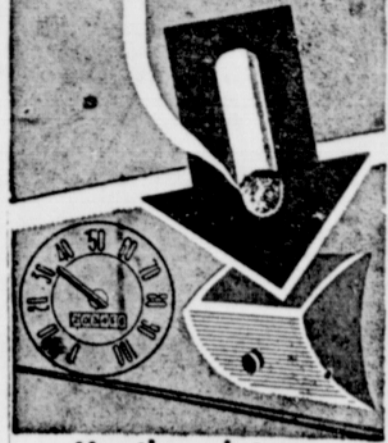


River News

PREVENT FOREST FIRES!

River Womens club fall meeting, Sept. 17, during the summer vacation, a number of members assembled at the home in the Community Center. Luick, president, presided at the business session. Mr. J. of Crescent City in commerce, gave a talk on the possibilities of the San Joaquin College establishing an art school during the summer in Del Norte county. The greatest problem is that of the students. At the close of the meeting, the program was turned over to the art chairman, Mr. Bolick, which featured a Mother-Daughter art exhibition of beautiful paintings and drawings exhibited by the sister of Mrs. Bolick, Mrs. K. K. and Miss Jane, of who have spent the summer here, painting scenes of the coast hills and Smith Valley. The sunflower, the flower of Kansas, was one of the greatly admired ones by the group present. Refreshments of cookies and coffee were served from lace-covered tables entered with a beautiful arrangement of Mrs. C. C. residing at the tea table. Mrs. Harry Malpas of City, and her sister-in-law, Alice Maddrill of San Francisco, who have been on vacation to Canada, are renewing acquaintances with the many friends in this area this week. They are former residents of Smith River, where Mr. Woodruff was employed as butter-maker at Golden State Creamery for a time. He is employed at the Golden State plant at Newman.



Use the ash tray

were Mrs. Everett Woodriff, Mrs. Fred Hight, Mrs. Clarence Westbrook, Mrs. Ada Hursh, Mrs. Edna Ross, Mrs. May Westbrook, Mrs. Edward Westbrook, Mrs. Palmer Westbrook, Mrs. Taylor Westbrook, Mrs. Eddie Westbrook, Mrs. Emma Ellsaesser, and the honored guest who received many lovely gifts and cards.

Henry and Robert Westbrook who have spent the summer vacation with their parents, Mr. and Mrs. Henry Westbrook Jr. left for San Rafael where they will again enroll in the fall term of school.

Mr. and Mrs. Milton Woodruff of Newman, Calif., who have been on vacation to Canada, are renewing acquaintances with the many friends in this area this week. They are former residents of Smith River, where Mr. Woodruff was employed as butter-maker at Golden State Creamery for a time. He is employed at the Golden State plant at Newman.

Mr. and Mrs. Willis Hight accompanied by their two sons-in-laws Freddie Wheatley, of North Bend, Oregon, and Hollis Rhodes of Smith River, are enjoying a ten-day vacation at Weaverville where the men are hunting for the big deer in that vicinity.

The Fire Insurance companies are doing business because people

are having terrible losses, and can prove it—The Shur-Line, with the Shur-Stop automatic fire control is saving people from their losses and we can prove that. Are you protected with the Shur-Stop watchman on the wall or ceiling? See Harvey, P. O. Box 188, or at Studio Building, Brookings.

PREVENT FOREST FIRES!



Be sure your match is out

Local News Items

Danger of forest fires has not past, so don't be careless with your cigarette, campfire or any matches in or near the timber. Elsewhere in this issue appears advertising urging people to help "Keep Oregon Green."

Mrs. Peterson, familiarly called 'Petie', is working at Vincent's Restaurant, on the afternoon and evening shift. She formerly was employed at the B. & B. Cafe.

