

ELEPHANT'S SHORTS GREETING TO KEEPER

TOLEDO, O., Aug. 18.—The friendly trumpeting of "Babe," massive elephant, was heard for blocks when the animal was greeted by Louis Sherer, Walbridge Park Zoo keeper, when Sherer returned to duty, recovered from his death battle with "Tony" giant ape, some weeks ago.

Babe, who has been under day and night police guard with high-powered rifles, in Sherer's absence at the hospital, sat up on his hind legs, rolled over and otherwise heartily welcomed the only one he would ever acknowledge as his master.

While scores of people looked on holding their breath Sherer, with one arm still in a sling, stepped in between the big fellow's huge legs and unlocked the heavy ankle chains that held the beast prisoner for weeks. Realizing with deafening roars of joy that he was to have his first walk in the open in weeks, Babe headed immediately for a big oak tree, where he proceeded to rub his five tons of beef until all the bark was removed.

This done, he then entertained the onlookers as on days before his confinement by sweeping up large piles of dust with his trunk and throwing them over his back.

Satisfied with Babe's meek behavior, Sherer led him into the open-air ring, whence roar after roar of glee came as scores fought to give the now contented elephant peanuts.

COPS WHO USE LIQUOR WILL BE DISCHARGED

HUNTINGTON, W. Va., Aug. 18.—You don't have to have visible possession of whiskey in order to get into trouble here. If you are a policeman and there is an odor of moonshine in your breath you lose your job at the first sniff. The chief has issued an order providing for the instant dismissal of any member of his force on whose breath the odor, however slight, of moonshine whiskey is detected. In announcing the order Chief Midkiff declared it was part of a crusade to eliminate whiskey drinking in Huntington.

The report of the Bend postoffice for July showed a 72 per cent increase in postal business over the corresponding month of 1921.

GOVERNMENT GIVES AID TO ERADICATE T. B. FROM CATTLE

WASHINGTON, Aug. 18.—Efforts of many states to eradicate tuberculosis among cattle has gained such headway that officials of the department of agriculture regard the end of the fight against the great cattle plague as a practical possibility.

"Many counties are now raising large amounts of money for this purpose," the department states, "and the clean counties have set an example that stimulates others to follow. Progressive communities are beginning to realize that they cannot have diseased herds and, expect to compete with farmers and breeders in localities that are entitled to advertise that all of their cattle are free of tuberculosis."

According to records of the department, a dozen states now have one or more counties in which all of the cattle have been tested one or more times.

Oregon Takes Lead.
Oregon now has seven counties in this class: Washington and Wisconsin, four each; Michigan and Mississippi, three each; Nebraska and Montana, two each, and Idaho, North Carolina, Utah, Virginia and West Virginia, one each.

Intensive work directed toward the eradication of tuberculosis is now being done by 128 counties in twenty-two states. In this list Missouri has eighteen counties; Nebraska, sixteen; North Carolina, fourteen; Maine, eleven, and New York, ten. Preliminary work is being done in 354 counties and seventy-nine communities in thirty-three states. Iowa has thirty-one counties in this list; North Carolina, thirty; Idaho, twenty-six; Kentucky, twenty-eight; Oregon, twenty-three; New York, seventeen, and Nevada and Wisconsin ten each. Forty communities in Georgia, thirty one in South Carolina and a few in Louisiana and Vermont have started eradication work.

Michigan Appropriates Money.
Michigan seems to be leading in the amount of money appropriated by county authorities to assist the federal government and the state in eradicating the disease.

To date the largest appropriation made by any county in the country is the \$15,000 fund voted by the county commissioners of Huron county, Michigan, according to available records. Other appropriations in Michigan are given as follows: Eaton county, \$5,000; Calhoun county, \$3,000; Oceana, \$4,000; Clinton, \$5,000; Muskegon, \$5,000 and Monroe, \$5,000. Hillsdale county, the first in the country to have all cattle tested, has made an additional appropriation of \$3,500 to continue the work through the second year.

North Carolina Follows Suit.
The board of supervisors in a number of counties in North Carolina have made appropriations to assist in fighting tuberculosis the "area plan." Some Kentucky counties have used money for this purpose from the general tax levy. In Missouri, where a large number of counties are doing area work, the county courts appropriate money to assist in paying for animals slaughtered because of being infected with tuberculosis. Nebraska is also making long strides in the area work. California was one of the last states to enter into co-operative work with the agriculture department, but the work is now being carried on actively in two counties.

WEALTHY FOLKS ARE FLEEDED BY CON MEN

MT. CLEMENS, Mich., Aug. 18.—At least \$25,000 is the loot each week of confidence men preying on guests at the fashionable summer resort here. It is estimated by local civic leaders who are about to ask speedy action to have the officials immediately remove the slippery gentry from the city.

Every known trick of the confidence business is being worked in the city and among wealthy visitors. Wire tapping appears to be the most profitable, according to several victims who refuse to allow their names to be printed.

Several Pinkerton detectives are at work in scouring the city for "con men" who have fleeced wealthy resorters. As a result of the stationing of detectives here several "muleteers" are being shipped out of Mount Clemens. The police, according to Chief

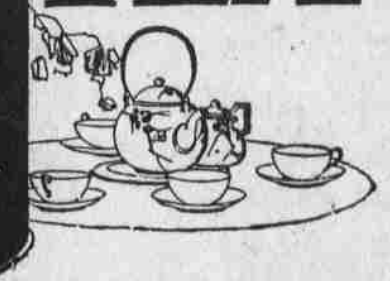
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Art Rosso, are unable to hold these men on any special charge, as no definite information can be secured against them. As a last resort the authorities order the "con men" out of the city on loitering charges, declaring them to be undesirable.

The lack of complaints against these tricksters is laid to the fear of those who have been duped to let the "folks at home" know that they had been swindled.

A maternity unit, to cost \$15,000, will be completed at the Salem Deaconess hospital by early winter.

WASHINGTON, Aug. 18.—An important development in the communications system of the Orient is reported to the United States Department of Commerce in the proposed extension of the English-India cable to China.

The report states that the Eastern Telegraph Company is planning a new cable between Hong Kong and England. As this company has just completed a new cable from England to India and is continuing it to Singapore it is considered probable that the report refers to the further extension of the same cable to Hong Kong.

A Picture of Beauty



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PENDLETON, OREGON

And Now Look!



Harry Fox, stage comedian, carried Beatrice Curtis to the corner grocery when she was two years old. She has been with him in vaudiville two years and now they announce they were married at Akron, O., a month ago.

The Test of Good Will

Most manufacturers appreciate the importance of good will on the part of the dealer, and count it one of their greatest assets. But many of them need to consider more thoroughly in what good will consists.

• The final test of good will is the salability of the product—the consumer demand.

The dealer may be willing to concede the high standing and prestige of the manufacturer. He acknowledges freely that it is one of the foremost concerns in the business, that it is backed by men who have a solid reputation in their industry, and that its relations with the dealer are business-like and pleasant. He is disposed to estimate all these things at full value.

But all this good will cannot materially help the dealer sell your goods unless the public is disposed to buy them.

The kind of good will that counts most with the dealer is the good will of the public towards your goods.

If the consumer is demanding your product, and the dealer is able to supply it at a profit, he will have ample good will for the house that makes this possible.

There is just one way to build up this consumer good will, and that is by making the product right and telling the consumer about its merits through Advertising.

With the consumer demanding your product, and the dealer disposed to give it every preference, its steady sale is certain. Good will becomes a big reality in business when that good will extends to the consumer. More and better advertising will create the kind of good will that every manufacturer needs most.