

Advertising - Key to Success

Specialist Says It Is Chief Connection That Allows Business to "Spark"

Advertising is the connection between the merchandise "power house" and general public which makes the contact that allows the business to "spark", explains H. T. Vance, head of the department of advertising and selling at Oregon State College, and leader of business institutes all over the state.

The only other two ways of contacting the public, he explains, are through personal selling and through display, and only newspaper or other advertising can reach out through the rural districts and beyond to get the people within range of a store itself.

Professor Vance says three things are necessary in making any advertising effective. The first is that the merchant should know the needs of his customers. He must then have the goods to meet these needs, and finally select the right advertising medium to reach the public.

Advertising can be greatly improved by keeping abreast of the times, says Professor Vance. He agrees with other authorities who say that advertising copy must recognize the modern speed age, that it should be frank, truthful and free from the wild statements and exaggerations brought about by comparative prices.

One of the best methods now and then is to use advertisements to "sell" the store and its advantages rather than just merchandise to the public.

Gradually we are beginning to believe that maybe a couple of hundred years ago were the "good old days," after all. In an account of the "suffocation" of the curative powers at Passy, once a famous "cure" visited by belles and beaux of the Eighteenth century, and now almost smothered by the buildings of a Parisian suburb, is the statement, "Benjamin Franklin here secured a unique collection of women's carriages." And we used to be told in the histories that he was over there to obtain support for the cause of American independence.

The police reporter, regardless of diplomacy and finance, makes the first page story that everybody reads. Elemental humanity remains supreme in interest and vindicates the poet's assertion, "The proper study of mankind is man."

Curiosity arises as to whether the very small number of people who understand the Einstein theory has increased. It is a fascinating research which should lure the general imagination. But so many would rather do crossword puzzles.

All in all, possibly nothing can be older than old lettuce.

If Afghanistan would be interested in a theme song, there is "King for a Day."

Carl Van Doren, author, says one has to be a little crazy to write a book. A little?

This is the time of year when starry nights are regularly succeeded by cloudy days.

The kind of a cruising taxicab we especially object to is the kind we are a passenger in.

An eight-hour day in some American homes would strike their alleged inmates as medieval.

We cannot decide which is worse; to say that a man means well, or to call him a "utular leader."

Photographs of the sun and its new spots suggest that Old Sol is suffering from a bad attack of the measles.

In Utopia, we believe that a browbeating lawyer is sent up now and then for contempt of the witness.

A doctor warns trained nurses against marrying men who will use them as meal tickets. Why only nurses?

The Hartford Courant talks about the need for small coins. In this part of the world all sorts of coins are needed.

Maybe some of the things the Chinese did were illegal, but it is difficult to be strictly legal in dealing with a burglar.

On a day when there was not much news, a correspondent wires that some one in Prague has lived two months with no brain.

It makes a fellow feel a little sad and old to pick up the A B C book at the toy counter and discover that A now stands for Airplane.

A blue serge suit, says a clothier's ad, is always a sensible choice. This is probably true. In the main, but suppose one owns fox terriers.

In all the years of its publication we question whether the Congressional Record ever received a communication signed Constant Reader.

It may come in time, although up to now no document of any world importance has been drawn up with a pencil on a hotel tablecloth.

One of the most distressing sights we have occasion to look at from day to day is a newspaper man trying to write with a hard lead pencil.

When told that medical science in the last century had added 17 years to the expectancy of the average life, the office cynic said, "Is it called for?"

Growing Peas Profitably

Over on the Pacific coast where Tillamook and Lincoln counties border on each other, some enterprising citizens have been making good money growing garden peas. It was discovered a couple years ago that the salt breezes of the Pacific, or some other gracious influence of old ocean, imparted to the peas a delicious sweetness not possessed by such products anywhere else, also that it was possible to produce almost a continuous crop the year around, as has been the case this year notably, so one man in particular has had wonderful success on a tract of beach land near Ocean lake, where he cultivated 27 acres this year. Other neighbors similarly situated have joined in the industry. The peas find ready demand at hotels and restaurants where their taste and flavor are at once discovered, but if the crop is extended very much a cannery at some convenient point will be necessary.

