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PLEASING GROWTH OF NEW BUSINESS

Cherry City Cleaners Build Prosperous Business in Six Months

By EDWARD T. BARBER
A modern cleaning establishment is the product of modern science. It embodies the results of research work in many chemical and mechanical laboratories where close study has been made of the effect of cleaning processes on the fabric of the garments as well as the colors.

The field of scientific research has broadened the past few years until it has become a directing influence, for the better, in almost every line of industry.

In no line has this influence been greater than in that of cleaning and pressing establishments. Old methods and old machinery have become obsolete. The processes for dry cleaning and of steam pressing have revolutionized the industry. The public is rapidly beginning to appreciate the services of this industry at its true value.

The Cherry City Cleaners opened for business in Salem last September, prepared to give their patrons the advantage of the very best and most skillful service in their line that modern science and modern machinery could produce when handled by workmen scientifically trained to its use.

The business has grown from the first at such a rapid pace that the management is not only highly pleased with the returns of the business but with the royal reception given by the Salem public.

Not so many years ago the services of such an establishment were looked upon as a form of luxury and a mild form of extravagance.

Scientific research has demonstrated that when properly done the cleaning process not only adds to the appearance of the garment but actually adds to its life of service. Suits regularly cleaned and pressed deliver longer and better service than suits not so treated.

Cleaning, when properly done, is a real measure of economy. Few people realize the amount of dirt a garment will gather. No one would wear a white garment as dirty as they do dark garments. Cleaning removes all dirt and all odors from whatever source. It leaves the garments not only clean but sanitary as well.

BEETHOVEN MANUSCRIPTS LONG LOST, NOW FOUND

LEIPSIC, Febr. 14—The original manuscript of a Beethoven wedding song was recently found attached to another manuscript in the possession of the firm of Breitkopf & Haertel, Beethoven's musical publishers.

The song was composed on the occasion of the marriage, Feb. 6, 1819, of the daughter of Gian-stanzone del Rio, principal of the boarding school attended by Beethoven's nephew Carl. All trace of the song had been lost until an employe of Breitkopf & Haertel searching for Beethoven's piano concertos written in the master's hand. The song was fastened to one of them by a clip.

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CLEANERS STUDY BETTER METHODS

Steam Press and Dry Cleaning Process Revolutionize the Cleaning Industry

The steam press, known as the Hoffman machine, revives the fiber of the cloth, leaving a finish similar to what it was when new. All danger of burning or scorching is removed. The garment is re-shaped to its original form and fixed by hot steam and heavy pressure which insures longer life to the garment.

The dry cleaning process is of comparative recent origin. It is still in its infancy, but during the few years it has been used it has established a remarkable position in the cleaning industry.

Dry cleaning has been improved and refined to the point, as it is used by the Cherry City Cleaners, where there is absolutely no odor of the cleaning process to be detected.

Dry cleaning is simply a process of washing the garments in gasoline specially prepared for that purpose. Scientific research has demonstrated that the most delicate fabric and the most sensitive color will in no way be injured by the process.

The National Association of Cleaners maintain a man in connection with the United States Bureau of Standards whose work is to test out all processes or material or machinery used in the cleaning business to determine its value before it is offered to the public. It is the aim of this association to promote scientific research along all lines which promise better service to the public. To study the effect of different processes, chemicals and machinery on all kinds and classes of fabrics and colors, that only the best may be used.

The Cherry City Cleaners are wide awake and anxiously watching every advanced step which will enable them to serve their patrons better.

Their work includes all forms of cleaning and pressing, garments or rugs. They also clean and block hats with the same care used in their cleaning and pressing department.

They deliver the goods free of all odors, cleaned and repaired. They offer prompt, reliable and satisfactory service, and the growth of their business is proof of the esteem in which they are held by the Salem public.

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IRRIGATION SERVES OREGON FARMS

(Continued from page 9)

tion season in the Pacific north-western states.
It is usually reckoned that 60 per cent of the water in a reservoir is lost by seepage and evaporation in being delivered to the farmer's headgate. This loss will vary with the nature of the soil, distance from the reservoir, etc., but the above figures will be a fair average. Where 2 1/2 acre feet are considered sufficient for an irrigation season it means that amount delivered at the farmer's headgate. On the basis of the above it would require a reservoir having a capacity of 75,000 acre feet to deliver water for 12,000 acres.

Oregon has few large irrigation projects. The John Day project, when completed will cover 285,000 acres.

It is important in an irrigated section that a perfect title to a water right be secured.

The Oregon law provides for this through the office of the state engineer, with final decree resting in the courts. A water right fixed by the court is termed a "decreed right." All the rights on any stream are adjudicated by the courts on the basis of priority of use by the claimants.

Oregon provides for water rights being secured by individuals, by corporations of users forming irrigation districts, by Carey act, companies and by the U. S. reclamation service.
At present there are 63 irrigation districts in Oregon comprising

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ing about one million acres of irrigated land.

Six of these districts are in southwestern Oregon west of the mountains; along the Umpqua and Rogue rivers. They comprise about 50,000 acres.

Irrigation districts are authorized to issue bonds to raise funds for construction of the works. The state is authorized to guarantee the interest payments on these bonds.

The 63 districts of the state now have outstanding bonded indebtedness of \$10,796,100 certified and \$332,200 uncertified bonds. Bonds under state guarantee total \$9,354,000.

Ultimately every one of these irrigation districts will be a garden spot of plenty and prosperity. Their development, however, entails much distress because of numerous retarding factors.

Every separate project is a problem in itself. It presents features and factors not found in any of the others.

Successful irrigation requires experience and knowledge not obtainable in Oregon comprising

The industrial center of the United States is rapidly gravitating to Oregon because of the marvelously favorable conditions and prodigality of resources. World markets are opening before us like the first pink of an opening rosebud. Every dollar spent for "OREGON QUALITY" products stimulates it into full and refulgent bloom.

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