

# Local News Briefs

**Tells Rotary History**—The history of Rotary International, which celebrated its 25th birthday Wednesday, was outlined at the meeting of the Salem club at its weekly luncheon by H. O. Snelling. He stressed the important part the northwest has had in the development of Rotary, mentioning that the Seattle club was one of the first organized and the Portland club was tenth. The Salem club is No. 572 and there are now 221 clubs. The five principles of Rotary were formulated while officers attending an international convention at Portland in 1910, were on a boat excursion from that city to The Dalles and return.

**Can you use a good light tractor?** We have it in the Shaw-Ford. Why not put your old Ford car to work? With a Shaw-Tractor attachment you can do the work of a good heavy team and it eats only when it works. We can supply the attachment for \$125, and our assembly charge is \$45. If interested, write us for a descriptive circular. Gresham Berry Growers, Inc. State Agents for Shaw Tractor Attachments. Please mention this paper when you write.

**W. U. Women Win**—Florence Decker and Lillian Beecher of the Willamette university women's debate team, who won the modern diversion of woman from the home to business and industry is not detrimental to society and were awarded a critic judge decision over the women's team of the University of Utah in the Waller hall auditorium last night. George Barryman of Monmouth gave the decision. Grace Anderson and Irene Sheeran were the affirmative speakers.

**Dollar dinner every night** 5:45 to 8 at the Marion hotel.

**Plan Hospital Aid**—The Salem General Hospital women's auxiliary has established headquarters in the former Bank of Commerce rooms, and is preparing to conduct a campaign to raise \$5000 or \$7000 to assist in the hospital, this amount being expected to compensate it for the cost of charity cases accepted during the year. It was announced at the Rotary club luncheon Wednesday by F. G. Deckebach.

**Butler Going South**—Eric Butler, manager of the local Western Union office, has received word to report in San Jose, Cal., for enrollment in a course in operation of the Simplex machine at the Western Union school there. Butler plans to leave Salem March 8 and will be in the south until the latter part of May.

**Want used furniture.** Tel. 511.

**Marion County Stands Third**—Marion county stands third in Oregon in number of illiterates, with 567, 397 of which are in Salem, the national advisory council has advised County Superintendent Fulkerson. Oregon has 9,317 illiterates, 3,995 of which are in Multnomah county. Umatilla county ranks second.

**Former Residents Visit**—Mr. and Mrs. C. L. McNulty visited here briefly yesterday while on their way to Seattle from Klamath Falls, where they have been living. McNulty was employed in the local Western Union office for some time about six years ago.

**"Safety First" play** by Labish R. N. Fri. 28th. W. A. hall. Chemawa, 15 and 25c.

**Seeks Uncle**—Word as to the present whereabouts of his uncle, Nicola Damato, believed to be in the Salem vicinity, is sought through the local chamber of commerce by Sebastiao Scala whose address is 339 North Elizabeth street, Hazelwood, Pittsburgh, Pa.

**Visit Western Union**—E. F. Dodson of Portland, where he is with the plant department of the Western Union, and A. L. Johnson of San Francisco, division inspector with headquarters in San Francisco, were Wednesday visitors at the local Western Union offices.

**Free—2 and 4 p. m. Mar. 1.** Two reels of motion pictures, entertaining and educational. Also 1 package of White King Granulated soap to those attending. Hall Electric Co., 461 N. Front St.

**Push Member Canvass**—A large number of legionnaires took part Wednesday night in the opening of an intensive membership canvass which is designed to raise the total of paid up members in Capital Post No. 9 to 800 by March 1.

**To Address Zontas**—Oscar H. Lipps, superintendent of the Indiana training school at Chemawa, will tell of his work at the school in an address before the local Zonta club this noon. The club meets each Thursday at the Marion.

**Rummage sale** will be held by Daughters of Veterans Friday and Saturday of this week. Eligh Bldg., 130 South High St.

**Must File Claim**—World War veterans must file a claim if they may be disabled in incurred while in wartime service, on or before April 6, officers of Capital Post No. 9, American Legion, have been notified.