Kipling's Sound Advice

There was a time when Rudyard Kipling's poems about world events were, as Mr. Dooley remarked, "hot off the bat." He managed to get into the fighting in most of the controversies that were disturbing individuals and peoples. Nowadays, Mr. Kipling is very successful in keeping out of public notice, but in his rare appearances he usually says something that is worth thinking about. He has just made a speech to some schoolboys at the dedication of a new school in England, in the course of which he remarked that "most injustice is not inflicted deliberately, but because people do not take the trouble to think things out." That is a good sentence for radicals and reactionaries to ponder over, says the Boston Post. They talk a good deal about "conspiracies" and "plots," but these, as Kipling says, are not so important in perpetuating injustices as the failure of people to think. We could rid ourselves of a good many abuses if we would think more and talk less.

On the enthusiastic occasion of the twelfth anniversary of Bolshevism, according to the account from Moscow, the Soviet government, "to bring the event closer to the hearts of the people . . . gave bread and meat at cost price to every member of the population holding bread cards." Joy was unbounded, says the Portland Oregonian. The parade was 12 miles long. Meat at cost price. Real meat. And bread. Please not to forget the bread. Bread and meat at cost price to the holders of bread-cards. After 12 years of benevolent Bolshevism the Russians have attained to this most signal accomplishment—a square meal on the anniversary of the birth of the Soviet. Quite often the Soviets tell us that they are getting along famously. On the evidence now afforded we are ready to vow they are, indeed. In another 12 years or so they may progress to pie.

The simple life, it seems, is not all it has been cracked up to be. Instead of ensuring a peaceful old age, there is a sinister something in simplicity that worms its way into the system until eventually the average simple-lifer starts wearing straw in his hair. Nobody has explained exactly why this should be. Perhaps it is that the simple life engenders a simple mentality. On the other hand, it may be that the simple life is not always as simple as we are led to believe, says the Johannesburg Sunday Times. Again, there may be some truth in Professor Erskine's dictum that "if you live in a country cottage there is a grave danger that you will look at yourself and become neurotic." There are many who think that might well be applicable, but somehow it seems too unflattering for general acceptance.

Rust, that eternal foe of the householder, has a real use in life. Your gas company finds it wholly indispensable. Certain plants specialize in making and selling this material, according to a writer in "Gas Logic." Great piles of pieces of iron are heaped upon a foundation of pine shavings, which also are interspersed throughout the heap. Silt water is pumped over the iron piles exposed to the air. The pieces soon turn brown and the pile is then spaded to expose the chips underneath. The process continues until the entire pile is reduced to rust. Your gas company passes gas over the rust, thereby removing impurities, which would otherwise cause it to give off a disagreeable odor when burned.

France is alarmed because her tourist business dropped off \$100,000,000 last year and is trying to learn the reason for it. Ordinarily the annual income from tourist amounts to \$600,000,000, most of which is that much balance of trade in her favor. The French people are noted to stay at home, seemingly to be thoroughly satisfied with their own country and climate. People from other countries like to travel around and see the world, but not the French, who prefer to let the world come to see them. It seems that some of the visitors have quit coming and that is what troubles France.

Very often, our idea of wasted time is two lawyers arguing a case before a judge.

Reading of advertising is worth while.

Grain Growers Will Meet Next Week at The Dalles

Gov. McKelvie, Federal Farm Board Member, Will Hold Two Oregon Meetings Next Thursday

Ex-Governor Samuel R. McKelvie, federal farm board member, will address grain growers and other interested people at the civic auditorium in The Dalles, Thursday, February 13, in the forenoon. The meeting will start at 9:30 and the main speaker will appear on the program at 10:00. Governor McKelvie is a former governor of Nebraska and represents the grain industry of the United States on the federal farm board. His talk will be on the National Grain Corporation and the regional organization, the North Pacific Grain Growers.

