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THE THINGS WHICH MUST BE DONE IN SALEM

The Statesman enters this morning upon another year's Salem Slogan campaign—
And with a broader vision than a year ago.
The loganberry industry is the opening subject, as it was a year ago.

The writer has been very much interested to note the progress of a year in this industry. There has been much progress, and much more is ahead of us.

The loganberry industry started on one leg—
There was only one way to market loganberries abroad—in the dried state.

Then came the juice industry; then canning, and jams and jellies, and dehydration; and now the cold pack; shipping in barrels; going in that form to the concerns of the East making fruit syrups for the soft drink and ice cream places, and manufacturing jams and jellies and many other food products.

The market is a wide one; widening.
But more loganberries will be set out next year than ever before—and, by 1922 or 1923, there will be a great surplus—
Unless we prepare for it.

We can prepare for it by increasing the capacity of the juice plants, and widening the markets for the juice products.

That is the big outlet. That is the chief stabilizer.
Then, for loganberries, and for other fruits and vegetables, we must have cold storage; cold storage houses with immense capacity.

We will not get enough, even though we secure the investment of millions of dollars in cold storage plants here.
But it is up to Salem—
Up to Salem to do the most possible.

Enough vegetables were lost in the Salem district last winter by freezing to build a big cold storage plant here—
And enough cherries were lost last season here to build another big cold storage plant in Salem.

We could afford to bond this district and build big public cold storage plants.

In some way or other, we must get them built; and, in some way or other, we must provide for the proper facilities to take care of the surplus loganberries and other berries that are surely coming.

LOGANBERRY JUICE AGAINST THE WORLD

(From The Statesman of Oct. 9, 1919.)

The following editorial appeared in The Statesman several months ago. The writer believes it is well worth republishing, in this issue, in which the Salem Slogan is on the loganberry—commencing a year's Salem Slogan campaign:

The Statesman spoke yesterday of the certain greatly increased demand in this country for the fruit juices, with a bone-dry America. And the statement was made that loganberry juice will have the "edge" on all of them, because it is more than a pleasing and refreshing drink, with a tang that satisfies and a taste that lingers. That it is besides a food, a coloring, an icing, a flavor, and a body for ice cream.

It is still more, a thousand times more.
As a beverage, "best for thirst," it is used to make loganberry snowballs, loganberry highballs, loganberry mint juleps that would tempt the taste of Henry Waterson himself; loganberry rickies, loganberry punch, loganberry lemonade, and a hundred others that make the mouth water in the bare mention.

In the kitchen, an "unexcelled flavor," it is used as a coloring and flavoring, and the good housekeeper may employ it to make: Jelly, pudding, cake, pie, glaze, sherbet, ice cream, frappe, icing, sago, tapioca, gelatine, fruit salads, cocktails, mayonnaise, and a thousand and one other good things.

The best hotels in the United States use a great deal of it in making ice cream, and the highest salaried chefs in the world say it gives a "body" to ice cream that nothing else known can give.

In the sick room, such high authorities as Dr. Wiley enthusiastically endorse it, and the best hospitals in America use it.

It is a tonic—it relieves exhaustion.

It will relieve sore throat and colds, sipped slowly.

It possesses in a marked degree anti-rheumatic qualities, and it tends to remove from the system uric acid and those lime salts which mark the individual prematurely with old age.

In other words, drink it and keep young.
Taken hot, it will relieve indigestion and kindred troubles.

A fever convalescent finds it invaluable.
It is good for that tired feeling.
It contains 34.25 solids and 65.75 water. Thus its high food value.

All the above is written, not to advertise any particular brand of loganberry juice, but to show to the growers of the Willamette valley that there is not land enough in all the rich and broad expanse between the Coast Range and the Cascades to raise enough loganberries to supply the world's markets.

Our farmers have what amounts to a franchise—this is the loganberry country. This berry attains perfection here, and in no other place.

Most of the loganberries of the world will always be raised within the lengthening shadows of the Oregon capitol dome.
Raise hops; yes. For the non-alcoholic beverages will keep up a demand for them.

Raise raspberries and strawberries and gooseberries, and other berries; yes. For the growing jam industry and the dehydrated processes will take them all. There will never be enough.

But the loganberry is the king berry for the Willamette valley. It is the berry par excellence. It is our very own. And its glories will never end.

It will circle the globe.
It will sing a gustatory song in praise of the glorious Willamette valley in every land under the shining sun.
Grow more loganberries. And still more.

BITS FOR BREAKFAST

The loganberry, our slogan-berry.

How would you like to have two and a half acres of loganberries, producing 14,000 pounds, and selling at 13 cents a pound—as Mr. Washburn out on Salem Heights did last season?

