

Motorists Swing General Advertising to Newspapers

THESE ARE AVERAGE FIGURES: HOW DOES YOUR CAR COMPARE?

In Oregon the average car costs \$756.00, consumes 627 gallons of gasoline in the course of a year; travels 7,524 miles; requires an average of 7 1/2 grease jobs; needs 1.4 tires replaced; averages 12 miles to the gallon of gasoline; consumes about 75 quarts of oil; uses up half an average-cost battery; and runs up a repair bill of less than \$10 excluding tire repair costs.

The figures given in the box above were arrived at by averaging the answers to thousands of questions asked thousands of motorists of Oregon last fall by General Petroleum Corporation. It was not idle curiosity that led the company to go to the expense of conducting the survey; it also wanted information upon which to base its 1935 advertising campaign; particularly it wanted to know what advertising medium has most influence upon the average motorist in his buying.

Newspapers won; and so again in 1935 newspapers will be in the forefront of the campaign to make motorists throughout the Pacific Coast area better acquainted with Mobilgas and Mobiloil and with the Flying Horse symbol of General Petroleum Corporation, according to an announcement made yesterday by M. D. Leach, assistant general sales manager of the company.

OUTDOOR LIFE

Having found what the average motorist uses for his car in the course of a year, as well as his advertising and buying preferences, General Petroleum set out to find the "Mr. and Mrs. Average Motorist" who most nearly fitted the picture, both as the average motoring family and the average American family in Oregon.

Dawes is assistant postmaster at Beaverton. He, his wife and two children, William and Janet, are all young, healthy and happy in spite of the tough times of the last four years.

With income off, Mr. and Mrs. Dawes have to figure all the angles on a dollar before they spend it, which is one reason why they've turned more and more to motoring as their principal form of sport and recreation.

"There was a time when the wife and I did as much running around to shows and dances as the next young couple," he told a General representative. "But now the wife gets nearly all her pleasure out of driving the family bus—mostly from the back seat," he added with a chuckle. Where they used to go to a show almost every night, now they go only once a week, he said, but on the other hand, they rarely miss a week-end camping or picnic trip. Radio entertainment has made a good substitute for shows, Dawes asserted, and added that his family never misses its favorite Thursday night broadcast, Mobil Magazine. Philosophically, he opined that they were getting more fun and health out of their spending now than they ever got in flush times.

TELLS MILEAGE

"I drive between seven and eight thousand miles a year for business and pleasure," he stated, "and burn up an average of 650 gallons of Mobilgas. My car is not new but we've kept it running perfectly by having it Mobilgreased every 1000 miles. Good lubrication has not only kept the car running fine, but it has also kept our oil consumption low. About 65 to 70 quarts covers my yearly oil bill, plus seven grease jobs. We haven't had a repair bill to amount to anything in a year and a half."

In the matter of buying habits, Dawes said that he and his wife had found it good economy to buy the best quality goods and that they were guided and influenced very largely in their buying by the advertising in their local paper.

The procedure followed by General Petroleum in Oregon to locate the Dawes as this area's "Mr. and Mrs. Average Motorist" has been used in the company's other divisions on the coast, and it is to this class of motorist, which forms a good 95 per cent of the buying public that the company's 1935 sales message will be addressed. The first of the 1935 advertisements will appear in newspapers in the four Pacific Coast states on March 11.

Poet's Corner....

(Local Poets are invited to make contributions for this Column.)

Traps

Poor little mouse
I envy you:
Goats are your troubles—
Life is through.
You're in a trap,
But I am too.
I still have worries,
Troubles and stifles.
You're caught in Death's trap;
I'm caught in Life's.
ROSA M. HALEMBA,
Aloha, Oregon

"I Bring—"

Before the shrine
Of life's loveliness
Where I have learned
To worship breathlessly,
I bring all precious, beautiful, sweet
thoughts,
Love gleaned from memory:
Multi-colored bits of you—
You're tenderness;
All your shining ways of love—
That lift—and bless.

