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THE BLESSING OF PEACE—"Peace, peace be unto thee, and peace be to thine helpers; for thy God helpeth thee." 1 Chron. 12:18.

NEW Y BUILDING TOO SMALL

Salem has a magnificent new Y. M. C. A. building. It is only just now beginning to be used to the limit of its capacity, because it was receiving its finishing touches as the summer vacation season came on, and the recent thirty-fifth anniversary celebration opened the campaign for contributions and memberships, that is still being carried on—

And the fact dawns on the managers that every foot of space and every hour of time is already needed for the accommodation of the activities that properly belong to and center around this institution—

Or will be needed very soon—

And it is evident that the building is not going to be large enough for long to properly accommodate the demands that will be made upon it.

Almost every evening of the week, now, all the various rooms of the building are in use by groups of workers, whose activities properly belong there.

This is pleasing news, for the building was erected to be used, to the last foot of space and the last hour of time. And there can be no immediate plans for providing additional space. But the time is not far distant when such plans will have to be considered. Perhaps by a new building in some other part of the city. Perhaps by a new building for the Y. W. C. A., or both.

It developed at the monthly meeting of the board of directors of the Y yesterday that already ten or twelve men have had written or are contemplating life insurance policies made or to be made over to the institution, to form a nucleus for an endowment fund. That movement is far along in some American cities, and it is being studied now by a committee appointed at yesterday's meeting. There are many good arguments in favor of an endowment fund.

THE PRESIDENT ON ADVERTISING

A few evenings ago, a great radio audience listened to the remarks of President Coolidge on the subject of advertising, delivered before the American Association of Advertising Agencies, in session in New York City.

Any person who will glance over the advertising pages of his favorite newspaper or magazine, keeping in mind the remarks of President Coolidge, will be struck by the amount of advertising space devoted to the description of articles in general use today which were unknown in the time of our grandfathers. Here is what one man discovered who has made the test: In a recent issue of a well-known national weekly there were 69 pages of advertising, and of this number 57 were full-page advertisements, which made it easy to check up the various kinds of products which were advertised. Of

this 69 pages of advertising, 51 pages were devoted to articles unknown to our grand parents, or to some new modern form of distribution, and only 18 pages pertained to products known as long ago as 1850—

A rather remarkable illustration. The advertising art has made possible the introduction to general use of a countless variety of useful articles that were never before available to the man of average means, and it has made possible the opening up of markets for hundreds of products which otherwise could only be sold in limited amounts and at luxury prices. How advertising has wrought these great changes in our mode of life was well stated by President Coolidge. He said:

"Under its stimulation the country has gone from the old hand methods of production, which were so slow and laborious, with high unit costs and low wages, to our present great factory system and its mass production, with the astonishing result of low unit cost and high wages. The preeminence of America in industry, which has constantly brought about a reduction of costs, has come very largely through mass production. Mass production is only possible where there is mass demand. Mass demand has been created almost entirely through the development of advertising.

"In former days goods were expected to sell themselves. Oftentimes they were carried about from door to door. Otherwise they were displayed on the shelves and counters of the merchant. The public were supposed to know of these sources of supply and depend on themselves for their knowledge of what was to be sold.

"Modern business could neither have been created nor can it be maintained on any such system. It constantly requires publicity. It is not enough that goods are made; a demand for them must also be made. It is on this foundation of enlarging production through the demands created by advertising that very much of the success of the American industrial system rests.

"It is our high rate of wages which brings about the greatest distribution of wealth that the world has ever seen and provides the enormous capacity for the consumption of all kinds of commodities which characterize our country. With our improved machinery, with the great increase in power that has come from steam and electricity, with the application of engineering methods to production, the output of each individual engaged in our industrial and agricultural life is steadily increasing."

The development of modern processes of manufacture together with efficient means of rapid transportation has been of far reaching influence in extending the boundaries of the civilized world. The arts have flourished and education has been brought within reach of people to whom these things would have remained unknown under other conditions. The conveniences and comforts of modern life are the product of the older and more wealthy communities—

And the newer and less well developed communities share the advantages which the older communities enjoy, thanks both to advertising and to economical methods of production and transportation—

And the widespread distribution of the many advertised products of American factories by the use of advertising is accountable for the prosperity which America has enjoyed almost continuously throughout the period of our industrial expansion.

Bits For Breakfast

A new Y building—

We already have one—

A splendid new building; but it is already used to the last inch of space and minute of time, and Salem is growing, and going to grow faster.

