

Just Like Mother Makes--Only Cheaper



NEW YORK, Dec. 14.—How would you like to be able to dish up a good dinner for your whole family, Mrs. Housewife, at the cost of from 17 to 25 cents per person?

Well, D. T. Magowan, who has charge of the buying of food that is served to thousands of immigrants at Ellis Island daily, has accomplished just that thing!

Hotel men from all over the country went over to the island with immigration Commissioner F. A. Wallis to sample one of Magowan's meals. The verdict is unanimous—great grub!

The bill of fare for the 17-cent breakfast that day was: omelet, rice, stewed prunes, coffee and bread and oleo. Supper—Lamb hash with green peppers, blackberry jelly, tear of coffee, bread and oleo (also 17 cents.)

At a great long table, covered with brown paper, this is what was served at the noon dinner:

Big bowl of beef soup with barley.

Irish stew with vegetables.

Third of a pound of whole wheat bread.

Butter.

Salt and pepper.

Tapoca pudding.

Coffee.

This was also one of the 17-cent meals! In the 25-cent class a more expensive kind of meat, potatoes, a side dish of vegetables and pie are served.

Magowan, who has a three-year contract to feed the immigrants, showed us through his whole food plant. Efficiency and cleanliness describe it in a nutshell.

His office contains a few old desks and chairs. Girls were making out bills of fare for the days to come.

Clean as a New Pin

Everything was spic and span in the kitchen. Cooks wore white overalls, coats and hats. Waiters and waitresses were spotlessly clean. One felt almost like wiping off his shoes and keeping his hands in his pocket as he entered the refrigerator where sides of corn-fed steers, milk-fed veal, lamb and mutton hung.

In the bakery a score of men were turning great heaps of dough into bread, pies and cakes. The flour consumption in this bakery runs as high as 25 barrels a day. Pure lard only is used in the cooking.

The Secret

Efficiency and large quantity buying is the reason for these "cheap" meals. During October over 160,000 meals were served on the island. Leading firms send in bids for groceries, meats etc., and the lowest bidder gets the contract. New bids come every month.

A crew of 85 make up the day and night shifts under Magowan.

Children are allowed all the milk and crackers they want and the night matron gives out milk free to mothers or women in delicate health.

At one time Magowan's father was worth \$2,000,000. This amount dwindled away in speculation and Magowan went into the restaurant business.

"I am perfectly satisfied with the pleasure I give patrons who find at my jewelry store just what they were seeking for Xmas gifts. It is all the Xmas present I want," said W. A. Davenport, 122 S. 6th street. Why not be made happy by a visit to his store? 13-18

Open Evenings until Christmas at Earl Shepherd's Music Store. 10ft

ENLIGHTENMENT ON COST BILLS OF NEWSPAPERS

OREGON AGRICULTURAL COLLEGE, Corvallis, Dec. 13.—Like many Oregon newspaper men a New York publisher found it "hard" to bring his advertising rates up to cost of production plus reasonable profit. He had his plant surveyed by T. H. Alverdt of Livonia, assisted by the Porte Publishing company, and this was what was found:

The paper is published in a town of 1000. It is an eight-page six column weekly, operated by the owner and two other men.

In the first nine months of this year 56 per cent of the space carried advertising at the average rate of 17.9 cents per column inch. In July subscription was jumped from \$1.50 to \$2, in an attempt to make ends meet. Even at that, the 1050 subscribers and the 37 columns of advertising, aggregating \$5035.56 per year, failed to produce production costs.

This paper was told to advance its rate to an average of 18.2 per column inch to break even, allowing for owner's salary, rent, interest and depreciation.

It was found that the actual cost of producing the advertising itself was 14.4 cents per column inch, and this made no provision for carrying the cost of printing the news and editorials.

"Advertising and circulation are the only sources of income for the newspaper," says the report, "and inasmuch as circulation income is never anywhere near the cost of the production the average country weekly, the deficit must be met by the only other source of income—that of advertising."

(The facts of this story are taken from The Service Sheet, issued by the New York state college of agricultural, Cornell, for December 1920. The O. A. C. press service hopes it may help you educate your patrons in the cost and value of newspaper advertising.)

The Herald submits this report of an unbiased survey with the hope that it will open the eyes of its patrons to the cost of newspaper production.

Roughly speaking the labor required to producing a daily paper of The Herald's size is four times as great as the labor requirements of the weekly on which the above report is based. The western wage scale, furthermore, is at least 33 1-3 per cent greater than the wage paid in the thickly populated eastern centers where the supply of skilled labor essential to newspaper production is greater.

Although the daily paper's subscription rate is higher and its circulation greater, it uses a greater quantity of print paper. The daily Herald, for instance, with a subscription rate approximately three times that of the New York weekly and twice the circulation, uses 12 times, at least, as much print paper. The paper cost will offset the increase in revenue from circulation. At the present price of paper, it has been proved by figures from widespread sources, the average newspaper is fortunate if its subscription revenue will balance the cost of paper, ink and the percent-

age of general overhead cost that should be legitimately borne by the circulation department.

FOUND, at Davenport's Jewelry Store a Xmas present that you could not find elsewhere. "Davenport" on your present means the best. 13-18

The ruby, weight for weight, is more valuable than the diamond.

Would Lay Embargo Against Foreign Imported Goods

WASHINGTON, Dec. 14.—An embargo, for one year, against the importation of foreign wheat flour, barley, rye, oats, wool, hogs, cattle and sheep, is proposed in a bill introduced today by Representative Young, republican from North Dakota. Young also introduced a bill establishing a permanent schedule of important duties upon these items after the one year embargo.

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Don't worry or hurry. Buy your Christmas gifts at the Catholic Ladies' Bazaar. 1F-1E*

ATTENTION, XMAS SHOPPERS!

A Gift That Will Be Appreciated By Every Family

U.S. GOVERNMENT O.D. WOOL ARMY BLANKETS

\$ 5.00

The Army Goods Store 1136 Main Street

If the Wood Dealer Sold Service

We do not sell current; we sell service. That sounds odd doesn't it?

Well, suppose the wood dealer sold service instead of wood, he would tend to your furnace and your range, take away the ashes and clean the flues. You would buy so much heat.

Now you buy so much light, although you pay according to the current you consume. But the service is performed for you by this company at the substations and power plants.

That is what we want to give you—efficient service. It is the aim of this company to have none but satisfied customers. No matter what it is, if you have a grievance, or are dissatisfied about your bill or do not understand our rates, please come in and see us or write us about it.

If you have any suggestions to make, we will gladly avail ourselves of them as our aim is constantly to improve our service to you as fast as the development of science and human ability permit.

California-Oregon Power Company

Order Your Suit Now

Prices of Woolens have been reduced—Perfect fit guaranteed. Prompt delivery.

Your inspection invited.

CHAS. J. CIZEK, Merchant Tailor