

Opinions Expressed By The State Newspapers

HOW TAXES INCREASE

Salem Capital Journal:
The Portland city commission is planning an intensive campaign to be waged for the next two weeks in the interest of a special session of the legislature which will tax levies submitted at the November election. Mayor Baker declares:

"The voters of Portland must realize that the council will have no alternative except to cut city services down the line 25 per cent if the 3 mill levy is not authorized. City services are already crippled because of curtailment that has been made. I know that when the voters realize what a disaster move a 25 per cent cut in each department will be that they will rise up and demand a bond issue to furnish the funds for carrying on city affairs properly."

Here we have the same old plea that has been made all over Oregon for more funds to meet the constantly increasing cost of government—a cost necessitated by the necessities being forced upon government by the terrorism, wherein it is sought to make city, county and state government assume the work of the individual and live up to a new responsibility at taxpayers' expense.

Of course Governor Olcott has nothing to do with this three mill levy in Portland, any more than he has with similar city, county, port district and school levies all over Oregon that have so increased taxation, but he will nevertheless be blamed by demagogic politicians seeking to ride to office on popular discontent. Nor could Mr. Pierce as governor, interfere in the slightest, and yet Mr. Pierce will tell the people of Portland that he will cut their taxation in two if they will only elect him.

If all the taxation for legitimate state purposes, that necessitated by the cost of administration and by the maintenance of state institutions, were eliminated, and only local, city, county school, district and school taxation paid, the taxes would still be staggering—at least 85 per cent of what they are at present.

Promises and hot air will not remedy high taxation—only close economy, drastic reductions and living within means.

LAW COULD NOT ENDURE

Oregon Voter.
Difference of opinion is permitted in free countries. The individual right of opinion is respected in national and state constitutions of our country. Some parents believe that all children should be sent to public schools, and even though they could afford to send their own children to private schools, they send them to the public schools, believing that it is better for their children. We confess that such has been our opinion on this vital matter. As parents we always have sent our children to the public schools, and did so for the sake of our children.

Some other parents have held a different opinion. They have felt that private schools gave children more individual attention and helped round them out better and develop more character. Consequently they sent their children to private schools. If you felt it was best for your children to send them to private school, even at a heavy financial sacrifice for yourself, would you not do so if you possibly could? You would feel it a duty to your children to do your best for them. Shall we, who believe the public schools are better for our children, deny to you the right of choosing as between private schools and public schools? Shall we forbid you, with the full responsibility of a parent, from doing what you believe to be best for your children?

That is the issue in the school bill. To enact it into law would be to deny to conscientious, devoted and patriotic parents the right to educate their own children in the manner deemed by them to be important to the best interest of the children. Such a law would be a cruel exercise of majority tyranny. It violates the most sacred individual rights, those pertaining to duty of parents towards their own children, and thereby commits a brutal wrong. Even if enacted, such tyrannical legislation would not endure. Its wrongful effects would be discerned by freedom-loving Americans, who would hasten to vote for its repeal.

"Handcuffs Or Kisses"

A strong dramatic story with a swiftly moving plot, a popular star, massive settings and much intense action are promised at the Star theater next Wednesday and Thursday when Eugene Hammerstein's latest Seiznik Picture, "Handcuffs or Kisses," opens for a two-day engagement.

The story, by Thomas Edgelow, tells of the trials, the suffering and the almost hopeless fight of a girl who is unjustly committed to a state reformatory for girls. As pictured in Mr. Edgelow's story, the treatment meted out to the inmates of such institutions is none too good and the hardships experienced by Miss Hammerstein, as Lois Walton, from the foundation upon which the star has built a dramatic achievement that will be remembered as among the best of her career.

The story first appeared in Young's Magazine, and because of the timeliness of the subject matter, it secured a decided success. Just at that time the Hafford Reformatory was reeking with disorder and after a riot or two the state authorities began a sweeping investigation which resulted in some startling disclosures. It is believed that Mr. Edgelow's story, "Handcuffs or Kisses," was inspired by the sensational developments at Bedford, many of which would themselves provide splendid dramatic material for the screen.

An appealing love theme is woven into the story which provides Robert Ellis with a leading part that adds much to the enjoyment of the entertainment. George Archibald directed the picture and the supporting cast includes among others, Florence Billings, Dorothy Chappell, Julia Swayne Gordon, Ronald Schabel and George Lessly.

Crop of Suckers Over Country About Same

Washington, Oct. 24.—It has often been asserted when the sharpers and swindlers want to do business on a large scale they flock to New York City and find more "easy marks," "good things" and "come ons" than they can find in any other section of the country. No doubt that is true for New York is the center of the most populous region of the United States. No statistics have been prepared on the subject, but the best in-

BUSINESS OUTLOOK IS MUCH IMPROVED

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Through his salesmen he will try to get his product in the hands of the jobbers or wholesalers, each of whom sells the product in turn to the string of retailers with whom he has built up a trade in somewhat similar lines of merchandise. But with the wholesaler and with the retailer Mr. A. runs against two bad stumbling blocks, and he finds that he is spending a good deal of money without getting the results he expected. The wholesaler cannot push his product; neither can the retailer. They both have thousands of articles for their shelves; they cannot afford to concentrate their attention on any one. Mr. A. has obtained a certain amount of distribution but he has not yet reached the most important buyer of all—the consumer.

