Why, boys," he said, in a pained parental tone, "what does this mean?" "I don't care," sobbed William, a little conscious of superior virtue. "He started it! He said—he said I was a liar!"

"Why, James! What a thing to say about your little brother!"

James hung his head. "Well—I didn't say exactly that, father," he explained. And, in answer to a further question, "I just said that he didn't remind me any of George Washington."—Harper's Magazine.

Getting off Easy.

Agitated Stranger—Here, take this dollar.

Head Waiter—Yes, sir. Do you wish a table?

Agitated Stranger—Heavens, no. But when I parade up here with three girls you just say there isn't a table left and there won't be one before about next Wednesday noon.—From Life.

Preparedness.

"Do you keep football requisites here?"

"Yes, everything in that line."

"Then wrap me up a bottle of arnica, a book of courtship and an arming. I'm going to play in a match this afternoon."—Boston Transcript.

NEW BUNGALOWS. — We have them from \$2000 up to \$5500. Let us show you.—RICE & TATE 107 N. Jersey; Col. 887.

Tourist travel is not on the wane. On the contrary, it seems increasing, and daily cars are passing through from the Middle and Central states and the Far East. There is no limit to distance and the automobile demonstrates that this is a small world after all.

JUST BURROWS OF ANIMALS

Mystery of What Was Known as the "Devil's Corkscrew" Has Been Considered Solved.

Of the many fossils which have come out of the mountains and plains of the West, few have excited wider interest than the "devil's corkscrew," found in rocks of the Miocene period, in northwestern Nebraska. They are usually white, and stand out clearly against the bluff background of the rock which incloses them, often attaining a length of 15 feet, with many twists and turns, ending at times in a large bulb, with occasional side passages. When first discovered it was thought that these gigantic "corkscrews" were huge petrified vines or roots of some strange plant. Study of the "corkscrews," however, failed to reveal any traces of plant structure. Later the skeleton of an animal like the badger was found in a large bulb near the end of the "corkscrew," and bones of a small camel and small deer were found in others. After that it was discovered that many of them contained bones of a small burrowing animal about the size of the western prairie dog. Excavation of actual recent prairie dog burrows, after filling them with this plaster of paris, showed an interesting fact; the burrows of the prairie dog and the prehistoric "corkscrews" were closely similar. The mystery is considered solved.

OLD MYSTERY OF THE SEA

What Became of Fine Liner President Which Disappeared in the Year 1841?

Among the modern sea mysteries none is more baffling than the vanishing of the liner President in 1841. The vessel was the latest word in luxurious ocean travel, having but lately been launched. And that day in March when she sailed from New York for Liverpool every vessel in the North river paid tribute to her size and superiority. She was 238 feet long and of 2,300 tons.

Early in April reports began to filter into America from Liverpool that the President had not arrived, and as the days sped on far into the summer the agony of suspense on both sides the ocean grew. On her passenger list had been the names of many prominent persons, among whom were the celebrated comedians, Tyrone Powers, George G. Cookman and the duke of Devonshire. A few more than 100 passengers were aboard the President. Whether the President foundered in some violent gale, was sunk or crushed by icebergs, or was destroyed by fire, no man to this day has been able to tell, for not even a splinter of wreckage was ever reported seen.

Paradise of the Hunter.

Kamchatka forms a peninsula at the extreme southeastern termination of the great Siberian continent. Game is pursued by the inhabitants all the year round except in May, June and July. Sable trapping is a favorite pursuit of the native hunter, the skin of this little animal being accepted as the gold currency of the peninsula.

The business of buying and selling is carried on with the natives through middlemen—Siberians, Chinese and white-to-do Kamchatkals—who, while faithfully serving their masters, make a fat living out of it for themselves.

A veritable paradise for the big-game hunter, Kamchatka contains reindeer, caribou, big-horn mountain sheep (Ovis nivicola), the great gray wolf and many varieties of bear, all in quantities unknown, says an exchange, in any other quarter of the globe.

Antiquity of Porto Rico.

Ethnologists have reason for thinking that Porto Rico and the adjoining islands may have been peopled from the valley of the Orinoco instead of from Yucatan. When first occupied by man Porto Rico may have been a part of a peninsula connected with South America. Its fauna and flora are of the South American type, and it contains relics of a forgotten race which show evidence of a high grade of culture. Few traces of these aborigines are now to be found except in the interior of the island. Among the curious remains are stone-enclosed plazas, on which ceremonial dances were performed. The remains of carved idols and pottery show no small degree of skill and taste. No traces of stone buildings resembling those of the Mayas are found, but the houses are of the South American type.

The Apple of Eden.

From time immemorial the apple has been blamed for being the cause of man's downfall in the garden of Eden. We have even gone so far as to call our Adam's apple by that name in memory of the incident.

As a matter of fact, the word apple does not appear in that part of Genesis treating with the Garden of Eden, the "fruit of the tree" being the words always used. The fallacy arose from the fact that the word apple has in many languages the general meaning of fruit, and that before an English translation of the Bible was permitted the story was incorrectly spread by ignorant churchmen, and thus took root too deeply to be eradicated.

