

HOME COMING NOW ONLY IN HISTORY

Annual Week-End Observance Draws to Close on Willamette Campus

With the presentation of "You and I" by the Willamette chapter of Theta Alpha Phi dramatic fraternity the Willamette Homecoming for this year drew to a close Saturday night. The occasion of the homecoming was hailed as a big success, in spite of the fact that the main event of the week-end—the game between Willamette and Whitman—was clouded by the victory being taken away from the local school.

The annual breakfast Saturday morning was highly successful, approximately 50 alumni and 300 students being served. The breakfast lasted for two hours, and during the course of it waffles were served and Willamette songs were sung.

The afternoon before the game of the day was spent in visiting by the alumni. The sororities and fraternities and Lausanne Hall were visited by the alumni. They were asked to stay over until today to resume the visits. Manager Nunn stated that he had received hearty cooperation from all of the classes in preparing the program for the homecoming, and said that everything planned was carried through smoothly.

recording instrument at the distant end and the telegram is reproduced on a blank read for delivery. About 81 per cent of the company's business is now handled automatically. By former methods of operation 450,000 miles of wire would have been required to handle the same volume of traffic.

Western Union a Pioneer
The Western Union is a pioneer and followed emigration and civilization wherever they have advanced. It followed the emigrant across the plains with the completion of the telegraph to the Pacific coast came a need idea—that of an overland line from the United States via Bering straits to Asiatic Russia to Europe. After an expenditure of over three millions of dollars the project was abandoned on account of the opening of the cable across the Atlantic. Evidence of this pioneer work are yet to be found in Alaska. The building of the Alaskan line indirectly resulted in the purchase of Alaska for \$6,000,000. With the abandoning of the project the poles and the lines were left standing. The wire, however, was appropriated by the Sitwah Indians who used it in the construction of a cantilever bridge spanning one of the chasms in Alaska. It is said after this bridge was completed twenty squaws with loads on their backs were sent out to the middle of the bridge to make a test. After they had executed a dance it was considered safe for the backs.

Work of Cyrus Field
While the construction of this

Alaskan-Siberian line was in progress Cyrus W. Field conceived the idea of laying a cable across the Atlantic. The project was laughed at. In an old book which I have in my library I found the following poem by John G. Saxo, who satirized the attempt in these words:

"Bold Cyrus Field, he says, says he,
'I have a pretty notion,
That I can lay a telegraph
Across the Atlantic ocean.'
"Then all the people laughed, and said
Wed like to see him go it!
He may get half seas over,
But he never can go through it."
Unhindered by ridicule and laughter, however, Field went ahead, and after several unsuccessful attempts, on July 29, 1866, the first cable was completed and communication established between the United States and Great Britain.

There is an old-fashioned print in Harper's Weekly of that day which shows the first cable office at 195 Broadway, New York City, crowded with men in long frock coats and tall "stovepipe" hats, the women in hoopskirts and little flat hats, sending cablegrams across the Atlantic for \$1 per letter, or \$100 per message. Now the rate for here to London for fast service is 34 cents per word, with other rates as low as seven cents a word.

The operation of cables in those early days was through the means of a tiny reflection of light on a mirror. This method of operation gave way to automatic cable transmission which recorded the message on a tape by means of an ink siphon, and this in turn is rapidly being replaced by automatic printing such as you will see demonstrated here today. The laying of our new fast cables and the installation of these amplified devices has increased the speed of these cables to 1500 letters per minute.

At San Francisco the other day during the Diamond Jubilee, San Francisco and London were connected directly and the Mayor of San Francisco exchanged greetings with the lord mayor of London. Other San Francisco business men exchanged messages with their friends and representatives in London. Distance was annihilated. The messages were sent and the replies returned immediately. The

climes of "Big Ben," the clock on Westminster, were reproduced over this circuit in San Francisco. It is not uncommon to complete stock and other transactions between New York and Liverpool within the short period of three minutes.

World Wide Connections
Today there are over 300 cables owned by cable companies which together with quite a large number of cables of lesser length owned by various governments, aggregate 300,000 miles of cable.

In the interests of increasing foreign trade as well as increasing the business of the telegraph company, our foreign representatives have acted in the same capacity as consuls of the United States. For instance, if a concern in Salem desires to increase its business in the Argentine or Brazil, for example, a dealer in hops may desire to extend his business, our representative in South America will endeavor to secure a list of those who may be interested in the importation of hops. Thus, you see, while increasing the foreign business we are at the same time providing revenue for our cables.

Recently I had the pleasure of listening to the president of one of the great trans-continental railroads serving this section of the country in which he called attention to the fact that because of the improvement in transportation facilities, which results in moving shipments from coast to coast in much shorter time, it was no longer necessary for merchants to order in large quantities, for new stocks can now be kept moving and can be secured daily. The use of the telegraph also makes this possible, for that which he needs tomorrow may be ordered by the telegraph today.

