

## Powers Great Annual Sale

385 of PORCH and LAWN FURNITURE Starts Tomorrow - Don't Miss it - A Final Clearance of All Out of Door Pieces That Defies Competition.



By All Means Shop Here First---It Pays

Swings and Settees		Chinese Grass Pieces	
\$ 8.75 Natural oak 50-inch Swing for.....	\$5.95	\$5.75 Grass Arm Rocker, special price.....	\$3.95
\$11.50 72-inch fumed Swing for.....	\$7.45	\$5.50 Grass Table, round top.....	\$3.95
\$22.50 76-inch fumed Swing, very heavy.....	\$13.90	\$6.75 Large Grass Rocker for.....	\$4.45
\$11.00 Double cane seat and back Settee.....	\$6.85	\$7.00 Pocket Side Arm Chair.....	\$4.75
\$ 7.50 Old Hickory Settee, extra heavy.....	\$4.95	\$3.95 Grass Side Chair, special.....	\$2.65
\$10.95 Sea Grass Settee, good design.....	\$6.95	\$5.50 Grass Seat with high sides.....	\$3.45
Old Hickory Furniture		Reed and Rattan	
\$ 3.25 Seven-spindle Side Chair for.....	\$2.15	\$ 3.25 Weatherproof Rattan Chair.....	\$2.10
\$ 3.75 Arm Chair, price to close.....	\$1.95	\$ 5.25 Weatherproof Rattan Arm Chair.....	\$3.65
\$ 5.50 Arm Rocker, double seat and back.....	\$2.95	\$15.00 Weatherproof Rattan Arm Rocker.....	\$8.95
\$ 9.00 Large size Arm Rocker.....	\$6.95	\$ 5.00 Reed Arm Rocker for.....	\$2.95
\$13.50 Rustic Settee, large size.....	\$8.65	\$ 8.00 Basket Seat Reed Rocker for.....	\$5.15
\$19.75 Old Hickory Couch, to close.....	\$9.95	\$19.75 Large Arm Rocker for.....	\$12.95

Complete Three-Room Outfit for \$127

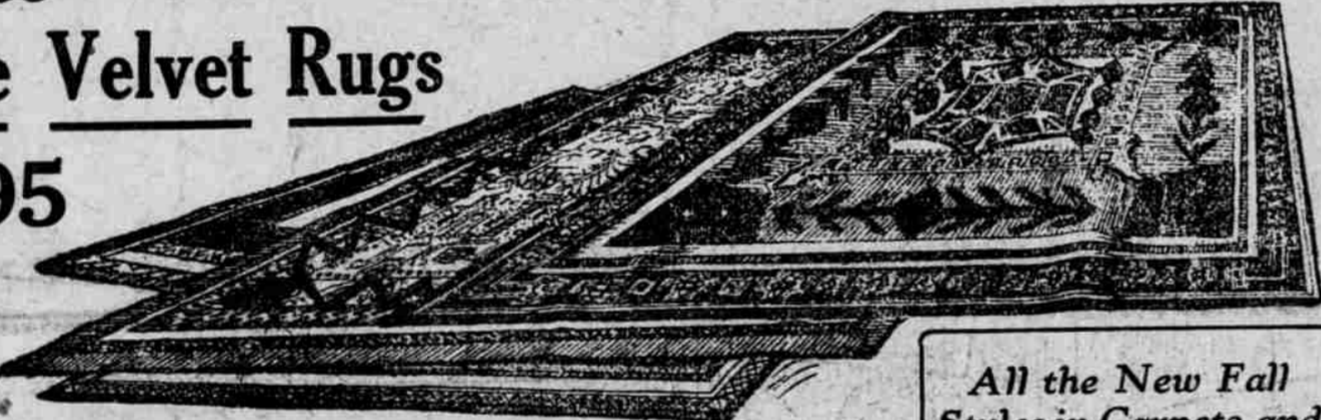
Every piece of furniture bears a double guarantee. Furniture is not bought every week, every month or every year; when you buy furniture it is to live with for a long time. Not all furniture lasts as long as it should, therefore a guarantee of quality is a source of protection not to be underestimated. Both the makers of this furniture for every one of the three rooms and ourselves guarantee these pieces in the broadest way. This guarantee is an insurance policy against dissatisfaction. It costs you nothing.

