

New York Letter

NEW YORK, April 19.—St. Paul's churchyard, hemmed in by skyscrapers and shaken by the din of the elevated and Broadway traffic, and graced by only three large trees, is the home of as many birds and more varieties of them than almost any country orchard you will find. They are all busy now rebuilding their town houses, and experts have counted 40 species among 328 winged creatures who have flown home from the south. To reach St. Paul's the birds in their northern passage must fly across the water to this island which looks like a mass of solid stone to the ferry passenger, yet they come and nest year after year in that small patch of greenery and peace.

Art, literature and the stage were well represented on the liner Adriatic which has just sailed for Cherbourg and Southampton. John Galsworthy, who always drops in and out of town and of America with as little announcement as possible; Mlle. Alice Delysia, the fetching French musical comedy star who has been on Broadway this whole season; John Drinkwater, the playwright; Theda Bara, who needs no description; Count Francis Pulaski, Polish minister plenipotentiary to Washington, and the Countess Pulaski, were among the notable passengers.

"American business is getting back on its feet by going to it," said H. C. Osborn of Cleveland, president of the American Multigraph Sales company, in an interview here. "Our own business is a reliable barometer of general conditions which, from long experience, we have learned to read with surprising accuracy. It used to be the custom to slow up on advertising and sales effort if business began to slacken. Business folk are getting away from that idea. They are going after business hardest when they need it most. In periods of depression we always experience three conditions. When business first begins to slacken and sales effort is increased our orders begin to mount. Then, if things go from bad to worse and this effort proves futile, our demand dwindles quickly. Finally when things begin to look up again we have another rush. We are in this second rush now. In the first three months of this year our sales, domestic and foreign, were only 10.6 percent behind those of the same period in 1920, and 5 1/2 percent in excess of those of these months in 1919. This demand was from all sources. Right now it is being accelerated by the threatened nationwide printers' strike. Concerns who appreciate the adaptability of our equipment are insuring their printing needs by installing it in advance of the break. Several national publications are planning to use multigraphs in getting out their issues."

New York sometimes has a difficult time living up to its pose of ultra-sophistication; every once in a while some middle western community pretty nearly shows it up. But now it has some statistics upon which to base all that it has claimed for itself in the way of being blasé. None less than the U. S. department of agriculture comes forward with the testimony that the city is at least 10 gallons per capita behind the rest of the country in milk drinking. And the city is preening itself on the sophistication thus evidenced.

Youth has become fetish in New York City. There is an absolute and stubborn refusal to be middle-aged. Never before, undoubtedly, have women made such desperate attempts

Schools Are Making Filipinos An English Speaking Race



This is the type of schoolroom that is rapidly making an English speaking nation out of the 10,500,000 inhabitants of the Philippines.

If a teacher in a public school in the Philippines desires to punish a child, she doesn't have to apply the ruler. She simply sentences the offending pupil to remain away from school a few days!

This is the most severe punishment she can inflict, for Filipino children take an almost abnormal pleasure in going to school and acquiring an education. The all-Filipino legislature, in response to the popular demand for "schools, and still more schools," is constantly increasing its appropriations for education, but the schools can scarcely be constructed fast enough to care for the ever-increasing enrollment. The school enrollment is now \$92,000 without any compulsory attendance laws. When Dewey sailed into Manila Bay there were 2,100 private schools in the islands. Today there are 6,500 schools and colleges, with 17,000 Filipino teachers and about 1,000 other teachers, 341 of whom are Americans.

The University of the Philippines is the center of learning of the entire Orient, and is the pride of the Filipino people. It has an enrollment of 3,500 students. Santo Tomas university of Manila, older than Harvard, is another famous seat of learning.

The school system includes normal schools, agricultural colleges, twenty-seven farm schools, a nautical school and a school for the deaf and blind. The Filipino pupil, in addition to learning English and in addition to his regular studies, learns basket making, embroidery and hat weaving, the trades peculiar to the islands, as well as the domestic sciences and pedagogy. There are more positions than can be filled by the trade school and commercial college graduates. The trade and agricultural schools produced \$1,178,850 worth of goods in 1919.

