

FORMER SALEM BOY TAKES HIGH PLACE

Lew A. Greene Is Awarded
First Prize in the National
Advertising Contest

(The Associated Press newspapers of the country on Tuesday morning carried a news item of which the following were the first three paragraphs):

CAMBRIDGE, Mass., Feb. 22.—Announcement of the winners of the Harvard advertising awards for 1925, founded by Edward W. Bok and carrying \$1,000 and a gold medal in prizes, was made tonight by Dean Wallace B. Doham of the Harvard Business school.

Ernest E. Calkins, president of Calkins & Holden, Inc., New York advertising agency, won the gold medal for distinguished personal service to advertising.

The \$2,000 prize and certificate for the national campaign most excellent in planning and execution was awarded to Young & Rubicam advertising agency of Philadelphia and the Postum Cereal company, Inc., for the campaign of Postum.

The national advertising campaign most excellent in planning and execution, for the Postum Cereal company, was the work of Lew A. Greene, who is employed by Young & Rubicam, and is also a part owner of their business.

The rise of Lew A. Greene to a position of such prominence in the advertising world has been meteoric. The story, if told in full, would read like a romance.

He was a Salem Boy
Lew A. Greene was a Salem boy. His mother is Mrs. Lois A. Greene, now of Eugene, but who was a Salem girl, half sister of Col. Carrie Abrams. She was as a girl Miss Lois Abrams, and she lived in Salem for a long time and was well known here. She graduated from Willamette university and is a writer with the spark of genius. She has written some very good poetry, among other things.

Lew A. Greene grew up in and near Salem. He used to spend some time, as a boy, at the office of The Statesman. Even then he had the writing instinct. He had an ambition to be a writer. He is still a very young man.

A few years ago he went to New York, looking for work. His quest was not successful in the metropolis, though he had been a high class advertising writer in the Puget Sound cities.

From New York he went to Philadelphia, where he vainly sought work. Finally, he presented himself to the managing editor

Oregon Picture Pleases Many



"Bobbed Hair," a tale of loves and locks, adventure and romance, now playing at the Oregon theatre, has lived up to its advance publicity as one of the outstanding pictures of the year. Four stars, Marie Prevost, Kenneth Harlan, Louise Fazenda and John Roche, are featured in the drama which is from the composite novel by twenty authors. The picture is filled with melodrama and comedy at a furious pace.

of one of the big Philadelphia newspapers and told him he was working for him. Lew was told that he certainly was not; at least not with a salary attachment. He replied that this did not bother him; but he was working for him any way. With that understanding he went to work, and very soon he was on a salary of \$20 a week; then higher and higher.

He soon went to the advertising agency of N. W. Ayer & Son, as a writer, and was put in charge of some of their most important work in that line. That firm is the largest advertising concern in the world.

But Mr. Young and Mr. Rubicam, who had been employed by N. W. Ayer & Son, started into business on their own account. They had been among the top notchers for the big concern, and they soon forged to the front. They offered young Greene an interest and such salary as he could not in justice to himself refuse. That was only a year or two ago.

That is the story, very briefly. The Young & Rubicam agency now has some of the biggest advertising accounts in the United States, or in the world; among them the Postum account. The plan that took the prize, the work of young Greene, involves the expenditure of nearly a million dollars in a year. The whole plan of the Postum people, now under the direction of Lew A. Greene, involves five or six million dollars annually.

Mrs. Lois A. Greene returned a few days ago from Philadelphia, where she had been visiting her son for three months. She stopped over in Salem, at the Abrams' home, on her way to Eugene. She had a dispatch from her son, a few days ago, telling her that he had won the high prize; but saying that public announcement would not be made till Monday of this week.

COUNSEL REQUEST IS DENIED TO COUNTESS

Appeal for New Hearing Will
Not Be Heard Until Pres-
ent Case Settled

WASHINGTON, Feb. 24.—(By Associated Press.)—In denying the requests of counsel that the case of Vera, Countess of Cathcart, be reopened for consideration of new evidence, while a writ of habeas corpus was pending, the labor department made plain today that it merely was following a practice which never before had been departed from under like circumstances.

The department took the position that the question whether the countess should be barred from admission to the United States as ordered by the Ellis Island immigration board is now before the courts. When appeals for new hearings are made after an immigration case has taken on a legal status, the practice always has been to reject them until the court in question has made known its decision.

The particular section of the immigration law under which the countess was detained upon arrival at Ellis Island, it was pointed out, has been in force for 19 years. As many as four aliens a day in that time have been denied entry for causes similar to those stated by the board which recommended the exclusion of the Countess of Cathcart.

One departmental officer said the department, for that reason

alone, would welcome judicial guidance in this instance so that it might know once and for all just what interpretation it should give the law in the determination of future cases of the sort. It was with this in view that the statement of District Attorney Buckner in New York that he would move dismissal of the writ of habeas corpus when it comes up for argument next Tuesday, was received with regret at the department.

Should Mr. Buckner succeed in having the writ dismissed, it was considered possible that Arthur G. Hayes, counsel for the countess, would seek an appeal from such action, a step which would please labor department officials, since it would keep the case before the courts and lead to a judicial test of the statute involved.

IRRIGATION PROJECT FAVORED IN RECORD

Deschutes Plan Would In-
crease Land Value,
Investigators Say

WASHINGTON, Feb. 24.—(By Associated Press.)—A summary of a report on the Deschutes reclamation project in central Oregon, made public today showed that irrigation of 30,000 acres of the north unit is feasible, that soils are well adapted to diversified farming and that credit facilities for settlers are essential to their success on the project.

