

OREGON PRUNES TO NEED BIGGER MARKET

Importance of Advertising Products Driven Home.

ACT NOW, SAY FRUIT MEN

California to Take \$1,000,000 Profit From Oregon on 1919 Crop, Ad Club Members Learn.

Oregon residents do not realize the magnitude of the fruit industry of this state or the rapidity of its growth, members of the Portland Ad club learned yesterday from leading fruit men. With a present annual normal demand of approximately 200,000,000 pounds of prunes in developed markets, the Oregon and California crop of next year will exceed 300,000,000 pounds, and within five or six years will be between 500,000,000 and 700,000,000 pounds, said R. C. Paulus, general manager of the Oregon Growers' Co-operative association and head of the Salem Fruit union. He emphasized the importance of creating new markets and said Oregon through advertising should make her fruit as well known as that of California.

Professor C. I. Lewis, horticulturist of the Oregon Agricultural college and vice-president in charge of organization of the association, coined the word "Oregonization," as descriptive of the big task to be accomplished.

Music for the occasion was furnished by the girls' band of the Roy Graves Cannery company at Sheridan, composed of 25 young women of Sheridan, uniformed in blue and gold, topped with overseas caps.

Not only do the musicians harmonize well, but their repertoire is large and response to encores was prompt and zealous, evincing the joyousness of youth and spirit in skillful interpretation. The girls were guests of the Ad club at the Liberty theater yesterday afternoon and at the Hippodrome in the evening before motoring back to their home city.

Organization Need Shown.

Isaac D. Hunt, vice-president of the Ladd & Tilton bank, who is president of the Oregon Growers' Co-operative association, said orchardists, because they are in a price that makes unreasonably profits without furnishing any of the labor or assuming risks.

This was illustrated by recital of the fact that one Hood River grower had recently sold his apples for \$2.30 a box, while his neighbor, with an equally well-cared-for orchard and comparable crop on his trees, was offered 35 cents a box. The necessity for adequate investment for processing establishments to care for a large portion of the crops of certain classes of fruits—canneries and evaporating plants—dictates that the crop be handled through effective organization, which will fix a price that will prove profitable to the producer, stabilize prices all along the line and give the consumer the finest fruit grown, at reasonable prices. The method of financing made possible through trade acceptance was explained.

"Some Oregon men have been willing to furnish the tail to California's kite," said C. I. Lewis, in charge of organization of the association, "and if they are getting any fun out of it they are entitled to all they can get. Let us bring Oregon to her own. Let her fly by her own wings." Mr. Lewis cited the word "organization" as descriptive of the big task to be accomplished.

Mr. Paulus exhibited a letter received from England addressed to "Eugene, Oregon, California," as convincing proof that Oregon needs general advertising of its fruit products. He said: "California will take a cool million dollars' profit out of Oregon this year on the fruit crop of the state. Take the can of cherry cherries on the tables before you today. I'll bet the fruit was grown in Oregon. Examine the label on the can and you will observe that the cherries are put up under a California name and there is not one word that indicates they were produced in Oregon. A million cans of that cherry were put up at Salem last year under the California label. The California packers and merchants have built up a big trade in fruit and eat the big part of their supply in Oregon, in certain lines."

"There is an enormous acreage of prunes coming into bearing in the next five or six years. There is a present market demand under normal conditions, of about 200,000,000 pounds and next year there will be a production of 300,000,000 pounds. There will be a demand for all that will be available for two or three years, but beyond that the opening of new markets is necessary to avoid confronting conditions that none of us want to see come about. Within six or seven years the production will reach 500,000,000 or 700,000,000 pounds annually, and it is to market that product that we must begin to prepare by establishing the demand.

"How many persons realize that western Oregon will produce 500 cars



Your grocer pays your money back if you'd rather have it than Schilling Tea. We pay him.

Perhaps you didn't get the right flavor of Schilling Tea. Get your money back and try again. Do this until you have found the kind you like best. There are four kinds of Schilling Tea.

Now please do this. We mean it—and so does your grocer.