WE CHARGE NO INTEREST

## 9x12 Fine Velvet Rugs

\$16.95

Actually Worth \$22.50. On Sale One Week Only



All the New Fall Styles in Carpets and Rugs Now on Show

Our right to expect a record-breaking attendance at this rug sale is based on our absolute knowledge of the superiority of this rug offer over any ever made by this or any other firm in the city. We bought a large quantity of them and would have purchased more had we been able to obtain them. Shown in most of the desirable shades and patterns.

**No Blacking Required for the A-B Sanitary Gas Range**

You merely clean it with a damp cloth and the range will look like new. The table of the range is built at the right height, and the necessity for continuous stooping is taken away. The ovens are large and roomy and non-rustable, and fitted with glass door. The oven lining is guaranteed rust-proof. The automatic lighter, the white-enamelled clean-out tray and broiler pan make it easily the most sanitary gas range made.

Over 7000 in Portland Homes

This is conclusive proof that the majority of home-owners consider the A-B Sanitary the superior to all other ranges. It costs no more than the ordinary kind; yet in style, appearance and economy it has no equal.

Terms as Low as \$1.00 Weekly

**Test the Price—\$3.15**

No doubt you have paid from \$6.00 to \$6.50 for a metal couch not as good. Fifty of these to be offered at this special price for the coming week. Frame of strongest angle iron finished in gold bronze and fitted with high quality link fabric spring.

**\$4.00 Leather Slip-Seat Dining Chair \$2.85**

Frame is built entirely of quartered oak, with straight instead of taper leg. Seat is upholstered in genuine Spanish leather. Box-frame construction, panel back, golden or fumed finishes.

**\$7.85 Buys This \$12.50 Coil Spring**

For those who demand the best this spring will meet all requirements, being high quality in every particular. There are ninety-nine tempered coil wire springs which rest on a steel slat base. The spring is guaranteed for twenty years.

**Bronze Clocks \$1.49**

\$2.50 Fancy Bronze Clocks on Stand, special.....

**Meat Safes \$3.99**

Family-size Meat Safes, worth \$1.40, while 99c they last.....

**\$6.50 White and Gold Dinner Sets \$3.99**

Well-wearing 42-piece Dinner Sets in quality semi-porcelain, with white-and-gold decoration. The best sets ever offered at this special price.

**2-Pc. Carving Set \$72c**

This special price for 3 days only. Good serviceable sets at.....

**Alarm Clocks \$1.19**

\$2.00 Dryad Nickeled Alarm Clocks.....

**\$1.75 White Enamel Bath-Cabinets for 99c**

**Gold Medal Army Cots Special—\$2.95**

**All Leather Rockers Like This \$11.95**

Usually \$19.75

Luxurious High-Grade Rockers, with seat and back upholstered in genuine Spanish leather. A chair of quality and comfort. Finished in golden oak, wax or fumed.

**\$7.45 for \$13.00 Chiffonier**

A very roomy Storage Chiffonier containing six drawers and fitted with large beveled French plate mirror. It is finished in quartered oak effect and has solid panel ends. The case construction is above the average.

**\$12.95**

**For This \$21.50 All-Brass Bed**

Dozens of these were sold last week at this special price. The sale will continue for four days only. A pleasing two-inch continuous-post pattern, with fillers fitted in panel effect. The finish is guaranteed; positively will never change color.

