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WHO SAYS ADVERTISING DOES NOT PAY? LET HIM READ THIS REPORT

And Who Says Advertising of a Major Fruit Crop Does Not Pay? Let Him Read the Report of the Figures and Results of the Citrus Fruits Advertising by the California Fruit Growers Exchange—Stupendous Growth Through Advertising.

Who says advertising does not pay? Let him read the resume of the annual report of the California Fruit Growers exchange, just issued from the Los Angeles headquarters office of that cooperative association. That is one of the biggest things of its kind in all history—the biggest thing of all history in its particular line. Every Oregon man in any way related to our industries on the land ought to read it—and who is not so related in this state? The following is the synopsis in full, the first two sentences being the headlines of the synopsis:

Seventy thousand six hundred cars California citrus fruit bring record return of \$120,000,000.

Largest crop and greatest f. o. b. return in history, says exchange annual report.

In round numbers, \$120,000,000 returned to the state for 70,000 carloads of California citrus fruits, largest crop and most money in history, is the information just made public in the annual report for the year ending October 31 of General Manager E. G. Desell of the California Fruit Growers exchange. Cooperative marketing as practiced by the 11,000 growers comprising the exchange made an unprecedented record.

Figures for the previous record year of 1925-26 are exceeded by almost 22 million dollars in returns and 7,000 carloads greater shipments. When freight and refrigeration charges of 4 1/2 million dollars are added, the delivered carload value of this crop reaches the staggering figure of over 121 millions, based on exchange returns.

"Although the Florida crop suffered severe damage from hurricane and frost, the total supply of oranges and grapefruit in the United States and Canada was approximately 10,000 cars greater than in the preceding season, 17,000 cars more than in 1924-25, and 4,000 cars in excess of the previous largest supply of 1922-24, when exchange oranges averaged \$1.00 per box less than in 1924-25," says Mr. Desell.

The increase in the United States orange and grapefruit supply in the last 14 years has been five times as rapid as the gain in population. The extraordinary development of this record California orange crop was due largely to

their advertising and marketing activities according to the exchange general manager.

With lemons, demand has not been as well kept in pace with supply, but progress has been made, per capita consumption steadily increased, and foreign lemons gradually displaced by California lemons. Due to the fact that over 90 per cent of lemon production is handled by exchange shippers, the organization was in position to cope intelligently with the surplus problem and secure fair results on the maximum quantity the markets could take, states the report.

The exchange alone marketed 50,468 carloads, 35,891 cars of oranges and grapefruit and 11,577 cars of lemons, or a total of over 22 1/2 million boxes. Naval shipments reached 16,819 cars, Valencia 20,845 from exchange houses.

Returns to exchange shippers, estimating value of cars yet unsold, reached \$85,395,840, with a delivered value to the wholesale trade of \$114,843,724," says the exchange executive. "This is the largest return to California in the history of the industry."

An average of 1.2-3 millions of dollars was returned to the members weekly throughout the year, indicating that the exchange has well maintained its position of leadership among Pacific coast industries.

"On an aggregate business of \$817,000,000 for the past 23 years, the report states that exchange credit losses have amounted to but 47-10,000 of one per cent.

Helps in Many Ways
Development of markets and of new fruit uses and outlets, standardization, advertising and trade promotion, supply, traffic, cultural and insect control departments are important exchange services enumerated in the report. In addition to the actual marketing function.

"Because of the volume of fruit handled," says Mr. Desell, "total cost of this extended service, which benefits the entire industry, is less than the charge of any competing distributing agency for marketing alone. The total marketing and advertising cost for exchange growers was 2.49 per cent of the delivered value of the crop."

Exchange growers have now in-

vested almost nine million dollars in 20 years of consistent advertising, the wisdom of which was tangibly demonstrated in this season of record production, states the general manager. During these 20 years, gross delivered sales were well over a billion dollars and f. o. b. return to exchange members \$788,346,542.

Due to Advertising
Sunkist advertising costs growers less than one cent per year per consumer or 1/4 to 2-5 of a cent per dozen of their fruit. Mr. Desell estimates that for every family in this country, \$9.33 was spent for California citrus, a per capita expenditure of \$2.15 for the season.

Indicative of its widespread advertising endeavor, the exchange used 173,511,848 individual advertisements in 19 national magazines, 189,444,426 newspaper ads on oranges and 123,056,460 on lemons. Literally millions of recipe bulletins and booklets were distributed.

Increased service work with dealers resulted in \$5,837 personal calls in addition to direct mail work with the jobbers and retailers who help distribute the fruit. Effectiveness of all advertising was increased by over 2 1/2 billion oranges stamped with the famous Sunkist trademark, definitely identifying the product to consumer.

