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VOLUNTARY OBEDIENCE—"They answered. . . All that Thou commandest us we will do, and whithersoever Thou sendest us, we will go." Jos. 1:16.

ADVERTISE AND STABILIZE

The cumulative value of the national advertising that has been done for our loganberry and prune and evergreen blackberry and other industries is an asset that must not be lost; that will show itself to be of great help to any one taking up and exploiting these products in a large way in the future; in the near future, or even in the far future. There are many examples of nationally advertised articles to prove the great value of such cumulative advertising—

Even after long periods of time.
It does not cost appreciably more in freight charges to reach the 100,000,000 people east of the Rockies than it does to reach the 12,000,000 on the western slope; it costs very much less to land a car of fruit or vegetables or other of our products in New York or Boston or Chicago than to send the same car to Denver—

And this takes into consideration only rail freight charges. The development of shipping in large quantities by water makes the difference in favor of the eastern markets in many sections even more favorable to our producers and our manufacturers and shippers of local products—

And the freight rates to parts of Europe and the Orient on Salem products are lower than to many parts of the United States; and thus the wide world is our market, and it will pay to advertise and otherwise exploit the high quality things we have to sell in all lands, and to market the products of our soil as they are harvested or in manufactured form in every country; and we are already doing this. Scotland is one of the best markets for Oregon prunes. England has been taking large quantities of our prunes almost ever since we have produced prunes, and for three years Great Britain has been taking about half of our canned loganberries. The list is extending constantly.

With national and international advertising, Salem is no pent up Utica—

On the contrary, the world is her oyster. We will draw an increasing stream of money from wider and wider distances for the products of our soil—and it will be new money, and the resources instead of being exhausted will increase constantly; and this will come about with the aid of general advertising.

So national advertising is a subject of vital importance to Salem and the Salem district—

Coupled with quality products, proper distribution and selling energy, it means the stabilizing of market demand over this country and throughout the wide world for what we raise and manufacture and pack and ship—

Immediate market demand; and it means the creation of a good will demand that in a measure gives control to our producers; makes for what amounts to a franchise; compels the cooperation of the dealers all down the line; not only for the crops of a season or a year, but throughout the years—

And it insures a sure and steady expansion.
It has been said that advertising is the life blood of business. It is also the most powerful agent of industrial and community expansion and prosperity.
All this goes almost without saying now.

Again, we are broadcasting for the Henry Ford of the loganberry juice industry. He is no doubt right here with us, and he should step forth or be sought out.

There is a gigantic industry in this field within the grasp of our people—

And its exploitation does not necessarily require large capital. It might be done cooperatively, like some of our most successful canneries are organized and conducted; like the major fruit and nut industries of California are organized.

What we need most is leadership; and the same thing is true of our seed industry, our grape and drug garden industries, and a number of others. Here are opportunities for men of true vision and real leadership.

INCONSISTENCY

Man wakes up in the morning after sleeping under an advertised blanket on an advertised mattress; takes off advertised pajamas; takes a shower in an advertised tub; shaves with an advertised razor; washes with advertised soap; powders his face with an advertised powder; dons advertised underwear, hose, shirt, collar, shoes, suit, handkerchief; sits down to breakfast to an advertised cereal; drinks advertised coffee; puts on an advertised hat; lights an advertised cigar; rides to his office in an advertised car on advertised tires—yet he refuses to advertise on the grounds that advertising doesn't pay.

MRS. HALL SAYS SHE HAS NO INFORMATION

(Continued from page 1.)
lips farm (where the bodies were found) since she was a child.
She did not know Mrs. Gibson styled the "Pig Woman," a witness in the first investigation whose story caused investigators to inquire into Mrs. Hall's movements and "had not the most remote idea" why she maintained Mrs. Hall was present at the shooting.
She wanted the mystery cleared up, but was not vindictive.
She felt the investigation had

been bungled.
She doubted the authenticity of the published letters and diary of her husband.
She could not understand why any one should have suspected her and felt she had not "the slightest thing to worry about."
She had "absolutely no knowledge that might clear up the crime," and could make no suggestion as to perpetrator or motive.
Since that interview Mrs. Hall has insisted she said in "everything covering her knowledge of the murders."
SOMERVILLE, N. J., Aug. 4.

MARKET FACTS TALKED AT CHAMBER MEETING

(By Associated Press.)—The situation in the revived Hall-Mills murder mystery was tense today with persistent reports that important developments were about to "break."
Detectives today left the actual scene of the murder of the Rev. Edward Wheeler Hall and Mrs. Eleanor Mills four years ago, with the rumored purpose of rounding up missing witnesses and possibly serving warrants on new suspects.
Special prosecutor Alexander Simpson denied that several warrants had been sworn out but admitted that "there may be one warrant issued for a new arrest."
Mrs. Frances Hall, charged with the murder of her minister husband and the pretty choir singer, remained in seclusion in her New Brunswick home.
Mrs. Jane Gibson, the "pig woman" who was the chief witness in the first investigation, was still in her farm house under guard, she had requested to protect her from the curious.
At Jersey City Mr. Simpson spent the day investigating the disappearance of evidence from official files of the murder case.
During the day he received a telephone call from Governor Moore telling him "to spare no pains to get at the truth of this matter."
He was told by Fred David, chief of detectives of Middlesex county that the cuff buttons, shirt and collar worn by the Rev. Edward W. Hall when he was murdered four years ago are among the things missing.
These had been turned over to the Somerset county prosecutor, it was said, and Senator Simpson was told that six months ago a representative of Mrs. Frances Hall, who is under \$15,000 bail accused of the murder of Dr. Hall and Mrs. Eleanor N. Mills, asked for the return of the cuff buttons "because the case was closed and she valued them as mementoes." This request was refused by the state attorney general, Senator Simpson was told.