RENEE POTTER DURLIO,
Box 957, Route 6, Portland

Puzzled

Life is filled with puzzles
And wondering is my soul,
If I shall find the answers
Or ever reach the goal?
I wonder is this struggle
Really worth the while?
'Tis then I find the answer
Hidden in your smile.
IRENE LE ROY LANSING,
Garden Home, Ore.

Just a Home-made Stocking

Here's just a home-made stocking, Bill
My mother made for me;
It's just like many others, Bill,
As you can plainly see.
The yarn's the same, the wool's the same
As many, many more;
The difference, Bill, is memories
Of golden days of yore.
With every stitch my mother breathed
A silent prayer for me;
I know it now, but then I was
Too young to fairly see.
It's taken all these long years, Bill,
To make me know her love,
But now I know a mother's love's
The greatest thing on earth.
It's hard to understand, Bill,
Why mothers give and give,
Without the hope of pay, Bill,
At least, not while they live.
We know the good book says that
The giver will be blest,
Maybe she understood, Bill,
Before she went to rest.
Maybe the Lord could tell her, Bill,
Or some way let her know
Her pay would be in heaven, Bill,
Instead of here below.
I somehow think she knew it for
She never did complain,
She always seemed so satisfied,
Come sunshine or come rain.
Now as I hold this stocking, Bill,
There comes a wonderful light
I see the lasting beauty of
Her soul so pure and white.
It isn't what we get here, Bill,
It's what we get above;
The only thing that's lasting, Bill,
Is God's pure, wholesome love.
RALPH E. HANNA
Reedville, Oregon

Consistent advertising is the manufacturer's and retailer's pledge of quality. It is visible proof that he has faith enough in his products to back it with his name—and with his money.

CLASSIFIED ADVERTISING

BUY AND SELL

List Your Wants, Rentals, Articles for Sale or Trade and Miscellaneous Wants, in These Columns

Classified Rates

2 Cents a word per issue.
Minimum 25c CASH with copy

Classified Ads appear in
Beaverton Enterprise
Multnomah Press
Tigard Sentinel
Aloha News

Complete Eastern Washington
County and Western Multnomah
County Coverage.

We assume no financial responsibility for errors which may appear in advertisements published in these columns but in case where this paper is at fault will reprint that part of an advertisement in which the typographical mistake occurs.

AUCTION SALES

WILSON'S AUCTION HOUSE—Sales Monday and Thursday at 10 a. m. Retail at any time. 721-729 S. W. 2nd Ave., AT. 5432, Portland, Ore.

AUTOMOBILES WANTED

WE BUY OR SELL USED CARS—Agency for Nash, Hudson, Willis 77, and Terraplane cars. Used Car Exchange, Phone Hillsboro 2641.

AUTOMOTIVE LOANS

Any Make or Model Car
SPECIAL RATES ON LOANS OF
\$25 to \$100
UNITED FINANCE CO., M-155
20 NE Grand Ave.

CLEANING & PRESSING

MENS Suits, Overcoats,
cleaned and pressed. Felt
hats cleaned and blocked.
Cash and Carry Chicago
Cleaners, 3d & Jefferson AT. 0526

DAIRY

FRUITER DAIRY 6669 Capitol Hwy.
Hillsdale, ATwater 1531, Gold Medal
cream, A raw; pasteurized milk,
cream, buttermilk.

DOG CAT HOSPITAL

ROSE CITY VETERINARY HOSPI-
TAL will gladly answer questions
concerning your pets. HUTHMAN'S
Veterinary Hospital 2137 S. E. 7th
Ave., EA. 3105.

FOR SALE

EGGS—White Jersey Giant setting
Eggs \$1 6821 SW 60th ave, Phone
BR. 1847.

WE HAVE FOR SALE—Over 200
tracts of 1-5 to 10 acres on terms
of \$5, \$10 to \$15 a month. Comp's
& Kohlman Co., 601 Guardian Bldg.
Alder and 3d Ave.

FIVE QUART Part Saanen milk
Goat, with young Ram for Sale
Cheap A. G. Montes, R 1, Bx 306, Tig-
ard, Oregon

obtained 200 pounds of the seed from
a grower in the Willamette valley
where it has become a profitable seed
crop, and plans to sow 30 acres for
seed production.

