

THE OREGON STATESMAN

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July 30, 1927 All nations whom thou hast made shall come and worship before Thee, O Lord; and shall glorify Thy name. For Thou art great, and doest wondrous things: Thou art God alone.—Psalm 86:9, 10.

WHAT HAS BECOME OF THIS?

A year or so ago, the proposition was up for an egg laying contest for Oregon, and Corvallis was making a bid for it, and also Salem.

The idea being to locate it at the state fair grounds here. What has become of the proposition?

It would require an investment of \$2000 to \$3000, for coops and other apparatus. But it would pay the people of Salem to provide the necessary funds, for it would be a means of world wide advertising. It would keep the name of Salem before every progressive country producing high class poultry.

And a force would have to be on hand constantly, year in and year out, to attend to the birds and keep the records of performance, with bulletins going to every part of the world each week and each month.

Nearly every state in the Union has an egg laying contest. Salem has ambitions looking to making this the Petaluma of Oregon, which would mean \$25,000,000 or more annually for our poultry products. This would be of more benefit than a score of big factories.

Why do not our leading poultry breeders revive the proposition for an egg laying contest here—

And get behind it and see it through?

Then there is the proposition for a poultry cannery—to put up in cans poultry products. A good idea. Why not get that also on the map again and put it over?

ADVERTISING PAYS

(Elson R. Waite, Shawnee, Oklahoma, sends the following copyrighted article:)

O. J. Hardy, publisher of the Oshkosh (Wisconsin) Northwestern, says:

"It seems unnecessary to repeat that newspaper advertising pays, not only from the standpoint of the merchant who uses the advertising space effectively and continuously, but also from the point of view of the buying public. It is necessary for both parties, the seller and the buyer, to obtain advantages from advertising, else the whole system would fail of its purpose.

"That the advertising system, as it applies to newspapers, has not failed but has expanded and succeeded is evident when it is stated, on the basis of reliable figures, that newspaper advertising made a gain of fifteen million dollars in America last year, compared with the previous year.

"While it is true that some sales can be made without advertising, little reliance can be placed upon goods selling themselves, without publicity. The world buys chiefly upon information and this information is best obtained through the channel of newspaper advertising.

"It has been truly stated that 'the public travels because it knows where to go, what it can see, how much it will cost. It builds new houses because it reads how other people build and live and enjoy. It dresses in new fabrics because these come to its reading eyes. It is many times cheaper to get this information by reading than in any other manner. The world would settle down into a jumble of ignorant, unkept, leave-me-alone provincial units, but for what it reads in the newspapers, particularly the advertising columns.

"In spite of the fact that many careful tests have been made of various forms of advertising display, with NEWS-PAPER ADVERTISING winning first place by a wide margin, there are still some merchants and manufacturers who cannot see far enough ahead to realize that by diverting their publicity to other mediums outside the newspapers they are often wasting much time, energy and money."

SUGAR NEWS

The beet sugar factories of California have already begun grinding (manufacturing) the 1927 crop, with a larger acreage of beets than last year, and a larger per acre tonnage.

The drought prevailing in Cuba is likely to cut down the sugar supply in that country, to the extent that the available supply of all sugar for the United States may about equal the demand.

In which case there is likely to be at least a slight rise in prices later on.

In the Louisiana flooded district the future of the cane industry is much improved. There is more than enough P. O. J. (blight resisting) cane for new plantings, much of it that was under water for weeks coming out in good shape, though it was thought it had been destroyed.

The time will come when sugar news will be read with great interest in the Salem district.

For we are going to have beet sugar factories.

The greatest advance that can possibly be made in any one industry for the Willamette valley; the conservator above all others of every industry on the land.

There is down at the King's plant in Salem the machinery and equipment for a potato starch and flour and dextrine factory that was never unpacked. Is there not a way to get it loose and put it to work? It would be a great thing for our potato industry, and it would start another permanent dinner bucket brigade for Salem.

COMMISSIONERS' COURT

The following is the official publication of the record of claims before the Marion county commissioners court for the July term, 1927, with the amount allowed, bills continued, etc., according to the records in the office of the county clerk.

ROADS AND HIGHWAYS JULY TERM

Table listing road districts and names of individuals with associated amounts. Includes districts 1 through 31.

Main table listing names of individuals and amounts. Includes names like Charpiloz, W. G., Brewer, Floyd, etc.

Table listing names of individuals and amounts. Includes names like F. Rock, Spencer, Conrad, grading, etc.

Notice of Intention to Improve Walker Street From the East Line of 24th Street to the West Line of 25th Street. Notice is hereby given that the Common Council of the City of Salem, Oregon, deems it necessary and expedient and hereby declares its purpose and intention to improve Walker Street, from the east line of 24th Street to the west line of 25th Street, in the City of Salem, Oregon, at the expense of the abutting and adjacent property, except the street and alley intersections, the expense of which will be assumed by the City of Salem, Oregon, by bringing said portion of said street to the established grade, constructing Portland cement concrete curbs, and paving said portion of said street with a six-inch Portland cement concrete pavement, twenty-four (24) feet in width, in accordance with the plans and specifications therefor which were adopted by the Common Council on the 6th day of July, 1927, now on file in the office of the City Recorder, and which are hereby referred to and made a part hereof.

