THE OREGON STATESMAN, SALEM, OREGON



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## WHAT SHALL BE THE SLOGAN SUBJECT?

Most of the readers of The Statesman are familiar with the Salem Slogan campaign that has been carried on by this newspaper for several years-

Seeking to have our people major on the crops and varieties seeking to get our producers above the dead level of competition; following the lines of least resistance.

In the years of this Slogan campaign the canneries of the Salem district have come up from comparatively small beginnings to the point where they are using a good deal more than a fourth of all the cans of the Pacific Northwest that are used for putting up fruit in this territory; going towards the point tronomy and repels the appetite. Possibly the delft blue breakwhen half of all the canning of fruit in Oregon, Washington and fast rooms found in so many of our homes are indirectly respon-Idaho will be done here.

Take the item of gooseberries. The quantity of these berries ing into cans here five years ago was negligible. The number cases had risen to 7000 in 1922, and it went to 25,780 cases last year, and will perhaps be twice that number this year; and at 7 cents a pound paid the growers for the berries; the same price paid last year. There is a similar story as to red and black raspberries; as to filberts and walnuts; strawberries and

poultry and bees; legumes and swine and flax-

The last named now plainly scheduled for a development that will bring to fruition the greatest single industry in Oregon for all time-the linen industry, capable now of bringing to us \$100,000,000 of new money annually; and even far greater sums in the course of years.

The selection of Slogan subjects has been a matter of a good deal of study. This was done so carefully that only one subject ing within the last few years. It ing the markets of the world. The has been scheduled to be dropped-broccoli-not because we is time to act now. The situation war has been over for five and a the republican party. It may be cannot grow very profitable crops of broccoli some years; but in the country is not hopeful. We half years and we are just begin- a bit humiliating for the time, but because there are likely to be too many failures on account of cannot spend our time talking and ning to appreciate the absolute he knows he has to admit it soonfreezing weather in December and January, when the plant is explaining, or even making charg- necessity of getting down to busi- er or later, and the sooner he gets in the curd.

Well, a new subject must be selected.

What shall it be? One Salem man yesterday suggested calf cans can only win with a construclamb and pig clubs. That is a good suggestion. Our district tive policy

## THE GOSPEL OF COLOR

1月6月1日半

There is a color counselor in southern California who is getting the people down there all het up-

The lady-for the color counselor is a woman-holds that tints and shades have an important bearing upon the life and good to live in Salem. oks of a human being as well as in establishing the harmonies the home. She has heard the scientist who declares that ople wax or wane under certain colors-

She declares that if one sleeps in a white or pink room in glare of day one may grow fat where darkness and black alls would encourage a physical shrinkage. The lady expert ds that wrong color combinations in the home are responsible a lot of domestic friction and divorce. Many girls fall into wallflower class because they simply fail to grasp the essenils of color. They do not understand their own advantages or fects. Put a plain girl into some distinctive or appropriate rb and she may become the belle of the ball.

It is the mission of this skirted specialist to spread the spel of color. She urges that harmony in color is the same harmony in music and that both are based upon natural and ndamental laws. One strikes notes or chords in color just on a piano. Color has as much influence on temperament as und. There are noises that are harsh, discordant and nerve- the dedication of this monument a racking. There are colors that excite the passions or disturb the peace to like extent. People may suppress or escape from the noises, but they may not be fully aware of the mental damage done by obnoxious color until their nervous systems are disordered.

Here would seem to be a call for a keen eyed color guardtasty and sensible specialist who could nip all green and yel-

low combinations in the bud. Charts which indicate the harmonand industries and advantages in which we excel or may excel; jous blends of tints and shades are provided, so that some self protection can be provided for all who are not color blind.

Brunettes should wear soft, clear colors rather than flaming shades. Blondes should wear blues and greens that tone down high coloring, while the pale blonde should wear lighter hues. The specialist says that most restaurants decorated in blue are failures. It is a color not in accord with the harmonies of gassible for the wrecking of domestic romances.

> LOOSE TALK ed 'the situation when he stated

that the report would revive busi-When Senator Johnson carried ness in America. It will. Europe South Dakota by a hair margin he will now be stabilized and Europe declared that the state narrowly cannot be stabilized while the repescaped being debauched. Of arations are still unsettled. The dairy and mint; cherries and corn and celery; onions and course, it was loose talk and wild reparations settlement represents talk, and the man big enough to deliberate judgment of a commisbe a candidate for the presidency sion of great financiers. In Ameri-

should never have indulged in it. ca we can only guess at Germany's our guests. There seems to be a reaction in ability to pay, and we can only this kind of talk, anyhow. Since guess at French public sentiment. that statement was made Johnson But we do know when anything has lost Illinois, Michigan and Ne- will help business and we do know braska. There is a distnct waning that American business needs of irresponsible talk.

