

Does Advertising Of Churches Pay? Salem Pastor Says It Does

Does church advertising pay? Will people pay for getting themselves to church? Dr. J. J. Evans, the new pastor of the First Christian church of Salem, thinks so. And he suggests advertising as a means of reviving some of the moribund ecclesiastical organizations. It might be mentioned that Dr. Evans is a live wire—nobody knows just how many wits.

"Is there criticism? Sure," said the new pastor this morning as he placed one gray-clad knee over the other. "It's peculiar—but some of the strongest opposition to the plan comes from the 'long-coated' boys themselves—to speak. Some of them apparently think it better to talk to rows of bare benches than to do some advertising and preach to a full house."

Sensationalism Frowned On. Draw no false conclusions from the foregoing. Dr. Evans is not an exponent of sensationalism. He is much averse to it in fact. The "ads" must be truthful, must convey to the readers the exact nature of the sermon, he says.

"Down south," said Dr. Evans, "I saw church advertising of which I did not approve. There some of the pastors strove always for the unusual. Some of the texts advertised were 'How Is Your Gizzard?' 'Are You Full of Prunes?' 'How Little Mary Fell Out of Bed?' and others of a similar nature. I have no use for that sort of thing. It is not the right type of appeal."

The main idea, Dr. Evans says, is to keep the church in the public eye. And in doing this there is no reason why business methods should not be used. Dr. Evans is not simply a minister—he is a business man. He favors a business suit in the pulpit.

Get Them to Church. "Commonly I advertise in a general way," he said. "That is, I try to make by 'ads' of such a nature that they will influence readers to go to some church, somewhere. That is the big thing we are striving for."

False advertising can no more be used by a church than by a business house, he says. And Dr. Evans should know. He has not considered the subject lightly. He has read a study of the psychology of advertising.

"Only yesterday," he said, "there were a number of persons who told me that they had noticed our advertisement in the paper and were at church as a result." Dr. Evans explained. He hesitated a second and added:

'Ads' Pay for Themselves. "People really pay for getting themselves to church," he smiled. "You see they read the 'ad,' go to church and then put something in the collection plate. In reality they pay for the newspaper space, our church is crowded, and things are better all around."

Dr. Evans believes that the newspaper is the best medium of advertising. It is the newspaper that goes both to the homes and business houses, he points out. Pledges are not so desirable, he says.

Girl Hikers On Long Pilgrimage



O'Brien and O'Brien. "Mickey" and Birdie O'Brien, the two Spokane girls who passed through Salem, Saturday, on their long jaunt to Tijuana, Mexico. The girls are cousins and although only 71 years of age, each is confident they will break into journalistic careers as a result of experiences of the road.

The girls carry blanket rolls and light camping equipment. When they arrived in Salem they had walked 300 miles in 16 days time. "We are going slow until we can hit a real pace," stated the girls Sunday morning upon resuming their "reverse tongue." They declare that they will not accept transportation of any kind on their journey.

New Machinery Is Installed by Oregon Growers

Final installation of new machinery in all its packing plants is announced by the Oregon Growers' Cooperative association with the exception of Scotts Mills where there has been some delay.

The new processing machines are of the very latest type. R. C. Paul, sales manager, announces. They are capable of giving prunes a more thorough washing and they also carry the prunes longer in the steam permitting a higher temperature.

In the washing of prunes, extreme heat is necessary in order to sterilize them thoroughly. With complete sterilization, prunes stand climatic changes, preventing mold and deterioration, Mr. Paul says.

During the past season the heavy packing was done at the Sutherlin and Salem plants on account of delay in shipment of machinery which interfered with operation. The plants already in operation with the new machinery are located at Salem, Dallas and Yamhill.

Installation of new machinery is under way in the packing plants at Forest Grove, Myrtle Creek, Dallas, Riddle and Scotts Mills.

So far this season, more than 1,000,000 pounds of prunes have been shipped on contracts made by the Oregon Growers' Cooperative association and there are still a number of heavy contracts to be filled. The Sutherlin plant is now packing 3000 of the 25-pound boxes daily.

