

THE OREGON STATESMAN

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And go quickly, and tell His disciples that He is risen from the dead; and behold, He goeth before you into Galilee; there shall ye see Him: lo, I have told you. And they departed quickly from the sepulchre with fear and great joy; and did run to bring His disciples word. Matthew 28:7-8.

PUBLICITY

B. F. Irvine, at the noon meeting of the Salem chamber of commerce yesterday, had some pertinent things to say about the way California people advertise their state—

And what better opportunities Oregon has, if she would only take a leaf from California's book on publicity—

How much more Oregon has to advertise. H. A. Sprague, publisher of the St. Joseph, Mo., News-Press, recently had the following appropriate things to say about community and other advertising:

"Publicity is to a community what gas is to an automobile. It is that indefinable something that pushes ahead and develops growth, that brings people together for the common good, that eliminates crying evils, creates public enterprises and produces 100 per cent fine civic consciousness. It is a modern business tonic, which once inculcated into the gray matter of a populace, sooner or later induces every man to respond to the call of improvement, thereby dissipating all dry rot, bringing men into closer and better and more unselfish fellowship. It is then—and not until then—that the highest type of a true, intelligent, public spirited citizen becomes an actuality. The mere gathering together of many persons who live in houses does not of necessity constitute a city. We have a city only when men come to have common ideals, when men come to develop a love for the community in which they live and are ever ready to sacrifice time and money and energy to the end that those common aspirations are realized.

Properly created advertising develops character for a community as well as for an individual. It creates this character whether the investment is made by an individual, a firm, a corporation or by the community itself. Publicity uplifts the moral tone of a city more than all the ordinances and courts and metropolitan police systems, combined and its tendency is continually to elevate. It generates desire waves that groove in with the scheme of the city beautiful; it pricks the pride and warms the cockles of the hearts of men, which condition germinates latent civic energy; it tends to curtail adverse criticism on the part of 'sour bugs,' when the progressive element of a population is extending itself to the utmost in an endeavor to create and wish on the people much needed public improvements, while the rest of the population, passively interested but apathetically inclined, looks idly on. It is one of the most deserving, hard-working, stimulating known influences in the development and elaboration of a city's resources and prosperity. Its value to a community, therefore, cannot be measured by cold dollars and cents.

"Publicity is a harbinger of constantly improving prosperity. And your newspapers—your chief mediums for talking to the world—are undeniably the truest, cheapest, most dependable and most thorough disseminators of dent-producing publicity yet discovered."

The spreading popularity of Champoeg park is a good omen for that proposed \$300,000 federal memorial building.

mayor, are republican candidates who have insisted that the present party leaders and those they support must be ousted, if victory is to be gained in November. Frederick E. Schortemeier, secretary of state and considered a favorite to lead the field of ten, has maintained a strictly neutral attitude.

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of my self however, and give him a good education to fit him to reign after me."

Reports in Conflict BUCHAREST, Rumania, May 7 (AP)—Statements of the government and of other sources differed greatly tonight as to the importance and volume of the peasants' march on Bucharest in protest against the present government. There was no doubt, however, that the regency and cabinet were seriously disturbed. The ministry of the interior tonight issued a formal statement saying that all delegations to the congress at Albajulia had returned to their starting points. This was certainly true for the most part, but of the 200,000 who had attended the congress, 5,000 were reported by other sources to be marching toward the capital. Meeting Called After the regents today had told Juliu Maniu, the peasant leader that they would not ask the resignation of the government of Vintila Bratianu, they summoned before them the premier and the minister of the interior, J. G. Duca. They were closeted with these two leaders for more than two hours discussing what reply should be made to the demands of the peasants. It is believed in political quarters that the regency is entirely on the side of the government, but nevertheless there is much speculation and anxiety regarding the outcome of the peasant demands. It is thought in some circles that the regency, as a way out of the dilemma, may ask Nicholas Titulescu, the present Rumanian minister, to form a cabinet in order to placate the peasant army, among whom he is popular. The government press says that it would be foolish to allow a "peasant minority" to speak in the name of the whole country.

5000 Reach Sibiu SIBIU, Rumania, (By Telephone to Vienna)—May 7.—(AP)—With army airplanes hovering over them ready to drop bombs if they attempted to start a revolt in rural Rumania, 5,000 peasants fresh from the Alba Julia congress reached this town late today in their march toward Bucharest where they will present the Rumanian regency with a demand for a change in government. To reach Sibiu they tramped most of the night preceded and followed by government cavalry. Perfect order prevailed among them and the cavalry escort has instructions not to impede their march unless they try to incite the countryside to insurrection. Quarrels Noted Serious differences terminating almost in open rupture between the two peasant leaders, Maniu and Mihailci on the question of the march have been revealed. Mihailci who is a deputy chief of the party, insisted that the entire Alba Julia assemblage of 200,000 should march to Bucharest but Maniu refused his sanction, saying he had given the government his pledge that no such march would take place. Mihailci, who is a peasant himself, remained adamant until Maniu threatened to resign his leadership, when he gave in. Several thousand of the peasants however took matters into their own hands and began the march which had ended tonight at Sibiu so that the weary barefooted walkers might obtain food and rest.

