

# The Oregon Statesman

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## AN ADVERTISING ACHIEVEMENT

A few motorcar dealers in the city by the Golden Gate decided last winter that business was being hampered by the inaccessibility of the peninsula on which San Francisco is located; for only from the south can it be reached by land. Direct communication, as all the world knows, is by ferry.

These men of vision conceived the idea of focusing popular sentiment upon a gigantic engineering undertaking—the building of a bridge, five miles long, across the bay, to eliminate the ferry trip.

They got their heads together, and they saw that the only way to put the idea across in a hurry and, in the spirit of the west, these men were in a hurry; for they wanted the benefits while they were on earth and not solely for posterity.

Was by newspaper advertising. So they subscribed \$50,000, and raised \$50,000 more, for a campaign of adequate proportions.

About the middle of May the project was launched—in full page announcements.

By the time the third ad. appeared the public was behind it. "Bridge the Bay" was the slogan—and San Francisco has already decided to bridge the bay, and eminent engineers have been engaged to report on methods, sites and probable costs.

San Francisco will undoubtedly have a bridge across the bay, and it was made possible through newspaper advertising.

Newspaper advertising will build bridges or sell safety pins.

And if your business comes anywhere within this range, you need the help of the newspapers.

The enterprising business men of Salem are extending the business field of this city constantly by advertising. The Salem newspapers are widening their field of circulation over the whole Salem district; and widening the potential field of Salem concerns, constantly—and intensifying this field—

And most of the Salem business concerns could afford to make their newspaper advertising campaigns larger in volume. The whole trade of this city is helped by the live advertisers. They are missionaries, and they help the business even of those who refuse to advertise, or advertise indifferently, and thus refuse to help carry the burden—a burden which in justice ought to be a common and equalized one upon all who benefit.

One of the greatest of America's business experts is just now telling the people of the United States that what this country needs to put business squarely on its feet and give employment to the idle millions and set all the wheels of commerce in motion is advertising—great campaigns of advertising, changing the psychology of the whole people until the atmosphere tingles with faith and hope and courage and pep and go, dissipating all the clouds of the pessimists and gloomsters who have recently had their day.

President Quezon of the Philippine Senate is here to plead for the independence of the islands. It is hoped that Brer Quezon has had a pleasant trip, but that will be about all, so far as independence is concerned; they may be in better shape when General Wood spends a year or so over there. The Filipinos have some distance to go. Independence would be the most disastrous thing they could possibly have, short of a plague to wipe out the whole population. And the constant talk of independence is the next worst thing for them. They should be made to forget it—for a thousand years.

Woodrow Wilson finds fault with the English of his successor. That seems to be about the only criticism so far that he has entertained or expressed towards the new administration. As for Warren G. Harding, he is a newspaper man. He

has accepted newspaper style, the style that says things in the fewest possible words compatible with accuracy, and makes words the servants of clarity and thought. This style has its advantages. Grant had as much use for style as he had for face powder, yet his "unconditional surrender" was easily understood, both by Robert E. Lee and the world. Washington borrowed the most of his style from Alexander Hamilton, in fact, the claim is made that Hamilton wrote the Farewell Address. Lincoln was a self-educated man, yet his Gettysburg address is the finest example of style in all our American literature.

With Col. Bryan living in Florida it need excite no surprise to see that state heel into the Republican column.

Tell the Salem slogan editor of your fine crops of wheat and cats and other grains. He wants to tell the world in The Statesman of next Thursday.

It may yet require the service of an Einstein to determine the relativity of the agenda to be presented to the disarmament conference.

The wives or widows of forty-seven former Austrian ministers of state are taking in sewing as a means of livelihood. At last they are doing some real work. The sight is encouraging.

The soviet government has kindly agreed to allow the American government to distribute the food it is about to furnish it to starving people of that country. Such condescension is most gratifying.

President Harding invited Senator Borah to call at the White House and it is understood that the Idaho senator gave his views of the disarmament conference. Of course, President Harding did not tell him anything; he couldn't. There might be strange things than to see Borah a member of the American commission.

France is a bit wary about the disarmament conference, fearing that the United States is trying to strengthen its diplomatic position. Possibly, Jean, possibly, isn't it about time that the nation that has to be the big brother to the world should take its proper place at the table? America has entered upon a new era. It might be well to remember that.

