

EDITORS URGED TO JOIN IN FARM AD CAMPAIGN

Farmers Need Service More Than Publishers Need Business, State Press Informed.

That a field of farm advertising worth \$100,000 annually could be opened up in Oregon with even more profit to farmers than publishers, was told by C. J. McIntosh, agricultural press editor at O. A. C., to the State Editorial association. "The average farm yields annual-

ly at least \$200 worth of produce that could be marketed more profitably through advertisements in the community press than in any other way," he said. "This would be \$1,000,000 worth of this class produce for the near 50,000 farms of the state.

"Big business allows not less than 3 per cent of gross sales for advertising, and this basis would call for the use of \$300,000 for local advertising. The grower of the produce, the consumer, and the press, would benefit from this practice. No legitimate business would suffer."

The speaker said that the college had already taken this cause up with farmers' organizations and individual farmers, and that the farmers were ready to give the plan a trial to a much greater extent than before.

"A number of editors have already built up a big advertising trade with their farm patrons," Mr. McIntosh declared, and united cooperation in extending the practice promises splendid results.

The college is considering the advisability of issuing a bulletin on the advantages and methods of farm advertising.

GIRLS DON'T KNOW HOW TO WALK

Lifting Pencil with Toes a Test

Here's a test to show whether you walk correctly or not. Can you lift a pencil with your toes? To lift a pencil in this way you press it against the ball of the foot with your toes. If you can do this it shows that your foot muscles are strong and that you have been walking correctly. This is a test given to Cincinnati girls by the Y. W. C. A. physical director of that city in a "sensible shoe campaign" that has been conducted among teen age girls. Demonstrations show that comparatively few girls can pass this test and this is laid to the wearing of improper shoes which cause incorrect walking.

Feels She Must Tell About It

Portland Woman Eats Anything Sleeps Like a Child and Gains Ten Pounds Taking Tanlac

"I was in such bad condition for two years with stomach trouble I did not have energy enough to do my work, but Tanlac has so quickly and completely restored my health I can't help telling all my friends what a wonderful medicine it is," said Mrs. W. R. Russell of 508 Bristol St., St. Johns, Portland, Oregon, recently.

"Why, before taking Tanlac I could hardly eat anything at all," continued Mrs. Russell. "My appetite left me entirely and when I would go to the table I would get sick at my stomach, often I could not eat a mouthful of anything and when I did swallow a bite or two it would nearly kill me. Gas would bloat me up till I could hardly breathe and sharp pains which seemed to originate in the pit of my stomach would shoot through my whole body. I got very little sleep at night because these pains would make me have such dreadful nightmares I would lie awake for hours. I was told I had acidity of the stomach and I tried all sorts of medicines, but instead of getting better I got worse all the time and lost so much weight it was alarming."

"One day a neighbor told me that Tanlac had done her a wonderful lot of good and I sent for a bottle myself. Before I had finished this first bottle I felt a great difference in my condition, and now after taking three bottles I feel as well as any woman could wish. My appetite is simply marvelous and everything I eat seems to agree with me perfectly. I sleep like a child every night and feel so refreshed in the morning that my housework is a pleasure. I have gained ten pounds in weight, too. I think Tanlac is so splendid I intend to keep on passing the good word along for I feel sure it will help others as much as it has helped me."

Tanlac is sold in Burns, by Reed and in Crane by Crane Mercantile Co. —Adv.

Wise and Otherwise

Empty honors, we note, are generally bestowed upon empty heads.

Don't worry over the mistake of your neighbor, brother. It is more sporty to let him worry over yours.

Lest you forget, there is a presidential election to be pulled off this fall. In the absence of any more memory, you might set the old alarm clock to tear off an election morning.

Some men are blessed with an extraordinary amount of brains and cursed with an appalling lack of sense. You read of them in the scandal columns every day.

The full dinner pail is no longer a slogan in our national elections. Nothing short of a complete dining car service would satisfy the average voter of today.

The British government is said to be industriously searching for a suitable wife for the young Prince of Wales. But pass on, gents, this town is not interested.

A bolt of lightning stripped the shoes from a Mississippi woman's feet without as much as even scorching her silk stockings. If they were of the new fangled chicken wire mesh variety we can readily understand why even a bolt of lightning would pass them by.

Of course, if you don't want to pay the railroad that 20 per cent increase in passenger rates you can buy an automobile instead. Even a buzz wagon would be cheaper than walking at the present price of shoe leather.

