

SUCCESS WITH MANY DUE TO INTELLIGENT USE OF WISE "NOISE"

Pastry cooks tell us that a duck egg is better for many purposes than a hen's egg. Furthermore there are nowadays varieties of ducks, which with proper care, will lay almost as many eggs per female in a year as will a good hen.

But the hen makes a noise every time she lays an egg, while the duck says nothing and goes away and leaves her newly laid egg to the mercies of chance.

Hens are grown on every farm and no countless thousands of village back lots. The Pacific Coast country is full of associations devoted to the handling and marketing of hen's eggs, but duck is obscure and almost unknown.

Here is a mighty example of the value of making a noise in the world.

There are millions of men in the world who are honest, capable and intelligent, but who have a hard time to make a living. There are millions of business positions which these men could fill perhaps better than they are being filled by the men who now hold them, but the fellows who have the jobs have also had the faculty of pushing themselves forward and seeing that the men who had jobs to give out heard about them. They had the ability to make a noise about themselves and make it to good advantage.

There are thousands of professional men struggling along without remunerative business because they have been too modest or too ethical or too retiring to put themselves in way of business which might be theirs. They have never learned how to make a noise.

In just the same way, there are thousands of business houses, which are running along on a small volume of business, or if they are making a profit, it is very much less than it ought to be, because these houses have never learned how to make a noise about themselves and the goods they handle.

The most modern form of making a business noise is advertising. Your business competitor may carry no better merchandise than you carry. He may be in no better position to give service to his customers than you are, but if he lets the possible that he has merchandise which they buyers know through advertising want and that he gives service which they need while you sit still waiting for them to come to you, he will prosper while you will go backward.

There are many manufacturers who are making high class materials and good workmanship, but if these manufacturers are not advertising their merchandise and nobody knows about it, it's the wrong kind of merchandise for you to have on your shelves.

It is your business to advertise your store and your service and it is

to your interest to let your customers know what lines you handle, but you cannot afford to give thorough and complete advertising to every product in your store—that's the manufacturer's business and unless he does this you ought to change to some other lines which are adequately advertised.

You don't want duck eggs to sell in your store, you want hen's eggs. They are the kind which are advertised.—Blue Mountain Eagle.

OBSERVATIONS FROM THE SIDE LINES

Isn't it remarkable that you and I are the only people in Burns who have the energy and ambition to desire to "start something?" It might be worth remembering, however, that most of our ambition gets no further than blaming the other fellow for being a deadhead.

When you see all the activity going on around the location of the new ice skating rink, don't it make you feel like getting out "among 'em again?"

Every once in a while somebody comes along with a good thing and tries to get a bunch of Burns people interested in a community enterprise. When that happens, don't sit back and say, "Well, now that would be nice, wouldn't it? But so-and-so and the rest of the crowd wouldn't back it up. I don't think it can be done." Instead, get in yourself. There may be someone else in town who also

wants to have a good time.

While kicking about the town in general and your next door neighbor in particular, why not try to do your part toward making the town livable? Some country towns are quite as wide awake as the cities. Help to make Burns one of them.

With the prospect of a great deal of work to be done on the Highway in the near future, comes also the question of how Burns is going to meet the strangers who come here to do a great deal of the work, and, incidentally to spend their money here, and for a time to become a part of the community. Not every stranger is a cattle thief. Why not treat 'em as white folks, till they prove otherwise?

HOW MANY EGGS YOU MAY EXPECT FROM YOUR HENS

The average novice can reasonably expect to get an average of at least 10 dozen eggs per hen a year from his small flock in the back yard, say poultry specialists of the United States Department of Agriculture. On the basis of two hens to each member of the family this will give 20 dozen eggs a year to each person, which amount is about halfway between the general average of farm and city consumption. No back-yard poultry keeper should be satisfied with less than this. He should try, however, to get as much more as possible.

To provide an egg a day for each person two hens would have to lay 183 eggs each year. This is by no means an impossible average for small flocks. It is perhaps not too much to say that in cases where the person attending the flock is in a position to look after the wants of the birds, three or more times a day an average of better than 13 dozen eggs per hen can be secured if the hens are mature and in good condition at the start, and have the vitality to carry them through a year of heavy laying.

For the farm the average of 100 eggs per hen is advised as the lowest that should be accepted as satisfactory, while for the back yard 120 is insisted upon as the lowest average, although in general the conditions in back yards are less favorable to poultry than on farms.

It's quite possible to work hard and still take life easy. It is all in the way you look at your job.

In New York high society it is considered quite immodest to expose an ear to the vulgar public gaze. But men do not object to this harmless craze. Short stockings and bare knees are much more to their liking.

A town that is worth living in is worth trading in. Home town boosters will keep this fact in mind when doing their Christmas shopping.



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The Times-Herald



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PAGE'S SWEET SHOP

Ladies' Monogram Stationery Here



Is your merchant an upbuilder?

EVERYTHING else being equal, it pays Oregon people to buy from merchants who are sufficiently interested in upbuilding Oregon to push the sale of Oregon-made goods.

Is your grocer this kind of a man? Does your druggist display Oregon-made goods prominently? Does the confectioner you patronize feature Oregon sweet-meats? Do your restaurant, hardware store, jewelry store, shoe shop, furniture store, furnishings store and garage take pride in featuring, whenever they can, Oregon-made products?

The people who sell the things you need ought to get behind Oregon-made goods because they are of top notch quality and because the sale of Oregon Products means increased industrial growth. Your dealer ought to make it easy for you to buy Oregon Products. Ask him to feature them.

BUY OREGON PRODUCTS

Associated Industries of Oregon