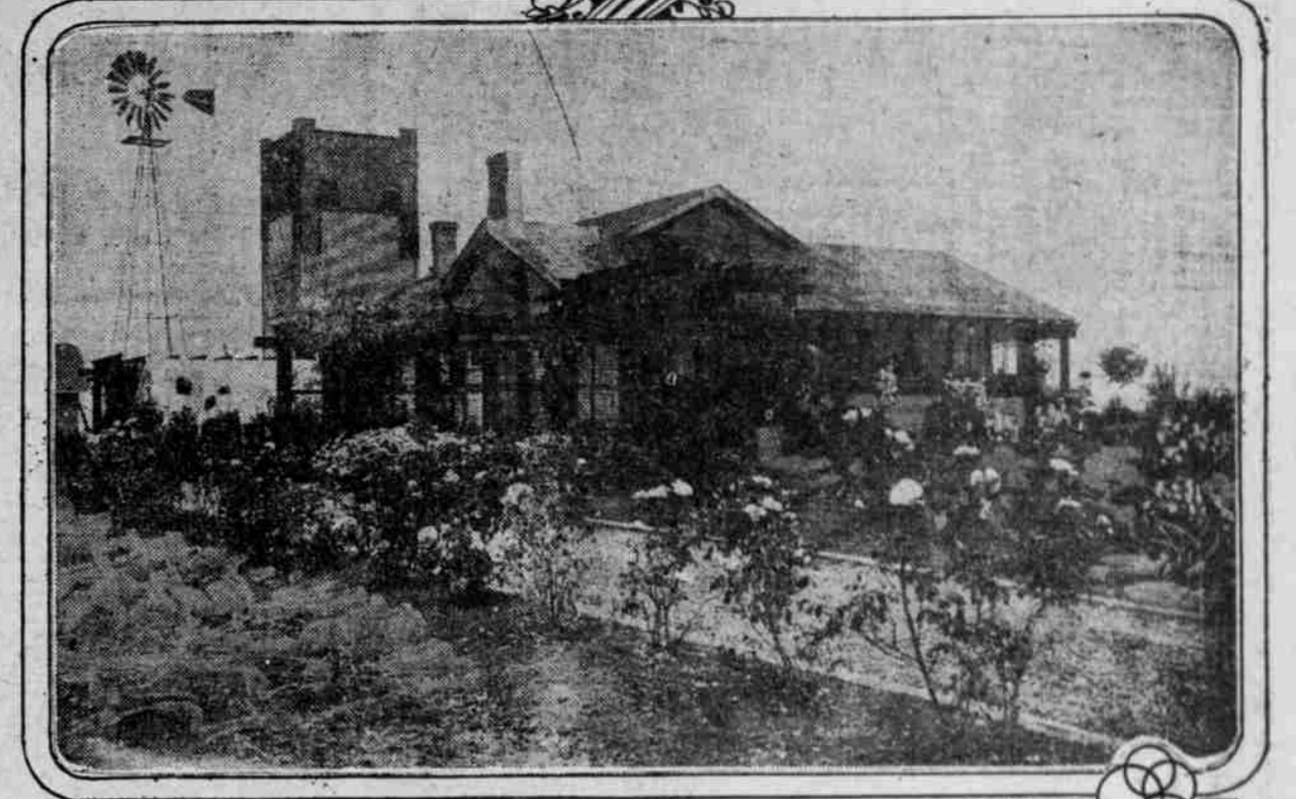
# POWERS

THE STORE THAT SAVES YOU MONEY

DIGNIFIED CREDIT FOR ALL — THIRD & YAMHILL

## ORCHARD COMMUNITY NEARLY DUE TO SEND OUT MILLIONS IN FRUIT

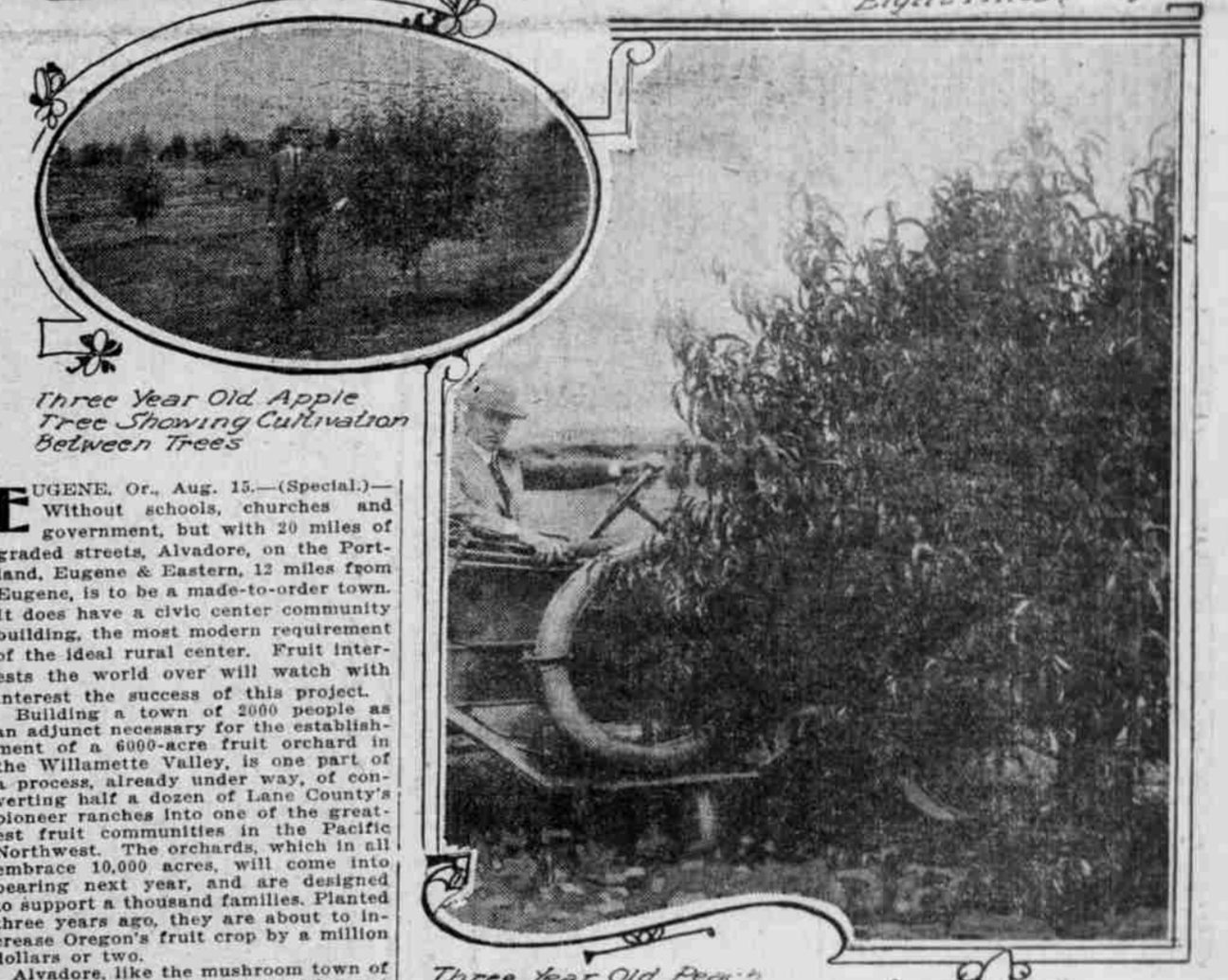
Alvadore, Without Schools, Churches or Government, but With 20 Miles of Paved Street, Is Developing as Ideal, Made-to-Order Town of 2000 Inhabitants.



Home of E. L. Kiemer. This Farm House has a Garage Instead of a Stable.



Near the Edge of an Orchard Eight Miles Long



Three Year Old Apple Tree Showing Cultivation between Trees

EUGENE, Or., Aug. 15.—(Special.)—Without schools, churches and government, but with 20 miles of graded streets, Alvadore, on the Portland, Eugene & Eastern, 12 miles from Eugene, is to be a made-to-order town. It does have a civic center community building, the most modern requirement of the ideal rural center. Fruit interests the world over will watch with interest the success of this project.

Building a town of 2000 people as an adjunct necessary for the establishment of a 4000-acre fruit orchard in the Willamette Valley, is one part of a process, already under way, of converting half a dozen of Lane County's pioneer ranches into one of the greatest fruit communities in the Pacific Northwest. The orchards, which in all embrace 10,000 acres, will come into bearing next year, and are designed to support a thousand families. Planted three years ago, they are about to increase Oregon's fruit crop by a million dollars or two.

Alvadore, like the mushroom town of the middle West, is suddenly rising out of the ground into existence. But unlike the boom town, its real estate is not for speculation. It is there with a purpose; its population is selected. The town is a part of the orchard; it is a necessary part, for labor must be depended upon to harvest the fruit.

