

### NEW HEILIG SIGN LARGEST IN CITY

Location of Theatre Brilliantly Marked by 800 Electric Light Bulbs

One of the largest electric signs in this city was placed last week at the corner of High and Court by the Heilig theater. The sign was the product of three to Archie Holt, resident manager of the Heilig. The sign will be changed from time to time and always be made to appear different, Mr. Holt declares.

The sign contains 800 electric light bulbs, is 9 1/2 feet high and 5 1/2 feet wide. It is equipped with an electric flasher with five special circuits, each of which can be flashed on and off at will and subject to change from day to day.

At the start the letters HEILIG, running down the center of the sign, will remain on steadily. They may later be changed to flash on and off. The border, running around the edge of the sign, will flash on and off, each side alternating, with one side being bright part of the time and the other dark, and vice versa. A circle at the top of the sign will have its lights flashed on and off in such a way as to give the effect of a circular motion. A huge star inside the circle will flash on and off.

#### Bits For Breakfast

Salem had a big Saturday. Talking of changing the name of Salem to Chemeketa, there would arise a question as to how to spell Chemeketa, to say nothing of how to pronounce it.

Thirty years ago, and for years thereafter, there were many excited disputes on these points, among the old timers who remembered how the Indians pronounced the name, and how the pioneers thought it should be spelled—and there were several ways, to both spell and pronounce Chemeketa, which was the name of the Indian village that used to be located on part of the present site of Salem.

There is no question concerning the growing of a good sugar beet in the Salem district, with a satisfactory sugar content. Enough could be grown, under firm contracts, to justify the building here of a beet sugar factory. No doubt of it. All that is needed is organization.

A Salem man at the writer's elbow says this: "If half the energy that is used in national sports and the money expended on them were applied to useful productiveness.

#### General Markets

PORTLAND, Oct. 17.—Hay buying prices: Valley timothy, \$17@18; do eastern Oregon, nominal; alfalfa, \$19@19.50; clover \$17; oat hay \$15@16; oat and vetch \$17.50; straw \$7.50 per ton. Selling prices \$2 a ton more.

PORTLAND, Oct. 17.—Grain futures: Wheat, hard white BB, October \$1.48; November \$1.48; December \$1.48; hard white, BB, BR, October, November, December, \$1.43; soft white, October, November, December, \$1.42; western white, October, November, December, \$1.40; hard winter, October, November, December, \$1.35; northern spring, October, November, December, \$1.35; western red, October, November, December, \$1.35.

Oats, No. 2, 35-pound white feed, October, \$27; November, \$26; December \$26; do 34-pound gray feed, October, \$26; November, December, \$25.  
Corn, No. 2 EY shipment, October, \$25.  
Millfeed, standard, October \$27; November, \$27.25; December, \$27.25.

**\$7,500,000.00**

The above is the approximate amount of insurance carried by more than 5000 policy holders in

MARION COUNTY

Oregon Fire Relief Association of McMinnville

"There's a Reason"

Standley & Foley

Bush Bank Bldg.

our country would be revolutionized.

If you can help the Slogan man on the annual flax Slogan number, on Thursday, please do so.

"One reason I wouldn't be a good traffic policeman is because I couldn't stay mad all the time," says a Salem man.

A dispatch states the Roosevelt boys have given up the search for the ovip, but that sounds like a funny name for an office.

Beware of the man who wants "only justice." It usually happens that justice is the last thing in the world which he does want.

#### FLAX GROWERS GATHER

EXPERTS FROM OAC MEET WITH AUMSVILLE MEN

Prof. H. R. Hyslop and James A. Jardine, both of OAC, met with a large delegation of Aumsville flax growers at the Chamber of Commerce auditorium Saturday and arranged to meet with the flax growers in Aumsville on November 18.

The Aumsville flax growers will hold a preliminary meeting on October 24, in order to prepare for the meeting with the experts from OAC. They are planning on putting 20 acres into the growing of flax in an endeavor to ascertain the best sort of soil and the best kind of seed to use in this part of the country for the growing of flax. OAC is going to cooperate with the Aumsville growers in the work done on these 20 acres.