Europe took 500,000 boxes of Sunkist oranges and grapefruit, shipped from Los Angeles harbor via the Panama Canal. Direct shipments to Hawaii, the Philippines and the Orient amounted to 200,000 boxes. These were tremendous gains and the outlets helpful in disposing of their largest crop, says the report.

Based upon a conservative consumption of 50 boxes per year each, 41,614 Sunkist extractors now in operation were responsible for consumption of over two million boxes, or 5,000 cars, visualized by Mr. Desell as 485,467,000 drinks, which at 10c retail means a \$48,546,700 fresh fruit drinks business.

Held 'Em, Sheriff!
CHICAGO, Ill.—Angered because Judge Peter Schwaba interfered that he had arrested a speeder without sufficient evidence, Deputy Sheriff Joseph White tore his star from his coat and hurled it on the bench. It bounced, hitting the judge on the head. "I'm going to show you that no matter how tough you are or who you are you must respect this court," the judge retorted as he cited White for contempt of court and set his head at \$1,000.

Los Angeles has added 782,227, it is estimated, to its population of 1,000,000. It's safe to bet that not more than 700,000 of the newcomers tried to get into the mov-

SCIENTIFIC EFFORT MADE TO IMPROVE

President of University of Oregon Explains Faculty Rating Plan

CHICAGO, Ill., Nov. 14.—(Special)—The scientific program that is now under way at the University of Oregon, by which more accurate methods are hoped to be found for rating the teaching staff, and through which new and more efficient teaching methods are expected to be found was given nation-wide prominence here today by Dr. Arnold Bennett Hall, president of the university who spoke before the American association of State Universities session on this subject.

Two main objectives are sought by the experiments and research work now being carried on, declared Dr. Hall. The first of these is an accurate method of determining the actual worth to the university of its professors and instructors, so that promotion and advancements can be made strictly according to merit. The second is for definite improvements in actual teaching methods, so that students may be better trained and better instructed.

"Our whole program is in an incubate state, of course," Dr. Hall told the session. "But I have a great hope that out of these experiments in which we are now engaged, or others that these experiments will uncover, there will come some objective data, some scientific methodology, by which we can take the 'hunch' out of the administrative prerogative of appointment and promotion, and substitute something of precision and definiteness that is capable of being scientifically applied."

"This will give tremendous encouragement to the faculty members that we want to encourage, and it will close the doors of academic life to those who hope to find an ideal social existence without intellectual activity. Above all, it will enable the university to provide a personnel for the training of its youth that will be more nearly adequate to the tremendous task it is undertaking."

In outlining the work now being done at the University of Oregon Dr. Hall pointed out that at present in institutions throughout the nation not enough consideration is being given the faculty men who show originality and initiative, and that often men who are not nearly so capable nor efficient are advanced in rank and salary along with others. In order to put this administrative work on a sound

basis he suggested three considerations for judging the work of the men. These are teaching ability, research activities and contributions to the educational policy and life of the institution.

The first step in this program is the application of sound business methods in matters of appointment and promotion, Dr. Hall said. He pointed to the personal work that is being done by business firms and in public service, and asked the question, "Why could it not be done in university administration?"

"I feel that the proper solution of the personnel problem in universities is fraught with more consequence to the public good than is a successful solution of the problem either in public administration or private enterprise," the president stated.

Methods now in use at the University of Oregon for personnel work were described to the members present. The first consists of the preparation of a "Who's Who" of faculty members. This includes the complete educational history of each faculty member and lists of his academic performances, all available increases and promotions and personal impressions gathered by the president from occasional personal interviews.

The second method, which is a direct check on the efficiency of the faculty members, is a requirement that each instructor and professor send in his examination questions when he sends in the results, or grades of students. The third is that each faculty member must send in a statement of his objective in giving the course, at the same time that he submits the examination questions.

"When examination questions sent in by the faculty members involve mere memory facts, have no call for originality or opportunity for original thinking, it is very probable that such a teacher belongs in the lower ranks," Dr. Hall stated. "One useful result of this device already noted was the greatly improved quality of examinations and questions that came in the second quarter after this order had gone into effect at Oregon. That in itself, I believe, justifies the procedure."

The work of the University of Oregon faculty committee on improvement is composed of the strongest men in the university, he stated, and five sub-committees are now working on specific problems. These sub-committees are on tests and examinations, lecture systems, possible objectives in teaching, case and project methods of study and controlled experiments in university teaching.

Close cooperation among the departments and among faculty men is already noted for this committee work, it is stated, and the prediction that some startling re-

suits will be announced was made. The work of the sub-committees on tests and examinations, and on controlled experiments is already attracting wide attention, it is said.

We at Oregon have the hope

that our efforts will help to emphasize the problems of educational administration and will start new progress toward the solution," Dr. Hall concluded.

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