Aggies Prepare For Game With W.S.C. Eleven

Oregon Agricultural college, Corvallis, Nov. 8.—The cast which has held "Gap" Powell, giant full-back, on crutches since the Washington game, has been taken off, but "Gap" cannot yet play. "Dad" Butler, trainer, holds out the forlorn hope that Powell may play in the Oregon game, but not before then.

The team rested last week-end in anticipation of the battle with Washington State, November 13. Only two more big games remain, the one just mentioned, and the annual struggle with the sister university.

Hodler has been out of the game since he received the face blow in the game with the Bears which caused him to be carried off the field. Summers has replaced him, and the rest of the backfield has been changed considerably.

Kasberger has been shifted to full, "Hi" Woods and Harold McKenna both being on the sack list this week. Woods ripped something loose in his shoulder, and "Big Mac" has a sprained ankle.

Most of the squad, however, are reported as feeling fit. The entire team will be in good condition for the trip to Pullman, and it is the belief of the staff that they will all be in fighting strength. They leave for Pullman Thursday night, accompanied by the O. A. C. chanters and a bunch of roos.

Football Fans Watch Oregon and Aggie Teams

With the honor of defending the colors of the west in the inter-sectional New Year's Day game at Pasadena, practically settled upon the shoulders of California as the result of the 49 to 0 drubbing they administered to Washington State College last Saturday, football interest in Salem and vicinity is fastening itself upon the remaining games in which the two state schools, the University of Oregon and Oregon Agricultural college, have on their schedules.

Interest in the contests of these rivals naturally centers on their annual clash, which is to be staged in Eugene this year on November 29. It is little has yet been established as to the relative strength of the two teams that their games of the coming week-end will be closely watched.

While Oregon is entertaining the University of Washington in the Eugene arena next Saturday, the Corvallis huskies will be giving battle to the W. S. C. eleven, rated as one of the strongest on the coast until its humbling defeat in Berkeley. Surface indications would appear to put the two teams on a par, but critics are still inclined to favor the chances of the Pullman team.

While the Aggies succeeded in defeating California to a 17 to 7 score and the Washington starters did not even have a look-in at Berkeley, it must be remembered that O. A. C. gave battle to the Bear starters on the Corvallis turf. The defeat of the Pullman aggression in the south was due, also, to repeated fumbles in a great extent.

The Oregon game with Washington promises to be one of the real treats of the football season. Although Washington went down before the Aggies in a 3-0 game, they came back and held Stanford, a team which smothered Oregon 10 to 0, to a like score. The Eugene lads are confident of a victory, but the Seattle colors are not to be tramped upon without a battle.

Tickets for the Oregon-Washington game at Eugene are on sale at Hauser Bros.

Apple Syrup Is Growers' Latest

"And now we are about to pass the apple syrup. Genuine, real syrup, not made from sugar cane or sugar beets, but from apples grown right here in Oregon."

Youth Thought to Have Eloped With Girl of 16

Absent and not accounted for. Such was the situation in Salem justice court Monday morning when William Firmen McAdoo, 17, charged with larceny of an automobile, failed to put in an appearance. Peace officers also waited in vain for Justice Unruh who had not returned from a weekend visit spent outside of the city.

McAdoo, who was released under \$400 bond Friday, is reported to have left Salem in company with Esther Planting, 16, a charge of the state training school for girls. The girl had been employed in Salem and acquaintances of the pair report that they were seen together late Friday night.

McAdoo and Donald Stickney, also a minor were arrested November 1, by Deputy Sheriff Bert Smith, after the latter had met the lads at about, east of Salem, Sunday night. An automobile, belonging to C. M. Robertson, of West Salem, had been deserted in the vicinity.

Stickney, upon being accused of the theft, asserted that McAdoo had taken the car and that he was only a passenger.

McAdoo's parents are grief stricken because of his disappearance and are making every effort to locate him and have him face the situation. At the preliminary hearing, Friday, the young man entered a plea of "not guilty."

Esther Planting is described as follows: weight 125 pounds; eyes gray; hair light; complexion fair, one front tooth is missing.

McAdoo, although only 17 years of age, would pass as being several years older. He is of medium build, rather slender and about five feet seven inches in height. His face is badly pimpled.

