

# The Oregon Statesman

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## RECOGNITION FOR ADVERTISING

We thought it would come to this. Harvard is mighty particular about what may be charged up against the University or against a Harvard man, but when once Harvard is pleased with anything, thoroughly satisfied, then "the sky's the limit."

The Committee on Policy in Publicity connected with the Associated Harvard Clubs has investigated the work of Frederick L. Allen in the publicity office, and "believes his function should be made a permanent one, with an appropriation sufficient to offer a satisfactory academic career comparable to that of a full professor. The University does not want a mere press agent without any academic standing of his own. It wants a man of faculty rank, whose title expresses a relationship of confidence and authority close to the central authority of the University—the President and Fellows. Such is Mr. Allen's present title of Secretary of the Corporation."

The man who delivers the goods in publicity or in advertising surely deserves recognition. Professor of Publicity is alliterative, at least. Bachelor of Arts can easily be changed into Bachelor of Advertising. But beyond the academic is the practice. Results are looked for as confidently as the reactions in a test tube in a laboratory—results alone count in advertising.

And it is encouraging to the legitimate publishers of the United States that such high recognition has been accorded to advertising.

For advertising—publicity—is the force that moves the modern world; it is the life blood of business; the dynamic force of commerce.

And it is needed as much in the conduct of a great institution of learning, in the carrying on of a gigantic commercial or public service enterprise, as it is for the successful conduct of a small retail business.

Advertising is the first aid of high efficiency salesmanship, and it is the greatest builder of the most valuable structure of good will, its cumulative force making a foundation and a superstructure that, combined with honest and efficient service and good management, no wind of adversity can shake or destroy.

## SCHOOL BOARD DESERVES PRAISE

Editor Statesman: The selection of a staunch business man in the person of Curtis Cross was an endorsement of the conservative members of the present school board. The board on its own account and as a business body deserves praise. One year ago the board found itself with a floating debt of \$76,000. The end of the present school year shows that reduced to \$36,000. At the special election the people of the district refused to authorize an increase in the budget. The board was compelled to cut out certain expenditures, and have been able

to make a showing of getting out of debt by \$40,000. Besides there are funds coming in for high school support that will just about wipe out the remaining short-time note indebtedness. I say that is a good record and one that should be very satisfactory to the taxpayers.

I wish there were some way to drop that term "Patron," as applied to citizens who send their children to the public schools. The word patron sounds too much like a social function or a patron of the arts. The public schools are our most important public service and their administration is a question of good business judgment. We elect our best men to serve free gratis on the school board. They use their best judgment in selecting a superintendent and principals and having done their best work leave considerable responsibility in the hands of those officials. The board is in honor bound to uphold the official heads of the schools or select others in their places. The Parent-Teacher organization can help in some ways, but there can be no divided authority in the administration of the affairs of the school district. The school board can be held responsible. Its members are subject to the recall or removal for malfeasance in office. There is no way to hold anyone else responsible for school administration. —E. HOFER.

More than 2000 Germans assembled in Berlin a week ago Sunday to cheer a number of distinguished Frenchmen who spoke on the theme, "Never Again War." Prof. Victor Basch was applauded for 15 minutes when he said that the gulf between the French and German peoples "must be bridged and it will be bridged or else there is no hope for Europe."

## SWORDS FOR BANDITS

An amateur Hamlet on his way home in costume from an evening performance in an Oklahoma city was attacked by a bandit. But when the melancholy Dane drew the massive sword with which he had just been pinning Laertes, the highwayman gave a great cry of terror and fled on wings of the wind. Here is a hint for others. By carrying a sword a yard long footpads cannot only be kept their distance, but made to run. A robber who grows blasé in the presence of artillery will wince at the showing of a steel blade.

