

THE OREGON STATESMAN

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SALEM WILL HAVE FIFTY THOUSAND PEOPLE; SOON

Salem will have 50,000 population; soon. Where will they come from?

They will come from everywhere, to work in the fruit and vegetable industries that are already here, and that will grow and keep on growing; and to work in all the subsidiary industries that will be established because of these industries; and in the paper mills and other institutions either already established or being built or planned, or that are still in the laps of the gods.

Below are two significant current paragraphs:

SQUEEZING OUT THE WATER

"Wall Street well understands the benefit of dehydrating a corporation, but the people of the whole country have yet to understand its possibilities in the food line. The department of agriculture is now attempting to teach the value of the process. Potatoes, peas, spinach, beets, sweet corn, and in fact all perishable vegetables and fruits thus treated can be kept indefinitely and shipped to Europe, with less expense, and when prepared for the table are equal to the freshly gathered product. Here is the germ of an industry that in the near future must assume tremendous proportions and that will not only prove a blessing to the producers and consumers, but pay great dividends to its promoters."—The Wall Street Journal.

"At the present time in the United States we use 2,000,000,000 cans each year for canning fruits, vegetables and soup. This means that we require eighteen cans per capita. In the manufacture of these cans there is consumed 800,000 tons of material, of which 8000 tons is pure tin."—Saturday Evening Post.

The Salem King's Products Co. is on the way towards the development of the "germ of an industry that in the near future must assume tremendous proportions and that will not only prove a blessing to the producers and consumers, but pay great dividends to its promoters."

The output of this Salem plant will be around a million dollars in value this year.

It employs some 250 people now.

In five years, it should have an output of ten millions of dollars.

And it should employ 2500 people.

The market is ready, or will be ready.

For instance, the Salem plant will this year put out four millions of cartons of pumpkin pies.

Four millions of pumpkin pies.

All ready for the housewife; all she has to do is to put back the water that is taken out at the factory—for to dehydrate means to take out the water.

That's all; and to provide the crust and put in the milk, and do the baking.

Result, a perfect pumpkin pie; better than the average mother used to make. No chance to go wrong.

Chicago alone will take these four millions of pumpkin pies—if she can get them.

Next year, the number ought to be increased to forty millions of pumpkin pies, and then some, in order that something like one-third of the American people on the mainland and the insular possessions may have at least one pumpkin pie each; just to whet their appetites for the hundreds of millions of dehydrated pumpkin pies of the future.

That is only a sample of what is coming.

The Willamette valley can produce more fresh vegetables and fruits than any other section of the world—more kinds, and better.

Dehydration, up to date, as the Salem plant now has it, can deliver every one of them, just as fresh as if gathered or picked or pulled out of your back yard, to any place under the sun.

Dehydration takes out the water.

The consumer puts it back.

That's the whole story.

Simple, isn't it?

But the world has waited, since the flood, to have the process perfected, and applied practically, in Salem, Oregon.

And all the money stays at home—every cent, excepting that which is spent for the nails.

The paper cartons are made in Oregon, and will soon be made in Salem. The light boxes are made in Oregon. The nails only come from away from home.

The other day, the Salem King's Products Co. received a check for \$75,000 for one shipment of dehydrated fruits—from one customer; at Pittsburgh. Every cent of this \$75,000 goes for home labor and for the raw product produced at home—every cent excepting the amount spent for the nails for the outside boxes.

Ten millions a year coming to Salem from the outside, and no money going away excepting for the nails.

Do you get the vision?

It is better than a gold mine. A greater city builder than a gold mine, for the distribution of the money received from the outside is wide, among our own people.

Pretty soon, you will see these four names emblazoned almost on the sky:

SALEM OREGON KING'S DEHYDRATION

A \$280,000 advertising campaign, in the national magazines, is now being prepared. It will put dehydration on the map; and Oregon, and Salem, and King's. It will be followed up next year, and next, and so on indefinitely.

Dehydration, and Oregon, and Salem, and King's, will go on the map to stay, forever and aye.

There is something interesting in connection with this advertising campaign.

Lord & Thomas, the great Chicago advertising agency, will have charge of the advertising campaign.

One of their men, Mr. Sheares, on a salary of \$15,000 a year, is writing the advertisements.

Mr. Sheares was in Salem for two weeks; just left a few days ago. He came to work in the plant here; he did work in the plant;

shucked the vegetables and fruits, and helped in every single process of their preparation.

He learned at first hand. Now he knows what he is writing about. He had already subjected the finished product to every test, chemical and otherwise; down to the proof of the pudding, the chewing of the string.