**Town Is Co-operative.**

So Alvadore, like the co-operative cannery, the co-operative ice plant, the co-operative chemistry laboratory and the co-operative this and co-operative that is but the nucleus of a big co-operative orchard community. Its population is increasing a thousand percent or so monthly.

This, which is perhaps the most ideal, the most unique co-operative effort ever staged in Oregon, is about to be a reality. It is not socialistic. The title in common with this. Utopia to this community is not government, but the successful production and marketing of the greatest quantity of the best fruit on a given acreage. Government will be added as needed.

From an area six miles across and eight miles long, the original farmer has been cleared off. The great fields of Oregon fern have been turned under, and the cattle have been placed in the barn. Fruit growers, men who propose to abandon present vocations and live a rural life in an ideal community with single community interest—that of fruit raising—have been gathered from all parts of the United States. They represent all professions. Each has from five to 50 acres of fruit in this great orchard.

Their number includes men of nearly all vocations, such as the following, selected at random from the list of new owners: Dr. C. C. Graham, Des Moines, retired physician now making a social study of agricultural chemistry and electricity; F. C. Popham, Anacortes, Wash., superintendent of schools; W. D. Young, civil engineer, a graduate of Columbia University, and Cornell sportsman, trout authority and magazine writer; L. A. Backrack, Shattuck,

Three Year Old Peach Tree Showing Low Heading

Minn., musician; L. A. Nippert, city health officer, Minneapolis, and member of the medical staff, University of Minnesota; Thomas R. Cole, principal of the Broadway High School, Seattle; Miss Lucia L. LaQuitte, superintendent of Memorial Hospital, Worcester, and member of Massachusetts State Vice Commission; Miss Sarah Ebersole, head of social service department, Worcester. There are scores of others representing almost every calling under the sun.

**Limit Is Placed.**

These form the orchardists to make the fruit community of which the little town is to be the center. Co-operation is the ideal.

Fern Ridge, as the district is called, resembles the top of a loaf of bread, rising out of the Willamette Valley, 40 feet above, between the Long Tom and the prairie region. It seems to have a combination of underground water and proper soil, with absence of frost. But above all it is isolated by its own physiography. And surrounded by a protective barrier, as it were, it has placed a limit on its field of co-operation and proposes to live independently of the world.

Production is to be diversified with each settler. He is to raise his own garden truck, keep his own cows and chickens. The more he produces—for orcharding takes only a part of the fruit grower's time in certain parts of the year—the more independent he is. A co-operative dairy will handle his surplus cream.

Two railroad men knew where the new railroad was about to come, and they took with them a fruit man. The three purchased 6000 acres. The fruit expert worked out the plans for their orchard on a unit basis. He determined the proper ratio of one fruit to another and to the market, and he planted the trees at the proper distance apart. He knew that the land was to be sold to

hundreds of individual owners, so the trees were planted to diversify the crop of each individual. Individual home orchards were developed by planting varieties in one row along the roads.

**Town Is Laid Out.**

In laying out the orchard 160 acres were reserved for the town site. Streets were graded and lots were surveyed. But none is to be sold except to actual builders and residents. The owners decreed. Six acres were reserved for a cannery building, fruit dryers, being plants and cold storage buildings. Thirteen acres were reserved for experiment gardens where a model chemistry laboratory, greenhouses and electrical plant will be erected for scientific research and the solving of fruit problems and local evils. A community civic center has been built, in which lectures on the fruit industry may be delivered during the winter months by fruit experts from the colleges. And in this civic center, incidentally is a dance floor, a gymnasium, reading rooms and a public auditorium open to all. The railroad holds 30 acres, spread out over a mile for truckage facilities.

"Our product will not be measured in tons; it will run in carloads. In thousands of cases annually" declared E. L. Kiemer.

He is the orchardist who has superintended the laying out of this great community orchard; who for three years has kept a force of 40 men and 20 teams at work preparing the ground, keeping it cultivated to a degree of pulverization and preparing the orchards for the new fruit growers who are about to come. He is a youth, in his 30s, who is a fruit expert because he loves it. And his love for it is contagious.

"Oh, we'll build a schoolhouse whether they vote us a district or not."

(Continued on Page 7.)