

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

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 SHELDON F. SACKETT, Managing Editor

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empty for the Sunday picnickers so the regular attendants could see just who they were.

Dr. Ward fooled his congregation Sunday by reversing the order of service. The sermon came early and the usual chores trailed along afterwards. This plan was recently given publicity by Dr. Charles M. Sheldon, author of "In His Steps" in an article in the Christian Century. The late-comers were somewhat embarrassed to find themselves arriving in the middle of the sermon. Among them the two Bits for Breakfast got in about midway of the sermon. Almost made it Don'ts for Dinner.

The collection came just before the benediction. In Dr. Ward's church that is probably safe; but we have been in some churches and heard some preachers where a fellow would be justified after listening to the sermon to take a coin from the tray as it passed him to reimburse him for his time.

We wonder sometimes why fine, liberal churches like the Congregational do not thrive more; or in these days of theology-desertion why its half-brother, the Unitarian church doesn't grow very fast. These churches permit a man to believe pretty much as he chooses, and that ought to appeal in times of credal breakdown. It seems though that when a man finds he can think for himself about religion he stops thinking altogether; goes in for golf. Then people seem to prefer to be told what to believe. They feel safer.

Dr. Payne has told us he can convince us that Jonah did swallow the whale or vice versa. So the next rainy Sunday we are going over to the First Baptist church for a demonstration.

BITS for BREAKFAST

By R. J. HENDRICKS

Colonel William Thompson—

Soon after his return to civilization embarked on his first newspaper venture. He was employed in the office of the Eugene Guard as compositor and foreman, and after the expiration of the first month had to take the "plant, fixtures and good will" for his pay; in fact, was given the paper on a promise to run it. After a year and a half he sold out, clear- ing \$1200. That paper is still published and is a property worth upwards of \$200,000.

From there he went to Roseburg and started the Plaindealer, which was a year afterwards changed to the News-Review and is a valuable property now. His success was phenomenal, his subscription list running up to 1200 in two years. He had the moral support of General Joseph Lane and other leading citizens. The rest of the story as Roseburg is told in his own words:

"But as in all else in this world, success was not attained without gaining the enmity and bitter hatred of my would-be rivals in business. There was an old established paper, conducted by two brothers, Henry and Thomas Gale. They soon saw their business slipping away and sought to regain it by indulging in abuse of the coarsest character. I paid no further attention to their attacks than to occasionally poke fun at them. One Saturday evening I met one of the brothers in the postoffice. He began an abusive harangue and attempted to draw a pistol. I quickly caught his hand and struck him in the face. Bystanders separated us and he left. I was repeatedly warned that evening to be on my guard, but gave the matter little concern. The next morning, Sunday, June 11, 1871, I went to my office as was my custom, to write my letters and attend to some other matters before going to church. On leaving the office I was joined by a young friend, Mr. Virgil Conn. (Still living in Roseburg.) As we proceeded down the street towards the postoffice I saw the brothers standing talking on the street. One looked up and saw me, evidently spoke to his brother, and then started toward me. I saw at once that it was to be a fight and that I must defend myself. Some said I could have avoided a meeting by turning in a differ-

ent direction. Probably I could, at least for a time, but I had started for the postoffice and there I intended to go. As we approached the young men, one of them dropped behind, and as I passed the first one he dealt me a blow with a heavy cane. At the same instant the other drew a pistol and fired, the bullet taking effect in my side and passing, partly through. Stunned by the blow on my cheek, I fell and drawing my pistol fired one bullet blank at the breast of the one who had shot me. I was then between the men, and turning on the other one with the cane, he threw up his hands, as if to say "I am unarmed." As I again turned he quickly drew his revolver and shot me in the back of the head, and followed it up with another shot which was aimed at the butt of my ear. I felt the muzzle of the revolver pressed against my ear, and throwing up my head the bullet entered my neck and passed up through my mouth and tongue and lodged back of my left eye. As I rushed at him he fired again, the bullet entering the point of my shoulder, while another entered my body. That was his last shot.

"I was taken to my home in a blanket and few thought that I would live to reach it. I was not, however, done for yet, and the next Thursday was out riding with one of my physicians. The affair created the wildest excitement, a noted surgeon, Dr. Staples, coming from Eugene city to attend to me. Throughout the eastern states there was comment by various publications, referring to the affair as "the Oregon style." I refer to the matter here because of the many distorted and unfair stories that have appeared from time to time. It is in no spirit of bragadoct, but simply to give the facts. That I deplored the affair, and deeply too, I freely confess, but only for the necessity that compelled me to defend my life."