Needs a New Force.
Some new force must be brought to bear to get a sufficient distribution to reduce the percentage of selling cost and at the same time to gain the recognition of the consumer.

Mr. A. cannot tell people by word of mouth about his product, but he finds this needed force in the publicity of this country—more than 25,000 through which a manufacturer of an article of general consumption can reach exactly the buyers he wants, in the cities and states where he is best able to sell his product, at just the time of year when he realizes there is the greatest likelihood of arousing interest. Moreover, these buyers can be reached week after week, and year after year, for only a few cents each.

Through this powerful medium, Mr. A. is able to increase the volume of his output and thus cut his sales expenses. Instead of the wholesaler having to sell the retailer and the retailer in turn having to sell the consumer, the process begins to work in the opposite direction—the consumer is persuaded to take the product, and the distribution from manufacturer to dealer to retailer is turned almost into an automatic operation.

Moreover, through these 25,000 publications, the news of the new product travels rapidly; the demand is increased; manufacturing can be done on a larger and larger scale; costly peaks and depressions are stopped and the factory is able to produce a steady output; manufacturing costs are lowered still further. And so the cycle of cause and effect goes on reducing costs and widening the market.

Advertising is still young, much younger than manufacturing by machinery, younger than distribution, but more and more we are recognizing that advertising bears the same relation to selling that machinery does to production. It is the item to which we must look to reduce distribution costs all along the line.

PIERCE PRESENTS TAX EVIL REMEDY

(Continued From Page Eight)

ing over our state of these mortgages on the property and toll of ourselves and our children, and the state be returned to a policy of sound and stable finance. I stand pledged to such a policy.

FOR CONSOLIDATION
One of the first things I propose to do as governor will be to consolidate the boards, bureaus, commissions and committees that interfere with each

other because there are so many of them. Their work overlaps and duplicates. There are too many ornate drawings salaries and fees for doing little or no work. Fewer boards and fewer officials is the crying need of the state of Oregon. I pledge myself to the work of correcting this conspicuous waste of the state's money.

Other states have systematized and simplified government by applying to public business the same rules of efficiency and economy used in private business. It has not been done in Oregon because politicians, payroll functionaries and hangers-on have combined to obstruct the cutting away of salaries and sinecures. I stand pledged to a policy of simplification of government economically administered.

We can dispense with many automobiles now operating at state expense. The use of state-owned automobiles by officers and state employees is subject to gross abuses as every taxpayer knows and I feel that this practice must be abolished.

Every man on the state payroll should actually work, and every man drawing a salary without earning it should be fired.

INSTANCE OF WASTE

It is commonly reported and widely believed that too small a percentage of the money provided for highways goes into actual construction of roads. For example, Mr. Jay Bowerman was long on the payroll as adviser for the highway commission, when it is the business and duty of the attorney general to act as counsel for that body. This is waste of highway money. There is general dissatisfaction with the engineering and other overhead cost, which runs into very large amounts. Statements are broadly made that narrower roads in Oregon are costing more per mile than wider roads in some other states. There have been instances in which costly highways have had to be rebuilt within a year or two. Road building in Oregon has been a vast and expensive enterprise, in which there should be no leaks or wastes. I have faith in the gentlemen serving as highway commissioners, but hold that there should be a very thorough investigation of the operations of the men and in some of the contractors working under them, to the end that extravagances may be lopped off, all leaks stopped and a dollar's worth of road be built for every dollar of public money spent.

Mr. Jay Bowerman is attorney for the state banking department in several cases now pending in the courts of Oregon. It is the business and the duty of the attorney general to act in that capacity. As governor and a member of the state banking board I

would insist that the attorney general and his deputies attend to the legal business of the state banking department.

When governor I shall be governor for everybody. I have promised nothing to anybody and am free to use the appointing power without dictation. My administration will not be wholly a man's government but a government of, by and for men and women.

FREE USE OF VETO

As governor I shall demand of the legislature that every appropriation bill shall be itemized, and I shall veto every appropriation bill that is not so itemized. In addition to that, I shall veto every unnecessary, useless or questionable item in every appropriation bill passed by the legislature.

I shall exercise my prerogative to call to the attention of the legislature and suggest to it the enactment of such laws as will reduce the expenses of government to the minimum and equalize the burden of taxation, so that all property shall bear its just burden.

I can and will point the way for relief. I know the majority of the next legislature coming from the tax-burdened people, will feel as I feel—that THERE MUST BE RELIEF. It is not a question of party politics, but a vital question of property rights, prosperity and the welfare and happiness of the people.

Voters of Oregon, the issue has crystallized around this theme of taxation. High taxes are bad advertisement. High taxes are keeping newcomers and driving old settlers away. Business is being discouraged; progress is being halted. Taxation is the weight that is dragging us down.

