

Friday, February 18, 1921

ADVERTISING IS ESSENTIAL TO SUCCESS

It is interesting to note in the annual report of Bradstreet, the greatest reporting and financial agency in the country, that of the business failures in the United States during the past year that 84 percent of failures were of firms that did not advertise. Sixteen percent of the failures were of firms that did advertise. Bradstreet does not moralize on the subject, nor offer any opinion concerning the advisability of advertising. The mere facts are given, that out of every one hundred failures, eighty-four failures were non-advertisers. It is to be more than a coincidence. Bradstreet does not pretend to tell a business firm how to safely conduct business but its statistics are suggestive, and absolutely reliable. Maybe a lack of advertising did not cause all the eighty-four percent to go on the rocks, but there is no difference of more than five to one. In other words, for every firm which advertised yet failed, five firms that did not advertise went on the financial rocks. A business firm that has a field that is capable of furnishing sufficient business to make the venture profitable, a stock of reliable merchandise, fair treatment of customers, and advertising make a combination that will succeed.

Liberal advertising will not for long sell shoddy, poor-made merchandise, it will not take the place of honest business management or the goods. It certainly plays an important part in bringing together the buyer and the seller of goods. Someone has said that doing business without advertising is like winking at a girl in the dark, you know you are doing but there is no one else who knows. The president of a large metropolitan bank recently said when the mercantile establishments that do business with his bank begin to cut down their advertising space the bank takes the hint and begins to curtail their loans of credit.

The statistics furnished by Bradstreet bear out the opinion of the bank official and ought to convince any merchant or business man of intelligence that in justice to the business they are conducting that they should take public into their confidence and not irritate their business by winking in the dark.

Firms that advertise year in and year out win confidence. They are not afraid to quote prices or put down black and white facts concerning the goods they have for sale. By their advertising they tell what they have for sale, what it is like and often what the price will be. The merchant who expected to continue in business could not that if the goods were not right nor the prices fair. As a feeling of security is imparted to the customer.

A business firm that relies entirely on salesmanship or the customer, by chance, enters in the store is giving a handicap on the business. By increasing the volume of business through advertising, the percent of overhead expense rent, interest, depreciation, clerk hire, is cut down wiping out the cost of advertising and most instances permitting lower prices to the customer themselves.

Big concerns that have analyzed advertising cost as applying to the sale of commodities are a unit in stating it as a general thing, liberal advertising of staple commodities actually save money to the purchaser as well as benefitting the seller.

SOUND TIRE AGENCY BY LOCAL CONCERN

About three years ago there was a company organized called THE WESTERN RUBBER CO. The men in this organization being western men, and knowing that about 60 percent of the raw rubber used in this country arrived through Pacific Coast ports, built a small factory at Tacoma, Wash. Next they secured the best man the tire business knew to be in charge of their plant, and began building tires, just enough at first to

be sure they had a tire that would stand the hard knocks of western roads. These first were given the hardest and most severe tests known, and they stood up so well the Western Rubber Co. began building tires on a larger scale, calling them Sound Tires.

Not being a rich organization they had to sell stock. This stock was put on the market on the Pacific Coast and sold from the northern part of Washington to the southern part of California, making it truly a Western organization.

Every tire and tube made in the Western Rubber plant is hand made and carefully inspected before being placed on the market.

Due to the great savings made on freight east on raw materials and freight west again on the finished product, and the economical system operating its plant, the Western Rubber Co. is placing on our Western market a tire with more pure rubber and better materials than the Eastern manufacturer can possibly place before us for the same money.

They are giving the Western car owners an opportunity to live up to our western slogan, "Keep Your Money at Home." 18-1t.

PEARL OIL (KEROSENE) heats comfort STANDARD OIL COMPANY CALIFORNIA

SIMPLE REASON FOR THRIFT

Its Practice Necessary That There May Be Margin of Production Over Consumption.