There has been too much talk- that stabilizing Europe is stabiliz-

es. The democrats have a monop- ness on the part of every country it off his hands the better it will

oly of that, anyway. The republi- involved in the conflict.

FRIDAY MORNING, APRIL 11, 1924

cople. Our people are anything cial privileges cannot deal with but provincial; they have a wide the people, but they can deal with acquaintance and they are always the bosses. The repeal of the glad to act as host to any man or primaries is sought by men who woman who has done something know exactly what they want.

worth while in the world. It is



an unusual rush this year and the It is good to note that the busiday had to be advanced in order ess interests of Salem are in fato have the festivities timely. It vor of a few hours' holiday on Saturday of next week when the "Cir- is related that last year it was believed that a majority would cuit Rider" monument is unveiled. have been gone by the 20th; hence That is an event of much importhe day was changed. tance in Salem. The old circuit

Although on short notice, it is riders, the pioncers, the empire up to the people of Salem to rebuilders are to be fittingly honored in this monument, and every spond vigorously and quickly in resident of Salem rejoices that their preparations.

such is the case. It is not only fitting but very proper that Salem should make

The Oregon Statesman has not editorially referred to the coming gala occasion. Historically it is tremendously important, and it revival in Salem, but its news colwill give us a never failing monu- umns has carried the news from ment of inspiration. Men cannot time to time. The Demarest revibe reminded of the heroic deeds val promises to be unusually important. Mrs. Demarest comes of of their ancestors without themselves being enthused and inspired. evangelistic stock, and she is said to be sweet tempered and sympa-

thetic. Her policy is not to hit ENTERTAINING THE TOURISTS people over the head but to show

them love and kindness. Now that the community building at the tourist park is assured. Mr. Heney has been appointed we can begin to do something with an investigator by the senate. Knowing that we are going to Heney is a trouble maker. Always get it, there ought to be entertainsomething is doing around him. ments planned there for the entire but it is not always good for the summer. Salem has a lot of talcountry.

ented men and women who would be glad to contribute their services for the entertainment of their guests. The social side should be

looked after carefully and those who would entertain can prepare themselves. There are a number of women in this city who could take over the social feature and

tor Johnson that he cannot win helping, and we do know further the presidential nomination, and to continue in the fight means an embarrassment to himself and to

**ROSTEIN & GREENBAUM RELIABLE MERCHANDISE** The time is short for Blossom day. The blossoms came out with Visit Our MILLINERY DEPARTMENT BEST IN THIS CITY Big Assortment of Flowers and Trimmings-Ready to Wear Hats. The very newest. We have the style and quality -Low Prices. Renfrew Devonshire Cloth | Plisse Crepes, Fast Colors. Pretty Shades, Plain or See the Pretty Patterns, Fast Colors. Figured. Yard 25c Yard 35c 36-inch 27-inch Glass Romper Toweling Percale Cretonne Cloth Blue Light or Big Good Checked Selection Dark Colors Assortment Yard 19c Yard 19c 29c-25c Yard 19c 32-inch Zephyr Ginghams, new, pretty patterns, good quality. Two assortments, at yard ..... 32c and 28c New Dress Art Ticking 36-in, Chailles 36-inch Black Sateen Two Good Ginghams Pretty Good Quality Patterns, Dainty Good Values, Yard Selection 50c Grade Patterns 19c Yard 39c Yard | Yard 19c 50c-39c 36-inch Indian Head New Dress Voiles **Dainty Patterns Colored Suitings** Yard 50c Yd. 59c, 49c and 39c 27-inch 36-inch 36-inch Unbleached Burlap Cretonne Shirtings Sheeting Nice Green Big Fair Assortment or Assortment Quality Brown Yard 25c Yard 19c Yard 50c Yard 25c 240 and 248 North Commercial Street

Westport local No. 110, Loyal

Legion of Loggers and Lumber-Jacobson; assets, \$500. Under the blue sky act a permit

