

The Oregon Statesman

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WHAT NATIONAL ADVERTISING MEANS TO SALEM AND THE SALEM DISTRICT

National advertising is a subject of tremendous importance to Salem and the Salem district—

Coupled with quality products, proper distribution and selling energy, it means the stabilizing of market demands over the wide world for what we raise and manufacture and ship—

And it means the creation of a goodwill demand that in a measure gives control to our producers; compels the co-operation of the dealers all down the line; not only for the crops of a season or a year, but throughout the years.

It insures a sure and steady expansion. It has been said that advertising is the life blood of business; and it is also the most powerful agent of industrial and community expansion and prosperity.

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; it costs very much less to land a car of fruit in New York or Boston or Chicago than to send the same car to Denver.

This takes into consideration only rail freight charges. The development of shipping in large quantities by water will make the difference in favor of the eastern markets in many sections even more favorable to our producers and our manufacturers and shippers of local products.

Witness this: It costs only about twice as much to land a carload of paper in Portland by ship from Norway as it does to ship the same car of paper from Portland to Salem, at the present time; in American money, taking into account the high exchange rates for the American dollar figured in foreign money.

It costs nearly twice as much right now to get a carload of paper from Spokane to Salem as it does to get the same quantity of paper from Norway to Portland. The freight rate from Spokane to Salem is 82½ cents a hundred pounds. From Norway to Portland, just now, it is about 45 cents; possibly a little less, and it may be a little more, on account of the fluctuation of the exchange rates. The rate from Portland to Salem is 22 cents a hundred pounds.

So the freight rates to parts of Europe and the Orient on Salem products are lower than to many parts of the United States—

And thus the wide world is our market, and it will pay to advertise and otherwise exploit what we have to sell in all lands, and to market the products of our soil as they are harvested or in manufactured form in every country; and already beginnings have been made in this field, and these efforts will be widened gradually.

With national and international advertising, Salem is no pent up Utica—

On the contrary, the world is her oyster. We will draw an increasing stream of money from wider and wider distances for the products of our soil—and it will be new money, and the resources instead of being exhausted will increase constantly; and this will come about with the aid of advertising.

BITS FOR BREAKFAST

Advertising's the thing—

And national advertising is the thing to keep the rising tide of prosperity steady for the Salem district—

And international advertising, too, for the wide world will be our market for our quality products.

The "indirect" immigration of Salem's national advertisers of

Marion county is growing greater; the birth rate is higher than ever before. It is quality immigration, too.

A paper mill is one of the wettest of all manufacturing concerns; not excepting those of the ancient days when breweries flourished. It takes 100 gallons of water to make a pound of paper. It takes around 3,000,000 gallons of water a day for the Salem paper mill.

Salem's national advertisers of

note are King's Food Products company, the Phez company, and the Oregon Growers Cooperative association, advertising dehydrated fruits and vegetables, loganberry juice, etc., and prunes and other fruits—

And there should be others, and will be. For instance, it would pay the Salem district to advertise our quality oats—the kind that go into the breakfast foods. In the course of time, we will be advertising our quality walnuts with their nutty flavor, our fibbers, and our apples and pears of the varieties in which we excel, and many other products in which we beat the world, and no doubt, also, some of the quality kinds of paper we make. And there will be many other lines, of course, not thought of now.

EDITORIALS OF THE PEOPLE

Bolshevik Bill Speaks

Editor Statesman: Would you do anything to spoil the reputation of this wonderful city? Would you tolerate anything that is doing that? Then, after you have listened to what I say, see if there aren't some things that could be made better.

If you'll start at the city limits—in any part of town—and walk toward the business section you'll not find it difficult to count a score of wood piles standing in the street or in the parking adjacent. And you'll probably find at least one pile in the process of being sawed—right on the street.

My query is this: Is this the best civic pride Salem can show? Is this economy? Is this justified by the saving in work? Or is it just sheer laziness? I have an opinion.

In a middle western city at the outbreak of the war there arose a shortage of teamsters. With winter coming on and the resulting clamor for coal the situation became acute, inasmuch as the consumers were in the habit of placing the coal directly in the basement rather than allowing it dumped on the lawn—mind you lawn. But the coal companies said they could not meet the situation by any other means than delivering the coal to the lawn and this they did. Now the coal was in sacks and there was very little dirt left on the lawn and altogether the situation was much less displeasing than the one in Salem.

