

Each and every man ought to interest himself in public affairs. There is no happiness in mere dollars. After they are acquired, one can use but a very moderate amount. It is given a man to eat so much, to wear so much, and to have so much shelter, and more he cannot use. When money has supplied these, its mission, so far as the individual is concerned, is fulfilled, and man must look still further and higher.—Marshall Field.

The Consumer's Balance
IN analyzing the elusive consumer's dollar it has been found that by the time the consumer gets it, it is already pledged to such an extent that its temporary owner has little to say about its disposition—

For 40 per cent must go for food and 20 to 25 per cent for rent—

And out of the remaining 35 or 40 per cent must come the clothing for the family, and only the small balance can be said to be at the disposal of the consumer—

And the installment pledges already made in many cases take it all, and leave a deficit to worry the life out of Mr. Average Consumer.

Babson, Boston business philosopher, says the problem is to enhance the value of the dollar to make it go farther; and he believes mass production has done much to assist the consumer—

But in the matter of distribution the costs have mounted instead of coming down; and they show no signs of coming down—

And here come in some timely suggestions of an authority on advertising, worth quoting and reading, as follows:

"Intelligent advertising is the most important element in helping the consumer in the selections necessary to make the un-mortgaged portion of his dollar bring the best results. To that end advertising must be informative, not merely laudatory; it must of course be fair to be permanently effective and it must be so placed that the cost will be commensurate with the results. Those who look upon advertising as an additional sales expense have the wrong idea or have become accustomed to the wrong kind of advertising. Advertising when well placed cheapens the unit cost of distribution in the same way that mass production lessens cost of production. By use of such advertising what is left of the consumer's dollar after absolute necessities are paid for can be made to bring the best returns because it is well placed."

A Nation of Travelers

THE department of labor has just issued a report showing that during the first eight months of this year 318,419 citizens of this country departed for other lands—

And the American Automobile association makes the startling estimate that 44,000,000 tourists—more than a third of the population of the United States—have made long motor trips this year.

In the first nine months of this year the increase in number of passports issued to American citizens increased 21.4 over 1927—

And it is estimated that expenditures of our tourists in foreign countries will reach nearly a billion dollars, which is a hundred millions more than for the last calendar year.

The sum of the millions expended by travelers within the United States is beyond calculation or estimate—

For we have become a nation of travelers. This is having a notable effect on American life. Americans are coming to know their country better, and this is strengthening the basis of national unity and understanding. Sectional differences are being wiped out by this cosmopolitan.

There is no longer a solid south, an effete east, or a wild and woolly west.

Young Man, Study Spanish

THE good will trip of Mr. Hoover is doing more perhaps than any other one thing could in attracting attention to the Latin American republics—

And perhaps it will accomplish more than any other one thing could in developing trade between North and South America and the rest of the country below the Rio Grande.

There is proposed a paved highway from our country clear through Mexico and Central and South America—

And it will be built some day; perhaps it will be far along during the eight years Herbert Hoover is in the white house. He is an engineer big enough to both vision and vitalize that movement with the dynamics of rapid accomplishment.

Mark Sullivan is on the Maryland with Mr. Hoover, and he suggests that American young men and women learn Spanish. It is an easy language to learn, especially if you have studied Latin and French. It is the commercial tongue below the Rio Grande—

And the advice of Mr. Sullivan is good. It would be good, even if suggested only in the cultural sense.

The English language is some day going to be the universal language; but for several generations Spanish will be most largely used by our cousins south of our borders.

Enslaving the World

THIS from a Spanish newspaper published in Madrid: "Nothing, nobody can curb the enslaver of the world. We are virtually faced with an open break (of America) with Europe, carrying with it a policy of separation to the very extreme and with most serious consequences—"

Referring to Mr. Hoover's good will trip. The Madrid newspaper goes on to tell its readers that the enormous wealth of the United States is capable of conquering the world—

Such is the picture of the American people and the man they have chosen for their president, as envisioned by jealous Castilian eyes.

London is no longer the financial capital of the world; Britain is no longer the foremost creditor.

But the great and rapid development of the countries Mr. Hoover is visiting will not enslave the world; it will not even injure Europe; nor will it lead to a policy of separation—

For it will do Europe as much good as America. It will furnish a greater outlet for over populated Europe; a greater market for European raw materials and manufactured goods—

Everything, in the domain of business, culture, morals and the higher things of life will be improved, for the benefit of the whole race, by a great and prosperous and cultured South and Central America and Mexico.

