

## WRITER OFFERS COURSE ON FARM ADVERTISING

Value and Methods of Using Home Paper  
to Sell Surplus Produce Announced  
for Farmers Week.

A short course on using the home newspaper to sell surplus farm produce will be offered farmers attending farmers week at the college, Dec. 29, Jan. 3, by C. J. McIntosh, farmer, farm writer and ex-newspaper man.

"I have known farmers to pay a local commission man \$50 to sell 100 tons of alfalfa at \$20 a ton, when they could have sold it by paying the editor a dollar," said Mr. McIntosh in announcing the course. "They could then have kept the extra \$49, credited it to the buyer or split it with him. I asked why not advertise and sell direct, and they said, 'Why, I never thought of it.'"

"Not only the advantage but the method of using the home paper will be considered. The success of the advertisement depends on the facts selected for announcement, the form in which they are stated, and the reputation of the advertiser. All of these—except the last—will be explained and so far as possible demonstrated.

Specimen advertisements that have been business-getters with results are wanted for this course.

Using the home press is not only profitable business but sound public policy as well, Mr. McIntosh asserts. These papers help farm production by running many a farm story that enables the farmer to increase or protect his crops, and are fairly entitled to a share of the paid news matter—advertising.

Editors generally like to run as news items farm stories of unusual yield, odd and interesting farm happenings and community enterprises, and the course will show how this matter may be handled to mutual advantage.

### "SAGE OF OREGON" TO HELP FARMERS

"Bill" Hanley Says He Can't Hold  
Land Forever, No Will Use It  
to Aid Small Producer

Men without money can own a farm in Eastern Oregon. They can go to work at once and raise stock and grain without worrying about heavy payments, big interest and lack of equipment, if the hope of "Bill" Hanley is realized.

William Hanley, Central Oregon rancher, land owner and humanitarian, Saturday announced his determination to cut thousands of acres into small farms for sale to men who seek homes of their own and a chance in life.

Hanley outlined his scheme. "I can't hold this land forever," he said. "I want to see it put to use, and I'm going to help the small man get a start."

**TO ENCOURAGE SMALL FARMER**  
"Small farmers are too hard pushed. They need encouragement. Most times they don't get it. That's why there aren't more small farmers. I don't know just how I'm going to handle my new plan, but it soon will be announced."

Long time payment is a part of Hanley's plan. Low interest will be charged, alfalfa will be planted, irrigation ditches and laterals will be finished to each unit, and buildings, fences and implements supplied, as each newcomer steps on his ground.

The idea is to attract the real home seeker.

The plan should be in operation by spring, Hanley says. He is in Portland from his Harney county ranch.

### "SAGE OF OREGON"

Hanley's famous ranch near Burns has long been the favorite stamping ground of writers of fiction dealing with the West, and of the countless friends the "Sage of Central Oregon" has throughout the country.—Sunday Journal.

Of course, everybody longs for peace and tranquility in the U. S. A. And, likewise, everybody wants the other fellow to be the one who is flattened out by the steam roller of individual prosperity.

## The Green Ribbon

Not a Patent Medicine Ad.

The labor unrest has hit The T. H. office.

Hours eight to five now.

Unless the paper is late, then its eight till one—is done.

Somebody stole our axe.

No white man does such things in Burns.

We advocate calling the Indian camp the "City of Lost Axes."

Or will lead an investigating committee in search of the Lost.

Is that what is called "Indian Giving?"

Mebbe we would find the Supreme Court irrigation district mandate out there.

Must blame someone for all the Delay.

The Cheerful Idiot has been recalled from Pendleton.

(Ever notice how that word "recalled" sends cold chills along the officeholder's spine? When he isn't doing his Bit? Or is doing it one-sided?)

The C. I. wasn't recalled quite that way. No. He returned full of youthful vim and vigor, expecting to become a big help in life.

He declared this morning in an interview with a representative of this welcome weekly visitor that much of his success would probably be due to the fact that he was taught to put his right shoe on first each morning, an unequalled method of having things go right all day.

"I have quit worrying about irrigation," exclaimed the C. I. as soon as he saw the Ribbon reporter on the horizon. "My sole interest in life hereafter will be to see that my right shoe is on first. I've learned that if we just quit worrying irrigation is bound to come."

Nothing was said about the Valley people sticking together.

Or all working for the same object.

Which would lead one to believe that the C. I. had become reconciled to fate, and the fact that an old dog can't be taught new tricks.

The weekly meeting of the Burns Commercial club enjoyed its usual

record-breaking attendance last week.

The secretary was present.

All that club needs is some members at meetings.

Er—were YOU there?

To avoid any possibility of the sun's bright rays fading the Green in the matchless shade of this Ribbon we cheerfully request our readers to peruse this column by lamplight.

And to not let any politicians turned red with envy at our consummate skill in handling leading problems of the day.

Speaking of the sun's bright rays, have you noticed the glorious sunset of the past week?

Oh! weren't they PRETTY!

The sun sort of "sneaks up" mornings before the Ribbon gets the sleep rubbed out of its eyes.

But we are curious about the glory of the sunrise. Will some leading business house offer a prize for the best essay on "The sunrise in Burns?"

A change will hereafter be adopted in this column. We have learned that H. C. L. is often misunderstood by the more erudite, and will use H. C. E. very thing until further notice.

We also want to introduce a new brother of this column.

Mr. Klaas E. Fide will make his debut in the very near future, perhaps this very issue.

Chummy little lad, Klaas E. Fide. Will eventually replace Mr. Paid Locals, who is a relief of the dark ages and the time when "advertisements will still be accepted gratis as formerly" was the publishers' chant.

