

AIRMEN MAY RECKON BEARING BY STARS

With Ordinary Care Aviator May Mark Position To Within 35 Miles

LONDON.—(AP)—A man in a long black robe with a colored turban on his head stood in the pulpit of the City Temple and, with his fingers pressed to his ears, uttered a long, weird cry.

He was the Muezzin of the only Mohammedan mosque in London, calling the faithful to prayer in a Christian church—probably the first time in years such a thing has occurred.

More than 3,000 persons heard the call to prayer, but there was no response. No one produced a prayer rug, threw himself down upon his knees and, facing Mecca, chanted "Great is Allah."

But representatives of seven great world religions did expound the principles of brotherhood held by their respective creeds. Their aim was world wide agreement on essentials. This is the first such meeting held in London.

After the call to prayer the speakers were announced by Dr. F. W. Norwood, the City Temple pastor.

First came the Hon. Dr. W. A. de Silva of Ceylon, representative of Buddhism a white-haired Hindu, with a message "of love, self-sacrifice and elimination of selfish desire."

Dr. Sherwood Eddy of America urged as the teaching of Christ "reconciliation to thy brother, the resistance of evil, not with evil, but with good."

The message of Dr. Wei-Chang Che'n, charge d'affaires at the Chinese Legation, was read in his absence. It said the teaching of Confucius "centered in a fulfillment of obligations to one's fellows."

Maharajahdhrja Bahadur of Burdwan, India, contended that Hinduism insisted on the catholicity of brotherhood.

Dr. Moses Gaster, claiming the oldest religion for the Jews, said they knew no difference between faith and faith, or race and race.

Abdul Majid and Maulvi A. R. Dard proclaimed Mohammedanism to be the religion of "doing good to others who have not done good to you." Dr. Annie Besant, for the Theosophists, urged "the wisdom and beauty of toleration."

ADVERTISING KEY TO FARM SUCCESS

(Continued from page 1)

orchard, vineyard and vegetable tracts.

New Methods Needed
The optimists claim justly that the remarkable success of California's leading cooperative associations of growers prove that victory can be snatched from defeat and that other farm products can be handled successfully and profitably if the methods followed by the growers of citrus fruits, raisins, grapes, walnuts, rice and a few other products are adopted.

In the operations of such organizations, advertising has been a savior and has been proving its worth for many years. One of the greatest tributes to the benefits from extensive advertising in this connection, was given by the late G. Harold Powell, manager of the California Fruit Growers' Exchange, who said:

"Advertising to the consumer is fundamental in increasing the consumption of a rapidly increasing production of fruit. It increases the per capita consumption and develops new customers. It widens the growers' markets and produces a consumer demand which helps the jobber and the

retailer, who are primarily order takers, sell the fruit. It strengthens the relation between the grower, the trade and the consumer. It makes it possible for the jobber and retailer to sell quicker at lower margins for turnover, and to give the consumer a product uniformly distributed at a lower cost of distribution."

Under the able administration of C. C. Teague, president, the California Fruit Growers' Exchange expends in advertising for the benefit of its 11,000 growers of oranges and lemons, a million or more dollars annually. The fruit is grown under intelligent methods; packed and handled carefully, shipped and distributed under approved plans. The Exchange "pushes the button" and advertising does the rest.

Raisins Recuprate
Sales of California citrus fruits are now nearly 30,000,000 boxes annually. One of the greatest victories in the history of American agriculture has just been won by the raisin growers of California. Almost swamped in 1924 by a terrific carry over of raisins, the reorganized Sun Maid Raisin Growers Association and its Sunland Sales cooperative, under the vigorous management of President Ralph P. Merritt, inaugurated a comprehensive campaign covering packing and marketing, and advertising on a basis of about \$1,500,000 per year. They quickly expanded domestic sales and opened up new markets in Europe and the Orient. The carry over has been disposed of and sales are now being made from this year's production.

Consumption of raisins in the United States has been about doubled since 1916. The total now for both California and imported is over 400,000,000 pounds annually.

California growers of rice, walnuts, almonds and some other crops also have strong associations and operate successfully to the advantage of their members. Many millions of dollars would be saved each year by unorganized growers of the state, if they would cooperate effectively and advertise their goods.

The great canning and packing companies of California handling peaches and other deciduous fruit, asparagus, peas and other vegetables, expend large sums annually for advertising to increase sales. They prove that it increases consumption and is profitable for all concerned.

Follow State's Lead
What California's old established cooperative organizations have accomplished has been an object lesson to other states. Because of this, the United States congress this year established the cooperative marketing department, now functioning. Through its operations, it is hoped that California's well tried methods will be adopted more rapidly by the growers in other states where the lack of effective organization has been responsible for heavy losses.

Do farm land agents benefit

from all this? They certainly do. Scientific agricultural methods, stabilization of prices, profitable sales of fruit, grapes, vegetables, poultry, cattle, hogs, dairy products, all mean money making, satisfied farmers and ranchers who are boosters, encouraging home-seekers instead of knockers to discourage people looking for new homes.

