

CHEWING GUM AD COST \$11,000

2,000,000 Sticks Must Be Sold To Pay Costs; Minister Advocates of Advertising

OMAHA, Neb., July 18.—A certain double-page advertisement costs chewing gum manufacturer \$11,000, Rev. George F. Schmidt of New York today told the thirteenth international convention of the Waltham league, an association of young people's societies of the Evangelical Lutheran Synodical conference in an address recommending church advertising. "To regain the mere investment he must sell 2,000,000 sticks of gum, and a million people must chew gum for a day to pay for it," he continued. "Certainly advertising must pay. Why, then, should we not do the same in a dignified way, and advertise the goods of the product we have to sell, salvation and personal peace, the bread of heaven, the water of life, the sweet and blessed balm of Gilead

"It may startle some to think of selling salvation, but after all that is what every preacher and personal worker does. To sell the product of your church, as much active work is needed as to sell the product of any factory in your community. Too many churches establish their 'factory,' wait for 'customers,' and make no effort to distribute their products. "There are about 40,000,000 men and women above 10 years of age in the land who are outside the pale of the church. What can we do to reach them? "People who scoff at advertising the church and Christianity should remember that four of the greatest men to whom the founding of Christianity was largely left were reporters and advertisers. They wrote the Gospels."

Mexican Bandit Visits American Oil Camp for Tribute



Gorrasave, famous Mexican bandit (arrow), snapped as he entered the Aquada camp of the Cortes Oil Corporation to demand \$5,000 pesos to promote a revolution. On his left, hands on hips, is the famous "The Yaqui." Fifty Americans in the camp were held as prisoners, but were not molested.

SELF-GOVERNING ESQUIMAU FOUND

Discovery of Remarkable Community Reported By Returned Explorer

CHICAGO, July 18.—Completing a 6,000-mile journey from Point Hope, Alaska, which consumed three months and six days, two months and eight days of which were spent in "mushing" 1,000 miles behind a dog sled through the snow, Rev. William A. Thomas, Episcopal missionary at Point Hope, 300 miles north of the Arctic Circle, brings a remarkable story of a self-governing Eskimau community which has been successfully carried on at Point Hope for the past six years.

Under the tutelage of the missionaries equal suffrage has been established among the Tigaras, who annually in town meetings elect from among themselves the Omalik, or council of leading men, who, in turn, enact the local laws and see to their enforcement among the 1,000 natives who inhabit the region. This democracy of the frozen north even has its own prohibition law, which was adopted three years before the prohibition amendment was adopted in the United States, says Rev. Thomas.

This unique venture in home rule was inaugurated six years ago, after the breakdown of the autocratic rule of a tribal chief, and following the instruction which has been given the younger generation of Eskimau, through 31 years at the Episcopal school at Point Hope, Rev. Thomas reports.

"Originally the Omalik was composed of seven men," says Rev. Thomas. "But it was found later that five was a better number. From the beginning of the experiment the right of suffrage was given to men and women alike, in the selection of the council. Christmas was fixed as the day of election because on that day all of the tribesmen come into the settlement for feasting and merry making, and we are thereby able to get the fullest expression of the sentiment of the people. The names are written on a blackboard, and the five securing the greatest number of votes are declared elected, while that

one of the five who receives the greatest number of votes becomes the chief councilman."

Rev. Thomas points out that the Eskimau are a singularly orderly and law-abiding people, so that the work of the Omalik is largely confined to the enactment of routine municipal regulations. He says: "There are no police and no courts. The missionary gives some quaint illustrations of the manner in which Eskimau self-government works. For example, the Omalik has a regulation against gossiping. Any person, male or female, found guilty of gossiping, is called before the entire community and publicly rebuked by the chief Omalik. All forms of lying are frowned upon, but particularly among the young. A young man caught lying to his parents is sentenced to carry a certain amount of water for the public use; or, as an alternative, to give a day's time to assisting some aged couple in cleaning up their igloo or hut. A lad who stole some tobacco was sentenced to clean out his victim's doghouse. Another native who was guilty of a trifling theft was sentenced to accompany one of the officials on a jaunt of 419 miles to Point Barrow, walking all the way behind a dog sled. He was furnished his meals on the journey, and of course, had his rest periods, but the penalty lay in being compelled to give his services during the trip in the management of the dog team."

FARM POINTERS Potato Plants Rugged

Any diseased potato plants, sickly, weak or otherwise unsatisfactory, should be dug out, taken off the field and destroyed, as promptly as they appear. If this measure is followed through the season it will help materially in preventing spread of potato disease.

Shallow Cultivation Best

Corn and potato cultivation should be just deep enough to kill the weeds and not cut off the feeding roots of the plants. Where potatoes are irrigated or grown by ridge culture deeper cultivation necessary to throw up the ridges, but for general level culture of the Willamette valley and the unirrigated districts shallow culture is to be preferred.