It is reported that Robert P. Skinner, in the diplomatic service since McKinley's time, is to be sent as ambassador to Belgium. Quite a rise from the wet summer back in the early nineties when "General" Coxy led the "army" to Washington, and Bob Skinner, who was then employed on a paper in Massillon, Ohio, accompanied the ragamuffins as correspondent.

### TO THOUGHTFUL FARMERS

The farmer who believes he should endorse the Nonpartisan League, now being organized by out-of-the-state organizers for a profit of from \$4 a head upward, might do well to consider the Oregon state laws before accepting this strenuous new political taskmaster.

Take the road laws. The present system of highways is built mostly by bond issues; but the maintenance, and the sinking fund that eventually pays the bonds, is not a direct land tax, but a tax paid by the automobilists of the state. The lands benefited by these splendid new highways, are not specially taxed for the unearned increment, the accrued value; this is paid by the road users—and that's some bill to pay! Tens of thousands of farms have been boosted in valuation from \$25 to \$500 an acre by these roads that "the other fellow" pays for. This legislation takes money from the farmer and puts it into the farmer's pocket, without even a "by your leave." This is not an isolated case; the code is full of laws that favor the farmer at the expense of others. If there are others on the other side, it is no more than a fair balance; there is small excuse for class discrimination.

The state prints a booklet prior to every election, mailing it to every voter, giving the full arguments for and against every measure, every candidate. The citizen who does not inform himself on these subjects, and act according to his own intelligence, is risking a lot to turn his money and his hope over to these outside organizers! He may have been only thoughtless before; in the hands of these agitators he is a fool in financial suckerism, and he may be a firebrand in politics, rushing like a mad dog to

destroy what these clever masters tell him to destroy, thinking no more of what he is doing, and why, than he did in the old days when he neglected to inform himself when the information was fairly thrust into his hands.

All that politics needs is the honest, sincere attention of the whole people, for every election. Outside commission leeches can not supply either the honest intent or the judgment necessary for good politics. That is a personal matter—and no thoughtful land owner in Oregon, whose land was once low in price but now rates as of high value, ought to subscribe to the Nonpartisan campaign against "middlemen" and "monopolies," without thinking out of this creed. If honestly enforced, will ruin him first of all—and if not enforced, is a lie that the public will not stand.

### THE LOVE TOKEN.

The spiritual ruler of Zion City forbids his following the use of the diamond ring as the seal and token of a matrimonial engagement. He says it is a useless and costly symbol. He insists that the girl wears it chiefly for advertising purposes—to show that she has captured a man. For that use it is too expensive. He suggests that the engaged girls in his flock wear a sunflower instead. This would be much more showy and cost practically nothing. A sunflower can be seen for a block where a diamond would pass unnoticed. The trouble with this idea is that some of the girls might take to raising their own sunflowers and have a new fiance every week. If sunflowers were engagement tokens Oregon could supply the world—we raise 'em here to fill silos with. But what is the matter with the wall flower or the rose? Is the sunflower the only good advertiser?

### MILK AND MUSIC.

A Mississippi dairyman declares that his cows are genuinely susceptible to music and will give much more milk after they have been listening to a few bursts of harmony. He has a barn dance at his place every now and then and he has noticed that his cows always give much more milk immediately following one of these jazz festivals than before. He expects to put a phonograph in his barn and do his milking to the accompaniment of Kreister and Sousa's band. There is a possibility that certain compositions and certain instruments might have a soothing effect upon the bovine mind, but it would seem that unpleasantness would follow some of the explosive stuff that does duty for the dance. Because a heifer shakes her hoof is no sign that the milk supply is being augmented.

### THE BUILDING BOOM.

The men who compile our building statistics note some curious things. For instance, they find out that we are building more garages than we are homes. Last year we housed 20 per cent more autos than we did families. In the 200 largest cities of the country we put up nearly 100,000 garages. We are going to keep the paint bright on Lizzie even if the baby has to sleep with the dog. It also appears that we spent almost twice as much in building theaters as we did in new churches. But look at the hours a movie house keeps, while a church may only be in use for a short time on Sundays.

### LOVELY WOMEN.

A delegation of club ladies waited upon President Harding and asked that women have a personal representative on the disarmament conference. What do women know about disarmament? They have taken 50 years to get rid of their corsets and they are still carrying hats.—Los Angeles Times.