The merchant reduces his stock, cutting down his investment, reducing his overhead, his insurance, his taxes and his telegraph was to be used in case of emergency only. Today it is vitally necessary in all business and in all walks of life. The business man employs the telegraph to keep in constant touch with his salesmen; the out of town merchant uses the telegraph in placing his orders, and through its use and through quick transportation facilities he finds it unnecessary to tie up large amounts of capital. The manufacturers, jobbers, and all classes of business men have learned that the telegraph possesses an attention-con-

pulling power. It goes direct to the man interested. It is the first of all communications to receive attention and never reaches the waste basket.

If you will give Eric Butler but half a chance he will tell you how the business man can create, conserve, or cut out lost time in the handling of business during a year's time that would equal at least 100 days, which could be devoted to other pursuits or to further enlarging your business. He will demonstrate to you that there is an immense amount of time lost in handling important communications by mail, and that this lost time means money. He will conclusively prove to you that there is really little difference between the average cost of a telegram and the cost for the production of letters and that this difference is nothing compared with the results secured.

Note—Eric Butler is the Western Union superintendent for the Salem office.

Further enlarging your business. He will demonstrate to you that there is an immense amount of time lost in handling important communications by mail, and that this lost time means money. He will conclusively prove to you that there is really little difference between the average cost of a telegram and the cost for the production of letters and that this difference is nothing compared with the results secured.

Note—Eric Butler is the Western Union superintendent for the Salem office.

Instant Beauty
Gleamy, Thick, Wavy Hair in a Moment

Girls! Try this! When combing and brushing your hair, just moisten your hair brush with a little "Danderine" and brush it through your hair. The effect is startling! You can dress your hair immediately and it will appear twice as thick and heavy, an abundance of gleamy, wavy hair, sparkling with life, incomparably soft, fresh, youthful.

Besides beautifying the hair, a 35-cent bottle of refreshing, fragrant "Danderine" from any drug or toilet counter will do wonders, particularly if the hair is dry, thin, brittle, faded or streaked with gray from constant curling and waving which burn the color, luster and very life from any woman's hair.

"Danderine" acts on the hair like fresh showers of rain and sunshine act on vegetation. It goes right to the roots, invigorates, nourishes and strengthens them, stopping falling hair and helping the hair to grow thick, healthy and luxuriant.—Adv.



Your Winter SUIT

MADE TO MEASURE

\$30-\$35
\$40-\$45

USE YOUR CREDIT

TRY OUR 12 PAYMENT PLAN

Scotch Woolen Mills Store

W. W. EMMONS 426 State Street, Salem

Hits For Breakfast
Halloween is a hoodlum—The way its celebration is pervaded in this country.

In most other lands it is a time of merrymaking, with games and charms to discover future husbands and wives. Here in Salem it is the excuse for the running wild of the hoodlum and destructive spirit, which has too much freedom anyway. So the Bits for Breakfast man moves a holiday of Halloween, till some future happy time when the manners of the youngsters may be much improved.

We are to have a new census only a little more than four years hence. Some one suggests that it would be a good idea for Salem to annex a lot of territory. There are a good many people in Salem who live outside of the city limits.

A Salem victim says there is one good thing about having a broken leg—the doctor can't very well advise you to have your teeth out for it.

The new guard post near the front gate of the penitentiary is almost ready for use. The barbed wires to surround the walls are nearly all up. The Oregon prison is going to be a harder place to get out of than it was.

With Dwight F. Davis of Missouri, secretary of war, six of the ten cabinet members now come from states west of the Mississippi river. Secretary of State Kellogg is from Minnesota; Secretary of the Navy Wilbur, California; Secretary of Agriculture Jardine, Kansas; Secretary of the Interior Work, Colorado; Secretary of Commerce Hoover, California. The easterners are Secretary of the Treasury Mellon, and Secretary of Labor Davis, Pennsylvania; Postmaster General New, Indiana, and Attorney General Sargent, Vermont. The country west of the Mississippi has produced no presidents, but though chosen from the east they have depended largely on the west for their advisers.

Insist on

"PHILLIPS" MILK OF MAGNESIA

Unless you ask for "Phillips," you may not get the original Milk of Magnesia prescribed by physicians for 50 years as an antacid, laxative, corrective.

25-cent bottles, also 50-cent bottles, contain directions—any drug store.

Overstuffed Furniture
DISCONTINUED PATTERNS

TAPESTRY covered Davenport reduced to sell at **\$69.50**

TAPESTRY covered Chair reduced to sell at **\$34.00**

VELOUR covered Davenport in Blue and Taupe, reduced to sell at **\$82.50**

MOHAIR covered Davenport in Rose and Taupe to sell at **\$98.50**

FIRESIDE CHAIR to match. Reduced to sell at **\$57.50**

VELOUR covered Davenport in Blue and Taupe reduced to sell at **\$72.50**

BROWN FIGURED Denim Davenport reduced to sell at **\$67.50**

Hamilton Furniture Co.
340 Court Street

EIGHT TELEGRAMS SENT ON ONE WIRE
(Continued from page 3)

to take a stroll through one of our large relay offices you would find a company of young ladies sitting at a typewriter key board punching a tape so full of holes that when it is completed it very much resembles a section of old point lace, but when this same tape is passed through a small electric transmitter at the left hand of the typist it causes a staccato tune to be played on the type bars of a

Coughs Break Up Quickly

When you use

Schaefer's Herbal Cough Cure

SCHAEFER'S DRUG STORE
The Yellow Front—Phone 197
255 North Commercial Street
The Pensive Store

High Grade Furniture and Piano

Auction Sale

MONDAY, NOV. 2, 1:30 P. M.

