

Tons of Advertising Material and Big Newspaper Space Used to Introduce General 4 Star Gas.

A striking illustration of the Gulf which separates major sales campaigns of today from those of the early days of advertising, when a few small posters pasted on the roofs or walls of farmers' barns was considered "hot stuff," is given by M. D. Leh, Oregon division manager of General Petroleum Corporation, in connection with his company's introductory campaign on its new General Four-Star gasoline.

"In the early days of the oil industry, the main advertising reliance was placed upon posters," Leh said, "and in the earliest efforts, these were scattered widely over several eastern states. But all the posters used in an entire campaign at the time would not be sufficient to supply just one of our big cities today."

"By way of contrast, General Petroleum Corporation's present campaign, introducing its new General Four-Star gasoline, calls for the use of over 25 tons of banners, streamers, wood or cardboard cutouts, metal signs, windshield stickers and novelties in the Oregon and Washington territory alone. All this, of course, is in addition to the purchase of big newspaper space, outdoor posters and radio time and talent. Talking about big advertising space, the banners and streamers in use, if placed end on end, would line both sides of a road for more than 30 miles."

Two of the largest trucks and trailers will be required to distribute the advertising material to the thousand General Petroleum dealers throughout the territory, the executive stated. They will have to transport 20,000 pounds of huge wooden signs—cutouts of Pegasus, the Flying Horse, symbols of the world-wide Socony Vacuum Corporation and of General Petroleum Corporation; 6,000 pounds of banners, 4,000 pounds of novelty hats, 5,000 pounds of cardboard horses, 8,000 pounds of metal shields, 6,000 pounds of pump globes and 5,000 pounds of pennants, or, a total of 54,000 pounds of material.

Dolls Once Objects of Fear; to Ward Off Evil

Dolls, now toys for little girls, once were objects of fear or hate. They figured in the strange rites of black magic, and were specially cherished by women.

They were used to terrify and cast spells upon rivals, enemies, or unfortunate husbands. After certain "magical" ceremonies, it was thought that whatever was then done to the dolls would be felt by the man or woman they resembled. Sometimes, the doll was placed before a fire and slowly allowed to melt. As it melted, the bewitched person was supposed to die of fear.

According to Prof. Max von Bohlen, a distinguished German scholar, during the later Stone age every family needed these dolls to keep off evil, and manufacturing them became an industry. During excavations archeologists have found doll-sized idols made from all sorts of material, from stone to terra cotta, tin, and bronze. Some were cut out of sheet-iron, and look much like modern tin soldiers.

In early Asia and Egypt the tombs of important people were filled with quite a population of doll figures. These acted as substitutes for the usual wholesale human sacrifices. In other places, it was the custom for a bride to sacrifice her dolls to the goddess Diana just before the wedding.—Philadelphia Record.

Wearing the Leek

In the old days, Welsh farmers used to help each other at plowing time. Those in a certain district would gather at each farm in turn, and plow the fields there, then go on to the next. On these occasions they took leeks with them to put in the pot for a communal meal. This, it is suggested, was how the custom of wearing the leek on St. David's day originated. Presumably the farmers stuck the vegetables in their hats as the simplest way of carrying them.—Answers Magazine.

FINLEY & SON
Funeral Directors
Montgomery St. 4th
to Fifth
Motor Equipment,
Staff & Facilities for
Serving Portland and
its Suburbs

Send \$1. for the next 5 months of

THE ATLANTIC MONTHLY

Make the most of your reading hours. Enjoy the wit, the wisdom, the companionship, the charm that have made the ATLANTIC, for seventy-five years America's most quoted and most cherished magazine.

Send \$1, (mentioning this ad) to
The Atlantic Monthly, 8 Arlington St., Boston

PERKINS TURNS PRO



T. Phillip Perkins, 1928 British amateur champion and who tied for second in the 1932 United States open championship, began his first job as a professional when he took up his duties as head pro at the Kirtland Country club, near Cleveland, Ohio.

Baldness and Badness

The worst type of habitual criminal is generally bald, according to the chief physician of the Fukuoka prison, Tokyo, who recently completed an extensive study of 1,521 criminals occupying ten years. In the course of that work he found nine typical habitual criminals. They had from 16 to 29 criminal convictions, and had spent from 20 to 30 years in prison. They were all bald.

Warning to Coal Miners by Gramophone Records

A novel plan for cutting down the number of accidents in mines has been adopted at a South Wales colliery, and may shortly be in general use in coalfields.

