

ADVERTISING BOARDS TO CITRUS FRUITS

Californian Tells How Sales Were Increased.

BUSINESS IS STABILIZED

Growth of Co-operative Movement Traced by Don Francisco Before Portland Ad Club.

How the citrus fruit growers of California have increased their sales and stabilized their business through co-operation and co-operation advertising was explained by Don Francisco, an advertising manager who was the speaker before the Portland Ad Club at the regular weekly luncheon of the club yesterday noon at the Benson hotel.

Mr. Francisco, who is president of the Los Angeles Advertising club and advertising manager for the California Fruit Growers' exchange, traced the growth of the co-operative movement among the lemon and orange growers for the last 27 years.

Thousands Spent on Advertising. "Through co-operation," he said, "the association has been able to spend three-quarters of a million dollars a year on advertising. Yet no systematic has been made and advertising has been handled that the cost has been only 2.51 per cent. The item of advertising alone, big as the campaigns have been, has come to only 54 of 1 per cent. The members total 10,000, all of whom have joined the association voluntarily and can leave it at any time on two months notice.

For nine years the committee on advertising entirely to the newspapers, and found that it was the most profitable medium that we could employ. With the exception of newspaper advertising in Iowa we had a 50 per cent increase of sales in one year. The newspaper reaches the persons to whom the merchant must sell the goods, and the advertising placed when the goods are in the hands of the merchant gives the help to the dealer when he needs it.

H. H. Hayes, on behalf of the roadway committee, reported that the committee had addressed a request to the city officials that the park bureau establish a road sign garden somewhere on Sandy boulevard for the raising of 10,000 bushes this year.

John T. Dougal, on behalf of the street signs committee, said that the committee had waited in vain for Commissioner Barber and requested him to appoint a committee of 15.

WILLAMINA, Or., Sept. 22.—(Special.)—Uncle Sam is very particular about what privileges a postmaster may enjoy. Postmaster Yates of Willamina has learned through Postoffice Inspector Wise that he, Mr. Yates, may not continue to hold the office of school director at the same time. Hence Mr. Yates has decided to sever his connection with the school board.

SCHOOL CLASSES ELECT OFFICERS. HOOD RIVER, Or., Sept. 22.—(Special.)—Classes of the Hood River high school have elected officers for the ensuing year as follows: Seniors, Ray Blawie, president; Archie Florer, vice-president; Marjorie Fisher, secretary; Julius Johnson, treasurer. Juniors, John Carson, president; LeVona Peterson, vice-president; Helen Kerner, secretary; Morris Kinsey, treasurer. Sophomores, Paul Huelat, president; Frances Fuller, vice-president; Hazel Wallace, secretary; Bouta King, treasurer. Freshmen, Stewart Allshaw, president; Helen Hirsch, vice-president; James Schauer, secretary; Dick Ford, treasurer.

COULD NOT SLEEP AT NIGHT. When a man has suffered from the aches and pains caused by kidney trouble and finds relief, his gratitude prompts him to tell others. This is the case with Wm. Carter, Luzzar, Pa., who writes: "Before I took Foley Kidney Pills I had weak bladder, back kidneys and bladder. I could not sleep well at night. My back pained me awful. I had a dizzy feeling in the morning. Since taking Foley Kidney Pills I have been relieved of all such ailments." Sold everywhere.—Adv.

We Give S. & H. Green Trading Stamps With Purchases Amounting to 10c or More—Don't Overlook This Cash Saving!

Mask O'Uth—the new Non-massage Liquid Mask and instantaneous rejuvenator. Both chemical and mechanical in action. Banishes wrinkles and makes the skin soft and velvety. Treatment given by expert operators.—Beauty Parlors, Second Floor.

1000 FREE TRADING STAMPS GIVEN WITH EACH PURCHASE OF HOOVER ELECTRIC CLEANERS

The Standard Store of the Northwest Olds, Wortman & King Reliable Merchandise—Reliable Methods

EXCLUSIVE PORTLAND AGENCY FOR HOME JOURNAL PATTERNS—DEPT. ON MAIN FLOOR

Kodaks—Complete showing of all styles and sizes at reasonable prices. Developing, printing, enlarging and color work by experts. First Floor.

Take Note of These Good Savings at the Standard Store

Moderately Priced New Fall Suits \$39.75 \$49.50 \$58.50 \$65.00

Second Floor—Thursday we shall feature a special showing of New Fall Suits at above prices. For value and smartness at moderate cost these cannot be surpassed anywhere.



