

## FARM HOME PLANS TO BUILD COTTAGE

### Directors Find Many Improvements on Annual Tour of Inspection

The mid-year meeting of the board of directors of the Children's Farm Home was held recently. A tour of inspection of the grounds and buildings was made and everything was found in excellent condition, the gardens thrifty and poultry and dairy herd on a paying basis. The repainting of the cottages and landscaping the grounds has given the home a more attractive appearance.

It was decided to proceed with the erection of the girls' cottage to be named in honor of Mrs. Ada Wallace Urruh, and plans will be carried forward at once to complete it this fall. This will make the seventh cottage of the group and will care for 25 more girls.

During the past year the major improvements have been the new utility building, made possible by the Matheson legacy, the construction of poultry houses and an adequate brooder house to care for about 3000 little chicks. Just 120 acres of the farm are under cultivation, with such crops as alfalfa, corn, oats, barley, with three and one-half acres in strawberries and more than ten acres in garden.

The dairy herd consists of 20 cows, providing an abundance of good fresh milk for the children. There are 27 pigs and over 1400 chickens, which will help to solve the food problem.

The Matheson endowment fund has been established from a part of the legacy left to the home by Mrs. Rachel Matheson of Salem. This will be increased as other funds come, thus providing for a future maintenance fund. The members of the board feel the endowment fund is an important provision for the future of the home.

The annual benefit which was held in Portland, May 25, under the leadership of Mrs. G. L. Buland, general chairman, and Mrs. William M. Hartfort, ticket sale chairman, proved a success and will net about \$500 for the Urruh cottage. The program was given by prominent Portland artists, who donated their services. The bazaar will be held as usual at the state fair this fall and

contributions for this will be gratefully received, the committee announces. All such articles are to be sent to Mrs. Jennie Nunn, care WCTU headquarters, 201 South Commercial street, Salem.

## SLOGAN IDEAS PRAISED AS AID BUILDING CITY

(Continued from page 1.)

and spirit of mass creation of raw material and mass production and mass distribution of manufactured products. It should be repeated that mass production and mass distribution applied to industries are the unwritten laws of the age in which we live. It is by this rule of success that men like Henry Ford work, by which and for which Arthur Brisbane, the highest paid newspaper worker in the world, is paid. The nickel-pincher in community building has seen his day. The big, modern business man looks at people and production in the mass, and as the efficient individual he always thinks of "service to the masses of humanity."

Let it be known that as an outsider and disinterested party, the writer thinks the time has come for this community to acknowledge its obligation to give The Statesman credit for what it has accomplished in helping transform an old Willamette valley town into a modern, humming, cosmopolitan hive of industry, where municipal and industrial growth cannot be recorded as fast as it is actually taking place. In spite of the sleeping sickness that overtakes even greater centers of industry, called a presidential campaign, there has been no let-up on building the new and greater Salem, even surpassing the building record of 1927, and no shut-down of any line of industry. The slogans for new industries have appeared regularly each week and the constantly increasing volume of building records goes on. One of its greatest slogans is loyal support of all the people to a progressive, efficient city government.

Some of us recall our own participation in organizing a cooperative fruit cannery and pledging ourselves to plant and cultivate at least 200 acres of strawberries to start the first fruit packing unit, and how there are now eight canning and processing berry establishments and acres of berries growing into thousands in all directions into the adjoining counties. The slogan idea has taught these communities to appreciate and see the value of advertising themselves as the "cherry city of the world," "the mohair center of our country," "the chittim bark

center of the world," all slogans first expounded and reiterated hundreds of times by the sloganizing genius who invented the concurring value in building industries and enlisting organized capital for industrial development.

As an industrial leader and promoter, Mr. Hendricks has the happy, hopeful genius that believes in iteration, reiteration, and like continuous drops of water wearing away the hardest rock, arousing the slowest intellect to action and awakening enthusiasm in the most apathetic brain. Oregon had a reputation at one time of being a slow community and not arousing easily to rapid expansion. But by his genius for ceaseless repetitions and optimistic improvisations, Mr. Hendricks sold the indifferent Willamette valley communities on his idea of an endless variety of slogans and adaptable concepts leading to founding raw material sources of supply on the farming lands, and these then requiring payroll industries to work them up into desirable and tempting products for the world markets.

