

LANCASTER GIRL IS WINNER WITH MARKETING ESSAY

(CONTINUED FROM PAGE 1)

dealers and consumers have in standardized goods.

Transportation is the general term applied to the carrying of persons and goods from place to place. Specialization today could not exist were it not for our modern system of transportation. There are differences in the cost of transporting different products due to the kind of care needed, care necessary in handling, etc. These costs are shown by the rates charged for hauling different commodities.

It is a natural law of the universe to store and save the things from which living creatures get their energy. In fact, progress in civilization depends upon always saving part of the fruits of present labor for future consumption.

Goods for preservation and storage may be divided into nonperishable products, such as grain, wool, cotton, and silk; and perishable products, such as milk, eggs, fresh meats, and fruits.

In preserving and storing perishable products, we are still using all of the methods which have come down to us through the ages. And in addition, we are using others made possible by the advance of modern science.

Manufacturing forms an important link in the chain of connections by which goods make their way from the first producer to the final consumer. In this respect it is closely related to the preservation and storage of commodities.

Under manufacturing comes all the operations and processes by which the form or condition of commodities is changed so as to make them better adapted to the satisfaction of human wants. The manufacturers make it easier to transport products from one to the other.

Advertising is one of the greatest marketing forces in the world today. For producers, it enables them to make contacts with distant consumers. It is a salesmanship shown broadcast. It makes it possible to introduce new products to satisfy old wants and to stimulate new wants. It enables producers to build reputations which can only be maintained on the basis of integrity.

Marketing goods is expensive. Land is needed which must be rented or paid for, large amounts of labor are required for work, and costly buildings, machinery, livestock and other equipment are necessary. All this means heavy investments and large outlays for operating expenses. The question we naturally ask is: where has all the money come from? The money comes from a previous sale. The only answer to the question is: savings. Either different individuals engaged in producing and marketing who had accumulated enough wealth to carry on their business, or they had to borrow from some one who had an accumulation. This providing of funds to carry on all industry and business is known as financing. All men's efforts are subject to risks of failure. This risk is ever present and must be borne. But certain kinds of risks which are different or impossible to foresee and avoid, cause a great deal of suffering and hardships to those who suffer loss. The general desire to be protected against such losses has given rise to insurance.

The local producers of a commodity may choose any one of several different methods of marketing. He may sell them to consumers; he may sell them to local buyers and shippers who perform the function of inspection, grading, and standardization; he may ship them to commission merchants who find buyers. In some cities the commission men have disappeared and have been replaced by wholesalers. Between the wholesaler and retailer are middlemen called jobbers. The broker is another agent which has grown up about trading centers. His task is that of bringing sellers and buyers together.

Those who buy goods and send them to foreign countries are called exporters. When they buy them in a foreign country and bring them for sale in home markets they are called importers.

At the opposite end of the chain of connections from producers is the consumer, who is served directly by the retailer. It is the retailer's business to assemble and keep on hand the different kinds of goods.

Any person may save up their money and invest in business such as warehouses and they personally attend to the buying and selling, hire and supervision of all activities connected with the business. This is an individually owned business, and the man owning it is called an entrepreneur. Two or more men unite their capital in order to finance a business, which may be called a partnership business.

Form of organizing a business is called the corporation. This plan

is to estimate how much capital will be required to run a business. This is divided up into shares. The shares are called "capital stock." The person who buys them receives a certificate of ownership for the number of shares purchased.

Cooperation is now regarded as of such importance that practically all states and civilized countries have special laws providing for the organization, protection, and regulation of cooperative associations.

Although there is no business which cannot be conducted on the cooperative plan, these associations have many difficulties which stand in the way of their progress. For instance, one of the greatest obstacles is that of securing efficient managers. It will take considerable education before the people and especially members of the association can understand the principle of cooperative marketing. Opposition from people outside the association from its spread suspicion and distrust among the members, often causing an association to be dissolved. When there is a better understanding of cooperative principles, the problem of financing the association will be solved.