And the well written advertisements with pictures of luscious fruit, etc., telling stories of our mild climate, diversified crops, electricity for farm and home, and delightful living conditions generally in Sunny California, constantly read by hundreds of thousands in other states where conditions are unfavorable, certainly mean a great indirect influence creating a desire for a new home in this favored land.

Advertising creates business. It is "selling talk" and "mass selling, and is known by many other names. It means "to turn the attention of others to;" "to announce; publish;" says the dictionary. Good advertising is good publicity and a good news story is often good advertising.

Importance of the Press
Real estate men know that advertising works miracles and they know that the newspapers are their best business friends, boosting the community and therefore protecting and advancing the land business.

For the farmer, good agriculture and good advertising win out. Science in agriculture is just as important and effective as in other lines of industry. Advertising

tells the farmer of improved machinery, of modern methods of soil culture, of new markets opened up, of the success of farm organizations. It spreads the information gathered by the agricultural colleges and experiment stations. It helps to sell fresh or canned and dried fruits as well as automobiles and chewing gum; melons and berries as well as soap and perfumes; dairy products, poultry and eggs as well as church services and excursions; farm lands and city lots as well as guns or fishing rods or trips to Catalina Island, or Del Monte or Coronado.

If there is a danger of temporary over-production of any crop, good advertising, at the right time, will create the necessary demand to absorb the surplus and show the farmer the advisability of substituting some other crop instead of following in the footsteps of his grandfather who believed in raising only wheat or potatoes or something else that he and his neighbors had been losing money on.

Agricultural engineers and chemists are among the farmers' real friends today. Proper planning of fields and orchards, good irrigation and drainage as well as the proper handling of crops are essential and the utilization of by-products as taught by the chemist often turns a loss from waste to a handsome profit. Many a farmer has received a useful tip from reading an advertisement telling of the merits of an article produced from an ordinary farm product.

The standard of living on the

farm has advanced rapidly. Probably over 5,000,000 automobiles and motor trucks are now owned by the farmers of the country, and the radio is almost a necessity in the farm house. California farmers lead in electrical equipment and other modern improvements and home comforts. The farmer today can ride in a machine and plant 20 acres a day. He can ride a tractor and plow six acres where he formerly plowed two. He does not shy these days at the high brow bulletin from the agricultural college. He wants to know about bacteria, nitrogen, etc., and he listens to the farm advisor. California farmers are leaders among the nation's agricultural organizations.

California is a marvelous state, gaining population and wealth rapidly. The world's greatest business men, bankers, merchants, manufacturers and promoters are interested in the state's securities, its agricultural resources, land, mines, timber, oil, chemical deposits and the possibilities for the development of electric power. Great reservoirs and plants are now being constructed to care for the power needs of agriculture and manufacturing for ten or more years in advance. Probably over \$150,000,000 is pledged for the construction campaign now under way by the great power companies of the state.

The agricultural output of California is now on an annual basis of about \$500,000,000, giving the state second place among all the states of the union.

There is no occasion for pessimism because there may be some over-production of some crop in some district occasionally, or because there are probably two million acres of farm land now in grain or used for grazing purposes that are ready to be offered for sale to settlers.

Market Is Assured
Increased population now coming to the state, increased markets being opened up in other states and in other countries for California fruit and other crops, a rapid increase in the production of mineral wealth, furnishing a splendid home market and hundreds of new manufacturing plants being established, mean a steady increase in the demand for food which the farmer alone can supply.

And it should be kept in mind that millions upon millions of dol-

lars are sent out of California each month to pay for poultry, pork, beef, dairy products, wheat, vegetables, sugar and many other products shipped in from other states to Los Angeles and San Francisco. Such money should be kept at home.

It's up to somebody to wake up! Advertising is the key with which to unlock the door now holding back home industries.

Latin Found Foremost Language Studied


SEATTLE, Wash. (AP)—More pupils in the high schools of the United States study Latin than all foreign languages combined, Anna P. MacVey, vice president of the American Classical League, reported at the league's convention here

recently. The league is a part of the National Education association convention.

"Classical language professors and teachers, too much absorbed in their own pursuits, long held aloof from the great association which concerns itself with the problems of national education," she said. Today more pupils in the high schools of our country study Latin than all other foreign languages combined.


"As at least two-thirds of English being Latin and Greek, the surest way to master our mother tongue is through the study of the classics."

The victory of old man Dempsey was very popular with the boys who are beginning to age a little themselves.



J.C. PENNEY CO.

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160 N. LIBERTY Salem, Oregon

Here's the Proof!

Backing Every Statement With Values Is Our Idea of Making Good!

25th Anniversary

Men's Suits with Character

Value and Individuality in One



Here, Men, is a suit with Character, embodying as it does Individuality of Style with Permanency of Values. A Fall feature that reflects the Immensity of our Nation-Wide Buying Power.