Or even 45 acres, selling your crop for \$45,000, as did Bruce Cunningham of the Liberty district, just beyond, did last season?

There is going to be more new acreage than ever set to loganberries the coming season—

And there is going to be a big surplus in 1923—

Unless Salem provides more juice plant facilities, wider juice markets, and ample cold storage room.

It's up to us—the last mother's son of us; and we have all got to go down the line on these things, if we are to have Salem remain the loganberry capital of the world.

Which she was elected by nature to be; which she has a right to be; in which proud distinction there is millions for us and our children and children's children.

If we play the part of the ten cowardly and unworthy spies, we will deserve their fate. The spirit of Joshua and Caleb is the need of Salem and the Salem district. And the story of the "Acres of Diamonds." Ours is the promised land, for the taking and improving.

Convalescence after pneumonia, typhoid fever and the grip, is sometimes merely apparent, not real. To make it real and rapid, there is no other tonic so highly to be recommended as Hood's Sarsaparilla. Thousands so testify. Take Hood's.

COAST LEAGUE

At San Francisco— R. H. E.
Portland .. 5 12 2
Oakland .. 5 12 1
Brooks, Polson, Pillette and Baker; R. Arlett and Mitze.

At Salt Lake— R. H. E.
Vernon .. 1 4 1
Salt Lake .. 0 3 1
Dell and Murphy; Stroud and Byler.

At Sacramento— R. H. E.
San Francisco .. 1 4 4
Sacramento .. 2 6 2
Love, Lewis and Agnew; Fittery and Cook.

At Los Angeles— R. H. E.
Seattle .. 11 13 9
Los Angeles .. 5 12 1
Gardner, Sweeney and Baldwin; Tobin; Thomas, Pertica, Brown, Domovitch, Wallace and Bassler, Rego.

FOOTBALL TEAM IS GOING GOOD

First Test of Willamette Will be Saturday in Game With Alumni

Willamette's football machine is going good. In fact it has been tearing up the gridiron with such punch that a season of no defeats has been predicted.

The first test of Willamette's strength will come Saturday afternoon on Sweetland field when the Bearcats and the alumni will engage in a battle royal. A large number of Willamette's former but nevertheless notable football players, have been invited to participate in the coming contest.

Those who will appear in football togs for the grads will be "Pruney" Francis, "Peany" Archibald, Dimick, Carson, Don Carson, Jack Bartlett, Radcliffe, Warner, "Tekoa" Grosvenor, Hendricks, Small and Shisler.

Willamette's gridiron honors will be upheld by a team which will probably be chosen from the following Bearcats: Rarey, Basler, Sherwood, Zeller, Irvine, Wapato, Lawson, Ganzans, Barnes, Sotolofsky, H. Rarey, Ramsey, Power, Bain, White, Milliken and Richards.
According to an announcement made by Manager Bain four more games have been scheduled. October 16 the Chemawa Indians will match tactics with Coach Mathews' fighting eleven.
Two games will be staged away from home, one at Forest Grove and the other at Tacoma. There is sure to be a mighty struggle when Willamette meets its old rivals, Pacific university on Novem-

ber 6 and when that squad tangles with the Methodists of the north at the College of Puget Sound on November 18.

Thanksgiving brings the greatest game of the year and perhaps of several years when Willamette will meet Whitman in the final clash of the season.

DODGERS SHUT OUT INDIANS 3 TO 0

(Continued from page 1)

paid no attention to the protests of the home rooters.

Brooklyn's other runs were scored without any attendant features.

Johnston Scis Fans Jimmy Johnson gave the Brooklyn fans the first real opportunity to cheer when he beat out a single to deep short in the first inning. It proved to be the opening of the first run. Johnson added the second quarter of the run when he made a clean steal of second and ambled on to third while Griffith was being disposed of at first.

Captain Wheat came to the front with a timely hit to center which sent Johnston across the plate. Wheat by fast sprinting making his hit count as a double.

Griffith added to his record as a timely hitter in the fifth when his single to short sent Olson with the third and final run of the contest.

The Brooklyn shortstop got on by connecting one of Bagby's fast ones for a single. He advanced to the midway while Johnston and Bagby were disposing of the former's brother and from that point completed the circuit on Griffith's hit.

The attendance, despite an improvement in the weather conditions did not quite equal the stand set in the opening game. The sky was overcast when Grimes served up his first pitch, a strike on Jamieson and there was little wind to disconcert the fielders.