Pillow Cases At 45c Bleached Sheets \$1.85

Sale of "Vassar" Underwear Main Floor—Our entire stock of Men's "Vassar" Union Suits is included in this extraordinary sale.

\$11.00 Boots \$6.95 \$10.50 Brown Boots At \$6.95

New Fall Suits of the Better Grades Georgette Waists \$5.75 \$6.95 \$10.00 \$12.50

Boys' 2-Pants Suits \$17.85 Boys' \$3.50 Pants At \$2.19



Black Kid Boots At \$6.95

New Fall Dresses \$23.75 to \$165.00

Overcoats \$11.85 Overcoats at \$8.95

Boys' Shirts and Blouses

Glassware 15c and 35c Brass Jardinieres \$2.48

\$1.25 Stamped Dresser Scarfs 65c Dressing Sacques \$1.85

Sale of White Blankets—Bedding Dept., Third Floor At \$2.48 Pair Rag Rugs at Special Prices

OWK Coffee 41c Lb. Tree Tea 50c Lb.

POSTOFFICE JOB ENOUGH

R. H. Yates of Willamina Forced to Quit School Board.

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TIMBER COMBED IN VAIN

NO TRACE OF PENITENTIARY FUGITIVES FOUND.

FRANK WAGNER AND EARL RILEY, WHO ESCAPED FROM PRISON BRICKYARD, ARE STILL AT LARGE.

SALEM, Or., Sept. 22.—(Special.)—After combing the heavily timbered districts for many miles in every direction from Salem for 24 hours, penitentiary guards reported to the warden late today that they had been unable to find any trace of Frank Wagner and Earl Riley.

IN ADDITION TO STATIONING GUARDS ON ALL THE MAIN HIGHWAYS, THE CITY AND COUNTY OFFICERS ARE ASSISTING IN THE SEARCH. PHOTOGRAPHS AND DESCRIPTIONS OF THE FUGITIVES ALSO HAVE BEEN SENT OUT.

MALHEUR FAIR TRIUMPH

RECORD-BREAKING DISPLAYS IN ALL LINES REPORTED.

ONTARIO, Or., Sept. 22.—(Special.)—With record-breaking displays of all kinds and a generally higher grade of pure-bred stock in all classes, the 11th annual Malheur county fair opened here yesterday.

GREAT INTEREST HAS BEEN MANIFESTED BY THE VARIOUS COMMUNITIES OF THE COUNTY IN THE STRUGGLE FOR COMMUNITY HONORS FOR WHICH A TOTAL OF \$500 IN PRIZES WILL BE AWARDED.

NEARLY A FOURTH OF THE ENTIRE EXHIBIT HALL WAS NEEDED TO HOUSE THE DISPLAY OF THE BOYS' AND GIRLS' CLUB OF THE COUNTY.

SUCCESSOR SETTLED ON

COKE MAY SUCCEED BENNETT IF LATTER RESIGNS.

WASCO COUNTY HAS PEACHES. THE DALLES, Or., Sept. 22.—(Special.)—In spite of the assumption that there are no peaches in Wasco county this year owing to the late freeze in the spring, E. R. Jackman, county agent, this morning said that in the Pine Crest region, several miles from Dufur, the orchards were bearing full crops of splendid fruit.

EUGENE RADATORS MAY ATTEND FAIR. EUGENE, Or., Sept. 22.—(Special.)—If enough men sign for the trip being now and tomorrow, the Eugene Radators will visit the state fair at Salem next Tuesday.

MANY YOUTH GO TO COLLEGE. HOOD RIVER, Or., Sept. 22.—(Special.)—About 75 boys and girls of Hood River have left during the past week for college.

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SKIN WITHOUT BLEMISH IS EVERY WOMAN'S WISH

Disfiguring Pimples Cause Much Embarrassment.

How often do we see women who would really be good looking but for some unsightly facial blemish that spoils her complexion and her chance of being considered attractive.

A clear ruddy complexion is an unmistakable sign of a vigorous, healthy vitality, while pimples on the face indicate a depleted, run-down condition of the system.

A healthy, attractive skin is practically within reach of every woman, but it cannot be obtained from the use of cosmetics or so-called skin foods.

Throw aside your lotions and ointments and treat the source of your trouble, if you wish to be free from skin disorders and blemishes.

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Imported Pompeian Olive Oil fine for growing children

E. M. CLOTHES BLEACH will keep your clothes snowy white. TRY IT. Ask for it at Meier & Frank's, Olds, Wortman & King's, or any leading drug or grocery store. Fully guaranteed.