**Club Meets**—The Salem Garden club will meet for its regular monthly meeting Monday night at 8 o'clock in the chamber of commerce rooms with Ira Gabrielson as special speaker. Mr. Gabrielson will bring with him a collection of slides and a lantern with which to illustrate his lecture. In answer to request from Salem Garden club member will show several slides of eastern Oregon. Penstemon, a plant in which considerable interest is centered. Mr. Gabrielson is a member of the government biological survey.

**Baldwin built more planes** during 1935 than the next two or three makers combined. One-fourth of America's output was Baldwin made. There's a reason. See Baldwin planes at Tallman Piano store, 285-395 South 12th street, factory distributors.

**Art Display Seen**—An interesting display of art work and home decoration suggestions is on exhibition in the Marion hotel, 319, today and Friday. This display brought here by Mrs. John Odson, interior decorator of Spokane, Washington, includes some choice examples of original Japanese prints, wood block art, a few etchings, fine laces and even some tapestries and draperies for the home. Mrs. Odson is meeting those interested in discussing decorating problems and the art of buying for the home this afternoon and Friday afternoon.

**Freshmen Give Program**—Three musical numbers were presented by members of the freshmen class of Willamette university in the regular chapel service. Bernice Rickman sang "O Little Maiden" by Strickland accompanied by Miss Marjorie Odell. Miss Frances Laws played MacDowell's "From an Indian Lodge"; students closed their program with a trumpet solo by Ralph Morrison which was a selection from the opera Sampson and Delilah.

**Chicken dinner and program** at Salem Heights hall, 6 to 8 Friday.

**Students to See Skit**—Two skits, one advertising the Technic art club three-act play, "Pomander Walk," and the other the skating party which the Junior chamber of commerce is sponsoring at Dreamland ring, will feature the regular weekly high school student assembly during the home room period today.

**Campaign Committee Meets**—Preliminary plans for the annual Y. W. C. A. budget drive to be made for one week beginning March 31 were made at a committee meeting held yesterday afternoon at the Y. W. Mrs. Rex Sanford is general chairman of the campaign.

**Encinitis Group Meets**—The regular weekly meeting of the Encinitis club will be held this evening at the Y. W. C. A. Mildred Judson is president of the club.

**Hyer Promoted**—C. L. Hyer, who has been ticket agent in Salem for the Oregon Stages for several years, has been promoted to the position of manager of the Albany office, effective March 1.

**Bicycle Stolen**—Ned Hale, 754 South 21st street, reported to the police Wednesday that his bicycle had been stolen from in front of the Y. M. C. A. Tuesday night.

**Elks Dance Friday Nite**, Feb. 28. Come and bring a friend.

**Discuss Gym Work**—The gymnasium program of the Y. M. C. A. will be discussed at today's meeting of the Y. directors. George Hug will preside.

**Poulson Improving**—Mark Poulson, city recorder, expects to resume his duties Friday, having recovered sufficiently from his recent illness.

**Gibbard in Portland**—Arthur Gibbard was attending to business matters in Portland yesterday. He is assistant postmaster here.

**Clare Lee Speaker**—Clare A. Lee, state insurance commissioner, will be the speaker at the Lions club luncheon Friday noon, his topic being fire prevention.

**Jersey Club Meet**—The Oregon Jersey Cattle club will hold an all day meeting at the Salem chamber of commerce rooms Saturday.

**For Expert Truck and Tractor Motor Reconditioning** See G. A. Raymond Machine Shop 425 Chem. St. Phone 9

**SCHAEFER'S EYE REMEDY**  
Relieves all your eye troubles  
Price 50c  
**Schaefer's DRUG STORE**  
The Original Yellow Front and Candy Special Store of Salem.  
125 N. Commercial  
Phone 197  
Familiar Agency

# BUSINESS MEN MEET IN FORUM

## Eighty Attend Session Here Last Night to Consider Best Advertising

Sound business advice was mixed with pleasing entertainment for 80 Salem businessmen who attended the second annual advertising forum sponsored by the Salem Ad club Wednesday night at the Elks club.

Joseph R. Gerber, president of Gerber and Crossley, Portland advertising agency and Carl Thuneman, sales manager of the McMoran and Washburne department store at Eugene were the principal speakers of both men speaking directly and forcefully on merchandising of goods.

