The Oregon Statesman

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August 5, 1926

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 ward W. Hall when he was murand 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 was said, and Senator Simpson 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 state attorney general, Senator 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 customer. 198 S. Com'l. 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 ship give increasing patronage. 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 kets for them. pent up Utica-

On the contrary, the world is her oyster. We will draw In a little while. Oregon linens an increasing stream of money from wider and wider dis- will help in advertising this state a tances for the products of our soil-and it will be new money, of Irish linens out of joint. 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 ber of last year on national adto Salem and the Salem district-

Coupled with quality products, proper distribution and struction, and about talk of or selling energy, it means the stabilizing of market demand over this country and throughout the wide world for what has been in full and successful

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 vertised. We are losing several million dollars' worth of adver-

of our people-And its exploitation does not necessarily require large capital. It might be done cooperatively, like some of our most ly talk about the wonderful ad 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. Glbson (styled the "Pig Woman," a witness in the first investigation whose story caused investigators ments) and "had not the most remote hiea" why she maintained Mrs. Hall was present at the shoot-

She wanted the mystery cleared up, but was not vindictive. he felt the investigation had

been bungled: She doubted the authenticity

the published letters and diary ber husband. She could not understand why 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 sugto inquire into Mrs. Hall's move- gestion as to perpetrator or mo-

Since that interview Mrs. Hall has insisted she said in it everyhing covering her knowledge of

SOMERVILLE, N. J., Aug. (.- | while, A Salem show place. (*)

uation in the revived Hall-Mills murder mystery was tense today AT with persistent reports that important developments were about

to "break." scene of the murder of the Rev. steps be taken at once to establish Edward Wheeler Hall and Mrs. Eleanor Mills four years ago, with the rumored purpose of rounding peared until the matter of locaup missing witnesses and possibly serving warrants on new suspects.

Special prosecutor Alexander Simpson denied that several warrants had been sworn out but ad- on Church street; Marion Square; mitted 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 sing-

er, remained in seclusion in her New Brunswick home. Mrs. Jane Gibson. woman" who was the chief wit- High street and another west of still in her farm house under | 50 by 80 feet on Chemeketa street, guard, she had requested to pro-

tect 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 ounty that the cuff buttons, shirt and collar worn by the Rev. Ed dered four years ago are among the things missing.

These had been turned over to the Somerset county prosecutor, it 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 he valued them as mementoes. This request was refused by the Simpson was told.

Walter H. Zowei, automobile tires, tubes and accessories. Vulcanizing that holds. High quality, superior service. A trial makes a

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

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

Bits For Breakfast

Advertise judiciously-

Specialize on quality products, and this will stabilize our mar

will help in advertising this state.

The Slogan editor gets a kick out of checking progress from year to year. In the Slogan numvertising he was telling about the Miles linen plant being under conganizing another company to build operation for nearly a year, and the Oregon Linen Mills, Inc., is to be going within two or three And a long list of the same kind might be checked up.

We are still looking for the Henry Ford of the loganberry industry, and of several others of our industries based on our wonderful diversity. Salem is not a one crop or one industry town. It has a hundred strings and more to its kite of prosperity and

There is a kind of effective advertising that will not cost one cent-the advertising of our own people by word of mouth. That is the way California is best adtising annually here in Oregon from the fact that our own people. who know best, do not persistentvantages we have here in Oregon. But the people of Salem are get ting something of the California spirit. They are telling the world of the wonderful opportunities here, and the wonderful growth that is taking place in Salem and the surrounding country.

The Midget Meat Market never fails to give you the finest meats and fish. There is but one place in Salem to get the finest fish. The Midget Market has it for you. (*)

H. L. Stiff Furniture Co., leaders in complete home furnishings, store that studies your every need and is ready to meet it, absolutely.

Mrs. H. P. Stith, millinery. Most beautiful hats in Salem; all shapes and colors; full stock from which to make fine selections. Best quality. 333 State St. (*)

You'll want good meats in the summer, and you'll find them here. We carry only the best and most reliable of meats. Hunt & Shaller, 263 N. Commercial. (*)

Eiker Auto Co., Ferry at Lib erty St. Autos stored, and bought and sold. Cars washed day and night. Low prices and service will make long friends.

Picture time is here. For your films and kodaks and kodak supplies see Nelson & Hunt, Druggists, corner Court and Liberty streets. Telephone 7. (*)

The Cherry City Baking Co.'s bread, pies and cakes are of highest quality. One of Oregon's most anitary bakeries. Visit it. Worth

(By Associated Press.)—The sit-| MARKET FACTS TALKED CHAMBER MEETING

ent pledged themselves to patron-Detectives today left the actual ize the project and urged that

> Not a sign of disagreement apon the east side of the courthouse can Venus.' on the north side of Court between Commercial and Front on Liberty south of the Armory and on a parcel of land near Vick

Brothers garage. Finally pieces of property—one on the south and adjoining the were offered by Arthur H. Moore who stated that a five-year lease could be obtained on this property

L. A. Scheelar Auto Wrecking Co., oldest in the Willamette valequipment. Low prices and quality service here, 1085 N. Com'l. (*)

77 Refinements incorporated in the new Oakland six without any Vick Bros.

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

ist, who will take care of your governor. Kodak finishing.