Ready to Poison Squirrels Again
DALLAS—A ton of poison grain for
the annual battle against the squirrels
has already been prepared by County
Agent J. R. Beck. Mr. Beck advises
putting the bait out as soon as the
squirrel comes out in his winter quar-
ters, as he is very hungry at that
time. M. C. Findley has obtained 76
pounds of the poisoned barley for use
on his farm in the Bethel Heights dis-
trict, which Mr. Beck says is the largest
single purchase of squirrel poison
ever made through his office.

Many Trees Planted in Sherman
MORO—Many Sherman county farm-
ers are taking advantage of the fact
that young trees of many kinds are
available at the Oregon State forestry
nursery at Corvallis for cost of trans-
portation, and are planting wind-
breaks and shelter belts, reports Per-
ry N. Johnston, county agent. Mr.
Johnston estimates that some 15,000
of these trees will be planted in Sher-
man county this year. Ted Rolfe of
Grass Valley is cooperating with Mr.
Johnston in the planting of an acre
of black locust trees to determine if it
is profitable to grow these trees for
fence posts.

Developing Angus Cattle Herds
McMINVILLE—The development
of an Aberdeen Angus herd is under
way on the 22,000 acre ranch owned by
W. Crowell of Grand Ronde, reports
County Agent S. T. White. Mr. Crow-
ell now has between 300 and 400
head.

WRESTLING

Herb. Owens, Wrestling Card
MONDAY NIGHT, 8:30
LABOR TEMPLE
Gen. Adm. 55c—Ringside \$1.00

FUEL PRICES

NO. 1 OLD GROWTH 12 or 16 in.
partly dry ————— \$3.25 cd
partly dry 12 or 16 in. ————— \$3.25 cd
DRY OLD GROWTH BLOCK, 12 in.
————— \$4.50
SAWDUST No. 1 a unit ————— \$3.50

COAL-BRIQUETS-PRES-TO-LOGS
Farmer's Fuel Co. AT. 2107

GASOLINE—PUMPS

W. R. KARN PUMP SERVICE, 619 S.
W. 19th ave. BRoadway 1322. In-
stallation and repairing. Also used
equipment.

HIDES, WOOL, CASCARA BARK

HIDES & WOOL, CASCARA—A special-
ty. LEE BROS., 431 S. W. Front
Ave., ATwater 5334.

GREGG SHORTHAND

MRS. ROSE BARCLAY, BEGINNING
advance shorthand \$2 month. Also
private work. AT. 2296, 1504 S. W.
Broadway.

HORSES—HORSES

JUST ARRIVED FROM NEW
MEADOWS, IDAHO, carload of hor-
ses and mares, weight 1300-1800 lbs.,
4 to 10 yrs. old. All low down blocky
built. Mated teams and singles. Some
good mares in foal. If in market for
horses call and look them over. All
guaranteed as represented. Free trial.
L. GLASS
400 NE 9th Ave., cor. of E. Flanders

MUSICAL INSTRUMENTS

ACCORDIANS—Learn the most pop-
ular instrument, the Piano Accord-
ian, at the foremost Accordion
School of the West. The only com-
plete Accordion School. We sell the
high grade ITALIAN PIANO AC-
CORDIANS. J. Enzler's Accordion
School, 1131 SW Morrison St., Port-
land, Oregon.

MUSIC TEACHERS—VOCAL

GIO TAGLIERI—VOICE PLACING
10 seasons principal tenor of prom-
inent Italian and English opera com-
pany. A majority of local church and ra-
dio artists are Taglieri pupils.
Residence studio 1634 Morrison St.,
S. W. BRoadway 0867.

PERSONAL

MONTANA ASSAY OFFICE 610 S.
W. 2nd ave. AT. 2726. Chemists,
Assayers and Metallurgists. High-
est prices paid for OLD GOLD and
SILVER.

OREGON SANITARIUM, Women's
—ailments. Maternal & surg. cases
taken. Reas. 3323 N. E. Union Ave.
TR. 3720.