That is the only way to write ads that pull. You must know your subject.

It will look simple, when they appear. But that is the art of it.

This is not all.

The story of dehydration is a long one.

It is fascinating.

The writer expects to revert to it, again and again.

And the future of Salem and the country surrounding Salem is vitally concerned with the magic of the thing that word represents.

"THE PUBLIC BE DAMNED"

That is the spirit of the increase in telephone tolls in Salem. And worse.

Here is a sample:

Phones in private homes on non party lines are \$3 a month. That is too high.

But, say, there is a sick person in your home, and you want an extra "outlet" in the invalid's room—an extra phone, you are charged a dollar a month for this; for a second phone, sixty-five cents more.

The wholesale cost of those two phones ought not to be more than \$1.65.

So, the boneheads who made this rate, permit the telephone company to charge 100 per cent. per month for this accommodation.

It costs the company nothing, excepting the two extra phones.

They get \$3 a month, or \$36 a year, for the first phone; a good deal more than they should be allowed to charge.

That is just a sample.

The new rates bristle with such bonehead charges.

If the man who made the new rates is not an inmate of the idiot ward of the insane asylum, he ought to be.

The Statesman is against public ownership or operation of anything that can by any stretch of the rules of common sense be avoided.

But here is a case where there must be relief, even if it shall take public ownership to get it.

This writer has this to say:

If the people of Salem allow themselves to be ridden over, rough shod, as they are being ridden over by these new telephone rates, without getting relief, even at the cost of public ownership, they will show themselves to be sheep for the ravening wolves of diabolical and outlandish greed, undeserving of anything better.

And this writer believes the people of Salem are not that kind of sheep.

(Since the above was written, it is learned that the Oregon public service commission has set a hearing for the Salem rates on August 27. Salem as a municipality must be represented there, and as a commercial entity, and the people as individuals. That hearing ought to be made so hot that it will radiate heat to the moon.)

The Boxer rebellion is the senate, like that in China, must give way before the attacks of the allies.

One senator is working overtime if it be true that he is prepared to offer 70 reservations to the peace treaty.

The 56,000,000 pounds of sugar released by the war department to relieve the shortage is further evidence that sufficient preparations had been made to keep the army supplied with food.

A second instance of intolerable malfeasance on the part of the war or navy department—or perhaps both—was the bringing of 1290 officers back to the United States in enlisted men's quarters on the troopship Zeppelin.

"The officers particularly disliked eating in the style of privates," says the New York Sun.

Poor things! Soon after the United States entered the war a Boston woman asserted that the officers must have the best of food, but that anything would do for private soldiers.

One had supposed that this highly democratic view was held only in very select circles. But apparently an army without caste is impossible.

—Springfield Republican.

THE WORKING GIRL

The wage commission in Massachusetts has decided that \$12.50 a week is positively the lowest sum on which a factory girl can support herself in reasonable health and with regular meals. Most folk will agree that this is moderate enough, although the factory girls who drew this much in wage were scarce only a few years ago.

The commission also prepared a tentative budget for the appointment of the girl's pay and of course on a \$12.50 basis it cannot provide for much saving.

That will have to come when the wages are raised. The girl is allowed \$7 a week for board and lodging and \$2.25 for clothing. Of course a thrifty buyer who is handy with the needle might be able to economize in this item, but most

women would want more than \$10 a month to dress themselves at present prices. The budget allows 30 cents a week for the doctor and dentist.

This seems to be what they think doctors are worth in the shadow of the Mother Church.

There is an allowance of 15 cents for newspapers and 11 cents for religious purposes. The odd amount would indicate that salvation is almost free, but there is a war tax on it. The estimates permit the use of 85 cents a week for recreation and improvement and this must also provide for the annual vacation, if one is taken. An allowance is made of 75 cents for car fare and 50 cents for laundry. There is also 30 cents a week for insurance, as this is an established institution in the Bay state. When the budget gets through there is only 25 cents left and this is allotted to "incidentals." Heaven knows this is a small sum for talcum powder, gum, postage and chocolates. Gasoline and cigarettes don't have much place in the life of a factory girl. The figures are interesting merely as showing what sociologists and economic experts figure a working woman can live on.

Oregon some time ago put the minimum wage for experienced women at \$11.60 a week, and this is to be raised, the writer believes, soon, to \$13.50. This is for those who have served apprenticeships. There is a graded wage below that figure for beginners.

GOOD-BY, GOLDEN LOCKS.

The blondes themselves should be the least to worry over Prof. Madison Grant's book on "The Passing of the Great Race."

The author specifically refers to blonde women as he writes, but as long as there are men and peroxide there will be blondes.