There are four flavors of Schilling Tea—Japan, Ceylon-India, Oolong, English Breakfast. All the quality, in packages lined with moisture-proof packages. At grocers everywhere.

A Schilling & Co. San Francisco

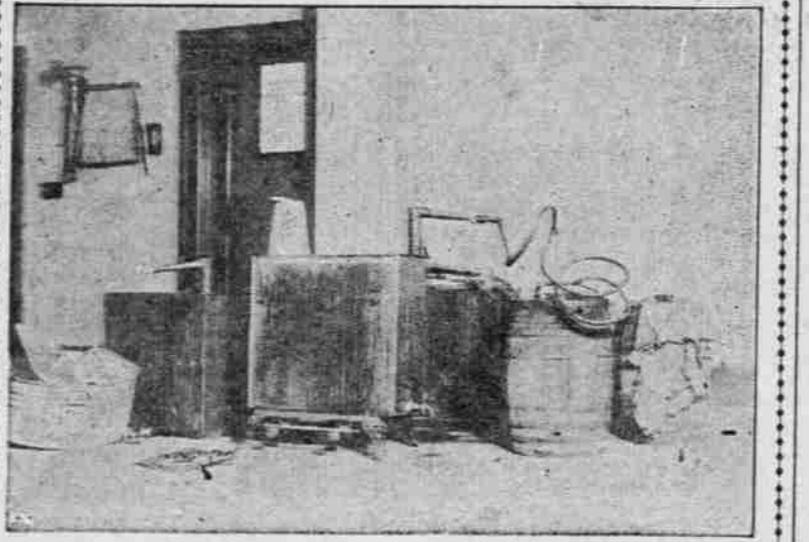
of apples this year and that next year the apple crop of western Oregon will exceed in yield the entire crop of Hood River district. Organization will enable the stabilizing of markets and the advertising of the products of Oregon fruitgrowers to create the demand for them throughout the world."

LARGE STILL IS SEIZED

Plant Capable of Producing 50 Gallons Daily of Whisky.

What police declare to be the largest still to be found since the era of prohibition began, was confiscated Tuesday at the home of Joe Sagala, 825 Elliott street. The still was one of the most complete and elaborate ever taken in Oregon and, with its four large kettles, was capable of producing 50 gallons of whisky a day. The still was found by Motorcycle Inspectors Van Duesen and Russell, who also found five gallons of moonshine whisky at Sagala's home. They arrested Sagala for violating state and federal prohibition laws. Sagala was turned over yesterday to federal officials for prosecution. He was removed to the county jail. A

STILL WITH 50-GALLON DAILY CAPACITY SEIZED BY THE PORTLAND POLICE.



Kettle, coil, and barrels which Joe Sagala is alleged to have used in making whisky.

complaint charging him with the illegal manufacture of whisky was filed before United States Commissioner Drake.

DISCARDED FIR VALUABLE

Crews to Be Sent to Oregon Woods to Gather Pitch.

EUGENE, Or., Aug. 20.—(Special)—Harry V. Meathers of Eugene, who with W. B. Robertson of Portland will establish a turpentine plant in Portland to utilize the immense quantities of fir pitch now going to waste in the forests of western Oregon, said yesterday that crews of men would be sent into the woods to gather the pitch and ship it to Portland.

SCHOOL WORD LIST ISSUED

Compilation by State Superintendent Expected to Be Helpful.

SALLEM, Or., Aug. 20.—(Special)—Simplifying the work of Oregon teachers is the purpose of J. A. Churchill, state superintendent of public instruction, through the publication of a so-called word list, covering the first and second readers of the natural series. The words are grouped into lessons and stand out before new teachers as the work of their grade progress. Mr. Churchill believes the pamphlet will prove helpful to teachers and simplify the work of their grade progress. Copies of the word list are being mailed to county superintendents in all parts of the state, and later will be distributed among the various grade teachers.

ROSEBURG HAS NEW MAYOR

Walter S. Hamilton, Druggist, Succeeds D. J. Stewart.

