

FRENCH AD MEN ADOPT SYSTEM OF U. S. AGENCY

Chicago Agency Supplies
Data as Aid to French
Industries

American advertising methods have been commandeered by France as an aid in the rejuvenation of her commerce and industry.

M. Etienne Damour of Paris, advertising professor at the "Ecole Technique de Publicite," an institution subsidized by the French ministry of Commerce, is the leader in the movement to acquaint the advertising men of France with the publicity methods which have helped to make the U. S. A. the richest nation on earth.

Prof. Damour is general Secretary of the French "Conference des Chefs de Publicite" (Associated Advertising Clubs of the World) and is devoting his energies to the restoration of French commerce.

He has chosen the system of scientific advertising procedure which has been worked out by Johnson, Read & Company of Chicago.

This system is being used in connection with addresses which Prof. Damour is delivering before French advertising clubs, commercial organizations and in his classroom work.

George H. Read, Vice-President of Johnson, Read & Company, who was the primary factor in developing the system of advertising procedure which is to aid in rebuilding French commerce and industry gives the following information in regard to the method:

"I have summarized, in their logical sequence, the fundamental principles which must be taken into consideration in the preparation and presentation of successful advertising campaigns. The plan was developed as a working basis for our own organization and for the use of other advertising agencies which are adequately equipped to render the thoroughgoing service which it demands."

The intense interest of French advertising men in the methods of American advertising agencies is indicated by Prof. Damour's correspondence with Johnson, Read & Company. He says: "Would you mind letting us know your own organization in its great principles? What are the different departments? Their work inside and out? Of course, we do not intend to intrude in the privacy of your business, but all of us 'over here' would be most thankful for any information that could help us to establish more firmly our authority over the French commerce and industry, and in doing so, to recreate our national prosperity."

"You intimate that your method is not designed to teach but to guide. I am very certain that it will guide many American advertisers and publishers. But in France, it will more than guide—it will teach."

"Personally, as you have authorized me, I shall use it as a method of instruction, a method essentially practical and of great importance because it is the result of years of experience and based on the results of national campaigns."

"Nowhere can we have better help in peace work than from our American friends who did so much to finish the war."

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FRUIT GROWERS LEND SUPPORT TO NEW ORGANIZATION

By J. F. Langner

The Oregon Growers' association has made most remarkable strides in its organization. Over 21,000 acres have now been signed up. It is not so long ago when The Journal advised the fruit men to organize, that it was told that it could not be done—that the fruit growers were amply satisfied with their present marketing arrangements—that they were getting a fair price for their product—that speculation in Oregon fruit was non-existent—and that a cooperative marketing association for Western Oregon fruit men would never be consummated. Yet, in the short space of seven months, with Professor C. I. Lewis, formerly chief horticulture of the Oregon Agricultural college, as chief of organization of the Oregon Growers' association, we find more than one-half of the fruit acreage in Western Oregon now signed up.

Pure cooperation has never failed of its purpose. There is no case on record of a properly organized and properly managed cooperative association not being completed and not fulfilling every purpose for which it was formed.

Scope of Work Grows

It will be remembered that the Oregon Growers' association was started with a plan to handle prunes only, growers being dissatisfied with the prices which they received. There was strenuous opposition toward this organization on the part of those who would be hit—speculators largely. But they did not learn that open statements against farmers' cooperative organizations or the motives behind the organization would react upon the very people who were opposed to the farmers' cooperative plan.

Miss Lela Isom Becomes Bride of James L. Johns

A very pretty wedding occurred Wednesday at the home of Mr. and Mrs. C. J. Johns when their son James L. Johns was married to Lela May Isom. The ring ceremony was adapted to the home wedding.

The bride is the daughter of Mr. and Mrs. S. T. Isom and is a graduate of Eugene High school.

The groom served for two years in the U. S. Air Service in the 46th Balloon Co. and was stationed mostly at Omaha, Neb.

After a weeks honeymoon they will return to Albany to make their home. Mr. Johns will assist his father who is manager of the Portland Flouring Mill.

