

# The Oregon Statesman

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## BEET SUGAR FACTORY NEXT TO LINEN MILL

Next to a linen mill, Salem's very best bet now is a beet sugar factory—

Because, like a linen mill, it will get its raw materials as an annual crop from the land, and it will employ labor all the way up from the land to the highest of the finished products; much of the labor, at big wages; and it will make a reliable, substantial, enduring industry; and it will with its by-products and indirectly in other ways benefit every other industry on the land, and help the growth and permanent prosperity of our towns and cities.

Sugar beets exhaust the soil less than any other major crop—for they literally get their sucrose (sugar) content from the winds and the rains; their carbon from the air and their hydrogen and oxygen from the water—being made up of those three chemical elements.

Beet sugar making builds up the dairying and other live stock industries as no other industry can—both the tops and the pulp of the beets being excellent dairy feed, and feed for other live stock. There is no waste; as there is no waste in flax, not even the shives, under late methods.

The project of securing a beet sugar factory in Salem has been too long delayed. A great tonnage of sugar is used in Salem each year. Our canneries and fruit packing concerns alone use over 3,000,000 pounds of sugar a year, and the amount is growing and will grow—

And we are a great sugar consuming people. The United States consumed about five million long tons of beet and cane sugar last year; nearly a fourth of the world's whole production of sugar, which was 23,000,000 tons; and close to 100 pounds each for all of our people.

The experiments made last year and being made this year in the growing of the new varieties of sugar beets in the Salem district are scarcely necessary.

Representatives of the sugar interests of Utah came to Salem before the war and proposed to build here in Salem a beet sugar factory. They told a meeting of men representing the business and property and banking interests here that they had been carrying on experiments, and that they had found that a large acreage here was comparable in this respect with the best sugar beet lands of Germany; and that there is no better in the world. They stated that at the then prevailing prices of sugar, lower than they have been at any time since, the proposed factory would pay expenses and overhead, and pay back the cost of the factory itself above the charges named, EVERY TWO YEARS.

The chances for a reliable and reasonably profitable manufacturing business in the making of beet sugar here in Salem are greater now than they were then, because there is a home market for the total output of a sugar factory—in the fruit concerns here, and in the larger population of the Salem district.

This matter ought by all means to be followed up vigorously. There should be a beet sugar factory in Salem, and it should be owned cooperatively, or at least controlled, by our fruit growing and manufacturing interests and our home people generally. It would pay good dividends in two ways; in the profits of manufacturing, and in the indirect profits from the cultivation of the land with a crop that is a good rotation crop, the employment of a large number of extra laborers in both country and city, and in a wonderful growth of our dairying and live stock industries.

Salem ought also to have a sorghum mill and a syrup factory. The growing of sweet sorghum is feasible on certain of our warm soils. Also, we should have broom factories, and we can and should raise our broom corn, which is a species of sorghum.

Sugar is the cheapest of all foods, measured in calories. Figured on one cent values and in calories, sugar stands at 214, compared with bread at 174, prunes at 129, pork at 115, cheese at 80, milk at 79, butter at 72, beef at 69, apples at 61, fowl at 27, eggs at 26, and codfish at 19.

Sugar beet growing made the largest gross returns of any major farm crop in both Michigan and Colorado last year. It proved a profitable farm activity in all the states where there are beet sugar factories. And they are increasing in number in the United States. This country manufactured last year 1,094,013 short tons of beet sugar; only a little more than a fifth of our consumption of sugar.

Montague Lord, one of the biggest sugar men in the Orient, whose operations are in the Philippines and Hawaii, while in his old home in Salem on a visit in 1923, said that the beet sugar industry ought to be developed here in the Willamette valley; that it can be, and that, given stable prices, even lower than the average of the past few years, that it would be a very reliable business.

## THE CHANGED ATTITUDE

For many decades industry and agriculture, though they have a common interest, held themselves aloof from each other. There have been gradual changes, however, from this attitude toward that of mutual consideration of matters helpful to both.