ROSEBURG, Or., Aug. 20.—(Special)—Following the resignation of D. J. Stewart, who was recently appointed county judge of Douglas county, the city council chose Walter S. Hamilton, a local druggist, to fill the position of mayor for the unexpired term.

205-Acre Ranch Purchased. ROSEBURG, Or., Aug. 20.—(Special)—Fred Bonebrake of Dixonville yesterday purchased the J. G. Barns 205-acre ranch in Camas valley. This is known as one of the best stock ranches in that section, being mostly all creek bottom land, and situated on the Roseburg-Myrtle Point highway. Another deal was completed yesterday when the 86-acre farm belonging to I. Shockey of Winchester was sold to E. S. Epperly, a recently returned soldier.

Mother and 3 Children in Accident.

CENTRALIA, Wash., Aug. 20.—(Special)—Pinned under their car when it overturned near Tenino Monday, Mrs. Fred May and three children were released shortly after the accident by a passing motorist. Severe bruises were the extent of their injuries. The accident, which was caused by a broken steering gear, occurred while Mrs. May was driving to her home in Renton from Pe Ell.

Arrests Found to Be Mistake.

CHEHALIS, Wash., Aug. 20.—(Special)—William May, who was accused of stealing cascara bark from A. H. Shepherd, has been dismissed, it being found that his arrest was a mistake. Likewise an arrest of Frank and John Neumeier is found to have been a mistake and they have been dismissed on motion of County Attorney Allen.

Germany Sends Coal to France.

BERLIN, Aug. 20.—The delivery of coal to France from the Ruhr region has been resumed. It is expected that about 1,000,000 tons will be shipped the first month.

Read The Oregonian classified ads.

COUNCIL MAPS OUT IMPROVEMENT WORK

Street Paving and Sewer Lines Provided in Ordinances.

PROGRAMME IS EXTENSIVE

Warren Construction Company Submits Only Bid on Betterment of Harold Avenue.

Public improvements occupied an important place on yesterday's calendar of the city council. Ordinances were introduced providing for the paving of a number of thoroughfares and the construction of sewer lines. From East Thir-

Protests Block Sewer Work.

Construction of the south branch of the Rhine street sewer was so widely opposed that the issue was referred to the department of public works, and Commissioner Barbur said recommendations for discontinuing proceedings probably would be made, thus delaying construction for a year at least. No protests were filed against the proposed sewer in Klickitat and East Sixty-fifth streets, and the ordinance was passed. Protests against the assessments for the Oregon-Washington railroad re-grade and viaduct construction were referred to the commissioner of public works and the city attorney, as several legal questions were raised.

Plans and Specifications for Sewer Work.

The city engineer was directed to prepare plans, applications and estimates for appropriate improvement of Emerson street from Denver avenue to Interstate avenue; East Eighteenth street, from Alberta to Emerson street; East Sixty-eighth street from Sandy boulevard to Beech street; portions of Going street and East Seventeenth street; Jersey street from Richmond to Baltimore street; Westover road from Summit avenue to Twenty-fifth street.

Programme is Extensive.

Plans and specifications were asked for construction of sewers in Sixty-first avenue Southeast; Fifth avenue; East Sixty-fifth street, and resolutions of intention to improve portions of Eighty-third street were adopted. Improvement of Eighty-fourth street

Union of South Africa Annually Produces Between 4,000,000 and 5,000,000 Gallons of Wine.

southeast, south half of Sixty-seventh avenue Southeast and the north half of Seventieth avenue Southeast also is contemplated, while resolutions were adopted providing for the improvement of portions of Tibbetts and East Thirty-third streets; portions of Faragut, Terry, Holmes and Belknap streets; and East Sixty-first street from Sandy boulevard to Fremont street.

Resolutions were introduced providing for sewer construction in East Sixty-sixth street, Matteson avenue, Forty-fifth street Southeast and East Second street.

Proposals for the improvement of Harold avenue were received, but one figure being submitted, and that by the Warren Construction company in the sum of \$11,866.35. Three bids were received for the construction of the East Ninth street sewer, these being as follows: Aar & Co., \$2252.20; Jacobson Jensen company, \$2412.80; John Keating, \$2527.70.