Is it not mere caddishness for one who can afford to buy and does buy silk skirts and silk stockings and automobiles, and who freely admits that he wastes money, but who justifies himself somewhat belligerently by saying that he can afford to waste money, and that it is nobody's business, to object to other people doing the same sort of thing only because he thinks the other people cannot afford the expenditures? Right down in our hearts we know that the concern is not all with the welfare of those other people who are wasting their money; it is really a matter of jealousy and of class distinction based on clothing—a feeling that these people have committed social misdemeanors, as when the cook duplicated her mistress' hat. And any one who preaches thrift to people on the ground that they should not have what they like for their money is simply preaching nonsensical cant. He is really preaching revolution.

If, then, thrift has no virtue in itself, if every person within the limits of the law is entitled to spend what he can earn, and more than he can earn if he can get away with it, is there any unmoral reason for thrift?

The reason for thrift is plain: It is not necessary to talk about morality. It is simply that if we do not have thrift we shall not have a margin of production over consumption—that is, we shall not have capital. If we do not have capital we cannot have progress, for we shall have no means wherewith to make improvement in existing facilities for production. There is the danger of extravagance. And this is a very real danger.—Samuel Crowther, in the North American Review.

PAPER FROM VENEER WASTE

Possibilities in Material That Has Hitherto Been Considered to Be Without Value.

In the wood waste from veneer factories the United States forest products laboratory sees considerable raw material suitable for the manufacture of high grades of paper. The cores of many kinds of veneer logs, now used in a large part for fuel, would make excellent pulpwood. In addition, a large part of the clippings could be turned into pulp stock with profit.

Among the veneer woods whose waste has paper-making possibilities are red gum, yellow poplar, cottonwood, birch, tupelo, basswood and beech. Many veneer factories cutting these species are already within shipping distance of pulp mills. In certain other cases veneer factories are so grouped that they might furnish pulpwood enough to warrant the erection of a centrally located mill. Other economic factors being favorable, such a mill could profitably operate on a daily supply of veneer waste equivalent to 50 cords of ordinary pulpwood.—Scientific American.

"Roast" Handball Players.

The execrations uttered by the indignant baseball fan against the unlucky or awkward player in America are as gentle murmurs compared with the epithets hurled by the occupants of the gallery at the contestants in the game of handball in the playgrounds of Madrid, Spain. "Rogue!" "Thief!" "Convict!" and "Idiot!" are some of the mild terms with which the players are greeted when they miss a ball or send it back in an easy position for the opponent to play it.

The reason for this excitement is the prevalent betting, in which the women spectators participate as much as the men. Professional bookmakers attend all matches, and their shouts of the odds for and against the players are mixed with the cries of the gambling spectators, until the scene resembles a bedlam.

Another Discoverer.

In an old Spanish geographical work on America published in 1552 by Francisco Lopez de Gómera, a priest of Sevilla, it is mentioned that Labrador was reached for the first time by a party of Norwegian sailors piloted by John Scolvus or Jon Skolp in 1476. The announcement was made for the first time some years ago, but it was greeted with skepticism that Columbus had been anticipated on the American shores by any but Leif Ericson, but recently additional evidence has shown that Columbus' visit to this country was antedated by Scolvus by 20 years and steps are being taken to erase the former's claims for honors.

INDUSTRIAL NEWS OF THE STATE

Talent to secure box factory. Highway commission lets contracts for 15 miles paving and 6 bridges.

Astoria—28 ships loaded 26,703,000 feet lumber here in January.

Astoria—All logging camps are getting ready to put crews to work. Portland street car companies are planning to aid the unemployed with work.

Eugene Bible university will erect \$6000 gymnasium.

Oregon City is prosperous with \$250,000 monthly payrolls.

Chemawa Indian school to get \$180,000 improvements.

Sawmills are gradually resuming operations. Lumber will move more rapidly on a falling market. Logging camps will resume this month.

Eugene is to have an open-air gymnasium.

Pendleton city bonds went begging at 82 cents on the dollar.

Everett lumber firm planning to build mills at Sheridan and Willamina.

Prineville sent out 960 full cars of products during 1920.

Corvallis will spend \$100,000 on new 12-inch water pipe line.

Portland—One addition is building 30 new houses, average cost will be \$7000.

Congress provides \$400,000 to start Deschutes project.

The product of the Eugene fruit growers' plant last year was \$1,250,000.

Cottage Grove is to have a modern ice plant.