In other words, he sold the rich productive soils and the inviting climate for fruit growing, vegetable crops and intensified farming until the people gained confidence in slogan industries. They have learned to believe in the value of their soils and the transforming power of payrolls in community building.

This process of educating men and women to believe in themselves and the productivity of their lands and the possibilities of their manufactures, has added millions of dollars annually, and even monthly to the financial stability and high capitalized content of the Willamette valley. Today there is not a region known for fruit growing, truck gardening and special crops like peppermint oil, with a greater reputation for being suitable for investments of great sums of capital on hundreds of lines all the way from making imported limburger from Germany and Roquefort thriving on fungus shipped in sealed metallic packages from Belgium.

Editor Hendricks has made the Willamette valley the indigenous home of the industrial slogan invention, the prize package awarding the inventive ingenuity of humanity whose attention is turned to this fruitful region.

Go into the Statesman office and examine the files of the Daily Statesman, to say nothing of the special industrial journals he has guided and published, some of them at a loss, like the Poultry Journal, the original Pacific Homestead, the branches of departmental publicity covering the various breeds of sheep, angora goats, dairy cattle, swine breeding, horse and shetland pony raising—in all lines handing out tons and acres of statistical information, advice, encouragement; starch factories, beet sugar factories, water navigation, growing potato seed, establishing steambath and barge lines on the Willamette river—ringing the changes and everlastingly repeating the basic facts about all these industries and the possibilities of them until the dumbest and the blindest believed in this country, and this valley, and this county, and this city, and when a movement started to capitalize an industry people were more ready to become stockholders and invest good hard capital and dig up ready money.

Which subjected him sometimes to ridicule, as is the over-enthusiastic man or woman who believes and becomes an exponent in new lines of super-zeal and enthusiasm, that have only begun to overtake the slower pioneer—you might be induced to smile at the Sloganmaster's versatility and sometimes his volubility, but you could not, if you were his severest critic or worst enemy, (if he ever had one), doubt his sincerity and tireless industry in the up-building of new avenues for employment, new opportunities, for investment and new hopes and consolations for those who had faith in an imperial valley flowing with milk and honey and better opportunities for a higher state of industrial prosperity. If you want to judge for yourself, whether you are the slowest moving mossback in the state, or the keepest new-comer or home seeker for opportunities to better conditions, read this statement of a substantial business man who has returned to Salem after an absence of 35 years in the swiftest and most substantial city in the west—San Francisco—and who tells what he finds in a community he left then with a population of 7,000 and returns to find a city of 25,000 to 30,000.

Mr. Jay C. Smith, who comes from a progressive state and a progressive city, was very much interested in the causes of this tremendous growth of the Oregon capital, both as a city and as an industrial community. No better illustration of the growth and progress of the capital city can be found than a mere statement of the prices for which he sold his real estate holdings about 30 years ago. You can contrast them yourself with present values.

"I sold my home residence on Court street where the O'Leary restaurant now stands, to Dr. J.

# Annual August SALE

## Furniture Reduced 15% to 50%

### On all Furnishings for your home

(CONTRACT GOODS EXCEPTED)

### SPECIALS ON

# Dinnerware

We are closing out many patterns of dinnerware. Come in while the stock is complete and take advantage of this saving.

