

The Oregon Statesman

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EVERY ONE A PHEZ COMPANY STOCKHOLDER

Every man and woman in Salem and the Salem district ought to be a Phez Company stockholder—

And if this condition were realized, the facilities would be provided for taking care of all the surplus of loganberries and other berries of this section—and there will begin to be a big surplus in two years more.

Besides, it would enable that company to build a great cold storage plant, for its own use and the use of the public—

So the surplus cherry crop could be taken care of—and every other surplus fruit and vegetable crop.

The Phez Company is now offering 7 per cent preferred stock; participating with the common stock at over 7 per cent; cumulative; and convertible into common stock for five years, with 5 per cent added each year.

Thus, the stock now being offered will likely earn in the next five years 12 per cent—

And the writer thinks it will—

And the stock after that is likely to be worth more than par—

And the writer thinks it will.

The Phez Company has grown in five years till it has a payroll of some \$200,000 a year, and spends, or will spend next year \$500,000 to \$1,000,000 or more for fruit grown in this section.

It has the mechanical facilities now to take care of a business of some \$15,000,000 a year, and it is not at all improbable that it will reach that volume of business in three to five years—

And it surely will, if the proposition of the first paragraph above is realized.

The Phez Company is organized along conservative and sensible lines. Its trade name is established; its formulas are right; its market packages are attractive; its selling organization is efficient.

Its management is able and economical.

It is ready to go forward surely along lines of great expansion—

And it is ready to serve this fruit district as no other organization possibly can; to take care of all possible surplus—

If—

If it is properly capitalized.

And the people of Salem and the Salem district are able to properly capitalize it; to furnish all the \$2,000,000 or so needed to give the company all the strength it should have to do all the things it ought to do in order to absolutely guarantee the taking care of all surplus fruits and vegetables.

And every dollar subscribed will bring its 7 per cent return; and, the writer believes, its 12 per cent return, if converted into common stock—and more than this in the future, if held.

The Salem district is a great fruit district.

Here is a chance, by the proper community co-operation and spirit, to make this district secure for all time in its claim of being the greatest small fruit district in the world, with all the profits and benefits that will surely accrue to both the city and the surrounding country.

General Wrangle takes 10,000 Red cavalry at Salkova. The principal trouble with the Wrangle movement is that it does not move fast enough.

One Republican in Salem yesterday said he was dissatisfied with the results of the election of Tuesday. He wanted it to be unanimous.

Not the least of the benefits of the Republica landslide of last Tuesday was the licking to within less than an inch of its life of that Bolshevik outfit yeclpt, the Nonpartisan league, that has in-

FUTURE DATES.

November 6, Saturday—Football, Willamette vs. Pacific University at Forest Grove.

November 6 and 7, Saturday and Sunday—Annual convention of Marion County Christian Endeavor Union, First Congregational church.

November 9, Tuesday—Christian meeting, Commercial club rooms, 8 p. m.

November 11 and 12, Thursday and Friday—State penitentiary minstrel show.

November 11 to 25—Red Cross roll call.

November 11, Thursday—Football, Salem high school vs. McMinnville, at Salem.

November 14, Sunday—Red Cross roll call, Sunday.

November 15, Monday—W. C. T. U. drive for \$125,000 children's home in China.

November 16, Tuesday—Football, Salem high school vs. Dallas high school, at Salem.

November 18, Thursday—"Middy and Shit" day at high school.

November 18, Thursday—Football, Willamette vs. College of Puget Sound, at Tacoma.

November 20, Saturday—Football, Salem high school vs. Eugene high school, at Eugene.

November 20, Saturday—Football, Salem high school vs. Eugene high school, at Eugene.

November 25, Thursday—Football, Willamette vs. Whitman college, at Salem.

November 25, Thursday—Football, Salem high school vs. The Dalles high school, at The Dalles.

November 25, Thursday—Thanksgiving day.

December 7, Tuesday—Annual election of Christians.

December 8, Wednesday—Annual election of Commercial club.

