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TALKS WITH THE BUSINESS MAN

By Nels Darling.
No. 7.

Who pays for advertising? Does advertising increase or decrease the cost of goods to the consumer? Effective advertising may reduce the consumer's cost and frequently does. Take that much advertised \$3.00 shoe. We are all familiar with the likeness of the manufacturer, because advertising has made the man known to the country over. The enormous output, the large number of shoes sold, enables him to sell each pair on a very small margin. Advertising built up, and keeps up the demand. Without newspaper and magazine advertising, the cost of introducing this shoe would have been large in proportion to the number of shoes sold. Advertising put the shoe on the market and will keep it there. Take the famous cracker, or so-called biscuit. There was a time when the grocer scooped all crackers out of a barrel or box, weighed them and placed them in a paper sack. Today you purchase a clean, crisp, wholesome soda cracker at less cost, and it comes in an air-tight, sealed package. The manufacturer knew what advertising would do and made the price accordingly. There was an immediate and nationwide demand. Advertising created and is sustaining this demand. Advertise wisely and so effectively. Increase your sales without materially increasing your expenses. Reduce the price on any article you can. Advertise and make your increased business pay for it.

MAYFLOWER MULTIPLICATION

What carpet of magic, what little copper box wherefrom issues a djinn who has his head against the clouds and darkens earth with his prodigious bulk, is a billionth part as marvellous as the insides of the little red Mayflower.

It bore to "these shores" the ancestors of most newly-rich Americans.

Among the most curious problems of multiplication is the innumerable multitude sprung from the loins of the humble little old Mayflower.

If memory serves right, there were but 102 passengers on that Pilgrim Ark.

Famine, insufficient shelter, hostile Indians and other terrible vicissitudes killed more than half of them the first year. For 50 years only the hardiest survived.

Now the wonder is that the progeny of these few numbers so enormously. We never read of a wedding any more but the bride is "descended from an old family that came over in the Mayflower." And usually the bridegroom is of the same ancient stock. The union of two old families, we say. Ordinary folks are thus made illustrious by the illusion of time and the vanity of their prosperous posterity.

The total population of the United States appears to be not over a hundred millions; but descendants of the Mayflower in this country certainly number into billions.

The most peculiar thing about it all is that ever since the war began the newspapers of this country have been flooded with letters from people who assert that they are of "pure American descent and Mayflower ancestry."

KEEP OUT OF WALL STREET

Keep out of Wall Street! No better advice can be given by father to son, employer to employe or by a newspaper to its readers.

The wild speculation now going on in "war contract stocks" is as reckless gambling as was ever played with dice or cards.

Not a single company having war contracts has made public the profit it has made on them and one contract quoted at one hundred and fifty millions on the street was really for only fifteen millions when stated by an official of the company.

A few men will make large profits, but nine out of ten of them will be made bold by success and will keep on to ruin.

The New York World publishes a cartoon with a lean and hungry wolf leaning against a tree marked "Wall Street" and playing on a pipe marked "war contracts," while an innocent lamb is dancing delightfully to the music. That tells the whole story and carries its warning—Keep out of Wall Street just now.

Another batch of war prophets are now predicting an early peace in Europe. If they keep everlastingly guessing that way they may hit it right in the course of two or three years.

LADD & BUSH, Bankers

Established 1868
Capital \$500,000.00

Transact a general banking business
Safety Deposit Boxes
SAVINGS DEPARTMENT

A farmer down in Arizona traded a huge tarantula and a pet king snake to a barber for two skunk kittens the other day. The barber wanted the tarantula for a friend back East, but he thought his skunk kittens were worth a little more than the tarantula, so the farmer threw in the pet snake, and they seemed satisfied all around. This transaction is most important in that it illustrates how trade can be carried on without a red cent in money of the country, if only there's an agreement as to the articles in trade. The folks used to get along pretty well without money in the early days of the land. Then they traded commodities and once a year or so struck balances. Then was the time they had confidence on one another that lasted.

Now a learned professor has shattered the old Adam and Eve apple story by deciphering a tablet 1000 years older than the Bible which chronicles the fact that it was Noah who ate the forbidden fruit which brought sin, sickness and death into the world. The professor may be right but it doesn't help matters any and the doctors and undertakers will continue to work full time and charge the same fat fees they did when old Adam was held responsible for all the trouble.

Down in the Arkansas town of Little Rock they've a prisoner sentenced to die in the electric chair, but they find that he was previously sentenced to life imprisonment for another murder. Life imprisonment means about seven years in this country. The officials in Little Rock who are in a quandary over the peculiar situation will just have to wait until the prisoner gets a pardon before turning on the juice.

