

THE OREGON STATESMAN

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MEMBER OF THE ASSOCIATED PRESS

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NATIONAL ADVERTISING MEANS MUCH TO SALEM

The Salem Slogan subject of The Statesman this week is National Advertising.

It is a subject of tremendous importance to Salem. National advertising furnishes the insurance policy for the sure and continuous growth of Salem and the country tributary to Salem.

It insures the marketing at remunerative prices of all that can be grown on the land and shipped to market in manufactured or other form.

It insures a sure and steady expansion.

It puts the dollars into the pockets of our growers and manufacturers here for the goods on the shelves of the retailers of the whole country.

Advertising is the life blood of business.

The outstanding article in this issue on the Slogan pages is the one by David M. Botsford, vice president and Portland manager of Botsford, Constantine & Tyler, advertising agents.

This article is well worth reading by any one who has any stake in Salem or in Oregon, and the accompanying map is worth studying carefully. The map shows that it does not cost appreciably more in freight charges to reach the 99,000,000 people east of the Rockies than it does to reach the 11,000,000 on the western slope.

So why should not our dehydrated fruits and vegetables and our Phez loganberry juice and jams and Applju and many other products go to the greatest markets?

The freight rate by the hundred pounds in car lots is 90 1/2 cents to New York, Boston, Chicago and other terminal points east of Denver, and it is \$1.25 to Denver, \$1.25 1/2 cents to Reno, 74 cents to Salt Lake, 78 cents to Butte, 53 cents to Los Angeles.

The national marketing associations of California have made that state famous all over the United States and all over the world. Oregon has advantages in many directions in her outstanding products over California. National advertising will show these advantages, and Oregon will profit immensely from this exploitation of her resources; and Salem will receive the greatest benefits from this exploitation.

National advertising will raise the potential and actual value of every acre of land in Oregon.

It will enhance the annual cash returns from all the cultivated acres in the Salem district, and thus it will build up a greater city here and support a more prosperous and contented people.

A TRIBUTE TO COLONEL WHITE

The event of outstanding importance of the week was the visit of Franklin D'Olier, national commander of the American Legion, to Oregon. On Monday he came to Salem and at a luncheon in his honor at The Marion delivered a clean cut, commonsense address on the aims and accomplishments of the Legion that must have left a profound inspiration for patriotism and good citizenship, not only to the service men but also to many of Salem's leading citizens who were in the audience.

That evening Commander D'Olier delivered a public address at the Armory, and at six o'clock was entertained at a banquet at the Benson Hotel by the Department of Oregon.

Speaking at this dinner he took occasion to pay a remarkable tribute to Colonel George A. White. Adjutant General of Oregon, and at present a resident of Salem. The Oregonian commented upon this address as follows:

"At the banquet at the Benson, Commander D'Olier took occasion to pay a tribute to the work of George A. White, saying that he was particularly pleased to be in Portland because it was the home of Colonel White. He said that White was one of the leaders in the formation of the Legion in France and said that as long as Legion members are willing to give their time so unselfishly to the organization its future was assured."

This is a well deserved tribute from a great national character, toward a citizen of the state of whom we all have reason to be proud. It is probably not generally known that Colonel White, while a member of General Pershing's Staff in France, originated the idea of the American Legion, and, associated with Colonel Roosevelt,

THAT NEW SLOGAN



Franklin D'Olier and half a dozen others worked out the details and called together a gathering of over 700 soldiers and officers, representing each division and sector of the A. E. F. The meeting was held in a theatre donated by the Y. M. C. A. in Paris, lasting for three days, at which time a temporary organization was effected and the name selected.

On account of the masterly manner in which all plans were made, there was no doubt from the first of the success of the movement, and of the American Legion becoming the one great organization of ex-service men in America.

Upon Colonel White's return to America, he was met in New York by a number of the old crowd who had been associated with him in France, and in spite of his most violent protests, insisted on drafting him for four months' duty at national headquarters as an adviser in completing details of the organization and of the campaign for the first million, which he so successfully put across. He was also made editor and manager of the American Legion Weekly. He launched this magazine and placed it upon a firm foundation, a herculean task that took of his strength and vitality until he was a nervous and physical wreck upon his return to Oregon.