Martial Law Ordered All of Transylvania resembled an armed camp. Martial law prevails and the entire Rumanian-Hungarian border has been closed for three days to automobile traffic. All travelers are sharply interrogated and searched. The government's nervousness has been increased greatly by alleged threats of Prince Carol to England to return to Rumania; severe censorship has been re-instituted and news dispatches at

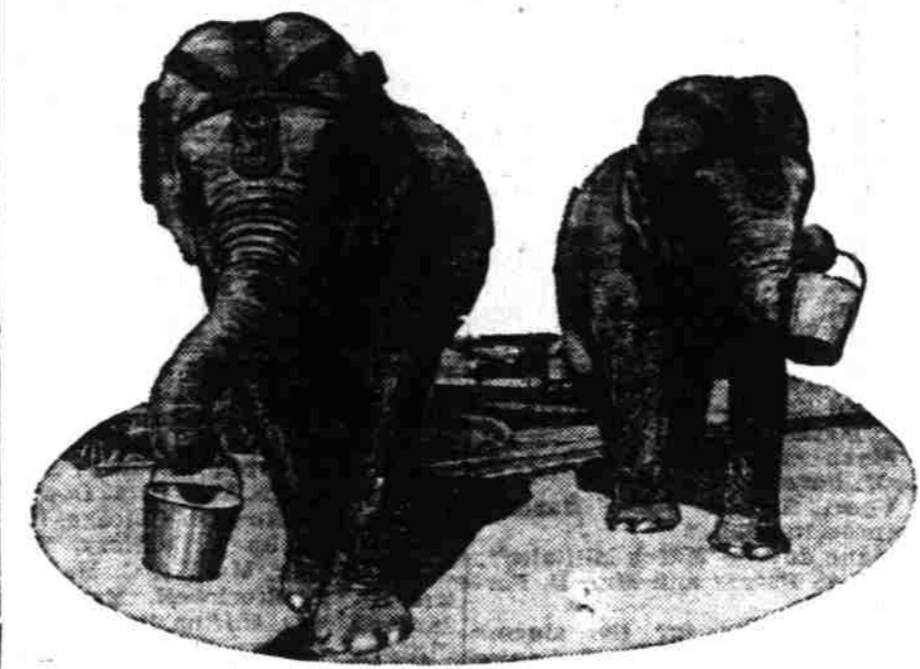
meeting rigid scrutiny before transmission is allowed. Order prevails everywhere but the Rumanians are apprehensive that unless the government tries to appease the peasants who have become thoroughly aroused, the rural population may try to bring about a change in government by force.

ACTION ON HIGH STREET BRIDGE NOW DEMANDED (Continued from page 1) erable discussion on the motion, but it was not put to a vote. Acting Mayor W. H. Dancy said that when he was chairman of the bridge committee last year, the matter of changing the stream or of installing a culvert and fill was submitted to the engineer, but it was not reported had been made so far as he knew. A petition requesting a new bridge on Cross street, where a narrow span is dangerous to school children who use it, was introduced. It was stated that a bridge is badly needed at this point, although it is not on the bridge program. The council approved the plans for the East State street bridge.

Nine Certificates of Assumed Name Filed Certificates of assumed business name were filed with the Marion county clerk yesterday as follows: C. T. Pomeroy and A. A. Keene of Salem, Jewelers Supply company. Earl Dunn of Gervais, Tourist Garage. F. E. Turner of Gervais, Tourist Garage. J. H. C. Campbell of Gervais, Checker Board Auto Camp. W. Howard Ramp, Edna Ramp and W. H. Ramp, all of Brooks Ramps Corner. W. H. Moore of Brooks, Brookside Garage. E. B. Snyder of Salem, route 9, Wenatchee Auto Camp. Edith Corner of Brooks, The Rose Grey. Ed Stortz and Leah M. Stortz of Salem, Virginia Apartments.

Montgomery Ward Selects New Advertising Counsel Montgomery Ward and company, the nationally known mail order and retail institution of Chicago, announce the appointment of Lord and Thomas and Logan as advertising counsel. This appointment brings about business connection of two of

IT'S COME TO THIS



Elephants with the Al. G. Barnes Circus have to carry their own water as pictured here. This photograph was made on the opening day of school, and the members of the legion of small boys who usually see that the elephants do not run short of water were absent. This, however does not happen often. Al. G. Barnes Circus will exhibit in Salem Wednesday, May 16, giving performances afternoon and night. The management announces an entirely new program for the Circus this year, in which many novelties and foreign acts are to be seen.

Chicago's oldest and largest firms in their respective fields. Both were founded in the same year, 1872. Montgomery Ward and company has for many years served millions of customers by mail in every state in the union through branches located in Chicago, St. Paul, Kansas City, Baltimore, Fort Worth, Oakland, California and Portland, Oregon. A year ago an extensive program embodying the establishment of a national chain of retail stores over the next 10-year period was initiated.