Tidewater is to have two miles of government road.

Manufacturing lead pencil slats of juniper wood, one of Oregon's infant industries, is growing to large proportions.

Oregon National Guard annual payroll at Portland is \$114,852.

Clackamas county taxes 1921, \$1,512,127—increase \$300,000.

Portland—10,000 unemployed demand removal married women holding jobs.

The Dalles acquires site for \$125,000 auditorium.

Alpine to have new \$15,000 high school.

The Dalles — Wasco county has 9,387 acres under irrigation.

Salem — Eggs sell at 25 cents per dozen, lowest in seven years.

New \$37,864 bridge to be built across Umpqua river at Myrtle Creek and \$13,159 bridge across Canyon Creek.

Pendleton — Construction starts immediately on \$200,000 annex to St. Anthony's hospital.

Radio Control for Airplanes.

There can be doubt that if the war had lasted a few months longer we would have witnessed the leading armies employing great fleets of airplanes controlled by radio means. The United States army had progressed pretty far along this line when the armistice was declared. The same can be said for Germany. Now we learn that the French have demonstrated that five or six small and inexpensive bombing planes, without pilot, can be successfully guided by a "shepherd" in a larger plane through the means of Hertzian waves.—Scientific American.

Why They Laughed.

A little girl in one of the lower-grade rooms of the Columbus public schools brought forth peals of laughter from the roomful of pupils, and when she sat down, blushing with surprise and embarrassment, she did not know what had caused the unprecedented hilarity. She had been reading and when she came to the word "lord," used as a title, she did not comprehend it properly. The sentence was, "My lord, permit me to pass." The little girl, evidently having heard the term used in another way, said with great emphasis and at the top of her voice: "My lord! Permit me to pass!"—Indianapolis News.

Among the coins of India is one which is square in shape.

Graves Canning company to establish fruit cannery at Tillamook.

Hood River — Association of Upper Valley orchardists and ranchers formed to purchase electric energy from Pacific Power & Light Co.

Devitt— Big mill which burned last fall is being rebuilt. Will employ 100 men and cut 100,000 feet of lumber.

Astoria—New Highway Inn opened. The Dalles—Corner lot costing \$11,000 has been purchased as site for new auditorium costing \$125,000.

Milton— Plans being drawn for new union high school.

The first blind student to be admitted to London university is Miss Sadia Isaacs, a 19-year-old girl residing in the east end of London, who passed the entrance examination by writing her answers to the questions in the Braille alphabet.

Red-haired girls seem to stand the best chance of getting married. According to one English authority a red-haired old maid is practically unknown.

Help Oregon Prune Growers by buying PRUNES Special Display and Sale all Next week IN ANY QUANTITY Calbreath & Jones Main Street, Independence

Motor Car Repairing By First-Class Mechanic All kinds, including Cylinder Grinding. Largest and Most Fully Equipped Machine Shop this side of Portland. Wood & Cozine - Independence

INDEPENDENCE NATIONAL BANK INDEPENDENCE, OREGON CAPITAL, \$50,000 SURPLUS, \$15,000 Officers and Directors H. HIRSCHBERG, President C. A. McLAUGHLIN, Vice-Pres. I. D. MIX, Cashier H. Hirschberg C. A. McLaughlin Otis D. Butler D. W. Sears W. H. Walker MEMBER FEDERAL RESERVE SYSTEM

Salem, Independence & Monmouth Stage Leave Salem O. E. Depot 7:00 A. M. 11:00 A. M. 5:00 P. M. Leave Monmouth Monmouth Hotel 8:15 P. M. 1:00 P. M. 6:15 P. M. Leave Independence Beaver Hotel 8:30 A. M. 1:15 P. M. 6:30 P. M. Makes Direct connection with Mill City, Silvertown and Portland Stages.—Stage stops any place along the road. J. W. Parker, Salem, Oregon Business Phone 44 Res. Phone 615

The City Meat Market Where service and quality of meat and reasonable prices form the policy Gus Miller, Proprietor

The Clancy Kids Oh, Timmie! By PERCY L. CROSBY Copyright, by the McClung Newspaper Syndicate

