PAGE FOUR

this paper.

San



DERFECTLY simple, said the business doctors the Ad shades of many colors. Most persons can distinguish only a few club called in for the merchants' forum. All you need of the many hues found in the with your merchandise is ideas. That's it-ideas. You can't universe. Men particularly are order them by the gross; they have to come out of your more or less afflicted with colorhead. The specialists didn't say how to fire up the old brain blindness.

Something which will be of so as to boil off the needed ideas. So most of us are still as so as to boil off the needed ideas. So most of us are still as general interest is the recent re-far off from success as we were before. We have to find port from the Technical College the idea before we can set it working. of Berlin. It states that Profes-

Every success comes from an idea. But so does every sor Franz Weidert has invented failure. The difference is that one is a good idea and the a glass to be used in spectacles other a poor idea. The difficulty lies in this, that a man for the color blind. The glass may not be able to tell his idea is a poor one till he goes ments which aid in detecting colcontains certain chemical elebusted. The fellow who follows wrong ideas is called a fool; ors by those who suffer from the fellow who hits on a bright idea that "goes over big" lack of the normal color senses. makes a million and gets an honorary degree from a small Certain colors of the spectrum are taken from the light rays but needy college. passing through this glass. The

Wit is a valuable asset in a business man; but a poor colors which are absorbed are substitute for work. The man who "lives by his wits" is chiefly those which range in tones from orange to yellow lyusually behind with his house rent.

Some brains are fecund in ideas; others sterile. There ing between the reds and the are no 'brain fertilizers" on the market; but deep plowing greens. The spectacles make it possible to distinguish, between of thought often increases the yield. Letting the brain lie colors by increasing materially fallow in a vacation period may bring profitable results the contrast between them. later. To the color-blind red and

Ideas are competitive; yours may be stale compared green are the two most troublewith the other fellow's. Most ideas in business in small some colors. Thus a glass such as with the other fellow's. Most ideas in business in sman towns are imitations from some place else; few are orig-contribution to many afflicted inal. Bright thoughts will not take the place of good goods; persons. With such an aid to moshoppers aren't looking for poetry. Old men in business have torists afflicted with poor color too few ideas; young men too few good ones. A "novelty" sense there will be little excuse is not necessarily an idea; most of your fresh ideas have for them to disobey the red and green signal lights and the flashbeen tried and discarded long ago.

You'll know when you get a real idea; something es of the traffic cop. Persons who are in posts of re-"clicks" in your mind; you know you've got it; and your sponsibility anywhere on land or enthusiasm helps make it succeed. sea should have frequent tests of

Ideas, ideas-we all need them; but sometimes we the eyes, both for failure of vithink the public has to have periods like the present to re- sion and for color-blindness. cover from too great an eruption of bright merchandising Many an accident can be averted by this precaution. ideas in days preceding.

Answers to Health Queries C. F. E. Q .- What do you a The OREGON STATESMAN, Salem, Oregon, Friday Morning, November 21, 1930

"HEY, WHEN DO WE EAT?"



"GIRL UNAFRAID" By GLADYS JOHNSTON

Chapter 87

fire in the living room, listening to the whisper of the pine trees of the strain would have been outside, and to Ken's deep weary too much. He'll be all right but breathing in the bedroom.

It seemed a strange dream . . . Mary stared at her helplessly. Ken's breakdown was more se- suddenly finding that she had no vere than any of them had re- arguments to advance. There was alized on that first day. Had he as well, a serenity, an aura of stayed in the city-had he been quiet happiness which Mary had held in a sanitarium against his never before seen.