Assistant secretary of the United States Department of Agriculture, lays emphasis on the work of the Department in extending service to all lines of national production. Of the agricultural spirit he says:

"Looking back over the history of rural America before 1900, we recognize at once that any general movement was

organized as a protest AGAINST some of the things that had been developed in urban communities. The old Populist party was such a protest, the development during the last fifteen years, however, has not been one of protest. There has come into existence a constant driving force, attacking rural problems and attempting to find a solution. The major effort of rural organization during this period has been concentrated upon a SOLUTION of rural problems, rather than PROTESTING against the activities of urban centers."

At the recent conference of representatives of some of the nation's industries and agriculture, held in Cleveland the following resolution was unanimously passed:

"We record ourselves without reservations as approving the principle that in better understanding, to be brought about by frequent conference and frank statement of our views, lies the most effective method of solving our problems and promoting general welfare."

In these efforts there is encouragement for both branches of industry represented. Each should be mindful of the other's difficulties and problems. And out of the better understanding resulting therefrom there will come valuable cooperation.

Great progress has been made in cooperation between the merchants and farmers of the various communities of Oregon and of other states. That the success of the farmer means more business for the merchant, banker and urban enterprise generally is now an acknowledged fact. And this cooperative effort is seen in livestock loans, the fostering of the boys and girls calf clubs, corn clubs and other farm activities by bankers and other city business men. It is seen also at gatherings where both merchants and farmers discuss in common parlance their relationships and shortcomings as each sees them. Out of these cooperative efforts and helpful attitude there will continue increased good for all.

## AN INEXCUSABLE HABIT

One phase of thrift is punctuality. But the amount of tardiness is tremendous. Americans who are noted throughout the world for their energy are nevertheless given the vice of tardiness.

In all large business organizations tardiness among the employes is a constant problem with which the executives have to deal. It is one of the most exasperating difficulties which puzzle the teacher, the parent and the ministry. Every community has those persons who are persistently late at their clubs, church and other gatherings where punctuality is a virtue of primary value.

Various ways have been tried to cure this fault. Denial of privilege, personal criticism and even exacting fines have been tried with only partial success.

Habitual tardiness is a serious matter. It often infringes upon the rights of others; it is often a mark of disrespect; it results in economic loss and reflects indifference and lack of self control upon the individual. And it is the more reprehensible because it is not necessary.

It is not difficult for the average person to be on time. It is the result generally of a lack of training in punctuality in youth. It can be overcome by determined thorough self discipline.

## MY MARRIAGE PROBLEMS

Adele Garrison's New Phase of REVELATIONS OF A WIFE

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### CHAPTER 453

THE SURPRISING FACT THAT LILLIAN DISCLOSED TO MADGE

Characteristically, Lillian made no comment upon Claire Foster during my story of the events which had happened on my journey, evidently considering the girl as my affair absolutely. She laughed heartily, however, at the tale of Mrs. Barker's incarceration of the enraged Dr. Pettit in the root cellar.

"I'd have given a fat order to have seen his face when she let him out," she said. "Mrs. Barker must be an able citizen. I'd like to meet her."

"She's worth knowing," I replied.

"She must be," Lillian agreed. "She, or something, certainly tamed Herbie's fiery spirit. He was as meek as Mary's little lambs when he came to see me the other day. I think he had had the chance to reflect upon the seventeen kinds of abnormal insanity he had exhibited, and he was properly ashamed of himself. Incidentally, he said he thought he needed a vacation, and I agreed with him. I believe he's leaving town today or tomorrow for a little trip to Georgia, so there'll be no chance of your meeting him."

A serious problem.

"Allah be thanked for his goodness!" I said fervently.

"Allah be praised!" Lillian intoned with a laugh. Then she banished mirth from her face and voice, as a school teacher might sponge chalk from a blackboard.

"Now we'll get down to business," she said. "You haven't told me everything, and well I know it. So just give up."

