Food Processing Industry Awaits Market Outlets

Profitable market outlets are the key to further developments of the canned or processed fruit and vegetable industry in this state, according to an extensive report on "Some Economic Considerations of Marketing Oregon Fruits and Vegetables Through Cooperative Canning Associations" just issued as station bulletin No. 377 at Oregon State college. The report is the result of a thorough study made by Dr. D. B. DeLoach, associate economist of the experiment station, and Charles W. Peters, research assistant.

The production of fruits and vegetables for canning and cold packing has increased rapidly in Oregon, as this enterprise fits in well with the soil and climatic resources of this state, and with the need for producing agricultural products of high value in relation to transportation costs. The production of these crops is now carried on commercially in 18 of Oregon's 36 counties. Nine of these counties are in the Willamette valley, three are in southern Oregon, two in the Columbia basin, and four are farther east.

This industry is especially significant in the future development of the state since these crops require an intensive use of land and an extensive use of labor and therefore are suited to small farming units, the authors point out. Oregon is particularly favored by the ability to produce fruits and vegetables of a superior quality and a high yield per acre.

The study revealed, however, that before Oregon can compete in the distant major consuming centers with the processing plants nearby, the plants in this state must be able to produce either a quality superior enough to command a higher price, or must produce equal quality at lower cost so as to compensate for the extra freight charges.

The study was made principally in connection with nine fruit and vegetable canning associations, although due consideration was given to 52 commercial canning concerns in the state. It was found that the exception of corn and tomatoes, the pack of Oregon fruits and vegetables is marketed mainly outside of the Pacific northwest.

4-H Radio Programs

Each Monday night, 7:30 to 8:00 o'clock, Radio Station KOAC:

March 10—Washington County, Palmer Torvend, assistant county agent, in charge.

March 17—The Livestock markets in relation to 4-H club work, H. H. Burdick, president, Portland Union Stock Yards Company; The Portland Livestock Exchange Scholarship Loan Fund, A. A. Albright, president, Portland Livestock Exchange; Twenty Auction Sales of 4-H Club Livestock, R. L. Clark, manager, 4-H Pacific International Livestock Exposition Auction Sale.

March 24—Marion County, W. D. Harding, county club agent, in charge.

March 31—4-H Campus club.

DOG LICENSE RUSH OVER.

More than 5,400 dog licenses are expected to be issued at the county clerk's office in Eugene when the mail is finally cleared up. The 5,000 mark was passed Monday afternoon and reached 4,637 at the deadline Saturday night. Last year 5,400 licenses were issued.

WHY ON EARTH DO THEY DO IT?

... insure the other fellow's car ... and not their own

Sure, you ought to insure yourself against any damage your car may do to the property of others. But what about your property ... your car? Unless you have collision insurance, you're paying money to protect the other fellow and leaving yourself out in the cold.

Moral: Give yourself a break. Let us fix you up with protection for your OWN car.

YOUR NATIONAL FIRE GROUP COUNSELLOR

Standard protection

It Pays to Insure in Sure Insurance With

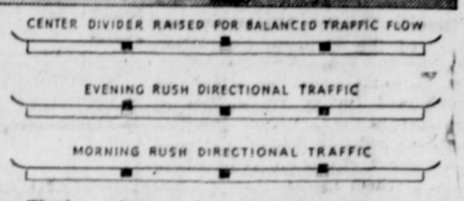
Charles S. Hall Insurance Agency

Phone 202

World's First "Adjustable Highway"

Wide applicability not only to peacetime requirements but also to problems of defense is claimed for the traffic divider which M. F. Norris, Chevrolet executive, is inspecting above. It has just been placed in service on the newest stretch of Chicago's famous Outer Drive, and is unique in the fact that it can be raised or lowered to provide lanes of varying width, so that the road becomes, in effect, an adjustable highway.

Three parallel dividing-curbs are recessed into the pavement, so that its 100-foot width can be split into four 25-foot lanes. The mechanism operates hydraulically. Control stations like that at which George Van Dorpe and Michael Gorun, Chicago city employes, are standing (upper left inset) make it possible to retract each divider flush with the pavement surface, or raise it eight inches to the position shown in the larger photo. Each control operates 600 feet of divider, in 12-foot sections, raising it in 11½ seconds. Cross-section diagram shows construction of divider, and inner arrows point to glass bull's-eyes through which light shines when curb is raised.



The lower diagram shows cross-section of road, with dividers in various positions, to handle directional traffic flow at various hours of the day. One adaptation of the idea, it is pointed out, could be used to separate military from civilian traffic, when this is desirable, while another would close airports against landings by hostile planes. In normal use, however, it not only expedites traffic movement but makes a 100-foot highway do the work of one much wider, an especially important point in congested areas where land for widening comes high.