#### LIBRARY BUDGET FILED

INCREASE OF NEARLY \$1000 OVER 1925 BUDGET ASKED

An increase of nearly \$1000 over the requirements of last year asks by the city library board in the estimated budget for this year. The board asks for \$110,305 while last year \$9,245 was appropriated.

The largest single item is salaries, with \$5450 being estimated. The 1925 budget called for \$4730 while in 1924 a total of \$4826.43 was spent. Books remain the same, being \$1650 while the amount wanted for periodicals is stationary, \$350. A request is made for \$500 for the building. The 1925 budget include \$100 for this purpose while in 1924 \$967.03 were spent.

Buy a Want Ad—It Pays Big

### THOMAS CHILDS IS WINNER OF PRIZE

Writes Best Essay on "Best Gift" of Annual YMCA Summer Camp

Chief George Bent, disciplinarian of the Chemawa Indian school, who was one of the leaders in the Salem YMCA boys' camp last summer, initiated an essay contest, and presented the winner with a splendid book, "The Red Man in the United States," by G. E. E. Lindquist, the "Swede Indian," as he is called by the Indians who know him. Thomas Childs, of Salem, wrote the prize essay, which is as follows:

**What I Got Out of Camp**  
"I think the greatest gift I got from camp is a higher standard of ideals. In town, surrounded by man-made things, one has a tendency to shape his conduct according to that of those about him. Unfortunately, this does not always lead to honorable conduct.

"In the country, surrounded by the wonders of God's creation—the awe-inspiring mountains, the majestic ocean, the wonder and beauty of birds, trees, and flowers, and the infinite spaces between the stars—it is easier to live a better life.

"Mean and sordid thoughts cannot exist under such conditions, and the spiritual purification caused by life in the presence of God remains with us after we have returned to town. I believe that my life in the future will be more nearly what God would have it to be, because of these two weeks spent in camp."

#### NEWS BRIEFS

**Intoxication charged**—M. C. McCune was arrested late Saturday night by City Patrolman Winterstein, on a charge of drunkenness.

**Employment Report Is Given**—Out of 139 men to apply for work at the local YMCA employment office 73 were placed according to a report made out by Sims Phillips, in charge of the employment bureau. Requests for the help of 97 men were received at the office during the week; and 84 were referred to jobs.

#### Birth Reports Are Filed

Two birth were reported at the office of the city health officer Saturday. To Mr. and Mrs. Walter W. Rutherford was born a son, on October 2, who has been given the name of Ralph Eugene. Mr. and Mrs. George A. Doherty received a son on October 11, and have named him George Alan. High School to Have Band—Boys at the Salem high school have been agitating of some time to organize a band. They have succeeded, and are to have a band of about 20 pieces. Oscar Steelhammer, who has been director of the Cherrian band, is to direct the boys. As the school board refused to help in the financing, the students have decided to finance it themselves, although they have not as yet hit upon the method to be used. To start with, they want to acquire two bass horns.

**Campaign to be held**—The Marion county YMCA convention is to be held October 23. Members of the board of the county YMCA have decided to hold a financial campaign immediately after the convention is held. The campaign will start October 24 and end October 31, and the goal will be the raising of \$4500 for YMCA work in Marion county. The money is needed, it is said, to carry on the work of the various clubs sponsored by the YMCA, and their activities.

**Conference to meet**—The Willamette Valley Typographical Conference is to hold a meeting this afternoon at one o'clock in the local Labor hall, according to word received Saturday. Delegates from the Typographical union in Portland, Salem, Corvallis, Albany and Eugene are to be present at the meeting.

**Pioneers Organized**—Ben J. Kimber general secretary for the Marion county YMCA announced Saturday that a pioneers club was organized at Silverton Friday night, and that it will be led by Rev. A. A. Webb, of that town.

**Forum Meets**—The first public speaking class of the year at the local YMCA was held Friday night. Twenty-three men are on hand for the class which is an advanced one given by Professor Harrington, instructor at Franklin high school of Portland.

