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THE ABSENCE OF JEN

(By Frank L. Stanton.)

I jes' so lonesome that I dunno what to do
Lonesome as a daisy that's a-wishin' for the dew;
I'm bluer in my feelin's than the violets so blue—
Jen's gone with Johnny to the singin'.

She dressed up in her calker—red ribbons on her hat;
He bought her lots o' candy—chewin' gum, an' likes o' that;
An' I'm jes' so frustrated that I dunno whar I'm at—
Jen's gone with Johnny to the singin'.

O, this here love is painfuller than splittin' rails in spring,
When the river's right fer fishin' an' the birds let out an' sing!
Fer Jen, she's got my true love, an' what's more, she's got my
ring.

An' Jen gone with Johnny to the singin'.
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A \$2,000,000 CONSTRUCTION JOB

OWING to the press of other matters we are almost overlooking one splendid bit of development that is practically assured for Umatilla county—the construction of the McKay storage project. The measure through which authority is given for this work has already passed the house and the best information is that the senate will make no change affecting the project. So if this estimate of the situation is correct the way is all clear for an early start. Once begun we may rest assured the government will continue the work.

How important is the McKay project may be seen when it is known that the storage capacity of the reservoir to be erected near Pendleton will be equal to the capacity of the Cold Springs reservoir. As far as storage is concerned the amount of water available for west end farmers will be doubled though this is scarcely true if we consider the diversion dam and reservoir below Hermiston. The McKay improvement will give a decided stimulus to irrigation both as to land now cultivated and land yet to be brought under use.

During the next year little will be accomplished beyond purchase of right of way and equipment but the early construction of the McKay dam is on the cards and it is needless to say Pendleton will profit considerably by the carrying out of a \$2,000,000 construction job within a few miles of the city.

FOR THE FARMER ALSO

THAT abundant electric power, provided at cheap rates, can be made of wonderful benefit on farms as well as in towns has been demonstrated in Ontario province, Canada. Reference to this line of use is made in a book by E. B. Biggar, "Hydro Electric Development in Ontario." The following is quoted:

"Some years ago Sir Adam Beck took a staff engineer to Europe to investigate all that has been done there in applying electric power to farm operations, and adapting this information to conditions in Canada. Experiments have been made in various counties of Ontario. A start was made as early as 1910, and each year demonstration outfits have been taken from place to place to educate farmers in the use of electric power.

"There has been a steady progress in most parts of the province in the use of this power on farms for lighting and domestic work, such as washing dishes and clothes, churning, pumping water, sweeping floors, ironing, baking bread, operating sewing machines, etc. In out of house work electricity has been used for filling silos, milking cows, threshing grain, grinding grain, chopping straw and feed, pumping water for the stables, grinding tools, sawing wood and loading and unloading wagons. In this class of work the progress has been sporadic rather than general, according to the density of settlement and the cooperative spirit of farmers. There are townships where practically no advantage has been taken of the new power, while in others electricity has entered as extensively into the labor of farm house and farms as in the towns. For instance, from the town of Tillsonburg, 33 miles of line were run in 1917 to 31 farms; from the hamlet of Brownsville to 58 farms and to smaller groups of farmers in many other townships. From the village of Norwich, in Oxford county, there are 30 miles of hydro lines radiating in various directions to over 130 farms."

Mr. Biggar's book reveals that electricity is supplied to farming districts on much the same basis as to the towns. When a majority of farmers in a district wish power they form an organization on the same basis as a town organization and the hydro electric commission gives them a price on construction of a line and on the transmission of power. The commission does the necessary work, supplies the power and the investment cost is liquidated by the farming community over a period of 20 years.

When electric power is developed at Umatilla rapids there will be sufficient power that the same farm service provided in Ontario may be duplicated here, if desired, the costs of course depending upon density of settlement. Such service would be particularly feasible in irrigation regions and wheat farmers might find in it their salvation from the rising price of gasoline.

TURN ON THE LIGHT

WHAT is the meaning back of that declaration by a noted British official, made to American newspaper correspondents, that the United States and Great Britain are "treading the path that leads to war." Such a statement given under such conditions has a rather alarming sound. The public will be greatly interested in knowing more about the matter. Civilization is not in shape to stand a war between these two countries and if there is real danger of such a disaster the facts in the case should be laid bare.

It is announced that in Spokane the cost of constructing a moderate sized bungalow has been reduced \$1000; lop off another thousand and give the people some relief from the house shortage.

"Stanfield the Stirring" is going to have a \$50,000 high school building with modern accommodations; on the score of education as in other respects there is nothing slow about our west end towns.

The legislature is now approaching the interesting part of the session.

Who Pays For Advertising?

Who pays for the advertising? That was an old conundrum when Heck was a pup and as you no doubt know Heck is a very old dog now.

But then, as now, the conundrum had an answer.

And the answer is: Advertising pays for itself.

Which is to say that neither the consumer nor the dealer pays for the advertising in either higher prices or lowered quality.

There's an illustration which has been going the rounds for a long while now. It is worth repeating here.

X and Z are competitors in the manufacture of rubber nipples for babies' feeding bottles. Both produce 100,000 nipples a year and neither advertise. The nipples cost each manufacturer 12 cents each to make and they are sold to the dealer for 14 cents. Thus each manufacturer makes a profit of 2 cents on each nipple he sells.

X determines to advertise and appropriates 1 cent on each nipple sold and presently finds his market expanded to a demand for 200,000 nipples a year.

When he gets to making 200,000 nipples a year he discovers that economies in manufacture thus made possible make his factory cost 10 cents. So that instead of making 2 cents on each nipple he's making 3 cents and selling twice as many.

So next year he increases his appropriation to 2 cents per nipple, sells 300,000 and gets his factory cost down to 8 cents—a profit of 4 cents—and the price still remains 14 cents to the dealer.

Thus encouraged, the third year he increases his advertising appropriation to 4 cents for every nipple sold and enjoys a distribution of 500,000—and through further economies made possible through huge quantity production, he gets the factory cost down to a bed-rock figure of 5 cents per nipple. Then he decides that his profit is too long and he cuts the price to the trade to 12 cents, 2 cents lower than the beginning price—and makes 4 cents profit.

Meanwhile Z continues his enterprise without advertising and is found standing still—his factory cost continues at 12 cents, profit 2 cents and the dealer's price 14 cents.

X is clearly in the commanding position—he got there through advertising. He sells his nipple to the trade for 2 cents less, which affords the dealer an opportunity to make a longer profit—and you can guess whose nipple he buys and pushes. Meanwhile X is making 4 cents against Z's 2 cents profit.

Thus the advertising paid for itself, gave dealer and manufacturer a longer profit, cost the consumer no more and probably in some cases less.

Good advertising pays its own way every time.—Merchandising Advertising.