Gerber, stressing the distribution problem of the manufacturer, titled his talk, "Building a Market of Your Own," while Thuneman spoke on "It" as related to merchandise.

**Small City Industry Has Real Field**  
Industries in small cities can become quite as successful as industries in large cities if the men who manage them will develop markets, Gerber said.

Because of the dependence of the community upon the success of industrial plants and the farmers, the men at the head of manufacturing enterprises are charged with a deep responsibility, Gerber declared.

"Their success depends upon their ability to market their products and too few producers are building markets of their own which will insure their success and the success of the communities in which they reside."

**Rapid Building Field Possible**  
Gerber explained that it is possible by knowing intelligent sales methods and by a proper analysis and proportion of production costs, to take a naked idea and to build it in a few years into a gigantic enterprise, serving people in every part of the United States and in foreign countries. Gerber said that sales costs could well be placed at 20 per cent of the selling price of a manufactured article if volume was sufficiently increased to permit low manufacturing costs.

Thuneman stressing the retail side of merchandising said the problem of the merchant was to select "it" goods. A large quantity of goods purchased he termed as "it" goods while other merchandise was deemed in the lower category of "if" goods.

**Markdowns Cut Into Profits Says Speaker**  
Thuneman said markdowns averaged more than six per cent of the sales of average stores, while profits did not reach two per cent on a recent survey of stores of the million-dollar sales class.

He pointed to intelligent advertising as an extremely effective means of placing "it" goods in the hands of customers. Sales costs in reducing markdowns more than justified the outlay, said Thuneman.

The speaker stressed the need of rapid turnover, based on a scientific study of proper selling prices, proper purchases of sizes and qualities most demanded by the customer.

**Mason Introduces Speakers at Dinner**  
The dinner speakers were introduced by Arthur Mason, chairman of the Ad club committee in charge of the banquet. Associated with Mr. Mason in arranging the forum were P. C. McDonald, manager of the Rogers Paper company, who also arranged an interesting display of local printing; Willard Marshall, in charge of local advertising content; N. D. Elliott and Ralph Kietzing.

The DeMoss musical organization, originally of Oregon, furnished appreciated instrumental and vocal numbers for the meeting.

# Deputy State Forester Is Opposed to Hoover Offer To Turn Over Public Land

The tentative proposal of President Hoover made last year, to turn the surface rights of the vacant public lands back to the states for the benefit of the common school fund, was discussed at the Rotary luncheon Wednesday by Lynn F. Cronmiller, deputy state forester. Mr. Cronmiller stated that the proposal did not include the national forests, national parks, Indian or similar reservations, but insofar as this state is concerned, consisted of over 13,000,000 acres of the public lands located mostly in southeastern Oregon, that have, from misuse and abuse from overgrazing and neglect of the federal government property to administer them, become so depleted that they are almost worthless. The expenditure of a sum of money in excess of any return from grazing fees would be necessary to place them in their former productive condition.

"One of the important factors to be considered," stated Mr. Cronmiller, "is the effect this proposition would have on federal reclamation in Oregon. The reclamation act was designed primarily to reclaim government land in the western public land states, and one essential requirement of federal financial participation in construction of irrigation projects, is that federal land be irrigated, thereby encouraging land settlement and the development of farms through the homestead laws. Irrigation of private lands that might exist under the project is an incidental matter.

"Should title to the federal lands pass to the state, it would mean that federal reclamation activities under present laws would cease. There would be no Oyee or Yale projects under construction with their combined estimated expenditures of \$22,000,000. Furthermore the reclamation fund is a revolving fund, the settlers paying back the cost of construction over a period of forty years. Other incomes to the fund are from the sale of public lands and the revenue derived under the oil leasing act. Oregon's equity in the fund would be lost through passing title of public lands to the state. It has been suggested that this objection to the exchange could be remedied through the federal government retaining title to all possible reclamation projects."

