

NEWS DISCOVERED IN READING 'ADS'

Readers Gain Valuable Information by Study of Advertisements.

How many of us have ever considered advertising from the standpoint of news value alone? We hazard the opinion that not many readers of newspapers or magazines feel that the advertisement which engages their attention is actually news of the product or article.

Webster's definition of "news" is: "A report of a recent event; information about something before unknown; fresh tidings; recent intelligence." Pick up any periodical or piece of direct-mail advertising, and without question you will find some information before unknown to you about a product or service.

One reader of advertising found a simple plan of moderate cost which enabled him to put his son through college. Another discovered a way to modernize his dwelling which resulted in a subsequent sale, netting him a most generous profit. A glance at the papers today informs us that gray is the correct shade for early spring in men's wear. In short, the various advertising media are vehicles for carrying to us the message of the advertiser relative to opportunities for pleasure and personal benefit.

Here then, is an essential economic service of advertising, in that it brings to us the news, intelligence or information about something which many of us did not know. We should look upon advertising not as a matter of course, but as one of the greatest news agencies of modern times, and thereby derive the maximum benefit which it offers.

Nowhere will you find as much valuable, usable information as in the column of your newspaper, and when we, as individuals, begin to appreciate and use the news information of the advertisements carried in the press, then and then only will we become wise buyers of merchandise.

SUMMER RANGE AVERAGE.
Oregon range conditions are about equal to the average of the past five years. Rainfall has been plentiful in most sections of the state but summer ranges will depend largely on future moisture conditions. Grass is generally good and has improved in value. On Washington ranges, grass dried up early in eastern sections but ranges were helped by late May rains. Idaho ranges were greatly improved by above normal rainfall and hay prospects are good.

Miss Helen Bennett, bookkeeper for the J. C. Penney company store in Heppner is away on her vacation.



THE FAMILY DOCTOR

By JOHN JOSEPH GAINES, M.D.

"T. B."

My rural readers will pardon me, I'm sure, for once more calling their attention to what is still one of man's fiercest, most unrelenting foes; it seems to me that good advice in the presence of an enemy is never out of place.

Thoughtful men have been battling this scourge since the dawn of history; for its annihilation men of great wealth and greater hearts have spent countless millions in research, and the noble work still goes on. Just what measure of success has been achieved may be noted by any observing one who reads; and our more recent decades have been singularly noted for advances made.

Tuberculosis is a communicable disease. If you never come in contact with it you are fortunate indeed. But contacts in the densely populated districts are often unavoidable; the fog of dust you encounter on the windy thoroughfare may contain many of the death-dealing germs; your resisting power against disease may be low; your

own lungs may become infected, especially if you are carrying a colony of influenza or other bacilli; you never can tell.

Steer clear of the person who coughs without covering the mouth and nose with a handkerchief. Be duly alert against the fellow with a chronic cough, who continually expectorates on the grass under the shade tree, or on the sands of the beach near by. Shun the resorts where "tubercles" (poor fellows!) abound, if possible; the best precaution you may take is none too good; prevention is many leagues superior to cure.

It is the duty of physicians to survey their clientele with eternal vigilance. Teach them to observe every precaution against scattering or contracting disease. I am sure that proper quarantine—and that only—will end the "white plague" for good and all. Outdoor air is not always pure—indeed far from it in crowded localities, where ignorant victims of disease are carriers and distributors; promiscuous expectoration is a crime.

Moulds put three or four ripe strawberries, and when the gelatine begins to harden cover them. Let it harden completely, and then put in the moulds diced orange pulp, pour on the rest of the gelatine, harden, and serve.

Individual moulds of any fruit jelly are delicious served with whipped cream or with boiled custard. Or, if you wish, with crushed and slightly sweetened fruit. Orange jelly, for instance, is good served with crushed strawberries, lemon jelly is delicious with raspberries.

Banana Pie

Three bananas, two eggs, one cup sugar, two cups milk, two table-spoons flour.

Have ready a rich pie paste for a one-crust pie. Make the filling by mixing the sugar, flour, egg yolks and milk. Cook these in a double boiler until thick. Add vanilla to flavor and pour into the crust. Make a meringue of the egg whites beaten with one tablespoon of sugar. Place in the oven until the meringue is brown.

Anything that can be done to improve the quality of the hay crop is fully as important as increasing quantity, say agronomists at the Oregon Experiment station. The ultimate result is more profit to the producer.

Bacon, fried crisp, broken into small pieces and served on top of chopped, cooked greens, gives a delicious flavor. A little of the bacon fat may also be mixed in to give added richness.