I flushed painfully. Unwilling to alarm her, I had glossed over the incidents in which the inquisitive taxi driver and the yashmak-veiled woman had figured and had touched lightly upon Harry Underwood's part in our taxi journey from the Barker house. But under Lillian's probing, careless questions, I found

myself telling her every detail of the happenings which had so disturbed me. When I had finished, her elbows were on her knees, and her chin cupped to her palms, in the attitude so familiar to me, and I realized that in some way the story I had told her presented a serious problem to her.

"Allen's dope is right," she said enigmatically, at last, jumping to her feet, and beginning to pace swiftly up and down the room. "I thought he was getting a cinema complex in his old age, but after the lesson Smith had, he wouldn't have hit his head again for awhile unless he was pretty sure of protection. And Grace Draper! Look at what she faces if the police should nab her! She's pretty sure of the ground under her feet or she wouldn't be floating around your vicinity, even with Salome's seven veils wrapped around her."

"You think, then," I said, with what my mother-in-law calls a "stone feeling," "that the yashmak-veiled woman in the restaurant and in the gray limousine really was Grace Draper?"

"What Did You Mean?"

"You're sure they weren't two separate women?" she asked sharply.

"No, I saw the same woman in both places," I returned. "I noticed little things about her dress which could not have been duplicated."

"Then unless that limousine trailing you was all in your imagination—and I've never noticed symptoms of lunacy in you—the lady was our dear old friend," she replied with conviction. "And it behooves you to be strictly on your guard. Harry gave you some mighty good advice. Poor old Harry! Fine finish for a man of his calibre, a glorified stool-pigeon in a mob like that. But it's a good thing for you he's there, with two such jungle creatures as

Smith and Grace Draper roaming around. He'd kill and be killed before he'd permit you to be harmed."

Her manner was as detached in speaking of the man who had been her husband—and to whom she was still legally tied—as if he were but a casual acquaintance. But I recognized the bitter note in her voice, knew that despite the absence in her heart of anything like love for him, yet there was memories connected with him to which she was not exactly indifferent. To divert her attention I put the first question which came into my mind.

"What did you mean just now by Allen's dope?" I queried, and regretted the query before it was fairly out of my mouth. Lillian does not relish questions concerning her government work. But she gave no sign of resentment as she answered:

"Allen says this thing we're fighting is hidden close to the heart of the government itself, that when the real master mind directing the thing is found, his name will startle the world."

To Be Continued

Did You Ever Stop to Think?

By E. E. Waite, Secretary Shawnee, Okla., Board of Commerce

That modern business concerns make advertising an important part of their business because they long ago found out that reaching the people through the printed page was one sure way of securing satisfactory business.

That worth-while profits and rapid turnover comes to those concerns who truthfully and persistently advertise quality.

That advertisements are lights that everyone sees. They appeal to all and have the power that creates a desire to buy.

That in these days of keen competition, only those concerns who concentrate on better advertising have steady, increasing sales.

That persistently advertised products have been found as represented which has resulted in repeat orders galore.

In advertising, business concerns should not misuse words; they should not dilly-dally; they should speak from the shoulder.

Advertisers should tell the kind word facts. That is the kind of language they understand. It makes buyers sit up and take notice.

The driving force of advertising drives business in.

## Bits For Breakfast

A sugar factory next—

Next after the linen mill—

And it is the most important industry Salem can get, after the second linen mill.

The main reason why linen mills are more important to the Salem district than beet sugar factories is that three or four, at the most, would be as many as could be furnished at this point with the raw supplies, while we might have a hundred linen mills here, with raw supplies coming from what are now our idle or slacker acres. The ultimate values per acre for the fine linens run very

## THINGS THAT NEVER HAPPEN



much higher than those for sugar, though sugar runs high as compared with most articles made from annual crops on the land.