Following the Minneapolis convention, with the election of the present officers, Colonel White was urged in repeated telegrams to again go to Washington in an advisory capacity, in the belief that his wise counsel was necessary to tide the organization over the rocks, and to conduct the campaign for the second million. Again Colonel White yielded and went East, without salary and at great sacrifice to himself, although the Governor was insisting that he again take up the duties of the office of Adjutant General of the State, an office which he had relinquished to go to the front during the war.

Colonel White's service has been of the most effective and valuable kind, not only to the government during hostilities, but also in his splendid self sacrificing service to the American Legion, on which he has left the stamp of his zeal and genius. It is no wonder that Commander D'Olier was particularly pleased to visit Oregon because it was the home of Colonel White.

If it is true that the French government has decided to recognize General Wrangel as head of the de facto government of South Russia, and give him military support, the finish of Bolshevism will be fast; as it is gradually reaching the end of its tether and falling of its own weight.

BITS FOR BREAKFAST

It pays to advertise.

And it pays to nationally advertise.

When you have something to sell to a nation-wide market.

Fortunately, Salem has a lot to sell in such a market, and the supply will grow greater from year to year.

The shortage of houses is growing acute in Salem, and it will grow much worse before it gets better.

City Recorder Race, who is the chief employment agent in Salem, without pay and for the good of his city and his fellow travelers in this vale of tears, phoned to The Statesman yesterday and urged that this matter be hammered stronger—

As if it could be made much stronger than The Statesman has

FUTURE DATES

- August 9 to 14—Buyers' week convention in Portland
- August 12, 14 and 15—Convention of State Editorial Association, Corvallis
- August 16, Monday—Salem hospital to reopen in McKinley school building
- August 16, Monday—Meeting of associate members of Commercial Club
- August 17, Tuesday—Presentation of trophy cup to Company M, Willson Park
- August 21, Saturday—Franklin D. Roosevelt, Democratic candidate for vice-president, to visit Salem
- August 23, Monday—Baseball, Salem Senators and Portland Pacific Coast league team, Oxford park
- August 26, Thursday—Baby clinic tests at Commercial Club
- August 27, Friday—First annual picnic of Minnesota club of Salem, at home of F. C. Bartholomew, 795 North Capitol street
- September 4, 5, and 6—State convention of Artisan lodges, Salem
- September 6, Monday—Labor day
- September 21 to October 3—Oregon state fair
- November 2, Tuesday—Election day

been making it for days and months on end.

Mr. Race says that if new houses are not built in numbers, there will be a great labor shortage here next year.

Laborers must have roofs over their heads, and their families must have shelter.

Another man asked The Statesman to "roast" a lot of people who promised to build houses and did not.

But this would not build the needed houses.

For the 99th time, the Bits for Breakfast man urges that there should be a drive for the sale of more shares of the local building and loan association. That will provide the money at profitable and safe investment to build the houses. There is no other certain way under heaven to do it.

CROP PROSPECTS ARE SUMMARIZED

Agricultural Statistician Makes General Comment on Oregon Counties

F. L. Kent, agricultural statistician, gives brief comments on condition of crops in the various Oregon counties in his field aid report for August 1.

Baker—The weather has been fine so far and all crops except fruit are looking fine. Hay is going up in fine shape.

Benton—No winter wheat or rye threshed as yet.

Clackamas—Frequent rains cause of good growing condition of hay,

spring wheat, oats and potatoes. Early hay considerably damaged by rain. Vegetables, except vines, in good condition. (Aug. 9) Some winter wheat fields are yielding 35 to 40 bushels per acre. County average will run about 30 bu.

Douglas—Most farmers through cutting grain, and threshing will start Aug. 2. Winter wheat yield estimated at 1 bushels per acre. Some smut reported in spring wheat.

Gilliam—Some damage to grain from hot winds, center of county.

Jefferson—Winter and early sown spring wheat is better than usual. Very little threshing so far. Grain is maturing about four weeks later than usual, owing to cold weather in early growing season.

Klamath—Rye hay this year is

PLANTEN'S C & C OR BLACK CAPSULES
A Preparation of COMPOUND COPAIBA AND CURBES
—AT YOUR DRUGGIST—
Ask for IT NAME ONLY—avoid Substitutes

considerably above the average, both in yield per acre and quality. Josephine—Very little threshing so far.

