

The Oregon Statesman

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CONCERN FOR OTHERS—I prayed... and said, O Lord God, destroy not Thy people and Thine inheritance, which Thou hast redeemed through Thy greatness." Deut. 9:26.

ADVERTISING OUR APPLES

Apple growers of the Pacific northwest have organized for the purpose of systematically calling the attention of the world to the fruit that is making this region famous. Under the name of "Pacific Northwest Boxed Apples, Inc.," the growers of Oregon, Washington and Idaho are planning an advertising campaign which is expected to greatly increase the demand for our apples. Funds are to be provided by assessing growers one-half cent per box and shippers 50 cents per carload this year, and double these rates thereafter. This assessment is so small that it will not prove burdensome on either grower or shipper, but its possibilities for producing a substantial publicity fund can be understood when it is said that the Wenatchee district in Washington alone ships more than ten thousand carloads a year.

Pacific northwest growers were the first to appreciate the value of standardizing sizes and presenting their apples to the buyer in an attractive package. A neat handy sized box with sound well wrapped apples of uniform size throughout, was so much more attractive and satisfactory to the eastern buyers than the eastern fruit which reached the market in big barrels with the apples decreasing in size from the top of the barrel to the bottom, that Pacific northwest stock has since its introduction been a favorite in the eastern markets. With this reputation capitalized by the persistent advertising, the contributions of the apple growers to the proposed fund will return large dividends in expanding business.

And it will stabilize our apple industry. The apple growers of the Salem district should take heart from this movement, and take care of their trees of the right commercial varieties, and graft over their old trees to these varieties.

Like the Winter Banana, Grimes Golden, Ortleby and Newtown, and on the heavier, richer soils the King of Tompkins County, and, for a red variety, the Red Rome.

And all old trees that are so far gone through neglect as to be beyond recovery should be grubbed up and destroyed. We have a good apple country in the Willamette valley, for good apple men, and the stabilizing of the industry by comprehensive advertising will make it a profitable one here.

Obliging "incorrigible" convicts to wear stripes is all right, but that thing might be carried too far. On general principles, prison stripes have been abolished by high class prison men throughout the country. Segregation, however, with each class in a different uniform, is an accepted practice. Generally, this idea calls for three classes—new men going into the middle class and going up to the higher or down to the lower according to conduct and qualifications.

"Watch Salem grow. An 11-story building is to rise in that city at the corner of Liberty and State streets. It is to be for the First National bank, of Salem, is to cost \$450,000 furnished, and will be ready for occupancy the first of the year. It is to be built by the contractors who constructed the Bedell building, the New Pacific building and the Pitcock block in Portland."—Portland Journal.

Bits For Breakfast

Flax harvesting going fast—

And in fact there will be very little flax to pull after next week. The 15 pulling machines are now all in the fields, and there are plenty of hand pullers.

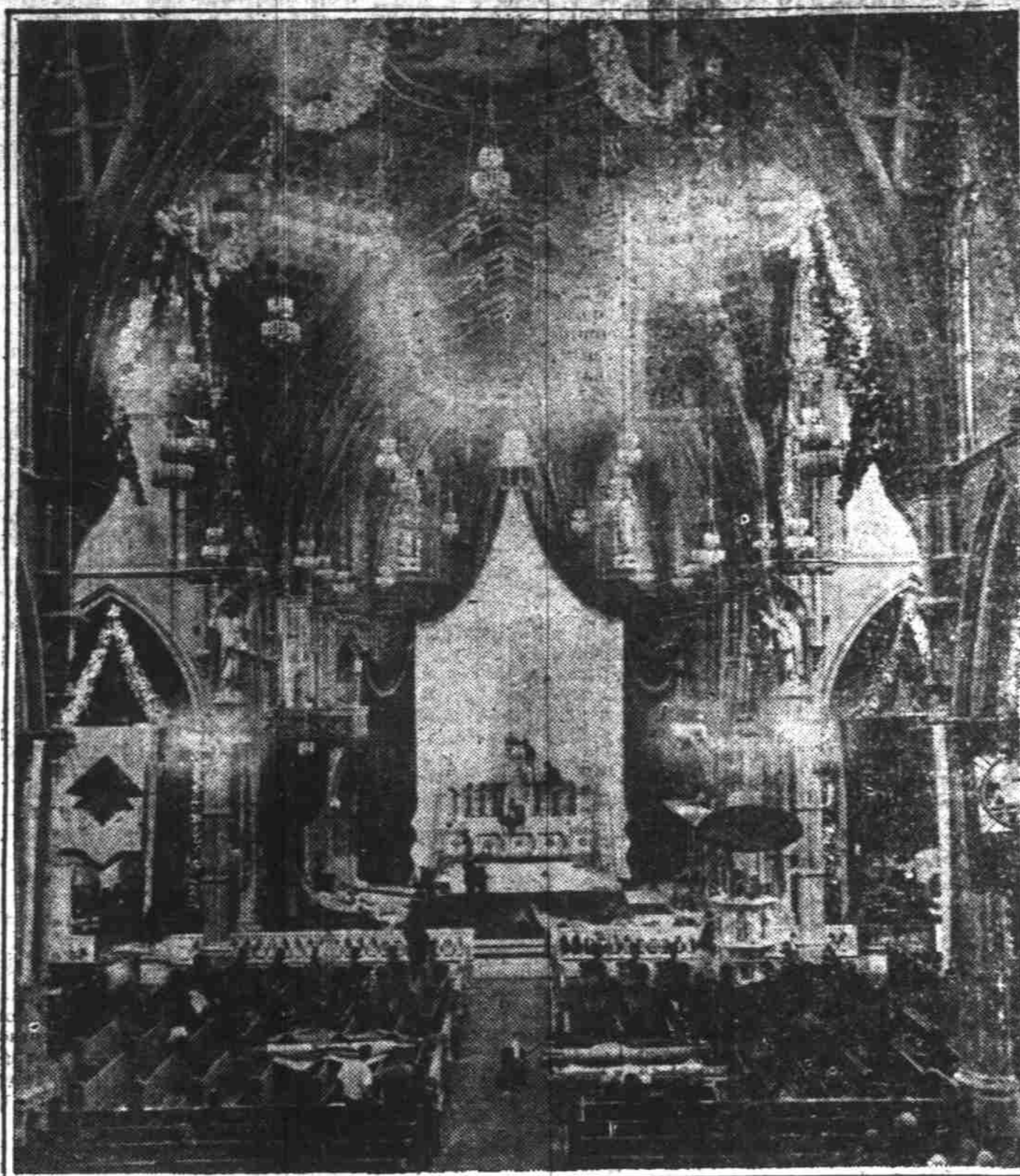
According to Manager Newhouse, the outlook for the original prune prices being realized for the Oregon crop is good. He says the east and the buyers abroad are all talking Oregon prunes. That sounds good.

