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Worthwhile ideas about advertising by a man who knows what he is talking about—that was the general opinion of those who heard the address of Truman A. Dewese, before the Grocers and Importers' exchange, says the Philadelphia Record. Said Mr. Dewese: "Eighty per cent of all advertising effort is directed to creating a market for something for which you never have felt a need, but which will add to your comfort and happiness. The idea of advertising is to make the luxuries of today the necessities of tomorrow. This helps to keep industries going, dollars at work and gives employment to millions of men. Half the financial institutions would go out of business if it were not for advertising."

The Problem. The problem of civilization is to keep alive a sufficient number of individuals who cannot and will not be subjected to machines, or to the clichés of tyranny; a non-explosive minimum of men who give, but who cannot be milked, who are neither afraid of, nor yoked under ideas.—Barnes Found, in the Dial

PERVERTED ACTIVITIES CAUSE MUCH OF NOISE IN THE WORLD

"Empty Kettles Rattle Most" is Basis of Rev. Hanson's Logic

One day I noticed a perfectly innocent-looking teakettle sitting on the stove. All of a sudden it began to manifest sounds of unusual activity, as tho it were trying to lift all the protuberances of its irregular bottom away from the hot stove at the same time, and with no degree of success. I discovered that its gymnastic performances were due to the fact that there was no water in it. As soon as a quart of water was placed in it, the kettle assumed immediately the customary good behavior.

My philosophizing on the matter brought forth two conclusions. The first was that teakettles were not intended to be empty, especially on a hot stove. The second was a reminding of an old saying, "Empty kettles rattle most." Most of us have had a similar experience. And the saying brings us face to face with the fact that the idea back of it is not limited to kettles, but expresses a common experience in life. Much of the noise in this world of ours comes from perverted activities.

The average mowing machine makes most noise where there is least grass. The old threshing machines told us by their unusual noise that grain was fed to it in minimum quantities, and the feeder frantically yelled to his men to throw the bundles a little faster into the machine's gaping mouth. A racing engine is not a sign of usefulness, while even a Ford runs more quietly when it is loaded. Nature abhors a vacuum, and what is true of

Where the Nickel Went

It was Sunday and Donald went to church for the first time with his mother. On arriving home from church his father asked him what he did while at church, and Donald replied: "Mamma gave me a nickel and I put it in the popcorn popper."

nature is also true of nature's God. He so created this world and its varying activities that vacuums should always be a manifestation, if not of positive evil, at least of perversion of the good. Friction is not a symbol of work, but a warning of wrong relationships.

From time immemorial there has been trouble in the world. If we stop to consider its source we find that a great deal of it is a case of empty kettles. A pulling horse never kicked over the traces. He stopped pulling before he had time or opportunity to express his mullah kinship. And it is noticeable that the knocking in society is usually done by the people who do the least work. The professional agitators who wear out soap boxes are like the kettles without any water in them. They make an undue noise, and keep themselves and others in a continual ferment. The noise in the schoolroom more often comes from the idle brain than eagerness to conquer assigned tasks. Every boy passes thru a noisy stage in his growth, but the noise is not necessarily an expression of unusual mentality. Nor is the irrespressible giggle in season and out of season the sign of intellectual usefulness.

Politicians are noted for resorting to noise to cover up the weakness of their arguments. Foghorn speeches were supposed to bring weight, while torchlight processions were worked up to entice the unwary. Whether one agrees or disagrees with the result of the recent election, it does prove that people are waking up to the fact that the loudest sounds do not necessarily carry the most sway. The silent vote on election-day presented some tremendous surprises.