Following the meeting the speaker and farm organization leaders will be guests of The Dalles Kiwanis club at their regular Thursday noon luncheon. An effort is being made to broadcast this meeting by remote control through the Oregonian radio station KGW.

Wm. A. Schoenfeld, of Portland, northwest representative of the farm board, will accompany Governor McKelvie on his northwest tour, which only lasts four days. His schedule in this section is: Spokane, February 10; Pullman, Wn., and Lewiston, Idaho, February 11; Walla Walla, February 12; The Dalles and Arlington, February 13.

It is also expected that Senator F. J. Wilmer and H. E. Goldsworthy, president and secretary of the North Pacific Grain Growers, will be present at the meeting.

C. A. Harth of The Dalles and John Withycombe of Arlington, Oregon committee, have charge of arrangements for the meetings in this state.

A fast life is a natural prelude to slow music.

About white; would a fellow have to go these days to get a stone in his shoe?

A clever girl must be extremely clever in order to be able to look as though she were not.

A person who calls a pumpkin a "pump-kin" probably wouldn't care for that type of pie anyway.

In view of the modern craze for the nude, it seems odd that the naked truth is not more popular.

Radio tenors who are "lipping" through the tulips at this time may catch cold and become baritones.

Mr. Trotsky wants permission to sojourn in Holland. In case of a leak in the dike he could put his foot in it.

When the photographer told the office cynic to look pleasant, the office cynic asked him to give him a reason.

"I told my troubles to my bankers," remarked a man on the bus this morning, "and there wasn't a wet eye in the room."

It is estimated that it would take an old fashioned deep bass soloist to handle a theme song for this stock market.

The name of Mexico's new president, Ortiz Rubio, would easily lend itself to a new chrysanthemum or a prize bull.

The prince of Wales has taken to knitting, a safer pastime for the heir to a throne than some he has followed in the past.

What we do not understand clearly, in the Russian-Chinese argument over a railroad, is why the Japanese haven't opened a bus line.

It is impossible to believe that long skirts will really and truly come in. They will hide too much that women like to have admired.

A large compensation in the life of the Greek professor is that he is rarely faced with the problem of cutting his squad down to 35.

It is considered likely that the Los Angeles motorist who started his car by building a fire under it got his apprenticeship with mules.

One thing this country needs is fewer "surveys" to find out what is the matter, and more remedial action along common-sense lines.

The suggestion to raise boys on the farm in order to prevent crime offers a solution to the problem of declining acreage under cultivation.

A spot big enough to be visible to the naked eye is reported on the face of old Sol. Isn't there a celestial beauty parlor he can visit?

Americanism: Teaching anatomy the first thing in a medical school: Showing a youth through a law course, who knows nothing about society.

Not all the polar exploring has been done. It still remains for somebody to tell the world what lies on the "other side" of the South pole.

A ski slide 60 miles in length has been constructed in Sweden, and plans are already well along, we hear, for a stock exchange at the summit.

The henpecked husband rises to observe that royalty's international marriages may be a blessing if the princess can't speak her spouse's language.

In Ireland they are turning empty prisons into radio stations, but we are not in favor of sending radio announcers to jail without a fair trial.

Looking Forward

An optimistic disposition is a source of happiness to its possessors and of passing pleasure to those who come in contact with them. At the close of a prolonged dry season that left eastern Oregon parched, John Craddock, for years a successful stockman of Harney county, gives out this consolatory reflection through the Canyon City Eagle: "Of course, it's dry, and it will be until it rains, and that may be next summer. I have seen seasons like this, only a whole lot dryer, and then in January it commenced to snow and kept it up until the summer rain set in and it was so wet that the farmers could not put up their big hay crops. Nature knows her stuff and she knows when to sprinkle the rain and when to wet up the ground. My prediction is that in the summer of 1930 and also in 1931 there will be bumper and record hay crops. Things are just right now for a wet spring."