Cooperation, as a form of organization for business, has had a steady growth since its first appearance in Europe. Its progress has been due to such advantages as greater security and protection, greater opportunities to save, and the opportunities of education in the complicated processes of modern business.

Housewives' Forum

By MARIAN LOWRY

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ped cream just before serving.—Ida M. Pope, Monroe.

Frozen Strawberry Salad

- 1 T. butter.
- 3 egg yolks.
- 3 T. flour.
- 1/2 c. sugar.
- 1/4 T. salt.
- 2-3 c. milk.
- 1-3 c. lemon juice.
- 3 c. crushed strawberries.
- 1 c. whipped cream.
- Mayonnaise.
- Garnish.

Melt the butter in upper vessel of double boiler. Blend and add beaten egg yolks, flour, sugar and salt. Add the milk gradually and cook, stirring constantly, until thick. Cool, then beat in the lemon juice and prepared fruit, fold in half the whipped cream, pack into a mold, cover, seal and bury in ice and salt for four hours. Unmold and garnish with whipped cream, mayonnaise and a green; say endive and top with minted cherry.—May High, Oakridge.

Strawberry Ice Box Pudding

- 1 pt. strawberries.
- 1 cup powdered sugar.
- 15 crackers.
- 1 cup heavy cream.
- 1 t. vanilla.
- 10 marshmallows, cut small.

Wash and hull berries and reserve 6 or 8 to garnish pudding. Chop the remainder of berries and add the sugar, let stand 10 minutes, crumble crackers fine, beat cream stiff and add vanilla and cut marshmallows. Mix prepared fruit and crackers and fold into cream mixture. Turn into pudding dish and let stand 4-6 hours in refrigerator. Garnish with remaining berries and serve plain or with added whipped cream. This takes only short time to prepare.—Mrs. Atwood Foster, 1001 Jefferson, Cottage Grove.

Strawberry Leaf

Dissolve a package of strawberry jello in a pint of boiling water. When cool, whip, fold in one cup whipped cream, one pint of fresh strawberries halved, and a dozen marshmallows cut in small pieces. Mold, serve in slices with crushed strawberries.—Mrs. A. Libke, 1943 Onyx street, Eugene.

Rich Strawberry Short Cake

- 2 cups flour.
- 4 teaspoons baking powder, level.
- 1-4 cup sugar.
- 1-2 teaspoon salt.
- 1-1-4 tablespoon lard.
- 1 egg.
- 1-3 cup butter.
- 1-3 cup milk.

Mix and sift dry ingredients, add egg well beaten, milk. Roll on floured board, put in baking pan and shape with hand to fit pan or cut with biscuit cutter. Bake in hot oven 12 minutes. Split open and spread with butter. Place layer of berries inside and cover top generously.—Hazel C. Fishwood, 1272 Willamette, Eugene.

Sunshine Strawberries

- 5 lbs. strawberries.
- 5 lbs. sugar.

Hull, then wash and carefully drain the berries. Place them in a preserving kettle in layers with the sugar. Set aside until the juice begins to flow a little, then place over the fire. Bring to the boiling point and cook 15 minutes after the boiling commences. Turn the fruit with its syrup into large platters or shallow agate-ware pans. Cover with sheets of glass and set in the sun. Allow the fruit to remain in the sun three to four days, stirring two or three times each day. Then turn into sterilized glasses or jars and seal. This method of preserving strawberries retains more of their fresh flavor and color than any other.—Nellie Morris, Oakridge.

DILLINGER GANG ESCAPE TRAP SET BY FEDERAL MEN

(CONTINUED FROM PAGE 1)

out warning, one bullet piercing the top of the deputy's automobile. The car then turned and sped away.

TWO MORE KILLED

MERCER, Wis., April 23.—(P)—John "Wooden Gun" Dillinger, will-o-the-wisp terrorist, again eluded an army of federal agents and deputy sheriffs early today in a north woods hideout, where he and six men and three women companions had hidden in an armed camp since last Friday. His latest escape cost the lives of two men and the serious wounding of four others.