Lord and Thomas and Logan, one of the oldest and largest advertising firms in the United States, of which Albert D. Lasker is head, is credited with many outstanding advertising successes. It will serve its new client not only through the Chicago office, but also through its other offices located in New York City, Los Angeles, Washington, D. C., San Francisco and London.

UNGRATEFUL EAGLES INTERLAKEN, Switzerland passed a law to save eagles from extinction. Now they are preying on lambs and mountain goats.

HOWARD LAUDS WORLD TREND TOWARD PEACE (Continued from page 1) concerning a general treaty for the renunciation of all war which have been proceeding between the United States government and the

French government. All countries without doubt have grasped by now the immense significance and importance of these negotiations. The conference was opened today with a special message from President Coolidge, honorary chairman of the centennial committee, celebrating the 100th birthday of the American peace society. The president explained that he was unable to attend because of pressing duties and expressed the belief that the conference will be helpful in promoting a better understanding among nations.

LADD & BUSH, Bankers Established 1868 General Banking Business Office Hours from 10 a. m. to 3 p. m.

Moving & Storage Larmer Transfer & Storage SALEM, OREGON Remember the Larmer Transfer and Storage has moving vans and good supply of blankets and pads for furniture handlers. Have just completed our new three story concrete warehouse and are now well prepared to handle best of furniture and pianos. When ready call 930 and let us serve you.

ROYAL SWEEPER Demonstration ALL THIS WEEK FREE ROYAL SPRAY ATTACHMENT SAVE \$50.00 YOU CAN—EASILY Automobile refinishing costs from \$50.00 up, depending upon the quality of work. You can lacquer your automobile yourself, at a trifling cost, using a ROYAL ELECTRIC CLEANER and its marvelous new SPRAY ATTACHMENT. Just a few moments' practice and you can apply lacquer—smoothly and beautifully. For Thirty Days Only This New Attachment Will be given absolutely FREE with every ROYAL CLEANER sold. ROYAL CLEANS EVERYTHING Come in and see the wonderful new Super Royal—see how to it cleans rugs and everything else about the house. How it waxes and polishes bare floors and linoleum and—how beautifully it applies paint and lacquer. A. L. Stiff Furniture Co. COMPLETE HOUSE FURNISHERS EASY TERMS NO INTEREST PAINT IT WITH A ROYAL

A CAMEL MAY GO A LONG TIME WITHOUT WATER—BUT EVENTUALLY A DRINK IS NECESSARY—YOU LIKEWISE MUST GO A LONG TIME WITHOUT AN ACCIDENT—BUT SOME DAY LOOK OUT—TO BE PROTECTED ARE YOU FULLY INSURED? BECKE & HENDRICKS 180 N. High Telephone 161—INSURANCE OF EVERY KIND—

TRANSFER and Storage Long and Short Distance Hauling Public and Private Storage Fireproof Building GRAIN, FEED and SEED Free Delivery to any part of the city. QUOTATIONS ON APPLICATION Farmers Warehouse PAUL TRAGLIO, Prop. Day Telephone 28 Night Telephone 1267-W

SALEM HIGH PLAYS DALLAS HIGH TODAY The red and black baseball nine will be seen in action on the Oxford Park diamond at 3:30 o'clock this afternoon when they will meet the orange and black nine from Dallas. This will be the first game on the home grounds for the Salem high ball tossers, as they had to cancel all of their former contests here on account of rain. Last week end they were in SEugene where they played three games, returning Sunday. The Salem high team got off on a poor start this season due to the fact that they were kept back in their practice on account of stormy weather. Secondly Coach Luke Gill had practically a green team to start the season with. They have been going through some strenuous workouts lately in preparation for the scheduled contest during the remainder of the season. In nearly every contest the red and black nine have had to compete with teams who were by far superior in the pitching box. They are determined to win this afternoon's contest.

HOOPER FACING CRISIS IN RACE AMONG VOTERS (Continued from page 1) listed in the dry league's "slate" as wet of record, and this led to the filing of an affidavit last week against E. S. Hoover, superintendent of the Indiana Anti-Saloon league on a charge of violating the corrupt practices act. Carter was listed as having made "wet" speeches.

Walter Myers, one of the three democratic candidates for senator, has been as outspoken in his condemnation of the Klan as has Gilliom.

The two year old political corruption investigations, resulting in the indictment of more than twenty public office holders and politicians, most of them republicans, has played a prominent part in the gubernatorial campaign. Thomas H. Adams, Vincennes, publisher and a leader in the investigation; former Congressman Frederick Loganport, and Charles Lupescu, These are my personal W. Jewett, former Indiana politician. I want to regain control

When the American War Mothers will sell carnations, the proceeds to go, as they do each year, for the benefit of the disabled World War veterans, for whom the war is not yet over.

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