

The Oregon Statesman

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ADVERTISING NEEDED FOR OREGON PRODUCTS

Canned pineapple is an accident. The story goes that before this delightful variant of temperate zone table monotony existed Hawaii was blessed one year with a bumper crop of pineapples that completely glutted the market. A large part of the crop promised to be a dead loss. The idea of canning the surplus was conceived and executed. The new product—purely experimental in character—was shipped to the United States, and the task of introducing it to the public was intrusted to an experienced advertising man.

This man happened to know his business, and first familiarized himself with the qualities of the goods of which he was to write. He described canned pineapple in such an appetizing way that the readers of his copy simply couldn't resist giving the thing a trial. Canned pineapple made an immediate hit; the consignment, large as it was, was very quickly passed from jobber to retailer to consumer, and a new industry had been created in the twinkling of an eye.

Since that year—and it wasn't so long ago—the canning industry has made tremendous strides in Hawaii, and pineapple in cans has become a staple article wherever foods are sold.

This is a plea for the unknown good things. You don't have to go to Hawaii to find commodities that need only an introduction to the public to popularize them—Advertising to make them sell.

"Advertising is paying just as much in the horticultural field as it is in any of our commercial and industrial fields," said C. I. Lewis in the "Oregon Grower" for April. He says: "More and more the strong cooperative bodies of California are launching into the field and obtaining very gratifying results."

All the principal products of California are now advertised nationally, from oranges to apricots and almonds.

Oregon has done some advertising of boxed apples, prunes, loganberry juice, etc.

But there will have to be greater effort and expenditures in the future, in the marketing of most of our tree and bush fruit and nut and vegetable products that must be marketed in wide territories in order to dispose of the growing volume.

And this is especially true as applied to prunes and loganberries. Speaking as to the former, Mr. Lewis says in the same magazine: "Advertising of this fruit is not only desirable, but it is imperative if the state is to hold its own in the prune market. Probably every prune grower in the state of Oregon is beginning to realize or will realize in the next two or three years, that advertising must be carried on."

The prune growers of California do advertise and will advertise their product extensively. Oregon has a better prune than California grows. Our people know it. But this fact must be impressed upon the great consuming public, in order to make a sure market at remunerative prices.

The same is true, even more true, as to loganberries. With advertising, the acreage of loganberries can go on increasing; without advertising, there will likely be an overproduction; a larger crop than can be disposed of at prices that will yield profits to the growers. This will come true as to evergreen blackberries in time, perhaps. But not so soon, because blackberries are a product as old as civilization, and the Oregon evergreen product has found a place in the great pie trade that will take all the product for several years, at least.

But loganberries are new. Their superior qualities must be made known. There must be magazine and newspaper advertising campaigns carried forward on an extensive scale, and there must be demonstration work with the consumer trade, on dried and dehydrated and canned loganberries.

MISREPRESENTATION OF A CANDIDATE

Silly misrepresentation of George A. White by narrowly partisan sections of the Democratic press is only a significant and certain indication of the tremendous strength he is gathering over the state as Republican candidate for the nomination for governor.

A studied effort is made to put him up in the light of an appointee of Governor Olcott running against his chief. Mr. White was appointed by Governor Withycomba, as every one knows, even as they know that the power of removal, except for cause, was the state's law at the time Mr. White was appointed and long before, having become a law in the West regime.

But after all Mr. White is fortunate in his affairs that nothing more tangible than prattling misrepresentation and small chatter can be said against him by the proponents of the Democratic political picnic that has been going on in Oregon for lo these many years.

BITS FOR BREAKFAST

"Excuse it, please"—As central would say. The Statesman is overcrowded this morning. A lot of matter left over, to appear later.

Man reaps what he sows, unless he is a bum amateur gardener.

Railroads in the United States that had a deficit of \$6,500,000 in February, 1921, had net earnings for February of this year of \$44,000,000, according to the current weekly financial letter of Henry Claws, the Wall-street authority. Quite a difference, helping to make the general business outlook better than it has been since 1914, according to the same authority.

The Easter trade booms with the sunshine.

The Bits for Breakfast man is not in sympathy with the slurs being cast at Dr. Lee Steiner. The state asylum for the insane has

been a model institution under Dr. Steiner, who has much more than earned his meager salary all the time he has held his position. His salary was \$2000 a year for a long time, and it is only \$3000 a year now. The wonder is that a man with the earning capacity of Dr. Steiner would remain in that position.