The Bits for Breakfast man wants to repeat what he said a year ago, as follows: "If this copy of The Statesman should fall into the right hands, it would bring Salem a beet sugar factory—and if a duplicate should be read by just the right man, we would get a sorghum mill and a syrup factory." The right man are somewhere in the United States, perhaps in Oregon; may be in Salem. Perhaps like the country boy on the Dearborn, Mich., farm, who a few years ago planned in his little shop to make a steam farm tractor to render plowing and other work on the land easier and more profitable—and has become the world's greatest car manufacturer and the richest man of all time. He was Henry Ford, poor but ambitious; a dreamer of dreams. He still owns the Michigan farm, and does all the work by machinery, and makes it pay a profit. How many Henry Fords may be on the Salem district farms? How many future sugar manufacturers, linen manufacturers, and princes of industry, with the 'Acres of Diamonds' that are potentially here in the Salem district in greater measure than in any other section of the world; for this is the land of diversity, the country of opportunity."

(And, by the way, Henry Ford will soon be the world's greatest manufacturer of linens, for his own uses, for car tops, seat covers, etc. He raised on that same Dearborn farm last year 800 acres of flax; will grow 4,000 acres of flax this year, and 100,000 acres when he gets his linen manufacturing into full swing.)

Not Guilty

Grandmother (quite pointedly to Alice who is getting up at 11 o'clock): "When I was your age I used to watch the sun rise every morning."

Alice: "Why, grandma! I've never stayed out that late but twice!"

—Olga Zuker.

Where Do You Get The Sweet Charity

The Artistic Ones Do Not Help Needy; Bailyhoo Does Help Them

Editor Statesman:

In last evening's paper I noticed that some one had a spasm, caused by his or her artistic senses receiving a severe shock. It is a pity that some people's hearts are not as soft as their brains. (I won't say as large.) Then there would be no necessity for the "bailyhoo" on Salem's streets in the name of "sweet charity." I don't understand how "sweet" could be used in connection with it, as it has been a bitter proposition for both the helpers and the helped.

The other evening a high class entertainment was given. The net proceeds were to go to the Salem Associated Charities. One citizen stunked the expenses and was stuck for about \$140. The artistic ones are evidently in the minority, as this merry-go-round seems to be getting the money.

There has been appeal after appeal made for aid, and the responses have been few and far between. So it is up to us to raise

money in any legitimate manner possible.

It may be that this same merry-go-round will accomplish more than the mere raising of a few dollars which were guaranteed. It may wake some people to the sense of their responsibility to their fellow creatures in need.

An improvement on the suggestion that a snake charmer, etc., be added: I would say that a banner be placed at each end announcing that this is Salem's only way of taking care of her needy.

Respectfully yours,

—HARRY M. LEVY.

P. S.—The said permit was granted at a regular meeting of the city council.

MRS. SHEPHERD HELD MODERN LADY Mac BETH

(Continued from page 2)

jury would interfere with the trial. The court room session lasted less than 15 minutes. Mrs. Shepherd, dressed in black and wearing a veil of mourning as met by a barrage of cameras as she entered the court room.

Judge Hopkins agreed to fix \$5,000 bond on one charge for Mrs. Shepherd and allow her to sign her own bond on the other. Attorneys for Shepherd, some of whom also represent Mrs. Shepherd, said that they would be ready to proceed with Shepherd's trial on May 18, "if outside influences like Judge Olson can be stopped."

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# The Fun Shop

MAXSON FOXHALL JUDELL

He Tells 'Em  
Lorraine: "Do you believe in fairy tales?"  
Genevieve: "No; but my husband seems to think I do."

No Fun in That  
"May I go to the movies, mother?"  
"Why, Lester, you went to the movies yesterday, and you know we never let you go more than once a week."

Plugged  
Olive: "Did you have a good time at the party?"  
Mills: "All but our musical friend. She brought her music portfolio along, but nobody asked her to play."

And Yet Practice Makes Perfect  
Mrs. Dennis: "Does your young daughter smoke in public?"  
Mrs. Potter: "No; she's still holding secret practice."

Trying Period  
Music Teacher: "You'll be able to play in time, if you only have patience."  
Pupil: "I have plenty of it, but I'm not so sure about the rest of the family." Dorothy Ullman.

Some men make hay while the sun shines while others make trouble while the moon-shines!

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