

## The Oregon Statesman

"No Favor Sways Us; No Fear Shall Awe."  
From First Statesman, March 28, 1851

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### Hoover Scores a Hit

NO one phase of the new administration's activity at Washington is more deserving of commendation than Mr. Hoover's revised and improved method of dealing with the press.

Since the days of Taft in 1909 twice-a-week conferences have been held between the president and the large number of special correspondents of the capital. But the results of these conferences have too often been little more than ambiguous statements attributed "to the White House spokesman," "a representative of the president" or some other inarticulate personage.

Correspondents for papers were forbidden to take a shorthand account of what the president said; such notes as were kept were written on crumpled stationery or backs of envelopes. The result was continuously inaccurate and misleading reporting, one newspaper publishing a radically variant account of the president's views on a certain matter from that of another newspaper despite the fact that both papers were represented by able correspondents.

Presidents, especially Mr. Coolidge, resented questioning for the sake of clarification of their statements with the result that humble representatives of the fourth estate stood first on one foot and then another through a New England talk fest and then pondered long over an unwilling typewriter keyboard to interpret just what the president meant.

The attitude of the recent presidents, including the late Mr. Harding, seemed to be one of a game of find-the-president with the motto toward the newspapermen of giving them nothing, or as little as possible. Presidents regarded the press as an unwelcome intruder rather than a helpful, invaluable means of portraying national policies to the public which placed them in office.

Mr. Hoover immediately changed this unsatisfactory system. He summoned a committee of the press to confer with him on the improvement of the conferences. He broke at once the barrier of the last decade on the direct statement of the president and allowed quotation marks to be used around his utterance, when he made such statements for publication. Directness replaced evasiveness.

In recent months the attitude on conservation of oil drilling is typical. The Rooseveltian policy toward the press on such a policy would have been that of sending out a "trial balloon" in which the presidential chambers would be said "to be considering such a step." When the public reaction was determined, action would follow. More recently such a step would have led to a statement from the White House spokesman. No so with Hoover. The policy was announced and bears the president's label.

Mr. Hoover is reported to speak "clearly and crisply." He deals in realities. He lacks the "academic rhetoric of Wilson, the pleasant banter of Harding or the uninformative discursiveness of Coolidge." To Hoover the only real news is that of facts. His recent and his expected statements to the press will be those of the take-them-or-leave-them variety. Happily, newspaper correspondents of Washington are agreed in their praise of the new idea and remark on Mr. Hoover's lack of supposed strategy which very lack indicates a type of political acumen which delights the public.

### Astoria Passes Through Difficulty

ASTORIA has had another bank failure, the Astoria Savings bank, largest in the city, being forced to close its doors through withdrawal of deposits. The down-river city has had more than its share of reverses in recent years. Fires which wiped out industries and the disastrous fire in the business district, depreciation in property values, all contributed to the depression which affected the soundness of some of its leading financial institutions. The Astoria National closed some months back.

A city is not ruined by bank failures, distressing as they may be. In modern, closely supervised banking, the principal loss falls on the stockholders. The depositors suffer the inconvenience of having their funds tied up for a time and creditors are forced to secure accommodation elsewhere. But business generally goes on much as before. Another thing is true, the conditions which finally force a bank to close are often well behind a community. The bank fails because loans made some time before finally fail of collection and are charged off as losses.

Good sized cities in the agricultural states where all the banks failed a few years ago, went ahead, and have gotten back on their feet. With its great natural resources and with the spirit of determination which the Astoria people possess, the city will rally from its embarrassments and on the foundation of sound values build better than the past.

We see that a suit has been filed asking for a receiver for a lodge-insurance organization. The petitioners claim the reserves are not sufficient for the insurance liabilities. The road has been pretty rocky for assessment insurance in recent years. Everything was lovely so long as the memberships kept growing and premiums kept rolling in. But when the assessments came, the lodge was found to be a man would have to die soon to get his insurance benefits. Many of the lodges boosted their rates to meet the conditions, so it no longer was just "cheap insurance." The assessment companies shifted to a legal reserve basis and some of them have been quarrelling with their policy holders ever since. With the big insurance companies mutualized the need for lodge insurance has pretty much passed out. Lodges do well to confine their work to sick benefits and relief for dependents or unfortunate. Insurance is not charity, it is organized business.