Dorena

Mrs. John Read and daughter Margaret visited Saturday at the Don Read home at Wolf Creek.

Mr. and Mrs. Francis Reller of Westfir spent the week end at the home of her parents, Mr. and Mrs. Todd Glasgow.

Sunday dinner guests at the Mrs. M. Mosby home were Mrs. Ruth England and son Bud and Mrs. Ralph Boslaugh of Cottage Grove, and Jeck Kerns of Eugene.

The Y.G.A. presented a one-act play at Willakenzie Monday night. Next Monday, March 10, there will be three one-act plays presented by different granges at the club house at 8:00 o'clock. There will be no admission fee.

Mr. and Mrs. Ernest Wagner of Eugene spent the week end at the home of his parents, Mr. and Mrs. Lot Wagner.

Sunday guests at the Charles Teeters home were Mr. and Mrs. Lou McKibben and daughter of Latham, Mrs. George Sweet and Mrs. Rosie Peterson of Cottage Grove, the Rev. Elliot of Portland and Bob Matthews of Eugene.

Gene Glasgow of Fort Stevens spent the week end at the home of his parents, Mr. and Mrs. Todd Glasgow.

Mr. and Mrs. Willie Vaughn of Cottage Grove visited Sunday at the Wm. Vaughn home.

The Dorena girls' basketball team defeated the Methodist team from Cottage Grove 33-4 in a game played here Sunday afternoon.

Mr. and Mrs. Henry Cooper entertained Sunday with a birthday dinner in honor of their son Harold. Guests were Mr. and Mrs. Hugh Miller, Wendling; Mr. and Mrs. John Lawson and family, Dexter; Mr. and Mrs. Alvin Cooper and family, Gunter; Mr. and Mrs. D. R. Cooper and family and Mr. and Mrs. Joe Hofner, Drain; Mr. and Mrs. Warren Cooper and family, Culp Creek; Mr. and Mrs. Haorld Cooper and son of Veneta; Clifford Thrasher and Charles Teeters, Dorena.

John Read has broken ground for his new store near Culp Creek. He will soon start construction.

The Ted Whitted family of Drain have moved into the house recently vacated by the McBee family.

Latham

Mr. and Mrs. Mads Overgaard spent Sunday in Salem visiting with Mrs. Overgaard's brother, who is confined in the hospital, awaiting a serious operation.

Mr. Miller of Portland spent Sunday afternoon at the Merle Porter home.

Mr. and Mrs. Nelson Garoutte and children of McKenzie spent Sunday at the W. T. Garoutte home.

Mrs. Hugh Trunnell is visiting in Marshfield with Mary Johnson, a former resident of this community. Mary has lost complete use of her eyes and is paralyzed on her left side.

Mr. and Mrs. Walter Post of Vida spent Wednesday at the W T. Garoutte home.

The Auction Bridge club meets Saturday night at the Merle Porter home.

Mr. and Mrs. Ernest Sears of Delight Valley visited at the Claude Plaster home Sunday.

Eat ice cream for health. Ours is made right. Gustafson's Super Creamed ice cream store. 26-1tc-3

Saginaw

The Friendly Neighbors club met at the home of Mary Alma Krebser in Cottage Grove Thursday afternoon. Nineteen ladies were present. Mrs. Mary Russell became a member. Tickets were given out to be sold on the club quilt which was quilted by Mrs. Margaret Keene. Those appointed on the committee were Mrs. Hazel Grimes, Mrs. Dora Stewart and Mrs. Helen Chapman. The next meeting will be at the home of Mrs. Margaret Keene March 13.

Mr. and Mrs. Art Reed spent Sunday afternoon at the Chris Reed home at Leaburg. Earl and Darrel Reed spent the week end there with their grandparents.

Mr. and Mrs. C. Zumwalt of Delight Valley spent Sunday at the home of their daughter, Mrs. Harley Williams.

Mr. and Mrs. Art Greer of Walden and Pete Hayes of Cottage Grove spent one evening last week at the Lowell Benston home.

Mrs. Frank Krebser and son returned home Sunday from Ridgefield, Washington, where they had spent the past two weeks visiting relatives there and at Portland.

Mr. and Mrs. O. Knight of Sutherlin visited recently at the L. K. Snider home.

Mr. and Mrs. Harold Wright and children of Culp Creek spent Sunday at the Levi Russell home.

The Charles Russell family visited with friends at Goshen Sunday.

Mosby Creek

Mr. and Mrs. Floyd Jones and family went up the McKeuzie river Sunday and visited the chinchilla farm there.

Mr. and Mrs. Harry Castle were dinner guests Sunday at the Lester Rearrick home near the steel bridge and also attended a birthday party in the evening, honoring Mrs. George Foster at Thornton Corners.

