

Reading Detrimental Appreciation

Biographies teach life from the outside in—fiction from inside out, but unless fiction is of the right kind it lessens our power of discrimination; cheapens and debauches our taste; and imaginations. There are two essential elements in reading: The novel itself must be sincere, and must be read by a creative reader, and a creative reader is not one who merely receives a message sent by the printer—a reader of words—but one who actually gets what the author intended for him. Reading is re-telling the story to ourselves, through our own imaginations, emotions, and experiences. If we haven't these we cannot read a book.

Mrs. Sawyer declared the influence of the motion picture, inasmuch as it told the story for us, leaving nothing for us to do. "There is a vicious, gray danger, emanating from the motion picture," she asserted. "It is gradually stifling our imaginations, compelling passivity. It is doing its bit in furnishing us with easy-chair bromides, and when the work is completed—good-bye America—for the world is not moved by such."

The creative reader, we defined as one of good intellectual digestion. It is not the amount that we read, not the amount remembered, but the amount of what happens in us through reading, that matters. We need to direct our reading according to our assimilative ability. "A good deal," said the speaker, "is being said about our physical diet, but nothing about our mental diet, and the latter is easily the most important. And after we have read, we should spend as much time thinking about what we have read as we did in reading—if we do not do this, we insult an author."

Reading of fiction brings us in touch with a greater variety of life than itself, if we are a creative reader, which is but another term of living. The time, he asked for certain documents on file in the department. These were forthwith produced. Other documents were requested and just as promptly produced by the accommodating insurance commissioner himself, the visitor using the commissioner's desk in perusing the documents. After satisfying the visitor's wants Barber seated himself at his customary place just across the desk from the visitor. This seeming intrusion into the sacred precincts of the commissioner on the part of one clothed in so humble a garb as a plain khaki suit very evidently was not in keeping with things as they are in the sphere in which the visitor from the effete east ordinarily moves and his being. The visitor started, then stared some more and was on the point of leaving an indignant remark when Barber arose to explain that he was no other than the state insurance commissioner himself, and that his work was in keeping with the move of the state house staff as a protection against clothing profiteers.

Wednesday morning Barber appeared for duty in his khaki suit as usual. As usual that is plus two additional decorations—one a neat little badge proclaiming the wearer thereof to be the state insurance commissioner and the other an immense brass star which heralds to the world that he who wears it is the fire marshal of the great sovereign state of Oregon.

"I'm taking no more chances on being mistaken for the state house porter," Barber explained.

**Incorporations.**  
Organized for the purpose of building, equipping, operating and selling ships and boats of all kinds, the United States Marine Equipment corporation of Portland, capitalized at \$500,000 filed articles of incorporation with the state corporation department here Wednesday. The incorporators are: Smith and F. C. Howitt; W. J. Milne, Frank J. Super and Medford Planning Mill, Medford; Wade H. Gleaves, \$12,000; H. C. Hansen, F. L. Whelan and C. M. Thomas. Other articles were filed Wednesday and C. M. Thomas, Oregon Freighters, Inc., Portland; Wheeler Manufacturing company, \$100; R. Sleigh, Guy L. Walker and Wheeler, Tillamook county, \$15,000; Thomas J. Rantz, K. L. Parsons, E. W. Parsons and Frank Patchell. The Pacific Supply company of Portland filed a certificate showing General Insurance Service agency, an increase in capitalization from \$250,000 to \$1,000,000; S. D. Peany, A. D. 000 to \$150,000.

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things of life; the novel does that for us. **Poor Fiction Detrimental.** "Biographies teach life from the outside in—fiction from inside out, but unless fiction is of the right kind it lessens our power of discrimination; cheapens and debauches our taste; and imaginations. There are two essential elements in reading: The novel itself must be sincere, and must be read by a creative reader, and a creative reader is not one who merely receives a message sent by the printer—a reader of words—but one who actually gets what the author intended for him. Reading is re-telling the story to ourselves, through our own imaginations, emotions, and experiences. If we haven't these we cannot read a book.