December 11, Tuesday—Annual election Salem Business Men's league.

treatment the patient is seated on an overstuffed davenport with her hand in that of a fashionable and handsome practitioner. Thus sitting she is urged to babble on—to tell everything that goes through her mind as fast as it comes. Ever and anon the doctor will chip in a few words to direct or change the trend of thought or to divert the noodle of the patient. Sometimes this thought transference is on lines of love and admiration and the patient indicates an affection for the practitioner. It is to this stage of the treatment that the wife of the doctor objects. If every patient is going to sing her love to him she may lose him. Therefore the wives of the doctors are not very strong for this psychoanalysis business. Nevertheless it is likely to be popular with some of the women of the idle rich. It is a sort of a spiced or Lucullan mental healing. Possibly it is flirtation set to medicine. Anyhow, it sounds pleasantly and that is sufficient.

SHOULD THEY ADVERTISE FOR HUSBANDS?

In addition to wishing for what you want, advertise for it. The chances for gratifying your desire is thereby enhanced. If it doesn't come at first, apply the old rule which—reduced concisely—means, keep it up.

Eventually it will be eureka for the suppliant.

Mrs. Elizabeth Towne, properly classified as a high priestess of New Thought, 14 times authoress, and an editorial writer for numerous publications, specifically states in an interview that a woman in search of a husband should advertise, when the old way fails.

Her idea is for the use of mature women with judgment, where such women are in want of husbands. Girls should not be permitted to take this course unless the arrangements are supervised by their mothers or if they are not blessed with mothers, by the next of kin or persons legally appointed.

The mother with a daughter is, naturally, a matchmaker, and she should direct her daughter in procuring a husband. If the husband does not come in the course of true love—the good old way—then, advertise.

Mrs. Towne is entitled to her own words in her conclusions. Hence the quotation appended:

"It ought not to be necessary for women to advertise, I admit. Every community should provide ample opportunities for social intercourse and municipal and social supervision.

"If nothing better offers, the mayors of cities might become matrimonial agents, as one mayor did become in a western city a few years ago.

"Then, too, state and federal marriage bureaus might do something. Society owes it as a duty to enable men and maids to meet under conditions conducive to mating. And, if society fails in this respect, why, then, I repeat again, 'Advertise.'

"By all means, advertise in the newspapers—or other publications, if necessary."

NON-ADVERTISERS ARE THE FAILURES.

Eighty-four per cent of the business failures of the past year occurred among firms which did not advertise.

This is the assertion made by Bradstreet's commercial agency, which is as unbiased an authority as can be found in the business world today.

Bradstreet's compiled its information from statistics, not guess work.

The importance of advertising as a business element must have been regarded as vital by this great commercial agency, else it would not have wasted the time of hundreds of trained men throughout the nation collecting and tabulating this information. Bradstreet's thus points the way to one of the elements of business success.

The lesson to be learned from the statistics regarding the advertising merchant is obvious.—Fourth Estate.

SMALL CUTS.

One of the swell New York hotels has made a cut of 10 per cent on the items of the bill of fare. This will enable a guest to get a lunch for a \$10 bill, and still have enough left to appease the waiter. But a 10 per cent cut on a \$4 steak hardly makes a dent in the gravy.

LENINE AS AN EYE-OPENER.

Bertrand Russell went to Russia thinking himself a Communist, but denounced the whole system after seeing it at work; the delegates of the British labor party made an unfavorable report after visiting Russia; representatives of Italian Socialists and

workers have just returned with a similar verdict. Debs has recently repudiated Lenin's methods and Communism generally, and now Emma Goldman, forced to choose between state Socialism and private capitalism, says she favors the latter. All things considered, Lenin's bloody experiment may yet serve as the agency for bringing radical reformers to their senses and to save the rest of the world from extremism.—Brooklyn Eagle.

ITS LAST LEGS.

It is asserted that Bolshevism in Russia cannot last through another winter. Its only hope is in world-wide revolution that will feed it from without. It can no longer live on itself. It has almost sucked dry its own blood. Unless it continuously has something fresh to feed upon Bolshevism must inevitably die.

