

# The Oregon Statesman

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R. J. Hendricks, Manager Stephen A. Stone, Managing Editor Ralph Glover, Cashier Frank Jaskoski, Manager Job Dept.

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## SUPPORT SHOULD BE MADE GENERAL

The committees are to go to work today in an attempt to make the support of the Salem Commercial Club adequate, or at least sufficient to maintain the standard of work that has been carried on heretofore.

And it should be increased— in a number of directions— And among them in the direction of the agricultural work, including help and advice in fruit growing in all its branches.

There should be sufficient money raised to warrant a decent appropriation for this branch of the work of this commercial organization—

For this is primarily an agricultural district, and the greatest prosperity of both city and country will come from a diversified and intensified use of the soil, coupled with manufacturing, shipping and buying operations in finding the best markets for all the products of the soil.

So the support of the Salem Commercial Club should be very general. The writer believes that, while many of the supporters of the work ought to increase their financial support, the bulk of the new money sought for by the committees should be from new channels—

And the five-dollar man ought not to be overlooked; nor even the one-dollar man.

A very wide support will make for a very wide interest in the objects of the organization, and that is most desirable. There is no good reason why Salem should not grow constantly; that times should not be good all the time here. The makings of permanent prosperity are here.

It will not be in our stars but in ourselves if we are underlings in city growth.

If Salem would adopt the motto of Los Angeles, "Full Speed Ahead," and live up to it, this city would continue to be the most prosperous city of its size in the United States— just as Los Angeles is growing to be one of the great cities of the world; at the present time putting up more buildings than any city in the United States excepting only New York.

A thoroughly well supported commercial club will help in this matter in many ways.

It is just one thing after another. The peak of the cherry harvest has passed. The peak of the loganberry harvest is over or nearly so. Soon evergreen blackberries will be coming on. And the big flax crop is about ready to pull. This will likely be commenced in some fields next week. It is a great country, and greater in the making, that can be properly called the land of diversity, with a cash crop to be turned off every month in the year.

Henry Ford's manufacturing schedule for July is a "flivver" every 20 seconds. Getting back to the 5000 a day pace.

Hogs, slogan subject tomorrow. Our farmers should keep more of them—of the right kind.

Almost time to investigate the railroads. It usually occurs in the fall. The packers are always investigated in the spring.

It is announced that England may lead in the disarmament parleys. But the chances are that John Bull will have his fingers crossed.

United States Senator Josiah Walcott of Delaware has resigned

and he will be succeeded by a Republican. There is really but little excuse for a Democrat remaining on earth these days.—Los Angeles Times.

A Virginia farmer plowed up \$14,903 in gold and silver buried a century ago, but he is not satisfied. He says he hates to lose the interest.

The Chicago Tribune hears from Manila of a strong probability that General Wood "may be prevailed upon to accept President Harding's offer of the gov-



## EXPERIENCE A DEAR TEACHER

ALL the moralizing about thrift will not accomplish as much as "getting up against it" once or twice, with no money saved.

It is a species of self education which though unpleasant, is effective. It has made regular bank depositors out of many people.

If you prefer not to be "self-educated," become a patron of the United States National Bank.

United States National Bank SALEM OREGON

ernor generalship of the Philippine islands." It would be a good thing for the Philippines; and also for this country and the rest of the world.

Chief Justice Taft and others appointed to the supreme bench after the passage of the income tax law must pay taxes on their salaries, while their fellow members of the court are exempt. A salary adjustment might, even things up.

If Ambassador Herrick in his first speech in France says that the League of Nations is a dead one he will counteract the retiring ambassador's statement that it will survive all its enemies. Hugh C. Wallace is the retiring ambassador.

An invention by Dr. Miller Reese Hutchinson is said to be capable of hurling a five-ton projectile from 200 to 300 miles, but more is being said about its usefulness for piercing holes in steel, especially under water, in building operations. Whether a force is destructive or constructive depends upon its application; and its application upon the progress of civilization.

Prof. Albert Bushnell Hart at the convention of the National Education association at Des Moines a week ago Tuesday, advocated a requirement that immigrants should agree to learn English within three years and should be deported if they did not learn it. Such a plan might affect the flexibility of the supply of unskilled common labor, but a nearer approach to the plan than obtains at present would be in every way desirable.