Potent.

He hugged her in the shadowy hallway.

"Oh," she giggled breathlessly, "I never realized the power of the press until this moment."—American Legion Weekly.

Two United States marshals have arrived at Salem from Nome, Alaska, with fourteen Indian children who will enter the Chemewa Indian school.

The title to another section of land is to be transferred by the government to the state of Oregon, to form a part of Saddle Mountain park in Clatsop county.

Paint that house. Call Col. 1071.

AMERICAN FOOD SHIP

SAVES 18,000 BABES FROM STARVATION

Heroic Yankee Women Risk Lives to Rescue Children, in Service of Near East Relief

Constantinople.—How the prompt action of Charles V. Vickrey, General Secretary of the Near East Relief, and Harold C. Jaquith, representative of that American relief organization in Constantinople, saved the lives of 18,000 orphan children and seven American relief workers in Alexandropol, Armenia, is what all the representatives of the Allied nations in Constantinople are applauding today.

For five years the Near East Relief organization had built up a work of mercy throughout the former Turkish Empire and Transcaucasia, to a point where 54,000 little children were being housed, clothed, fed, given medical attendance and taught, and over 55,000 others being supplied with food. Then suddenly, on February 5, last, there came hurried cable reports of renewed fighting in Armenia and Transcaucasia, where 75,218 of these little ones were located under the protection of the Near

HELP!



ONE OF THE 18,000

East Relief. Consular representatives left the country. All foreigners piled onto ships and fled. War threatened to scatter the work and render vain the long, patient efforts of the Near East Relief to salvage a whole nation's children.

But the American men and women who had cared for these little ones were undismayed. They refused to leave under bombardment, with hostile armies sweeping through the streets where the Near East Relief's great orphanages had been established, with all supplies cut off and no communication with the outside world, or with that far American homeland whose representatives these heroic men and women are, they stuck to their posts. The last food from America had come in on November 6, 1920.

It was not until four months later that the new governments of the Transcaucasian states were established on a solid basis. But famine threatened. An appeal was made to American philanthropy: "Critical need for food products in Caucasus," the cable read. "No limit to need in Armenia. New government promises better facilities for relief activity than former government." A few days later, a further piteous plea followed: "Total orphans in Alexandropol 18,000. Supplies in Alexandropol allow half-rations, April 1st to 30th. After May 1st, nothing."

But this splendid American relief organization had not waited. Food was already on the way. On April 22, Charles V. Vickrey, general secretary of the Near East Relief, cabled: "Expect ship first week in May; 1,000 tons rice; 1,000 tons wheat flour; 500 tons cornmeal, corn flour, hominy; 30 tons sugar; 500 tons beans; 5,000 cases corn syrup, from New York and New Orleans direct to Batum. Additional 1,000 tons wheat flour from Pacific Coast June 1st."

The seven American relief workers in charge of the 18,000 little ones in Alexandropol cabled a last appeal: "No food at any price. Four days more and we are finished." But when the first relief ship "Queen" entered the deserted harbor of Batum on May 1, there were just ten bags of flour left. The food ship had come in time. America had saved the day—and the 18,000 little orphan children, who had suffered so much and lost so much in their short, war-clouded lives never knew that gaunt hunger in the robes of death had knocked at the door of the orphanage at Alexandropol—and that America had thrust the bony hand away.

"It is the great heart of America that made this work of salvation possible," Mr. Vickrey declared. "The money that sends the bread to these children comes from ten million homes throughout the United States. It comes from the hearts of the most generous people in the world, who cannot bear to know that half a world away, little children are facing hunger and death, without helping them to life and happiness."

Mr. Vickrey is making a nationwide appeal to the people of the United States to keep this great work going. Contributions may be sent to Cleveland H. Dodge, Treasurer, 1 Madison Avenue, New York City.

Paving of the Pacific Highway between Salem and Jefferson has been completed.

Medford's gross cash returns for the 1921 pear and apple crop are estimated at \$2,500,000.

The county is placing more railroad crossing signs. But it will take more than signs to make some automobile drivers "stop, look and listen."—Albany Democrat.

Mens and Boys Suits. ROGERS.

LABOR DAY--1921

This is possibly your second, fifth, tenth--perhaps twenty-fifth year of working, and how much actual money have you put away as a reserve for the proverbial "rainy day" for the unproductive period of your life which is bound to come?

There are thousands who at your time of life were short-sighted financially. Now they are old and penniless, and dependent either on their relatives or the state.

Do you want to get caught the same way? Surely you don't! But you will be, just as sure as night follows day if you do not save and save systematically.

You have time if you begin NOW, but you must start, and there is no time like TODAY.

Let next Labor Day find you with that feeling of independence and security insured by a favorable Savings Balance.



PENINSULA NATIONAL BANK

COURTESY SERVICE SECURITY

Peninsula Lumber Company

Manufacturers of

Rough and Dressed Lumber Railroad and Mining Timbers

Office, Foot of McKenna Avenue Address Drawer 4198

PORTLAND, OREGON