The speaker also called attention to the fact that the waters of numerous streams rising in public lands of one state were used to irrigate farms in other states and hence water conservation and prevention of soil erosion becomes a national and not a state problem, for some of the states could be assured of a uniform

# Obituary

**Crastenberg**  
Curtis V. Crastenberg died in this city Feb. 25, age 31. Husband of Mrs. Edith Mardy Crastenberg; father of David Victor; brother of Will of Spokane. Funeral services Friday, Feb. 28, at 1:30 o'clock, Rev. Sims officiating. Interment in Lee Mission cemetery.

**Rooney**  
Mrs. Martha W. Rooney, age 43, of 776 North Sumner street, died here February 25. Wife of Fred A. Rooney, mother of Hilda, Waldo and Alma Rooney; daughter of F. B. Wedel of Salem; sister of F. P. Wedel and Ben F. Wedel, both of Salem and Mrs. Elizabeth Schrag, of Soap Lake, Wash. Funeral announcements later by W. T. Rigdon and Son.

**Moore**  
Mrs. Mary L. Moore, 69, died February 26 at the home at 967 Leslie street. Survived by four daughters: Mrs. W. E. Morris, Mrs. A. E. Woolridge and Mrs. W. A. Cunningham, all of Camas, Wash., and Mrs. C. H. McCullah of Salem; three brothers, C. C. Cates and J. R. Cates of Salem and Charles Cates of Missouri; also 15 grandchildren and three great grandchildren. Funeral services at 2 p. m., Friday, at the First Baptist church in Camas, Wash., Rev. Linke officiating, and interment in the Fisher cemetery there. Under direction of Clough-Taylor mortuary.

**City View Cemetery**  
Established 1893 Tel. 1206  
Conveniently Accessible  
Perpetual care provided for  
Prices Reasonable

**Belcrest Memorial Park**  
A Park Cemetery with perpetual care  
Just ten minutes from the heart of town

**McCratt Abbey Mausoleum**  
Vault Entombment  
Indoor Burial  
LOYD E. REGGOLD, Mgr.

**High Grade Furniture AUCTION SALE**  
275 South 15th St. 2 Blocks South of State  
Friday, February 28th, 1:30 P. M.  
Consisting of

1 lovely walnut dining room suit including massive extension table, buffet and 6 diners with tapestry seats, this is a set suitable for any home in the very latest in style and design; 1 green and ivory bed room set complete with coil spring and mattress, 1 velvet overstuffed divanport, just like new; 1 velvet overstuffed rocker, just like new; 1 walnut rocker with velvet spring cushion, like new; 1 walnut rocker with mohair spring cushion, like new; 1 all oak rocker, 1 good ivory bed with coil spring and mattress, 1 good 2x12 Axminster rug, 1 good 6x9 felt base linoleum rug, 1 oak library table, 1 fir library table, 1 floor lamp, 1 fir magazine rack also dining table, 1 child's oak rocker, 1 round fir extension table, 4 berry back wicker chairs, 4 chairs, 1 card table, 1 drop head, 1 drawer Singer sewing machine, 3 good ivory dressers, 1 good electric washer, 1 good phonograph and records, 2 cotton pads, 1 heating board, 1 breakfast table, 1 extra good Colonial range, buffet shelf and French top, coffee; 1 oil heater, 1 plate heating glass, 30 quart home canned fruit, 3 galv. tubs, 1 boiler and wash board, 1 dish pan, 2 mixing bowls, 11 electric globes, 1 heater and pipe, garden rakes, hoe, spading fork, broom, mop, 3 window shades and other miscellaneous articles. Terms Cash.

**Owners**  
Mr. E. R. Jones  
Miss Vera Jones

**F. N. Woody**  
Salem's Leading Auctioneer in Charge

I pay cash for used furniture or will sell same for you on commission. Remember there is an Auction Sale at the F. N. Woody Auction Method on Summer St. every Wednesday night at 7 P. M. and every Saturday afternoon 1:30 P. M. Private Sales Daily of New and Used Furniture. We always sell for less. Phone 211.

**TURN UP ON MON SUNDAY NITE 9 to 6 SALEM HOUR.**

# HOSPITAL AUXILIARY BUSY AFTER FUNDS

Women of the Salem Hospital auxiliary are busily at work attempting to give a clear understanding of the feeling of the public toward the coming campaign for funds for the General Hospital which will begin March 2.