If General Smuts should ultimately prove a highly useful agent in reconciling the Irish situation it would make his career still more extraordinary and his position as one of the empire's leading statesmen still more conspicuous. There seem to be colonialists who dream that he may even one day be premier of a federation of all the British states, England included, under a new constitution. Imagination could scarcely go further than that for the Boer leader who fought the British in South Africa 20 years ago.—Springfield Republican.

## OREGON'S WHITE COAL

With millions of water power running to waste between the Cascade mountains and the sea a plant for the generation of 12,500 electric horsepower by steam has just been completed in Portland. In California it is found that electricity can be generated by falling water at from 50 to 67 per cent of the cost of steam. In Oregon the cost of hydro-electric power may be less than in California.

If the cost of generating power by steam is \$30 per horsepower year—it is sometimes twice or thrice that—a saving of 40 per cent by the use of falling water would amount to \$12 per horsepower year, or on a 12,500 horsepower plant, to \$150,000 annually. With water worth 6 per cent this added cost of steam over water represents a capital investment of \$2,500,000 in the plant referred to. There must be some uncommon reason for the choice of steam over water in this case.

California has a possible 4,500,000 or 5,000,000 waterpower. By the close of 1921 California will have developed 1,150,000 of its waterpower, while Oregon will have less than 100,000 horsepower at work. At the present rate of development California will have harnessed all its power in 15 or 20 years. They are already planning to come to the Columbia river for supplemental power, which they propose to transmit to California and there set it at work building up California industries.

As between hydro-electric and steam electric power the most far-sighted manufacturers choose the former, when locating new plants, for fuel coal and oil are not generally considered permanent sources of power. Already California is using 4,000,000 barrels of petroleum annually more than the state produces. The United States, in the year 1920, consumed 531,186,000 barrels of petroleum and produced but 443,402,000 barrels. The peak of our petroleum production is believed to have been passed. Coal is abundant, but good coal, easily reached, is none too abundant. The more rapidly water power is developed, the longer the coal and oil supply will last.

California is already in the very midst of the electrical age relying on unfalling water power. Oregon is still lingering in the steam age, relying on a diminish-

ing source of power. There is neither physical nor political law to prevent California carrying off our cheap power when its total home product shall have been harnessed to its home industries.

The above is from the Portland Evening Telegram of a few days ago.

There are water powers already marked out in the Salem district, and capable of being developed at comparatively small cost, that are running to waste about 120,000 horse power.

From the figures of the Telegram, it will be seen that these powers, if developed and put to use, would earn 6 per cent on an investment of over \$25,000,000, over and above the cost of operating the same machinery by steam.

Oregon is in great need of men like those of California in the hydro-electrical field; not to develop our water powers for the transmission of their energy to be used by the industries of California; but to develop them for the running of machinery in this state—

And the doing of a countless number of tasks that the modern uses of electricity make possible.

## THE MENACE TO CONSTANTINOPLE

By the withdrawal of the Greek forces in the region of Ismid the way is left open for the advance of the Turkish Nationalists to the Bosphorus if they choose to take advantage of it. Constantinople itself could presumably be defended by the entente fleets guarding the straits, but there seem to be no armies available for the defense of the peninsula on the Asiatic side which gives approach to the Turkish capital.

The facts, however, are extremely obscure, and little is known, either of the attitude of the Turks, because the peace program of the allies was interrupted by the refusal of the Greeks to accept mediation. But the Turkish Nationalists have never relinquished their demand for restoration of the capital of the empire, and an apparent chance to capture it might be a temptation hard to resist. Nor are the allies united in opposing their return to Constantinople. The Paris Temps makes the important statement that at the recent London conference the British government agreed to the French proposal of a possible eventual evacuation of the Turkish capital by the allies, on condition of the establishment of an entente Gibraltar on the peninsula of Gallipoli commanding the Dardanelles. With this exception all the zone of the straits would be handed back to the Turks. The Temps raises this point now because it believes that by negotiation on this basis the Turks might be kept from attacking a city which they would ultimately get by peaceful methods.

It is clear that the famous city of Constantinople remains a dangerous apple of discord. Not all countries desire it but no country desires to see it possessed by a rival. France would much rather see Turkey established there than England, and the prolonged British occupation, which is what the present status amounts to, has caused no little uneasiness. If the United States had been willing to take a mandate it could have had Constantinople included, but there is no other great power the presence of which there would not cause jealousy and suspicion. Internationalization might be the ideal thing, but the ideal thing gets little chance in the treatment of the Turkish problem. The approach of the Turkish armies raises once more the question of Constantinople in an acute form.

