

"Let us have faith that right makes might, and in that faith let us to the end dare to do our duty as we understand it."—Abraham Lincoln.

Advertising Standardizes Products

Advertising Is A Genuine Economy

"You can buy almost anything over the telephone nowadays," said Nathan Eckstein, president of Schwabacher Bros. & company of Seattle, in addressing the Washington State Press association annual meeting in Spokane August 22.

"When you use the telephone to order a definite brand or article, you know exactly what you want and you obtain what you order. The time of the purchaser and of the merchant and his clerks is saved. The store space required for the accommodation of people moving in and out or tarrying on the floor is reduced. The room needed for display and for stock is diminished. The space which must be lighted and heated is less. There is a saving all around."

Mr. Eckstein referred to the use of the telephone in buying in order to illustrate the point he was making to the newspaper publishers. He maintained that advertising justifies itself when it promotes and facilitates sales, shortens the time in making purchases, promotes quick turnovers and thus reduces the volume of capital and the size of stocks that are tied up.

Advertising legitimately and intelligently done is a tax on no one, said Mr. Eckstein, for the reason that it proves a genuine economy in the scheme of modern business. Unless advertising performs that function "for which nobody pays because it produces a real saving," then he maintained that it is wasteful and unjustified.

Always Guilty

Nothing To Condone About Bootlegging

At Vinton, Iowa, is a commentary on moonshine. It is, or was, Mrs. C. B. Cook. She is dead.

Mrs. Cook was president of the Benton county, Iowa, W. C. T. U. Once before, so vigorous was her crusade against the bootleggers that her house was spattered with spoiled eggs.

This time she sat writing an address in behalf of law enforcement. A shot, fired through the window, lodged below her heart. She died an hour later, leaving no evidence against her murderer.

But Vinton is outraged. In the minds of Vinton citizens the murderer is already tracked and finger-printed. They hold bootleg booze responsible. They attach guilt to the agents of a lawless traffic.

After all, there is nothing to condone about moonshining. There is death in the bottle and murder in the heart of it. It is always guilty.—Oregon Journal.

The federal law should also be amended in the interest of American business and agriculture by reducing federal estate taxes on all property on which the income is now subject to federal taxation, and by leaving the federal estate tax on tax-free securities to stand higher than on those subject to federal income tax.

To the man who finds fault with the wonderful weather southwestern Oregon enjoys and compares it unfavorably to California weather, we can only suggest that highways, railroads and steamship lines are still operating to the south.—Coquille Valley Sentinel.

New York police believe that a war is impending between two rival gangs of gunmen. Perhaps the best thing the police can do in the public's interest is to clear the streets and let the war go on until both gangs are exterminated.—Philadelphia Bulletin.

One can't help but notice that the firms which pay the biggest income taxes are those which sell the lowest priced articles, such as candy bars, chewing gum, five and ten cent novelties, and Ford automobiles.—The Dalles Chronicle.

Up in Washington the state general fund has a surplus of \$4,360,258.53. If the politicians hear of it, there will be a special session of the legislature sure.—Eugene Register.

One reason why the American dollar buys less is because it has so much more to buy.

Another "Gas" Shortage



Heart & Home Problems

By Mrs. Elizabeth Thompson

CRUEL CHILDREN MAKE MOTHER MARTYR

In all history there are no martyrs that capture the heart as do mothers like this one:

Dear Mrs. Thompson: I am overburdened with responsibility. While my husband was able to work, also myself, I could make ends meet, but now that he is not able to do much we are running in debt. We get dunning letters in most every mail. We have a son 22 years old who pays \$8 a week, and also a nephew whom we reared. He also pays \$8 a week, and two daughters who make fair wages, but spend most of their money on clothes. The oldest girl has been married and is 30 years old. She bosses us all and wants everything her own way. I have nothing to say since she left her husband and came home. She thinks she need not help make expenses. They are large than our income from these two boys. We pay rent and they are heavy eaters and our store bill alone is more than all of them pay. I am ashamed to face my creditors. I am a woman who has always worked hard and away from home to help out. I am 55 years old and my husband is 65. His heart is poor. I am very tired. I could keep myself and husband, but I can't work for so many and not have a cent of the money for myself. I think these children are able to take care of themselves, but they will not leave our roof. If I say a word about them going out and let us take care of ourselves they say: "Oh, yes, you want to chase us out," and a lot of other words that hurt. But I am sure we can't keep up the way it is now. What can I do? I have washed over the tub and scrubbed on my knees to keep a roof over these children, as their father only made small wages. I do not enjoy home any more. After my daughter left her husband she came home to boss me and everybody else. She nags me if a

neighbor comes in to see me and stays a while, it's a torment to me. I lead, too hard to bear. I'm thinking of leaving home, but I don't want to leave all I have in the world. Tell me what to do.

HATED MOTHER

The things you must NOT surrender to your selfish, unappreciative children and your home. When parents rear their brood to maturity they are entitled to be free of the burden of keeping them. They certainly have the right to live in their own way, unhampered by the "bossiness" of their children. You must insist that those who are staying with you take their share of the expenses. They certainly cannot get a room board anywhere else for less than a week. All of them are imposing on you, and they continue to do so if you don't insist that they pay for themselves. They have none of the generation for you that is yours. Not only should they be paid you fairly for board and care, but they should be contributed to the upkeep of the home since their father is unable to work. As for your daughter, her in her proper place, and help her to let you do things your own way, however old she is. They may be in your house.

C. T.: Young couple too advantageous to start a life in the good grass of parents. If your mother that is 18 is too young to marry, consent to wait a while. don't think you will have to regret it.

V. H.: If a girl of 18 without her parents' consent, have the legal right to annul her marriage. You are unintentionally, admit to the annulment of your marriage. Why not interference?

Rubber aprons save many times in laundry when wear and tear on other clothes. If your over curtain is enough to draw across the window they do away with need for shades.

Dinner Stories

One Sunday morning a certain young pastor in his first charge announced nervously:

"I will take for my text the words: 'And they fed five men with five thousand loaves of bread and two thousand fishes.'"

At this misquotation an old parishioner from his seat in the amen corner said audibly—"I could do it myself."

The young preacher said nothing at the time, but the next Sunday he announced the same text again. This time he got it right: "And they fed five thousand men on five loaves of bread and two fishes."

He waited a moment, and then, leaning over the pulpit and looking at the amen corner he said: "And could you do that, too, Mr. Smith?"

"Of course I could," Mr. Smith replied.

"And how would you do it?" said the preacher.

"With what was left over from last Sunday," said Mr. Smith.

A private soldier had had pneumonia, and had been for some time in a hospital where he had been so well treated that he was much averse to the prospect of being discharged as "cured." One day the doctor was taking his temperature, and while Tommy had the thermometer in his mouth the doctor moved on to the next bed and turned his back to the first patient.

Tommy saw his chance. He pulled the thermometer out of his mouth and popped it into a cup of hot tea, replacing it, however, the moment he saw the doctor begin to turn back to his bed. When the physician examined the thermometer, he looked first at Tommy and then back to the thermometer, and gasped:

"Well, my man, you're not dead, but you ought to be."

A one-armed man entered a restaurant at noon and seated himself next to a dapper little other-people's-business man. The lat-

ter at once noticed his neighbor's left sleeve hanging loose and kept eyeing it in a how-did-it-happen sort of way. The one-armed man paid no attention to him but kept on eating with his one hand. Finally the inquisitive one could stand it no longer. He changed his position a little, cleared his throat, and said: "I beg pardon, sir, but I see you have lost an arm."

The one-armed man picked up his sleeve with his right hand and peered anxiously into it. "Bless my soul!" he exclaimed, looking up with great surprise. "I do believe you're right."

