## Che Oxegon Statesmán



## SALEM SHOULD HAVE A BEET SUGAR FACTORY

There are a number of conditions precedent, things that greatest fruit district in the wrld, to which goal the Sale district is headed, and which goal will surely be attained in products in which we excel.
One of these is the development of the 130,000 -odd horse-
power of hydro-electric energy that is closely tributary and heaply available-ties-
Another increasing almost indefinitely of the size of our for the manufacturing of our fruit products move plants Another the building here af a glass factory to man proper marketing
 tons of sugar that must otherwise now and in the futur
dome fom distant points to furnish the sweetening need in canning and preserving and preparing generally a larg par our fruit products going to the markets of the world right soil and the right climatic conditions.

Salente beet sugar factory. They told a meeting of men
pepresenting the business and property and banking interest
Hepresenting the business and property and banking interest
They had found that a large acreage here was comparable i
That there is no better in the world. They stated that at th
號
and overhead, and pay back the cost of the tay expense
the Thaking of beet sugar heritable manufacturing business
they were then, because there in a home hare greater now tha
dutput of a sugar factory - in the fruit converns here, and
by all means to be followed up vigo

- bur fruit be owned cooperatively, or at least controlled, by
eople generally. It mounufacturing interests and our hom
a the profits of manufacturing, and in the indirect profits
rotation crop, and the employment of a a crap num that is a good
aborers in both country and eity; all helping in the upbuild
Salem ought also to have a sorghum mill and a syrup
an opening here for some man or company of men with a
thorough understanding of these limes of production and manufacturing

IS THERE REVOLUTION IN RELIGION?


## 

THROW THE LIGHT

## A Worth-while Reputation

T
 tions says

## The man who builds and the man who buys are both beneficiaries of reputation. To the one it is a continuous spur and incentive-to the other, the strongest of all guar antees that what he buys is worthy."

Patronize the manufacturer or merchant who has a reputation for honesty and fair dealing. Such motives must actuate the consistent advertiser. The man who invests real money in building a reputation for himself and his merchandise cannot afford to risk anv of it by taking unfair advantage of his customers. He must retain the good-will of the buying public. Without this, his business cannot succeed

Every time he advertises he put his reputation in your hands His products or the wares he has for sale must make good. His ser vice must be advertised

That is why it pays to read advertisements, to deal with advertisers and to buy advertised goods.

Yes, it is worth your while to read the advertisements