## "POLITE" CORRESPONDENCE.

(Philadelphia Ledger.)

Postmaster General Hays, humorist of the postal service, has directed that hereafter all departmental letters shall use ceremonial forms of address and signature, such as "My dear sir" and "Sincerely yours." "In no part of our work," he declares, "does the demand for the human quality apply more than in the matter of writing letters."

Above all, I do not want the letters to be stereotyped." In an age when every time-saving device is at a premium the old-fashioned formula of circumlocution have gone by the board. Nobody writes any more: "Your obliged and obedient servant," as they so often wrote in Washington's day. Woodrow Wilson's "Cordially and sincerely yours," was regarded by many as a waste of ink. Lincoln sometimes used "Your obedient servant," but generally it was "Yours truly," or at most "Yours very truly."

Perhaps it would be more pertinent to the present issue to cite the usage of our first postmaster-general, Benjamin Franklin. Our great Philadelphian liked to begin his letters with the utmost brevity. He usually started merely with the word "Sir." But at the conclusion he took leave of his correspondent with elaborate flourishes. A characteristic ending is: "With great esteem and

respect I have the honor to be, sir, your most obedient, humble servant." We cannot expect such amplitude of polite periphrasis nowadays, but it will be pleasant when letters miscarry or are tardy to receive the deferential apologies that the new administration of the mails prescribe.

## BITS FOR BREAKFAST

Spread it out—

Make it general—

Everybody ought to be in on the Salem Commercial Club.

Everybody ought to be glad to be in, for everybody benefits.

The very best insurance for keeping Salem hopping along in the procession of prosperity is adequate and liberal support of the activities of the Salem Commercial Club.

There is no good reason why Salem should not keep on growing, and keep on increasing in prosperity. The absolute requisite for this is complete co-operation and absolute optimism.

There is everything here to be optimistic about; everything but the gloom of the greengrocer.

Hoost and the world hoosts with you.

Crab and you crab alone. For the world can hear the ones who cheer.

But is deaf to the ones who groan.

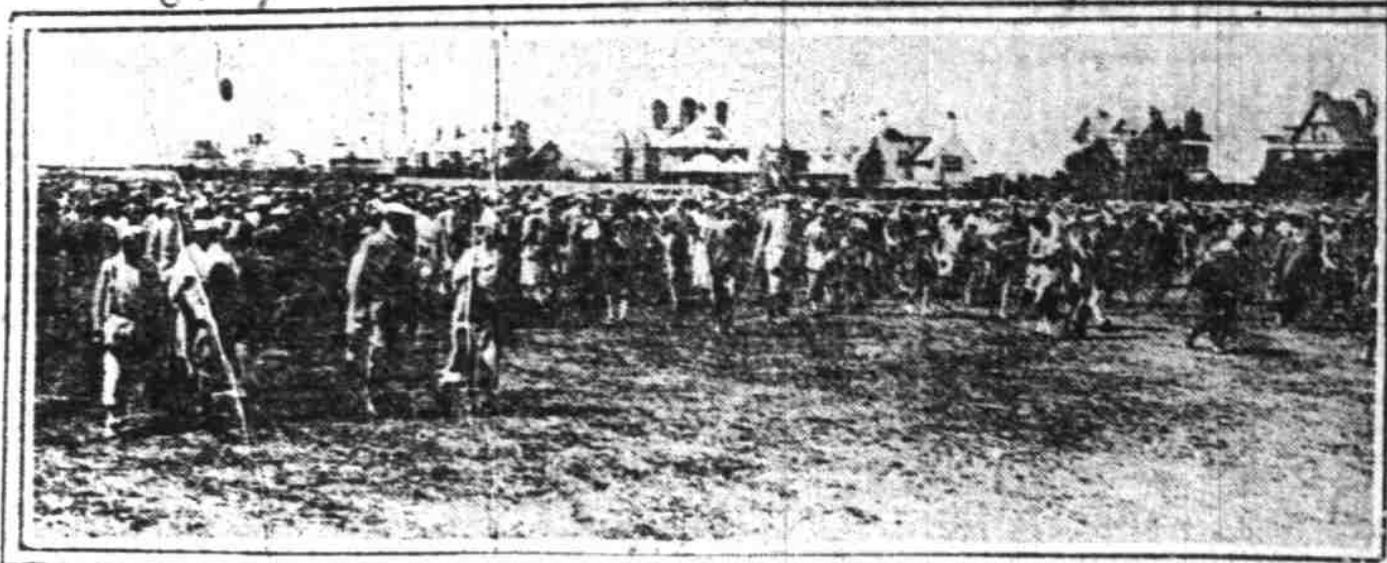
R. B. Duncan, out on the Garden road, R. F. D. No. 7, phone 41F21, Salem, has 2000 fine broccoli plants for sale at \$4 a thousand. "Some one should grab them, and all the rest that are for sale. The Statesman would like to hear of any more that are yet for sale."