By the time the Pacific coast furnishes a few more presidents and wins a lot more football games from the crack teams of that section, the effete east will realize that we are a part of this good old U. S. A.

A statistician has estimated that the world weighs six sextillion 500 quintillion tons. This will no doubt be listed by the average man as very important information that nobody will know what to do with.

Kellygrams

BY FRED C. KELLY

WHEN a long time I have observed the tendency of average men in business to do things backward. Take farmers, for example. If wheat has been plentiful and prices consequently low, most farmers think wheat prices will be equally low next year and don't plant much wheat. The result is a comparative scarcity of wheat the next year and higher prices. Following high prices, the farmer is sure to get all the land he can into wheat and this brings about lower prices once again. Even if the department of agriculture sends out warning that there is going to be an overproduction of wheat, the average farmer thinks: "I'll let the others follow that warning, but I'll plant wheat just the same. Everybody else will follow the warning, wheat will be scarce, prices high and I'll have plenty of wheat to sell." He forgets that every other farmer will reason just as he does.

Another Gift Problem



Who's Who and Timely Views

LIBERALS CALLED ON TO FIGHT BIGOTRY

By REV. DILWORTH LUPTON
Pastor, First Unitarian Church, Cleveland

(Dilworth Lupton was born at Cincinnati, O., Sept. 15, 1882. He is a graduate of Shady Side academy, Hackley school, Yale university and Meadville Theological school. He was ordained in the Unitarian ministry in 1916 and was pastor of First Unitarian Church at Louisville, Ky., until 1919. He has been pastor of First Unitarian Church at Cleveland, O., since 1919. In 1918 he was a chaplain in the United States army.)

Bigotry, the arch enemy of the highest quality, can be offset only by the spirit of liberalism, a return to our fathers' faith in freedom rather than suppression.

The anti-evolution movement bears evidence to a great wave of mass religious bigotry.

This movement first appeared in 1923, when the Florida legislature passed a unanimous resolution that the teaching of the theory of evolution is contrary to public welfare.

Since then the anti-evolution supporters have urged campaigns in 40 states. They succeeded in

Old Oregon's Yesterdays
Town Talks from The States.
man Our Fathers Read

Dec. 6, 1908
Six new books have been added to the Masonic library.

The first local teachers' institute will be held next week, when Professor H. A. Adrian of Wisconsin will give the main address.

A. N. Bush left for Idaho, from where he will go to New York to attend to business matters.

J. A. Shafer and son, F. E. Shafer, left for an extended business and pleasure trip through California.

Grayce Van Wagner was elected chief of honor of the Degree of Honor.

The closest political contest staged in Salem for many years will be decided at the polls tomorrow.

Tennessee, as all the world knows, Their latest success came during the last election in Arkansas.

What can the liberal do to combat the spirit of bigotry?

He can work through existing institutions. He can encourage newspapers to present fairly all sides at most questions. He can insist that a dominant political party resist the temptation to tyrannize over minorities. He can insist upon the right of teachers and professors to state freely to their students what they believe to be the truth.

The first task of the liberal, however, is to develop free spirit within him. He must learn to understand sympathetically those whose ideas differ from his own. He must read all sides of debatable questions. He must refuse to be an intellectual yes man to any party or sect.

Furthermore, a man who seeks a free mind for himself must have courage. There are times when it is necessary for him to oppose the crowd, even in the face of ridicule and intimidation, and to cry with Luther, "Here I stand; I can do no otherwise. So help me, God!"

GROWTH AGAIN

Writing about a particular growth, one is moved to make observations about all growth. Growth may be a very terrible thing as well as a rich and desirable thing. Cancer is a wild and uncontrolled growth of cells in the body. Cancer, growing, destroys the body. Both mind and body can be destroyed by growth—the continuance and enlargement of a bad habit for example. Uncontrolled growth is dangerous, as fire is dangerous.

CAMERAS

This column seems destined to today to contain much about cameras, the American Optical Society, meeting in Washington, is shown a "solid" photograph. The picture is made to appear solid to the eyes. It shows different sides of the object, depending on which way one looks at the picture. Fortunately for most of us we can't be seen that way. If we could be seen as a "solid" we might show up empty. If we could be looked at through and through and on all sides, what about the blemishes—mental, physical, moral?