And in the things that make for individual character and happiness we likewise need to remember the lesson of the empty kettle. All is not gold that glitters, all is not argument that is loud and long. Religion is not to be judged by its noises, but by its poises. The noise may be but the resonance of empty kettles. A church may think it is doing a big work because many wheels are going round. The test is not in the number of wheels, but in their accomplishments. The test of a church is not in its activities, but in its results, the activities are necessary to results. The test of a sermon is not in its length nor its loudness, nor in the beauty of its delivery, but in the acting out of its spiritual lessons in human relationships, and godward decisions. In the church, as in every other place, empty kettles make the most noise. The knockers are usually those who do the least work. The fault-finders are usually the people who pay the least. The smoothest activities, the most useful performances, the most Christian attainments are accomplished on the quiet. The apostle of old must have had experience with empty kettles at Corinth when he wrote: "If I speak with the tongue of men and of angels, and have not love, I am become sounding brass or a clanging cymbal." And incidentally, he indicated the cure for empty kettles.

[BY REV. H. G. HANSON, MORO, ORE.]

CHURCH NEWS

Notes of Interest to All Local Denominations

The young people's service at the Methodist church next Sunday evening will be led by Miss Marguerite Foss. The subject is: "Some Things I Believe," John 11:37-27; 41-46.

The midweek service for Wednesday December 13th, will be led by Mrs. Roy Kunsman. The subject for the evening will be "Music and the Church."

The subject of the Christian Science society services at eleven o'clock in the church building next Sunday will be "God the Preserver of Man."

Rev. U. C. Smothers will preach at the Union service next Sunday evening at the Methodist church.

Rev. W. L. Dillingier will preach at the Methodist church next Sunday morning at 11 a.m.

Rev. U. C. Smothers filled his regular appointment at Grass Valley last Sunday evening.

Rev. U. C. Smothers will preach at Spaulding Chapel this Sunday at the usual hour.

Paragraphs of State News

The district attorneys of Oregon will hold their annual convention in Eugene December 15 and 16, according to announcement by Clyde N. Johnston, Lane county prosecutor, who is secretary and treasurer of the state association.

Speeders and other violators of traffic laws totalling \$791 fell into the hands of the motorcycle speed squad of the Portland police force during the past 12-month period, according to the annual report filed with Chief of Police Jenkins. Fines aggregating \$23,255.35 were collected from drivers.

As a result of the tremendous numbers of motor tourists visiting the Oregon caves of the Siskiyou national forest, which followed the opening last season of automobile roads there, Fred Cleator of the Oregon office of lands will see about utilization of state land in that region for recreational purposes.

Cargo lumber shipments from the Columbia river for the month of November were much less than during the previous month, according to statistics compiled by Deputy Collector of Customs Lamb at Astoria. Sixty-nine vessels loaded at the mills on the river in November and their combined cargoes totaled 48,354,418 feet of lumber.

With but three or four days' work remaining on the Crescent lake dam for the Deschutes county municipal improvement district, all possibility that snow will prevent its completion is removed. With favorable weather, all of the work contracted by the United Contracting company for the Tumalo project will be completed by February 1.

Notice of appeal to the supreme court has been filed in the circuit court at Salem by the city of Portland, in its suit brought against Sam A. Koser, secretary of state, and the Associated Oil company to restrain the state from collecting gasoline tax on cars operated by the municipality. In the circuit court an order was issued adverse to the city of Portland.

There were three fatalities in Oregon due to industrial accidents during the week ending November 30, according to a report prepared by the state industrial accident commission. The victims were: Earl Perkins, state traffic officer, Oak Grove; Erick Erickson, logger, St. Helens, and Jack Melver, carpenter and millwright, Winchester. A total of 458 accidents were reported.

The salmon pack of the Columbia river district, which is considered one of Oregon's greatest industries, did not equal in value this year the pack of the five fruit canneries located in Salem. The canned fruit pack in the five Salem canneries aggregated \$17,000 cases, which were sold at an average of 34 each. This would fix the value of the fruit pack of these canneries at \$2,046,500.

J. E. Wheeler of Portland, member of the Soper-Wheeler Timber company and part owner of the Portland Telegram, has purchased the defunct Klamath Pine Manufacturing company's plant at Pelican City, according to announcement made at Klamath Falls. The plant adjoins that of the Pelican Bay Lumber company, and comprises a 45-acre site, and a small sawmill. The mill will be enlarged and a box factory added.