The hospital has been built through the ceaseless efforts of a comparatively small number of Salem people and the pride in building which they have taken so far was shown in an interview with T. B. Kay who during the building of the central unit of the hospital was an untiring worker. Questioned about his feeling concerning the place of the hospital in the community, Mr. Kay said:

"A city is judged by its public institutions. Salem needs to get behind the hospital not only to serve the city's own needs but to serve those of outlying territory. The hospital as an institution affords many folk to Salem from nearby towns. A noticeable number of the doctors on the hospital staff are doctors from out of town who are affiliated with the hospital in order that their patients may have the benefit of a standardized institution."

The one hundred women who have undertaken to secure funds to further the advantages given to Salem through the general hospital set a good example to the men of the city according to Mr. Kay, and all should respond to this campaign in a sympathetic manner.

# Circuit Court

State Industrial accident commission vs. Harry E. Evans—Voluntary non-suit has been taken in this case.

Edith L. White vs. Beris Hayes White—Suit for separate maintenance. Plaintiff demands \$200, a month, alleging that she has not been supported for some time. A divorce is not asked in the petition.

A. C. Loomis vs. A. J. Wheaton—Complaint to foreclose on a mortgage has been filed.

Roy Livingston vs. Bonesteel Motor Co.—An amended complaint has been filed. The case involves the purchase of a motor truck.

ed state policy of watershed protection that would insure them against serious erosion and subsequent silting of reservoirs.

It was suggested that inasmuch as the federal government was the steward of this immense tract of land, and that through neglect has permitted it to deteriorate to such an extent as to necessitate the expenditures of large sums of money before it could be made productive again, that the government should undertake and carry through the rehabilitation of the lands before making any definite plan for their disposal.

# RABBIT SHOP WILL BE OPENED IN CITY

Salem's first exclusive rabbit meat shop will open this morning at 190 South Commercial street, under direction of Mrs. Robert Schaefer, who has conducted a rabbitry at Turner for the past four years. Mrs. Schaefer will cater to both the wholesale and retail end of the business and will also handle milk. She says she will pay more for rabbits than most local buyers and that she hopes to help strengthen the market here.

Mrs. Schaefer keeps around 400 New Zealand Reds and Whites, and also Chinchillas in her rabbitry, which she will continue to run in connection with the store. She has won a number of prizes on her stock at the state fair, and these on nearly everything she has exhibited.

**Shaefer's Rabbit Shop**  
190 S. Com'l  
**Opening TODAY**  
We handle fresh dressed rabbits  
Open every week day except Monday

# Lad Teaches in Mother's Place

FALLS CITY, Feb. 26.—Because his mother, Mrs. Mabel Hatch was ill, Willard Hatch acted as substitute teacher Tuesday.

**FINEST TORIC READING LENSES \$4.95**  
Eyeglass Insurance and thorough examination included.  
**THOMPSON-GLUTSCH OPTICAL CO.**  
110 N. Commercial St.

**Moderation! THE FRIEND that prolongs your youth**

**"Coming events cast their shadows before"**

**AVOID THAT FUTURE SHADOW\***  
By refraining from over-indulgence

Men who would keep that trim, proper form, women who prize the modern figure with its subtle, seductive curves—eat healthfully but not immoderately. Banish excessiveness—eliminate abuses. Be moderate—be moderate in all things, even in smoking. When tempted to excess, when your eyes are bigger than your stomach, reach for a **Lucky** instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence if you would maintain that lithe, youthful figure.

**Lucky Strike, the finest Cigarette a man ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED."** Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste.

**"It's toasted"**  
**Your Throat Protection—against irritation—against cough.**

\*Be Moderate! . . . Don't jeopardize the modern form by drastic diets, harmful reducing girdles, fake reducing tables or other quack "anti-fat" remedies—condemned by the Medical profession! Millions of dollars each year are wasted on these ridiculous and dangerous nostrums. Be Sensible! Be Moderate! We do not represent that smoking **Lucky Strike** Cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a Lucky" instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

**TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. E. C.**  
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Call 2193, Used Furniture Department  
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