There is nothing that the Filipino people take more pride in and that

they are more grateful to the United States for, than their school system, which has been declared by many competent critics to be one of the finest in the world. While the system was implanted in the islands by Americans, every cent of the cost has been cheerfully borne by the Filipino people. The schools are making an English speaking race of the Filipino nation. English is the official language, and it is declared will continue to be when independence is granted.

"The Filipino boys and girls are well balanced, docile and industrious



University of the Philippines which has an enrollment of 3,500 students.

pupils," says Junius B. Wood, who was sent to the islands by the Chicago Daily News to investigate conditions there. "To attend school is a privilege to a Filipino child or young man, not an unwelcome duty. In the cities those who work days go to school at night."

"Today there is hardly a barrio where youngsters cannot be found who speak English. One-third of the house of representatives and eighteen of the twenty-four senators speak English. In the next election, in 1922, the young men of the new schools will be stepping into control, and the first great goal of the public school system will have been reached."

that suits one's type even if it is perfect style. The hat today must meet the third requirement; it must be youthful. And 'being youthful' doesn't mean that it must be simply the sort of thing a young girl would wear; it must make the wearer, herself, into a young girl, which is sometimes considerably more of a problem." It is certainly 'being done, however, on Manhattan Island these days.

Another tradition has been shot to pieces. The country at large has been fed for many years with thrilling stories and 'mystery centered around "New York's great east side." The haven of criminals and the locale of violent deeds has been the general conception of the district, not only around the banks of the Mississippi, but here in New York City, itself. Now along come the mere facts and show that there are fewer crimes committed in this section than in any other part of Manhattan. So little crime, indeed, that two east side police precincts have just been abandoned as unnecessary.

There is talk of erecting a monument to Theodore Roosevelt on the north side of Union Square, not far from his birthplace in East Twentieth street. There are already three monuments on the south side of the square, all erected by private subscription, as the Theodore Roosevelt monument would be; an equestrian statue of George Washington, erected by the merchants of the city; the Lincoln statue, given by the Union League club; and the Lafayette statue, presented by the French residents of New York in testimony of American aid and sympathy during the Franco-Prussian war.

And now Irving Berlin is to be a theater owner. He and Sam H. Harris are building the Music Box on West Forty-fifth street. The popular song writer is so entranced over the idea that he probably never will get around to do song-writing again. He spends a large part of his waking hours nowadays walking around it, admiring the facade and taking his friends for personally conducted tours through as much of it as is already up.

Eyes tested, glasses fitted. Dr. Geo. F. Newhouse.

Brown's Dufur Stage Time Table
Two round trips daily. Leave Bank Hotel, 9 a. m. and 4 p. m. Leave Dufur 7:30 a. m. and 1 p. m.

Saving in Shoes

Are Coming to You Each Day You Patronize Our
CLEAN-UP SALE

Odd lots of men's work and dress shoes, women and children's shoes, are being closed out at our store with extraordinary reductions.
In Most Instances We Have
Cut Prices Squarely in Half
A Good Selection Still Left
Here are Some of the Bargains

30 pair, men's black welt dress shoes, regularly priced \$9.00, now	\$4.50
10 pair vici kid men's dress shoes, formerly \$10, now	\$6.50
9 pair black calf dress shoes for men, broad toes, formerly priced \$9.00, now	\$5.75
O'Donnell English last dark brown men's dress shoes, former price \$15.50, now	\$9.50
Men's black calf English last dress shoes, regularly priced \$11.50, now	\$6.00
Six pair dark brown English dress shoes, formerly sold \$10.00, now	\$5.50
20 pair men's mahogany calfskin dress shoes, formerly \$8.50, now	\$5.50
30 pair blucher calf dress shoes for men, broad toes, regularly priced \$12.00, now	\$8.00
12 pair brown Blucher last men's dress shoes, formerly \$9.50, now	\$4.50
10 pair dark brown calf, English last, formerly \$12, now	\$8.00

