

Abuse of Propaganda

Defined by Sociologist

The use of propaganda is abused when it creates an emotional rather than a thinking person and when it gives only one side of an issue, says Prof. L. S. Cottrell of the rural sociology department at Cornell University, Ithaca, N. Y.

"I have yet to see any issue or conflict that does not have at least two sides," he points out.

He defines propaganda as a method of mental persuasion carried on by the spoken or printed word, and says, "In the long run propaganda has been found to be the most successful way to control public opinion. It is more successful than coercion or bargaining and has a greater lasting effect."

"Propaganda can be used constructively to build nations and communities; it can also be used destructively to promote war and hatred, to smash windows and crack skulls."

As to what can be done about it, Professor Cottrell suggests the following:

"Propaganda is effective because people respond to it. We should ask ourselves what the propagandists' point is, and what they are trying to promote."

"We need more courses in schools to teach students how to analyze propaganda."

"We should try to see and understand both sides of a question or issue."

"Above all, see that everyone gets his chance to express his views."

Heavier Legal Penalties

Put Teeth in Food Law

A heavier schedule of maximum penalties, to put teeth in the law, is one of the ways the new food, drug, and cosmetic act differs from the old law.

For certain offenses, fines up to \$200—with no provision for jail sentence—were the limit under the old law on a first offense. On subsequent convictions the old law permitted fines only up to \$300 with or without jail sentence of not more than one year. For the same offenses, the new law provides for maximum fines of \$1,000—with or without a maximum of one year imprisonment—upon the first offense. In the case of second offenses the maximum fine is stepped up to \$10,000, with or without imprisonment up to three years.

Even while the legislation was pending, the Food and Drug administration observed that many federal judges were making penalties more severe within the old limitations and were less likely to let violators off with nominal fines. In some courts heavy penalties have become the rule, followed often by suspension of sentence during good behavior.

Tricycle Landing Gear?

Airplanes with tricycle landing gear—a familiar sight in the early days of flight—are coming back into favor and are likely to replace today's conventional gear on large air-liners, according to a survey just made by Lockheed Aircraft corporation. More than 1,000 pilots, operations managers and air line officials took part in the survey, which will be used by engineers of the Lockheed company in designing future models. Although only 23 per cent of those returning questionnaires had ever operated planes equipped with tricycle landing gear, 89 per cent of answers expressed preference for the "velocipede undercarriage" which was in common use up to 1912. The vote of the aviation men was 60 per cent in favor of having a nose wheel which was steerable by rubber pedals in the pilot's cockpit rather than free swiveling.

New Style Prospecting

A new kind of prospecting was revealed in Knoxville, Tenn., after two men explained to police why they were lifting manhole covers. Police found the pair opening sewer outlets, supposedly inspecting the sewers for the city. However, when taken to court, the pseudo-inspectors admitted they worked for themselves and not the city. The men salvaged articles dropped down the holes to supplement income from occasional work on WPA projects. As evidence, the men showed a pocketful of coins, odd bits of jewelry and street car tokens. After hearing the explanation the judge freed the men.

Lavender of Mint Family

Lavender (*Lavandula vera*) is a hardy perennial herbaceous shrub belonging to the mint family, valued for its fragrant flowers, which retain their odor for a long time if carefully gathered and dried. It has grayish leaves, narrow and entire and in summer bears interrupted spikes of white or bluish whorls. It is a native of southern Europe. Lavender is of easy cultivation in any rich, light, well-drained soil.

Cedar Plaster

A cedar plaster is now being manufactured for moth-proofing closets and storage chests. Any usual wall surface can receive this cedar plaster provided sufficient bond is available. The plaster is said to cover about two square feet per pound when mixed with water. The finish when dry is of a pleasing natural red color and is said to be fireproof and sanitary.

Ready for State Corn Show



Keen interest is being reported in the fourth annual Oregon State Corn show, to be held at Oregon State college November 22 and 23. Shown above is C. A. Marsh, Albany, who won last year's shucking contest at the show and is planning to defend his title. Below is a truckload of corn being put into the crib—a scene more familiar in Oregon now than formerly.

Fall Brings New Hazards

Fall presents special driving hazards which motorists should know and guard against, the Oregon State Motor association advises as part of its campaign of safety education to help Oregon reduce its vehicle accident toll.

