

Points To Cover In Writing a Good Classified Advertisement

FOR INSTANCE if you are selling an automobile—a prospective purchaser wants to know—the make of the car, the model, the condition and the year made, if recently overhauled, what condition the tires, body and upholstery are in and the price. He wants to know what equipment and accessories will go with the car, whether an exchange would be considered and the reason for your wanting to sell.

If you have a room to rent—the prospective renter will want to know—how many rooms, size, the location, furniture and attractive features and conveniences, if there is closet room, if there is a telephone to use, kind of roomer you prefer and the rate ask.

Suppose you have a cow to sell—the party wishing to buy wants to know description, breed, age, pedigree, whether fresh, how much milk giving, prices, terms, delivery and be sure to mention your phone number as well as giving full directions of your location.

If you have a house to sell—mention location, number of rooms, architecture, exterior and interior features, kind of floors, basement, size of grounds, flowers, lawn, shrubbery, garage and other buildings, street improvements, car line, close to school, churches, public buildings, your reason for selling and your price and terms and also when and how to inspect the house, your location and telephone number.

Of course there are some of the above suggestions that would not apply always and sometimes there will be many things not mentioned here that should be included in your advertisement—But surely you will find that if through your advertisement you will give a description that will give the prospective purchaser a clear picture of what you have to offer you will get better results.

AVOID ABBREVIATIONS—REMEMBER THAT AN ABBREVIATION, WHICH MAY BE QUITE PLAIN TO YOURSELF, WILL NOT BE SO LEGIBLE TO OTHERS.

YOU MUST SAY SOMETHING IN YOUR ADVERTISEMENT IF YOU EXPECT TO GET RESULTS.

equestrian statue of "The Circuit Rider," which was unveiled on the capitol grounds on Saturday last. One of the veteran circuit riders of the northwest was Rev. T. F. Royal, who passed away a few years ago at the ripe old age of 90 years. A few years ago the Pacific Coast Advocate published an excellent picture of Father Royal busily engaged with his needle and thread in repairing an old pair of saddlebags, which had done him fifty years of faithful service. Accompanying the picture was an article upon the service rendered, of which the following is a copy:

"These old saddle bags have a very interesting story to tell. Though very old, they are not my first pair, for they entered the itinerancy only fifty years ago, and were successors to a pair which was utterly worn out by hard service. These I know look old and wrinkled enough to have seen a century's use. If you would know where the wrinkles came from, ask the stormy winds and pelting rains. Ask the black spattering mud of Southern Oregon, the overhanging dripping brush of Coos Bay trails. Ask the snowdrifts on the summit of the Cascade mountains, and the lone juniper trees of the Goose Lake country, which gave the itinerant slender protection from the frosts of that elevated plateau. They have furnished a pillow for the tired head during many nighs of bivouac. Ask the man who hauled them out of a pile of driftwood in the South Umpqua river, where they had lodged after being washed from the bank of the preacher's horse wading swimming a swollen stream.

If these stories of buffetings are not enough to explain their superannated looks, inquire concerning the service which they have rendered. They were the traveling preacher's library and wardrobe and often his larder; sometimes the bin for his horse's oats, a peck at a time. Outward bound they were always loaded with Bibles, Sunday school libraries and other books from the 'Concern. Inward bound they came loaded with ham, a fiftch of bacon, a chunk of fresh meat, or a dressed chicken or turkey. They have conveyed all kinds of dry-goods, groceries, boots, shoes, hardware, and more than once an assortment of Christmas toys. These bags have been stretched to their utmost capacity with vegetables of all kinds, they have ventured to cargo such explosives as eggs by the dozen, gallons of sawdust, often a whole cheese, and once a gallon of soft soap, and many times, fruits—fresh, dried, canned and preserved. All these were usually counted on "quarter-age."

Nothing ever strained their seams, nor tested my horse more than the numerous geological specimens, and relics of Indian art in store, and in basket weaving for the cabinet of the Umpqua academy, and which now may be seen in the museum of the Willamette university. To the itinerant's wife the saddle bags were like a pack of Providence, and to his children their opening was like the coming of Santa Claus every four weeks. Those faithful receptacles always brought some happy surprise for the whole household. Dear old companion, you and I are looking not so young as once we did. Twentieth century folks consider us relics of an ancient day. But if we are fossils of a past age, we bear hieroglyphic wrinkles in our faces, in which could be deciphered a story of mingled tears and laughter, some comedy, and a touch of tragedy, and of mighty triumphs."