### Big Reductions on

## Porch Swing

PRICES CUT TO SELL

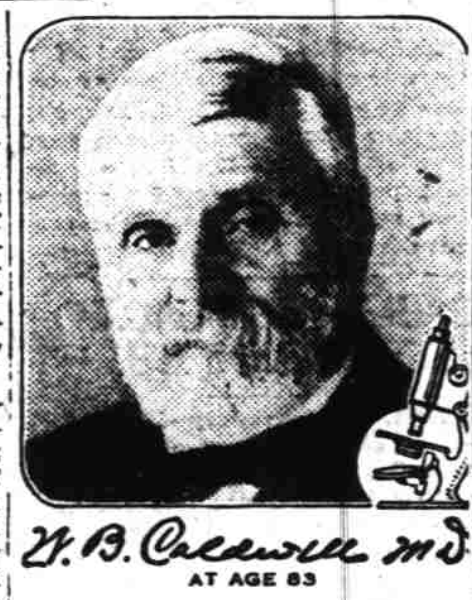
THINK HOW MUCH THIS COMFORTABLE SWING WILL ADD TO YOUR PLEASURE

You are welcome to credit on any purchase you make—Even at these Special prices

Use Your Credit	<b>Giese-Powers FURNITURE CO.</b>	We Charge No Interest
MEMBER COMMERCIAL ASSOCIATES, INC., THE LARGEST FURNITURE BUYING ORGANIZATION IN THE UNITED STATES		

## Millions of Families Depend on Dr. Caldwell's Prescription

When Dr. Caldwell started to practice medicine, back in 1875, the needs for a laxative were not as great as they are today. People lived normal, quiet lives, at plain, wholesome food, and got plenty of fresh air and sunshine. But even that early there were drastic physics and purges for the relief of constipation which Dr. Caldwell did not believe were good for human beings to put into their system. So he wrote a prescription for a laxative to be used by his patients.



The prescription for constipation that he used early in his practice, and which he put in drug stores in 1892 under the name of Dr. Caldwell's Syrup Pepsin, is a liquid vegetable remedy, intended for women, children and elderly people, and they need just such a mild, safe, gentle bowel stimulant as Syrup Pepsin.

Under successful management this prescription has proven its worth and is now the largest selling liquid laxative in the world. The fact that millions of bottles are used a year proves that it has won the confidence of people who needed it to get relief from headaches, biliousness, flatulence, indigestion, loss of appetite and sleep, bad breath, dyspepsia, colds and fevers.

Millions of families are now never without Dr. Caldwell's Syrup Pepsin, and if you will once start using it you will also always

have a bottle handy for emergencies. It is particularly pleasing to know that most of it is bought by mothers for themselves and their children, though Syrup Pepsin is just as valuable for elderly people. All drug stores have the generous bottles.

## See the New SHOE STYLES

Wonderful Bargains

# \$5 Per Pair

## BUSTER BROWN STORE

All New Styles

### Mutual Savings and Loan Association

A Salem Institution Organized in 1910

Place your savings with us

Let us finance your home on weekly or monthly payments

142 South Liberty Street

N. Smith, now a state official, for \$2,300," said Mr. Smith. "I sold the building next to the Capital National bank, to Harry Stapleton for \$10,000. I sold the corner called the Club Stables, now known as the George C. Will properties, for \$10,000—you could not buy some of these business properties now for \$100,000. I sold the property on State street west of the United States National bank, where George Waters now has a wholesale business, for \$10,000, to Judge R. P. Boise. I sold a quarter-section of timber land on the Ahiqua for \$3.50 an acre. The timber alone must have brought ten times that sum of money."

Mr. Smith is an official in the accounting department of the Olympic club in San Francisco and has grown with the commercial and business interests in California and knows the state as few men do. He was delighted and enthusiastic with the progress of Salem, and says that as a beautiful residence city and a rapidly growing industrial center, there is no town of its size in the west, including his own state, that compares with it in rapid growth, building progress, or a payroll center.

"Your city owes a debt of gratitude to R. J. Hendricks for his long battle to put Salem on the map, and he has certainly done it," concluded Mr. Smith.

The Salem properties enumerated by Mr. Smith of San Francisco, as having been sold by him and now reluctantly acknowledged, would be found valued today in the aggregate, without improvements, at near half a million dollars.

When the slogan campaign started about eight years ago there has been more or less underrating to found the production of flax fibre production for some seven years. But it went forward spasmodically. There was no private investment or production of flax or scutched product or fiber. Today there are two private linen manufacturing plants, a linen mill for weaving cloth, and a twine mill, and there are scutching plants. In production for 1927 there were 2000 acres grown with a crop of flax straw of 3000 tons. This year all told there will be 6000 acres, and estimated 15,000 tons of straw. There will be a number of private scutching plants and more privately owned linen cloth mills. The way private and public interest has responded to the demand for the introduction of the flax industry is gratifying. Flax has been a slogan industry. Mr. Hendricks has more than done his part to help establish the industry. The same results could be stated truthfully of scores of new industries promoted at Salem in like manner.