Flax pulling time is about here. It will take a lot of hands. City Recorder Earl Race, employment agent for the whole Salem district, without money and without price, saved the flax crop last year by finding men and sending them out to the fields. The crop this year is twice as large in acreage as last year, and more than twice as large in yield; so it will take a lot of pullers, and Recorder Race will likely be kept busy saving it again.

## Reduced Round Trip Fares To Portland Oregon Electric Railway

Beginning July 14th and continuing through september these fares to Portland will be: Week-end ..... \$3.00 Every day ..... \$3.40 (including war tax) Week-end tickets on sale Saturday and Sunday, return limit Monday; everyday tickets return limit date of sale. These fares are 97 cents and 57 cents respectively, compared with regular fares. —J. W. Richie, Telephone 727 Agent —Adv. State & High Sts.

## CROWDS FOLLOWING GOLFERS AT HOYLAKE



When the recent golf tournament between Great Britain and the United States took place at Hoylake thousands of golf fans from all over the continent witnessed the match. The photo shows some of the enthusiastic fans following the American golfers.

## Sacramento Valley Wind Destroys Many Pears

A communication received by the Oregon Growers Co-operative association states that a high wind in the Sacramento valley has blown off about six or seven thousand tons of pears, making a reduction of nearly 30 per cent in

that district which means a 10 per cent reduction of pear crop estimates for the whole of California.

This in conjunction with losses in Delta and Placer counties from hot winds will materially reduce the California yield which, earlier in the season was estimated at 75 per cent normal. The July report of the United States department of

agriculture, bureau of crop estimates indicates that the pear crop in many states varies from failure to a half crop.

"What was the excitement down the street?" "Oh, a man in a reverie ran into a woman in a tantrum." "Were the machines badly damaged?"

# Save \$200.00

## Cut Price on Brand New MAXWELL Roadsters

# \$835.00

Portland Delivery

## C. L. Boss Automobile Co.

615-617 Washington Street :: :: Portland

# Make the Pennies Bigger

When James Buchanan was President and tall beaver hats were in vogue; when gentlemen wore broad cravats and ladies wore hoop skirts the pennies they tossed to children were as big as quarters. But the cart-wheel coppers your grandfather got for keeping his lace collar clean were not as big in buying power as the pennies of today.

A penny then might buy a pastry, or ten of them take one to the Fair, but your great-aunt and great-uncle couldn't have gone to a movie at any price.

Your great-granther may have driven the fastest horse in the country and paid a tidy sum for it. But the price of a stable of thoroughbreds would not have bought him a flivver.

Sixty years ago the ladies could go shopping for dry goods and buy silks that would make you green with envy, linens that were linens and broadcloths that beggar description. But what their favorite store did not have they usually got along without.

You can pick up your daily newspaper and in fifteen minutes you can know what the different shops are offering in fabrics, patterns, varieties and qualities that great-grandmother never dreamed could be gathered together under any conditions.

Times have changed, and so have merchandise and business methods. One of the influences that has helped to bring about so

much of change, that has helped to multiply opportunities and increased the spending size of our pennies is advertising.

Every merchant, every manufacturer knows that advertising materially reduces selling costs by increasing the demand for and the distribution of the products of hundreds of thousands of mills. Indeed many of the things we count today as necessities or simple luxuries could not be made and sold at their reasonable prices except as advertising has created a broad market for them, making millions of sales at little prices and little profits.

And so you owe very much to advertising. You owe much to the people of yesterday who have read and been influenced by past advertising and so have made possible the economies and varieties and wide distribution of merchandise that you enjoy.

You owe present advertising a thorough reading. A greater familiarity with advertising, with advertisers and advertised merchandise makes continually for the increasing size of your pennies.

## FUTURE DATES

July 23, Saturday — Marion county Sunday school picnic, state fair grounds. July 25 to 31 — Salem Chautauque.