A GREAT TEACHER

The magazine, Pictorial Review, gives every year \$5,000 to the American woman who, in the judgment of a highly competent jury, has made the most distinctive contribution of the year to the world of letters, arts, sciences, or the social sciences. This year it is awarded to Miss Martha Berry. This woman has built up remarkable schools in Georgia for the poor but ambitious boys and girls of the southern mountains. Her schools now house 1,000 pupils and have a waiting list of 3,000. She has to find \$200,000 to carry on her work of teaching and training for life and for success.

The Way of the World

By GROVE PATTERSON

Not so many years ago a young man rowed across the Rhine river near the city of Lyons, France. His brother stood on the bank and took his picture with the first camera of his kind that had ever been made. When the picture was shown later in a dark cellar the friends of these two young men were astonished. If they could have looked ahead through the years they would have been more astonished. They had seen the first motion picture film.

Louis Lumiere, father of the movies, still tinkers in his laboratory in Paris. He made little out of the movies. He doesn't know one star performer from another. He rarely goes to the pictures. He has made money from other inventions. But how he must marvel when he observes the astounding industry that grew out of his head!

Dinner Stories

KNEW HIS STUFF
A Defending Counsel: You say that the fence is eight feet high and that you were standing on the ground—not mounted on a ladder or anything?
Witness: I do.
Counsel (triumphantly): Then perhaps you will explain how you, a man little over five feet, could see over a fence eight feet high and watch the prisoner's actions?
Witness (calmly): There's a hole in the fence.

High Pressure Pete



Bits for Breakfast

By R. J. Hendricks

Speaking of phones again—
This column had a little Salem phone history the other day—

And it showed an astounding growth. But the growth is still going on, and it will go on indefinitely, because this is a growing city surrounded by a growing country.

As of October 31, the Salem office was serving 6506 customers and 5419 of them had city line phones and 1087 of them were on farm lines—

And that was a gain for the first 10 months of this year of 33 phones. The gain is going on and will go on to the end of the year, and it will be larger next year, and there will be an increased gain every year during the present generation.

No wonder the telephone company is planning to put on a new \$200,000 building and plant here. It had already purchased a site for a material and mechanical building, down on High street, near North Mill creek.

That is some project of L. O. Herrold, reclaiming 185 acres of beaver dam land that has been in the wild state, down below the Indian school. It will be used in growing mint, celery, onions and other things. Some of the other things will be other essential oil plants, with which Mr. Herrold is experimenting, and has been for some time. In this he is doing a wonderful piece of work, destined to lead to an industry that will be worth many millions to this district.

Final returns show that Al Smith won out over Herb Hoover after all. The former caught five big sea trout from a bayou in the Mississippi river against one dolphin and a Spanish mackerel caught by the latter with the whole Pacific ocean to choose from.

A contemporary editor, reprinting an article of ours, and incidentally calling attention to its brevity, reminds us of the colored man's comment on a quantity of contraband stuff which the boss had given him: If it had been shorter he wouldn't have gotten what he had wanted it.—Yakima Republic.

The One-Minute Pulpit

The soul that sinneth it shall die. The son shall not bear the iniquity of the father, neither shall the father bear the iniquity of the son; the righteousness of the righteous shall be upon him, and the wickedness of the wicked shall be upon him.

But if the wicked will turn from all his sins that he hath committed, and keep all my statutes, and do that which is lawful and right, he shall surely live, he shall not die.—Ezekiel, xviii, 20-21.

HIGH SCHOOL BAND TO GIVE CONCERT

The Salem high school boys' band under direction of O. P. Thayer will present its first public concert at the high school auditorium Friday night, December 14. Wesley Heise, manager, announced Wednesday. This is the first of a series the band intends to give this year.

The band has 35 players, all high school students. This group is practicing daily for the two-hour concert which will feature a violin solo by Cleo Seeley and vocal solos by Victor Wolfe.

The band members will offer a solo before the student assembly next Wednesday as a "teaser" for the first appearance to towns people. The entire auditorium will be thrown open to general admission.

NOTICE

Proposals invited on 1000 sacks of potatoes, Burbank or Notted variety to Oregon State Institute for Feeble Minded. Samples to be submitted to State Board of Control, Capitol Bldg.

The Statesman is the contemporary referred to. A Salem service club speaker told it a little differently, having the colored man say: "Boss, if it had been any better, you would have drunk it, and if it been any wurser even I couldn't have drunk it."

