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I will praise thee, O Lord with my whole heart: I will show forth all thy marvellous works. I will be glad and rejoice in thee: I will sing praise to thy name, O thou most High. The Lord also will be a refuge for the oppressed, a refuge in time of trouble.—Psalms 9:1-2, 9.

TO SELL 'EM, TELL 'EM

The apple growers of the United States are actively planning a nation wide advertising campaign, to cost \$4,000,000; a million a year for four years—

With the motto: "You can't sell 'em if you don't tell 'em"

And with their organization named, "Apples for Health, Inc."

Experts are to be employed to prepare and place the advertising, the main stress to be put upon the idea (and the truth) that apples are good for the health of people, and that they can be eaten every day in the year. The campaign will not stress or even mention brands or varieties. It will just tell why people ought to eat more apples. There will be a "teach the millions" committee to handle the advertising, and another committee to raise the funds.

Oranges, raisins, pineapples, bananas and other fruits have been telling 'em with such a loud voice and so often that the people have just forgotten apples; which explains why the former king of fruits has been deprived of his primacy. The apple industry got less in actual dollars for the crop last year, which was the largest in the history of the country, than it got for the crop of three years ago, when there was a general crop failure. Only an increased consumption will meet that situation. That is what the campaign will bring about.

In 20 years the California orange growers have increased their sales from \$12,000,000 to \$75,000,000, by good merchandising built around good advertising. In 10 years the raisin growers have increased their sales from 70,000 to 200,000 tons a year. The pineapple industry was built up in a like manner. These are only three of 30 similar examples that might be quoted, where growers and producers have built up their industries by well directed advertising and merchandising methods—

And it will be the same with apples.

It will be easy, because everyone knows apples, and has known apples since the days of the Garden of Eden.

Great is advertising.

A PEPPY P. E. P. BUNCH

The foreman's forum of the Portland Electric Power company had its annual banquet at Hotel Marion last night. This is the fourth similar meeting of the organization in Salem. The founder of the organization, present and a moving spirit last evening, is C. P. Osborne, superintendent. D. A. Wright, of the Salem office, will for the next year be chairman of the organization for this city.

The big idea of the organization is the exchange of new discoveries and the telling of difficulties in regular meetings, for the good of the great concern in the progress and success of which all are concerned. This is interesting as well as helpful to the men and the company alike. It keeps every one up on his toes—

And it means up to date and high class service to the great public depending upon the facilities of the P. E. P. company. There is more pep in the P. E. P. on account of this peppy organization of employees. For they are all employees. Officials are not members. Primarily all members are foremen, but all workers in the great force, and the officials, too, are welcome at meetings with their suggestions and their questions. This is an upstanding, resourceful body of technical experts, capable of much good to this particular great public service, and to the whole range of the hydro electrical world; and that means a far-flung field of service for all mankind.

CONTRACT STREET PAVING AGAIN

There are several reasons why the city should do the paving work, besides the fact that it can be done at a lower cost than contractors can afford to do it for—

One of them is the fact that better work will be had, in the majority of cases, through municipal operation of the paving plants and purchase of materials—

For there can be no incentive for city employees to skimp either on materials or the cost of mixing and laying them, or on any other expense incident thereto—

And this point is very well proven by comparison. Go over the city and examine the contract work that was done in the past, and compare it with the paving that was then done by the city directly, or that which has been laid in recent years, since all the streets have been paved by the city's own employees. There are some shameful examples of the poor values secured from contract work, in nearly every section of Salem.

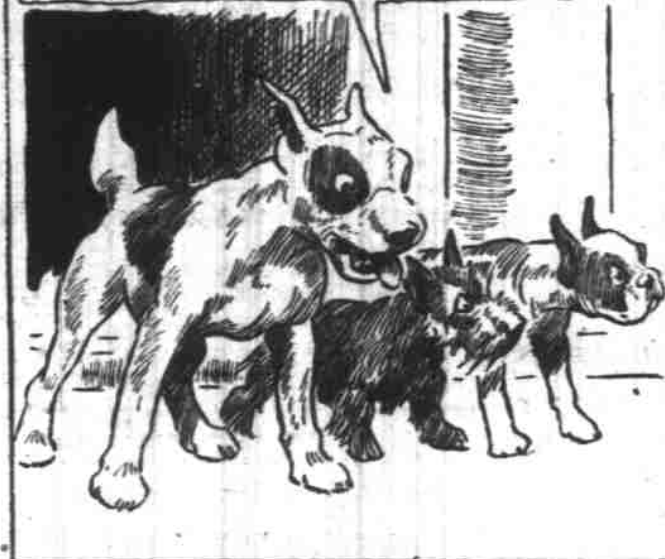
There can not be found any paved street in Salem secured by contract that is better than the average done by the city itself. The average is far below the city paved streets.