434 South 23rd Street

Clarendon player piano and rolls, a high quality piano, like new; 1-4 oak colonial dresser; oak library table; plank top oak extension table; 4 leather seated oak diners; Duofold in oak and Spanish leather; satin finished Brass Bed, Way Sagless spring and silk floss mattress; good Axminster rug 9x12; 4 small rugs; grass rug 6x8; Congoleum rug 8.3x10.6; Universal heater, board and pipe; oak cane back rocker; 2 upholstered Reed rockers; oak library lamp; mahogany pedestal with jardinerie and large fern; other house plants; cushions; drop head Singer sewing machine; 3 burner Perfection oil stove; lawn mower; odd chairs; stool; pictures; electric light globes; rug mats; mop; broom; axe; galvanized tub; wash board; 5 gal. oil can; looking glass; 50 ft. garden hose; 25 ft. garden hose; carpet beater; oil stove oven; kitchen cabinet; shovel; hoe; rake; sprinkler; wringer; bread box; aluminum tea kettle; kitchen utensils; a lot of home canned fruit, pickles, etc. Dry wood and many other miscellaneous articles. Terms cash.

Take Notice
Everything in this sale is just like new.

J. A. SIMMONDS, F. N. WOODRY,
Owner, 434 S. 23rd St. Salem's Leading Auctioneer of course

See F. N. Woodry personally if you want a farm or city sale. He's not connected in business with any other Woodry. Residence and store Summer and Norway Streets. Phone 511. In Salem since 1916.

4 Lots with Cottage and Furniture

Auction Sale

TUESDAY, NOV. 3, 1:30 P. M.

2565 N. 5th St. 2 blks N. of Highland Av

Consisting of Lots 1, 2, 11, 12, block 3, Eddy's addition with 4 roomed plastered house, electric lights and city water; close to protestant and catholic school, sold on terms as follows: Purchaser assumes contract of \$664.91 payable \$18.65 monthly; balance or purchase cash.

TAKE NOTICE—This property will be sold without reserve. Now you homeseekers, speculators and builders, grasp this opportunity which is offered you. FURNITURE AS FOLLOWS—6 hole range; Craftman leather and oak davenport; oak extension table; 6 leather seated diners; all leather rocker; plain oak rocker; folding cot; fall leaf table; 3 beds, spring and mattresses; dresser; 2 linoleums; Old Trusty 120 egg incubator and brooder; 6x9 rug; kitchen cabinet; 2 odd diners; fruit jars, dishes, kitchen utensils, doll carriage, Remington typewriter, lawn mower, hand spray, scythe and many other miscellaneous articles. Terms on personal property cash.

MRS. SUSAN PICHE, F. N. WOODRY
Owner, 2565 N. 5th St. Is the Auctioneer of Course

This is the Woodry you have known for the past 10 years. I pay cash for used furniture. Phone 511. Store Summer and Norway

Another Furniture

Auction Sale

WEDNESDAY, NOV. 4, 1:30 P. M.

1244 North Front, near Market Street

Reclining arm chair; Craft leather Duofold with mattress; oak arm rocker; 2 sewing rockers; tapestry rug 9x12; stand tables; magazine rack and books; 7-drawer D. H. Singer sewing machine; large oak dresser; beds, springs and mattresses; 6 chairs; sewing basket; wall rack; ironing board; sanitary couch; heater; extension table; blue rug; Congoleum rug 9x12; medicine chest; looking glass; commode; De Luke 6-hole range—a real range; table; new broom; Coleman camp stove; 3 copper boilers; wringer; galvanized tub; bicycle; Coleman lamp; axe; alarm clock; home canned fruit; jellies; vinegar; electric globes; kitchen utensils and dishes; dry wood; tools; 8x9 tent and a lot of other miscellaneous articles.

Just Don't Miss This Sale if You Want Anything Terms Cash

H. J. JONES, F. N. WOODRY,
Owner, 1244 Front St. Salem's Leading Auctioneer of course

If you want a farm or city sale just phone the same old number—511. It always satisfies.

Auction Sale

WEDNESDAY NITE, 7 P. M.

at F. N. Woodry's Store

Summer and Norway Sts. Res. 1610 N. Summer
Phone 511

T. W. Steiger Estate

Auction Sale

THURSDAY, NOV. 5, 10:30 A. M.

First farm north of Valley Packing Co., on Highway, consisting of 9-Horses, 1 Cow, some Chickens, Full Line of Farm Machinery, Tools, Furniture, etc.

F. N. WOODRY
Is the Auctioneer of Course. Phone 511