The dairy industry with Salem as a slogan district has shown gratifying results from Mr. Hendricks' activity as a promoter. Dairy cows are worth from \$80 to \$125 per head and several carloads per week are exported to

other states. Dairy sloganizing shows dairy products in all forms to have increased at about four hundred per cent, and eight establishments at Salem instead of two eight years ago, and several wholesale factories and shippers. Salem is a city of growing production in all lines. Sloganizing shows more results in growth wholesale and retail in all industrial lines than by any other system of promoting and publicity, or any other community can show of a similar character, and slogans are Mr. Hendricks' own invention. He deserves not to remain unknown when you are asked to give causes for growth.

The Statesman slogan pages will be found to cover the greater industries like dairying, poultry culture, flax, prunes, apples, wool and mohair, lumber, paper, and vegetable canneries under scores of distinct headings, as Mr. Hendricks teaches community development on large and small lines. Cucumber culture for pickles, cabbage for sauerkraut, tomatoes for catsup, mushrooms for gravy, strawberries running to 4,000,000 pounds annual crop for canning, jumping to 12,000,000 pounds of cold frozen pack, \$20,000,000 worth of poultry, eggs and incubator hatch, the latter shipped out by mail, fiery red cherries for maraschino valued at \$1,000,000—it is impossible to name and estimate the wealth produced by products that cannot be named in one article, that have been treated on the Hendricks slogan pages, an invention of community publicity that has in eight years probably doubled the wealth of a slow-going, substantial and conservative farming and manufacturing community. For his labors in helping add millions to the wealth of the city, county and state, Mr. Hendricks as a pioneer citizen and na-

### SOVIET SHIP WILL BE DELAYED, WORD

ICE BREAKER KRASSIN UNABLE TO TAKE UP SEARCH FOR AMUNDSEN SOON

MOSCOW, July 21.—(AP)—The Russian ice breaker Krassin will be further delayed in resuming search for missing members of the Italia's crew by the need of repairs, the Russian Rescue commission announced Friday. The repairs necessary are such that they cannot be effected in Kings Bay and the Krassin will have to proceed to the nearest Swedish or Norwegian port.

The aviator Chukhnovsky will remain at Kings Bay where he will repair his plane, damaged in a recent flight, and make trial flights while he awaits the return of the Krassin.

The necessity of amputating the leg of Captain Alfredo Mariano, survivor of the Italia's "walking party" was the primary reason for the Krassin's hasty return to Kings Bay from the coast of Northeast land, the rescue commission announced. Captain Mariano's leg had been frozen and gangrene set in.

The Swedish aviators at Kings Bay have offered to put two small planes at the Krassin's disposal if their government permits. It is expected that the Krassin will be able to resume her rescue work in about two weeks.

A lot of people nowadays seem to have the idea that when Patrick Henry said "give me liberty or give me death" he was referring to something to drink.

### Douglas Johnson Builds Winning Model Airplane

A group of youthful Lindberghs with their model airplanes gathered yesterday afternoon at the 14th street playgrounds to enter them in competition. In size they ranged from a 12 to a 30-inch wingspread.

A green plane entered by Douglas Johnson was adjudged the best model because of superior work in detail. This plane had devices for manipulating both rudder and stabilizer; in fact, it could do almost anything except fly.

Junior Smith entered a plane with two propellers driven by lightly twisted rubber bands. This plane showed a large amount of painstaking work, and was a good model. In an attempted jump, though it met disaster and suffered a broken propeller, it made a good showing.

The special contest event for the boys next week will be an archery contest, and a large number of boys is expected to enter. Swimming continued to be the only popular amusement at the grounds yesterday because of the excessive heat.

### ROSEDALE VISITORS

ROSEDALE, July 21.—(Special)—Mr. and Mrs. Roy Bates of Corvallis were recent visitors in the community.

Mrs. E. W. Cannon and daughter Mildred are spending the week-end at the coast.