Then there is a future. Let the city be equipped for paving more streets, with additional equipment, and this equipment will be good for many years. The city is getting somewhere in being prepared to do the work of making streets. With contract work, the city has nothing left over for the future; no equipment; no trained forces; no paving cult.

The city with its present equipment can pave 100 to 115

BUDDIE AND HIS FRIENDS

AIN'T WASHINGTON WONDERFUL, FELLERS? WE SEE 'EM ALL HERE. WAG YER TAIL, ANGUS, HERE COMES THE BRITISH AMBASSADOR!



KELLY, HOW CAN A PAIR MUTT LIKE YE KEN THE BREETISH AMBASSADOR?



SPATS, YA POOR SCOTCH SIMP! DON'T YA GET THE SPATS?



SPATS! THE BREETISH AMBASSADOR! MAIR LIKELY A CORN BELT CONGRESSMAN WHO, LIKE YOU, ISNA AWARE THAT SPATS ARE IN THE DISCARD IN DEAR AULD LUNNON



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blocks annually. That is about as much as can be financed each year, through our banks, now. It takes about \$250,000. But the bankers will be more willing to take on a larger load with an assurance of low cost paving, and of the keeping together and building up of plant and forces for future years. Any banker in Salem will confirm this statement.

SALEM VIEWED BY OLD TIMER

As was said in a news item in The Statesman of a week or so ago, I. D. Bowen, editor and proprietor of the Baker City Democrat, was a recent visitor in Salem, where he spent several years of his boyhood and early manhood, away back in the sixties. He of course saw many changes in Salem, and he was pleased with what he saw, as witness the following editorial in his paper after his return home:

"It is with special pleasure that the writer, who has just returned home from a visit to the capital of Oregon, notes the wonderful growth of Salem, which can appropriately be styled 'the City Beautiful of Oregon.' We doubt if any city in the state has made more progress in building construction and home improvements. Its population has increased several thousand in the past few years and Salem now claims a population of 25,000 or more. Homes of the prettiest type or architecture have been built ranging in cost from \$4,000 to \$10,000, and business structures of vast outlay of money have been built and others are under construction. A bank building eleven stories in height has just been finished and is occupied. A beautiful theater structure, one of the finest in the west, has been thrown open to the public and many other buildings indicate the growth of business. A linen mill has just been completed and with its many canning plants, a paper and pulp mill and other factories with large payrolls show the substantial backing to rapid growth of the city. Certainly, Salem is a city of fine homes and its tidy and well kept premises indicate the civic pride of its people in no unmeasured way."

Statesman Classified Advertisements Bring Quick Results

BY ROBERT J. DICKEY

if he can find out which half he wants.

The pastor sent in the announcement of his text for Sunday morning as follows: "Come, ye unto the Lord and Coming Find Rest." But on the morrow the newspaper had it, "Come, ye unto the Lord and come in fine dress."

A manufacturer of women's clothes expresses the opinion that it had now simply become a question of keeping "within the law."

OREGON MAN MAKES CALIFORNIA LAWS

C. C. Baker Prepares Bills Enacted to Curb Habitual Criminals

SACRAMENTO, Cal., May 21.—California's habitual criminal act, declared to be the strictest of its kind in the United States, was signed today by Governor Young. It provides life imprisonment for anyone who has been convicted of felony twice previously.

The new law is one of a group of eight criminal law revision measures signed by the governor as the second step in a program designed to strengthen and speed justice in criminal matters.

All the bills were introduced by Senator C. C. Baker of Salinas.

Senator Baker Oregon Man Senator C. C. Baker, mentioned in the above dispatch, married Nellie Southwick of this city. Mrs. Baker and their two children died. Mr. Baker graduated from Willamette university. He taught as principal of the Lebanon public schools, and held similar positions in eastern Oregon schools, before going to California. He was elected to the assembly, the lower house of the California legislature, twice, from Salinas, and then was elected to the senate.

Prof. Baker has been a student along the lines of penology, and no doubt California will benefit largely from the legislation he has prepared and put through.

ATTEMPT MADE TO CUT LEVEES OPPOSITE TOWN

(Continued from page 1.)

Of this number 122,000 are on the west bank of the river and another 35,000 are on the east bank in the lower parishes of the state which reached by back water as the flood moves through the myriad of bayous and lakes into the gulf.