Unsafe highways, due to frost, snow and mud are the season's most obvious hazards, but these are supplemented by danger of skids due to wet leaves on the road and the danger of blowouts from rocks which dislodge and roll onto the paving. The association reports further:

"The motorist who is concerned about safety will inspect his car, prior to Fall, to see that every safety device is functioning properly. He will check tire treads and replace smooth or worn casings; he will install new blades or worn windshield wipers; he will be certain his lights, especially fog lights, are operating perfectly; he will check his car heater and be certain that gases are not leaking into the car; he will have a good horn; he will check steering mechanisms, taillights and any signaling devices on the vehicle."

"Further, he will be sure that his motor is in condition so that mechanical failures may be minimized during inclement weather. He also will be sure that his special equipment includes good chains, a jack, a small shovel and a strong tow rope."

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OCEAN LAKE IS ONE OF FEW PLACES WHERE BLACK ONYX CAN BE FOUND. THIS COUNTRY WAS PART OF AN INDIAN RESERVATION UNTIL RECENTLY.

Annual Homecoming at State College Saturday

Oregon State College, Oct. 25—November 9 and November 30 have been selected as the dates for the annual Dad's day and Homecoming day, respectively, on this campus. Chief entertainment feature on Dad's day will be a game between Oregon State college and Washington State college. The major homecoming attraction will be the annual "civil war game" between O.S.C. and U.O. Prizes are being offered this year to the campus living groups having the largest percentage of alumni back in comparison with present active membership.

North Portland Livestock Market News

The following quotations are based on prices being paid in Monday's trading:

CATTLE:—Good grain fed steers \$9.50 to \$10.35. Good grass steers \$8.25 to \$9. Good grain-fed heifers \$8.50 to \$9. Good grass heifers \$7.75 to \$8.25. Good beef cows \$6.50 to \$7.25. Medium \$5.25 to \$6.25, common \$4.50 to \$5.50, canners \$3.25 to \$4. Bulls, medium to good \$6.25 to \$7, common \$5 to \$6. Vealers, good to choice \$10 to \$10.50.

HOGS:—Good to choice carlots \$6.40; 170 to 215 lb. truckers \$6.25 to \$6.35; 230 to 285 lb. butchers \$5.50 to \$5.90; lightweight butchers \$5.50 to \$5.75; packing sows \$4.25 to \$5. Feeder pigs \$4.50 to \$5.

SHEEP:—Good to choice woolled lambs \$8.25 to \$8.50 (truck-ins); medium to good, \$7.50 to \$8; common \$6.50 to \$7.25. Slaughter ewes, good to choice \$3.50 to \$4. Feeder lambs, good to choice \$7 to \$7.75. Shorn lambs \$7.60 to \$7.75.

Virgil Savage Elected Fraternity Treasurer

Cleveland, Tenn., Nov. 1—Virgil Savage, son of Mr. and Mrs. W. O. Savage of Beaverton, Oregon, and a student of Bob Jones College, has been elected treasurer of Phi Beta Chi literary society at that institution.

The earlier training of young Savage was received at Beaverton High School from which he was graduated, and he also attended the University of Oregon. He is in the sophomore year at college here, is a ministerial student, having chosen Religion as his major and English as a minor study.

Bible Questions & Answers

1. How is sin defined by the apostle?

A. Whosoever committeth sin transgresseth the law; for sin is the transgression of the law. 1 John 3:4.

2. Name the root of sin.

A. Then when lust hath conceived it bringeth forth sin. James 1:15.

3. Then when lust hath conceived it bringeth forth sin. James 1:15.

3. What is the fruit of sin?

A. And sin, when it is finished, bringeth forth death. James 1:15.

4. Can man free himself from the dominion of sin?

A. Can the Ethiopian change his skin, or the leopard his spots? then may ye also do good, that are accustomed to do evil. Jer. 13:23.

5. How, then, can it be said that man is morally a free agent?

A. And ye will not come to me, that ye might have life. John 5:40.

6. When the divine offer of help is rejected, why does not God immediately inflict upon man the threatened penalty?

A. Or despisest thou the riches of his goodness and forbearance and long-suffering; not knowing that the goodness of God leadeth thee to repentance. Rom. 2:4.

7. What motive actuates God to pursue this course?

A. For I have no pleasure in the death of him that dieth, saith the Lord God; wherefore turn yourselves and live ye. Eze. 18:32.

8. Is the guilt of Adams transgression imputed to his descendants?

A. The soul that sinneth, it shall die. The son shall not bear the iniquity of the father, neither shall the father bear the iniquity of the son; the righteousness of the righteous shall be upon him, and the wickedness of the wicked shall be upon him. Eze. 18:20.

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