

FAIRM STUFF WILL SELL BY ADS IN HOME PAPER
Advertising Specialist Learned Value of Printer's Ink by Dear Experience.

Oregon Agricultural College, Corvallis, April 21.—Can a farmer advertise potatoes as the grocer advertises sugar? Can he sell hay, grain, pigs or fruit by advertising? Do you know?

These questions have been answered in a practical way by Dr. George R. Varney, former farmer, now advertising expert and instructor in purchasing and selling at O. A. C.

"Systemic advertising has built up a big business for a wealthy Oregon stockman of my acquaintance," he says. "He deals in thorough-bred cattle, and uses the local paper to tell his neighbors about them."

"I had to learn the value of printer's ink by hard-bought experience in farming myself. I was brought up in Maine, where we had to haul our produce 27 miles to market. Had I known it then, we could have placed a dollar ad in a local paper and saved the big expense of marketing."

Once using local advertising a farmer will always use it, thinks Dr. Varney. The difficulty is to convince him that it pays. He will place a blackboard in front of his farm and advertise three-year-old pigs or hay or grain in hopes that a few persons passing along the road will read it.

"By placing his ad in his home paper he could reach 20 times as many buyers, and probably be sold out before the ad appeared again," says Dr. Varney.

Dr. Varney, an enthusiast in the production of blooded rabbits, has had many years of experience in farming.

"I practice what I preach," he declares, "and it has brought me results. I create a market for my rabbits, and sell all I can produce."

And practicing what he preaches is a religion with Dr. Varney. He is pastor of the Baptist church at Corvallis.

Money in pocket gives you a comfortable feeling—as long as you keep your hand out.

Every man occasionally forgets himself and tells the truth—and then he generally has a first-class row on his hands.

Money, they say, is the root of most evil. But if so, getting it must be a whole tree.

Very few of us thoroughly realize our imperfections, but our wives do.

Discretion is a valuable asset, but some people carry it to the point of timidity.

Working in the garden is great exercise. It is a splendid strength developer and a mind stimulator, and furnishes an outlet for the surplus energy and enthusiasm which you have failed to work off during business hours. Go to it—and stick to it.

With summer coming along the cost of living surely will begin to decline. Grass is cheap.

Oregon Man Leader in Great Religious Program



WILLIAM HIRAM FOULKES. On the "general staff" of perhaps the greatest alliance of American Protestant Churches in history—the Interchurch World Movement—is a former pastor of Presbyterian Churches in the Middle and Far West, William Hiram Foulkes of New York City.

Vice chairman of the Interchurch executive committee and associate general secretary in its cabinet, Mr. Foulkes still finds time to direct the \$10,000,000 New Era Movement of the Presbyterian Church, which is that denomination's part in the interchurch program for Protestant cooperation in world-wide missionary advance.

Born in Quincy, Mich., Mr. Foulkes preached in Elmira, Ill., Clinton, Ia., and Portland, Ore., before he came out of the West to become pastor of Rogers Church, New York City. The nation-wide campaign for aged women, as general secretary for several years, and assistance of the Presbyterian Church, made him known as an orator. In 1924 he went to Edinburgh to assist in the World's Missionary Conference. He is secretary of the Presbyterian National Service Commission.

Couldn't Raise Hand to Head

Does Own Housework Since Taking Tanlac—Gains Over 20 Pounds

"For the first time in a whole year I am able to do all my housework," said Mrs. O. Libke, R. F. D. 4, Box 66 Tacoma, Wash., when a special Tanlac representative, who had heard of her remarkable recovery, called to ascertain the facts, recently.

"Tanlac is certainly the grandest medicine in the world," she continued, "and I just wish I could tell every body personally what it has done for me. Why, my troubles have been completely overcome, and I feel better than I have in years and have actually gained over twenty pounds in weight, besides."

"I don't believe anyone ever had a much worse case of stomach trouble and indigestion than I did. My food would invariably sour and I would just suffer agony after meal from gas on my stomach. I had no appetite and really dreaded to eat on account of the misery it caused me. Then I had an attack of neuritis in my right hand and knee and I simply cannot describe the awful pain I went through. I could not use my right hand at all and for six months I could not even raise it to comb my hair. I was badly constipated and would get so weak and dizzy I could hardly walk across the room. My nerves were all shattered and I would often lie awake all night suffering so I could not sleep. Then the rheumatism got in my feet and ankles and I could hardly get around. No kind of treatment or medicine helped me and I got so discouraged and down hearted I almost gave up hope."

"At last I got Tanlac and I will never get through praising it for what it has done for me. My stomach never bothers me at all now and I am eating just anything I want, and I think it the most wonderful thing I ever heard of how Tanlac has built me up. The neuritis and rheumatism have left me entirely and, as I said, for the first time in a whole year I am able to get around and do my housework. I have been relieved of nervousness and dizziness and can sleep every night just like a child. Before I got Tanlac I was in such a bad fix that I really thought I couldn't get well, but here I am feeling just fine, so I have the best of reasons for praising Tanlac."

