

MERCHANDISING

An earnest gentleman called at my office with a "message." He said that this is the time for me to write and induce somebody to pub-lish some full-page advertisers. some full-page advertisement

on Merchandising.

The attention of all executives is w focused on the subject, he said. If we could only get them to think "straight" it would "clarify the whole business situation" and start

whole business situation" and start the "return of prosperity."

I asked him what he meant by merchandising. He hemmed and hawed, and finally remarked: "Why you know, merchandising; every-body knows what you mean by marchandising."

merchandising."
I told him that I had listened to much conversation on that subject in 1929, but had never heard any

one define the term. "In those boom days it seemed to mean over-selling," I continued "It meant trying to get barber shops to put in a side line of lawn mowers, urging toilet goods departments to carry ice cream cones, forcing automobile parts into delicatessens

"It meant pushing up the sales quota twenty-five per cent every year; lying awake nights to think up ways of making people buy more than they needed going out extrav-agantly to steal the other man's customers. All that sort of high pressure activity was walking around under the banner of 'merwhen we speak of 'getting back to minutes from our "merchandising."

An airplane that is expected to fly at the rate of a thousand miles

an hour has been built in Germany

by Dr. Hugo Junkers, famous air-

craft designer. It is planned to travel in the stratosphere, which is

the almost airless region, ten miles or more above the earth's surface.

Compressed air carried in tanks will supply the motors with the nec-essary oxygen, and will also enable the passengers to breathe. The cabin will be sealed like a tin can

to keep the oxygen from escaping. This project is in itself proof that

there are still unexplored realms, and that man's spirit of adventure

has not vanished. It took courage for Professor Pickard to go up in-to the stratosphere in a baloon. It will take more courage to attempt to fly around the world with the

ed of the sun in this new plane.

But the attempt will be made, and

if the first effort does not succeed

others will try it.

There is no limit yet to what

man's daring and ingenuity can at

The newest thing in poultry is the turken, a cross between the Austrian white turkey and the Rhode Island Red hen. Two speci-mens of this curious fowl have been produced at the biological lab-

oratory of De Paul University, Chi-

cago. If it develops that these hy-brids can reproduce their species, the result should be a valuable ad-dition to the world's food supply.

The turken weighs from six to eight pounds, and is said to be bet-

ter eating than either the turkey or the hen.

The invention and discovery o

More than 10,000 bushels of blueberries are harvested annually

from cultivated bushes of this plant

which formerly grew only in a wild state. That is because Dr

the winter.

The demand for blueberries in

My friend, Bernard M. Baruch, is being mentioned almost as fre-quently in the newspapers these days as he was during the war when he was Chairman of the War

Trade Board. He drops in at the White House frequently, at Mr. Hoover's invitation, to advise him on questions of national and inter-

national finance. He has just had an important hand in the cotton stabilization program.

People call on "Berney" Baruch for financial advice because they

have learned that he is not only one of the greatest authorities on fin-

BARUCH

BLUEBERRIES

TURKEN

SPEED

He went away shaking his head, as if I had uttered treason against

terprise.

Perhaps he was right perhaps I am getting old and "unprogressive." But the kind of merchandising problems that I believe our country must face sooner or later are problems like the following:

Why, with so much wealth, are so many men out of work? so clumsy that men can go hungry in New York while other men are feeding wheat to hogs in Kansas? Why, with so many labor-saving

levices, have we so little leisure? Why are factories closed when a large percentage of the human race is still barefoot, under-nourished, and wet when it rains?

Why were our parents, who were so much poorer than we, still so much more contented, peaceful and

How can we think more about human beings and less about mon-ey? How can we reorganize the economics of distribution so that everybody can have more of the good things of life as a result of steady, smooth production?

I cannot answer these questions,

but I do believe it is important to get as many men as possible think-

Even if we have to divert a few

ance, but that he has no private interest to serve. He has all the money he wants, and he made it all himself.

Baruch is one of those rare per-sons, a Jew of American Colonial ancestry. His people settled in South Carolina before the Revolution, and he still has a home there His father was a surgeon in the Confedreate army, his brother one of America's most distinguished

physicians. He has never held public office, but statesmen of all parties have been calling on him for advice and counsel for years.

SILVER

Some weeks ago I suggested that silver was an interesting thing to keep an eye on. A lot of other peo-ple apparently had their eyes on it. normal' we mean getting back to that rush and strain then I am not about twenty-five cents an ounce to nearly forty cents in the about twenty-nve cents in the course of seven or eight weeks. Then it slumped under speculative profit-taking. But statesmen, financiers, and economists all over the world are trying to work out some inter-national plan for the restoration of silver to its former currency posi-tion. I sat with a group of these gentlemen last week and found that many of them believe that the de-monetization of silver in India,

> One thing is certain. Tremendous efforts will be made in the next few months to restore bimetallism. You will hear silver discussed in Congress, and you will see more about it in the newspapers. I could not help thinking of the old days of Bryan and "sixteen to one" when I heard these international financiers discussing silver as seriously as it ever was discussed in the 1890's.