Thirty-five thousand of the number on the west side of the river remain to be evacuated. Secretary Hoover said, 30,000 at

Blind Dog Catcher



A blind man, Herman Marquart, district court commissioner and practicing attorney, of Fairmont, Minn., has applied for the position of municipal dog catcher. He says he knows every canine in the town despite his inability to see them. Fairmont is said to have more dogs than rats. Marquart, who has been blind since birth, frequently goes rowboating on nearby lakes alone and never has been known to have been lost.

ready are in camp and another 30,000 must be fed by boats in their homes. Another 25,000 will take care of themselves.

Covers Large Area
 NEW ORLEANS, La., May 21.

CORNS

Lift Off—No Pain!



Doesn't hurt one bit! Drop a little "Freezone" on an aching corn, instantly that corn stops hurting, then shortly you lift it right off with fingers.

Your druggist sells a tiny bottle of "Freezone" for a few cents, sufficient to remove every hard corn, soft corn, or corn between the toes, and the foot calluses, without soreness or irritation.—adv.

(AP)—The restless gurgle of muddy waters echoed from the northern boundary of Louisiana tonight to within fifty miles of the Gulf of Mexico after having cut a path 150 miles long and 50 miles wide across the state.

One seventh of the total area of the state was under water and the flood was threatening weak points along the Atchafalaya, 140 miles northwest of New Orleans with a total acreage amounting to almost half as much as has already felt the weight of the waters.

A stubborn fight was maintained at McCrea, on the Atchafalaya, where the current was ripping on bankbanks to pieces. More than 2000 workers were fighting in the mud and rain to hold the flood waters off of sugar plantations of Pointe Coupee, Assumption, Iberville, West Baton Rouge and Terre Bonne parishes.

Add 'Em Up!
 The driver of the auto skidded around the corner, wobbled down the street, and then turned to the left just in time to avoid hitting another car.

"You fooled about ten people that time," one of the passengers quavered.

"What do you mean, ten people?" demanded the driver.

"Five in this car and five in the other."

SAVE with SAFETY at your Rexall DRUG STORE

Improve Your Appetite
 MALTOLEUM

79c Full Pint



Tones the nerves, aids digestion, improves your appetite.

Just the thing to help you regain your strength after the winter's illness.

A Health-giving Tonic
 PERRY'S DRUG STORE
 115 S. Commercial

SPECIAL OFFERING

of **ELECTRIC COOKERS**

For the Balance of this Month

OFFER NO. 1

Regular \$10.00

EXCEL COOKER

For

\$6.39

Cooks Everything Right From the Lamp Socket



OFFER NO. 2

THE EVERHOT COOKER

Has Two Heats—Cook Fast Or Slow—Just The Thing For Picnics



\$14.05

While They Last

\$2.05 Down
 \$2.00 Per Month

AN EVERHOT TABLE STOVE

FREE with each Everhot Cooker

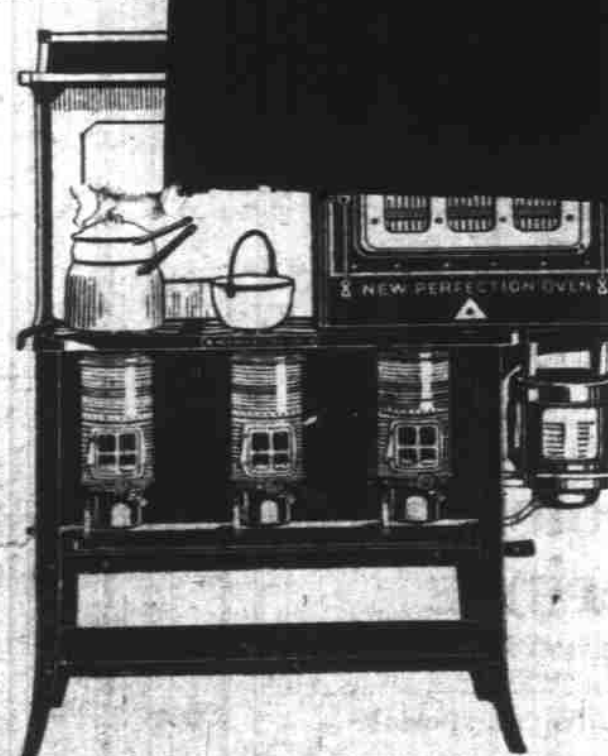
SEE THEM DEMONSTRATED AT OUR STORE
 MAY 23-24 and 25

Portland Electric Power Company
 237 North Liberty
 Salem, Oregon

Endorsed

Perfection
 OIL COOKER

Many Styles And Prices Easy Terms



All Sizes To Choose From No Interest

Perfection's Long Chimneys insure clean kettle bottoms. They burn every drop of oil before the heat reaches the cooking—no soot nor odor
 Trade in Your Old Oil Stove—NOW!

H. L. Stiff Furniture Co.
 COMPLETE HOUSE FURNISHERS

Easy Terms

No Interest