DON'T RISK the danger of infection
GOLDSTAUBS is helpful in treat-
ment of boils, abscesses, mumps, and
inflamed areas. Goldstaub Oint-
ment at Meier & Frank and all
other druggists.



Stomach, Rectal
and
Colon
Ailments

Write or Call for FREE BROCHURE.
Treated Without Surgical Operation.
Dr. C. J. Dean Clinic
N. E. Cor. E. Burnside & Grand Ave.

VIOLIN—THE WAY TO HEALTH

A Home Method for women, men
and children. Fifty years of ser-
vice. Get well the natural way.
Saves operations. Opportunity for
woman whole or part time. Write
N. W. Viavi Co., 724 Bedell Bldg.,
Portland.

MRS. S. CLAIRE — PSYCHIC
Reader, 1226 S. W. Park Ave.,
BE 6703

Piano, Piano Accordion Teacher

Piano Piano Accordion

Teach Yourself to
play with ease—
Reading & Study-
ing Key Board
Keys

Now for Sale by
Your Local Dealer

POULTRY WANTED

ALL KINDS OF POULTRY WANTED
Phone SU. 5727 or write 10015
Powell Blvd., Portland, CASH PAID
We will call.

POULTRY & TURKEYS WANTED—
Cash buyers. We call EAST 5879 or
write 322 S. E. Oak St., Portland.

REAL ESTATE

NEW SUBDIVISION
\$75 per acre, 20 per cent cash down,
bal easy, 30 acres in 5-acre tracts in
Reedville homes; rich soil, small
brush & stumps, some timber. Very
desirably located. Will gladly show
you See Gibson, Metzger-Parker Co.
AT. 8611, SE. 5136.

RESTAURANTS AND CAFES

WHITE ROSE CAFE 136 S. W. Morris-
son BE. 9096 other location 18 N. W.
3rd Ave., Special Chicken Dinners
Southern Style on Sundays. Week-
ly meals 15c and up.

SALESMAN WANTED

MAN WANTED for Rawleigh Route.
Real opportunity for right man. We
help you get started. Write Raw-
leigh Co., Dept. ORC-16-0, Oakland,
California.

SCAVENGERS

J. GIEBEL HANS—3952 N. Commer-
cial St. MURDOCK 1546—Formerly
the PUBLIC SANITARY SERVICE
Co., Inc.

SCHOOLS

MOLER Barber College—This In-
ternational System is the scientific
way; some pay; 3 teachers. Write
or call 227 S. W. 3d ave. Portland.

BARBERING TAUGHT—Two schools
in Portland, Oregon; some pay, lat-
est scientific equipment; expert in-
structors. MODERN BARBER
COLLEGE, 1038 S. W. 1st Ave. cor.
Main or 135 Madison St., Portland,
Oregon.

SKATING RINKS—ROLLER

IMPERIAL SKATING RINK, C. M.
Jefferies, Mgr., East Madison near
Grand ave., East 5445. Mondays,
Ladies 10c. Everyone 25c Thursday
Special rates to parties.

STOVES

Come to Stove Headquarters
For any kind of Range, Wood, Gas,
Electric, or combination, new or
used, Priced Right.

Lang Stove Co.
1017 S. W. 6th Ave. Phone AT. 2070

TANK MANUFACTURERS

BEALL PIPE & TANK CORP 1945 N.
Columbia Blvd. WALnut 3171. Heil
boils and dump bodies, Irrigation
and drainage supplies.

WANTED—MISCELLANEOUS

WANTED TO BUY—Cheap horses
for fox feed. Bebout Silver Fox
Farm, Aloha, Phone Beaverton
9725.

WINDOW, PLATE, MIRROR GLASS

J. A. CLINE
Glass and Glazing, Plate, Windows
and Auto Glass—Mirrors Resilvered
1338 S. W. 3rd. ATwater 6788

TWO BOYS DIE FOR DOG

Okemah, Okla.—Bobby and Charles
Clark, 14 and 12 years old, jumped
into the icy water of a pond in an
effort to save their pet dog. All three
were drowned.