Mrs. Ida Jenkins and Mrs. Ada Overton attended the home demonstration school in Eugene Monday on planning the home grounds.

Mr. and Mrs. George Griffin and son Leslie of California have moved in the Kibby house at Blue Mountain.

Claude Lebow and Everett Duerst of the F.F.A. attended the different contests held last Friday at Woodburn. Everett Duerst won second with his harmonica. Paul Anderson won first prize on the public speaking contest.

Mr. and Mrs. Roy Kennedy and children and Mrs. Kennedy's father, Mr. Kehey of Blue Mt., went to Eugene Saturday to attend the show, "Gone With the Wind."

Hebron

Mr. and Mrs. J. A. Heath and family were guests at a turkey dinner Friday night at the John Olson home in Cottage Grove.

Mr. and Mrs. Richard Buckner of Westfir brought Miss Georgia Clark home to spend Sunday with her mother, Mrs. T. J. Clark. She returned to her work Sunday evening.

Mrs. Frances Patton and Mrs. Phebe Young of Walden and Mrs. L. J. Markham of Cottage Grove visited Sunday evening with Mina Clark.

Mr. and Mrs. Bob Bloom of Eugene were Saturday visitors at the Chas. Fuhrer home.

Word has been received that Roy Murry, who has been ill with pneumonia, has been able to leave the hospital and is now at his home.

George: "Here comes a friend of mine. He's a human dynamo."

Dennis: "Really?"

George: "Yes, everything he has on is charged."

Arcade Theatre

Admission 10c and 35c

Thurs., Fri., Sat., March 6-7-8—"Flight Command," Robert Taylor, Ruth Hussey, Walter Pidgeon, Paul Kelly. Preview feature **"Face Behind the Mask,"** Peter Lorre, Evelyn Keyes.

Sun., Mon., Tues., March 9-10-11—"Rhythm on the River," Bing Crosby, Mary Martin, Basil Rathbone, Oscar Levant, Oscar Shaw, Charlie Grapewin.

Wed., Thurs, March 12-13— "Third Finger, Left Hand," Myrna Loy, Melvyn Douglas, Raymond Walburn. Preview feature **"Michael Shayne, Private Detective,'** Lloyd' Nolan, Marjorie Weaver.

Diane Theatre

Admission 10c and 25c

Bargain Nights 10c .. Saturday Matinee 10c and 15c

Thurs., Fri., March 6-7—"Calling All Husbands," George Tobias, Lucile Fairbanks, Ernest Truex. Bargain Nights, Admission 10c.

Sat., Sun., March 8-9 — "West of Pinto Basin," Ray Carrigan, John King, Lorna Grey. Preview feature, **"Saint in Palm Springs,"** George Sanders, Wendy Barrie. Saturday Matinee, 2:30 p. m. Admission 10c and 15c.

Mon., Tues., Wed., March 10-11-12—Closed.

Thurs., Fri., March 13-14—"Father Is A Prince," Grant Mitchell, Nana Bryant, John Litel. Bargain Nights, Admission 10c.

London P.T.A. Meets; Membership Drive Will Be Started Soon

The London P.T.A. met at the London school house on Friday evening for a business meeting preceding a 4-H club rally. It was reported by Mrs. Glen Banton, treasurer, that there were 26 paid-up members and that $12.65 had been received as commission from sales of a magazine solicited by the organization members. It was voted to add this to the building fund for the community hall planned by the P.T.A.

An announcement was made that there would be a pie social at Hebron, sponsored by the Hebron Woman's club on March 14th, and an invitation extended to London community to attend.

Plans were made for a shadow pie social at London to be held within the next two months, proceeds to be put into the fund. Willard Peterson was appointed as chairman for the entertainment committee for this social.

A membership drive will be held under the supervision of the membership committee: Mrs. William Funk, Mrs. Jesse Blue and Mrs. Lynch Currin.

Following the business meeting guests and school children were welcomed by Mr. Herbert Shortridge, and a welcome song was rendered by 4-H club members. After a number of songs by club members, R. C. Kuehner, county club agent, was introduced and he showed motion pictures. Pictures of club activities at the state fair and the club summer school were especially enjoyed, a number of local club members appearing in them.

A short radio try-out number was given by Lois Propst, Winifred Newton and Betty Morgan, as a prospective number for the county club radio program to be given over KOAC in May.

Refreshments were served after the program. The next regular meeting will be held on March 28.

Lorane

An agricultural outlook meeting was held at the Lorane grange hall Thursday evening. The meeting was conducted by O. S. Fletcher, county agent assisted by Raymond Johnson.

The Patron-Teachers association will meet tonight and will view a program consisting of a play by the grange and an educational skit by the high school.

Tom Powers of McKenzie high school visited lorane high school this week. Lorane high school is being used as a test school and a number of principals have visited here. No textbook is used, but a number of books on each subject are used.