The union of South Africa annually produces between 4,000,000 and 5,000,000 gallons of wine.



There's Thrift in Using Oval Label Foods

It isn't the amount you spend for food, but what you get for your money that determines whether or not your buying is on the wisest basis.

Full value and dependability—these are the important things to look for today. Value—to be sure you get 100 cents worth for every dollar you spend; dependability—to save you from experimenting or waste.

Under the Armour Oval Label—the symbol of food certainty—you can select from over 300 foods of highest excellence. They are true money-savers because there is no costly experimenting—hence no foods to throw away. And as practically all the hard work of preparation is done, there's a big saving in your time and energy.

When you check up your household expenses at the end of the month, you'll be glad you have an Armour shelf in your pantry. It takes the guesswork out of food buying and serving. Why not start one today? Ask your neighborhood grocer for Armour Oval Label Products.

ARMOUR AND COMPANY

JAMES F. FURLONG JR., Manager
Portland, Oregon
Telephone Broadway 1380

- ### A Few Items for Your Marketing List
- Star Ham
 - Star Bacon
 - Star Summer Sausage
 - Vegetole (Shortening)
 - Armour's Oleomargarines
 - Nut-ola Margarine
 - Cloverbloom Butter
 - Grape Juice
 - Loaf and Jellied Meats
- ### Finest Package Foods
- Potted Meats
 - Coffee Soups
 - Deviled Meats
 - Rice Hominy
 - Luncheon Beef
 - Peanut Butter
 - Frankfurts
 - Evaporated Milk
 - Salmon
 - Tomatoes
 - Tuna Fish
 - Corn
 - Pork and Beans
 - Fruits
 - Jellies
 - and Many Others

Even Beginners Can Now Be Sure of Making Perfect Jams, Jellies and Preserves

Now that women know how to be sure of certain results this is going to be a great season for home preserving.

This new method for making preserving syrup is the answer to every housewife's doubts about getting perfect results in putting up fruit at home.

The practical preserving syrup is made by using 1/4 Karo (Red Label) with 1/2 sugar. This method does away with all preserving difficulties, which are mainly due to using sugar alone.

The use of Karo ensures firm jelly that always "jells"; rich preserves with heavy syrup; and "fruity" jams.

You can be sure, too, that when you turn your jelly or jam out, you will find it firm and mellow, never tough, or "candied."

Karo is a fine, clear syrup with a natural affinity for the fruit juices. It blends the sugar with the fruit and brings out the full fruity flavor.

For Cooking, Baking and Candy Making Karo (Red Label) is used in millions of homes. In all cooking and baking recipes use Karo instead of sugar. It is sweet, of delicate flavor, and brings out the natural flavor of the food.

CORN PRODUCTS REFINING CO., P. O. Box 161, New York City

FREE

A book of sixty-eight pages that gives you the best recipes for sure results in preserving. Easy to follow. The Corn Products Cook Book is handsomely illustrated—and it's free. Write us today for it.

Use 1/2 Karo (red label) and 1/2 sugar

Makes perfect jams, jellies and preserves.



No one need go thirsty!

There IS a soft drink which quenches thirst—a drink for young and old—a practically predigested drink which contains NONE of the injurious properties generally found in soft drinks. Just you get acquainted with this drink of drinks—RAINIER SPECIAL. Come to know how good a soft drink can be. Drink it when you're thirsty—drink it with your meals. Insure yourself the genuine by calling for RAINIER SPECIAL by name.

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SPECIAL

Soft - but Satisfying

Rainier Products Company, Seattle, U. S. A. Manufacturer of Rainier Special, Rainier Beer, Malt Rainier, Rainier Cream, Syro and Deacidulated Alcohol.

The Rainier Products Company relieves retailers and consumers of the necessity of paying revenue taxes on Rainier Beverages by paying all taxes thereon direct to the government.

LANG & COMPANY, Portland, Oregon

Distributors