BULLET EXPLODES IN PIPE

Dassel, Minn.—James Osborne es-
caped unharmed when a cartridge
exploded in his corncob pipe. The
bullet was in the same pocket with
his tobacco.

Buying, Selling or Exchanging is
just as important on the farm as the
store. Little articles may be conver-
ted into cash and articles that you
want may be lying idle in your neigh-
bor's garret. USE THE WANT ADS.

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

Flowers

Flowers for all Occasions
Funeral Designs Promptly Delivered
Terwilliger Greenhouse
Near Beetha Station
Phone AT. 1020

Flowers
TOMMY
LUKE
Phone BE. 7215
Portland, Oregon

WHERE to BUY IN PORTLAND

Electric Works

L. A. WALKER ELECTRIC WORKS,
206 N. W. 10th Ave., BRoadway 6225.
Expert repairing. Electric motors
for sale, trade or rent.

Laundries

NEW SYSTEM LAUNDRY, Geo. H.
Rawlinson, Mgr., 1001 N. E. Flan-
ders. EAst 8181.

Leather Goods

KREBS LEATHER SHOP, 418 S. W.
Stark, BEacon 9487. 20 years in
Portland. Special leather work
and repairing on short notice.

Monumental Works

SCHANER MARBLE WORKS E. D.
Schaner, Mgr., 6340 S. W. Macad-
am Ave., ATwater 0711. Repair,
cut and polish any kind of
marble.

Photographers

ALDRICH, B. L., photo studio, rooms
7 and 8 Selling-Hirsch bldg. 77Kin
Ry 6762. Also view photography.

Paints

NU-ENAMEL, PORTLAND COM-
PANY, 514 S. W. Broadway. For
Bathroom, Kitchen, Furniture and
Automobiles. One coat—No brush
marks.

Painting — Decorating

HOME PAINTING & DECORATING
CO., J. G. Slavens, Prop. 3541 S. E.
Hawthorne Blvd. EAst 99662.

Paper Products

SCOTT PAPER CO., W. J. Miller,
Representative, 725 S. W. 15th ave-
nue, BRoadway 3448. Waldford-Scott
toilet tissue and paper towels.

Patent Attorneys

ANDERSON, J. T., 4209 S. W. Dosch
Road BEacon 8998. Inventions de-
veloped, patent drawings executed
for patents, attorneys locally and
at Washington, D. C.

Sand and Gravel

BELL SAND AND GRAVEL CO., J.
W. Schult, Proprietor, Bell Sta-
tion, Route 11, Box 6647, Milwaukie
Oregon. Phone SUInact 4848.

Seed Stores

SEEDS Watch Us and See Our
Seeds Grow. Seeds tested and true
to name. Oregon Seed Store. S.
E. cor. 2nd and Yamhill St., AT-
water 5522.

Shoe Stores

GREENFELD'S SHOE STORE,
Phyllis L. Greenfield, Sec. Treas.,
403 S. W. Morrison St. ATwater 3419

Tailors

COPELAND, HARRY. Suits and
Overcoats Made to Measure espe-
cially for you, at prices that are the
best value in Portland. Come in
and see our display at Washington
and 10th, Portland. ATwater 6900.
All work by expert tailor, 15 years
in Portland.

Teachers

MASON, JOHN FREDERICK, Stu-
dio of balanced speech, 630 S. E.
20th Ave., Portland, Oregon. EAst
8951. Speech, dramatic art, voice,
physical liberation. Speech "cases"
stammering etc.

MISS GRIFFITH'S BOARDING
SCHOOL, high school and grades,
no - denominational, accredited
teachers, reasonable terms. Start-
ling, New, Interesting. Enjoy de-
lightful study courses while travel-
ing around world. Ten months.
Reasonable rates. Enquire about
school courses. Ethel E. Griffith,
456 S. E. 68th Ave., Portland.

Tile & Tiling

H. B. SHOFNER, 1421 S. W. Broad-
way, Portland, BEacon 0349.

Welding and Brazing

C. & S. WELDING SERVICE, R. R.
(Chris) Christensen, Mgr., 1624 S.
E. 6th Avenue, East 5420. Oxy-
acetylene and Electric Welding.