**Woodmen to Gather**—The Modern Woodmen of America are planning to hold their first

open meeting of this season Monday night. The meeting is to be held at the Fraternal temple on North Liberty street, and there will be a moving picture show combined with a musical program.

**YMCA to Meet**—The members of the Salem YMCA are to hold their annual meeting some time this week, according to word received Saturday. The exact date has not been set. L. E. Goodwin, acting state secretary for the YMCA of Oregon and Idaho, is scheduled to be the principal speaker.

**Stephens Arrested**—R. C. Stephens was arrested Friday night by officer Olson upon a Justice Court warrant for non-support. He is being held in jail for Constable Walter DeLong.

**Arrested Without Muffler**—Francis E. Gould of 310 North 23rd street was arrested Friday night by officer Edwards for having no muffler on his car.

**Red Cross to Meet**—The senior members of the Red Cross life saving corps are to hold a meeting at the Crystal natatorium of this city Monday evening at 7 o'clock, according to announcement made Saturday. A free swim will be participated in by those present, and an endeavor

will be made to organize a chartered corps.

**Bicycle Found**—Officer Cutler brought to the police station Saturday a girl's Harley-Davidson bicycle, which had been standing on State street for several days.

**McTavish Released**—Lester C. McTavish, who was arrested here recently and held for Sheriff Breshears of La Grande on a warrant of larceny by baillee, was released Saturday to Sheriff Breshears.

**DISEASE PROVES FATAL**—WALLA WALLA, Wash., Oct. 17.—Orville Haasch, 12, living at State Line, near here, died Friday night from septic sore throat. This is the third death in the family from this disease within a month, two brothers having been taken by it. Another brother is ill with the disease now.

**HUNGER CAUSES MENTAL CASES**—BELFAST—Hunger has driven 70 per cent of the patients here," declared County Councillor Keegan before the committee of Mullingar Westmeath mental hospital. Another member declared that the poor in his district had to eat bread without butter, and that the food they were obliged to subsist upon was a disgrace to civilization.

**SERVED FAMILY 56 YEARS**—LONDON—Results of a competition for long service among domestics in any one family revealed

the fact that Miss Elizabeth Butler had been employed in the household of the Duke of Portland for more than 56 years. Miss Butler was awarded first prize. All the other winners of prizes or of honorable mention had seen 47 years' service in the same family.

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### Our CHRISTMAS CARDS are ready

Come in today and select your PERSONAL Greeting. We have a distinctive assortment for your selection.

Atlas Book and Stationery Co.  
463 State Street Telephone 340

## G. H. TRACY'S FUEL YARDS

All Kinds of Wood  
Sawed 12 in.—16 in.—2 ft.—4 ft.

Prices Reasonable

Office Telephone 2313 Residence Telephone 1637

## MOTHER!

Child's Harmless Laxative is "California Fig Syrup"

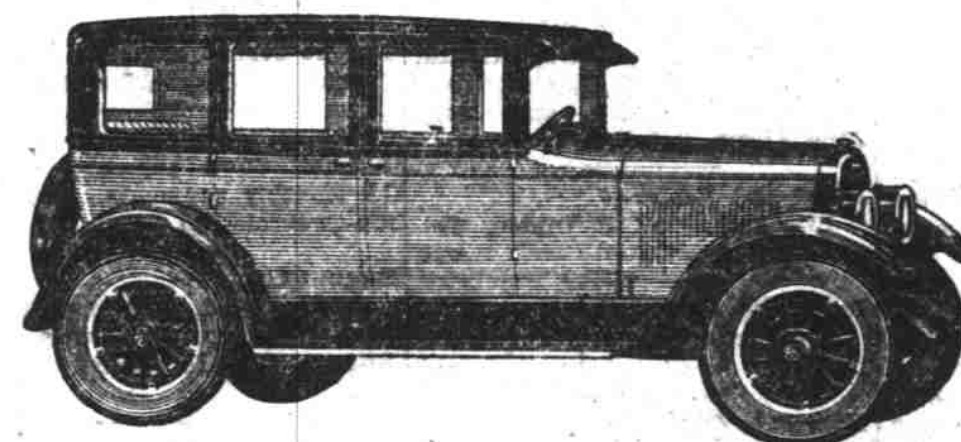


Hurry Mother! A teaspoonful of "California Fig Syrup" now will thoroughly clean the little bowels and in a few hours you have a well, playful child again. Even if cross, feverish, bilious, constipated or full of cold, children love its pleasant taste.