The round-up rash is breaking out badly this season. Molalla, Crawfordville, Vernonia and Oregon City are announcing roadcops for the week of July 4th. We can't understand why Oregon City is breaking into the game, when Molalla in the same county has had an up-and-coming show for several years. However we hear that the Oregon City show isn't a community effort but a private enterprise with an organization sponsorship. Oregon City may get some support out of Portland, but up this way the sentiment is all in favor of Molalla. The people who want to see Americanized bull-fights will go to Molalla on the Fourth of July.

It seems odd of character to hold round-ups in the Willamette valley, where the trees have always been so thick you couldn't throw a larriat and the cowboys all barn-dot creatures with pedigrees as long as a cowboy's lasso. Next thing we know Pendleton will hold clambakes in retaliation.

Shingle makers are mistaken if they think a 25% tariff will save their bacon. It will simply result in use of more patent roofing, covering houses with hideous geometric patterns or monotonous colors. The reason so many British Columbia shingles are imported is because American makers try to sell inferior shingles. It is a hard matter to get real quality cedar shingles. They are made from the poorest cedar to begin with, and the quality isn't uniform. If the trade would quit trying to market low-grade, rotten shingles, and deliver shingles of real quality they would win back their market from importers and substitutes. The trouble is within the industry; the tariff won't help, but just encourage the use of competitive materials.

### Another Way To Look At It



### BITS for BREAKFAST

By R. J. HENDRICKS

The Bits man differs—

From some of the conclusions of the editorial article in The Statesman of Wednesday on the sugar tariff proposed in the Hawley bill.

The writer of that article is correct in the statement that the proposed increase in the rate would aid the sugar producers in Hawaii and the Philippines. Also, it would help the sugar producers in Porto Rico. The rate on Cuban raw sugar is now roundly \$1.76 a hundred pounds. The proposed rate is \$2.40. Cuba sends us no sugar excepting in the raw state. Neither does Hawaii, Porto Rico or the Philippines. The refineries are in this country; on the Pacific and Atlantic and Gulf coasts.

But the Philippines and Hawaii, whose raw sugars are refined on the Pacific coast, are United States territory, and so is Porto Rico, whose raws are refined on the Atlantic and Gulf coasts. Cuba is foreign territory. If we must favor Cuba, the same argument would make us favor Canada, or the British West Indies. And what does favoring Cuba mean? The laboring or general population of Cuba? No. It is favoring the Wall street owners of the Cuban cane lands, sugar grinding mills, and the refineries along the Atlantic and Gulf coasts. The Cuban laborers remain in practical serfdom or slavery, whether sugar prices are high or low, affecting the profits or losses or watered stock manipulations of our Wall street barons.

We owe the Wall street barons something. We owe them justice. But they have had this, and more, in their unjust dealing. They secured when we raised Cuba to the place of an independent country after our war with Spain, and threw over it theegis of our favor in the shape of a 20 per cent preference on tariff charges applied to what we buy from that country. The Wall street barons speeded up their operations in Cuba; bought more land; planted more cane; put up more grinding mills there; built more refineries in this country. They have "had theirs." They took the risk. No one else was helped by the differential that has been unjustly continued, for their benefit alone. The Cuban working and general business people have not profited. The consumers of the United States have been hit by all the traffic would bear; witness the 25c price of sugar during the World war.

As to the conclusion that the proposed protection is not needed, ask the 500,000 people of this country directly interested in the beet sugar industry. Ask the cane sugar interests of the south, where many millions in capital are awaiting the present issue in congress.

In the south, the cane sugar industry is "coming back," decidedly. It was almost "out of the running" for a few years, because of the rust in the cane. The new rust resisting canes, the P. O. J. varieties, are bringing it back. It mounts to 80,000 tons a year, to 100,000 tons, 150,000, and is up to a basis for next year of 250,000 tons. It will speedily grow to a million tons, if the Hawley bill passes as it went through the house. The south will be producing half of our home grown sugar supply; that is, the sucrose supply, aside from the corn sugar, the tonnage of which is mounting fast—to say nothing of artichoke sugar, a large prospect for the near future. (The United States is now using nearer 7,000,000 than 6,000,000 tons annually of sucrose sugar; cane and beet sugar.