CHAS. B. MOORES.

Shrine Club Dance at Dreamland Monday Night

The Salem Shrine club and friends will assemble tomorrow night at Dreamland rink for the big dance that has been arranged to take the place of the Shrine cir-

MAKES FAT PEOPLE SLIM

New York Physician Perfects Harmless Method of Reducing Weight

The loss of as much as a pound of excess fat a day with no harmful results is the record made by many patients of Dr. R. Newman, a licensed practicing physician of 286 Fifth Avenue, New York, who announces that he has perfected a treatment which has quickly rid fat people of excess weight. What is more remarkable is the Doctor's statement that he has successfully treated thousands of patients for fat reduction without change of diet or unnecessary exercise. It is also said that fat people who suffer from chronic rheumatism, gout, asthma and high blood pressure obtain great relief from the reduction of their superfluous flesh. Realizing that this sounds almost too good to be true, the Doctor has offered to send without charge to anyone who will write him, a free trial treatment to prove his claims, as well as his "Pay-when-reduced" plan. If you want to rid yourself of superfluous fat, write him today, addressing Dr. R. Newman, 286 Fifth Avenue, New York City, Dept. R.

cus that was to be held next week. The refunding of the money for the circus tickets would have been an absolute impossibility for various reasons, and to give the ticket-holders their money's worth, the tickets will be accepted at the dance for the admission charge, the dances and the refreshments. As a premium to the ticket-holders, one Ford car will be given away the night of the dance, as there is full value given for the tickets, there can not be any objection raised against this extra premium. The arrangement committee of the Salem Shrine club has done everything in its power to make the dance a big success, and the friends of the Shriners will turn out in large numbers without doubt to make this dance one of the outstanding events of the spring season. Steelhammer's Dance orchestra will furnish the music.

State Fair Premium List Is Soon to Be Published

The premium list for the Oregon state fair to be held in Salem, September 22 to 27 will be ready to mail very soon according to advice from the office of F. B. Currey, secretary and manager of the fair. Many special entertaining features are being arranged for and a good exhibit is promised.

The livestock department will be under the direction of J. E. Reynolds, La Grande, one of the directors of the fair board.

It is doubtful if any exhibits will be permitted from California because of the foot and mouth disease but the herds and flocks of Oregon and Washington will fill the barns to overflowing.

The boys and girls club exhibits have grown in popularity and the club leaders are determined to make this a banner year.

The premium list will carry in excess of \$3500 to be given in prize money.

Griswold-Grier Company Complains About Trains

The Griswold-Grier Lumber company of Falls City has written to the public service commission protesting at the elimination of train and mail service by the Southern Pacific company. The trains were eliminated a week ago Sunday and Saturday mail, says the letter, was not received until 1 o'clock Monday. The Monday mail closed at 1:30, giving no opportunity to answer letters received on that day.

Phone 1597 Country Work Promptly Attended to

L. D. BRANDON
General Painting Contractor

Painting in All its Branches
287 South Church Street

\$10

down buys a bicycle. Why walk or pay high street car fares when it is so easy to own one.

A model and size for everyone. Priced from \$25.00 and up.

Harry W. Scott
"The Cycle Man"
147 South Commercial St.

Radio News

By F. S. BARTON

Many freak sets and hook ups have appeared on the radio horizon this past season—each one bringing with it its quota of hysteria. It is strange that the fan will build circuit after circuit and go on continuously spending his money for new parts and his time in untiring and endless wiring and assembly without getting at least some modicum of satisfactory results. The answer to all this is: Buy a factory built set. Also, get the advice of a reliable dealer who has tried out all the leading types of sets.

Experience along these lines has driven a large majority of fans back to the regenerative set—which is a good one. Its only trouble is that it radiates. Who has not heard the chorus of the "birdies"? We hope that someone will shortly discover a simple inexpensive device that can be connected ahead of the regenerative set for the purpose of stopping radiation. We would be in favor of a city ordinance compelling its use. Wouldn't a clear air be nice?

