

The Oregon Statesman

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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 and industries and advantages in which we excel or may excel; 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 when half of all the canning of fruit in Oregon, Washington and Idaho will be done here.

Take the item of gooseberries. The quantity of these berries going into cans here five years ago was negligible. The number of 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 dairy and mint; cherries and corn and celery; onions 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 has been scheduled to be dropped—broccoli—not because we cannot grow very profitable crops of broccoli some years; but because there are likely to be too many failures on account of freezing weather in December and January, when the plant is in the curd.

Well, a new subject must be selected. What shall it be? One Salem man yesterday suggested calf and lamb and pig clubs. That is a good suggestion. Our district is lax in this work. It ought to stand out above all other sections of this coast, or this country.

But other suggestions are invited. What does the forward looking reader think is the most important industry or interest to be taken up and Sloganed, and boosted, and boomed, and studied and discussed from every possible angle, for the good of the industry or interest, and for the good of the Salem district and of Salem as a solid and growing and prosperous city?

It is up to the readers. Let's have a discussion of what is 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.

The Slogan editor is not craving for credit. He does not plead for praise. But he does want results.

THE GOSPEL OF COLOR

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 looks of a human being as well as in establishing the harmonies of the home. She has heard the scientist who declares that people wax or wane under certain colors—

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

It is the mission of this skirted specialist to spread the gospel of color. She urges that harmony in color is the same as harmony in music and that both are based upon natural and fundamental laws. One strikes notes or chords in color just as on a piano. Color has as much influence on temperament as sound. There are noises that are harsh, discordant and nerve-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 guard—a tasty and sensible specialist who could nip all green and yellow combinations in the bud. Charts which indicate the harmonious 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 gastronomy and repels the appetite. Possibly the delft blue breakfast rooms found in so many of our homes are indirectly responsible for the wrecking of domestic romances.

LOOSE TALK

When Senator Johnson carried South Dakota by a hair margin he declared that the state narrowly escaped being debauched. Of course, it was loose talk and wild talk, and the man big enough to be a candidate for the presidency should never have indulged in it. There seems to be a reaction in this kind of talk, anyhow. Since that statement was made Johnson has lost Illinois, Michigan and Nebraska. There is a distinct waning of irresponsible talk.

There has been too much talking within the last few years. It is time to act now. The situation in the country is not hopeful. We cannot spend our time talking and explaining, or even making charges. The democrats have a monopoly of that, anyway. The republicans can only win with a constructive policy and a progressive, definite line of argument in the campaign. The atmosphere is being cleared now and when the campaign really starts, we will find the republican party swinging into the campaign with definite issues, every one of which will be constructive, and not a single one will need defending. We will advocate but not defend.

THE DAWES REPORT

The Dawes commission has made its report. It does not satisfy every party, but it does satisfy the fair-minded people of the world. Secretary Hoover expressed

ed the situation when he stated that the report would revive business in America. It will. Europe will now be stabilized and Europe cannot be stabilized while the reparations are still unsettled. The reparations settlement represents deliberate judgment of a commission of great financiers. In America we can only guess at Germany's ability to pay, and we can only guess at French public sentiment. But we do know when anything will help business and we do know that stabilizing Europe is stabilizing the markets of the world. The war has been over for five and a half years and we are just beginning to appreciate the absolute necessity of getting down to business on the part of every country involved in the conflict.

BRINGING IN ATTRACTIONS

The Oregon Statesman is glad to note that Salem people respond to practically every attraction that comes to the city, certainly to the worth while ones. The visit of Mr. Euwer is the latest in point. He received a wonderful welcome, an enthusiastic response, and a sympathetic hearing. He went home feeling that Salem, the capital of Oregon, was fully alive to its responsibilities and opportunities.

A capital city is somewhat different from any other city. It is state headquarters and people expect it to know the state and its

people. Our people are anything but provincial; they have a wide acquaintance and they are always glad to act as host to any man or woman who has done something worth while in the world. It is good to live in Salem.

