

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, JUNE 7, 1925

Western Literature Coming to Front; Northwest Writers' Bureau Created

Lariat Magazine Established in 1923 Now Succeeded by Lariat Story Magazine in New York; Col. Hofer is Director

Announcement is made herewith of the establishment of the Lariat Story Magazine by Fiction House Incorporated, which published a half dozen similar magazines including North-West Story Magazine, All-Story, Action Story, etc. The Lariat Story Magazine will be on the newsstands all over the country July 15th.

Col. Hofer, publisher of the Lariat in this city has no connection with the Story Magazine and will continue the Lariat as heretofore. He has, however, secured control of the Northwest Writers' bureau, a market for all western

bow-legged from wearing out saddle leather riding the silent watches of the night. This new fiction magazine by one of the largest syndicates in New York, Fiction House Incorporated, is the outgrowth of the growing demand for wholesome western stories, redolent of the open air, and the type of poetry found in cowboy songs and ballads of frontier adventure. It is full swing of reaction against effeminate and degenerate sex novels and a recognition of the battle for clean and verile literature for the masses, and against unclean and suggestive



COL. E. HOFER

stories, and verses, something the west has never had, authors being obliged to market their productions through New York brokers.

There is an almost unlimited market for well written western fiction, sketches of actual participants in frontier life, adventures and narrative poems of western flavor. This type of writing is not devoid of romantic interest. In the true sense it is the essence of romance. But is evidence of stirring human interest, that the fiction possesses the element of strong human quality, and that it be told entertainingly and dramatically. There is little or no room for love stuff or the ordinary garden variety of sex literature. There must be a real story, virile, wholesome and, if possible, of thrilling intensity, with swift moving action on the western plains and borders of the old southwest or the newer great north woods and Alaska.

The new Lariat Story Magazine that will appear on the newsstands of the entire English reading civilized world will deal largely with stories of cowboy life, the vaquero of the Spanish-American border states. Here are opportunities for humor and where dialect can be used. But the dialect, the vernacular, the technical details must be the real stuff.

It is a surprising fact that as the stars on the speaking stage are turning to the movies, so men and women of literary ability are turning to the range, the frontier, and the great open field of pioneer action for literary material. More human hearts among all classes of society were touched by Emerson Hough's "Covered Wagon," and North of "North of 36" than by all the other movies taken from so-called literary classics combined.

The wealth of fiction material has not been exhausted in Alaska by the writings of Jack London and Rex Beach. They have only awakened a keener interest in action stories founded upon fact and illuminated by the imagination for readers all over the world. The millions of great Britain and the English colonies devour all kinds of good writing in this field, including short stories, novelettes, serials, cowboy songs, wild west ballads and the story type of poetry.

The Lariat Story Magazine will in nowise enter the field of the Lariat (Literary Criticism and Poetry) but will be a monthly exclusively devoted to thrilling high class range fiction, written in the rough reach flavor of realistic western adventure, full of stirring life of action and dramatic interest, but devoid of so-called love-stuff—a reflection in literature of interest in the life and spirit of the American cowboy, the daring pony express riders and the Northwestern mounted police—the mounted rider and gunman who protects property and makes life and livestock safe and valuable west of the Mississippi river. There will be plenty of romance but it will not be the type of gum-chewing ornamentally dressed creations of the stage, nor the soft-shell pink-ruffles sob-sister pretty-girl variety seen in the movies, but many of the stories written from life by actual cowboys and illustrated by artists hardened on the plains and

longer record of service and active life in the old west or the development of the west to be, than Col. E. Hofer, newspaper man and publisher for half a century. Born west of the Mississippi, he witnessed the migrating and war dances of the Indian natives returning to their farther western reservations. He knew personally participants in the Blackhawk Indian war, and conducted his first newspaper near the site of Fort Crawford, on the upper Mississippi, from which Jefferson Davis, later president of the Southern Confederacy, eloped with the only daughter of General Zachary Taylor, the commandant and later president.

Beginning life as a newsboy, Col. Hofer worked his way up through all the phases of the newspaper trade to ownership of a daily in a Pacific coast capital, and at present is editor of a trade journal and industrial news bureau with national circulation. In 1922 he founded The Lariat, a western literature monthly, reflecting and voicing true western standards and ideas. Scoring highbrow and degenerate literary tendencies, he cultivates and emphasizes the literary products of the wide open spaces, with the dashing salt spray of the Pacific mingling with the tang of the sage and the tonic mountain breezes.