Eggs Laid By Command

They are still finding it difficult in Russia to provision the industrial centers. It is mostly, of course, the fault of the peasants. . . . Commisars and commissariats must step in and teach them their business, says the London Times. Three months ago they said: Let there be rabbits, rabbits in millions, pedigree rabbits, canned rabbits, rabbit literature, rabbit films, rabbit propaganda. Rabbits, conjurers, and all concerned set to work with a will; but the rabbit scheme is not to mature till 1934, and meanwhile . . . one must eat. So now it is to be hens: hens on a "pan-Soviet scale." A deputy-commissar very happily named Khinchuk has issued the fiat; the commissariat of agriculture has organized the scheme. The results are sure to be impressive. When the hens of Khinchuk chuck-chuck in their millions over their billions of eggs in the "controlled nests," then will Khinchuk chuckle, and the eyes and other portions of good Bolshevists swell with fatness.

When a dog proclaims its ownership you may take its word for it—or its wag. Its smile, its joyous recognition, to be more specific. Recently another dog, a houn' dog named Sam, was recovered from a thief because the dog identified its owner to the satisfaction of the police. Human witnesses may perjure themselves, they may be in doubt. Even when they speak knowingly and truthfully they sometimes are suspected. A horse has no way of telling us unmistakably who is his master. A cat is either indifferent or is fickle in its attachments. But a dog makes no mistakes in recognition and his demonstration is beyond question. Even if he has been abused and should disown his master, he nevertheless is true. His is a language of affection, an expressive, convincing language.

Although 384 persons were killed in airplane accidents in the United States last year, a writer in the current Review of Reviews demonstrates that traveling by a modern transport airplane is practically as safe as traveling by automobile, train, or steamship. Only 13 of these 384 casualties occurred to passengers on authorized air lines. The vast majority of those figuring in accidents were stunt flyers, amateurs who had not learned how to handle their planes, army and navy flyers engaged in experimentation and others following the more risky branches of aviation. When you book passage in a recognized transport plane, your chance of being killed is only 1 in 4,000. That safety margin ought to be nearly wide enough to suit anybody.

Gone is the singing Irishman of the old romantic drama—the broth of a boy who properly resented the indignity of having to pay rent, says the Cincinnati Times-Star. Aubrey Bowdcaut, Chauncey Olcott and Andrew Mack were outstanding figures of an agreeable school, and "Con and Shaugran" was a characteristic vehicle. "Spurlos versenkt?" Not quite. The phenomenon is one of metamorphosis rather than of disappearance. Pretty nearly every theatrical and movie character of the time is a Larry, or Terry, or Mike. When a girl goes on the stage and assumes a professional name, instead of adopting "that of Gwendolyn—as used to be the rule—like as not she calls herself Nora.

The average standing of girl and men students at Indiana university shows that the girls are far better students than the men. Their average is almost 25 per cent higher. It is hard to get away from the fact that between the ages of fifteen to twenty-five women progress much faster than men. It seems to be human nature. Young men may think themselves smarter, but those ten years are the period when women develop much faster than men.

The "commercial world is waking up to the fact that war is a dead horse and that it has to be paid for decades after. There is a general consensus that the politicians had better not acquire any more stale horse meat, says the Los Angeles Times. A dead horse does not even make good fertilizer. And the after odor is appalling. Somebody has to bury it. Uncle Sam does not enjoy being a horse undertaker.

Business Men say: "Advertising Pays"

Moro School Notes

Attendance Miss Belshee's 5th and 6th grades won the attendance banner the 19th school week, thus tying with Miss Scruggs' 7th and 8th grades for second place, both rooms having been winners six times each.

Basket Ball The strong Lexington teams added another double victory to their list when their girls overcame ours with a 17-5 score, and their boys won 32 to 21, last Saturday night. The Lexington boys have a quiet net easy to come up against, as other teams have found, for they are district champions in their section. They have won ten consecutive games this season.

A real fight is expected when Grass Valley and Moro meet in conflict Friday night, February 8, on the home floor. These two teams, keen rivals, have not yet met this year. The feelings of the basketball girls over the Lexington game, were somewhat assuaged by their 23-3 victory over Rufus on Tuesday of this week.