As the miners are about to go down, a gramophone record is put on, warning the men of the principal dangers of work underground. It begins:

"Hallo! Manager calling! Safety First. Search your pockets for matches before you go down the pit. Don't go in front of trams where the gradient is over three inches per yard. You must not work under overhanging coal or ground unless securely spragged."

Gramophone records, specially designed to prevent panic in case of fire, and to secure the orderly emptying of school rooms and public places in such circumstances, have been made, and the idea is capable of other applications.

But we possibly mustn't expect too much from such methods. The records may have an effect at first, but when the novelty wears off they may be ignored, just as printed warnings are.—Answers Magazine.

Poison and Medicine

A group of compounds which play an important part in medicine and at the same time are highly poisonous in too great quantity are alkaloids, favorite poisons of the fiction writers who center their plots around the scientific killers who slay their victims with subtle poisons. Many of the alkaloids are common products in use daily in homes everywhere, such as theine, found in coffee and tea. Other commonly known alkaloids include morphine, quinine, strychnine, atropine, cocaine and others of like nature. All contain hydrogen, carbon and nitrogen and many contain oxygen as well.—Washington Star.

ARTISAN LIFE ASSOCIATION

With Offices in the Artisan Building in Portland, is a well Known Insurance Firm Rendering a Complete Service in Life Insurance, Whose Organization Has Built an Envi-able Reputation—Headquarters of One of the Most Widely and Favorably Known Offices Which this Company Has Established Is Known by Everyone in This Section—Under the Direction of H. S. Hudson. Telephone ATwater 9406.

Artisan's Life Association being operated by insurance experts enjoys a large and increasing patronage in the community. The universal success of this company is due mostly to the fact that it appreciates a large volume of business. Since their inception they have always been at the service of patrons and at all times ready and willing to give information desired and assuring all people that there was no obligation. The by-words of its progress have been courtesy and accommodation as their hundreds of clients will testify has ever increased their patronage.

Being one of the most popular life insurance companies in the country, they have policies with very attrac-

tive features and never failing protection.

Life insurance offers the advantages of protection, but also usually meets the requirements of some future day. It is a business investment, a worthwhile way to save your money. You can easily pay for a child's college education by carrying a policy on them for the amount of the educational cost. In this way the cost is strung over a period of years. Most business men carry insurance and if in debt (to the amount of their obligations) so in case of death their loved ones have no debts hanging over their heads. Every man should also protect his loved ones in like manner and more especially if in debt. When

the man, the head of the family, is taken away he cannot be replaced, but insurance will leave an income for the family.

Not long ago some statistics on estates were taken and it was found that in money left after death by Americans, 87 per cent came from insurance and only 13 per cent from other sources. There is no question but what this is the day and age when insurance is the essential necessity of every individual.

Artisan's Life Association has a fine record of service to the people. Have proven through satisfactory service your patronage has been well merited. Insure today that your loved ones will be provided for—tomorrow is usually too late.

Patronize the Advertiser in This Paper

\$4.95 SPECIAL

Complete Motor Tune-Up

Brakes tested and adjusted, motor tune-up. Complete tightening and lubrication, check battery and cables. Flush radiator, check points, test to adjust spark plugs. All and more for \$4.95, until May 31

City Hall Garage, 4th & Jefferson

PORTLAND, OREGON

PHONE ATwater 5610



Pegasus... the Flying Horse...
World-Wide Socony-Vacuum Symbol

BOYS!...GIRLS!

A Pegasus Hat for You... Free!

Get mother or father to drive you into any service station where General 4★ Gasoline is sold and get your Pegasus hat FREE

SPARKLING NEW RADIO PROGRAM

"General 4★ Fun Fest"

Monday, Tuesday, Wednesday, Thursday and Friday evenings, 8 to 8:15 o'clock, Pacific Standard Time over KJR, Seattle and KEN, Portland

and the popular

"MEMORY LANE PROGRAM"

Tuesday evenings, 7:15 to 7:45 Pacific Standard Time over KGW, Portland - KOMO, Seattle - KHQ, Spokane

NEW

General 4★ GASOLINE

★Higher Octane★Quicker Starting
★Greater Mileage★Faster Pick-Up

Fill up your Tank - Let your Engine Decide

GENERAL PETROLEUM CORPORATION OF CALIFORNIA
A SOCONY-VACUUM COMPANY