Roof vs. Roof

Trial of the divorce case of Pearl Roof against Art Roof, was set for hearing before Judge Leavitt this afternoon, the defendant Art Roof having been previously declared in default for want of an appearance.



MRS. ELMER G. FULLERTON AND HER AVIATOR HUSBAND WHOM SHE WILL ALLOW TO RISK DEATH IN A FLIGHT ACROSS THE POLE TO FURTHER HIS CAREER.

By PHILIP J. HENNOTT

EDMONTON, Alberta, July 18.—A perilous flight to the north pole across 1500 miles of unpeopled Arctic wastes—a flight skilled aviators have called impossible and suicidal—will interrupt the honeymoon of Lieutenant Elmer G. Fullerton and his bride.

Fullerton is the pilot who will guide Captain Ronald Amundsen's plane on the most daring aviation feat in history, a non-stop flight from Alaska to Spitzbergen over the north pole, with death as the penalty for any miscalculation or mishap.

Avis Fullerton, the aviator's young bride, will await his return here. She will receive a farewell letter mailed from Point Barrow, Alaska, civilization's northernmost outpost on the American continent.

Then will come silence until— The telegraph wires flash news of Fullerton's safe arrival at Spitzbergen, or until—

Wanderers from the frozen north bring back news that the expedition has failed.

"But he's going to win," insists Mrs. Fullerton, though there's a suspicion of tears in her eyes. "My husband is a cautious flyer who takes no unnecessary chances. If the flight is humanly possible, he'll make it safely."

"Why didn't you consent to let him go? Because Elmer loves flying more than anything else. Because I realize with him the pioneering possibilities of such a flight."

"This flight, if successful, will establish the commercial possibilities of aircraft."

"Besides I feel this is the one big opportunity of Elmer's life as a flying pilot. If he succeeds, his future will be assured."

"I shan't worry," Elmer told me not to be troubled if I do not hear from him for a year, for he may

reach Spitzbergen too late to get the boat out."

The Fullerton marriage grew out of a wartime romance. Fullerton met his bride when he was an aviation instructor at Eastbourne, England, and she was a British war nurse.

Both returned to Canada and the marriage took place at Montreal.

Casebeer vs. Hamaker, et al Testimony was taken before Judge Leavitt at 10 o'clock Tuesday in the mortgage foreclosure case of W. H. Casebeer against S. C. Hamaker et al., involving lands in sections 16, 22, 27, and 34, in township 40 of this county. Attorneys O. C. Gibbs and Arthur D. Hay of Lakewood appeared as attorneys for Casebeer, and none of the defendants appearing, they were declared in default. The mortgage was originally for \$5,000, given in 1917, \$1000 of which had been paid on the principal.

Overcuring Spoils Hay Much good hay is spoiled each year by being left too long in the swath, windrow or shock. A very much better quality of baled hay or loose may be had by curing the hay out as rapidly as possible to light. It may then be baled up with better moisture content and better color and quality.

REASON FOR HASTE A scientist says that the earth is shrinking about two inches a year. That accounts for the nervous activity manifested by some people who possess it while it is of some use.—Boston Transcript.

Silverton-Silverton Storage and Commission company begin erection of cold storage plant.

WOOD That's All Wood

- Block Wood \$5.00 (Per Cord)
- Block Wood 6.50 (Double Load)
- Green Slabs 3.50 (Per Load)
- Dry Slabs 6.00 (Per Load)

The slabs are picked from conveyor (by hand). Very little bark or sawdust.

Farmers buy their blocks at Pelican Bay Lumber Co. \$3.00 per cord. Wagons and trucks filled quickly. Always plenty of blocks.

See E. L. FRENCH Phone 503-W Corner Oak & Broad

The Sale You Have Waited For

ENDERS'

MID-SUMMER CLEARANCE SALE

Commencing Wednesday morning our entire stock of Men's, Women's and Children's Shoes will be offered at Greatly Reduced Prices.

<p>JOHN KELLY SHOES For Women Black Patent Spanish Heel; regular \$10.00. (Two styles) Sale \$6.95</p> <p>BLACK KID OXFORD Regular \$10.00; Sale \$4.85</p> <p>LOW HEEL JAZZ OXFORD Extra Special \$4.85</p> <p>BROWN KID OXFORD Regular \$13.50; Sale \$6.85</p>	<p>RALSTON SHOES For Men 250 pairs Men's Shoes, values to \$10.00. All sizes and styles \$4.85</p> <p>RALSTON BROWN ENGLISH Worth \$12.00; Sale \$7.45</p> <p>RALSTON BLACK ENGLISH Regular \$12.50; Sale \$7.95</p> <p>RALSTON PEBBLED GRAIN Regular \$15.00; Sale \$8.85</p>
---	--

All Ladies' White Shoes at cost. [Remember, every pair of Shoes in our stock reduced to fit your purse.

J. E. ENDERS & CO.