## ORATORY BY WIRELESS

Radio activities will have much to do in the conduct of the next presidential campaign. Probably the administration will be accused of diverting the government's broadcasting facilities in the interest of the party in power. It will be possible to make all manner of political announcements by wireless. Whether people will listen to them is another matter, but with the wireless working a full house is always possible. But some of our campaign orators will have to go through a course of radio training if they expect to do any spellbinding. To speak effectively through the microphone is quite a knack. The orator will have to learn to reverse himself. When he is spreading with impassioned fervor

he will have to step back from the microphone. Otherwise he is apt to wreck the eardrums of the world and convey a sound that seems only like a thunderstorm in the mountains. To be impressive and personal he will creep up and whisper in the microphone. There is quite a trick in it all. The result will be that skilled radio artists will be in demand. The people will have their favorite broadcasters and some humble newsboy on the streets today may be drawing his \$1000 a week next month because of the trained beauty of his broadcasting. It is not a simple task. There is little of the inspiration of personal contact. It is not even as inspirational as the telephone. So it is that virtually all broadcasting will gradually fall into the hands of professionals who are especially trained for the service and have acquired the necessary experience. The American people are spending \$1,000,000 a day for radio equipment. They are not doing it for play-time purposes. They are after practical results. That is where the professional broadcaster will become of valuable assistance.

## FUTURE DATES

June 17 to July 7—Vacation Bible study school. June 20, 21, 22 and 23—Portland Rose festival. June 21, Wednesday—Nebraska picnic, state fair grounds. June 25, Sunday—At Silverton. Annual picnic of Salem lodge B.P.O.E. June 29 to July 5, inclusive—Chautauqua season in Salem. June 27, Tuesday—American Legion state encampment at The Dalles. June 28-30, July 1—Convention of Oregon Fire Chiefs' association at Marshfield. July 1, Saturday—Annual Salem picnic in Portland, Laurelhurst park. July 2 and 3—Monday and Tuesday. State convention of Artisans at Woodburn. July 29, Saturday—Marion county Sunday school picnic at fair grounds. September 2, 3 and 4—Lakewood Round-up, Lakewood, Or. September 12, Wednesday—Oregon Methodist conference meets in Salem. September 21, 22 and 23—Pendleton round-up. September 25 to 30 inclusive—Oregon State Fair. November 4, Tuesday—General elec

## CUBA STILL IN LEADING STRINGS

The United States is rendering another substantial aid to Cuba. The administration of the island's affairs has been allowed to drift into the hands of unscrupulous politicians, who have created many high salaried sinecures, endangering the credit of the country, and created much dissatisfaction among the Cubans themselves. General Crowder, formerly judge advocate general of the United States army, has been acting as the personal representative of President Harding in Cuba, and has drawn up a plan for the "moral reformation" of the Cuban administration. The scheme has the hearty endorsement of all the better elements in the island, and it is probable it will be accepted to by the party in control of the government.

On other occasions in the past the United States has intervened in Cuban affairs and kept the country on a firm foundation. It will be remembered that the authority under which the United States exercises a supervision over Cuba is contained in the so-called Platt amendment to the Cuban constitution, named after its author, the former distinguished senator from Connecticut. The men who have been most intimately associated in Cuban welfare have all been distinguished Americans, General Wood, Chief Justice Taft while secretary of war, former President Roosevelt, and now President Harding and General Crowder.

## BREWING FOR COURAGE

Reports from a scientific expedition to the headwaters of the Amazon tell of the use by one of the wild tribes of a powerful stimulant distilled from the leaves of some strange plant that has the property of instilling courage in the breast of the partaker. With a jigger or two of this stuff under his belt a warrior fears neither god nor man. He will walk right up to a frenzied jaguar and twist the animal's tail until it whines for mercy. This sounds as if it might be some of that bootlegging gin that circulates in Oregon.