It "will be burdensome," is the

### Editors Say:

#### OUR COLORFUL AMBASSADOR TO GREAT BRITAIN

Ever the colorful citizen, Charles Gates Daves was in character when he arrived in Great Britain to be ambassador from the United States to the court of St. James, which, in the minds of the majority, is a synonym for formality. The new ambassador called on the king, and the two chatted for half an hour. After the call Mr. Daves said he found the king delightful.

"I don't know what the usual ceremony is," he remarked blandly, "but I just presented my credentials to him." So that was that. Asked by a correspondent on his arrival in England whether he intended to let the English people enjoy some of his characteristic expressions, the former vice president, giving the underslung pipe a few puffs, retorted: "Hell's bells, no! Now I'm a diplomat. I must don kid glove manners. But if you newspapermen don't stop asking indiscreet questions I may be forced to break my good resolutions in about ten seconds."

Mr. Daves somehow seems always to be the center of some dramatic incident. He goes to Great Britain at a time when there is a resurgence of a definite move for emphasizing goodwill and when the newly-installed British premier is preparing to make a trip to the United States to talk with President Hoover on the subject of naval accord.

And he is an ideal type of diplomat for the occasion—one who may not "know the ropes" of court procedure but who knows how to cut red tape, from experience as Pershing's right-hand man and later as director of the budget, and who has an instinctive flair for being picturesque without being undignified.

Both the United States and Great Britain will know who is American ambassador to England and neither, it may be predicted, will have cause to regret the selection.—Bellingham Herald.

#### WHITHER RADIO ADVERTISING

(Christian Science Monitor.) Radiocasters, it is reported, and manufacturers of radio sets, are regarding with alarm, a growing proportion of commercial information in the programs that are being put on the air. Radio listeners have also noticed this tendency. A comprehensive inquiry by the Radio Manufacturers' association, putting the question to all sorts and conditions of listeners, indicates that the invisible audience is so easily bored by the invisible salesmen that in many cases the impulse to turn on the radio is being weakened and in many others an impulse to turn it off is being encouraged. Such reactions evidently do not lead to the purchasing of new radio sets; they raise a cloud on the horizon that threatens the hitherto sunny landscape of the radio industry. But the advertisers who sponsor programs and pay for radio-casting are apparently unaware of this cloud. The initial practice of depending upon the entertainment to make grateful listeners think well of the sponsor and become therefore the more likely to buy his product is being enlarged by

eration. The Bits man believes that if we could have a tariff wall high enough to make our country entirely self contained in sugar, this one thing would cure all our farm troubles. It would transfer enough land used for other purposes to cane and sugar beet growing, and give such an impetus to growth and prosperity, that we would have no exportable surplus of wheat or corn or other farm crops. Can the reader think of a better way to solve the farm relief problems?

Or can he think of any other way to solve them at all, without excessive cost to the treasury of the United States or the creation of an unnatural condition that would in the end help no one, and would in the interim affect many injuriously? (Excepting the natural thing that is happening, through increase of population, that will in time wipe out our major crop surpluses, but which may take 10 to 15 or even 25 to 30 years.)

But that is another story, for a later Bits column. That is just the old, old, story of the fat years and the lean years that troubled Joseph in Egypt.

#### SENATOR WARREN HONORED

WASHINGTON, June 19.—(AP.) The oldest member of the senate, Francis E. Warren, of Wyoming, listened smilingly to an ovation from his colleagues today.

Read the Classified Ads.



### Do You Know What Fire Insurance Does Not Cover?

FIRE INSURANCE will not replace treasured keepsakes and documents that cannot be replaced with money. Fire Insurance will not replace any of the items listed below:

Abstracts of Real Estate  
Title Agreements  
Contracts  
Fire Insurance Policies  
Heirlooms  
Jewels  
Mementoes  
Patent Papers  
Stocks  
Will  
Accident Insurance Policies  
Bonds  
Copyrights  
Designs and Blue Prints  
Formulas  
Income Tax Duplicates  
Life Insurance Policies  
Partnership Papers  
Receipts and Cancelled Notes  
Tax Receipts

A Safe Deposit Box provides actual security for this type of property, and at less than two cents a day. Insurance so inexpensive that you really can't afford to do without it. Check this list over; gather the documents listed, and bring them down to our Vault today.