BIG THREE INCOME TAXPAYERS.

According to income tax records there are only three men in the United States whose income exceeds \$3,000,000 a year. Mr. Rockefeller is probably one of them, and the fellow we buy newsprint from is the other two.—Texarkana Texarkanian.

BITS FOR BREAKFAST

Buy Phez stock—

Buy as much as you can—

Buy this stock, even if you can buy only one share, on the installment plan.

Salem and the Salem district ought to get behind this great company, that promises to take care of the coming surplus of loganberries and other berries and fruits.

This is a community proposition and if it is treated as such, and every man and woman does his or her duty to the limit, there will be no sort of question of Salem being the greatest fruit district in this country, or any other old country.

And the buying of this stock will add wealth to the holders and their children and children's children, for all time. It is bound to be a great company—and to make it great right now is the best possible insurance policy against any surplus fruit going to waste in this district.

Yoncalla has elected a full city administration of women. That's the spirit. Yoncalla is in Douglas county, a few miles west of Shoshone, and it is the place that was founded by that sturdy family of Oregon pioneers, the Applegates. The spirit of the Applegates is still there—and the women are going to show Oregon what a really fine and well governed city ought to look like and act like.

VARSITY PLAYS PACIFIC TODAY

Willamette Coach Expects Stiff Contest With Forest Grove Eleven

The Willamette university football squad travels to Forest Grove today to meet the fast Pacific university eleven, in what promises to be one of the closest contests of the season.

Coach Mathews declares that the Bearcats will have to step if they come home victors from this fray. But the W. U. eleven has not failed to step yet this year, and the varsity will start the game today with the best lineup it has had all season. Willamette has not lost a contest so far this year, and Pacific played the O. A. C. rocks to a tie game, and also played a scoreless contest with College of Puget Sound.

After a two weeks rest the squad is in perfect condition and every man is in shape excepting Ramsey, who will be out of the game on account of a bad knee. Wapato will probably start the game at half back, a position which he ably filled when he was a frosh. Wapato can plunge through the line, and he knows how to receive passes as well as to break up the aerial attack of his opponent. Blasler will be back at center, where he is unsurpassed as pivot man. Harry Rarey or Jit Nickel will probably take Wapato's place at tackle. The invincible tackle, big Bill Lawson, will be seen in action at the other tackle position.

Captain Rarey, who was out of the Multnomah game on account of injuries, will line up at half back position today where he will give much additional power to the backfield. Bain will probably play at guard, and although he is one of the highest men on the team, he is the hardest to get by.

In addition to the regular eleven, Coach Mathews has a number of second string men whom he can send in at any moment without impairing the strength of the Bearcat machine. Among these men number Sherwood, Power, Nichol, Bird and Hicks.

Between 75 and 100 roofers, accompanied by Willamette's band, will accompany the squad to Forest Grove in trucks and cars. A rally was held Friday noon at which time a great deal of enthusiasm was aroused for the excursion.

In 1916 Willamette chartered a train and went en masse to Pacific.

Just Suppose

THAT a call was sent out in Salem and Marion County for a Mass Meeting, and at that meeting you and your neighbors were informed that a concern with a Nationally-needed product wished to locate a plant in Salem valued at \$300,000 and that all necessary money was available except

\$100,000

for which stock would be issued, it is quite likely that it would be subscribed, if your bankers said it was good.

Listen!

The Phez Company has a greater amount invested in Oregon than the sum named. Your bankers all say it's good. It is not an experiment. It is Nationally advertised. Not a dollar of Promotion Stock. Not a dollar for processes or patents. Over a million dollars spent in National Advertising and demonstration which is not capitalized.

Preferred Stock Convertible, fully participating and cumulative.

Think it over. Don't you see your opportunity?

Let us tell you more about it.

Phone 204, or Write Promotion Department.

THE PHEZ CO.

SALEM, OREGON