A PART HOLIDAY

It is good to note that the business interests of Salem are in favor of a few hours' holiday on Saturday of next week when the "Circuit Rider" monument is unveiled. That is an event of much importance in Salem. The old circuit riders, the pioneers, the empire builders are to be fittingly honored in this monument, and every resident of Salem rejoices that such is the case.

It is not only fitting but very proper that Salem should make the dedication of this monument a gala occasion. Historically it is tremendously important, and it will give us a never failing monument of inspiration. Men cannot be reminded of the heroic deeds of their ancestors without themselves being enthused and inspired.

ENTERTAINING THE TOURISTS

Now that the community building at the tourist park is assured, we can begin to do something with it. Knowing that we are going to get it, there ought to be entertainments planned there for the entire summer. Salem has a lot of talented 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 provide something worth while for our guests.

JOHNSON SHOULD QUIT

It is now apparent to even Senator Johnson that he cannot win the presidential nomination, and to continue in the fight means an embarrassment to himself and to the republican party. It may be a bit humiliating for the time, but he knows he has to admit it sooner or later, and the sooner he gets it off his hands the better it will be. Senator Johnson has always been republican and there is no reason to believe that this year he will be anything else. The best thing he can do for himself and for the party is to withdraw now and let Coolidge have a clear field.

STABBING THE PRIMARIES

Just why powerful political leaders are concerned in changing the primaries puzzles a good many people; it does not puzzle us, however. In the old days when primaries flourished the bosses, big and little, ran the party. There are no bosses now. Let the primaries be repealed and the sinister influences that dominated public life will again assert themselves. The men who want spe-

cial privileges cannot deal with the people, but they can deal with the bosses. The repeal of the primaries is sought by men who know exactly what they want.

BLOSSOM DAY

The time is short for Blossom day. The blossoms came out with an unusual rush this year and the day had to be advanced in order to have the festivities timely. It is related that last year it was believed that a majority would have been gone by the 20th; hence the day was changed.

Although on short notice, it is up to the people of Salem to respond vigorously and quickly in their preparations.

THE REVIVAL

The Oregon Statesman has not editorially referred to the coming revival in Salem, but its news columns has carried the news from time to time. The Demarest revival promises to be unusually important. Mrs. Demarest comes of evangelistic stock, and she is said to be sweet tempered and sympathetic. Her policy is not to hit people over the head but to show them love and kindness.

Mr. Heney has been appointed an investigator by the senate. Heney is a trouble maker. Always something is doing around him, but it is not always good for the country.

Cap'n Zyb

WHO IS IT?

This is not the noblest Roman of them all and he is not Grecian. Of course, if you think very hard, you will admit that you have seen some one who looks something like him. And if you will put eyes in his eyeless sockets with a pencil maybe you can place him. Now, if you were to unfold his arms so that you could see his hands and see that they have on boxing gloves—well, I guess I have given it away. Yes, the picture does represent Jack Dempsey, as he would have looked if he had lived in the ancient times and had worn a cloak, toga and possibly a chiton (though it doesn't show in the picture.)

If you have any distinguished drawings of famous people, send them on in to me. In fact, if you have anything which interests you and which you think will interest other fellows, send it in. If I can use it I will pay for it. This is a good way to start your career as a writer—contribute to Cap'n Zyb's column. Lots of folks do all over the country.