Judging from reports from political headquarters, most of the virtue, energy and political sagacity in the United States is centered in either Mr. Harding or Mr. Cox—according to whether you are a rep. or a dem. This business of candidating is great stuff—until the jar comes.

A Fremont, Neb., man punched another fellow on the jaw, knocked him end for end, fractured the jaw, and was warmly thanked by his victim. It was a prompt and effective method of separating him from a live wire which he had grasped and could not let go.

A New Orleans structural iron worker took his five months old baby out on a girder on the fourteenth story of a new skyscraper and held it in his arms while a frightened preacher performed the christening ceremony. They got their names in print, but not in this sheet.

Yes, the things we want most are those that are hardest to get. When we hear people talk of the price of clothing, we immediately want a new suit. If it's the soaring of sugar they mention, we have a yearning for sweets, and if it's the high cost of living in general we get as hungry as a bear and look around to see what else we want. You, too.

GOVERNMENT FOLDER DESCRIBES OREGON'S RECREATION AREAS

A handsomely illustrated folder which includes a map of the principal highways for the entire State of Oregon has just been issued by the Forest Service. This is the first time this branch of the United States Department of Agriculture has issued a map of an entire State. The new publication should prove of immense value to all persons, particularly motorists, seeking recreation in this region endowed with such a variety of natural attractions.

The booklet is entitled, "Road and Recreation Map of Oregon," and contains descriptions of recreation spots in the national forests of this State. These picturesque areas, many of

them heavily forested, are "in every sense free recreation grounds," says the pamphlet, "and no trammels are put on your enjoyment. All the Forest Service asks is that you be careful with fire and that you look to the proper sanitation of your camp."

Not only is this wonderland characterized by scenes infinitely varied, but as the map shows, they are easily accessible. In the construction of the present highway system the Forest Service has played an important part, having built many miles of road.

When all plans have been carried out, there will be over a thousand miles of good highway in these national forests.

Many well-laid-out camp sites await the outdoor enthusiast. Several of these are close by streams where fish are abundant and where hunting is good. Numerous camp grounds are equipped with stone fireplaces. The extensive telephone systems of the Forest Service are available to the public free in case of emergency.

Ladies' Monogram Stationery Here

OUR BIG SPECIAL FOR THIS WEEK

MCCORMICK'S BINDING TWINE.

MANILA, at . . . 23c. lb. STANDARD, at . . . 21c. lb.

Remember You Can Do Better For Less

At Weinstein Merc. Co.

LAWEN, OREGON.

OUR RELIABLE PLUMBING

Consider the egotism we adjective our heading with.

REAL SERVICEABLE PLUMBING

is something you seldom find because usually a patch isn't nearly as good as a confident mending or a new part.

WE WILL NOT PATCH UNLESS

we know that it is the best service we can give you. We get to the bottom of the trouble and repair it accordingly.

CALL ON US WHEN YOU NEED WORK IN OUR DIRECTION DONE QUICKLY AND PERMANENTLY.

Radiator repairing a speciality

BURNS HARDWARE

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

CRANE Company OREGON

The Olympic Line

Appeals to Your Appetite And Appeases It, Too

For a dainty but satisfying breakfast serve **OLYMPIC** Wheat Hearts. You'll find "The Meat of the Wheat" in every heart. Let this tasty cereal whet your appetite to bigger breakfasts. A good breakfast starts a perfect day.

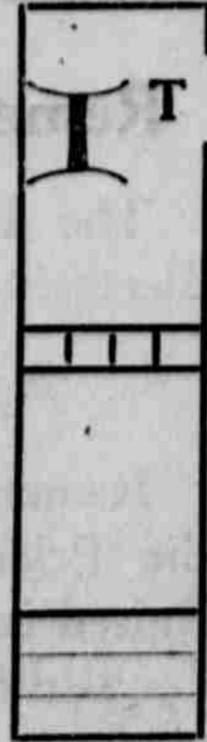
If you are using **OLYMPIC** Flour for baking, it is time you tried its little brother, **OLYMPIC** Pancake Flour. From the same reliable millers.

It isn't the amount you feed that counts—it is the amount assimilated that builds. **OLYMPIC** Stock and Poultry Feeds—easily assimilated themselves—make "rib-sticking" material out of other feed stuffs.



OLYMPIC
FLOUR - FEED - CEREALS

The Letter You Write



IT MAY go astray because of some error in addressing, or it may fail of delivery for some reason or other.

If you use envelopes with your name and address neatly printed in the corner it will be returned to you and you will not be puzzling over why your correspondent does not reply

We Do All kinds Of Printing

The Times-Herald