There is only one new circuit I know of, that gives good results and is easy to build. This is the "Neutrodyne." The five-tube set works best and you must use a storage "A" battery. When you learn that parts for a well-known make sell for about \$65 and the assembled set sells for \$120, you can see some reason for building it. However, this is the only circuit I know of that is surrounded by such conditions. You can now buy the best regenerative sets to be had for less than the parts cost.

The whole country lately seems to be obsessed by the idea

that the superheterodyne is a miracle of modern radio. That one may tune in any East coast station at will just as one tunes in California. And the assumption is that reception is loud and clear. Just disabuse yourselves of this idea because it is not so! A properly constructed "superhet" is an extremely sensitive piece of apparatus and it will bring in distance—and noise. Mr. Henry M. Nelly in "Radio in the Home" for April, writing editorially, says in part: "Let me say, that my own impressions, after working with a number of superhets, is that it is a somewhat better distance getter and will give distance somewhat more consistently than most of the other circuits on the market. Right here I think its advantages stop . . . the superhet will pick up noises that will not effect the ordinary instrument and will magnify these noises in volume to such an extent that they frequently will totally ruin the quality of a concert . . . I have heard it quite wildly said that the superheterodyne will give twice the distance of any other set. This is absolutely not true . . . for the man whose chief pleasure in radio is reaching out over great expanses of land and sea, I should say the superheterodyne is decidedly worth while. For the man who wants entertainment in his home, I should say that the superheterodyne is not worth the money nor the trouble."

The Grimes inverse reflex circuit is a modern circuit that seems to us to be the last word in Radio

so far—but don't try to build it; BUY IT! It entails the use of a storage A battery but it has only one control knob. It's a dinger!

I Have Found A Way To Whiten Yellow Teeth—Instantly

Here It Is—

"I never thought it was possible to have perfectly white teeth. But now I know that it is. It seemed that every dentifrice I used failed to bring the result I desired. I had about given up hope of ever removing the stubborn film on my teeth—when I saw an advertisement of Bleachodent in the paper. The very next day I went to the drug store and got a package. I really didn't believe it would whiten my teeth, but to my amazement—like a magic wand—my teeth were perfectly white! Isn't it a grand and glorious feeling? I thank the Bleachodent Dental Laboratories for their invention."

This, in substance, is what an appreciative young woman recently wrote the Bleachodent Dental Laboratories regarding their remarkable new tooth whiteners, Bleachodent Combination. This new discovery consists of a mild liquid and a new kind of paste. The liquid softens the stains, while the paste gently removes them. No effect on enamel. Bleachodent was perfected by two prominent dentists who used it on their own teeth, and on their patients' for four years with highly beneficial results before offering it to the public. Whitens yellow teeth almost instantly. Removes tobacco stains. Fine for children's teeth. Get Bleachodent Combination (containing both liquid and paste) for small cost at all good druggists.



BERRY GROWERS

MACKALL PAINE BERRY BASKETS AND CRATES are now being shipped to all parts in the Northwest

Ventilated Baskets and Crates

Save money Prevent Damage Allow inspection

Attract attention Sell your berries Bring more money

Order Now

Mackall Paine Veneer Company
Vancouver, Washington

EDITORIALS OF THE PEOPLE

The Recall

I note that in your editorial "A Recall," in today's Statesman, you say, "The grangers want the life of the petitions only 30 days. I am at a loss to know where you got that idea, as I wrote the resolution and am quite sure that no such thing is to be found in said resolution. I do not have a copy of the resolution at hand, but my memory is that the resolution asks that recall petitions shall be filed with the proper officials within a stated time limit after date when such petitions are first submitted for signatures." This could be better stated by providing that recall petitions be filed within a certain time after being submitted for and given a title. This would obviate the necessity of proving the time when time limit must begin, as the date of title designation would be a matter of record.

I call your attention to this matter, as the 30-day limit of the editorial referred to above is altogether too short and places the Marion County Pomona in the position of advocating an impractical amendment to our laws.

I do not agree with your idea that "the recall does not commend itself to thoughtful people." That is the kind of people that

FRECKLES

Now is the Time to Get Rid of Those Ugly Spots

There's no longer the slightest need of feeling ashamed of your freckles. Othine—double strength—is guaranteed to remove those homely spots.