### SERVING THE COUNTRY.

There are civil service examinations called for the benefit of those who wish to serve the country in the capacity of associate silviculturist at a salary of \$2000 a year. The incumbent must be able to stew prunes by candle light and guess the number of quarts of wild oats in a peck. The government also wants an assistant reconstructor in occupational physiotherapy, but is only

willing to pay \$50 a month. Whether this would be any inducement to a budding physiotherapist remains to be seen. Great is the civil service.

### WONDERFUL WORDS.

An Illinois baby only twenty-eight months old already has a vocabulary of more than 1200 words. The kid will be writing seed catalogues before he gets to be an old man.

### DISARMAMENT.

One of our admirals offers to bet money that the government will never start to build another \$45,000,000 battleship. If all our admirals had talked that way we might have saved a lot of money.

### BITS FOR BREAKFAST.

Seen the fair grounds? They are all dressed up.

The flowers out there never were so beautiful.

The detourists south are still counting the day—only 18 left now.

The Douglas county folks are mad because their judge was taken out of the Brumfield case on account of alleged prejudice. Judge "Jimmy" Hamilton is one of the fairest judges and squarest men in any man's country. But it looks from this distance that a charge of prejudice might be justly made against any man in all Douglas county, as Jo Brumfield. They all seem to see red when the name is mentioned. A well known resident of that county was in Salem a few days ago, on business that had no reference to Brumfield; but he would talk about nothing else.

The bootlegger will pretty soon avoid Salem. They get the boot here.

It will take more rain than fell in the short showers of yesterday to dampen the ardor of the hop pickers.

If the United Railway line is extended to Tillamook bay, as seems in prospect, and the lumbering business keeps on picking up, there will soon be big doings over in that region. They have enough timber to keep a lot large saw mills going for 1000 years.

### See What Governor is Going to Read Children

"Perspicuous Demonstration of the Practical Utility of Adequate Knowledge of Syllogism and Enthymeme," is the subject of a complimentary copy of a neat booklet that has been presented to Governor Ocott. The donor is Jacob French of Washington, D. C., the author. The governor will read the work to his children.

## ONE MAN'S MEAT IS ANOTHER'S POISON

That "what's one man's meat is another man's poison," is shown by the comments on the rain of Friday afternoon:

"Well I be doggone if it isn't goin' to rain after I hoped it had given up all that foolishness. Just when my prunes are ripe and fair achin' for the pickers! A rain that you could throw with a teaspoon would crack 'em open as wide as a barn door. Never saw suh prunes; never saw 'em with as tender skins. A 10 minutes' rain will cost me \$20 a minute!"

"Rain all you want to, old fellow! You can't scare me a little bit; never, nobow! That pasture was about as dead as a billiard ball, and I was clean out of green paint to paint what looked like grass for cow feed. This rain will bring me \$10 a minute in the next month's cream checks. Come a-whooop! and soak 'em up till the cows come home!"

"Oh, dear me, that roof isn't finished yet, and it'll soak off the plastering and fall down and kill us in our sleep! Johnny, Johnny, run down town and tell your father to come out right away and do something! I don't care what he does—just so he comes this instant and does it! Oh, dear; oh dear!"

You can't print a bird's whistle, but here's about what he said: "Oh, joy; here's a drink right at our door! We won't have to fly clear across town for a drink, and dry up like a salted codfish before we get back. And a good rain brings out all the juicy little ancleworms and we'll have a Christmas dinner inside the next 15 minutes! Joy! Joy! JOY!"

"What a jolly little rain cloud that is coming up the valley! We'd better seed for cover, since we haven't a lid over this darned machine, but say—won't it be pe-lor-ious when the rain settles that dust, and a feller can then

breathe once more? Wonder where all these tramps come from that stir up so much dust on the roads? Wish the state would sprinkle its condemned roads and make it decent driving. Who, me? Pay for sprinkling the roads I travel over? Not on your life; not while there's a wheel turning to take me away. Let them that own 'em, sprinkle 'em. It's all I can do to drive over 'em when they're dusty!"

And there is one more: "Oh, Lord, we thank Thee for Thy mercies which Thou hast bestowed. We in our weak way pray not know the things for which we should ask, nor how or when they should come; but Thou, oh Lord, knowest and doest all things best. We thank Thee."