wishes, he would have rebelled Fine and true, she seemed, tanding here in the sunlight. A nd the results would have been message to Peupeumoxmox ment of silence she burst out disastrous. But in this soothing sweet gravity, a thoughtfulness vigorously. "And moreover, she's quiet and with Ardeth's continu- about her which was new-and dead right! I'd do the same thing if it were Fred lying there in wily old savage to meet him and letter to her father that was A .- Send self-addressed, ous presence, he was submissive more of the woman than the girl. Ken Gleason's place.' own remedy in the form of deep, and she put her arms about Ar-But Mary's generous opinion, exhaustive sleep. deth To Ardeth, time went on in an "Oh, my dear, if I could only undisturbed dream. Two days of make things come right for the peace, filled with sunshine and two of you. Damn Cecile and her or the world's spiteful one, made little difference after all to Ardeth. the old mission below what be-Tranquil days and deep starthe smell of the pines. Reality selfishness! I'll have to tell you filled nights, each one bringing could not reach her. Despite the -I went to her as soon as Tom abrupt change, it seemed strange- told me. I pleaded with her-I returning strength to Ken. Little by little reality pushed in upon ly natural to be here. begged her to do the decent thing him once more. He watched the There were fimes when she and set Ken free. You see he girl moving about the room and found her heart leaping as she hasn't a chance now-she'd bring thought of the shop, but they counter suit to any complaint. past days. Something like terror She rose and came over to his his age: "If to my age, there side. She held his head against added be, its half, its third, and were infrequent. Hard to imag- The woman's a dog-in-the-mangine the teeming city, the rush of er! She sneered at me. Talked a "It's all wrong, dear," he said her breast, kissed his closed eyes. intent humans up here in the lot of noble stuff which was as slowly. "Oh, you shouldn't have "It's all right now," she said ten, the sum will be, what is my done this! What will people— softly. "It's only wrong when we age? Pray show it me." Today's what will everyone say? And—" are apart, Ken." quiet mountains. false as her own smile. I could Two days-filled with the have killed her." Again Mary was struck by the trees; with the small tasks of the his thin hands moved nervously, (To be continued) household. Ken did not gather complete indifference of the the true meaning of the situs- girl's attitude. "Cecile can't make it right or tion. Most of the time he slept. The roads are waking up, but they seem tardy in doing force of hands, and with build-ings and equipment in first class were dressey and after esting be earnestly. "Ken needs me That's were dreamy and after eating he earnestly. "Ken needs me. That's mind and body were drinking up rest as a sponge drinks water. Mid-afternoon of the third day back to the house. "This sickthe silence was broken by the ness of his goes back to that sound of a motor. Tom drove up night after the baby's death, when before the cabin and beside him he came to me-Cecile hurt something fine and good in Ken's was Mary Eastwood. Black eyes smouldering with very soul that time, Mary. It's the Christian church, declared in excitement, Mary stood beside as if-as if she'd stabbed his soul

Baby's Colds

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BITS for BREAKFAST

known.

By R. J. HENDRICKS been given the name of Elljah, after Elljah Hedding, a leading Methodist bishop of that day.

Narcissa Whitman's visit:

5 5 5 Jason Lee gave a rather full account of his trip to The Dalles, Elijah had gone to Fort Sutter, California, and had been killed January 23, 1843. But he wrote there - the missionaries said he nothing of his return voyage, was murdered, while at prayer. when Mrs. Whitman may have ried vengeance in his heart for all been with him.

He started from his home, at

what is now 960 Broadway, in a small wagon, with camping out-fit of blankets, tent and provi-But Yellow Serpent had high regard for Lee, and if any one could convince him that his plotsions for the journey, expecting to reach La Butte (Butteville) ting, or lending encouragement to that evening and start from there savage plotters, was a thing he in a canoe with four Indians. But should not do, Lee could. Hence the errand, in the dead of winter, it was the afternoon of the third Dalles to talk with Lee. He wantof Friday, the 27th. They took ed to know two things: Did the on four bushels of seed wheat at Bostons want war or peace? What Vancouver for The Dalles at noon the flouring mill of the Hudgen's was meant by so many immigrants Bay company up the river on the passing through his country, with other side, and camped for the more and more coming?

Lee was frank. As he wrote bis, having made only about 10 miles, in the raging storm and them in his diary, some of his roaring river. On Saturday, had answers were, in brief: "That high winds, snow and a flooded will depend largely upon your-river, and could not move camp. selves." As to the coming of so They remained over Sunday.

comfortable camp in the deep snow, with difficulty finding wood to make a fire. Tuesday they made the portage through the deep the state our wealth, and you and your people have hands as well as we, our bands as house, and Mr. Lee had his tent and camp fire to himself.

Wednesday, through the flooded Columbia filled with ice and other property, the fruits of their snow, the whole crew had several own labors."

narrow escapes. Jason Lee wrote of one of them: "The man at the stern of the cance (when a big over the loss of his son, but rewave went over them) said if he minded him that there were bad had not looked well to the cance, white men as well as bad Indians, it would have been upset and all plunged into the river. Perhaps the Indians would have gained the shore, but that I was too heavily clothed and would soon have gone down. This was a very reasonable conclusion But I see He (Cad) with his retirmed to concentration conclusion . . . But I see He (God) with his retinue to counsel peace has more work, or more suffer- instead of war. All the people ings, for me. Well, all I ask is to then in Oregon believed Lee's talk be able to fulfill my day." with Peupeumoxmox averted an

On Thursday, February 1, the meant disaster to the scattered Indian raid, that might have party reached Wascopam (The and feeble settlements.