In the mean time, the trend is and should be here towards the big sweet prune. All new plantings should be of sweet prunes—the big new kinds, preferably the Noble French.

This is the opinion of the biggest men in the industry. It is the conviction of J. O. Holt, of Eugene, who is the king in fruit matters in the upper valley. He is advising in favor of the Noble French, without reservation.

Noble Andrews, Salem, joint discoverer of the Noble French prune, was showing in Salem yesterday some Noble French and some ordinary petite or French prunes. In the present state of development, the Noble French are three times the size of the other kind. And the Noble French will dry twice as heavy as the Italian prunes. Mr. Andrews had 1500 trees last year, and sold them at \$1 each. He will have 15,000 this year, and will sell them at 25 cents each. By next year, he will have all the market will take. This will enable the change to be made without cost.

Cathedral Transformed for Eucharistic Congress Rites



Interior of the Holy Name Cathedral, Chicago, where the Eucharistic Congress was held. The cathedral was remodeled and transformed for the occasion and made as lavish as care, time and money can make it.

DINNER STORIES

It was the dear old lady's first ride in a taxi and she watched with growing alarm as the driver continually put his hand outside the car as a signal to the traffic following. At last she became exasperated.

"Young man," she said, "you look after that car of yours and watch where you're driving. I'll tell you when it starts raining."

A certain musical composer of much talent and popularity—we will call him Jiffers—has a happy appreciation of his own work, as his friends all know.

So highly does he estimate Jiffers' compositions that some of his friends were much startled the other day when he said gravely: "Did you ever notice that the names of all the great composers begin with M?"

"M!" ejaculated his astonished audience.

"Yes, M," said the composer. "Mozart, Mendelssohn, Meyerbeer, Moszkowski—and Me!"

Two men who were "something in the city" were lunching at their club one day.

"Oh," said one, "my partner formerly used always to oppose my views, but now he agrees with me in everything."

"How do you account for it?" asked the other.

"Don't know," said the first. "I'm not sure whether I convince him, or only make him tired."

A northern man, spending the summer in the south, went to see the last game of a series between two local teams. For a time he could not observe any umpire, but at last he spied him sitting up in the grandstand among the spectators.

"Great guns, man!" the northerner exclaimed to a native.

"What's the umpire doing up in the grandstand?"

"Well," the native explained, "the spectators used to accuse him of bum work so much that he allowed that if the folks up in the grandstand could see every play so darned good, he'd better go up there to do his umprin'."

In an English school the children had been examined and their eyes tested, according to the educational authority's latest decree. Those who were suffering from

defects had notes given them to take home. Among the notebearers was one of the name of Willie Jones, and the note he bore was as follows:

"Dear Sir: I wish to inform you that your son William shows signs of astigmatism, which ought to be attended to at once.—Yours faithfully, J. W. Headmaster."