But this city had a council and the council was awake. It took them just a few minutes to say that no coal should remain on the lawn or parking in the residence section more than 24 hours.

Last winter I had occasion to ride on a bicycle out North Church street. It was dark and raining and my light was poor. Where this street runs parallel with the creek a large pile of sand had been placed and so under the conditions just named I encountered this pile of sand. Now, inasmuch as my bathing habits are regular I was not inconvenienced but I was provoked. This was more than six months ago and there has not been a week since that that stretch of pavement on North Church street has been free of some such obstruction.

Builders mix their cement on the street for the city to haul away at the public expense;—why is this thing goes further some man will erect a garage upon the pavement for convenience; why times look like a wood yard.

Salem is beautiful naturally; why not expend a little effort to enhance this beauty? This isn't a kick but wouldn't we feel terrible if some outsider should see all these things? Well, really, they don't have to. Sincerely yours, —BOLSHEVIK BILL.

Much Work in Sight

There will be work for several hundred pickers in the various berry fields, enough to make a gratifying betterment in the employment figures. This is the labor records have shown since the loganberry season closed.

Pear harvest will begin in a small way next week. The canners and dehydrators should be at work on this crop within the next few days, according to present indications. The crop seems to improve with the season, so that the yield approaches more nearly to a normal production than the earlier figures indicated.

even all the Odd Fellows themselves are all in agreement with the new building joining the old, the tower will have lost even its present architectural balance, and they're a raid that merely being odd might get them somewhere with other too-odd people.

With the walls already practically ready to use, and the basement excavation well under way, the tower may be said to be a burning question. At least, the woodwork would burn, say the proponents of its eradication.

Earlier Dates Set For Fair in Lincoln County

TOLEDO, Ore., Aug. 10.—(Special to The Statesman) — The earliest county fair to be held in the state will be the Lincoln county fair, to be held at Toledo, September 8, 9, and 10. During the past two years at which time the Lincoln county fair has been held the week preceding the state fair, difficulty has been encountered caused by the inclement weather; consequently, the board reached the decision this year to hold the fair the second week of September.

This year the livestock and poultry exhibits will be special features. A new stock barn 40 by 100 feet is being built upon the fair grounds, the newly organized Lincoln County Jersey Cattle club having already arranged for the financing and constructing of this building.

Thousands of steers in mad stampede straight down on a man and girl.

—"THE SKY PILOT"

LIBERTY SUNDAY

FUTURE DATES

August 11, Thursday—Shriners of Salem and tributary territory to meet in Salem.

August 11 to 21—United Evangelical camp meeting at Quinby Park.

August 14, Sunday—Aumsville homecoming.

August 15, Monday—Normal school picnic to elect president of Monmouth Normal.

August 17, Wednesday—Open forum meeting at Commercial club.

August 18, Thursday—Wicacasin picnic at fairgrounds.

August 21, Wednesday—Joint picnic of Salem and McMinnville Rotarians at Westland Park.

September 20 to October 1—Oregon State Fair.

September 28, Wednesday—State sol. State sol. commission to open bids on \$3,000,000 bonds.

November 23, 24 and 25—Marion county Teachers' Institute.

BERRY DRIVE ON LAST LAP

Packing of Shining Black Fruit Begins in Earnest Next Monday

ARAL HAS LARGE YARD

Biggest Blackberry Acreage in County Located West of Gervais

Work is to begin in Gead earnest next Monday—all over the county, on the last long lap of the berry battle—the blackberry campaign to the bitter end.

It won't be so terribly bitter at that. The berries were never better and they were never so plentiful. The vines in the pastures and along the fence rows, are fairly heaped with berries that will soon be ready for the picking.

A huge acreage of the cultivated berries will also come into the market. These civilized and home tended berries are the earlier part of the crop, several days ahead of the wild brothers. It is the cultivated part of the crop that will furnish the first consignments, and they will be exhausted much earlier, so that the tail-end of the crop will be exclusively the wild product.