A distinguished surgeon says all men are worth 89 cents for chemical purposes. That makes some of us more optimistic; including some defeated candidates in Oregon.

Good showing in Slogan pages of yesterday's Statesman on the filbert industry. Next Thursday the walnut industry will have its innings. What do you know for the good of that industry? If you are a nut on the subject, and have any kernel that is fresh, the Slogan man wants to hear from you.

Salem is often referred to as the nut city; not meaning any reference to Dr. Steiner's bug house at the end of Center street. And it is a distinction that is worth cultivating, to the limit of our available acres—and that means several hundred thousands of them.

Now we are to have it out on the question of city ownership of the water works. It is one of the biggest things on the tapis.

Commencing tomorrow, at the Elsinore, in "The Black Pirate" of Douglas Fairbanks, Salem is to have a new kind of color picture, the technicolor.

The gink who will "rub it in" on the defeated candidate is a distant cousin to the savages who danced around the victim burning at the stake—and not so very distant, at that.

DEEDS OF STATE CHAMBER ARE TOLD

Realty Board Hears W. G. Ide at Weekly Luncheon in Marion Hotel

More than 2200 families from out of the state have been brought here to operate farms through the activities of the state chamber of commerce, according to a talk by W. G. Ide, manager of the state

chamber, at the weekly luncheon of the Marion-Polk county realty board in the Marion hotel Thursday noon.

Mr. Ide accompanied a party of representatives of the Immigration department of the Northern Pacific railway, brought here by H. W. Byerly of Portland, general immigration agent of the railroad. The entire party were guests at the luncheon and later made a trip through the state penitentiary flax plant.

Other speakers at the luncheon were John Scott, local realtor; George Grabenhorst, local realtor; and H. A. Dryer, Portland realtor. Members of the railway party were F. J. Elliott, R. E. Goodemote, L. A. Campbell, L. E. Lowe, H. M. Hauskins and J. W. Ritchie, of the Oregon Electric.

RESERVE OFFICERS DINE AT CHEMAWA

Domestic Science Students of School Serve Full Course Dinner

A fine exhibition of the domestic science work being done at the Chemawa Indian school was given last night when the junior and senior classes planned and served a full course dinner to 35 officers of the reserve officers' corps. A perfect meal, was the verdict of the officers.

Officers elected last night were Dr. J. O. Van Winkle of Jefferson, president; Capt. B. F. Pound, vice president, and Richard Slater secretary and treasurer. The officers were the guests of Supt. J. M. MacGregor and J. K. Stacy, senior teacher, who is a member of the corps.

An excellent musical and literary program, directed by Mrs. Turney, teacher of music, was given by the students. This was followed by a military lecture by Major John P. Bubb of Eugene, an officer of the regular army.

As grand marshal in the Armistice day parade next Thursday, Col. Carlie Abrams extended an invitation to the reserve officers to march in a body as his staff. The invitation was accepted and 35 to 40 members of the corps will march in full uniform in the parade for the first time.

BODY IDENTIFIED
 SAN ANTONIO, Tex., Nov. 4.—(AP)—The body of a man killed here Wednesday morning by a 14-year old negro boy when he fired at a prowler Thursday was identified as Sergeant Martin J. Nitray, Kelly field.



CHILDREN CRY FOR

Fletcher's CASTORIA

When Baby Complains.

There are many ways a baby has of expressing any pain or irregularity or digression from its normal condition of health and happiness. A short sharp cry, a prolonged irritated cry, Restlessness, a constant turning of the head or of the whole body, fretful, in these and other ways a baby tells you there is something wrong. Most mothers know that a disordered stomach, or bowels that do not act naturally are the cause of most of baby's sufferings. A call for the doctor is the first thought, but in the event of any delay there should be ready at hand a safe remedy such as Fletcher's Castoria.

Castoria has been used for baby's ailments for over 30 years and has merited the good will of the family physician in a measure not equaled by any other baby's medicine because of its harmlessness and the good results achieved.

And remember this: Castoria is essentially a baby's remedy and not a cure-all for every member of the family. What might help you is too often dangerous when given to a babe.

To avoid imitations always look for the signature of *Dr. J. C. Fletcher*. Proven directions on each package. Physicians everywhere recommend it.