(Beginning about eight years later, the Bits man worked on the Roseburg Plaindealer, and had charge of that paper a good share of the time for three years, as printer, reporter, editor and manager. During part of that time he boarded at the house of the widow of Thomas ("Tommy") Gale and an estimable woman, Henry Gale was for a long time and up to a year or so ago connected with

or spent for advertising in the United States in 1927, the last year for which complete reports are available. According to this authority, Americans in that year spent \$1,602,000,000 for paid publicity, \$696,000,000 or nearly half of the amount having been paid to newspapers. Surely these advertisers found it profitable. The amount spent by advertisers has been growing each year, and if buying advertising space were not a good investment, they would reduce or stop their expenditures for this purpose. The advertising bill should be regarded not merely as an investment by business, but as an investment also by the consuming public. In the end, to be sure, the public pays the advertising bill, but it is one of the most profitable investments the public makes. There never could have been the mass production methods and all the modern systems of distribution, had not the demand for commodities been greatly stimulated, and movement in large volume assured. Advertising has been the prime factor in stimulating demand for a large proportion of merchandise in use today. Through mass production, quick and economical transportation, and new methods of distribution, the unit is produced more cheaply and is sold at a narrow profit.—Houston (Texas) Post-Dispatch.

EDITOR LAVARRE AND THE POWER TRUST
 "Things have come to a hell of a pass, When a man can't wallop his own jacks."

That seems to be the situation down in South Carolina, where the Power Trust is being viciously attacked by William Lavarre, editor of the Columbia Record. About a year ago, when the International Power and Paper Co. was undertaking to create a chain store newspaper system, it purchased the Record and turned it over to Lavarre and Harold Hall, two young newspaper men, along with several other newspapers. In return for this favor, the Columbia Record, presumably, would deal kindly and sympathetically with Power Trust aims.

Alas, following the disclosure of the deal before the Federal Trade Commission, Lavarre split with Hall and also with the Power Trust. Behold the Columbia Record now! In a recent issue appeared a huge cartoon in which the Lavarre papers were pictured as the Statue of Liberty, from whose torch emanates brilliant rays which pierce the chaos and old night of Power Trust propaganda. Again, the Record showed Old Man Power Trust, his pockets bulging with currency labeled "Gas and Electric Power Profits" tearing up a public service contract.

In its attempts to tamper with the press, the Power Trust has fared badly enough. In the Federal Trade Commission it found its Waterloo. But the Columbia Record has administered the coup de grace. Once the Power Trust believed it could propagandize the independent press, but now it finds it cannot even control a paper which it actually purchased.—St. Louis Post-Dispatch.

newspapers in southwestern Oregon and northwestern California—probably is yet.

In the following February (1872), Col. Thompson received an offer to take charge of the Salem Mercury. He says: "Leaders of the party, among them three ex-senators, the governor of the state and many others prominent in the affairs of Oregon purchased the paper and plant and tendered me a bill of sale for the same. Ex-Senator Nesmith, ex-Senator Harding, Governor Grover, ex-Governor Whitaker, General Joseph Lane and many others argued me to the step. They argued that I could unite all the factions of the party (democratic) in support of a party paper at the capital of the state. To a young man scarcely 23 this was a tempting and flattering offer. I sold my paper, therefore, at Roseburg, and with \$4000 in money and food paper, and a bill of sale of an office costing \$2000, started to Salem."

The office of the Salem Mercury was in the building now occupied by the Peerless bakery, at 170 North Commercial street, though the buildings in Salem were not numbered until years afterward. Rather, the office was up stairs, where the Shanghai cafe is now. The Statesman office was there, too, and afterwards occupied the whole building, up stairs and down, and the upper floor of the one next to it. The Statesman was published there for about 50 years. It was known as the Stewart building, the property of Mr. Stewart, who had been a high tone gambler in the Salem of long ago, and was a resident of Washington, D. C., in the 80's and 90's, having retired. His agent in Salem was William Dumas, who had the telegraph office, and also the first telephone office, before there was a telephone exchange. The Stewart building had been also a saloon, at one time a palatial affair, and at another time of lower degree. The furniture store of A. T. Yeaton was in the down stairs part of the building for a long time, in the 80's and 90's. In the days of Col. Thompson in Salem, the office of the governor and other state officers were in the Turner block, diagonally opposite the Marion (then Cheneke-ta) hotel, and the legislature held its sessions in the second story of that (the Turner) building. The state library was on the second floor of the present Statesman office, across the street.