W. C. T. U. NOTES.

MARY A. NOTSON, Reporter.

The Heppner W. C. T. U. was fortunate in having Dr. Len Hutchins, a physician of note and a national worker in the W. C. T. U., at the meeting on May 20. She spoke in the afternoon and evening to appreciative audiences.

Dr. Hutchins pointed out the grave danger of contracting the dope habit by the use of patent medicines, cocoa-cola, cigarettes, and any habit forming drug used to relieve pain, and nearly all drugs which relieve pain are habit forming drugs. Drugs should not be taken to relieve pain except when absolutely necessary, and then under the direction of a competent physician. Doctors warn against the use of patent medicines. People sometimes think they do this in their own interests, but in fact they could well afford to furnish such medicines to the people at half price if they were simply looking out for their own interests. Headache indicates quite often that something is wrong with the digestive organs. The more common medicines for the relief of headaches, instead of affecting a cure, simply attack the heart and slow it down. This may relieve the headache, but it weakens the heart. Such medicines are very dangerous in the case of attacks of "flu."

Cigarettes were not held out by Dr. Hutchins after the manner of the pretty lady on the bill boards, but as a deadly menace to the body, mind and soul. She told a story of a cigarette smoker who consulted a physician about his health. The doctor told him there was no hope for him. He told the doctor that he had borrowed money and that his friends would lose if he did not live. He asked the doctor if he could not save his life for ten years. The doctor said he could not even promise him two years, for his reserve had all been used up in smoking cigarettes. When the man realized that what he had considered a harmless habit had done for him, he shook his clenched fist under the doctor's nose and said, "Why didn't you tell me of this danger? You must have known it all along. Why, I even see you doctors smoking cigarettes. You are to blame." The doctor afterward confessed to Dr. Hutchins that he did feel that he was to blame.

Dr. Hutchins said that in this age when everybody is driving ahead in a mad rush we need strong nerves, but since we spend so much nervous energy, we the more easily fall victims of some habit which seems to relieve the nervous tension. The only safe way is to avoid the use of those things which fasten evil habits upon us.

Canned foods keep best in a cool, dry closet or storeroom. Possible fading of those in glass jars is prevented by shielding from the light.

Some kind of cereal grows in every part of the world except the Arctic.

For Economical Transportation



only Chevrolet Dealers sell

USED CARS

"with an OK that counts"

for Quality and Dependability

See your Chevrolet dealer first

Chevrolet's "O K that counts" tag is the sign of quality and dependability that has convinced millions of buyers that Chevrolet dealers offer matchless used car values.

Come to our store and select a car, bearing this famous red O K tag that shows just how it has been inspected and thoroughly reconditioned to provide a maximum of appearance, performance and owner satisfaction. Buy now and you can choose from the finest and most complete selection of 4 and 6 cylinder used cars that we have ever featured. Read the special bargains described below! Profit by this spectacular 3-day selling! Come in today and drive away the car you've always wanted, at a bargain price.

Amazing low prices for 3 days only

<p>1928 DODGE SEDAN</p> <p>Standard Six, motor reconditioned, new paint, seat covers, good rubber at the special sale price of</p> <p>\$460</p>	 <p>1928 CHEVROLET COACH</p> <p>See this car! Inspect its fine Duco finish — spotless upholstery — its good tires and reconditioned motor. Compare its unequaled low price!</p> <p>\$400</p>	<p>1927 CHEVROLET COUPE</p> <p>Only run 10,000 miles. Six ply tires all around. A good buy at</p> <p>\$300</p>
<p>1928 STAR COUPSTER—</p> <p>This car will provide transportation at low cost. Hurry before you're too late. A real special buy at this price. \$175</p>	<p>1926 CHEVROLET TOURING —</p> <p>This is just the car for hunting and fishing trips or for use around the farm. . . . \$100</p>	<p>CHEVROLET TRUCK —</p> <p>1928 model — Closed cab, platform body, motor reconditioned, new motor block and pistons. Meet your hauling needs with this exceptional buy. . . . \$375</p> <p>1928 WHIPPET COUPE—</p> <p>A six, good upholstery and trailer attachment. Now only \$385</p>

FERGUSON CHEVROLET COMPANY

And any of these cars can be bought for a small down payment and easy terms

Come to Heppner on the

4TH OF JULY

Celebration at Site of Heppner's New Artesian Well at Forks of Willow Creek

Full Program of Races and Sports

Dedication of Well :- Dance in Big Open-Air Pavilion

Big FREE Fireworks Display

Lots of Shade and Parking Room :- :- Program Will be Held in the Afternoon