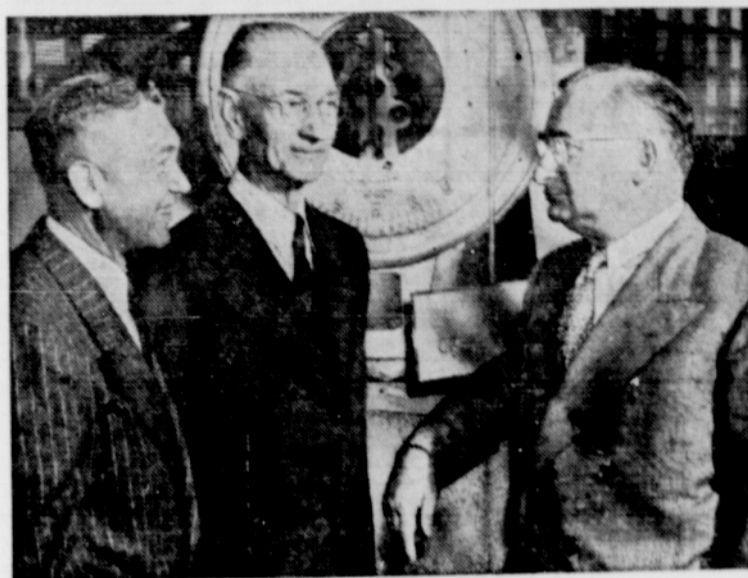
Pick out your Christmas cards at the Pilot, at low prices.



Burned timber builds no homes

PREVENT FOREST FIRES

Dairy Co-op, Kraft Open New Cheese Factory at Chehalis



NEW PARTNERSHIP CELEBRATED—Representing new partnership at formal opening of recently constructed cheese factory at Chehalis, Washington: (right) John H. Kraft, president, Kraft Foods Company, and (center) H. R. Shoultes, president, Lewis-Pacific Dairymen's Association. At left, A. B. Arps, general production manager, Western Division of Kraft Foods Company.

CHEHALIS, (Wash.)—Nearly 5,000 persons thronged into this small town recently to inspect the West Coast's newest and most modern dairy plant. They witnessed production of cottage cheese, cheese spreads, cream cheese and process cheese and heard speakers prominent in the dairy business discuss the importance of the operation and the importance of dairying to the West Coast as a whole.

Many of the visitors were members and families of the 2,400 dairy farmers who form the Lewis-Pacific Dairymen's Association, which built the plant and leased it to the Kraft Foods Company for operation.

The cooperative members, who produce the milk for the tons of cottage cheese, cheese spreads and other dairy products that are made in the plant each day, saw the plant in full operation in the morning visiting hours set aside for them. In the afternoon, others in the community went through the plant.

John H. Kraft, of Chicago, president of the Kraft Foods Company, in the principal address at the noon program, praised the excellent relationship that has been established between his company and the dairy cooperative.

"Our relations are unique in the dairy industry," Mr. Kraft said. "You as producers of milk and we as manufacturers, distributors and salesmen for the products made from that milk, have entered upon a joint enterprise on a scale never before attempted between two such organizations.

"We have a great opportunity before us. The West Coast does not produce sufficient dairy products to meet its needs, and we jointly can do much to help meet this need."

"We can meet the challenge of supplying adequate dairy products

through our respective organizations—you as efficient producers of increasing quantities of milk and we as a manufacturing and marketing organization with years of experience that have developed skilled technicians in processing and a vigorous merchandising organization.

"We need never worry about surpluses in this milk business if we who are in partnership—producer, processor and distributor—will do our part in producing a quality product," Mr. Kraft said. "Quality production is dollars and cents, success or failure, for both of us."

H. R. Shoultes, president of the Lewis-Pacific Dairymen's Association, recounted the history of the project and said that "the completion of this plant is a move forward and we participate in our new partnership with great pride and with every assurance for the future."

Speaking of the new development as exemplified by the big new factory, Dr. J. C. Knott, Director, Institute of Agricultural Sciences, Washington State College, said, in part: "Allow me to congratulate both partners on this fine arrangement. It is an incentive to greater production and a real achievement in the development of this community."

Other speakers included Russell H. Waltz, president, Consolidated Dairy Products; and A. B. Arps, General Production Manager of Kraft's Western Division. E. M. Sorensen, Manager, Lewis-Pacific Dairymen's Association, was master of ceremonies.

The new factory will process and package cottage cheese and cream cheese for distribution in Oregon, Washington, and Idaho and cream spreads for distribution in the seven Western States.

A. P. Hendricks is remodeling his home, recently purchased of Fred Pflughapt, and when com-

pleted, will move there. Work is being done by Mr. George, and includes addition of a room.

Newspapers

Cigarettes

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ITS NO PIPE DREAM

KEEP OREGON GREEN

H. HAYES 1-46

TOO MANY FIRES ARE CAUSED BY SMOKERS