France and the United States is one

of the underlying causes of the

PINE CITY ALMA NEILL Correspond

Mr. and Mrs. Marion Finch, Cha Bartholômew and Roy Neill made a business trip to Pendleton Friday. Miss Wilma McCarty who is attending the Oregon State college, spent the holidays at the home of her parents, Mr. and Mrs. Wm. Mc-

Mr. and Mrs. W D Neill and children, Bernice, Hugh, Harold and Ralph spent Thanksgiving day at the home of Mr. and Mrs. Roy

Miss Marie Young spent the Thanksgiving vacation at La Grande. Miss Nancy Kokenen vis-ited at her home in Helix. Miss were in Walla Walla during the holidays. Miss Heath stayed at Whitman colelge and Mr. Atkin visited at his home in that city. Mr. and Mrs. Marion Finch and children spent Thursday at the

ShellFish

Oysters

ON OUR MENU

afford a delicately

appetizing change

for your diet.

Prepared to your

order - the way

MEALS AT

ALL HOURS

ELKHORN

RESTAURANT

you like them.

DAILY

With every quart of QUICK-STEP VAR-NISH at the regular price of \$1.25 per qt. you get a 3-inch bristle Varnish Brush

This Quick-Step sale continues for 30 days only and will close on the evening of December 17th.

QUICK-STEP is the ideal varnish for floors as well as for all kinds of wood-

In addition to the

GILLIAM & BISBEE

Gilliam & Bisbee's VARNISH DEAL Saves You Money

that sells at 60 cents.

work.

above we will be glad to furnish you any-thing in the Paint and Varnish line.

new kinds of animals and plants is another sort of adventure in which increasing numbers of young men are engaging today.

HEADACHES **NEURITIS NEURALGIA, COLDS**

wild state. That is because Dr. Frederick E. Coville, botanist of the U. S. Department of Agriculture, discovered how to make blueberry bushes grow under cultivation. The Massachusetts Horticultural Society has just given him a gold medal for his discovery that blueberriy bushes grow only on sour soil, and that they thrive only when exposed to cold weather in the winter. Whenever you have some nagging ache or pain, take some tablets of Bayer Aspirin. Relief is immediate!

There's scarcely ever an ache or pain that Bayer Aspirin won't relieve —and never a time when you can't

The tablets with the Bayer cross are always safe. They don't depress the heart, or otherwise harm you. Use them just as often as they can the cities is a steady one. Hundreds of farmers in the North are dreds of farmers in the North are utilizing waste land to grow this crop systematically. And down in West Florida, in the Yellow River country, I saw a grove of blueberry trees, twelve or fourteen feet high, bearing berries almost as big as the end of your thumb. spare you any pain or discomfort. Just be sure to buy the genuine. Examine the package. Beware of

Aspirin is the trade-mark of Bayer manufacture of monoaceticac of salicylicacid.





big help to BOWELS

What a joy to have the bowels move like clockwork, every day! It's easy, if you mind these simple rules of a famous old doctor:

Drink a big tumblerful of water before breakfast, and several times a day. Get plenty of outdoor exercise without unduly fatiguing your-

Try for a bowel movement at exactly the same hour every day. exactly the same hour every day.

Everyone's bowels need help at times, but the thing to use is Dr. Caldwell's Syrup Pepsin. You'll get a thorough cleaning-out, and it won't leave your insides weak and watery. This family doctor's prescription is just fresh laxative herbs, pure pepsin, and other helpful ingredients that couldn't hurt a child. But how it wakes up those lazy bowels! How good you feel with your system rid of all that poisonous waste matter.

DR. W. B. CALDWELL'S SYRUP PEPSIN A Doctor's Family Laxative

Charley Morehead went to Uma pine Saturday and returned Sun-day, accompanied by Mrs. More-head and children who have been

visiting at the home of Mr. and Mrs. C. D. Morey for some time.

Mr. and Mrs. J S Moore and children, Audrey, Naomi and John, spent the holidays visiting with Mrs. Moore's brother's family, Mr. and Mrs. Dale Rothwell, and also Mr. and Mrs. Lindhe of Pendleton. There were no church services

at Pine City Sunday. Marion Finch was so kind as to Marion Finch was so kind as to take a number of the Pine City folks to the Pleasant Point school house in his school bus Tuesday evening, Nov. 24, where a program was given by the school pupils. Those who had the pleasure of attending were Mr. and Mrs. Marion Pinch and dawstee Patty. Mrs.

Finch and daughter Patty, Mrs. Ollie Neill and daughters Lenna, Oleta and Neva, Elsie Strain, Alma Neill, Lila Bartholomew, L. D. Vin-son, O. F. Bartholomew and Lee Vinson. The program was followed by a party in the school building Tom O'Brien who had been in

Portland for several days returned home Tuesday, Nov. 24.