All Oxfords Greatly Reduced During Sale.
Men's Work Shoes

8 pair army last double soles, thoroughly reliable heavy shoes, cut from \$7.50 a pair to	\$5.00
18 pairs plain soft toes, no caps, reduced from \$8.50 to	\$5.50
8 pairs heavy chrome leather, reduced from \$8.00 to	\$4.00

White Shoes

Ladies' white oxfords, high heels	\$3.00
Ladies' high white shoes, low heels	\$3.00

Children's shoes priced from \$2.50 up
You will find many other bargains in women's and children's shoes. Some of these will be listed later.
Cowboy Boots, formerly sold at \$22.00, now \$15.00

John Wernmark

Across from Bank Hotel.

to remain young—and such successful ones. Matrons of 40 and more are perfect-unblushing and innocent-eyed in their specifications for "something simple and girlish" when they shop for frocks. The fashions of the day recognize that their sole excuse is youth. This attitude is particularly reflected in the demand made upon

hats. Under the slogan, "Your age is the age of your hat," Peggy Hoyt, Fifth Avenue's most exclusive costumer, has established millinery as an equal mixture of art and psychology. "Any woman can knock 10 years off her age," Miss Hoyt said yesterday. "It's just a matter of the right kind of hat. It isn't enough to wear a hat

WOODARD & TAUSCHER
Contracting Bricklayers and Plasterers
All kinds of Tile and Cement Work. Fireplace Work a Specialty.
Estimates furnished free of charge. All Work Guaranteed.
Telephone Main 6461 or Call at Gates Block

Peoples Transfer Co.
QUICK DELIVERY SERVICE
EXPRESS AND DRAYAGE
Furniture and Piano Moving
Stand at Glenn's Paint Store—Main 3721
Residence Phone Red 1811
HARRY L. CLUFF

THE MARYHILL FERRY IS RUNNING
From Grants, 20 Miles East of The Dalles, to Maryhill
Daily from 7 a. m. to 9 p. m.
EXCELLENT ROADS UNEXCELLED SCENERY
MARYHILL FERRY CO.
Special Trips Arranged Phone Goldendale 312X

CRANDALL UNDERTAKING CO
Wasco The Dalles Dufur
LULU D. CRANDALL, Manager
Bert Thomas, Assistant Manager
Licensed Embalmers. Established 1887
Woman Attendant Mrs. M. J. Willerton Telephone—Red 1781
Telephones Day—Red 351 Night—Red 352 J. H. Harper, Black 2182
Motor Equipment Cut Flowers

General Publicity Versus Applied Advertising

There are two kinds of advertising. One kind is called "general publicity." Sometimes it is further described in phrases like "atmosphere building," "national prestige," or appeal to "key consumers."

It is the glittering generality of thinly spread, country-wide appeal—the hit-or-miss way of trying to sell goods.

It is definite, for it reaches all possible customers. Usually it tells them the merchant who sells the advertised goods

The other kind of advertising is "applied advertising."

There is nothing mysterious or indefinite about it. It is simply advertising in the columns of daily newspapers concentrated in the markets where the advertiser has a chance to sell goods.

Applied advertising makes sales. Its results can be weighed and measured. It either pays or it does not. It generally does pay, and if it does not, the reason why can be quickly ascertained.

Manufacturers and distributors are today turning to newspaper advertising, for these are the days of intensive selling.

They want applied advertising because this is the kind that keeps the cash register bell ringing.

MAKE THE CHRONICLE YOUR ADVERTISING MEDIUM

OUCH! ANOTHER RHEUMATIC TWINGE
Get busy and relieve those pains with that handy bottle of Sloan's Liniment

WHAT Sloan's does, it does thoroughly—penetrates without rubbing to the afflicted part and promptly relieves most kinds of external pains and aches. You'll find it clean and non-staining. Keep a handy for sciatica, lumbago, neuralgia, over-exerted muscles, stiff joints, backache, pains, bruises, strains, sprains, bad weather after-effects.

For 39 years Sloan's Liniment has helped thousands the world over. You aren't likely to be an exception. It certainly does produce results.

All drugists—35c, 70c, \$1.00.

Sloan's Liniment