## Che ©region Sitatesmant


new idea from italy
TThere are some elements of wisdom in Premier
assolini's latest proposal to have the people vote upon party platforms rather than upon candidat
and permit the parties thereafter to choose the representatives to carry out these pledges, each
party being represented in proportion to its total vote. In the life of a nation men are important only
in 80 far as they represent issues: yet in putting men rather than measures to the fore
of cumpaigns leads to the subordination of principle to personalit tead to the subordination of principles sponsible government.
It is a new idea of ar clippong from the National Republican

## tion.

The Statesman merely presents it as a novelty. Wh nows but it may become an issue in this country some day?
We obt the dean of the initistive and referendum trom Switz
erland, the Australian ballot from the country of ite erland, the Australian ballot from the country of its
and the direct primary from several foreign countries.

## THE EFFECT OF ADVERTISING

(The following is the leading editorial in the June numof The Oregon Grower, the magazine of the Oregon
wers' Coperative Assocation:)
Never was the merit of judicious advertising of a food
 its carton prunes, Of the well over a million pounds of prunes
Disposed of by the association during March and April) 75 per cent was in cartons for the Canadian trade. The five-pound

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## R29



## Were the "Good Old Days" Really Good?

W HEN you hear an old-timer sigh for the days of his forefathers, smile quietly to yourself and think of this
The ancients got along without automobiles, soap, stoves, toothbrushes, window-glass, breakfast foods, telephones-without practically all of the things we consider the bare essentials of life

There never has been a time when life bettered itself so rapidly and so consistently as now. New conveniences and new comforts are continually being thought out and brought out for your benefit.

In order to reap the advantages that are yours to-day, you must read the advertisements. They bring you news of all that the world of invention and discovery is doing to make your work easier, your of invention and discovery is doing to make your work easier, your
home life more pleasant, your clothing and food problems less difficult. They keep you informed of all that is new in the markets and cuit. They keep you informed of all that is new in the markets and
stores. They tell you not only about the goods, the styles, the varieties and prices, but also where and when these things are to be hâd.

The advertisements are messages from the business world to you. Heed them.

Don't overlook the advantages that are yours. Read the advertisements