Prof. Grant argues that four years of war have accomplished as much as a century of time in obliterating the blonde.

Through marriage and intermarriage the blonde hair reappears as brown and then, under the swart influence of a Latin admixture, it gradually turns toward the raven.

Until fifty years ago the blonde heavily predominated in America, but now the brunettes are in the vast majority. The American type is a medley of physical harmony.

The girls are 'twixt and between. They are brown-haired and brown-eyed, but they are becoming darker with every generation.

According to the professor the conquerors are the brunettes. The dark pairs have been steadily absorbing all others in their progress and the only hope for a blonde race to establish itself on this continent

FUTURE DATES.

August 14, 15, and 16—Elks state convention at Klamath Falls.

September 22-27—Fifty-eighth Oregon state fair.

Lenses Ground On Short Notice

HENRY E. MORRIS & CO.
Eyesight Specialists
305 State St. SALEM

is to make a stand in Alaska or the British northwest.

That's what the professor says; but if it is tried there will be such an emigration to Alaska as would make the Klondike rush seem like the hour of prayer in a Quaker cemetery. But if the professor will take the trouble to go to the movies or the cabarets he will notice that we still have the blondes with us and are fond of them.

If the professor is right, as the blondes disappear, those who remain will be popular with the men. The more popular they are the more the peroxide will be brewed. It looks to us like an endless chain with the blondes not having much to worry about.

If there is to be a passing of the blonde all the men with good eyesight will be out to see her pass.

"Thelma" Individual Chocolates—

A Salem product—made by The Gray Belle—distributed by George E. Waters—for sale everywhere, 5c

BITS FOR BREAKFAST

Dehydration's the thing.

It is great and will make Salem great.

In fact, dehydration has arrived. Watch it's steam.

It will deliver our fruits and vegetables to the ends of the earth, just as fresh as they come out of your back yard.

The authorities are going to try to prove to the profiteers that the war is still going, and going good. The best of luck to them.

"The world is on a holiday and people are spending money like drunken sailors without producing." So spoke a witness at Washington yesterday. Is a general way, yes. But the little old Willamette valley is an exception. She is producing, and going to produce more and more; and what's quite as important, deliver the stuff to the wide world in marketable condition.

The new telephone rates stink.

They smell to high heaven.

They are the product of some diseased mind and ought to be sufficient to send their author to the insane asylum without further evidence on examination.

Mr. Wilson's critics in Paris, who



Here Comes the Grocery Man with Snow Flakes

Thousands of children are happier and healthier because they can have all the Snow Flakes they need 'tween meals. And what better than these crisp, satisfying, salty crackers? Your grocer has them.

Don't Ask for Crackers—say Snow Flakes

Pacific Coast Biscuit Co.

SNOW-FLAKES

said he knew nothing about Europe.

Members of the United States senate know about Europe.

The war department is to sell 2000 tons of barbed wire, but probably no one will complain because it is not sold in less than two-ton lots.

Gifford Pinchot refers to Senator Harding of Ohio in a way to make the senator abandon hope of support from Mr. Pinchot and his friends.

"What chance," he asks, "would a pompous, conventional politician like Harding have against Wilson, the keen, unscrupulous master of words? It would be like a duel between a rapier and a balloon." But Harding might not have to run against Wilson. Is the third term candidacy being taken for granted?—Springfield Republican.

Be Prepared for Vacation Ills

Change of food and water sometimes causes indigestion that leads to sick headaches, biliousness, bloating, sour stomach, gas, bad breath and coated tongue. Foley's Cathartic tablets should be in every traveler's grip. They act without pain, griping or nausea. They are a fine and wholesome physic. J. C. Perry.

Major Smith Commissioned in Medical Reserve Corps

Major W. Carlton Smith of Salem has received from the war department a commission as major in the medical reserve corps of the army. Dr. Smith held the rank of major in the regular army when he served with the 91st division in France.

Veterans of 91st Meet

When Lieutenant Returns

The arrival of Lieutenant Lamar Toose in Salem last night, was the occasion of a pretty dinner party at the Marion hotel. Those who attended were Mr. and Mrs. Walter Toose, Sr., Captain and Mrs. Walter Toose, Jr., and their young son, Walter L. Toose III, Major and Mrs.

Special recipes are not necessary for using Mazola. Use any of your own—with less Mazola.

It is equal to butter, better and more wholesome than margarines or compounds and you use 1/4 to 1/3 less Mazola for shortening, as in pie crusts, biscuits, etc.

Use Mazola over and over again—it carries no flavors or odors. Its economy is remarkable.

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