United States National Bank

this more active salesmanship. Results in many cases seem to have justified the original practice and made the radio a valuable help to other forms of advertising. The enlargement apparently is an error of judgment.

It is, of course, not surprising that advertisers should be tempted to introduce more and more direct advertising. But here in practice two ideals come into immediate conflict. The ideal of the listener is all program; the ideal of the advertiser is all advertisement. More than that, the two parts of the radio-cast are often ludicrously inharmonious. The salesman inconspicuously interrupts the musician; the interruption apparently as resented by the invisible audience as it would be if it occurred in a concert hall. Multiply such interruption, and perhaps the invisible audience will invisibly retire. The necessary program for it is generally admitted that no appreciable public would purchase receiving sets for the sole purpose of listening to advertisements—in proportion as it is successfully entertaining the listeners makes direct advertising more intrusive. It would appear also that there is material for savants in a comparative study of spoken and printed advertising. May not a slogan, for example, be effective in print and tiresome when repeated vocally?

It is an appalling possibility in radio that a speaker might conceivably think he was addressing a vast audience and yet only be talking to himself. This possibility, apparently, is what the radio-casters and the radio manufacturers believe the advertisers are in danger of leaving out of consideration. They apprehend a time when the announcer might appropriately say, "There will now be a brief pause in this advertisement during which the orchestra will play."

### Old Oregon's Yesterdays

Town Talks From The Statesman Our Fathers Read

June 20, 1904

Frank W. Waters, Tilton Ford, Hal D. Patton, William Brown and Dan J. Fry have been appointed as committee of the Commercial club to have charge of the Dallas-Salem proposition.

Just \$72,000 worth of bonds will be issued at five per cent.

## Before You Sign a Paving Petition—

read it carefully. Be sure that it specifies a portland cement concrete pavement for your street. If it does, sign it, with the assurance the assessments will represent an investment which will improve your property.

### PORTLAND CEMENT ASSOCIATION

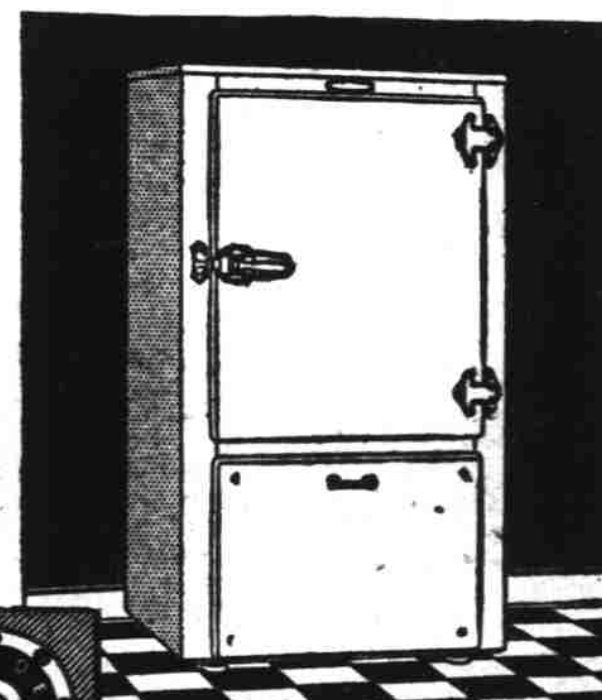
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that sells for only  
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"Cold Control"  
It's the most sensational  
electric refrigerator ever  
announced



NEVER before has an electric refrigerator achieved the immediate and overwhelming popularity won by this new Frigidaire.

It is amazingly low in price. It is offered on unusually liberal terms. And it has every essential Frigidaire feature including the Frigidaire "Cold Control". We want you to see this beautiful new cabinet. It is built of steel. The exterior is finished in enduring white Duco... the

See the Frigidaire "Cold Control". It's as simple as setting a watch.

interior with seamless porcelain enamel. The roomy shelves are at a convenient height. It is plugged into any convenient electric outlet. See this new development and find out about the liberal General Motors terms... at our display room... today.

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