Germs of Disease should be promptly expelled from the blood. This is a time when the system is especially susceptible to them. Get rid of all impurities in the blood by taking Hood's Sarsaparilla, and thus fortify your whole body and prevent illness.—Adv.



At the OREGON Sunday



Creckles Barry and Clara Horton in Marshall Neilan's "Penrod"

The Junior Statesman

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ONE REEL YARNS

THE APPLE STEALERS
Jack and Alice set Monday night as the best time to steal Mr. and Mrs. Crank's apples. Ordinarily they wouldn't have thought of stealing any one's apples, but old Mr. and Mrs. Crank, who have lived a mile down the road from their Uncle Fred's farm, were so stingy that they ought to have their apples stolen.

So they both climbed on Old Nell's broad back, and taking a sack, rode into the orchard and began gathering their harvest. Suddenly there was a cry and a shot from the house and Old Mr. Crank came running through the trees waving his gun and shouting, "Git out there." Old Nell snorted and ran, and both youngsters were swept from her back by the low-hanging boughs. They were both too hurt and stunned to run. Old Crank descended upon them, threatening to shoot. He looked as though he meant more trouble.

When he saw that they were really hurt he set down the gun, and helping them kindly to their feet, led them to the house. Old Mrs. Crank was standing in the doorway with a lamp, and when she saw Jack's bloody nose and Alice's cut forehead, she hurried to find arnica and bandages and was all sympathy.

As she was tying Alice's bruised arm, she asked suddenly, "Kin you play a organ?"

"A little," admitted Alice, and straightway Mrs. Crank took the lamp and led them into the chill and cheerless parlor and opened the old organ. Then for an hour the two old people sat on the hardwood sofa and listened while Alice and Jack sang all the songs they knew.

As they were about to go, the old man said, "S'pose you think we are kinder queer about them apples. You see we're choice of 'em. Our little girl died of tuber-

culosis at the hospital down at Perryville and we always save the apples for the little fellers down there. We ain't got much to give, but we got apples. Good-night, and come again, won't ye?"

And Jack and Alice were very quiet as they walked homeward through the still night.

ON STILTS

Ge, I'm glad when robbins sing. Then I know it's surely spring And I can make the pavements ring

Thump, thump, thump. Like enormous storks we stalk, Stepping stiffly down the walk; In the upper air we talk.

Thump, thump, thump. Puddles made by April rain We splash in and out again, Clumping down the muddy lane

Thump, thump, thump. What's a little fall or two? Or a bruise that's black and blue? There's danger in most things you do.

Thump, thump, thump. I bet that I could make with ease A pair of monstrous stilts, like these And go a-stepping o'er the trees.

Thump, thump, thump.



Pat (to Mike, who is painting the fence: "That is your hoory, Mike?"
Mike: "Shure, and Ol'm tryin' to finish before me paint gives out."

A GREAT CONFERENCE

This week, in Genoa, Italy, all the nations of Europe, excepting Turkey are meeting to talk things over.

This is the first time since the great war that the nations have come together to consider their problems. All over Europe business is very bad and people are out of work. There is much suffering from the hard times. So the nations are getting together to see what can be done about it.

France and Germany will sit across the table from each other. Bulgaria and Belgium will discuss their troubles together. Even Lenin, from Russia, is expected to be there.

All the countries are suffering greatly from the after effects of the war. They are tired and worn out. They are thinking only of getting back on their feet again, so they are holding out their hands to help each other.

Some of the older countries, such as Russia, Austria and Hungary, are still in a state of collapse from the shocks of war. Some of the new countries, such as Czechoslovakia, which, as you remember, was formed during the war, have organized and become fairly steady again.

Even some of the more powerful nations are torn with disputes in industry and are having trouble getting trade started again. They need the conference as much as the weaker nations need it.

So keep your eyes on Genoa and see what is happening.

TODAY'S PUZZLE.

Make a word square out of words meaning to hang, knowledge, one of the first Bible characters, and to soften.

HE GAVE HIM A BLACK EYE



He Was Wise

Joel had just taken a job as clerk in a grocery store. A joker came in and asked for some potato seeds, and the boy after looking around, announced he could not find any. "Don't you know potatoes don't grow from seeds?" laughed the man.