Marshfield.—The steam schooner Pacific, the third one of the vessels to be completed with machinery installed at the Kruse & Banks shipyard here, was put to her trial tests recently. She is now at the dock at Bay Park taking on nearly two thirds of a million feet of lumber for foreign delivery. The remainder of the cargo will be taken at Portland before the craft leaves for South America. The American bureau of shipping has given the three steam schooners finished here the highest rating in their class, a matter of real commercial significance.

IT'S YOURS



WHY NOT MAKE OUR BREAD YOUR BREAD? OUR PASTRY is a gastronomic triumph of the baking art. Whether you are planning to make each meal a success or want to add the proper touch to the collation of some evening affair our Pastry will prove of considerable assistance to the refreshment committee.

PHILIP WINTERS, Prop. 170 N. Com'l St. Phone 247

State Officials Estimate Needs Of Institutions

An item of \$155,000 for improvements during the next two years is included in the estimated financial needs of the forthcoming biennium submitted by the state fair board to the secretary of state's office for reference to the state legislature. These improvements include a poultry, rabbit and small stock building at an estimated cost of \$25,000; a sheep barn at an estimated cost of \$15,000; a tractor and farm implements building at an estimated cost of \$20,000; an addition to the grand stand at an estimated cost of \$50,000; a state aviation field at an estimated cost of \$10,000; the hardsurfacing of roads and walks in the campgrounds at an expenditure of \$25,000 and hardsurfacing of additional roads and walks in the main grounds at an expenditure of \$10,000. The total estimated needs for the two year period is fixed at \$255,000, \$99,000 being for general administrative expenses, such as salaries, premiums, etc., and \$10,000 for repairs to buildings already on the grounds.

U. of O. Needs \$1,740,900. In submitting its budget of \$61,200 for the biennium of 1921-23 the state banking board recommends a readjustment of fees for the examination of banks which it declares to be necessary to the maintenance of an efficient department. The addition of a fifth examiner is also recommended. The financial needs of the University of Oregon for the biennium is estimated at \$1,740,900 as against an estimate of \$993,000 submitted two years ago, the increase being accounted for by additions to the faculty, increases in salaries to faculty

members and employees of the institution, repairs and new buildings. The estimates for most of the state departments, commissions and institutions receiving state aid are now in the hands of the secretary of state, most of them showing material increases in their financial needs over the estimates of two years ago.

The state board of control met this afternoon to consider the estimates submitted by the institutions under their supervision. Consideration of the budget of the hospital for the insane here occupied the entire afternoon with no final action taken even on this item and adjournment was taken until Tuesday afternoon.

Hospital Budget Big. Superintendent Steiner's budget for the state hospital estimates the need of \$1,119,213 for the forthcoming biennium. That some very material reductions in these figures are likely was indicated by the attitude of the board this afternoon in tentatively deciding on a reduction in the estimate on the per cap-

ita cost from \$22 per month to \$21 per month, a total reduction in the maintenance item for the two year period of \$43,200. Superintendent Steiner has also asked for funds for the construction of a cold storage plant at an estimated cost of \$6,853; an industrial building at a cost of \$40,475; a machinery building at a cost of \$10,200; a fruit storage plant at a cost of \$8100 and a feed barn at the cottage farm to replace the one destroyed by fire during the past summer at a cost of \$17,000. It is probable that the board of control will also use the pruning knife on one or more of these items, probably to the entire elimination of some of the requested improvements.

In his report Superintendent Steiner shows that products to the value of \$513,993.83 were taken from the hospital farm during the past biennium. The construction of a new wing at the eastern Oregon hospital for the insane to accommodate 200 patients is recommended by Superintendent Steiner who points out that the Salem institu-

tion has practically reached the limit of expansion.

Man On Phone Mad; Cusses Operator; Calls Police

You know the feeling. Of course he oughtn't to have done it. No gentleman would. But he was a madman. It's certain.

Last evening a feminine voice from the telephone office called the night sergeant at the Salem police station. From what she said it appeared that one of the company customers was not satisfied with the service he was getting.

"He's in a booth at the Oregon Electric station, and he's cursing the operator," the sergeant was told.

Officer Victor was dispatched to the O. E. depot. After an investigation, he reported back to the sergeant.

