eye uregon atatesman


DEVELOP THE SANTIAM COUNTRY
The contention by Col. E. Hofer that the construction
of a line by the Oregon Electric into the Santiam country of a line by the Oregon Electric into the Santiam country
and the full development of that country, would rejuvenate
that property is sound reasoning.
With all the available water for irrigation flowing in the With all the available watter for irrigation flowing in the
Santiam put to use on the land, the tonnage in freights from
that region would be immensely increased. There would be sapplies for a dozen more canneries and dehydration plants
and other fruit and vegetable manufacturing concerns in
Salem. and oth
Salem. Salem. There would be the raw materials for a sugar factory
here; and this would be important in many ways.
Lumber and cord wood and pulp wien Lumber and cord wood and pulp wood supplies would
be made available in immense quantities; and raw supplies for
furniture factories and other wood working plants furniture factories and other wood working plants.
The extension of the line far enough to tap the mineral
resources of the Santiam country would result in developing resources of the Santiam country would result in developing
tonnage that alone would justify its construction.
This construction would fead to the development of the water powers of the Santiam and the Little North Fork and
the South Fork of the Santiam and of such powers as that of
Marion Lske Marion Lake - something over 100,000 potential horse power,
most of it easily and cheaply developed, now running to waste,
The full development of the Santiam region would alone double the population of Salem-
and lead to other developments that would double it
usiness of this city. at least two more paper mills in Salem.
There would be bleat
The Oregon Electric extension into,the Santiam country ould itself pay; more than this, it would make the whole property of the Oregon Electric pay.

CO-OPERATION IN ADVERTISING
If is better late than never, but for 60 years the Cincin-
Fire Underwriters' Association has been in existence, developing into a powerful factor in the insurance community a splendid record unobstrusively that the genplishment, it wublic had no its way sonception of
its activities and importance in the life of the city. its mow, according to Printer's Ink, it proposes to change papers for the purpose of making the character and extent o dividual capacity, are well aware of association, in their in
and some of addertising them are preparing to tie up the association advertising with their own, which is entirely legitimate, and beneficial to the association and to its advertising member
Day Day by day the potency of newspaper advertising is
nized more and more, Its use is the convincing test.

## \section*{A halt in the state highway construction would be great mistake. By all means, work should go on, at

}- The Turior Siteterman
For Boys and Girls

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## The Telephone

## Directory

Good telephone service depends vitally upon care in calling telephone numbers. A wrong number called causes loss of time to you, to the party called and to the operator. Every instance means voidable inconvenience to all concerned.
It is not the loss of time to you alone or to the operator that concerns us most, but it is the annoyance to the party called. Your mistake cannot be explained to him, and the Telephone Company is

Consulting the current issue of the telephone directory, instead of trusting to memory; giving your number clearly, and quickly correcting the operator crease the efficiency of the service.

The Pacific Telephone And Telegraph Company