A steady snow greeted the peo-ple of Pine City Wednesday morn-ing which lasted throughout the day and Thursday also. Several of the stockmen are now feeding their

City college students who spent the ern markets." Thanksgiving vacation at their

W. D. Neill made a business trip to Hermiston Saturday.

Bugs," on Friday, December 18. Lon Edwards of Lexington was a business visitor at the Joe Foley

Neill Tuesday evening.

Murray Potts visited Bob Mc-

Mr. and Mrs. Ray Applegate and family are now living in the Vic-tor Wigglesworth house on Tom O'Brien's place. Mr. Applegate has been working for Mr. O'Brien this

Three bands of Ralph Corrigall's sheep returned home Thursday.

Coast Butter Mart High; Clover Seed Supplies Off

Oregon State College, Corvallis, Nov. 30.—"Pacific coast butter markets have been among the highest stalked meadow-grass. Most of the in the world the past few weeks," rape seed came from Holland and the stockmen are now feeding their says the current market report of sheep on account of the snow.

Lila and O. F. Bartholomew attended a party given by Miss Ruth
Thompson at her home Friday eve-

home of Mr. and Mrs. Charley Bar- ning in honor of the Echo and Pine above quotations in the large east-

Commenting on the current dairy situation, the report says that a United States department of agri-Mr. and Mrs. T. J. O'Brien and family attended the program at Pleasant Point Tuesday evening.

The Pine City high school students are giving two one-act plays, "When a Man Marries" and "Radio "When a Man Marries" and "Radio per cow. Cold storage stocks for the control of the culture survey on November 1 indi-

the country were still relatively light, however, on November 1. Slightly less clover and alfalfa ome Thursday.

Mr. and Mrs. Marion Finch and this year than the average, accorddaughtetr Patricia were dinner ing to the state college market re-guests at the home of Mrs. Ollie view. The output of red and alsike clover seed combined was 16 per cnt less, and of alfalfa seed 40 per cent smaller than the 1930 production. No clover or alfalfa se imported this year between July 1

and October 15.

From July 1 to October 15, imports of forage plant seeds into this country included 839,000 pounds of winter rape seed, 163,100 pounds of Pacilies. English rye grass, 28,000 pounds of Italian rye grass, 1,916,000 pounds of hairy vetch, 156,500 pounds of spring vetch, 149,300 pounds of bent grass, 618,700 pounds of chewing fescue, 190,500 pounds of other fescue, and 122,000 pounds of rough

LOST-Dark Jersey cow from Frank Monahan ranch about month ago; pin bone knocked down be-Reword for niformation lead-

Turkeys

Will be received by

SWIFT & CO.

for Eastern shipment

Ione Cash Market

between

DECEMBER 5 & 10

Write or wire for prices.

MacMARR Stores, Inc.

We wish to announce to our many friends and customers the removal of our store from 28 East Main St. to new and larger quarters. We are now located at 106 EAST MAIN ST., next to Central Market. Here we will be better able to serve the buying public in an economical and efficient manner. Among our new features is our FREE DELIVERY SERVICE.

REOPENING SPECIALS for Sat.-Mon., Dec. 5-7, Inc.

CAKE FLOUR

Gold Medal Cake Flour is baking assurance. Cake or pie server with two packages.

PEANUTS

FRESH ROASTED

They are always good. 2 LBS. 25c

DATES

2 LBS. 23c

PINEAPPLE Hawaiian Pineapple. Broken slices; No. 21/2 size cans

2 cans ... 29c

PUMPKIN

Large 21/2 tins at a money-

2 cans 23c

MACMARR STORES

Catsup

Van Camp's Tomato Catsup.

Large bottle

EVERY . DAY . STAPLES

Per Pound . . .

FLOUR

49-lb. Sack .

COFFEE

3 Lbs. MacMarr . 95c

SHORTENING

CORN

MacMarr Del Maiz, fancy sweet corn, No. 2 tins

15c EACH

SYRUP

Max-i-mum Cane and Maple syrup is a treat in itself

10-lb. Tin \$1.25

Pancake Flour

MacMarr prepared Pancake Flour-the breakfast treat.

No. 10 Bag .. 49C

SPAGHETTI

5 LBS. 35C

WHEAT FLAKES

A 50c Value for . 32c

BOTTLE __15C POUND __23C PURE SUGAR CANDIES

SATIN MIX A pure hard finish assorted candy

2 LBS. __29c

MONSTER GUMS Pure and whloesome.

Cheese

Oregon Loaf, full cream

2 LBS. 29C

Soap

Harmony Laundry Soap 10 BARS 35C

Squash Marblehead Squash. Good

for pies and baking

POUND

FREE DELIVERY ON ANY SIZE ORDER

PHONE 1082