—CAP'N ZYB

"IN HIS IMAGE"

By William Jennings Bryan

"In His Image" was written to pay in part the debt of gratitude which I owe to my parents, to the Bible, and to all that the Bible stands for. It is a layman's appeal to laymen. It presents the

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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. See the Pretty Patterns, Fast Colors. Ready to Wear Hats. Yard 35c

36-inch Percalé Assortment Yard 19c 27-inch Cretonne Good Selection Yard 19c Romper Cloth Light or Dark Colors 29c-25c Glass Toweling Blue Checked Yard 19c

32-inch Zephyr Ginghams, new, pretty patterns, good quality. Two assortments, at yard 32c and 28c

New Dress Ginghams Selection 19c Yard Art Ticking Pretty Patterns, 50c Grade 39c Yard 36-in. Challis Good Quality Dainty Patterns Yard 19c 34-inch Black Satene Two Good Values, Yard 50c-39c

New Dress Voiles Dainty Patterns Yd. 59c, 49c and 39c 36-inch Indian Head Colored Suitings Yard 50c

9/4 Unbleached Sheeting Fair Quality Yard 50c 36-inch Cretonne Nice Assortment Yard 25c 36-inch Burlap Green or Brown Yard 25c 27-inch Shirtings Big Assortment Yard 19c

240 and 248 North Commercial Street

fundamental teachings concerning God, the Bible and Christ, and I have endeavored to present these in language that can be understood by all. It was written to prove the existence of God and the necessity for such a belief, not only as the foundation of the Christian's faith, but as the foundation of civilization as well; to show the Bible as the inspired word of God and offer proof of its divine origin. It presents Christ as the Son of God and Saviour of the World—conceived of the Holy Ghost, born of the Virgin Mary, and triumphant over the grave. It deals with the origin of man as given in the Mosiac account of creation and submits objections to Darwinism. "In His Image" points out the emptiness of the evolutionary philosophy and contrasts it with the inspiring philosophy of Bible Christianity.

Westport local No. 110, Loyal Legion of Loggers and Lumbermen, Westport; incorporators, C. L. Kind, William C. Eymann, H. N. Jacobson; assets, \$500.

Under the blue sky act a permit was issued to A. B. Leach & Co. of Portland to operate as a stockbroker.

If he smokes an honorable cob pipe with that kind of smell, you may assure he is a Fundamentalist.

JOINT - EASE For Swollen Joints

Most remedies fail, but Joint-Ease succeeds.

It's for joint troubles only, whether in ankle, knee, hip, elbow, shoulder, finger or spine—whether rheumatic or not.

It limbers up stiff, inflamed, painful, creaky joints so quickly you'll be astonished.

Two seconds' rubbing and away it goes through skin and flesh, right down to the bone and ligaments—that's why it succeeds. Ask any reliable druggist.—Adv.

NEW CORPORATIONS

The following articles of incorporation were filed yesterday with the state corporation department: Ocean Logging company, Portland; incorporators, J. H. Kelly, William G. Dunlap, R. E. Kutch; capital, \$25,000.

OREGON

TONIGHT -- SATURDAY -- SUNDAY

(THIS PICTURE ENJOYED A 3 WEEKS' RUN IN PORTLAND)

Mike Kildare conquered everything with his fists, and yet in this little wisp of an innocent girl he met his fate. At first she hated him, then loved him, betrayed him, and then went to his rescue. It's a pulsing drama of the most fascinating phase of New York life.

FOOLS HIGHWAY



CARL LAEMMLE presents Mary Philbin

OREGON

TONIGHT

SATURDAY, SUNDAY And Tonight

ZANE GREY'S

"THE HERITAGE OF THE DESERT"

AN IRVIN WILLAT PRODUCTION

WITH BEBE DANIELS · ERNEST TORRENCE NOAH BEERY · LLOYD HUGHES

YES, there IS something new in Western pictures,—and here it is.

A story so rich in screen material, Paramount sent a company to the heart of the West to film it—under Zane Grey's personal supervision.



McDONALD at the WURLITZER



25¢ LIBERTY 25¢

NEW SHOW TODAY



Held for Ransom by Mexicans

BROKEN WING

STARRING

KENNETH HARLAN

(The Star in "The Virginian")

Supported by Marion Cooper Walter Long Miss DuPont Richard Tucker

PREFERRED PICTURES

Watch for the Opening of the New Organ Now Being Installed