

A LITTLE IDEA OR TWO

A druggist who handles paint tells me he gets fine results by painting his service tables and chairs in various color combinations. These tables and chairs are strikingly beautiful and they help to make sales.

The other day I entered a hardware store, and a "special sale" banner raised up from behind a counter to catch my eye. I couldn't understand it at first. Then I saw that it was suspended from a pulley and the string was attached to the door. As I went down, the banner came up. When I moved upward, the banner came down. When I snatched the door it moved upward thus attracting my attention. If you're offering something special in the store, this is a mighty good stunt.

A merchant we know recently announced in his newspaper advertising that on a certain day he would sell a bag of a certain kind of candy for

6 6 6

is a prescription for
COLDS, GRIPPE, FLU, DENGUE,
BILIOUS FEVER AND MALARIA

It is the most speedy remedy known.

REPOSSESSED CARS

Make us an Offer

Cars Must Be Sold

BALLIN FINANCE CO.

188 GRAND AVE.

Phone EA 2932

DANCE

EVERY SATURDAY NIGHT

Co-operative Park
Tualatin, Oregon

Music by

DANDY MELODY BOYS

Given by the Co-operative Recreation and Educational Society of Oregon

Good Music Good Time for All

MADAM COURTRIGHT'S Improved Beauty School

Established 23 Years

Distinguished for its Excellence in Training

The Pioneer Teacher of Beauty Culture in Oregon

Using the most modern beauty methods; giving a thorough training to all students; graduates assured of paying positions.

PERMANENT WAVING LEON METHOD, \$6.50, GUARANTEED

29-210-211-212 Flidner Bldg.

Washington at 10th Street

Phone BDWY 6380 Res. WA 1501

Portland, Oregon

three eggs. He tied up an attractive window display with the idea, and how the eggs rolled in! He got his money out of the deal and a lot of good publicity.

Another merchant finds it mighty profitable to keep a jar of ice cold lemonade "on tap" in his store on busy days. He says it brings trade, and doesn't cost much.

Are you using the "want ad" or classified column of this paper? You should. A dozen shoes, a wheelbarrow, a davenport, a stove—anything you can offer at a special price, fits right into the classified. And believe me, the ad is read. The cost is small, too.

MAKE HAY

Last January and February were sad months for the majority of the merchants, according to reports received at this office.

March and April were a little better, although the weather was cold and backward.

There has been a marked improvement in May, and we're headed into what promises to be a busy and profitable summer. Many merchants are reporting substantial gains.

Let's keep the ball rolling this summer. And that means—keep up the advertising.

PETITE PRUNES HURT MARKET

Oregon State College, Corvallis, Or.—Mixing of the so-called "date" prune with the Oregon petite or French prune is having a bad effect on the foreign market, and Oregon growers and shippers are in danger of losing the French trade, according to M. J. Newhouse, manager of the North Pacific Co-operative Prune exchange.

Newhouse favors the name "petite" which in French means small, and adopting the name "Oregon French" in an effort to increase prune sales in France.

SOLUTION FOR FRUIT WASHING HELD FROM PRIVATE MONOPOLY

Oregon State College, Corvallis.—Oregon fruit growers, nor those of other states, will never have to pay royalties to a private concern to use the fruit washing process for removal of spray residue. This was assured through the receipt here of a public service patent issued to Henry Hartman and R. H. Robinson of the experiment station who perfected the acid bath by which practically all northwest apples and pears are now cleaned.

This patent granted for a 17-year period, grants to "the citizens of the United States the exclusive right to make, use and vend the invention" which is described as "processes for the removal of residual poisons from the preservation of fruits."

What this might mean in dollars and cents to the fruit industry is indicated by the fact that last year

alone something like 750,000 boxes of apples and pears were washed in Oregon and more than 2,500,000 in the northwest. Should a private concern control the process a minimum royalty of but 1 cent a box would cost the Northwest more than \$300,000 a year.

That such a condition is entirely possible where such processes are privately developed is shown by many similar instances. One private company, in fact, has patented a different and more complicated washing process which uses a base instead of an acid as a cleaner, the washing being followed by a paraffine coating device. A royalty of 6 cents a box was charged last fall for its use.