Dillinger and six members of his machine gun gang were at bay in the woods of the Lac du Flambeau resort region. They were fleeing over roads soft from melting snow, and a force of 50 was close behind.

Shots Warn Gangster

One department of justice agent was among the dead and another was wounded.

Corned last night in Little Bohemia, a Spider Lake dance hall and tavern nine miles southeast of Mercer, Dillinger had had the narrowest escape of the weeks of pursuit in which the government men have trailed them about the country.

Three young women were left behind, and surrendered when the besieging forces filled the resort, a sprawling building housing living quarters, a bar and a cabaret, with tear gas.

The first victim, a bystander, was Eugene Roisenau, killed outright by the federal agents' fire as he and two companions drove away from the resort.

The shots warned Dillinger and his band, who had taken forcible possession of the resort Friday, mounting a machine gun on the roof and posting lookouts.

Machine Gun Takes Toll

The fled out a rear door and separated in the thick Wisconsin woods.

Three turned up a few minutes later at Mitchell's Resort, commanded a car, and drove off ahead of the federal men. One, carrying a machine gun over his arm, ran into a nearby tavern, Turner's Resort, and

demanding of Alvin Turner that he furnish him a car.

Before Turner could reply, an auto containing two government men and a constable drew up outside.

Shouting "Who's that?" the desperado ran out and opened fire with his machine gun.

W. Carter Baum, a Chicago federal agent, was killed. Constable Carl C. Christensen of Suiter Lake, Wis., was critically wounded; and J. C. Newman of Chicago, a department of justice agent, was seriously wounded.

The gunplay had taken two lives and left four wounded. Two of Roisenau's companions were struck by bullets.

Hideout Gassed

The department of justice, in its official report, said Dillinger and three followers, among them John Hamilton, his first lieutenant, escaped from the resort to the lake shore at its rear door.

Between midnight and dawn, the guns were silent. The federal agents then approached the house, forced open the door, and threw in tear gas bombs.

Three young women, between 20 and 25 years of age, ran out, gasping and choking. Their names were withheld by the government agents.

The department named as the three with Dillinger:

John Hamilton, escaped Michigan City, Ind., convict.

Tom Carroll, St. Paul bank robber.

Homer Van Meter, with a record as a kidnaper and stickup man.

Gang Holds Party

Dillinger came to the camp from Sault Ste. Marie, said J. Edgar Hoover, head of the federal investigating bureau. Arriving at the camp Friday, the gang and its three girl companions had held a continuous "party" since then.

Dillinger left his luggage behind. In a suitcase identified as his was found an assortment of pajamas and silk shirts.

After the three women surrendered, the agents shot out the resort windows, and as soon as the gas had lifted, searched it thoroughly. Meanwhile about two dozen others—from the government—took up the hunt, confident that they were close behind the elusive Indiana gunman.

Roads in Iron and Vilas counties were in bad condition, local authorities said, and the good ones were few enough to permit careful watch.

It was because the government men learned that Dillinger was about to leave the Little Bohemia resort, said Hoover, that they struck at night.

But the shots fired when Roisenau was killed gave Dillinger the alarm.

Watchdogs Posted

Hoover, in his official statement of what happened, said watchdogs began

to bark when the federal men crept close to the resort.

As they did, three men emerged, got into a car, and started to turn it around. The government men ordered them to halt, and when they failed to obey, opened fire.

It contained Roisenau, who was 38 and lived in Mercer, John Morris, 39, an official of a CCC camp near Mercer, and John Hoffman, 28, a gas station attendant.

The volley which killed Roisenau wounded Morris in the kidney and twice in the shoulder. Hoffman was hit in the left elbow and was cut by flying glass as the shots shattered the windshield.

Of the three on which the lone bandit opened fire at Turner's Resort, Christensen was most critically wounded. He was shot five times in the body and legs, and was not expected to live. Federal Agent J. C. Newman had regained consciousness by noon.

JAPAN-CHINA STORY

(CONTINUED FROM PAGE 1)

China's use of the economic boycott against other countries as unjustified.