## MEASURING SPEECH

Now they propose to measure our speech. When we talk on the telephone we will pay so much for each cubic yard of conversation. This should tend to raise the standard of verbal communication. People will not care to waste so many words and the

habit of visting on the wire will be curtailed. In one city over 6000 phones have been equipped with the telechronometer, which is the device for measuring the waves of speech. It is placed in the transmitter and is said to be absolutely accurate in registering the flow of individual conversation. It is represented that this is an absolutely just method of payment and that it will put the service into its proper place. People will talk who have warrant for it, and there will not be so much loafing on the wire. For about a dime a man could turn loose a conversation felling the plumber what kind of a guy he was and where he could go to. That would be all there was to it. This sounds like simplified telephony. It is paying for what you give and get.

## IN DISGRACE

The financiers agree that the case of Russia is the same as that of China so far as money is concerned. The only real relief would be in an international consortium in Russia's behalf. But nobody wants to consort with Russia until she is fumigated.

## BITS FOR BREAKFAST

First hand concert— It was last night, and it drew a great crowd.

Oswald West got a fat judgment against Coos county in the circuit court at Eugene yesterday. The ex-governor will not be as

popular as he used to be over in Coos.

Rains now would spoil a lot of hay. But the great majority of our farmers would welcome some very weepy showers, nevertheless.

Two Buick cars, of the same model, were made in the same year in the same factory. One went to North Dakota. The other went to California. Some impulse of each separate owner started the two cars to Oregon. They met in a collision on Court street the other day, near the Salem postoffice. Both cars were pretty badly damaged in the mix-up. Truth is still stranger than fiction.

North Summer street will soon be paved through to the Fair Grounds road—and there will be a paved highway all the way from Salem to the state fair grounds; finally. Also, the Pacific high-

way traffic will come over North Summer street instead of Capitol street for a time. Then, if the street this side of the Valley Packing Co. plant can be paved, travelers over the highway in and out of Salem will be spared the dust of summer and the mud of winter, and the bumps of both seasons. Who will solve that matter? Unsolved, it is a standing disgrace to Salem, and it is felt as such by all of our public spirited people. To say nothing of the opinion of tourists.

A witty Irishman was invited to a dinner party in the hope that he would amuse and divert his host's guests. But from the beginning to the end of the dinner he preserved a solemn face. The host was surprised. "Why, old fellow," he remarked, "I don't believe the biggest fool in Ireland could make you laugh tonight." "Try," was the cutting rejoinder.

## Phillips Tire Shop

For Your

## KENYON CORDS

Full Super Size Cords

30x3, \$12.35 30x3 1/2, \$13.95

311 N. Commercial St.—Y. M. C. A. Bldg.

## Ford THE UNIVERSAL CAR PRICE

At Your Front Door

Touring.....	\$555.54
Roadster.....	\$525.38
Sedan.....	\$765.56
Coupe.....	\$698.02
Truck.....	\$533.33
Tractor.....	\$492.85

All Equipped with Starter and Demountable Rims

## Valley Motor Co.

PHONE 1995 260 North High Street

# The Junior Statesman

SCHOOL STUDY SPORTS

HUMOR PLAY WORK

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## CREPE PAPER MILLINERY



By FLORENCE WINE

A sport hat that is different from any hat you ever had before is this one, with its crown of orange and white braid peeping out from behind a sharply turned up brim of plain orange braid with white picot ribbon.

Making the Braid Cut the orange and the white crepe paper into strips 1 1/2 inches wide across the grain of the paper. To cut a strip of the paper, slip the fold partly out of the packet, measure the desired width and cut through the entire thickness with sharp shears, using the edge of the packet as a guide. Fold each strip twice, creasing it on the dotted lines shown in figure 1. The strips may be joined by slipping one fold inside the other and securing with a touch of paste.

Sewing on the Braid The buckram shape for this sport hat is a plain little model which turns up in front. Separate the crown from the brim and sew on the braid, round and round, starting at the bottom of the crown, as shown in figure 3. To cover the brim cut a strip of orange crepe paper (across the grain) two inches wider than the

widest part of the Brim of your hat, which is now separate from the crown. Cover the inner edge of the brim with a smooth coating of library paste and fold down about an inch of the strip on this side. After the top has been secured in this way, fold the paper smoothly over the brim and paste the edge to the inner side of the brim.