Those old boys must have been oppressed with the weight of the message they were "called" to deliver to the public. Used to use a perfectly good half page supporting the argument that their vocabularies contained a few words of more than two syllables—which is all they did prove—and to make up the deficit in news, scattered advertising in the news columns and on the front page.

When we get so big and strong that our valuable message uses a half page weekly, we'll strong-arm our way onto the front page, where readers can find the most important thing first.

**FOR SALE**—One perfectly good chrome, entitled, "Oh, What Is This Power I Have Over Women." Bargain for cash, unframed.

The little gob of goodness has returned. Oh! Joy!

The late mail was a day late this week. No mail Friday morning, instead of Thursday, which was getting almost usual.



## "More Good Than All o fthe Rest"

This Is What Farmer Says of  
Tanlac—Gains 15 Pounds;  
Had Suffered 25 Years.

"You may know that Tanlac is doing me a lot of good or I wouldn't have come nearly twenty miles to get these three bottles I am buying now," said Samuel Bacon, a well known and prosperous farmer who lives at Boring, Oregon, while in the Owl Drug store in Portland the other day.

"I have been trying for twenty five long years to find a medicine or treatment that would overcome my troubles," he continued, "and Tanlac is the only thing that has ever done me any good at all. During all these years I suffered terribly from rheumatism in my back, and there were times when I was in such bad condition that I couldn't turn over in bed, and after sitting down for a little while I could hardly get up again. My kidneys bothered me a great deal, too, and I would often have to get up four or five times during the night, and the pains in my back were so severe that I rarely ever got any sleep. My appetite was very poor, and what little I did force myself to eat would give me indigestion in the worst way. I lost a lot in weight and finally got so weak and rundown that I could hardly stand on my feet."

"Then I heard about Tanlac through my daughter who had been greatly benefited by taking it. In fact, she was so pleased with Tanlac that she bought me a bottle of it and told me that she thought it was the very thing I needed. Well, sir, I began way before I had finished that first to feel stronger and better in every bottle. I have taken three bottles so far, and I eat so much that I actually get ashamed of myself sometimes. What I eat agrees with me, too, and I never have a sign of indigestion now. I have gained fifteen pounds in weight, and feel like a different man altogether. The pains have left my back, and my kidneys seem to be in first class condition, and I never have to get up during the night any more. I am also free from rheumatism and in fact, I feel better in every way than I have for many years. I tell you, this Tanlac is a good medicine, and has done me more good than all the rest of the medicine put together I have taken during the last twenty-five years, and I think that is saying a good deal."

Tanlac is sold in Burns by Reed Bros. and in Crane by Vale Trading Co.

### WISE AND OTHERWISE

The wise man permits others to judge as to his worth. The fool appraises his own.

Life, to many of us, is just one harrowing dream of what is going to bat us next.

If you would serve as an example to others, you must see that no one forges ahead of the example.

Penny ante is out of the running. No self respecting person wants to demean himself by flipping such small change.

## Ladies' Monogram Stationary Her

## WE HAVE A REPUTATION TO MAINTAIN

Do you know what it means to live up to a reputation for DEPENDABILITY?

We know—know that it means constant vigilance lest we permit the QUALITY of our wares to be lowered. It also means unvarying courtesy and attention to each and every customer.

When you trade with this great Family Store you are assured of these two advantages—protection and service.

EVERYTHING FOR THE FAMILY, AND ALL DEPENDABLE

We solicit your custom with this guarantee.

## Brown's Satisfactory Store Burns, :

We carry goods advertised on the "Home Products Page"

## Will SOMETHING Happen to make you rich?

A rich uncle may die and leave you a roll, but few rich uncles have this habit.

If you get rich, the chances are you will first have to save enough money in order to make an investment that will pay.

There are plenty of investments for the man with a little ready cash.

But it is up to you to save cash. The best policy is to deposit a portion of your salary.

A Bank is better than a hole in your pocket through which your money can slip away.

Make our Bank YOUR Bank.

## CRANE STATE BANK

CRANE, OREGON

## Wm. Farre Burns, Oregon

Practice Before U. S. Land Office and the

Department at Washington, D. C.

REAL ESTATE BROKER

Special--Desirable Stock Ranches

INSURANCE—Insure your hay and property in the North British and Mercantile or Colonial Fire Underwriters

## Ford THE UNIVERSAL CAR

Remember that when you bring your Ford car to us for mechanical attention that you get the genuine Ford service—materials, experienced workmen and Ford factory prices. Your Ford is too useful, too valuable to take chances with poor mechanics, with equally poor materials. Bring it to us and save both time and money. We are authorized Ford dealers, trusted by the Ford Motor Company to look after the wants of Ford owners—that's the assurance we offer. We are getting a few Ford cars and first come first to receive delivery.

## BURNS GARAGE

BURNS, OREGON



18 cents  
a package

CAMELS are in a class by themselves—easily the most refreshing, the most likable cigarette you ever smoked. You can prove that! Simply compare Camels puff-by-puff with any cigarette in the world at any price! Put quality, flavor and cigarette satisfaction to the utmost test!

Made to meet your taste, Camels never tire it, no matter how liberally you smoke them! The expert blend of choice Turkish and choice Domestic tobaccos makes Camels delightful—so bodied, yet so fascinatingly smooth and mellow-mild. Every time you light one you get new and keener enjoyment!

Freedom from any unpleasant cigarette after taste or unpleasant cigarette odor makes Camels as unusual as they are enjoyable.

In fact, Camels appeal to the most fastidious smoker in many new ways you never will miss the absence of coupons, premiums or gifts. You'll prefer Camel Quality!

## Cigarettes