Statistics show, so it's claimed, that there are in the United States eight million nine hundred and thirty-four thousand and fifty-six unmarried women of marriageable age. Eliminating the suffragettes, and there seems no valid excuse for so many bachelors in this age of installment houses and furniture.

All those warring nations make a specialty of reporting the losses of their foes, but are extremely reticent about their own. It is a case of going away from home for the news.

Good crops, good weather for harvesting and good prices—three of a kind in Oregon this year that's hard to beat anywhere.

The list of drownings in Oregon yesterday reads like a European war casualty list.

Portland won a ball game yesterday.

MUCH SPECULATION RIFE

Closing of Falls City Sawmill Causes Considerable Comment There.

There is some speculation as to when the sawmill at Falls City will resume operations, regarding which there are many rumors about at that place. It is reported that the present operators are to be succeeded in the management by the bondholders, and that the Falls City Lumber Company is being reorganized and placed upon an even more substantial financial basis. Another report is to the effect that the Spaulding company is going to take over the plant and operate it in the future. Whatever may be the proper "dup" on the situation,

there is a strong probability that the mill will resume cutting in the not very distant future. There is a large investment there, and to allow the plant to remain idle for any considerable length of time would result in heavy loss. The work of extending the logging road into the timber is going forward, which is only another indication that some satisfactory plan for operating the mill is under way. The people of Falls City are hopeful that something will be done soon, as upon this industry many heads of families are dependent. Several have recently left the place in search of employment elsewhere, while others, who have long been in the service of the concern, are holding on awaiting developments.—Dallas Observer.

RUSSIANS BURN EVERYTHING AS THEY FLEE RING

The Russians are destroying everything in the path of the advancing Germans. All villages, farms, forests, bridges, crops and cattle in the territory the Germans have already occupied have either been destroyed or removed by the Russians.

Travelers from Riga says that fires in the various towns which resulted from Russian torches were seen from Gottland.

"Grand Duke Nicholas has maneuvered his armies so as to bring the enemy into positions which will enable him to throw superior forces upon either side. This is one of the oldest devices of strategy," says a Petrograd dispatch.



STATE NEWS

Hood River News: Recently a crippled man (name) stole up from the bottom lands of the Columbia and made her way into the waiting room of the O.W. R. & N. passenger station. Agent Fishery found one of her legs to be broken. He gently took her back to the pugles. But in less than half an hour she had returned. Mr. Fishery then took the pleasant to Mrs. C. A. Bell, who placed it in a coop back of the Mount Hood hotel. Despite the best of care, it died after a short time.

Medford Mail-Tribune: Frank Henry, of the Stoughton district, reports that he believes the quail and grouse are being gradually exterminated by bluejays, and that they have been reduced two-thirds this year from this cause. The bluejays attack the nest of the quail and grouse during the hatching season, destroy the eggs and kill the young out of pure uselessness. Henry favors placing a bounty on bluejays as a means of curbing their activity.

Albany Democrat: A small pin-head with the Lord's Prayer on it, was shown on the streets of Albany today, under a powerful microscope, by M. A. Lundberg, of Spokane, whose brother, Godfrey, did the engraving. The pin is 47,000 of an inch in diameter. It contains 65 words, 254 letters and 17 punctuation marks. It was necessary to make 1500 sites to complete the work. Every word and letter is spaced perfectly and is distinctly readable through the powerful microscope. Three coats were required for this work.

For the first time in 25 years, all the children of Dr. and Mrs. J. B. N. Bell gathered under the parental roof at Corvallis Sunday. Those present were Lee C. Bell, county clerk of Baker county; Mrs. Jennette Shedd, of Pullman, Wash.; Mrs. Ora Holmgren, of Corvallis; Mrs. Myrtle Bell, of Independence; Miss Emma Bell, of Portland; and Lloyd C. Bell, of Corvallis.

The work of electrifying the Southern Pacific from Whitson to Corvallis will begin just as soon as a franchise can be secured in Corvallis. The railroad and the city council have been trying to get together on the franchise for some weeks. Much of the material for the construction of the electric way is on the ground.

Bathing girls and beach scenes, the Glacier says, may soon be seen at Hood River. The Hood River Swimming Club, of 15 charter members, with others joining, is preparing a swimming place just east of the city. A shallow pool, with a sand bottom, will be prepared for small children.

The Wasco county fair and rodeo will be held at The Dalles, September 25, 26, 27 and October 1. In view of the sale of the fair grounds to the county, with the resultant disorganization of The Dalles Driving Park and Fair association, business men have enthusiastically taken up the task of continuing the annual event.