"Found the members of As before stated, Jason Lee the mission all well. Mrs. Dr. found his work at The Dalles Whitman was with them. I was done and was ready for the return very glad to meet her again, as I journey February 14, 1843. The had not seen her since I called snow was two feet deep, but the raged to Tom when they had left upon them on my journey to the raging Columbia was open, and, States, in 1838, but was sorry to after three days of danger and toil he was again at Fort Vancouver,

Jason Lee was at The Dalles with his canoe and Indian boat-men. Did Narcissa Whitman she doesn't act it!" After a mo- about two weeks. He had sent a come to the Willamette on that cance? She may have

seems so blessedly right to him, and it had been slowly bleeding Ardeth sat before the dying to have me around here that he to death all this time. I suppose accepts it as natural. Honestly, that sounds melodramatic, but it Dalles) before night. Jason Lee Mary, I think that another day wrote: shows what I mean. And she'll never get a chance to hurt him he's as weak as a baby.' again. He's mine."

"Beautiful but crazy!" Mary and were driving down the grade find her in poor health." in the quiet evening light, "But what can I do? She's of age-

and in her right mind, though

many Americans: "If you imitate our industry and adopt our hab-Monday, the 30th, got as far as its your poverty will soon disapthe Cascades, and made an un- pear, and your people will have deep snow, and that night the In-dian crew slept in an Indian property. . . . Americans passing through your country entirely destitute will by their industry upon

ed for him, and his father car-

"Bostons," as the Americans were

the Willamette in a few years have horses and cattle and houses and

Lee sympathized with the chief

Rates Follow Schedules

DAILWAY time cards are not the only things to be cut. The roads serving the coast are out with cut rates be- stamped envelope for full par- and content. Nature supplied her The older woman's eyes filled tween Chicago and coast cities. It is frankly experimental ticulars and repeat your question. and introduces a new idea in American railway passenger service. It is virtually the adoption of the European plan of 21, 5 ft. 6 in. tall, weigh? of first, second and third class fares, though those terms are not applied.

The day coach rate is cut to \$50 for one way from Chicago to coast cities. The second class will be the tourist sleeping cars where the rate is \$65. First class will be the standard Pullmans at \$79.84, which is the present rate.

The success of the Southern Pacific in its one-way and round-trip rates to California for coach tickets indicates that the new classification and rates will prove popular when extended to other roads and routes. The Santa Fe was first to announce the plan on its California tickets. The Milwaukee followed on fares from Chicago to Seattle and Portland. Other northwestern lines have indicated that its foundry at the penitentiary they will meet the new rates.

it. They said they couldn't afford to cut the passenger condition following improve- drowsed off again. His weary all that counts with me. Cecile rates; but neither could they afford to haul empty coaches ments. A new contract has been back and forth. To meet bus competition they will have to signed between the company and get in and scrap; and with the advantages which the roads state for employment of at least have to offer in comfort and convenience and speed all they 150 men at three and a half need is lower fares to regain a lot of business.

Flash in the Pan

THE charges against the state prison administration an address that the pulpit should Ardeth on the porch. Tom had proved a wretched flop. Irvin Goodman, who seems to teach politics. He claimed the gone in to see Ken, and Mary have a zeal for fault-finding, was discredited by his own preacher has as much right as fired the opening shot. witnesses, one of whom admitted he lied so much about his it, especially in condemning craziness is this? To stay here age he didn't know how old he was. Those who supported wrong. Goodman's claims of harsh cruelty at the penitentiary were convicts or ex-convicts; and most of them had very little to complain of.

The prison is no pleasure resort. The men are there serious injuries when he sustain- deth's tranguil gaze met Mary's because they are criminals, and some of them are the tough-because they are criminals, and some of them are the tough-Boyce, mounted on the same biest eggs in the state. It takes force, discipline and some- cycle, coasted down the High times punishment to keep them in line. The present admin- street hill and ran into planks istration at the prison has run things without resort to laid across the Hughes bridge, cruelty or inhuman treatment; and deserves high praise in- which has been closed. Both stead of abuse. Perhaps it is a good thing to have the in- boys were thrown from the vestigation to show the people of the state how well the wheel. vestigation to show the people of the state how well the pen is being run.

Mr. Dancy Retires

CALEM citizens will note with genuine regret the retire- camps. D ment at his own request of W. H. Dancy, who for 35 years has been connected with the telephone business in Salem. Besides his long and faithful work for his employers Mr. Dancy has found time for public work, serving now as a member of the city council and as president of the Rotary club.

Mr. Dancy is not an old man; has many years of useful service ahead of him. The hope will be general that he continue to reside in Salem where he is well and favorably known.

Salem is going to see an exhibition of real college pep when the football game is staged Saturday between Whitman and Willamette. Were we not overawed by the big state schools so close at hand the town would be beside itself with enthusiasm over this game. Take two hours off Saturday afternoon and see the game. It will be a fine game and you will not have to mortgage your house to buy two tickets.