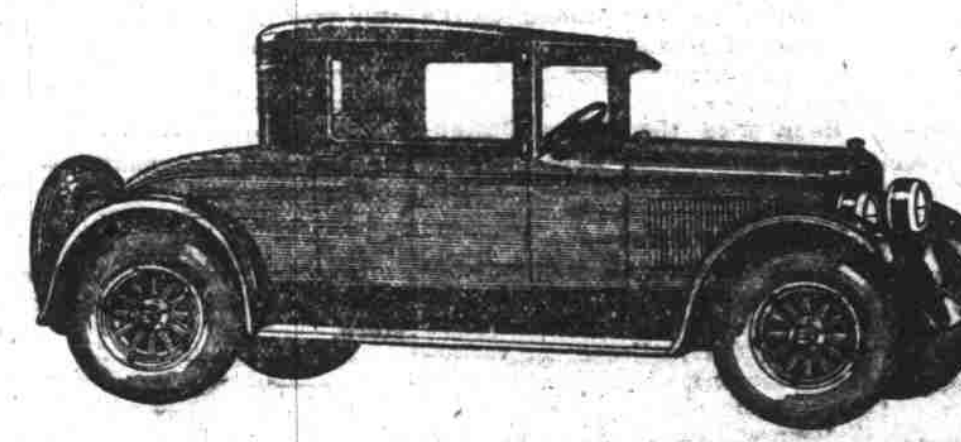
Tell your druggist you want only the genuine "California Fig Syrup" which has directions for babies and children of all ages printed on bottle. Mother, you must say "California." Refuse any imitation.—Adv.

## Big Value Quickly Wins a Big Market

The New Four-Door Sedan \$995 formerly \$1195



The New Coupe \$975



Of particular appeal to business and professional men, and smaller families, are the new Cleveland Six Coupe at \$975 and the new Special Coupe at \$1175—two pronounced achievements in luxury at decidedly low prices—and two important factors in the record volume of Cleveland Six sales.

(All Prices L. o. b. Cleveland)

### "One-Shot" Lubrication System

On top of a long list of Cleveland Six advantages, is the incomparable "One-Shot" Lubrication System. One press of your foot on a plunger—and "One-Shot" instantly flushes every bearing and bushing in the chassis with fresh, clean lubricant. A joy to the owner—and long life to the car. Come in and see how clean, simple and quick Cleveland Six has made the job of lubrication. It's no job at all, in fact!

(The "One-Shot" Lubrication System is patented under Brown Products Corp. patents)

## CLEVELAND SIX

MacDonald Auto Company

Corner Cottage and Ferry

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### PREMIER DUPLEX

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**RAPID CLEANING** means less time cleaning! Thorough cleaning means fewer cleanings! Both—with the Premier Duplex.

Its double action cleans two ways at once. The motor-driven brush picks clinging threads off the carpet's surface and loosens nap-embedded grit for powerful suction to draw up. It takes two actions to get all the dirt!

And the Premier Duplex always gets the dirt. Its ball bearing motor and brush need no oiling—and serve you with full power through long, leisure-filled years!

See Pages 84 and 85 of last week's Saturday Evening Post

LOOK FOR THE CHECKERED BAG



### STANDARD ELECTRIC RANGES

The quickest heating electric range on the market  
**SPECIAL SELLING**—Four plate range, two-way switches, full sized oven, elements top and bottom, heat register, plenty of shelf room  
Guaranteed

**\$115.00**

BY SPECIAL ARRANGEMENTS with factory representative, we will allow \$25.00 credit on any old range taken in on this wonderful Standard Electric Range

Many other Standards—all of pleasing design

TRADE IN YOUR OLD FURNITURE OR RANGE ON NEW

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