Rexall DRUG STORE Spring Clearance SALE

ONLY Rexall DRUG STORES OFFER YOU Rexall BARGAINS

KEM'S for DRUGS

Spring is not far away. It's time for us to be looking ahead to our summer business. And that means values for our customers. All merchandise is fresh, full quality. Naturally supplies are limited so be here early. Positively no sales to dealers.

New Pep! Rexall IRON, LIVER and BONE MARROW COMPOUND

Getting the right tonic will go a long way toward regaining your pep. Here is a scientifically compounded tonic that has achieved amazing results. It is especially effective in cases of simple anemia. Increases appetite. $1. 8 OZ. SIZE

A Rexall PRODUCT

WE BUY FOR WE SELL FOR less

50c Mclle	39c
60c Sal-Hapatica	49c
25c Gauzettes	19c
35c Tampax	29c
$1.00 Vitalis	79c

for that cough CHERROSOTE

Pleasant to take palatable cough syrup that will give relief for stubborn coughs due to colds. 75c 8 OZ. SIZE

A Rexall PRODUCT

Puretest is dependable ASPIRIN

Quick acting and always the same dependable quality. 49c BOTTLE OF 100

A Rexall PRODUCT

Mechanical type laxative Puretest MINERAL OIL

Try this non-habit-forming relief for constipation. Tasteless, odorless. Economical. 59c FULL PINT

A Rexall PRODUCT

Silque SHAMPOO

Give your hair the real cleansing of Silque. See how it removes dirt, flakes, etc. Leaves hair soft. 39c 6 OZ. SIZE

REXALL QUALITY

Regs CHOCOLATE FLAVORED LAXATIVE

The candy-like laxative that the whole family will like. Easy, yet thorough. 19c BOX OF 24

A Rexall PRODUCT

Silque HAIR TONIC

Use it to remove dandruff scales and to groom the hair. Improves your appearance. Economical. 39c 6 OZ. SIZE

REXALL QUALITY

Close Out
Old Style Bottle
10c Cutex Polish
4c, 3 for 10c

REMEMBER THE Rexall DRUG STORE FOR BEST VALUES ALWAYS

Corona Portables. The Sentinel. Rubber Stamps, Pads Ink. The Sentinel.

YOU'LL SAY "FIRST BECAUSE IT'S FINEST!"

Get A CHEVROLET And Get "The Combination That Counts"

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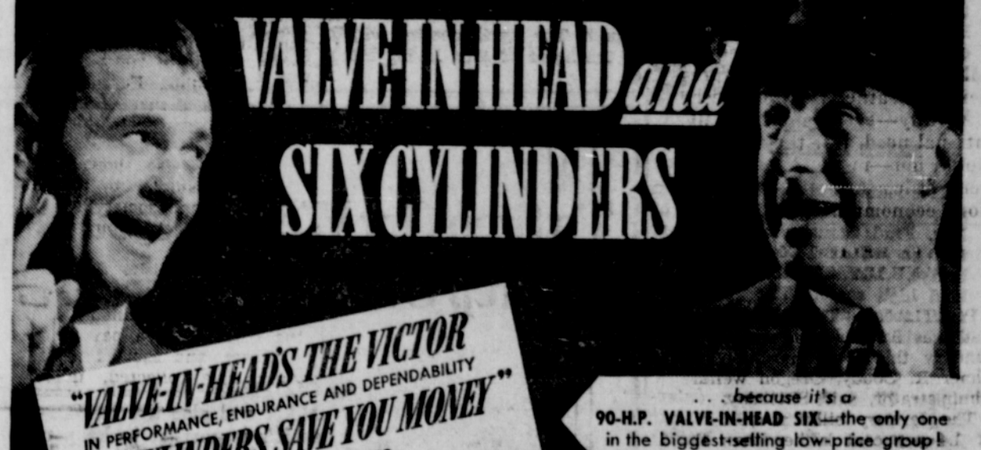

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Chevrolet for '41 is the *only* biggest-selling low-priced car that brings you this enviable combination! . . . Why Pay More—Why Accept Less? Remember—more people buy Chevrolets than buy any other make of car, regardless of type, size or price!

. . . because it's a 90-H.P. VALVE-IN-HEAD SIX—the only one in the biggest-selling low-price group!

. . . because "VALVE-IN-HEAD'S THE VICTOR" in performance on land, sea, and in the air!

. . . because its SIX CYLINDERS save you money on gas, oil and upkeep!

. . . because it's thoroughly PROVED—thoroughly DEPENDABLE—as millions upon millions of owners will testify!

Why Pay More?-Why Accept Less? VALVE-IN-HEAD'S THE VICTOR! SIX CYLINDERS SAVE YOU MONEY!

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