Honor Roll The following grade school pupils have won a place on the honor roll for the last six weeks period: Mildred Hanson, Maxine Henrichs, Mildred Alley, Dorothy Fraser, Lois Kenny, Evelyn McLachlan, Mary Pinkerton, Melba Thompson, Louise Barzee, Howard Conlee, Clifford Kenny, Lavonne Fuller, Frank Sayrs, Dean Pinkerton, Reatha Sayrs, Isla Gene Brishine, Meirle Miller, Audrey Baker. The name of Johnny Gentry was left off the high school honor roll last week.

The librarian of the high school will receive two points each six weeks toward the honor roll.

Reading Certificates A certain amount of outside reading is required each year of grade school children. When their reading is completed they receive a reading certificate. Quite a large number have already reached the requirement. In some cases double amount having been read. Certificates have been issued to the following:

Clara Mersinger, Isla Gene Brishine, Rodney Truit, Marjory Meloy, Kenneth Fuller, Billy Krueger, Lavon Fuller, Claude Crites, Dean Pinkerton, Bobby Christianson, Lyle Nahouse, Frank Sayrs, Clifford Kenny, Robert Gillmor, Gertrude Gillmor, Beth Mersinger, Dorothy Fraser, Lois Kenny, Doris Morrison, Helen Strong, Howard Conlee, Walter Barnes, Lloyd Henrichs, Austin Foss, Ross Coppock, Evelyn Hastings.

Boy Scout Anniversary Week The week of February 7 to 13 will be a big one for boy scouts, when anniversary week for that organization will be observed. The local scouts have chosen as their project for the occasion the display of pictures, carvings, suits, merit badges, etc., in the window of a downtown store. On Saturday evening, February 8, over the network of the National Broadcasting company, the Scout Oath and Law will be presented by a national speaker, probably President Walter W. Head, from Chicago. Ill. Mr. Belcher, district scouting executive, will personally meet all of the boys at the Moro schoolhouse on Saturday, February 8.

Lewa Camp Fire News The Lewa Camp Fire held its regular meeting January 28, at the schoolhouse. The girls are getting along well on the progress chart. The candy that was sold January 24 netted a profit of \$2.55, although only four girls brought candy. These girls will have their honor beads paid for at the coming ceremonial meeting.

It was also decided that we would have our tea on February 8. Mildred Adams and Mildred Alley were appointed on the decorating committee. Marjorie Byers was appointed cashier. The ones who have tables together are: Flora Williams and Mary Pinkerton; Evelyn Hastings and Genevieve Nahouse; Alma Fuller and Doris Davis; Mildred Alley and Mildred Adams; Maxine Henrichs and Mildred Hanson. Mildred Hanson, Scribe.

It is said that a movement for the revival of whiskers has been started in France. However, anybody who was in France last summer can tell you that whiskers there were never in such a lost state as to justify the use of the word "revival."

Statesmen owe a strong gratitude to the magazines which provide liberal compensation for the privilege of reverting in a literary vein to boyhood's lumpy hours.

The June bride was in tears again, this morning. It seems Wilbur set the coffee pot down on one of her waffles, thinking it was an asbestos pan.

Evidence that the Eskimos and American Indians are closely related is expected by Doctor Hrdlicka. It is a subject of great importance to science, though probably of little moment to the Eskimos or the Indians. As in so many matters—the persons who seem most closely concerned in a "studious enterprise" are apparently least interested.

Of the 15,115,000 bags of coffee exported from one country alone in 1927 more than half came to the United States. And of that half about a third came on the little mouse-colored and semi-solid at the bottom of the cup.

From You to Her With Love - CANDY Special Candies in Special Valentine boxes, priced from 15c to \$3.00, are now ready. We also have in supply Bulk Candy Hearts, Tiny Hearts for party or dinner favors, Motto Hearts for a penny and others two for a cent. We Suggest - that you order early, so as to avoid any possible disappointment. Moro Confectionery W. A. RUGGLES, PROPRIETOR

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