TAXATION DOMINANT ISSUE

Our friends who are now in control of the state and legislature confess that they are helpless to supply a remedy. They are trying to confuse voters by injecting personalities and by throwing mud. They are making frantic appeals to party loyalty, thus proposing to leave the people with the same oppressive burden of taxation piled on their backs. They are parading my speeches, and putting words in my mouth that I never uttered. They are trying to divert me from my fight for lower taxes. They are in a plight because, under their administration they have created a situation from which every taxpayer is crying aloud for release.

I refuse to budge one inch from this matter of taxation. It is the dominant issue. For more than 20 years I have talked and worked for lower taxes and this will continue to be the first theme in my thoughts.

Taxes can and must be equalized and reduced, and I have here pointed out some of the ways the thing can be done.



Come in and see our fine assortment of these

Palmer Coats

THOMSON BROTHERS

ARLINGTON-HEPPNER STAGE LINE

TO HEPPNER		TO ARLINGTON	
	A.M. P.M.		A.M. P.M.
Arlington	Lv. 9:00 3:00	Heppner	Lv. 8:00 4:00
Cecil	Lv. 10:20 4:20	Lexington	Lv. 8:25 4:25
Morgan	Lv. 10:35 4:35	Ione	Lv. 8:50 4:50
Ione	Lv. 11:05 5:05	Morgan	Lv. 9:05 5:05
Lexington	Lv. 11:30 5:30	Cecil	Lv. 9:35 5:35
Heppner	Ar. 11:55 5:55	Arlington	Ar. 10:55 6:55

HEADQUARTERS AT PATRICK HOTEL

O. H. McPherrin

R. E. Burke

Star Theater

Program from October 27th to November 2nd

FRIDAY, OCTOBER 27th

HERBERT RAWLINSON in

"THE MILLIONAIRE"

The stirring mystery-romance of a man who fell heir to a million dollars and a big scrap, and liked 'em both.

Also 5th Episode of Buffalo Bill

SATURDAY, OCTOBER 28th

LON CHANEY in

"THE TRAP"

A dramatic and scenic wonder of a man who lost himself when fate played against him. How in his darkest hour found himself through the clinging fingers of a little child brings back to a thundering climax as dramatic a thunderbolt as has ever been seen.

Also Movie Chats

SUNDAY, OCTOBER 29th

MAX LINDER in

"BE MY WIFE"

Just comedy. You know Max.

Also Screen Magazine

MONDAY AND TUESDAY, OCT. 30 and 31

SESSUE HAYAKAWA in

"THE SWAMP"

A rare combination of tender appeal to the heart, fine, clean humor, with a dash of comedy, swift action and a big surprise.

Also Travelaughts

WED. and THURS., NOVEMBER 1st and 2nd

ELAINE HAMMERSTEIN in

"HANDCUFFS OR KISSES"

From Thomas Edgelow's startling story of prison practice. Something to think about.

Also News Weekly

PUBLIC SCHOOL

Now Is the Time for Passage of School Bill

Vote 314 x Yes

Passage of the Compulsory Public School Attendance bill now—this year—will insure that a minimum number of private schools and private school pupils will be affected. Of the 36 counties in Oregon 16 are at present without any private schools whatever. The combined aggregate of pupils in all the private schools in five other counties is fewer than 300. The total attendance at the private schools, of the grammar grades, of Oregon is about 9541. The total attendance at the public schools, of the grammar grades, is about 131,689. Surely if the public schools are good enough for the 131,689 they are also good enough for the other 9541.

At present, while the private schools are few and small, is the time to make the change proposed by the public school bill.

COSTS. No tax will be levied for years to come, as the bill does not take effect until September, 1926, and no tax then if the amendment is in the courts for several years.

When all attend our free public schools the additional cost will be slight, for the overhead will be the same. Most of the children will find a place in existing classes and the added expense to the average taxpayer will be nominal. The great benefit to our nation will be worth many times the small cost.

Now is the time to pass this measure, insuring that in Oregon all of our children will be educated to a common patriotism, common ideals and a unified allegiance to our institutions.

One Flag--One School--One Language

P. S. MALCOLM, 33rd Degree,
Inspector-General in Oregon,
Ancient and Accepted Scottish Rite.

(Paid Advertisement)

Big Cut In Overland Cars

WILLYS-KNIGHT OVERLAND
\$1455 \$666

We have taken the Morrow County Agency for the OVERLAND and WILLYS-KNIGHT cars. Let us give you a demonstration.

RAY M. OVIATT - DICK JOHNS

At Universal Garage

Heppner, Oregon

Sale Begins Promptly at 11 A. M. FREE LUNCH AT NOON

TERMS OF SALE

Time to September 1, 1923, on approved notes bearing 8 per cent interest. All sums of \$10.00 and under, cash; all sums over \$10.00, 5 per cent discount for cash.

Chas. Furlong, Owner

E. J. KELLAR, Auctioneer