Union Congress Meets

MOSCOW — An All-Russian Congress of Trade Unions will open here on March 1. Its program includes consideration of the organization of production, tariff policy, and international Trade Union movement.

Hopes Women Will Adopt This Habit As Well As Men

Glass of hot water each morning helps us look and feel clean, sweet, fresh.

Happy, bright, alert—vigorous and vivacious—a good clear skin; a natural, rosy complexion and freedom from illness are assured only by clean, healthy blood. If only every woman and likewise every man could realize the wonders of the morning inside bath, what a gratifying change would take place.

Instead of the thousands of sickly, anaemic-looking men, women and girls with pasty or muddy complexions; instead of the multitudes of "nerve wrecks," "rundowns," "brain fags" and pessimists we should see a virile, optimistic throng of rosy-cheeked people everywhere.

An inside bath is had by drinking, each morning before breakfast, a glass of real hot water with a teaspoonful of limestone phosphate in it to wash from the stomach, liver, kidneys and ten yards of bowels the previous day's indigestible waste, sour fermentations and poisons, thus cleansing, sweetening and freshening the entire alimentary canal before putting more food into the stomach.

Those subject to sick, headache, biliousness, nasty breath, rheumatism, colds, and particularly those who have a pallid, sallow complexion and who are constipated very often, are urged to obtain a quarter pound of limestone phosphate at the drug store which will cost but a trifle but is sufficient to demonstrate the quick and remarkable change in both health and appearance awaiting those who practice internal sanitation. We must remember that inside cleanliness is more important than outside, because the skin does not absorb impurities to contaminate the blood, while the pores in the thirty feet of bowels do.

COMMERCE BODY VERY VALUABLE

State Organization Prove of
Great Worth in
Oregon

By Sydney B. Vincent

Organized a little over one year ago, the Oregon State Chamber of Commerce has demonstrated its value to the commonwealth, and the success already attained is only an indication of what may be accomplished in the future.

The State Chamber was organized in response to the expressed desire of some of the Willamette valley cities that some organization be perfected to cement the interests of the state outside of Portland, and to cooperate with Portland through its Chamber of Commerce. There are many reasons why some such organization should be launched at that time. It was realized that at the close of the war (the end was not then in sight) that there would be a great movement to the Pacific coast. The situation was studied, and developed the following facts concerning Oregon and the opportunities it afforded for great development:

Oregon's area 96,699 square miles.
Oregon's population, about 1,000,000.

Cultivated lands, about 5,000,000 acres.
Uncultivated lands, about 16,000,000 acres.

Farms in Oregon, 46,000. Value of same, \$528,000,000.
Open to homestead entry, about 16,000,000 acres.

Logged-off and burned-over, suitable for cultivation, 2,668,402 acres.
Lands irrigated, 1,000,000 acres.
Capable of irrigation, 3,500,000 acres.

able for cultivation, 2,668,402 acres.

Lands irrigated, 1,000,000 acres.

Capable of irrigation, 3,500,000 acres.

Timber lands, 17,000,000 acres.

Fishing products, \$10,000,000 a year

Undeveloped horsepower in Oregon 3,500,000.

Products—The grains, hay, dairy products, wool and mohair, poultry, livestock, fruits and vegetables, nuts, timber and minerals, and other products. All these and more.

The Oregon State Chamber of Commerce is creating a unity of sentiment for all things beneficial to the state, or even for a particular section it is demanding and obtaining cooperation in all matters of wide interest; it is securing legislation upon matters pertaining to state development of Oregon's logged-off and burned-over lands; it can influence railway extensions and assist in the solution of land settlement problems; it can build up markets; it can assist in the development of manufacturing industries; it is assisting the dairyman, the farmer and the horticulturist; it can assist in the solution of development problems peculiar to particular sections of the state as well as those affecting the state generally. It can work for all the state all the time, and performs these functions for all Oregon, just as any live chamber of commerce works for its home city. It is uniting the interests of Eastern Oregon, and, in so doing, is producing results which justify its name. There are no limits to the beneficial results which may be obtained.

Went To Salem—

Floyd Fitzwater, engineer of the county gravel plant in this city, made a business trip to Salem today.

