

The BULL'S EYE

Editor and General Manager
WILL ROGERS



Another "Bull" Durham advertisement. It is by Will Rogers, Zigfeld Folies and screen star, and leading American humorist. More coming. Watch for them.

I see where some of the Foreign Nations say they are going to FUND their debt to America, and all the Papers are all excited about it. But the BULL'S EYE is a Paper that never misleads our readers (either one of them). FUNDING a debt means about the same thing as having a fellow that has owed you for years, come to you and say "I am going to make arrangements to take up that loan I owe you just as soon as I can collect it from some fellows who owe me." So don't be any means get FUNDING mixed up with PAYING. The two have nothing in common. These Nations are just stalling. Another War comes along and the first thing you know our debt will be four Wars behind. We have enough saved up to fight again, but they are using it now to enforce Prohibition.

Oh, yes, "BULL" DURHAM. I like to forget to mention that. Well, that is what the Foreign Nations are paying us in. "BULL" DURHAM without the DURHAM

Will Rogers

P. S. There is going to be another piece in this paper soon. Look for it.

65 YEARS OF PUBLIC SERVICE
2 TRAGS for 15¢
make 100 cigarettes
The WORLD'S BEST CIGARETTE



"BULL" DURHAM
Guaranteed by
The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York City

It Grows Hair
or Your Money Back
Thousands of women are growing new hair and putting an end to scalp ailments with the new Van Eas method of treatment. Van Eas Liquid Scalp Massage makes it easy to give the scalp proper care and to have a head of abundant and glorious hair. The rubber nipples on the patent applicator feed the treatment directly to the hair roots and at the same time gently massage the scalp. Ask us about our money back 90-day treatment plan. We give you a positive guarantee.

No, It Gathers Wings
Wonder whether anyone ever knew of an idle rumor remaining idle?—Arkansas Gazette.

Dairy Cow Testing and Feeding Demonstration



SECIS PICTURES PROSPECT—221448

World's Record Cow for Milk Production—42,381.4 Pounds in One Year. Born April 10, 1913. Died March 10, 1925. Owned and Developed by Carnation Milk Farms, Seattle, Washington.

One of the features of the Dairy Section at the Pacific International Livestock Exposition, Portland, October 21st to Nov. 7th, will be a demonstration of testing for butterfat and cost accounting of feed of two groups of dairy cattle. Using five superior Oregon cows in one group. These cows will give about 4000 pounds of milk per year, which is about Oregon standard and the standard of the United States, too.

In another group will be five purebred cows, featuring each of the five well-known breeds whose production will be from 8,000 to 12,000 pounds of milk per year. Purebred cattle have productions of more than this amount but it is thought to impress the public of the desirability of owning a string of well bred cows which shall give at least twice as much as the average Oregon cow—the cost of these cows being not greatly in excess of good grade cows and with a possibility, during times when calves are in demand, of making for their owners, on top of their milk and cream check, some added money from their offspring.

Prof. P. M. Brandt of Oregon Agricultural College has been requested to take charge of this exhibit which will also feature daily tests for butterfat by accredited testers of the state so that lay people may get a close-up of what testing really means. A chart for each animal will show exactly the amount of milk they produce at each milking and the exact amount of butterfat in their milk for that day. The amount of feed given to each of these animals in the various groups will also be tabulated, which will clearly show that, although an animal giving a good flow of milk takes more feed than a scrub animal, that the differences in this amount of food do not correspond to the difference in production.

This exhibit will be housed prominently in the dairy barn and is expected to attract a great deal of attention.

Pacific International Live Stock

EXPOSITION

Portland, Oregon, October 21 to November 7.

Here's Opportunity

"Bookkeeper for factory of Christian concern; good opportunity for advancement for conscientious workers."—The Boston Transcript says it found this advertisement in another newspaper.

India's Misers

The continuance of the habit of hoarding, started years ago in India when families were frequent, is keeping the standard of living low and is handicapping practically every phase of activity there.

UNEARNED CRITICISM

By FRANCIS H. SIESON

Chairman, Public Relations Commission American Bankers Association

There has been some disposition to criticize the administration of the country's banking system for the sudden collapse of prices and curtailment of credits in 1920 and 1921, and the subsequent financial difficulties of the farmers. It is a fair question to ask whether or not the lack of bankers' credit for the two consecutive financing, in many cases, of speculative investment in farm property during the period of inflation. If any just criticism could be directed at the manner in which the Federal Reserve System functioned in this situation in the opinion of many it would be that the Reserve bank delayed too long in raising the rediscount rates. An earlier effort might have stayed the process of inflation.