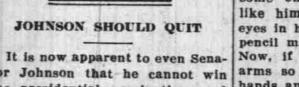
was issued to A. B. Leach & Co. of Portland to operate as a stock-

If he smokes an honorable cob pipe with that kind of smell, you

**For Swollen Joints** 

Most remedies fail, but Joint-

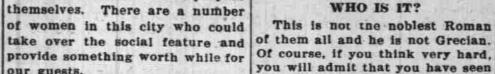
It's for joint troubles only,



Cap'n Zyb

BLOSSOM DAY

THE REVIVAL



some one who looks something like him. And if you will put fundamental teachings concerning eyes in his eyeless sockets with a God, the Bible and Christ, and I

pencil maybe you can place him. have endeavored to present these men. Westport; incorporators, C. Now, if you were to unfold his in language that can be understood L. Kind, William C. Eyman, H. N. arms so that you could see his by all. It was written to prove the hands and see that they have on existence of God and the necessity boxing gloves-well, I guess I for such a bellef, not only as the have given it away. Yes, the pic- foundation of the Christian's faith. ture does represent Jack Dempsey, but as the foundation of civilizaas he would have looked if he had tion as weld; to show the Bible as broker.

lived in the ancient times and the inspired word of God and ofhad worn a cloak, toga and pos- fer proof of Its divine origin. It sibly a chiton (though it doesn't presents Christ as the Son of God and Saviour of the World-conshow in the picture.) be. Senator Johnson has always If you have any distinguished ceived of the Holy Ghost, born of may assure he is a Fundament

been republican and there is no drawings of famous people, send the Virgin Mary, and triumphant ist. reason to believe that this year he them on in to me. In fact, if over the grave. It deals with the

is lax in this work. It ought to stand out above all other sections nite line of argument in the camof this coast, or this country,

But other suggestions are invited. What does the forward cleared now and when the camlooking reader think is the most important industry or interest paign really starts, we will find note that Salem people respond to and let Coolidge have a clear field. to be taken up and Sloganed, and boosted, and boomed, and the republican party swinging into practically every attraction that studied and discussed from every possible angle, for the good of the campaign with definite issues, the comes to the city, certainly to the the industry or interest, and for the good of the Salem district every one of which will be conand of Salem as a solid and growing and prosperous city?

It is up to the readers. Let's have a discussion of what is need defending. We will advocate He received a wondrful welcome, our paramount need in development work, outside of the subjects already chosen for Slogan discussion.

If you imagine this is not important, you are invited to look over the Slogan subjects, and to compare our status in all those lines five or six years ago and at the present time; and taking into consideration, too, the prospects for the future, immediate or near or more or less remote.

paign. The atmosphere is being

structive, and not a single one will Mr. Euwer is the latest in point.

but not defend. THE DAWES REPORT

The Dawes commission has made ties.

its report. It does not satisfy A capital city is somewhat dif- primarles be repealed and the sin- which I owe to my parents, to the Ocean Logging company, Port- it goes through skin and flest

BRINGING IN ATTRACTIONS will be anything else. The best you have anything which interests thing he can do for himself and you and which you think will in- saic account of creation and sub-

terest other fellows, send it in. If mits objections to Darwinism. "In The Oregon Statesman is glad to for the party is to withdraw now I can use it I will pay for it. This His Image" points out the emptiis a good way to start your career as a writer—contribute to Cap'n phy and contrasts it with the in-

STABBING THE PRIMARIES

Just why powerful political leaders are concerned in changing the an enthusiastic response, and a primaries puzzles a good many sympathetic hearing. He went people; it does not puzzle us, howhome feeling that Salem, the capiever. In the old days when primtal of Oregon, was fully alive to aries flourished the bosses, big its responsibilities and opportuni- and little, ran the party. There are no bosses now. Let the

"IN HIS IMAGE"

By William Jennings Bryan

Zyb's column. Lots of folks do spiring philosophy of Bible Christianity. all over the country. -CAP'N ZYB Ease succeeds. whether in ankle, knee, hip, elbow,

**NEW CORPORATIONS** 

the New Organ **Now Being Installed** 

shoulder, finger or spine-whethrheumatic or not. It limbers up stiff, inflamed. The following articles of incorpainful, creaky joints so quickly "In His Image" was written to poration were filed yesterday with you'll be astonished.

every party, but it does satisfy ferent from any other city. It is ister influences that dominated Bible, and to all that the Bible land; incorporators, J. H. Kelly, right down to the bone and liga.