He battles for the understandable in literature, the beauty and music of real poetry, and the value to the millions of relaxation gained from tales of action and adventure where there is "something doing every minute," enjoyed alike by tired toilers, the mind-weary professional man or the jaded occupant of the counting room. For four years, starting as a boy of sixteen, he helped survey new lines of railroad that were reaching from Hannibal, Missouri, on into the great southwest. He says the completion of the transcontinental lines leading to the undiscovered and undeveloped regions are now known as the Greater West and Northwest.

Col. Hofer has lived through and seen life in the wild west from the roughest days of its improvised Monte Carlos at mining towns and frontier centers like Council Bluffs, Kansas City, Deadwood and Carson City, Nevada, at

which place Mark Twain built his first cottage and to which he bride and began his great western career.

Western literary and poetry magazines, unless subsidized have gone to infantile boneyards. The Lariat seems destined to be a winner. The name Lariat is richly endowed with western flavor. It was the indispensable first implement of the surliest conquest of the sagebrush, the wilderness, the plains and the deserts that were ranged by cattle and horses—the Lariat braided of horsehair gave the Vaquero (Spanish for cowboy) dominion over livestock.

The Lariat magazine of Portland, Oregon, was brought out by Col. Hofer in January, 1923, a monthly devoted to literary criticism and poetry, with western standards and ideals, and published to encourage and promote the interests of western writers and make a market for their production. The Lariat was followed by the Northwest Poetry Society.

July 15 the Lariat Stories Magazine of New York goes into the mails and news stand trade, and its announcement is followed by the Northwest Writers Bureau, Inc., Portland, Oregon. This organization covers the west and northwest from the Mexican line to the northern boundary of Alaska, the 21 states west of the Mississippi and the Islands of the Pacific.

Sweden Planning to Electrify All Railroads

TROLHATTAN, Sweden.—After having ruled supreme for 100 years, steam is being routed in Sweden as motive power in transportation both on land and sea. The most recently published statistics show that of all the boats now under construction in Swedish ship yards, more than 80 per cent are to be propelled by motors, and on the railroads the old fashioned locomotives are being discarded in favor of either electrical engines or motor trucks. Having no coal and plenty of water power, Sweden intends in time to electrify all its railroads.

A city of beautiful streets and well-kept lawns. Salem, Oregon

PARRISH POINTS

By DOROTHY GUTEKUNST

The 9A science classes under the direction of Mrs. Keeney and Miss Peat have been studying about mountains and their effect upon people living in that region. Pupils have written papers on this subject which have been made into booklets with artistic covers.

As a review lesson Mrs. Grace Thompson's 9A Latin classes had a question box last Friday. Questions were prepared by the pupils and placed in the box. During class each pupil drew a question which was answered in class.

Miss Bollier's 8A English classes have been bringing to class all the pictures they could find pertaining to Longfellow's "Evangeline." This search for material has resulted in a shades made by Miss Hargrove's art classes were displayed on the lamps made by the boys of the manual training classes. The cooking department drew a large crowd who viewed with enthusiasm the dainties displayed. The occupations classes had on display their these and posters. By these these the pupils showed quite a varied choice of occupations. These were enclosed in cleverly designed and appropriate covers. The program of the evening started in the gymnasium at 8 o'clock. Mrs. Thompson's orchestra gave two numbers after which the 7B girls attired in their sewing caps and aprons gave clever stunts. They sang an interesting song, to the tune of "Yankee Doodle," entitled "A Button Hole Dandy." The 8B's appeared next on the program. They displayed on living models the dresses deeper interest as well as knowledge of this kind of work. The 8B English classes have been studying the methods needed in writing short messages, or telegrams. It was an interesting and new experience to many.

Dresses made by 9th grade girls of Parrish are to be on display at Miller's store. These dresses show exceptional talent for sewing and are a credit to both pupils and teachers.

Open house at Parrish, Thursday afternoon and evening, drew

a large crowd. The gymnasium displayed some surprisingly excellent workmanship from Miss Hargrove's art classes and the manual training and drawing departments. The latter is under the direction of Mr. Barker and Mr. Isherwood. Work of these departments were displayed in a very pleasing manner, for example, the lamp which they had made during the year. A number told to the interested crowd the quality and cost of the garment. The 9th grade girls in a most pleasing manner displayed their work in sewing. The display took the form of an afternoon tea. Other departments such as Latin, English and mathematics, history, science, writing and spelling also exhibited to parents and patrons some excellent work.

The 9A assembly will be held on Wednesday, June 10th. The 9A class will at that time entertain the school.