BRIDGE-BEACH Ranges and Heat Circulators

Bridge-Beach makes the only superior heat circulator on the market

Sold in Salem only by Giese Powers Furniture Company

Its Place is in the Sun of Progress



You Must See This Bridge-Beach WOOD SUPERIOR CIRCULATOR

The Greatest Development in Heater Manufacture the Industry has ever known

The Bridge-Beach WOOD "SUPERIOR" CIRCULATOR is the most wonderful heater ever produced. Instead of radiating, it gently CIRCULATES the heated air to all adjoining rooms and halls. Will keep several rooms comfortably warm in the coldest weather. And by means of a specially arranged humidifier, the circulated air carries the right amount of moisture to insure good health. Takes the place of several heaters. Besides wood, cut to regular size, chips, large blocks and knots can be successfully used. Very economical in fuel consumption. Shown in a beautiful Walnut Enamel finish and also in a plain black with Wellville polished steel body.

Reasonable in Price.

Trade in your old heater or range on a new one?

Use Your Credit

GIESE-POWERS Furniture Company

We Charge No Interest

Member of Commercial Associates, Inc.

The largest furniture buying organization in the United States

Dolls

Beloved By Children Since Time Began

By BETTY VAN of the J.C. Penney Co. Home Office (N.Y.C.)

In the wild bush of Australia—in the jungles of Africa—in frozen northlands and sunny southlands—in millions of American homes, too—children hug to their hearts their beloved "doll babies!"

Dolls are as old as humanity! In dolls, every people mirror themselves. Every small girl plays at being "mother" with a family of dolls. Perhaps it is only a worn, torn rag doll, or maybe it is a gorgeous doll—with real, curly hair and a fine silk dress with shoes to match, but you may be assured of finding dolls in the most humble tenement and the most palatial mansion.

There is no beginning of the history of dolls; all vestiges of early savage and barbarian life show dolls. The commercial manufacture of these favored playthings is also old. Around 1850 the French toy-makers began to fashion beautiful dolls of wax; their skin was as fair as a queen's, and their beautiful red lips and rose-hued cheeks were the pride of their possessors. But, alas, they melted when exposed to the heat of a fire or to the sun! The rosette cheeks ran into the raven black hair and dolly became just a dirty mixture of paint melted into the wax.

The German toy-makers then brought out the dolls with hissing heads; to be true, they didn't melt, but they broke very easily. In this era, many a real tragedy was enacted when dolly was laid down not too gently, or inadvertently dropped on the floor. The bodies were made of lead with replaceable heads.

About twenty years ago dolls of wood pulp head were introduced into this world by American manufacturers.

Here, at last, were safe and sane dolls, marvelously unbreakable! The life-span of the genus dolls has been increased a thousandfold since this happy advent. No longer do we see the intriguing signs "Doll Hospital" for no longer does the doll mother need to guard against the facile fractures of the bisque-head days.

The soft-body dolls were the next development. No longer does little Mary croon to sleep a hard, angular doll, but a cuddly, warm-feeding "baby."

Real, honest-to-goodness hair enhanced the dolls greatly! Painted heads are, however, still popular for youngsters one and two years old. The dolls of a few years ago were patterned after adults, with small heads and thin bodies. To-day the real baby is the model, and we have dolls with large heads and plump, cunning bodies. Individuality in doll clothes has also developed amazingly.

In America the doll industry is conducted on a gigantic scale. There are companies which just make doll shoes, or dresses, or eyes, or arms. The doll birthrate in this country is about 20,000,000 annually—and we certainly are not over-populated with these pretty pappets. The industry is largely American now.

The talking doll, the walking doll, the mama doll, the baby doll, the lady doll, and character dolls are the favorites nowadays. The "little mothers" of the nation tend to their children gently, rocking them to sleep, feeding them, and in fact, expressing all of their inborn mother instincts on their most precious possessions, their dolls!

J.C. Penney Co. INC.

A NATION-WIDE INSTITUTION—

DEPARTMENT STORES

160 North Liberty Street, Salem

Our Doll Show

Opening the Gift Season

Saturday, November 6, 1926

Dolls! Dolls! Dolls! Our annual Doll Show proves a veritable Paradise for the little girls. And sometimes brother likes to see them too. Of course, mothers are most interested! We cordially invite you to attend our Doll Show.

Dolls, Dolls Galore Await You In Our Store

There are baby dolls who talk and walk, mama dolls, girl dolls, funny character dolls, and every kind of doll you could wish to see!

Our Doll-land opens officially with the great event.

Don't Miss This Array of Dolls!