Aral Has Biggest Yard The Aral farm, on route 3, west of Gervais, what is said to be the largest yard of blackberries in the county, 31 acres in all. The owner expects to furnish work for 100 pickers while the season lasts. Part of this field was for 20 years in hops, without a change, until the slump in hops four years ago. Then it was set out to blackberries. It takes four years for a field of blackberries really to reach its peak of production. The old canes are destroyed each year, but with the succeeding year the roots grow stronger and the berries are produced in one eighth acre section of the Aral vineyard is estimated to be good for four tons of berries to the acre this year.

Large Tonnage at Gervais The Brown vineyard near Gervais has 20 acres of excellent berries. There is considerable acreage near Mt. Angel, and the timber pastures fairly exude blackberries. On one farm near West Woodburn it is estimated that 70 tons of the berries will be harvested and sold.

The berries start at 4 cents, a heavy tonnage having been contracted for at that price. The Aral berries go to the Producers Canning & Packing company on a cooperative basis. Everywhere the growers expect to make a much better showing than they did with logans this year, in fact, the blackberries start at what was the maximum price for logans, and may easily go higher before the season closes. The cooperative canneries expect to make a better price than this minimum.

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Society

By D. D. WILSON

Mrs. Myrtle Lawrence, assistant in the offices of Dr. Morse, Robertson and Saurman, leaves today for an indefinite stay in St. Louis, Mo. Mrs. Lawrence expects to return by way of California where she will visit her cousin, Dr. Ross W. McIntire at San Diego. Dr. McIntire is now lieutenant commander at the San Diego military hospital.

Mr. and Mrs. N. C. Briggs, of Hollister, Cal., Judge Henry L. Benson and Mr. and Mrs. R. H. Robertson enjoyed a motor trip over the Pacific highway Wednesday.

Friends of Mrs. H. J. Bean are looking forward to her return home some time next week. Mrs. Bean has been ill in a Portland hospital.

Miss Norma Lee Harper, a former Salem girl, is visiting for the week at the home of her parents, Mr. and Mrs. J. F. Harper.

The Ladies aid of the W. R. C. will enjoy a social afternoon on Thursday at the home of Mrs. Louise Koun, 671 North Winter street.

Mr. and Mrs. S. S. Sheldon and children returned Monday evening from a 10 days' outing at Newport.

Miss Eleanor Flynn of Eugene, Misses Victoria Cobl and Lavina Rogers of Portland, and Miss Helen King of Salem made up a party which left Sunday for a two weeks' sojourn at Seaside.

Rev. and Mrs. W. C. Kantner are leaving for a stay of several weeks with Seattle relatives.

Mr. and Mrs. N. C. Briggs and sons, of Hollister, Cal., motored to Salem for a week's visit with Mrs. Briggs' parents, Judge and Mrs. Henry L. Benson, arriving Sunday.

Mr. and Mrs. A. J. Rahn left Sunday for a visit of several weeks in San Francisco. They are making the trip by auto.

Miss Elizabeth Patnam and Miss Bruce Patnam motored to Portland Tuesday for the day.

The new G. A. R. Memorial building at the state fair grounds, while a memorial to the G. A. R.

is also a record of the tireless endeavors of the members of the Women's Relief corps, Sedgewick post. The building will replace the tent which has always been used as a G. A. R. rest room and general headquarters during the state fair.

Constructed of hollow tile the building is divided into three principal sections, one a room for the G. A. R. men and their wives, one for men alone and one for women, unaccompanied. Besides these, a complete Dutch kitchen is fitted up for the use of those who may wish to bring their lunches. During the fair, coffee will be served to the G. A. R. members free. The whole veranda, casement windows and trench doors, complete a most attractive structure.

The committee in charge, under the capable direction of Mrs. Mary Entress, reports a most generous response to its appeals for assistance in this work, a large portion of the material having been donated and all of the labor. The remainder of the committee is: Mrs. Antoinette Bennett, Mrs. Laura H. McAdam, Mrs. Josephine Jones and Mrs. Jennie Pines. Mrs. Norma Terwilliger, president of the corps and ex-officio chairman of all committees, has also been untiring in her efforts for the success of the undertaking. The ground on which the memorial building stands was donated about eight years ago by the state fair board.

The wedding of Miss Evelyn DeLong and Loren Basler took place on Wednesday afternoon at 2 o'clock at the home of the bride's parents, Mr. and Mrs. E. C. DeLong.