The foreign office was expected to release text of the declaration late tonight. It was designed to clarify remarks made by Ed Amano, foreign minister spokesman, in a conference with foreign newspaper correspondents here last week. Amano's verbal statement was interpreted to mean Japan had announced "a Monroe doctrine" with regard to China.

Goffrier Trial

Soon to Be Ended

The state rested its case at noon Monday in the trial of Heubert Goffrier, charged with a crime against nature. Chief of Police Bergman and other police officers were the principal witnesses for the state Monday morning.

Goffrier was on the stand in his own behalf Monday afternoon. It was predicted that the case would go to the jury late in the afternoon.

A two-headed snake lived for months in the N. Y. Zoological Park. When it was fed, a cardboard was placed between the two heads so that one would not get the other's food.

MANNING CASE STORY

(CONTINUED FROM PAGE 1)

Prints are Heinrich's

Heinrich admitted that the print on the barrel under the sight was his own. He said it had been superimposed over a second print by accident. The discovery was not made by him until Saturday afternoon following the court adjournment, Heinrich said.

The criminologist also admitted that he could not determine if the remaining prints represented finger tips, finger joints or the palm of a hand.

Roberts, in an effort to refute Heinrich's previous testimony, was able to bring out that the doctor had made no measurements of positions in the Manning office. All articles examined were done with regard to size.

At the recess Roberts said the discovery of Heinrich's finger print on the gun was "the best break he had ever got on a murder case."

Doctor Recalled

Upon the request of the defense, Dr. George Adler, coroner who assisted Dr. Charles V. Rugh at the autopsy, was recalled to the stand. Roberts again questioned the young physician upon the number of autopsies he had participated in.

Adler, who graduated from the University of Oregon medical school in 1927, said he had participated in about 1400 autopsies. Many of these had been before he received his license, he said.

Last Survivor of

G. A. R. Post Dies

COTTAGE GROVE, April 23.—(Special)—Henry Clay Fuson, the last survivor of Appomattox post of the Grand Army of the Republic of Cottage Grove, died here Sunday at the age of 87 years.

The funeral will be held Thursday at 2 p. m. at the Mills chapel and full military honors will be given the veteran. Rev. L. G. Shaw, pastor of the Christian church, will conduct the services and an active part will be taken by the W. R. C., the Span-

ish War Veterans and the American legion and auxiliary.

Mr. Fuson was born at Champagne, Ohio, March 18, 1845, and enlisted as a member of Company C, 53rd Illinois infantry, for service in the Union army in the Civil war in 1862 at the age of 16 years. He served for three years.

Mr. Fuson was a widower and is survived by two sons, U. S. G. and Jesse Fuson, and two daughters, Mrs. May Devine and Mrs. Belle Evans.

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in himself. It's the general scheme which the people have been taught until recently, that is dangerous.

"If the people had been given opportunity to approve or disapprove the brain trust's scheme and proposed it, then I disagree with you when he says that the American people were aware of the change in conditions in governmental affairs and had an opportunity to express their opinion."

Asked why he did not place blame for his alleged "red plot" on Tugwell during the congressional investigation in Washington, D. C., he said he wasn't allowed to do his theories.

"All they apparently wanted to know," he said, referring to the names he listed as having influenced him of the so-called communists

was killed when a car in which he was riding crashed into a telegraph pole at Newberg.

Ed Stansberry, 60, was killed when his car overturned in a ditch near Pendleton.

Mrs. Robert C. Vanderhoof and her son, Clifford, 27, were killed when struck by an automobile as they crossed a Seattle street arm-in-arm.

B. A. Anderson, 38, driver of the automobile, was released on coroner's bond.

Mrs. Dollena Walsh, 38, was drowned in Lake Washington when she fell overboard from a cruiser owned by her brother, Hugh Swartz. Although a powerful swimmer, she sank before her brother could reach her.

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WIRT-TUGWELL STORY

(CONTINUED FROM PAGE 1)

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