The collapse of 1920 was by no means confined to agriculture, and was the inevitable sequel to the inflation period. All branches of business suffered in this period of reaction and perhaps none more than banking, against which this criticism has been leveled. The financial situation of the farmers was greatly aggravated by the fact that the high land values and high prices of agricultural products had led many farmers to incur obligations based on the inflated values. If the farmer was victimized at all, indeed, he was the victim of too much rather than too little consideration. The real progress which has been achieved in agricultural finance in recent years lies more in the intelligent distribution of farm credit than in volume.

With agencies now functioning for the provision of ample credits for the American farmer, his enduring success depends upon the wisdom and foresight with which he meets the problems of production and marketing. More than ever before, his activities must be regulated with reference to world conditions, and his profits, like those of the manufacturer or merchant, will reflect the measure of his success in adjusting his activities to these conditions.



Clean Up and Paint Up

Worth Seeing

We don't know much about the circus but hope the one comes that Pat attended not long ago. "There was some fellow," he said, "that beat all the rest. Sure he balances a ladder on his nose, climbs up to the top and pulls the ladder up after him."—Boston Transcript.

Diet for the Mash Ox?

Thyme and angelica, growing in sheltered spots, are the only perennials bearing flowers found in the arctic region.

Curse of Prosperity

All that a wave of prosperity means to most of us is the privilege of waiting others buy better cars.—Medford Mail-Tribune.

"Tramps" of the Sea

Steamers are called tramp steamers when they do not belong to any regular steamship company, but are operated by individuals.

Much Depends on the Stomach

Show us a man that doesn't have a good stomach and we'll bet you he is poor.—Wilmington News-Journal.

LEXINGTON ECHOES

Lexington's football team met Barman on the home field Friday, Oct. 2nd at 2:30 p.m. The score was 12 to 19 Lexington's favor. The attendance was very small. Mr. A. was the team coach was referee.

Mr. R. B. Wiley accompanied by his sons and his daughter, miss Eva, also by miss Eva Padden will motor to Salem on Thursday where they will enjoy the State Fair.

Geo. Mc Millan has returned from Portland where he has been on a business trip.

Mr. and Mrs. Geo. Craber of Walla Walla made a recent visit with Lexington relatives.

Mr. and Mrs. C. Marquardt are entertaining Mrs. Marquardt's mother, Mrs. Miller of Portland.

J. G. Jones of Walla Walla, president of the Tuna-Lamb Club, coming a business vacation in Lexington on Monday of last week.

Mr. and Mrs. W. G. Jones of Lexington are entertaining Mrs. Jones' mother, Mrs. W. G. Jones of Portland.

Mr. and Mrs. Gentry are spending their vacation in Lexington on Monday of last week.

Miss Neva Shim Wednesday for her home in Astoria after spending the summer with relatives near Lexington.

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Kodak as you go

Up hill and down dale, picture chances are everywhere. And the Kodak you keep handy will give a good account of itself, and a good account of the trip.

All summer, you'll need a Kodak, so let us fit you out now. Our Kodak man is ready for you.

See that you have plenty of Kodak film. Get the size you want at our Kodak counter.

Kodaks \$6.50 up

Brownies \$2.00 up

Bullard's Pharmacy
The Kodak Filing Station

Life in Bee Hive

Money bees live in colonies of 10,000 to 20,000 in one hive. They are of three classes. The queen lays about two thousand eggs every day, the drones never work, while the working bees gather the honey.

Battle of Nations

The battle of Lepo, October 16 to 19, 1813, in which the combined forces of Prussia, Austria and Sweden defeated the French under Napoleon, is frequently referred to as the "Battle of the Nations."

State's Nickname

New York was at one time frequently referred to as the "Excelsior State" on account of the motto "Excelsior"—a Latin word that means still higher, ever upward—which appears on its official state seal.

Nat's Express

The serious man writes to his prospective father-in-law: "I hope my recent appointment to the directorship of the museum of antiquities will be just you to entrust your daughter to my care."—Portland Advertiser.

Paint Kitchen Walls

Painted walls are best for the kitchen, as in cold weather the steam arising on wash days dampens the paper much faster than it will dry, and so looms and causes it to drip.

Attention Farmers

DON'T Be Inconsiderate With Yourself

When you come to know that your fuel is almost gone. It pays to investigate fuel prices at THE FARMERS.

When you are in need of fuel at reasonable prices--

See Us.

Farmer's Elevator Co.
Ione, Oregon.

THE OLD SWIMMIN'-HOLE

BY JAMES WHITCOMB RILEY

Hi! the old swimmin'-hole! where the crick so still and deep
Looked like a baby-river what was laying half asleep,

And the gurgle of the worter round the drift jest below
Sounded like the laugh of something we onc't ust to know

Before we could remember anything but the eyes

Of the angels lookin' out as we left Paradise;

But the merry days of youth is beyond our controle,

And it's hard to part forever with the old swimmin'-hole.