Notice of Intention to Improve North Front Street From Columbia Street to the North City Limits. Notice is hereby given that the Common Council of the City of Salem, Oregon, deems it necessary and expedient and hereby declares its purpose and intention to improve North Front Street from the north line of Columbia Street to the North City Limits of the City of Salem, Oregon, at the expense of the abutting and adjacent property, except the street and alley intersections, the expense of which will be assumed by the City of Salem, Oregon, by bringing said portion of said street to the established grade, constructing Portland cement concrete curbs, and paving said portion of said street with a six-inch Portland cement concrete pavement, thirty feet in width, in accordance with the plans and specifications therefor which were adopted by the Common Council on the 6th day of July, 1927, now on file in the office of the City Recorder, and which are hereby referred to and made a part hereof.

FIRST IDAHO CHILD DIES

Mrs. Matilda Cox Preston, 82, Passes at Walla Walla

WALLA WALLA, July 28.—(AP)—Mrs. Matilda Cox Preston, 82, first white child born in Idaho, died at a hospital here this morning. The aged woman suffered a stroke on June 3 and never regained consciousness.

Buy Statesman Want Ads

Notice of Intention to Improve Berry Street From the South Line of Cross Street to the South City Limits

Notice is hereby given that the Common Council of the City of Salem, Oregon, deems it necessary and expedient and hereby declares its purpose and intention to improve Berry Street from the south line of Cross Street to the south city limits of the City of Salem, Oregon, at the expense of the abutting and adjacent property, except the street and alley intersections, the expense of which will be assumed by the City of Salem, Oregon, by bringing said portion of said street to the established grade, constructing Portland cement concrete curbs, and paving said portion of said street with a six-inch Portland cement concrete pavement, thirty (30) feet in width, in accordance with the plans and specifications therefor which were adopted by the Common Council on the 6th day of July, 1927, now on file in the office of the City Recorder, and which are hereby referred to and made a part hereof.

STUERNAGEL ANSWERS

Alleges Plaintiff Failed to Deposit Funds Entrusted to Her

Henry Stuernagel Thursday filed answer in circuit court to the complaint brought against him by Rieka Swale who seeks adjustment for services she alleges has rendered the defendant and her mother, now deceased, during the past 16 years.

CHICHESTER'S PILLS

of the LADD & BUSH, BANKERS, of Salem, County of Marion, State of Oregon, showing the amount standing to the credit of every depositor July 1, 1927, who has not made a deposit, or who has not withdrawn any part of his deposit (commercial deposits), principal or interest, for a period of more than seven (7) years immediately prior to said date, with name, last known place of residence or postoffice address of such depositor, and the fact of his death, if known.

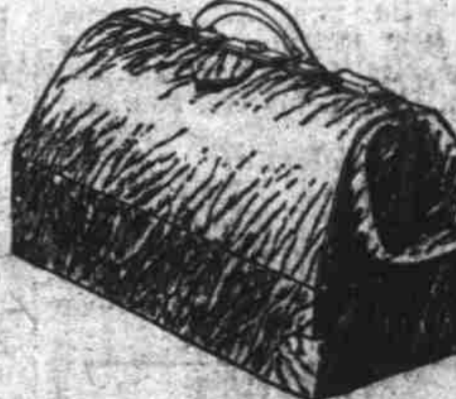
Table with columns: Name of Depositor, Postoffice Address, Amount. Lists names like Mrs. E. J. Bower, H. O. Clancy, etc.

STATEMENT

I, L. P. Aldrich, being first duly sworn, depose and say upon oath, that I am the Cashier of LADD & BUSH, BANKERS, of Salem, County of Marion, State of Oregon; that the foregoing is a full, true, correct and complete statement, as required by Section 19160, Oregon Laws.

Subscribed and sworn to before me this 8th day of July, A. D. 1927. GEO. H. RICHES, Notary Public for Oregon. My commission expires Feb. 20, 1931. July 9-16-23-30.

Two Indispensable TRAVEL COMPANIONS!



Vacation Special Made of bonded cowhide that is not only attractive but durable. Strong latches and catches.

\$5.50 to \$30

Here is luggage that anyone will keenly appreciate when traveling. Each piece splendidly serves its purpose because one may exactly divide the apparel between the traveling bag and the suitcase. No bothersome stuffing of excess articles into a single bag or a single case. Take along both and enjoy your journey.



Vacation Special Of black or brown cowhide. Leather lined with reinforced canvas and strong latches.

\$15.00 to \$42

Pay Our Easy Pay Way—No Interest

Broken Peppermint Sticks

Regular 35c a lb. Special for Saturday Only

18c a lb. 2 lbs. for 30c

ONLY AT

Schaeffer's DRUG STORE ORIGINAL YELLOW FRONT Phone 197 135 N. Com'l St. The Postoffice Store