Lake—Crops generally are quite satisfactorily although the rainfall is below the average.

Linn—No grain threshed to date, hence no yield per acre data. The weather has been favorable and crops are excellent.

Malheur—The first cutting of clover averaged about three tons of hay per acre. Second growth will be ripened for seed. Seed outlook good in some fields, poor in others.

Morrow—Winter wheat yielding about 15 bushels per acre in north end of county. Alfalfa and rye hay 10 to 15 per cent better than last year.

Multnomah—About 70 per cent of hay more or less damaged by rain.

Polk—Winter wheat promises a yield of not less than 25 bushels per acre. Apple trees badly injured by cold of last winter. Clover hay badly damaged by rains.

Umatilla—Quality of wheat fair, but weeds are bad in many places, which will cut into the yield considerably. Not much threshing yet, but most fields should run 25 to 35 bushels per acre.

Union—No threshing so far, but all grains are better than for four years past.

Sherman—The average yield around here (Klondike) 18 30 to 35 bushels.

Wasco—Average yield for county estimated at 22 bushels per acre, some fields producing about 30 bu. per acre. Quality, about 95.

WILL HAVE PLENTY OF CARS

SALEM, Or., Aug. 10.—Every industry in the state depending upon railroad transportation for the disposal of its product will be cheered by a promise recently given by the Southern Pacific railroad to distribute 100 empty cars daily over its lines north of Ashland. Many Ore-

gon industries, particularly the lumber mills, are now hampered by the acute car shortage.

CLOVERBAGS

Have a good stock of new and second hand seamless bags that we are selling at less than the present wholesale price. Better secure your sacks now as we will have to advance prices sharply when we have to buy on the present market.

OAT SACKS

Have several thousand good oat sacks for sale, also, some new grain sacks. Do not wait until you are ready to thresh as sacks may be scarce later on, especially seconds.

TWINE

Our price on sack twine is lower than the present market as we had it contracted before the recent advances.

D. A. White & Sons

Phone 160 255 State St. SALEM, OREGON

What Will \$10,000 Insurance Do?

Depends on how you leave it. Life insurance, left in a lump sum, is usually dissipated in a few years.

But—suppose you made a simple Insurance Trust Agreement directing that this Bank invest your \$10,000 insurance money and pay an annuity to your wife.

She would receive an annuity approximately as follows:
\$100 monthly for 10 years—remainder to her credit \$600—or—
\$50 monthly for 20 years—remainder to her credit \$5480.

Our officers invite conferences on Insurance Trusts regardless of the amount of your insurance.

Capital National Bank TRUST DEPARTMENT SALEM OREGON

A BOOK OF 1000 SONGS

NOW is your chance to take advantage of one of the BEST premium offers ever made. WE have now on hand a number of copies of this book of most up-to-date and largest collection of old and new songs ever compiled. This book in reality contains even more than a thousand of our most popular songs, printed for both singing and playing.

LET'S HAVE MUSIC is one of the watch words of the times, BUT, do you always have the kind of songs that the occasion requires?

Get one of our large Books OF A THOUSAND SONGS and you will always have it. This beautiful cloth bound book contains songs of every description, Darkey lullabys, boating songs, love songs, every kind that you wish or desire. GET one while they last as we have only a limited number and there is a large call for them.

Actually all the old songs you ever heard.

Bring us in three coupons and receive this large collection of songs for the small sum of \$1.50 or if you are not a subscriber and wish the book you can get it for the regular price of \$2.50.

SONG BOOK COUPON

This coupon good for the Great Book of 1000 Songs. IF presented with two other coupons (three in all) and \$1.50 in cash.

STATESMAN PUBLISHING CO. 215 South Commercial St., Salem, Ore.

Send While The Sending Is Good As Our Supply Is Limited

STATESMAN PUBLISHING CO., SALEM, OREGON

MECHANICAL DEVICES TO INSURE ACCURACY
NO more are your accounts entered and added or subtracted by hand and head in the modern banking institution.
Nothing being too good for customers of the United States National Bank, the most up-to-date appliances are provided for guiding and guarding their money while in our hands.
United States National Bank SALEM OREGON