Tanlac is sold in Burns by Reed Brothers, and in Crane by Valo Trading Co. —Adv.

Money in pocket gives you a comfortable feeling—as long as you keep your hand out.

Save Your Eyes



Eye strain causes headaches, nervousness and other troubles. I fit glasses accurately and scientifically. All Work Guaranteed. MAURICE SCHWARTZ Optometrist. Office with Dr. B. F. Smith

Worth Wheat Into \$36 Bcr



Senator Asie J. Gronna of North Dakota, chairman of the Senate Committee on Agriculture, usually takes a convincing argument with him when he goes forward to argue for the rights of western wheat growers. He is here shown weighing the "average loaf" and proving that the \$9 received by the farmer for wheat enough to make a barrel of flour, is in turn made into 400 nine-cent loaves of bread—bringing forth \$36 from the consumers.

Wise and Otherwise

Woman's influence succeeded in ousting liquor, but we note that man's influence has so far failed to oust anything that woman desires.

The Lord helps those who help themselves, they say—but the judge often gets in the last word.

Good morning! What is the latest strike today?

If the wild man of Borneo ever comes to America he will be green with envy. He can't hold a candle to the bad man of the movies.

Yes, the fires of hell may be bright but those of earth are scorching. Wars will continue to rage as long as greed, hate and jealousy exist in the human race.

Next thing we know these new fangled critters who are burning to "save daylight" will be trying to turn the sun back an hour.

When a woman's tongue begins to get tired she winds it up again and takes a fresh start to ease the strain.

Sorry, but we have no poetical effusion this week. The author refused to pay us space rates for publishing it.

There is too much unrest in this country. Conditions are entirely too unsettled.

There is bickering, backbiting jabbing and confusion everywhere.

Labor and capital are continually at each other's throats, probably more so than have ever been before.

Every strike, every cessation of activities, sends the price of living higher.

If one groupe of men demands increased wages and wins out in the contest, that increase is paid for by an advance in the cost of the product which they produce.

This causes an increase in the cost of living and other groupes demand increased compensation in order to meet it.

And so it goes all down the line—always a boost somewhere.

No one is satisfied practically every

20,000 Acres

--- SAGEBRUSH LANDS ---

with water rights for sale on Blitzen River in tracts of 80-Acres or more. Reasonable prices---one-fifth cash balance easy terms, six per cent interest.

Eastern Oregon Live Stock Company
CRANE OREGON

WE CAN SELL IT FOR YOU

Nearly everyone has SOMETHING they would like to sell—if they could only find a buyer. There IS a buyer for your article somewhere, and WE CAN FIND HIM OR HER.

What have you to sell? A farm or a house and lot, a horse or cow, a pig or a threshing machine, a poodle dog or a pet canary, it's all the same—SOME ONE WANTS IT and will buy it if you get in touch with them.

There's no article too large or too small for us to sell, for we talk through our display and want ads to EVERY ONE WHO WANTS TO BUY.

Try it. Your purse is never so full but what it can make room for a little more.

THE TIMES-HERALD

one is more or less disgruntled, and nowhere does a remedy or a stabilizing influence appear to be in evidence. And with these two powerful forces constantly battling each other it is difficult to conceive from what source industrial peace will come.

Ladies' Monogram Stationery Here

Inland Empire Realty Co.
A. A. TRAUGOTT, Proprietor
REAL ESTATE
LOANS BLUEPRINTS
Phone 20 or G125 Burns, Oregon

Will SOMETHING Happen to make you rich?

A rich uncle may die and leave you a roll, but few rich uncles have this habit. If you get rich the chances are you will first have to save enough money in order to make an investment that will pay. There are plenty of investments for the man with a little ready cash. But it is up to you to save cash. The best policy is to deposit a portion of your salary. A Bank is better than a hole in your pocket through which your money can slip away. Make our Bank YOUR Bank.

CRANE STATE BANK
CRANE, OREGON

These Tires Are a Revelation

The Brunswick is frankly a combination of the best in tire building. There is one tread that's supreme beyond question. And that is now on Brunswicks. There is one side-wall construction, which, by every test, holds the summit place for endurance. And that one was adopted for Brunswicks. Fabrics differ—up to 30 per cent—in their strength tests. On Brunswicks the maximum long-fiber is the standard. There are certain additions, each one expensive, which add vastly to tire mileage. The Brunswick embodies all these extras. There are no patents, no secret formulas to prevent any maker from building the best. It is simply a question of knowledge and skill—cost plus care. Brunswick standards are known the world over. The very name certifies an extraordinary tire. Yet Brunswicks cost no more than like-type tires. Buy ONE Brunswick. It will prove that a better tire cannot be bought, regardless of price.

THE BRUNSWICK-BALKE-COLLENDER CO.
Portland Headquarters: 46-48 Fifth Street



Sold On An Unlimited Mileage Guarantee Basis

Universal Garage