Went To Portland—

H. F. Merrill left on the early train on a business trip to Portland today.

Here From Monroe—inent citizen of Monroe, were Albany Mr. and Mrs. G. K. Pickens, prom- visitors last night and today.

Saturday Cash Special No. 22

In Real Bargains will induce you to buy, then we will see you across the counter Saturday. Did you ever notice anything different about these cash specials? They give you real bargains on real staples. Actual table necessities. Note this list:

HAMS—Picnics, beautiful sugar cured, som real meat, per lb	25c
BACON—A-1 Packing house meat. An unprecedented offer, Per lb	35c
BACON STRIPS—The kind that comes wrapped. Sliced from choice bacon	35c
LARD—Swifts Silverleaf, white and fresh, Per lb	35c
SPUDS—Netted Gems or Burbanks, choice, sound, Per 100 lbs.	\$4.25
FLOUR—Valley a good soft wheat, 49 lbs.	\$2.64
SIRUP—Karo, 10's Blue	\$1.16
SIRUP—Karo, 5's. Blue	61c
COFFEE—Good Roast and Quality Per Pound	35c
CORN MEAL—Best grade, White or Yellow	55c

HIGHEST MARKET PRICE FOR EGGS
CASH OR TRADE

EAST ALBANY GROCERY

Phone 64 Special Attention to C. O. D. Orders

AN OPPORTUNITY

To Obtain a Substantial Home Investment

Here is Something New and Attractive to everyone who wants to invest money safely and secure a good return regularly paid.

The Mountain States Power Company has decided to invite its customers to become profit-sharing investors.

Your Money will go into additions, extensions, and improvements required by demands for additional service.

The interest which the Company pays on the capital employed to serve the necessities of the public will be paid to residents of this community instead of being sent outside.

Everyone May Be An Investor

By Means of the Partial Payment plan the opportunity to invest in Mountain States Power Company is open to everyone.

Five Dollars is sufficient to open a profit sharing account. No red tape or difficulties. Interest is allowed on payments.

Why Not Save and Invest at the same time? That is the sure way to financial independence.

We Are Able to offer an investment well safeguarded in every way, paying twice a year a cash return most satisfactory in these days of high living costs.

The Company Also Agrees to pay back the principal invested at a definite time.

If You Wish to become a share holder you have the privilege of exchanging your securities for stock on favorable terms.

Don't Confuse This Investment With Speculative Schemes In New and Untested Enterprises. Use the Coupon or Call at Our Office and Receive Complete Information

Mountain
States
Power Co.
Albany, Oregon

Byllesby Engineering & Management Corporation, Engineers and Managers.
H. M. Byllesby & Company, Financial Agents

INQUIRY COUPON

..... 1920

MOUNTAIN STATES POWER CO.,

Albany, Oregon

Please send me complete information regarding your investment offering.

Name

Address

Business Address

DRINK HOT TEA FOR A BAD COLD

Get a small package of Hamburg Breast Tea at any pharmacy. Take a tablespoonful of the tea, put a cup of boiling water upon it, pour through a sieve and drink a teacup full at any time during the day or before retiring. It is the most effective way to break a cold and cure grip, as it opens the pores of the skin, relieving congestion. Also loosens the bowels, thus driving a cold from the system.

Try it the next time you suffer from a cold or the grip. It is inexpensive and entirely vegetable, therefore safe and harmless.

RUB BACKACHE AND LUMBAGO RIGHT OUT

Rub Pain and Stiffness away with a small bottle of old honest St. Jacobs Liniment

When your back is sore and lame or lumbago, sciatica or rheumatism has you stiffened up, don't suffer! Get a 30 cent bottle of old, honest "St. Jacobs Liniment" at any drug store, pour a little in your hand and rub it right into the pain or ache, and by the time you count fifty, the soreness and lameness is gone.

Don't stay crippled! This soothing, penetrating oil needs to be used only once. It takes the ache and pain right out of your back and ends the misery. It is magical, yet absolutely harmless and doesn't burn the skin.

Nothing else stops lumbago, sciatica and lame back misery so promptly!