Eugene Register: The Eugene Fruit Growers' association plans to put an acceptable substitute for olives on the market in the near future. If there is anything this part of Oregon can't produce we should like to hear of it.

To afford tourists a way to get through the city without having to ask numerous questions about directions, a local garage man at Roseburg has planned to place a number of conspicuous signs at different points on the streets.

Introducing a regulation, chaotique feature at the Baker county fair this year, arrangements will be made to provide camping sites for those coming to Baker from a distance.

Tillamook's council has rejected all of a batch of bids tendered on proposed street paving, and under a new lighting technique will get double the service for the city for the same money.

The Gold Beach Globe says that if a good reliable dentist who is located within a reasonable distance would make regular trips there "he would certainly find lots of work to do."

THE BALL GROUNDS

Every afternoon, before they begin the playing, both the megaphone boys. The announcements, saying: "Gentlemen, ten left—over!" "Fresh cut sandwich—ham or cheese!"

Spaced at intervals throughout "Treat fast ball and heater. Sounds the everlasting shout Of the earnest vendor. Draws the excited cars: "Pennants, cigarettes, cigars!"

Oh, to see a study world Prowled on by the season!

Mr. L. H. HARRIS, Manager and President
250 KEARNY ST.
Bet. Sutter and Bush

HOTEL STANFORD

SAN FRANCISCO

A modern, fire-proof, up-to-date Hotel, located in the center of everything and on a direct line to the Exposition Grounds.

RATES
Detached Bath \$1.00, \$1.50 single \$1.50, \$2.00 single \$1.50, \$2.00 double \$2.00, \$2.50 double
Private Bath \$2.00 single \$2.50 single \$2.50, \$3.00 double \$3.00, \$3.50 double

150 Rooms of Solid Comfort—Every Convenience
From Third and Townsend St. Street, take car to 16th, from Ferry take Sutter St. car, get off at 4th St., walk half a block North. Or take a "Universal" Bus direct to Hotel.

Children Cry for Fletcher's

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic, all Teething Troubles and Diarrhoea. It regulates the Stomach and Bowels, assimilates the Food, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

The Kind You Have Always Bought

In Use For Over 30 Years
THE CENTAUR COMPANY, NEW YORK CITY.

Hotel ST. REGIS

4th St., Junction Market, Ellis & Stockton Sts.
SAN FRANCISCO

WHEN VISITING THE EXPOSITION MAKE YOUR HEADQUARTERS AT THE ST. REGIS

Centrally located within half block of everything - on a direct car line to the Exposition.

150 outside rooms, hot & cold running water in every one

RATES
Detached bath \$3.00 single \$3.50, \$2.00 double
Private bath \$2.00 single \$2.50, \$3.00 double

Take Universal Bus direct to Hotel or from Ferry take Sutter Market St. car get off at 4th St., walk half block south. From 3rd & Townsend take any car going up 4th St., get off at Mission.

One man out and man on third— Nothing could be tamer! Then this avalanche of noise: "Who else wants a cold drink, boys!"

Sharp the spell such moments wield— Pilled with fascination, Batter flies to center field; That the situation; Battles in one's very ears; "Blah's old-fashioned taffy here!"

Now a pitcher comes to bat; Founds upon the platter; Umpire, taking off his hat, Tells the name of batter; This, however, draws his speech: "Icy cream cones! They're ten cents each!"

Magiques of the realm of clout.

Also Harry Steven. Throw those noisy vendors out, Or I shall get even. If you don't, O moneyed class, I'll not take another pass! —New York Mail.

BIG SAWMILL BURNS.
Winlock, Wash., Aug. 9.—A loss of \$175,000, it is estimated today, was sustained when fire yesterday destroyed the big sawmill of the J. A. VanNess Lumber company. To prevent the loss of the entire plant, dynamite was used to blow up the big dock of the company. The plant, a modern, dry kiln, power house and a considerable porting of 9,000,000 feet of yard stock were saved. The mill carried \$130,000 insurance. The fire has thrown 200 employes out of work.

"On the book of time your days are charged off one by one." Build a Bank account with your dollars, one by one.

The quickest and shortest route to independence and comfort is a Bank account.

It is easier to start a Bank account than it is to earn money and it seems easier to earn money when you have a Bank account. You will never know how true this is until you start one and we will help all who have the ambition to travel the short route to success by starting one. You can begin with \$1.

4% INTEREST PAID ON SAVINGS

UNITED STATES NATIONAL BANK

of Salem, Oregon