Capital requirements of the settlers were estimated at from \$5,900 to \$6,300, and it was declared that since few settlers can

meet these requirements, credit facilities at low interest rates and repayment terms suitable to production purposes of the land must be provided. The report recommended that holding in excess of 160 acres of irrigable land should obligate themselves to dispose of the excess at prices not to exceed an acre cost to be fixed by an appraisal committee. It was also recommended that before any construction, the district enter into a contract with the United States government which shall set out in detail obligations the land owners must assume with respect to paying costs of building and operation and maintenance charges, as well as participation in such cooperative movements as the secretary of the interior may judge desirable for the district.

Marketing conditions, were reported to be better than in eastern Oregon and Idaho projects. Irrigation of these lands would increase their potential value to nearly \$110 an acre, declared the report, which stated that the increase of national wealth from establishment of communities would more than repay the construction charges.

Guests From Portland—
Mr. and Mrs. G. W. Laffar are entertaining as their house guests over the week-end Mr. and Mrs. Arthur Laffar of Portland. Mr. Arthur Laffar will undergo an operation today for the removal of tonsils.

Hedley Is Arrested—
P. E. Hedley, 2060 North Church street, was arrested last night by Officer Edwards, charged with passing a check when his account had been closed. The check, it is said, was drawn on W. H. Schaeffer.



"Our Daily Bake-Rite Bread"

BREAD is one of the most important items on the fare and you cannot be too careful in the selection of your daily bread.

The ancients called it "The Staff of Life." Be sure that you are leaning on a firm staff.

Eat Bake Rite Bread and plenty of it

Our expert bakers produce a tasty loaf worthy of a trial. Especially good for growing children. Try it and be convinced.



345 State Street Phone 268
Try Our Delicious Hot Cross Buns
During Lent

MEXICAN IS TO FACE CONSPIRACY CHARGE

Frerra Will Return to Mexico
and Surrender; Seven
Others Indicted

SAN ANTONIO, Texas, Feb. 24.—(By Associated Press.)—Antonio Hernandez Frerra, indicted last week with seven others for conspiracy to violate the neutrality laws by fomenting a revolution against the Calles administration of Mexico, telegraphed his wife in San Antonio that he was returning to make a voluntary surrender on the charge. The message was filed in New York. He is expected here Saturday.

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NEW INCORPORATIONS

The Portland Refining company, with a capital stock of \$50,000, filed articles in the state corporation department Thursday. The incorporators are J. E. Hansen, M. P. Sheck and O. S. Wickline.

Other articles filed today follows: Chilquin Women's Community club, \$1200; Blanche Gower, Mrs. Chester Balfour and Mrs. R. C. Spink.

Eugene Wood Products company, Eugene, \$15,000; C. C. Crowl, R. G. Harmon and W. J. McKnight.

Bribe Mortgage company, Portland; capital increased from \$25,000 to \$200,000.

Pacific Coast Glass company, a California corporation, \$500,000, application to operate in Oregon.

Bend Woolen Mills company, Bend; notice of dissolution.

SALEM
CORVALLIS

WOODBURN



So Easy to Get the Best

PHONE 455-456—You'll like this better way of shopping. Order Fresh Meats, Fruits and Vegetables with your Groceries, delivered all at one time—no charge for delivery. Then, too, there is all that wonderfully delicious Pastry and those Golden Brown Loaves of Fresh Bread right from the oven—all these delivered right into your pantry if you like. IT'S A BETTER WAY TO SHOP.

Grocery Items

Mozalo Oil

Quart tins
45c

Large Box Fresh Crisp Soda Crackers

49c

Instant Postum Large size

35c

49 Lb. Sack Eagle Hard Wheat

Flour
\$2.23

FRESH MEAT Department

Busick's Special
Steaks
2 lbs. 25c

Fancy Boneless
Roasts
2 lbs. 49c

Round Steak From young, grain fed steers

2 lbs. 33c

Also a nice selection of
all the different cuts of

Beef, Pork
and Veal

BAKERY Department

Cakes - Cookies
Hot Cross Buns
French Pastry
Butter Horns
Coffee Cakes
Bread Cakes
Doughnuts - Rolls

All fresh from the oven
for your table

Bread

2 Large Loaves

25c

3 Small Loaves

25c

Also French Bread,
Graham, Whole Wheat
and Health Bread.

Grocery Dep't.

Swift's Silver Leaf
Lard
Freshly rendered
4 lb. pails 85c
8 lb. pails 1.67

Guetard's Chocolate
We believe this to be
the best Chocolate to
be had.

1 lb. cans 27c
3 lb. cans 75c

C & H Pure Cane
Berry Sugar
100 lb. sacks
\$5.79

Crystal White
Soap

20 bars 75c

P & G White Naptha
Soap

20 bars 69c

When convenient order before noon. In that way we can give better service. Last Saturday three thousand people bought their food supplies at this store.

Special Aluminum Sale Saturday, Feb. 27

We have just received a big lot of that High Grade Aluminum ware—just like we have sold you before—you know what it is and you have used enough of it to appreciate the difference between this ware and the kind you usually buy at sales. In the assortment, we have:

- 5 Quart Tea Kettles
- 10 Quart Water Pails
- 1½ and 2 Quart Double Boilers
- 6 Cup Percolators
- 4, 5 and 6 Quart Covered Kettles
- 10 Quart Dish Pans
- 10½ Inch Round Roasters
- 5 Quart Draining Kettles
- 9 Cup Muffin Pans
- Large Wash Basins
- 5 and 6 Quart Preserve Kettles
- A Few Colanders
- 3 Piece Sauce Pan Sets
- Covered Milk Kettles



TAKE YOUR CHOICE
SATURDAY

Only 75c

Please don't ask us to set pieces aside for you. We must sell them to the first who come—none sold until Saturday. That is fair to all.

GEO. E. ALLEN

Hardware, Paints and Machinery
236 North Commercial Street