The present simplified washing method, now generally adopted, was developed at the Oregon Experimental station in time to meet the crisis of 1926 when a number of districts were faced with ruin following the failure of wiping machines to clean the fruit sufficiently. While the washing was at first considered a burden, now the improved appearance and keeping quality of washed fruit is considered to more than offset the nominal cost of the process.

DENTISTRY

By Dr. Long

For more than twenty years I have worked and watched the progress of dentistry, my heart has ached and my brain grown weary as I was obliged to read the statistics of the wide spread ravages of mouth troubles. We see at least ten cases of trench mouth in practice today in the length of time that we used to see one.

There is something wrong with teaching, or better say, the lack of correct teaching, for the prevention of all forms of dental diseases. There is a definite cause for mouth troubles, which should be understood by the people at large. Certainly, the logical way to prevent any condition, is to remove the cause.

If you are interested in your own mouth health; if you have a family or friends who suffer the pain, fear and expense of dental diseases (pyorrhea, decay, abscess or trench mouth) try to grasp the simplicity of the true way to prevent these awful conditions:

1. Rinse the mouth well with salt or soda water or some good mouth wash.

2. Apply a good tooth paste or mouth massage cream to the inner surfaces of the lower teeth with the finger, squeezing the cream well into the spaces between the teeth—inner surfaces first.

3. Massage the fleshy parts of the mouth as well as the gums and teeth.

4. Apply cream to the upper surfaces of the teeth with the thumb and massage as above directed—inner surface first.

5. Use the tooth brush in a circular motion on all of the teeth and gums, using lots and lots of water while brushing.

Banish Head Colds

Sneezing? Sniffing? Headache? Beware—let Musterole Laxative Cold Tablets relieve that head cold promptly. Safe, quick relief without gripping or ringing in the ears. Chocolate-coated—easy to take. Musterole Cold Tablets are prepared by makers of famous Musterole.

As a special one time trial offer, you may obtain a regular 35c package for 10c by clipping this advertisement and sending it with 10c, also your name and address, to The Musterole Company, Cleveland, O.

IF YOU ARE SICK OR AILING

Come to the Pacific College Clinic (Department of the P. C. C.)

THE DRUGLESS HEADQUARTERS

We are now affiliated with the Lloyd Boulevard Hospital and we are in a position to handle all Acute and Chronic conditions. Scientific examination (Including X-Ray and Laboratory methods) Treatments are along established therapeutic lines with nominal fees.

If Sick Get Well
Call or Phone

PACIFIC

CHIROPRACTIC COLLEGE

125 Grand Avenue, N.

Portland, Oregon

Hospital phone EAst 7631

Clinic Phone EAst 8919



*Thrilling
Speed*
and
flashing acceleration!

The COACH
\$595

The Roadster...\$525
The Phaeton...\$525
The Coupe...\$595
The Sedan...\$675
The Sport Cabriolet...\$695
Convertible Landau...\$725
The Sedan Delivery...\$595
Light Delivery Chassis...\$400
1 1/2 Ton Chassis...\$545
1 1/2 Ton Coach...\$650
1 1/2 Ton Cab...\$650

All prices f. o. b. factory, Flint, Michigan
COMPARE the delivered price as well as the list price in considering automobile values. Chevrolet's delivered prices include only reasonable charges for delivery and financing.

Among all the delightful performance characteristics of the Outstanding Chevrolet—none is creating more widespread enthusiasm than its thrilling speed and flashing acceleration!

The great new six-cylinder valve-in-head engine responds to the accelerator with an eagerness that is literally amazing. Touring speeds are negotiated with such smooth, silent, effortless ease that you almost forget there's a motor under the hood. And when the throttle is opened wide—the pace is faster than the

most experienced driver would care to maintain!

Back of this exceptional performance is a brilliant array of engineering advancements—typified by a high-compression, non-detonating cylinder head... automatic acceleration pump... hot-spot manifold... semi-automatic spark control... and a heavier crankshaft, statically and dynamically balanced.

Come in and drive this car. Learn for yourself, at the wheel, that no other car can approach it in the price range of the four!

—a Six in the price range of the four!

STIPES GARAGE

Beaverton, Oregon

THEM DAYS ARE GONE FOREVER