\$24.75

Three button, single-breasted, notch lapel. Serges and worsteds in single and fancy grouped stripes in medium, light and dark shades of blue, brown and gray.

Extra pants to match... \$6.90

25th Anniversary

Fall Hats

Here's the Oh Kay



With the new self-figured band and raw edge. Full, rich lining. Shown in leading shades and low priced at—

\$3.98

If You Look You'll Find

Our Prices and Our Quality Meet Competition and Go It Several Points Better. . . . Its what you get that counts most

Belts, Suspenders, Garters

Our Own "Majestic" Make, Staunch, Durable and Well Made

Men's Majestic Garters, single grip. . . .	23c
Men's Majestic Garters, silk elastic. . . .	39c
Men's Wide Belts, genuine leather. . . .	49c
Men's Dress Suspenders, good quality. . . .	98c
Men's Dress Suspenders, very durable. . . .	39c
Men's Work Suspenders, staunch. . . .	39c & 49c

25th Anniversary

Shaving Needs

For Less



Williams Soap. . . .	4c
Palmetto and Williams Cream. . . .	25c
Williams Shaving Stick. . . .	25c
Mulle Preparation. . . .	39c
Acne Wafers. . . .	39c
Menthol. . . .	19c

25th Anniversary

4-Piece Suits

For School Boys

Single and double breasted models, with 2 knickers and vest; or long pants, knicker and vest. In blue chevrot and cassimeres. At—

\$9.90

25th Anniversary

Night Shirts

For Men

These garments are made of our own "Honor Muslin." Cut extra roomy, long sleeves, large collars; 54 inches long. At a real savings—

98c

25th Anniversary

Dress Shirts

For Men

Broadcloth and Madras shirts in many patterns. At—

\$1.98

25th Anniversary

"701" Hose

for Men

Of pure thread silk, with mercerized yarn foot.

A Pair—49c

25th Anniversary

English Pants

For Outing Wear

Or for general Summer wear. Well shaped—models for men and young men. Facings and stripes—tan, brown, grey and silver. Well tailored—



\$4.98

25th Anniversary

A Business Shoe

For Busy Men

Treat your feet to a pair of these stylish Gun Metal Call Oxfords for early Fall. Genuine Goodyear welt with rubber heels. Low priced.



\$3.98



What's What in New Hose

Correct to the Last Detail

Full fashioned thread silk to the welt
\$1.50

"SHIPLEY'S 98" a pure thread silk hose in the popular colors which blend perfectly with summer costume
98c

Gordon V line, pure silk, full fashioned
\$2.50

In the chiffon and light service or regular service weight one finds the summer shades to blend to most every attire—Rose blush, Grain, French nude, Muskade, Alesan, Shadow, Excitacey, Moonlight and Flesh. There are others, of course, but in these one is sure of getting just what is correct in silk hose.
\$1.95

<p>KERCHIEFS</p> <p>Pongee, lawn Crepe de Chine Georgette with lace trim. 25c</p>	<p>KERCHIEFS</p> <p>Hand painted and decorated Georgette and Crepe de Chine 35c</p>	<p>KERCHIEFS</p> <p>Dainty little Georgettes with lace borders and trimmed with French roses 49c</p>
<p>SQUARES</p> <p>Silk Chiffon Squares and scarfs beautifully decorated in color combinations \$1.48</p>	<p>SCARFS</p> <p>Hand Painted Silk Chiffons with pequet edges—\$2.98 to \$3.98</p>	<p>PURSES</p> <p>A new arrival is the leather underarm purse finished in reptile design and tooled leather \$2.95</p>

Corsets including figured coutile and swanee cloth
\$1.98 to \$3.98

Garter belts and girdles so essential for dancing.
98c to \$4.98



Entirely new in our "undie" department are the silk and rayon vests and bloomers of Mulberry, Nile, Flesh, Orchid and Peach.

Vests. **98c**

Bloomers **\$1.98**



Gowns and bloomers, featuring the new applique trim. The very latest for Fall wear

Gowns **\$2.98**

Bloomers **\$1.98**

BATHING SUITS

Special Reduced Prices

Shipley's

PAY AS YOU GO STORE

Science

THE KEY TO EDUCATION

True education not only opens up stores of knowledge but develops the alert mind. The chief glory of modern science is

The Scientific Spirit

Higher education in the field of applied science combines technical study with the fundamental training essential to citizenship. Its degrees open the way not only to leadership in "the several pursuits and professions in life" but also to a larger community service.

Oregon State Land-Grant College

Maintains schools of Engineering (civil, electrical, mechanical, chemical), Mines, Forestry, Agriculture, Pharmacy, Home Economics, Vocational Education, Commerce, and Military Science, all offering accredited college work. The School of Basic Arts and Sciences, Industrial Journalism, Library Practice, Physical Education, and Music afford sound basic and specialized training.

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