The school cafeteria, under the direction of Mrs. Creech and Miss Linn, closed Friday for the year. The cafeteria is run on a self-paying basis. No school debt is accumulated in this department as the articles prepared in the cooking classes are sold each day in the cafeteria at noon.

LIFE LINES

BY FRED TAYLOR

Prayer. "Pray without ceasing." Prayer is the common characteristic of all religions. It is the spirit of finite man communing with the great invisible infinite Spirit. Prayer has its elements of worship, praise, thanksgiving, intercession, supplication and consecration. It is the soul's sincere desire, unuttered or expressed. Prayer has been the comfort and strength of the great characters of history. Poets, prophets and philosophers; soldiers, scientists and statesmen, have been men of prayer. They have learned that when the strength and wisdom of man fails there is an inexhaustible supply above yielded to us through the power of prayer. The Perfect Man of Galilee engaged in prayer fifteen recorded occasions. He

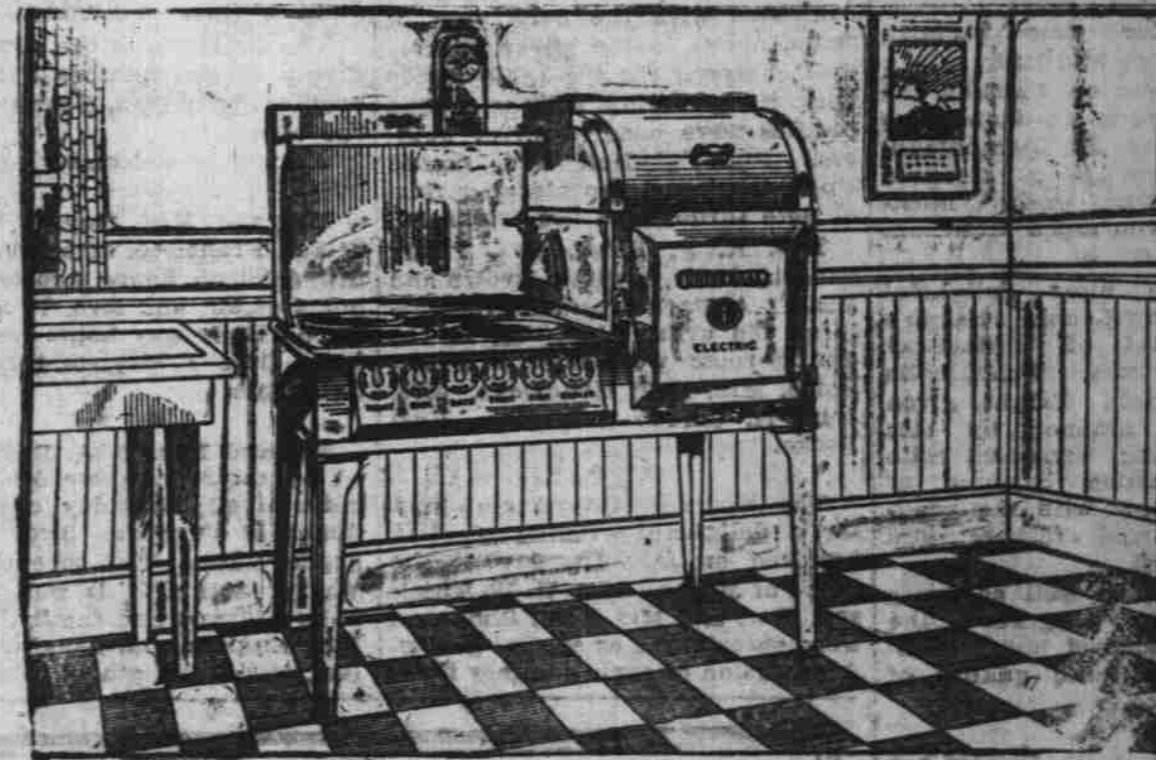
prayed at the time of His baptism; when He chose the twelve; before His transfiguration; on the mountain; in the Garden; on the Cross; for His friends and for His enemies. He gave the world the pattern in prayer in "Our Father who art in Heaven." He taught that true prayer should be with faith; brevity; humility; sincerity; importunity; thoughtfulness; persistence; catholicity; obedience; self-denial and forgiveness of others. Prayer may be private or public; individual or collective; social or family; but must always be inward, upward and outward. Let all obey the command to pray and accept the challenge to test its power and we will find that all true prayer will be heard and answered by the Father who seeth in secret and rewardeth openly.

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