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**It took 50 years to make this SHOE**  
For fifty years this firm has been aiming to make the best shoes for men that could be bought. For a good many years BUCKHECHT Shoes have been fulfilling this ambition of their makers. "Extra service every step—comfort every minute"—always in BUCKHECHT Shoes.  
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BUCKHECHT Shoes for you—for active men in all walks of life—are sold in a variety of styles and leathers from \$8 to \$12 by principal shoe dealers in the West.  
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**Aladdin Dye Soap**  
15 Beautiful Shades  
Use Aladdin to dye your blouses, veils, gloves, stockings, underwear, corsets, the newest, most fashionable colors.  
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**Cedar Polish**  
For All Furniture  
30c to 75c At All Dealers  
Smell Chemical Co., Distributors  
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**Barber Takes No Chances On Being Thought Janitor**  
A. C. Barber, state insurance commissioner, state fire marshal, etc., is taking no more chances on having his position on the ship of state misinterpreted by any visitor because of the khaki suit which he is wearing in company with the majority of his fellow workers in the state house in an effort to beat down the high cost of keeping clothed.

**Wrinkles That Form Around Eyes and Mouth**  
This Good Looking Young Woman Advises old time recipe of Butter-milk Cream in New Way, a cosmetic Massage with Finger-tips. Before Retiring All That is Necessary.  
There is no secret about it nor is there any doubt about the result—it's just common ordinary Butter-milk in the form of a wonderful cream gently massaged with the finger tips around the corners of the eyes and mouth.

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can be yours. Its wonderfully pure, soft, pearly white appearance, free from all blemishes, will be comparable to the perfect beauty of your skin and complexion if you will use  
GOURAUD'S Oriental Cream  
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Also Junk of All Kinds Best Prices Guaranteed  
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Phone 519-511  
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**Shiple's**  
AFTER MAY 1ST WILL BE KNOWN AS THE PAY AS YOU GO STORE.

**L. M. HUM**  
Care of Yick So Tong  
Chinese Medicine and Tea Co. Has medicine which will cure any known disease.  
Open Sundays from 10 a. m. until 8 p. m.  
153 South High Street  
Salem, Oregon. Phone 282

**THOMSON'S REMNANT STORE**  
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**W. W. MOORE**  
House Furnisher  
HOME OF THE VICTROLA  
You get more for your Money at Moore's.

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If you are Tired, Over-Worked, Run Down, Vinol, our Cod Liver and Iron Tonic, will help you.

**MAGNETOS**  
We have one of the best men in this line on the west coast and have equipped a shop for magneto repairs. Also a line of parts. If your magneto needs overhauling, ship it to us or call  
W. H. Hildebrandt & Co. official Eisemann Magneto Service Station  
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**Buy Remnants AT THE Remnant Store**  
254 North Commercial

**SEE PAGE 3 FOR MORE BARGAINS**  
**Peoples' Cash Store**

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OPTOMETRIST-OPTICIAN  
Ladd & Bush Bank Building  
Cor. State and Commercial Sts.  
Phone 326 Sales Ct.

**SPREAD the NEWS**  
Friday and Saturday  
BROOMS, one to a customer ..... 50c  
SHOES, a good assortment, broken sizes ..... \$1.00  
GLOVES, Canvas Gloves, 2 pairs ..... 23c  
SEE PAGE 3 FOR MORE BARGAINS  
**Peoples' Cash Store**

**What Most Miles per Dollar Means To 7,000,000 Car Owners**  
The thing that every tire buyer—for big car or small—is trying to buy, is mileage economy. And the one way to produce it is scientific manufacturing.  
That means quantity buying, quantity production and quantity selling—always the Firestone way to better tire values at low cost.  
Buy Firestones!  
Most miles per dollar is a Firestone pledge, to the big car owner as well as to the owners of light cars. See the new Standard Over-size Firestone Cord.  
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