With the coming of winter Union county market and county road work is being wound up for the season. Several projects are now completed, among them being the market road work on the Union-Medical Springs road, and graveling on the market road between Cove and Union. Construction work on the Cove-Island City road is being completed. Grading on the Island City-Elgin road and the graveling on the La Grande-Kameia project are both completed and open to travel.

Oregon's outstanding debt on September 29, the close of the fiscal year, was \$50,138,722.88, according to the biennial report completed by O. P. Hoff, state treasurer. The indebtedness includes state highway bonds in the amount of \$34,500,000, district interest bonds aggregating \$734,000, farm credit bonds totaling \$450,000 and world war veterans' state aid bonds of \$11,000,000, less \$98,000 redeemed highway bonds and less a sinking fund of the world war veterans' state aid commission of \$530,297.42.

CLOSING OUT SALE
APPLIES TO
New Stock of Christmas Goods
Toys Dolls Games Box Stationery Etc

LADIES AND GIRLS
Silk Hose Wool Hosiery
Towel Sets Hand Bags
Handkerchiefs

MEN AND BOYS
Silk Ties Silk Sox Heather
Wool Sox Dress Shirts Fine
Handkerchiefs Suspenders

This is the Year of Useful Presents
Buy Them at Our Closing Out Prices

J. C. Freeman & Co. Moro

The Roseburg-Coos Bay highway has been closed.
Portland soon will have another automobile stage terminal.
Bond grocers have signed an agreement to retail no bread not made in Bend.
Ninety-six violators of the prohibition law were arrested by the morals squad of the Portland police force during November.
Headquarters of Willamette university has announced that \$303,960 of the endowment fund of \$1,250,000 has been subscribed.
More than 100 people attended an annual Oregon products dinner given at Bend under the direction of the woman's civic league.
At a special election recently the people of Falls City voted a bond issue of \$15,000 to purchase the electric light and power plant there.

MORO MARKET
Douma Bros.

Our Regular Prices

BEEF—Boil.....	.10
Roast.....	.16
Round Steak.....	.20
Loin and T-Bone.....	.20

PORK and VEAL—Prices accordingly.

We assure you that your trade has been appreciated in the past, and it will be doubly appreciated in the future.

Bank Hotel
Formerly the Albert
The Dalles' Newest and Best
Hostelry
CENTRALLY LOCATED
Sherman County Headquarters
J. F. RATH, Manager
The Dalles - Oregon

Xmas Special
Starting December 8, 1922

WE ARE OVERSTOCKED
One hundred pieces high grade aluminum priced below wholesale.
THIS PRICE WILL NOT REMAIN FOREVER
We take this time to give our customers a chance to buy aluminum for their Christmas presents.
Shop early and get your presents for Xmas while our selections are the best.
WRITE OR PHONE US ORDERS FILLED PROMPTLY

CROSFIELD'S STORE
"THE STORE WITH THE CHRISTMAS SPIRIT"

Wasco Oregon

Useful Gifts

Just a few suggestions from the stock of Ginn, Coleman & Co. at Moro.

S H O P E A R L Y

- Vacuette Hand Sweepers
- Electric Library Lamps
- Electric Table Lamps
- Electric Appliances
- Electric Sweepers
- Community Silverware
- Rugs and Furniture
- Gasoline Lanterns
- Gasoline Lamps
- Safety Razors
- Pyrex Ware
- Razors

Suggestions



A Hot Plate for table use at \$8.50



A Toaster that toasts the toast and turns it, too, for \$8.50.



Curling Irons Westinghouse, \$5.75 Tri-State, \$2.50



Beauty and Service in Percolators. \$7.50 and up.



A convenient Table Range, \$37.00

Irons, \$5.00 to \$7.50

Sherman Electric Co.
MORO OREGON