F. L. Wood and Geo. F. Peed. fit and profit of both. (*) | months in the work house.

start

stride

finish'

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 shouted "Speech!" but Marshall.

Oregon - Ernest Torrence, Es- son of Mr. and Mrs. Coolidge, who tion was brought in. Favorable ther Raiston, Ford Sterling, "Miss is a student at the summer school and adverse criticism followed America" (Fay Langhier), Doug- of the University of Vermont, was promptly suggestions for locations las Fairbanks, Jr. in "The Ameri- unable to go to the train at Bur-

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 city hall, size 56 by 65 feet facing were referred to the investigating committee consisting of Watson ness in the first investigation, was and adjoining the city hall, size 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 ley. New and used parts and report their decision to the city council promptly.

PORTLAND PEOPLE HURT

WALLACE, Idaho, Aug. 4. (AP). - William Clements, 58. increase in price. Come in and Portland, was probably fatally insee this car-drive it. You'll like jured and his wife and two chil-(*) dren suffered injuries when their car went over an embankment The Marion Automobile Co. The three miles west of Saltez, Mont.,

JOHNSON IS LEADING

OKLAHOMA CITY, Okla., Aug. 4 .- Should the vote of Henry F.

GIRL GETS SENTENCE NEW YORK, Aug. 4.—(AP). OLD HOME IS VISITED BY COOLIDGE FAMILY (Continued from page 1.)

name. Others in the crowd gave attention to the president and he declined with a good natured shake of the head! John Coolidge, lington, 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 be-

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. Patton's Book Store invites you Johnson of Perry continue in the The only hope for the road is to at any time to visit their Kodak same ratio as it stood tongifit, he get the communities behind a dollar bill on every quality suit. plant and meet Melgaard, the art- will be the democratic nominee for move to obtain funds from the Shirts, hats, ties, collars. High highway commission.

Another argument advanced in favor of the proposed paving is that it would aid in opening up out a large crop.

Start-stride-finish!

tial 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 with-

Associated gasoline gives a per-

fectly proportioned combination

of [1] quick starting, anywhere,

anytime, [2] full stride of power,

[3] mileage. Associated gives

"more miles to the gallon" be-

cause of its distinctive chain or

Associated Oil

Company

Sustained Quality Products

out sacrifice of any.

series of boiling points.

ALL three are essen-

LISTENIN

6 100-7:30-KTBR (263), 6-7, organ recital; 7. tourist information. 6:00-12:00-KGW (491). 6-7, dinner concert: 7:30-7:45, weather, police, livestock and market reports 7:45, church lecture; 8:20, vaudeville; 10-12, dance music. Cole McElroy's orches-

6:00-10:00-KFWV (212), 6-7, orchestra: 7:15. music and program; 8, program; 9, program; 11-12, pipe organ. :90-10:00-KOIN (319), 6-7, pipe or gan; 8. stringed orchestra; 9-10, stu-

30-10:00-KFJR (268), 7:30-8:30, evening story; 8:15-8:30, Broadcast Lis teners service; 9-10, musical hour, local artists. U-KHQ (391). Spokane. 6, orchestra;

00-KFI (407) Los Angeles, Nightly Doings: 7, program; 8, program; 9, program; 10, dance orchestra, 00-KGO (361) Oakland. 6, orchestra; 8, vacation program; 9-12, dance

6:00-KPSN (\$15) Pasadena, 6, dinner program; 8, program. :00-KMTR (233) Hollywood, 6, program; 8, concert orchestra; 9, orches-

6:30-KPO (428) San Francisco, 6:30, orchestra: 7, orchestra: 8, program; 9; studio program; 10, orchestra. 6:30-KNX (337) Hollywood. 6:30, orchestra. 00-KFWB (252) Hollywood. 7, pro gram: 8, program; 9, orchestra and program: 10-11, frolic. program: 10-11, fronc. :00—KFSD (245) San Diego, 7-9, mu-nicipal program: 9-10, musical pro-gram: 10-11, orchestra. :00—KFON (238) Long Beach, 7:30, band concert; 8:15, concert; 9, program; 10-11, orchestra :00-KTAB (240) Oakland, 8-10, program of music. 30-KJR (384) Septtle, 8:30-10, studio program; 10, time signal; 10:10:30, musical program; 10:30:12, weekly meeting 'Keep Joy Radiating Order of

The Man's Shop saves you a ten grade clothing, perfect fitting, long wearing. 416 State.

C. F. Breithaupt, florist and real estate, 344 State. Farms and Rolling her stockings on 140th the strawberry district of that decorator, 123 N. Liberty. Phone city property. They bring buyer street just off Fifth avenue today region. This strawberry district \$80. Flowers, bulbs, floral deand seller together, for the bene- cost Miss Frances Rathowitz three is increasing each year and sends signs for all occasions. Pioneer and leader in Salem.



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