We are in favor of the plan of the Oregon man for abolishing the roadside billboard. It mars the scenery, and besides that if it were ordered off the premises there would be more advertising for the newspapers.—Yakima Republic.

CLEVER STORY TOLD IN SNIKPOH'S PLAY

The story of a girl who couldn't tell the truth all because she tried to "patch" difficulties between her girl friend, Eve Lindon, and Eve's husband, is the theme for the four-act comedy, "The Truth," which the Snikpoh society of the Salem high school will present tomorrow night in the high school auditorium. Miss Lella Johnson, Snikpoh advisor, is coach.

"The Truth," while a comparatively old play, is Clyde Fitch's masterpiece and has been on the legitimate stage for years. It has not been staged here before. Katharine Goulet as Becky Warder, who finds it so hard to tell the truth, is declared to act this part made famous by Marie Tempest with unusual ability for an amateur.

Despite the fact that sickness has interfered with rehearsals, the students have made excellent work of the comedy, which, incidentally, is heavier than the usual comedy produced by high school students.

The story, in brief, follows: Eve's husband believes Becky in love with him, when she is merely trying to reconcile him with his own wife and the first thing she does is accuse her of being a meddler. Lies to get out of this situation lead to more lies, even in her successful trick to extract \$50 from her husband for her father—a "respectable" gambler. Becky is caught in the lies as Eve's husband, the news to Becky's husband, Becky flees to her father, who eventually fakes a suicide telegram to get Becky's husband on the scene. Of course all is explained in the end. Pure comedy role is that of Becky's father's housekeeper, Mrs. Crespiigny.

The managing staff includes: Miss Ada Ross, faculty manager; Leo Coe, student manager; Thomas Peterson, stage manager; Ed Reynolds, electrician; Harold Simpson, wardrobe master; Maxine Myers, wardrobe mistress; David Eyre, property; Stanley Price, advertising.

NOTICE OF ASSESSMENT FOR THE COST OF IMPROVING NORWAY STREET FROM THE EAST LINE OF BROADWAY STREET TO THE WEST LINE OF FIFTH STREET

Notice is hereby given that the Common Council of the City of Salem, Oregon, will at, or about 7:30 p. m., on the 17th day of December, 1928, or at any subsequent meeting of the said Council thereafter, in the council chamber of the city hall of Salem, Oregon, proceed to assess upon and against each lot or part thereof or parcel of land liable therefor in its proportionate share of the cost of improving NORWAY STREET FROM THE EAST LINE OF BROADWAY STREET TO THE WEST LINE OF FIFTH STREET, in the City of Salem, Marion County, Oregon.

All persons interested in the said assessment are hereby notified to appear before the said Council at said time and place and present their objections, if any they have, to said assessment, and apply to said Council to equalize their proportionate share of same. By order of the Common Council this 3rd day of December, 1928.

MARK POULSEN,
City Recorder.
Date of first publication, December 6, 1928.
Date of final publication, December 8, 1928.

Bezum—I say, old fellow, lend me an X.
Bozum—I would if I could but there's an algebraic difficulty in the way.
Bezum—What is that?
Bozum—An X with me is an unknown quantity.
—The Pathfinder.

MARK POULSEN.

Date of first publication hereof December 6, 1928.
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The Grab Bag

December 6, 1928



Who am I? Where is my home? On what venture did I recently set out?

Where is the Taj Mahal?

What is the capital of Alaska?

How many pairs of ribs does man have?

But he that shall endure unto the end, the same shall be saved. Where is this passage found in the Bible?

JIMMY JAMS

HERE COMES "BULLY BUTCH LUCKY" FOUND THIS BARREL TO HIDE IN



Today in the Past
On this date, in 1917, part of Halifax was destroyed by a munition ship explosion.

Today's Horoscope
Persons born on this day are fond of good living. They exacting matters and are apt to demand too much from their children.

A Daily Thought
"Light is the task when many share the toil."—Homer.

Answers to Forgoing Questions
1. Lieutenant Benjamin Mendez; Colombia; flight from New York to Colombia.
2. Agra, India.
3. Juneau.
4. Twelve.
5. St. Matthew, xxiv, 13.

NOTICE OF ASSESSMENT FOR THE COST OF IMPROVING THIRTEENTH STREET FROM NORTH LINE OF NEBRASKA STREET TO THE SOUTH LINE OF FRICKEY STREET.

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By Swau