A few minutes later a lady came in. "I'd like some bird seed," she said. "Ha! ha!" laughed Joel. "I guess I know birds come from eggs."

Teacher: "Don't you know that punctuation means that you must pause?"
Willie: "Course, I do. An auto driver punctuated his tire in front of our house Sunday and he paused for half an hour."

INTRODUCING

Boys and girls often find it hard to do and say the right thing when they are making introductions. It's easy to remember, however, that a younger person is always presented to an older person, and a boy to a girl. Just say, "I'd like to have you meet," or, "May I introduce," being sure to pronounce the names clearly.

OUTLOOK FOR THE LOGANBERRY CROP

Likely the Total Yield Will Be About the Same As It Was Last Year

The men engaged in the different branches of the fruit industry are taking stock of the situation. There is apparently no doubt concerning the demand for every pound of fruit raised in the Salem district, with better prices than those that ruled last year.

This partly on account of the improved market outlook throughout the country and partly on account of the cheaper cans and other things going towards the packing and marketing costs. The above statement applies to loganberries as well as to the other fruits. The loganberry situation is like this:

Practically all the canned and dehydrated and dried loganberries of the 1921 crop have been sold, and the same statement applies to the carry-over of the 1920 crop, which was considerable. There is a good deal of new acreage in this district, but, owing to various causes, the yield of the old vines is not expected to be as large as last year. So the outlook is for a crop for 1922 about the size of that harvested here last year.

Since the markets have taken more than that many loganberries in the last year, including the

carry-over of the year before, they may be expected to take all of the crop of this year, and the prices to the grower should be a shade higher than the prices they realized last year.

International Y. M. C. A. Man to Be Here Saturday

Neal McMillan, at the head of the international Y.M.C.A. building committee, is to visit Salem Friday and Saturday. He is just home from China, having landed in San Francisco only Wednesday morning. On his way east he found that he could give a little time for a visit with his old friend Claude A. Kells of the Salem Y. M. C. A. and so he will be here on the Shasta Limited Saturday afternoon.

A reception by the directors of the local association will be given

TOO LATE TO CLASSIFY

CHOICE LOGANBERRY PLANTS. Any quantity. Ward K. Richardson.

Constance Talmadge Polly of the Follies STARTING SUNDAY LIBERTY Theatre

Mr. McMillan Saturday noon. Mr. McMillan is one of the six international Y experts who go all over the world, organizing, planning buildings and building campaigns, and in general boosting the Y game wherever there is a chance to boost it. The present visit is purely a friendship call on Friend Kells, though the distinguished standing of the visitor makes it an honor and a privilege for the local board of directors to meet and listen to him.

Read the Classified Ads.

She Knows "I am a Domestic Science Graduate and a chemical student from the Normal School. After making the experiment testing various baking powders I never use any except the Royal." Mrs. J. P.

ROYAL BAKING POWDER Absolutely Pure Contains No Alum Leaves No Bitter Taste Send for New Royal Cook Book—It's FREE Royal Baking Powder Co., 130 William St., New York

Let Us Fit You With Your Easter Footwear and Be Proud to Have Friends Look At Your Shoes No Item of Wearing Apparel Is More Important. We're Prepared as Never Before to Supply You With Strictly High-Grade Shoes

New Cut Out Slippers Just received and shown for the first time. Ladies' one and two strap cut out Slippers in Kid, Patent Leather and Satin, Military and Louis heels— \$8.00

Florsheim Shoes For the man who cares. Shoes and Oxfords in Black, Brown and Willow Calfs—New Parkway last They fit the ankle and hug the heel— \$10.00

Ladies' Oxfords and Slippers Patent Leather, Brown and Black Kid, Low, Cuban and Military heels— \$7.00

Men's Work Shoes Munson last. Blucher Lace, Leather Soles. Our regular \$5.00 value— \$2.95

Hanan Shoes and Oxfords For Both Men and Women \$14.00 and \$15.00

Boys' Dress Shoes Black Calf, Blucher Lace. Sizes 2 to 6 \$2.95

SALEMS HIGH CLASS SHOE STORE THE PRICE SHOE CO. 326 State St. Next to Loan-Bank

OUR REPAIR DEPARTMENT Gives Prompt and Efficient Service at a Reasonable Price Wednesdays Rubber Heels at Half Price—25c

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