Mr. and Mrs. G. W. Laflar and their house guests, Mr. and Mrs. R. G. Dieckelberger and daughters, Ruth and Edna, of Roseburg, expect to leave the latter part of the week for the coast where they will spend the remainder of the month.

Mr. and Mrs. J. L. Harver of Portland were guests at the home of Mr. and Mrs. G. W. Laflar for the week-end.

Mr. Rodney Allen spent Tuesday in Portland.

Mrs. George H. Alden and daughter, Margaret leave today

for a visit of several weeks' duration with Mrs. Alden's mother, Mrs. Arletta Page in Seattle.

Mr. and Mrs. Will T. Kirk and children will leave Sunday for a motoring trip to Idaho cities. They will visit in Boise and elsewhere. Mr. Kirk is a member of the state industrial accident commission.

Miss Joann W. Wimar and Clarence Byrd were married at 10:30 this morning at the home of Dr. W. H. Byrd, Mr. Byrd's father. Only relatives and intimate friends were present.

Miss Jessie Morris leaves for Portland today for a two-weeks' visit with her grandparents.

Old Grade School is Moved at Silverton

SILVERTON, Ore., Aug. 10.—(Special to The Statesman) — M. J. Trestler of Salem has the contract for moving the old grade school building to the corner of First and A streets in order to make room for the new grade building. Workmen are already

Fresh Stock of Pickling Spices Stone Jars Fruit Jars

WM. GAHLSDORF 135 N. Liberty Phone 67

Better Desserts when you use Borden's EAGLE BRAND Condensed Milk

Moore-Dunn Music Co. Masonic Bldg. We also carry a complete line of Sherman & Clay Co. Pianos

busy working on the moving of the old building. The old building was built about 30 years ago but its timbers are well preserved.

This is the time for the man who said he could produce a cobless ear of corn to make good or forever hold his peace.



Achieved at Last! True Piano Tones

Hear These Super-Feature Brunswick Records

Made by LEOPOLD GODOWSKY The Master Pianist

No. 30004—March Militaire Concert Furaphras (Lichner-Towse) No. 10027—Witches' Dance (MacDowell)

Then you will realize that Brunswick has accomplished what musical authorities have always contended was impossible—perfect rendition of piano music on a phonograph.

Any Phonograph can play Brunswick Records

Moore-Dunn Music Co. Masonic Bldg.

We also carry a complete line of Sherman & Clay Co. Pianos

Today's The Day

Drop Everything — Be Here At 10:23 A. M.

\$500 FREE TODAY AT 10:23 A. M.

LOOK! We Will Give Absolutely Free To each of the first 100 persons to enter the store at opening hour, 10:23 a. m. today, an envelope containing either a piece of U. S. coin or a merchandise certificate. There are NO BLANKS. Fifty envelopes containing coins ranging in value from 1 cent to \$1.00, and 50 envelopes contain merchandise certificates ranging in value from 5c to 50c. You don't need to buy a cent's worth. The envelopes will be handed out as the first 100 enter the store. There will be a crowd waiting for the doors to open, so come early and take your place in line. Be one of the first 100.

BANDANA HANDKERCHIEFS	4½ lb. ARMY BLANKETS	\$1.25 Men's WORK SHIRTS	50c LADIES' HOSE
The 15c kind		Given Away at	Yours for only per pair
4c	\$3.19	69c	11c

Too busy to write more prices and the Statesman's man is at my elbow cussing me for being late with this ad. But everything is going at proportionately low prices to those above. Investigate.

G. W. KELLY The Kelly Sales System—4117 Arcade Building, Seattle; 297 Oakland Avenue, Milwaukee, Wis.

Consumers' Trading House

JUST A WHISPER OFF COMMERCIAL ST., OPPOSITE MILLER'S, 373-377 COURT STREET

HOW HE DOES IT

SOMETIMES one man looks at another, with whom perhaps he went to school, and seeing his greater prosperity, says half-enuviously "how does he do it?"

From what the officers of the United States National Bank have learned of human beings, if two men of equal education and brains seem one to get ahead, and the other to stand still, the difference is usually in their saving power.

How about it—is your saving ability equal to your earning?

United States National Bank
SALEM OREGON

LIBERTY SUNDAY