In the afternoon Willie brought this reply: "Dear sir: I don't know just what it is that Willie's been doing, but I walloped 'im well this dinner-time and you can have another go at him if he isn't any better.—Your truly, William Jones, Sr."

A familiar figure in the political world stalked through the lobby of a hotel in San Francisco.



"What party does he belong to?" asked the Chatty Guest.

"Shush!" warned the Wild Wag. "He would be horribly offended to hear that question. You should ask what party belongs to him."

It was a negro ball game in Kansas City. The umpire was a slightly built, small voiced lad.

Along toward the seventh inning with things looking bad for the home team, the local Babe Ruth came to bat. He was a six-foot-three truck driver, and, besides the umpire looked like Goliath.

Over came the first ball, rather wide, and the umpire called: "One strike!"

The giant gave the dictator a look, but said nothing. Another wind up, and here came the second throw. The batter started, but stopped. Mr. Ump, called out "Two—" when the batter turned, eyed him, saying:

"Two what, nigger?" Ump gave him the up and down and finished his call: "Too high!"

Prineville—200,000 pounds local wool shipped to Boston at 28 to 31 cents.

INCORPORATIONS

The New Josephine Hotel, with headquarters at Grants Pass and capital stock of \$50,000, has been incorporated by S. N. Wheeler, George Huber and C. D. McLane. The MacDonald Auto company of Salem has been incorporated by

Notice of dissolution was filed by the Groves Amusement company of Forest Grove.

corporation department here follows: The Butler Shop, Inc., Portland, \$10,000; E. E. Anderson, Lucile Anderson and W. W. Seltz. Clatskanie Drug company, Clatskanie, \$10,000; W. A. Hall, G. M. Hall and L. L. Riggs. The Heights Investment company, Portland, \$1000; L. L. Gil-

strap, W. Carpenter and F. M. DeNeff. Fort Klamath Cemetery association, Fort Klamath (no capital stock); T. J. Jackson, D. W. Ryan and George W. Loosley. Notices of dissolution were filed by the Northwest Optical company and Plate Ice & Fuel company, both of Portland.

POWER'S SIXTIETH BIRTHDAY SALE

..At..

GIESE-POWERS Furniture Store

SPECIAL PRICES

Throughout the Entire Store

We will gladly give you credit even at these special prices.



USE YOUR CREDIT

GIESE-POWERS Furniture Company

WE CHARGE NO INTEREST

Saving by spending

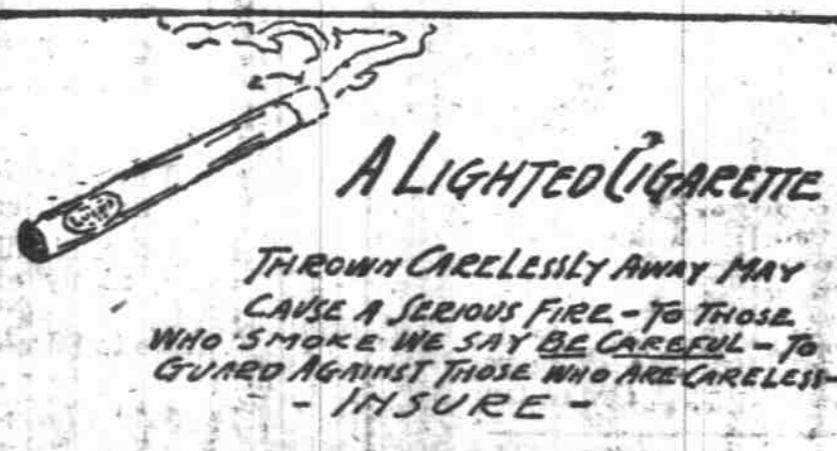
IT WAS a favorite expression of Theophrastus that time was the most valuable thing that a person could spend. One can easily prove the soundness of this logic. Every minute spent in reading the advertisements in this paper multiplies itself manifold in the time saved in shopping.

Advertisements eliminate lost motion. They save "running your legs off" trying to find some particular article at the price you want to pay. They bring the shops to your breakfast table, where you may review and select before starting out.

Advertisements are a straight line between demand and supply, between spending and saving, between purse and purchase. They save your shopping time and conserve your household money. They enable you to get one hundred cents out of every dollar.

So read the advertisements. Read them every day. Far from being a task, you will find it an interesting pastime. It will bring you up to the minute on what's what in everything that concerns you and your home and family. No one can spring anything new on the regular reader of advertisements!

The advertising columns are marching columns of progress. Don't miss the parade!



A LIGHTED CIGARETTE

THROWN CARELESSLY AWAY MAY CAUSE A SERIOUS FIRE—TO THOSE WHO SMOKE WE SAY BE CAREFUL—TO GUARD AGAINST THOSE WHO ARE CARELESS—INSURE—

Becks & Hendricks Insurance of All Kinds
189 North High Tel. 101
Holly Theater Lobby

INSURANCE OF EVERY KIND