What was known as the "Oregon style" of newspaper life did not necessarily involve the killing or shooting up of editors, though there were a number of other personal encounters in the early days besides the bloody and fatal one at Roseburg. The "Oregon style" is better defined by the habit in pioneer times of calling a spade a spade and a hoe a hoe, or worse, and going after what the writers thought abuses rough-shod. Nearly every public man in those days had a nickname. His political enemies never called U. S. Senator Delazon Smith by his right name. They called him by his "given" name, "Delusion Smith," and so the epithets went around. There were many fighting names bandied around, but this did not in every case lead to some one being beaten up or to having "a man for breakfast," as the saying went. There were enough personal encounters, however, to make up a good many pages of racy history.

EDITOR LAVARRE AND THE POWER TRUST
 "Things have come to a hell of a pass, When a man can't wallop his own jacks."

Old Oregon's Yesterdays
 Town Talks from The Statesman Our Fathers Read

September 11, 1904
 One of the largest exhibits of farm implements at the state fair is that of Mitchell, Lewis and Staver, Salem branch.

F. A. Erickson, superintendent of construction for the Lewis and Clark fair buildings, came up from Portland last evening. He says work is being pushed rapidly and that buildings are within 20 per cent of completion.

A little spider which is attacking the hops this year and which also attacks clover, is known as the clover mite, according to L. T. Reynolds, who lives on the Ger-vais road.

Two cars jumped the curve at the east entrance to the new aid of the Salem Light and Traction company.

They Say . . .
 Expressions of Opinion from Statesman Readers are Welcomed for Use in this column. All Letters Must Bear Writer's Name, Though This Need Not be Printed.

EDITOR STATESMAN:
 I am surprised to see any of our judges would do such a thing as Judge McMahan has done in this Hefner case. He talks about girls being left without a home if he was put where he belonged but has he not got forethought how many more there will be for the state to take care of if such low down holes are excused he does not know suppose they would be a thousand times better off to be brought up by others than under such a rot, and what about other young lives ruined by such dire. Some young folk get kind of unruly at home and being kept straight then they come in contact with visitors of such "hell holes" and influenced to come and join them and when they read of even our laws will take sides with such and then wonder why our reformatories, rescue homes and penitentiaries are filled. I think we have a law requiring punishment for such and why have some "one man" like McMahan to absolutely ignore it I think it is a shame for citizens of such a state, and why are we paying out for such men to hold offices. Our prohibition officials are doing their duty, to bring such as him and others like him to the bar of justice that our laws might be enforced and then instantly to no avail could we blame them if they did not do their duty, I say not, sometimes even risk their lives to do their duty and then see such doing after brought in. I have never seen anything accomplished under such rules. I am sure if some helpless poor mother which is doing all she can to keep her boys and girls going straight and would go to these supposed-to-be law enforcers to stand by her to correct her

children if unruly and disobedient they would not seem to have much authority but other times even the laws which have been voted in by public sums can be tramped under foot. I hope their mind will go a little farther in the future. Marion County Resident.

EDITOR STATESMAN:
 Some days ago an item appeared in the social columns of your paper stating that the First Presbyterian church picnic was held at Mehama Sunday. We wish to state the picnic was not held on Sunday, but was held Monday, Labor day.

While this may seem but a trivial error to some, yet to a good Presbyterian it is quite serious as we believe in "remembering the Sabbath day and keeping it holy" and we do not approve of picnics, ball games or similar affairs on that day. We do not want the impression to go out among the people of this city and state that this church would for one moment ignore the commandments of God and desecrate His Sabbath in any such manner.

We realize that the statement was only an error such as might be made by any newspaper, and simple ask that you rectify it by publishing this statement in as conspicuous a place as the one in which the erroneous statement was made.

Respectfully,
 C. D. CHILDS,
 J. LINCOLN ELLIS,
 Committee.

122 Arrests in August Reported By Prohi Chief

According to the monthly report of George Alexander, state prohibition commissioner, to Governor Patterson, agents of his department participated in 122 arrests for violations of liquor laws during August, resulting in fines aggregating \$19,050 and jail sentences aggregating 1227 days. A total of 418 gallons of mash, 118 gallons of liquor and 14 stills were seized and destroyed and four automobiles used in the transportation of liquor were confiscated.