Although the sun cast only occasional rays on the diamond, the air was warm and without the nipping chill which accompanied Cleveland's victory yesterday. Still there were scattered vacant seats, singly and in pairs, in both the lower and upper stands. The spectators as a whole appeared to view the struggle with apathy, only occasionally giving vent to a concerted roar of approval or encouragement. There was an utter lack of team rooting, while songs and music, which have made other world's series conspicuous from a vocal standpoint, were as much missing as during the opening game. The

official figures announced by the National commission showed that in both attendance and receipts the figures fell below those of Tuesday. The attendance paid was 22,559; the receipts \$76,164. This makes the total receipts for the two days of \$155,213. The division of the money for the two days follows:

Ten per cent to national commission, \$15,521.30; 40 per cent of balance to players' pool, \$32,815.02; remainder to clubs, \$55,876.68.

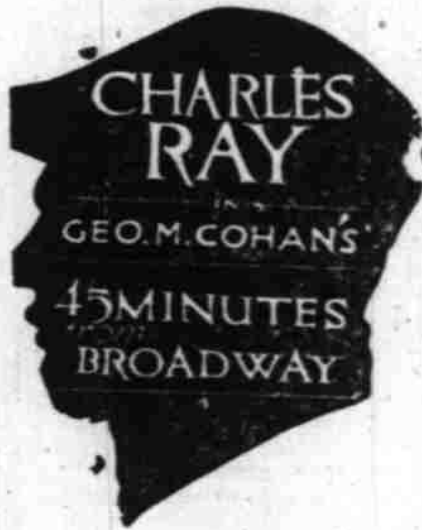
The players' share in the receipts of the first five games and their pool is divided 75 per cent to the players of the teams participating the world series and 25 per cent to the players of the teams finishing second and third in the National and American leagues.

Rotary Club on Lookout for Quarters Location

The Salem Rotary club is now on the lookout for suitable quarters, having grown so much since its organization that the grill room at the Marion hotel is no longer large enough to accommodate the Wednesday meetings. The club has its full quota of members and a waiting list besides.

At the meeting yesterday a report was received from the boys' work committee, showing that the entire city has been distracted.

STARTS SUNDAY



YE LIBERTY

Underwear for Men



We now have our Fall and Winter stock of Underwear ready for your selection. See a few reminders in our west window. Extra special medium weight union suits \$3.00

Carter's and Cooper's closed crotch union suits in all weights— \$3.50 to \$5.00

Two-piece garments, \$2.50 to \$3.00— Special \$1.95

While they last—6 pairs Men's black socks \$1.00

We have just received a large shipment of Boys' Sweaters and Jerseys—come in and see them. We also have a full line of Sweaters for office and school wear.

Tom Wye and Knockabout Knit Coats— Men's Jerseys, all wool— \$13.50 to \$15 \$4.00

S. H. School colors in heavy knit rough Special—Men's sleeveless Sweaters— neck sweaters— \$2.50 and \$3.50 for one week only— \$10, \$12.50 and \$15 \$1.95

Kafoury Bros.

THE STORE FOR THE PEOPLE

MEN'S STORE

THE STORE OF PERSONAL SERVICE



the Cigarette

If you are a cigarette smoker, and unacquainted with Lucky Strike, buy a package today, and find out for yourself why they are so popular.

You will at once notice the delicious flavor of Burley tobacco, delivered to you absolutely fresh. It's toasted.

the Tobacco

To pipe smokers Lucky Strike tobacco offers the same exceptional flavor as the famous cigarette. Made from the finest Burley tobacco—it's toasted for your pipe.

If you don't know how delicious toasted Lucky Strike is ask for a tin today, and taste!

IT'S TOASTED

The Burley tobacco leaves have pores, like a sponge. When "it's toasted" their pores are closed, the flavor sealed in, permanently. When you burn Lucky Strike in your pipe or cigarette, you are releasing the original Burley flavor that was sealed in by toasting. Exactly that. Heat seals it in, heat releases it.

You know how a bee seals in the flavor of honey with the thin coating of wax. This coating holds in that delicious honey flavor until it's used.

Just so the toasting process seals in the Burley flavor. This flavor is preserved until you release it by smoking. A wonderful process and a great discovery for smokers.

Guaranteed by The American Tobacco Co.

—which means that if you don't like LUCKY STRIKE you can get your money back from the dealer

This Bank Acts As

Trustee
Receiver
Assignee
Guardian
Executor
Administrator.

There are many reasons why a Bank can give better service in these capacities than can any individual.

We will be glad to explain by mail or personal interview.

Capital National Bank

Trust Department

SALEM OREGON

Bicycle Tire

CLOSING OUT

SALE

—AT—

Hauser Bros