Walter H. Zook, automobile tires, tubes and accessories. Vulcanizing that holds. High quality, superior service. A trial makes a customer. 198 S. Com'l. (*)

The Opera House Drug Store. Service, quality, low prices, friendship give increasing patronage. Old customers advise friends to trade here. High and Court. (*)

O. J. Hull Auto Top & Paint Co. Radiator, fender and body repairing. Artistic painting adds 100% to the appearance of your auto. 267 S. Commercial. (*)

Patton's Book Store invites you at any time to visit their Kodak plant and meet Melgaard, the artist, who will take care of your Kodak finishing. (*)

F. L. Wood and Geo. F. Peed, real estate, 344 State. Farms and city property. They bring buyer and seller together, for the benefit and profit of both. (*)

The Marion Automobile Co. The Studebaker, the world's greatest automobile value. Operating cost small. Will last a lifetime, with care. Standard coach \$1415. (*)

77 Refinements incorporated in the new Oakland six without any increase in price. Come in and see this car—drive it. You'll like it. Vick Bros. (*)

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At the Theaters Today

The Elsinore—"Old Loves and New" from the novel, "The Desert Healer" by E. M. Hull, with Lewis Stone, Barbara Bedford, Tully Marshall.
Oregon—Ernest Torrence, Esther Ralston, Ford Sterling, "Miss America" (Fay Laugier), Douglas Fairbanks, Jr. in "The American Venus."
Bligh—Priscilla Dean in "The Danger Girl."

which would allow for probable expansion of the project.
As a result of the discussion matters of location and finance were referred to the investigating committee consisting of Watson Townsend, E. B. Grabenhorst, Edward Schunke, J. M. Devers and H. D. Chambers. The president of the Chamber of Commerce, W. H. Grabenhorst, was directed also to appoint three farmers to cooperate with this committee and report their decision to the city council promptly.

PORTLAND PEOPLE HURT
WALLACE, Idaho, Aug. 4.—(AP).—William Clements, 58, Portland, was probably fatally injured and his wife and two children suffered injuries when their car went over an embankment three miles west of Salte, Mont., today.

JOHNSON IS LEADING
OKLAHOMA CITY, Okla., Aug. 4.—Should the vote of Henry F. Johnson of Perry continue in the same ratio as it stood tonight, he will be the democratic nominee for governor.

GIRL GETS SENTENCE
NEW YORK, Aug. 4.—(AP).—Rolling her stockings on 14th street just off Fifth avenue today cost Miss Frances Kathowitz three months in the work house.

OLD HOME IS VISITED BY COOLIDGE FAMILY

(Continued from page 2.)
name. Others in the crowd gave attention to the president and shouted "Speech! Speech!" but he declined with a good natured shake of the head, John Coolidge, son of Mr. and Mrs. Coolidge, who is a student at the summer school of the University of Vermont, was unable to go to the train at Burlington, being detained by class room work. He is taking special courses in economics to obtain credit for his regular course at Amherst college which he could not obtain last year because of a condition in French the year before.

SILVER CREEK ROAD SUPPORT IS URGED
The Salem and Portland chambers of commerce will be asked to help in seeking to obtain aid from the state highway commission to pave the county road leading from near Macleay to Silver Creek Falls. The movement was started by residents of the Falls district.

The Silver Creek Falls are considered a big scenic asset of the state. A good road is necessary if tourists are to be drawn.
The county court cannot undertake the paving, as it has insufficient funds, and road districts cannot do it for the same reason. The only hope for the road is to get the communities behind a move to obtain funds from the highway commission.

Another argument advanced in favor of the proposed paving is that it would aid in opening up the strawberry district of that region. This strawberry district is increasing each year and sends out a large crop.

The Man's Shop saves you a ten dollar bill on every quality suit. Shirts, hats, ties, collars. High grade clothing, perfect fitting, long wearing. 416 State. (*)

C. F. Brethaupt, florist and decorator, 123 N. Liberty. Phone 580. Flowers, bulbs, floral designs for all occasions. Pioneer and leader in Salem. (*)

start

stride

finish

start-stride-finish!

ALL three are essential qualities in gasoline that yields "more miles to the gallon." Like the champion of the cinder path, good motor-fuel must possess . . . quick start, powerful stride, strong finish—full measure of each without sacrifice of any.

Associated gasoline gives a perfectly proportioned combination of [1] quick starting, anywhere, anytime, [2] full stride of power, [3] mileage. Associated gives "more miles to the gallon" because of its distinctive chain or series of boiling points.

Associated Oil Company
Sustained Quality Products

ASSOCIATED OIL COMPANY
MORE MILES TO THE GALLON
GASOLINE

For sale at all Company stations and the best independent dealers.

Buster Brown

Shoe Store

Pairs for the Price of 1 Pair

If you do not want 2 pairs bring a friend and split the bill

Buster Brown Shoe Store