Simply get an ounce of Othine—double strength—from any druggist and apply a little of it night and morning and you should soon see that even the worst freckles have begun to disappear, while the lighter ones have vanished entirely. It is seldom that more than an ounce is needed to completely clear the skin and gain a beautiful complexion.

Be sure to ask for the double strength Othine as this is sold under guarantee of money back if it fails to remove freckles. ADV.

the recall does commend itself to, but such people are not favorably impressed with the method is that have so often been used in connection with the invoking of the recall.

The recall is only an application of the principle used by an employer to discharge an incompetent or dishonest employee; and I do not believe that you, Mr. Editor, would wish to see that power of the employer abrogated or set aside. If the power to discharge an undesirable employee is a good thing, why is not the same power a good thing for the people collectively?

Sincerely yours,
A. SLAUGHTER,
Salem, Or., April 23, 1924.

Editor Oregon Statesman:

This old world is sure cruel to live in, and no one knows it better than Jimmy Tolan, and God knows that I tried everything to make myself happy and I failed.

Say people, I would not take anything in preference to coming to Salem this time. I have heard one of God's most wonderful servants. She was speaking Thursday noon about infidelity. I had reached that state of life myself. What a terrific thing that is! It is impossible for you to like anybody when you are in that condition. But thanks be to our God and Saviour, Jesus Christ, he came to me just in time to save my life. Praise His name forever!

Salem has now one of the greatest opportunities they ever had or ever will have again. If you will not hear God's servant this time you will never in this world or in the world to come have such an opportunity.

This is not saying you will not have revival meetings but it does mean that you will never hear such as she is again.

JIMMY TOLAN,
251 Mission St., Salem, Ore.

AS TO FRANK WRIGHTMAN

Editor Statesman:—

In today's issue of your paper is a communication from a lady, Sarah E. Oliver, requesting Hon. W. H. Hobson to state what was the attitude of Mr. Frank Wrightman on the prohibition question during the last 30 years.

I can answer her question fully, because I was a prohibitionist during all of those years, not in the party sense, but to sustain the principle. Mr. Wrightman was not a prohibitionist.

It is also true that Mr. Hunt, his opponent for county judge, was not a prohibitionist, neither was Judge Bushey, Judge Bingham, Judge Kelly, Governor Pierce, Secretary of State Kozler, Judge

McBride, Judge Burnett, Judge Rand, Judge McComb, Judge Brown, Judge Bean, neither of the candidates for mayor, the Statesman, the Journal and fully half of the church people were not known in the fight.

It is true Mr. Wrightman has held many official positions, but it is also true that he has so conducted himself in office as to give no cause for criticism. No person can point to any case of neglect or dishonesty in his official career. With the single exception of having been elected sheriff, Mr. Wrightman has been appointed to all the offices he has held, because of his ability and faithful service. And it is a wonderful record, that this man, so long in the service of the people in both county and state positions, has so conducted himself that he has never been charged with dishonesty or unfaithfulness. By what criterion shall we measure a candidate's fitness for office, except to inquire how has he served in the offices he has held?

Mr. Wrightman has many qualifications for this office. He is honest, he has lived in the county all his life and knows it as well as any man. He is a good competent lawyer, and no man who is not a lawyer can be a successful county judge.

Judge Bushey was a lawyer and his great success was largely due to that fact. Estates to the value of \$100,000 pass through that office every year and each is settled not as private business is conducted, but according to prescribed forms of law. Every mistake means an appeal to the circuit court with its attendant cost to the taxpayers as well as to the estate. The county judge has charge of all juvenile cases for boys and girls and must follow prescribed laws; he can grant injunctions in all civic cases and can impose fines and jail sentences, and hold criminals to the grand jury, commit the insane and pass on the legality of all county contracts, bills and fees and claims of officers. It is therefore, absurd to say that any man, however otherwise qualified, can be a success as county judge unless he is well grounded in the law.

Having known Mr. Wrightman during all his official life, I challenge all men to point to a single case where he has been unfaithful to his trust or been accused of graft in any form.

—W. H. SMITH,
Salem, Oregon,
April 24, 1924.

THOSE OLD SADDLEBAGS

To the Editor:—

A pair of saddlebags constitute a very interesting feature of the