To line the brim cut a strip of the crepe paper the same width as the strip used on top, fold an inch under on one side and paste to the top of the brim, as shown in figure 4. Shape the strip to fit and paste to the lower edge of the brim, folding in the rough edge as before.

Completing the Hat Sew the crown and brim together and paste or sew in a silk lining. The ribbon trimming is very pretty and not hard to put on. Short tabs about an inch long should be cut and pasted on at regular intervals, turning the edges under. A ribbon band is then pasted around the edge of the brim. Besides orange and white, green and white, black and white, or red and white hats made in this style will look well. It's much easier to paste a hat together rather than to sew one, isn't it? No worrying about getting the old stitches the same size.

## THE SHORT STORY, JR.

The Snake-Knife "What a curious looking thing!" exclaimed Esther. She held up the paper knife on her uncle's desk. It was shaped like a snake, with the tail made into a point. It was painted bright green and had two glistening red stones for eyes. "It's a little souvenir I picked up in the South African town," said her uncle, who had just come from a long curio hunting trip. "This is something I didn't buy for the museum, but kept for myself. The servant I had there was much against my getting it. He said he had heard of this knife and it always brought trouble. He

told me some tale about how every one who had owned it had died very strangely and mysteriously. Of course such a superstition only made it more interesting to me." Esther looked at it wonderingly. She didn't laugh with her uncle. Somehow the knife gave her a creepy feeling.

After dinner Esther and her aunt went to a moving picture show, as her uncle had some work to do. When they came back, Esther went to her uncle's office

room to tell him goodnight. He had his back to the door and was bending over some papers on his desk. Esther tiptoed in, meaning to surprise him. She was almost ready to throw her arms around his neck, when her eyes were attracted by the queer paper-knife. It seemed—yes, it surely was moving. The green body was uncolling itself and slipping along the desk. Its eyes were gleaming, and the wicked little tongue darted out as the strange thing moved toward her uncle's hand.

A moment Esther stood dazed. Then she seized a pen lying on the edge of the table, struck at the thing, and sent it spinning to the floor. It fell with a dull clatter. "That knife!" sobbed Esther hysterically, "It moved!" "You poor girl," said her astonished uncle. "So you're seeing things! I shouldn't have told you stories like that." Late that night Esther stole downstairs into the office of her beloved uncle. Then she slipped out to the pond in the back. The family never could understand how a robber would break in and just take a paper-knife. They think something must have scared him before he got anything

# Making an Asset of Difficulties

A great opportunity is now before American business—the opportunity of making a big and permanent asset out of the very difficulties of the present situation. The conviction that this can be done is extremely heartening. It is enough to put a new thrill of life and activity into every form of industry.

Chief among the means of creating Demand is now seen to be Advertising. Wherever you find a big demand for any product you find, invariably, that the demand for that product has been stimulated by human effort, and chiefly through advertising.

From one point of view the present situation is by far the most desirable, the soundest, the sanest, and the most hopeful this country has ever seen. Why? Because it brings into bold relief, through sheer necessity, the latent power to create conditions as we would like to have them.

It is obvious to any one who will think it through that the present demand for any product could be substantially lessened if it were possible to eliminate all forms of advertising—including pictures, displays, and word of mouth, as well as printed and painted messages—and just let that product depend on the natural or unstimulated demand.

The curtailment of Demand for the products of industry brought us face to face with the question, hitherto ignored, as to what causes demand. Then it was discovered that Demand was a created thing, and that more of it could be created in almost any direction—if enough of the right effort were applied.

And it is equally obvious that a demand for any worthy product can be created and stimulated by means of Advertising.

This fact puts within the hands of the business man the means of creating his own market. That would be the biggest asset he could have—an assured market for all he could produce.

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## DAILY PICTURE PUZZLE