"This is a trip everyone should take," writes Sid Elliott about the boat trip from New Orleans to New York. We nead it on a reason is sound as Oregon and You can't spend all your days in foggy, chilly morning and feel like waiting for Sid with a stuffed the state of Washington have sev-club when he gets back home. a mountain cabin. And you're not eral Salmon rivers and roads by

Girls at the University of Oregon are having a contest to determine which has the most beautiful backs and the most perfect legs. Paris, where art thou? It was just such a test of beauty that brought on the Trojan war.

C. Coolidge says that the wisdom of lowering the national debt

vise for epilepsy?

Betsy. Q .- What should a girl

A .- She should weigh about

133 pounds. esterdays . . . Of Old Oregon

Town Talks from The Statesman Our Fathers Read

Nov. 21, 1905 The Loewenberg-Going started

yesterday, with almost a full cents per hour, the contract to continue for two years.

Rev. Davis Errette, pastor of

like this?"

"I know its not conventional, Don Moore, small son of Mr. but sometimes conventions must and MTS. J. G. Moore, escaped be thrust aside, Mary dear." Ar-

> "Conventions - oh, rubbish!" Mary wrung her hands in her LOW earnestness. "It isn't that I care! Nor Fred. Nor even dear old Tom, though I think he's really heartbroken. But-you can't slap the world in the face, Ardeth. What about when you go back?'

Ardeth shrugged. She had lean-Spaulding lumber mills are ed back against the rough sapwaiting for a high stage of water ling which formed the rail of the porch and her eyes went up to a bring logs down from their tall pine which seemed fringed

with silver in the clear light. "Time enough to take that up when I have to, Mary. It was a case of deciding quickly. I could not let Cecile get Ken—even if she wanted him. He needed me. I listened to the world's opinion, Mary, and look what it didnearly killed Ken. Now he's mine He is weak and sick and I'm go ing to see that he gets well. I'll

never leave him again. I don't care what happens.'

Since I, M. Petersen of Grand Ronde, Yamhill county, Ore., laid the foundation of the Salmon Riv-She'll hear on to Ken legally now er cuttoff road which Simeon Blu- She'll hang on to Ken legally now son, then chairman of the Oregon just for spite. Don't you see, you state highway commission will are playing right into her hands." certify to, since said road has become a state highway, I herewith in the name of the state of Ore-gon, baptize the said road Me- Mary."

Minnville-Newport highway. The

that name. helped to lift Oregon out of the rous type. You're too sensitive. mud. Life can hurt you."

CLUB TO BE REORGANIZED eyes had come back to regard MT. ANGEL, Nov. 20 - The .her steadily. "And Ken needs

of Yellow Serpent had been brought to the mission school, at

came Salem, to be taught English and Christianity. He had there

"I can't make it right for you." Ardeth had been sitting by the his mind groped back over the window shelling peas for dinner.

Yellow Serpent, the chief of the of the party. There is one clew Walla Walla Indians, asking that against that theory. She wrote a talk over the matters that were dated at Wascopam March 4, 1843. agitating the whole country, In- The Hudson's Bay company peodians and whites alike. The son ple were constantly going and coming that way, and she knew them all, and she may have come (Continued on page 2)

> TODAY'S PROBLEM ...

A man once said, when asked three times three, six score and "It's all right now," she said ten, the sum will be, what is my answer 353.44 sq. ft.



Salem ... boyhood home of President Hoover

Salem shares with one other city in Oregon the distinction of having been for several years the boyhood home of the nation's President.

The house in which Herbert Hoover lived with his uncle, Dr. Minthorne, in Salem was in the Highland addition. Dr. Minthorne and his next-door neighbor, Ben Cook, operated the Oregon Land Company

and this firm was one of the early employers of America's present chief executive.

The United States National takes pleasure in bringing to the attention of the people of this community the fact that Amerca's President-and one of the world's greatest organizers in humanitary activities-lived, was educated and worked in Salem.

The United States National Bank Salem, Oregon



Letters from Statesman Readers

Salem Statesman:

"But, darling, it will only end The girl continued to regard the pine with a faint smile. "Ce-

"Not here, maybe. But later. away with this sort of thing, Ar-

Respectfully, M. Petersen, who deth. Not the flaunting, adventu-"Life has hurt me," Ardeth's



Pacific C. Coolidge says that the wisdom of lowering the hational debt; it's has been defunct for several years, will be re-organized next. An Oregon City baby was born with two perfect teeth. The mother must have been listening to Amos 'n' Andy. City Ticket Office 184 N. Liberty Telephone 80 ger Depot, 13th and Oak Telephone 41 MEMBER: UNITED STATES NATIONAL GROUP 16.7