LADIES' HATS Now Greatly Reduced



Pattern Models from the factory as well as Models from our own expert work rooms. A complete showing of Ladies' and Children's Silk Velvet Hats; also Velvet Tams in all colors. Ladies' Hats \$2.98, \$3.75, \$4.98, \$5.75 Girls' Hats \$1.98 to \$3.75 Our Pices Always the Lowest.

Gale & Company

Com'l and Court Sts. Formerly Chicago Store

Get From Under SHOE SALE

Now on taking the High out of Winter Shoe prices. The bills and the big "Ads" show a great deal of the Bargains but everyday "ads" will show new ones.

Remember Every Pair Reduced LOOK AT THIS

- Style 0214, Ladies' Black Kid Lace, only a few sizes \$6.65
- Style 0207, Ladies' Black Kid Lace, small sizes only \$5.95
- Style 0226, Ladies' Brown Kid Lace, most all sizes \$6.89
- Style 128, Ladies' all Brown Calf Lace, French heels \$8.96
- Style 144, Ladies' Brown Kid Vamp Camel top button \$9.06

IN THE BARGAIN BINS

where a dollar looks like a wagon wheel and buys more Shoes than any other place you can buy.

A pair of Ladies' Shoes, none larger than 4 for 46c
Or a pair of Ladies' Shoes, none larger than 4 for 91c
Or a pair of Ladies' Shoes, Black Kid Button, small sizes \$1.35
Or else—Well, we could keep on indefinitely. You will just have to come and see at the Electric Sign "Shoes"

Rev. T. S. Anderson's Public Auction. Piano, Furniture, Books, Gas Range, Rugs, Linoleum, etc. Wednesday, Nov. 10, 10:30 A. M. 275 North 20th Street

REV. T. S. ANDERSON'S PUBLIC AUCTION

Piano, Furniture, Books, Gas Range, Rugs, Linoleum, etc. Wednesday, Nov. 10, 10:30 A. M. 275 North 20th Street

1 Emerson upright piano and stool, 1 Brussels Velvet Rug 9 ft. by 9 ft., 1 Brussels Velvet Rug 5 ft. by 6 ft., 1 Brussels Velvet Rug 2 ft. by 4 ft., 1 Axminster mat 2 ft. by 4 ft., 1 Hall Runner 3 ft. x 12 ft., Mahogany Rockers; stands; arm chairs and bedroom chairs; 1 round oak extension table and 6 diners with leather seats, 1 oak bed; dresser; spring and mattress; study table; roll linoleum; cane seated diners; mahogany folding table; oak rockers; upholstered oak rockers; oak library table; 2 oak book cases; oak hall seat; oak hall mirror; brass clock; 1 electric reading lamp, genuine tiffany glass; settee; cherry arm chair; mahogany hall seat; jardiniere; 22 pictures; Detroit Jewel gas range; kitchen cabinet stools; birds eye maple rockers; arm chair; stand table; wool fibre rug; rag mats; silk flow mattresses; Venus Martin beds; white enamel bed and springs; brass bed complete; cherry stand table; massive cherry chiffonier; flat top desk and chair; drapes; kitchen utensils; dishes; folding table; study reading lamp; tanned calf skin; cuspidors; leather bed; 22 ft. hall carpet; extension cord; two-way sockets; electric shades and globes; house plants; lawn mower; carpet sweeper; oil mop; electric iron; crockery; fruit jars; hoe; rake; shovel; forks; all kinds of books from the best authors; two tons coke; wood and a thousand other articles. Everybody welcome.

Time 10:30 a. m.—Place 275 N. 20th St.

NOTE: This is a well furnished home, good enough for anyone. "Be on time." Terms cash.

F. N. Woodry, the Auctioneer

The Bootery

WHERE CASH IS KING

Man Got Over 33 Pounds of Spuds From Hill, Claim

Thirty three and three-fourths pounds of potatoes from one hill. Fourteen pounds from another hill. One hundred and three pounds from eight hills.

Another Salem man, S. A. Fullwood, 1166 S. Liberty street, has come forward with these record-breaking figures that he would like to see equaled. Monday Mr. Fullwood brought samples of his vegetables to The Capital Journal office. They were fine specimens.

The potatoes were raised in his small garden at his residence, he said.

Now—A GREAT Picture "The Great Redeemer"

with House Peters, Marjorie Daw It gives you something to think bout. LIBERTY THURSDAY—"The Hope"

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