Sunny Dick Says

Things Too Hot for State Prohibition Officer Who Shot Congo Leaves.—It's getting so it's dangerous to interfere with law-breakers, even by mistake.

Pine Timber Ablaze in Northern Forest.—And just after we've been awarding prizes for the Stop Forest Fire campaign. Darn it! Seems as though the only forest we can keep from burning is the petrified forests of Arizona.

Drunk Throws Ice Cream Freezer Through Pool Hall Plate Glass Window.—This wouldn't have happened if Prohibition Officer Cole had been in sight.

Four New Cases of Whooping Cough Reported in Schools Yesterday.—Is this another case of the supremacy of mind over matter?

Stripper Bandits on Job in Los Angeles.—Say, hold on there, Los Angeles. You've resorted to about every kind of advertising stunt going, but this is beyond the limit. Don't you know you can never get it past the censors?

Oregon Federal Prohibs Unlike by the Antis.—Can you imagine that? And all because the Prohibs won't do what the Antis want them to. The stubborn things!

Deer Season Open.—My daughter says that a big country lout in her class at high school who looks as though he had never been off the farm before in his life said that to her and laughed like a fool.

Germans Naturalized in America Jailed for Organizing Ku Klux Klan in Berlin. Will Be Deported.—In Germany they have a way of getting results, and it's not by arguing.

\$4,000,000 Loss in Forest Fire Set by Loggers Near Ottawa, Canada's Capital, Because Had to Work Labor Day.—Bet they won't have to work next Labor Day.

Children's Pictorial

Cross Word Puzzle



Running Across.
Word 1. Something which we all wear.
Word 5. What the baker did to the bread dough.

Running Down.
Word 1. It tells us the time.
Word 2. A unit of weight.
Word 3. A hunting dog.
Word 4. A noise.

YESTERDAY'S PUZZLE ANSWERED.

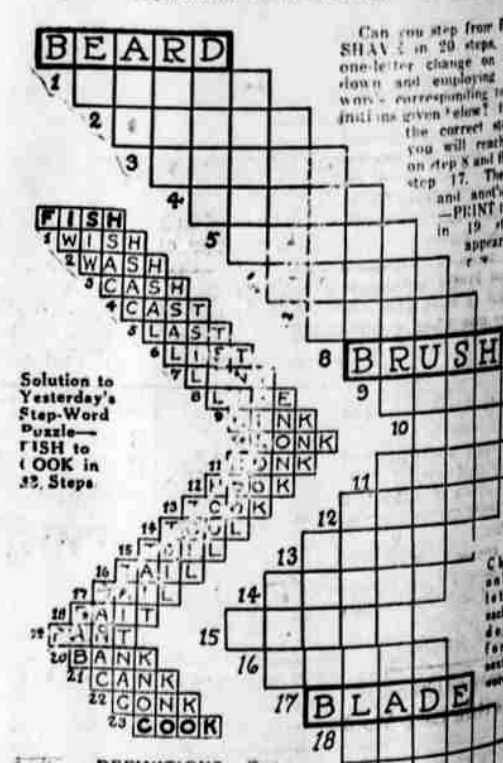


STEP-WORD PUZZLE

(PATENT APPLIED FOR)

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By ARTHUR WYNNE,
Originator of the Modern Cross Word Puzzle.



Solution to Yesterday's Step-Word Puzzle: FISH to FISH in 25 Steps.

DEFINITIONS.

- 1—Carries
- 2—Rays of light
- 3—Horses harnessed in pairs
- 4—Tram-cars
- 5—Whitish earth common in volcanic districts
- 6—Rubbish
- 7—Brittle
- 8—To become rosy through confusion
- 9—Sudden rush of water
- 10—Sudden burst of light
- 11—To strike together
- 12—To strike together
- 13—Blank or over
- 14—Brittle and transparent substance
- 15—To shave
- 16—Green, open space in a wood
- 17—A little oil
- 18—A little oil
- 19—To screen from light or heat