### Could Hardly Straighten Up

When the kidneys are overworked and fail to throw out waste matter from the system, it causes aches, pains, lame back, swollen ankles, sore joints, dizziness, floating specks, etc. J. W. Seabock, Chester, Pa., writes: "My kidneys and back hurt me so when I got out of bed in the morning I could hardly straighten up. Had to rub the small of my back before I could walk. I could hardly button my shoes. I haven't felt the soreness since I took Foley Kidney Pills. Sold everywhere.—Adv."

### Extradition is Denied For California Man

Governor Ocott yesterday declined to honor a requisition from the governor of California, demanding the extradition of M. L. Jones, wanted in Contra Costa county on a charge of failure to support minor children. A police officer named W. M. Wood was here to take Jones to California.

## SOLVE THIS PUZZLE

WIN A BIG CASH PRIZE

First Prize \$200.00

123  
456  
789

Rearrange the figures in the above square in such a manner that they will count 15 every way and send us your answer, together with your name and address, and if it is correct, we will at once mail you a magnificent three-color auto road map and 1000 cents of the state of Oregon, and full particulars of one simple condition that you must fulfill together with an illustrated prize list. This condition is very easy and need not cost you one cent of your own money—it is merely a matter of securing two annual subscriptions (\$1.00 each) to THE PACIFIC HOMESTEAD, the oldest and best weekly farm magazine published in the Pacific Northwest.

### How to Send Your Solutions

Use only one side of the paper that contains the solution and put your name and address on the upper right hand corner.

Three independent judges, having no connection with this firm will award the prizes, and the answer gaining 250 points will take the first prize. You will get 100 points for solving the puzzle, 40 will be awarded for general appearance, style, spelling, punctuation, etc. (10 points for hand writing, and 100 points for fulfilling the conditions of the contest.

The announcement of the prize winners and the correct solution will be printed at the close of the contest, and a copy mailed to each person sending in a solution.

This splendid offer will only be good for a limited time, so send in your solution right away—now—!

Puzzle Contest Editor

THE PACIFIC HOMESTEAD SALEM, OREGON

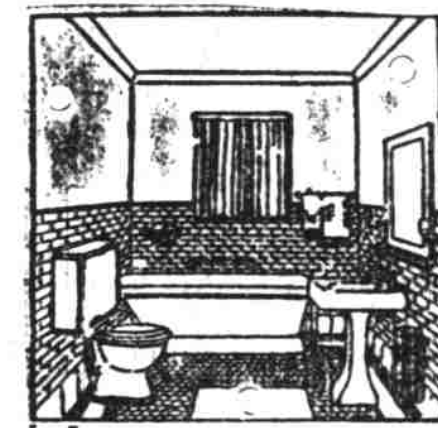
## PLUMBING SUPPLY HOUSE

Opens Sept. 6

Will carry a complete line of plumbing supplies

WHOLESALE AND RETAIL

We sell to everybody. We buy direct from the factory in carload lots enabling us to quote you low prices. Estimates given free. Get our prices before you buy. No job too big for us to handle.



## Northwestern Pipe Co.

219 North Commercial Street Salem, Oregon

187 Front Street Portland, Oregon

# Another Big Drop In Ford Car Prices

	New Price	Old Price
Roadster with starter and demountable rims	\$555.87	\$602.73
Tourings with starter and demountable rims	587.11	649.58
Coupes with starter and demountable rims	738.08	842.21
Sedans with starter and demountable rims	805.77	909.90
Trucks without starter and demountable rims	572.30	623.54

All prices are Salem Delivery

The Greatest value per dollar in the automobile world

Quantity production alone (as many as all other makes combined) permits this THIRD big reduction

Better select your model and place your order at once because the demand at these prices is going to make it difficult to take care of all orders promptly.

## Valley Motor Co.

260 North High Street

Opposite City Hall

Phone 1995

**BOYS AND GIRLS OF SALEM**

IN school you are taught lessons in Arithmetic, but at the United States National Bank your playmates who have savings accounts are learning their practical application.

You will never make a success of life until you know how to manage your money efficiently, and to be self-reliant.

A savings account here will help you in both directions, and we invite you to open one.

**United States National Bank**  
SALEM OREGON

### FUTURE DATES

September 17, Saturday—Constitution Day.  
September 26 to October 1—Oregon State Fair.  
September 28, Wednesday—State sol-diers' aid commission to open bids on \$2,000,000 bond.  
November 21, 22 and 23—Marion county Teachers Institute.