No More Gas In Stomach and Bowels

If you wish to be permanently relieved of gas in stomach and bowels, take **Dr. Williams' Gas Tablets**, which are prepared especially for stomach gas and all the bad effects resulting from gas pressure.

That empty, gnawing feeling at the pit of the stomach, that discomfort, that anxious, nervous feeling with heart palpitation will vanish, and you will again be able to take a deep breath without discomfort.

That drowsy, sleepy feeling after dinner will be replaced by a desire for entertainment. Bloating will cease. Your limbs, arms and legs will no longer feel stiff and "go to sleep" because of "flatulent" gas which prevents gas from interfering with the circulation. Get the genuine, in the yellow package, at any good drug store. Price 50c.

Always on hand at DANIEL J. FRY'S

Universal Bungalow Range
 With Coal or Wood Kitchen Heater

The coal fire box can be used as a Kitchen Heater or as a Refuse Burner

This range has the New Smooth Top

THE Universal Bungalow Range renders the same convenient and efficient service of a gas range and can also be utilized as a coal or wood stove to heat the kitchen during the winter season.

Particularly for the home where kitchen space is limited, yet one requiring a range of large capacity the Universal Bungalow will prove ideal—combining as it does the capacity of a six burner gas range and coal stove in one compact unit, requiring only 36 inches of floor space.

The fire box compartment offers a two-fold service as it can be used as an incinerator for the disposal of kitchen refuse or as a coal or wood stove to heat the kitchen.

The fire box is equal in capacity to the ordinary coal stove and has a surprisingly large heating radius—burning coal, wood or coke with equal satisfaction.

The Universal Bungalow Range is of cast iron construction, unusually attractive in appearance and especially economical in fuel consumption—whether it be gas, coal or wood.

We cordially invite you to visit our Stove Department and inspect for yourself this new and finer range.

Liberal Allowance on Your Old Stove on the Purchase of a new Universal

H. L. Stiff Furniture Co.
 COMPLETE HOUSE FURNISHER

Not Guilty as Charged

WHAT is the difference in principle between giving away a trading stamp to sell a spool of thread, and giving away a premium to sell a newspaper subscription? Is giving away a trading stamp any worse than giving away a flag, or a jack-knife, a safety-razor, a circus ticket, an airplane ride, a set of dishes or an insurance policy? Is giving away a trading stamp any worse than giving away as a bonus an out-of-town newspaper as an inducement to take the Statesman?—Salem Capital Journal.

The present management of the Statesman has been patting itself on the back for doing very commendable work in cleaning up bad practices in circulation promotion. We have done away with contests absolutely, which were formerly employed here in circulation building and still are by some newspapers. We have done away with premiums. We do not "give away" a single thing as an inducement to subscribe to the Statesman. Subscribers must pay the full quoted price, which by the way is slightly higher than the Capital-Journal.

We do not "give away" to any subscriber pocket knives, circus tickets or insurance policies, or anything else. We do sell a limited accident insurance policy exclusively to our subscribers. We do sell a Portland paper at a combination rate, made possible by the Portland paper.

But the Statesman isn't in the "give away" business. Like the Capital-Journal and other progressive papers we do stimulate circulation sales among carriers by offering them prizes for their work in getting subscribers; but that is quite a different matter from giving something away to the subscriber.

The Statesman is an applicant for membership in the Audit Bureau of Circulations, and is using only such circulation promotion as meets with the approval of that body. The Capital-Journal's comparison of the Statesman's circulation selling with green trading stamps simply doesn't fit.

Church News Notes

The Statesman owes a humble apology to the Presbyterians for the social item of a few days ago which recorded their church picnic as on Sunday, when in reality it was on Monday, Labor Day. So we make the apology. We attended that church on the Sunday in question. Confidentially, the mistake could easily have been made. Where else were the people?

Is a family picnic on Sunday sacred and a church picnic on the same day a desecration?

Now that Dr. Tully is home we can depend on it there will be no stray sheep of Sunday mornings.

Besides the picnic season is about over.

Last Sunday we shopped around and visited the First Congregational church. Dr. Ward preached a very good sermon showing a wide range of reading and a warm and kindly philosophy. The gist of his sermon was that this is not such a bad world after all; and a sermon like that goes a long way toward making it better. George Brown and Mark McCallister were ushers and they were very thoughtful. Seated everyone at the back of the church. That left the front half