

The Oregon Statesman

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THE HAND OF GOD—The hand of our God is upon all them for good that seek Him; but His power and His wrath is against all them that forsake Him. — Ezra 8:22.

FRUIT MEN ARE HOPEFUL

The dominant note of the forty-first annual meeting of the Oregon State Horticultural society, in session in Salem the past three days and to continue at the Salem Chamber of Commerce rooms today, (giving in the meetings of today emphasis upon the bulb industry), and at the banquet last evening—

The dominant note has been one of optimism—
 And this is remarkable and encouraging, considering the hard knocks many of the members in certain lines of horticulture, like prune growing, have suffered.

The leading men in the sessions have spoken of the hour before dawn being the darkest, and of the fact that every cloud has a silver lining—

And they have talked about the lowest ebb having been reached—

Some of them rather cynically, because they have reflected that the tide could not get lower.

Horticulture in Oregon represents the greatest of our agricultural lines; in canned products alone, as related by a speaker at the banquet last evening, it brings \$35,000,000 annually to our state—

And has grown from a pack of a million cases in 1920 to one of about 8,000,000 cases this year.

It is submitted that this represents a remarkable expansion, but there is room for vast growth yet; for continuous growth, with the steady growth of the population of the United States, and with expanding world markets.

The state owes much to the men who make up the membership and official roster of the Oregon State Horticultural society. These men are pointing the way towards stabilization; the more uniform profits of those engaged in all branches of the industry, from the grower up—

Looking to higher per acre tonnage and higher quality and better methods of harvesting and packing and marketing. All of these things concern the stability of the horticultural industries, and therefore the welfare of our whole population.

OREGON BEET PLANTINGS

"SALEM, Ore., Nov. 23.—Efforts are being made here to provide for the planting of 1,000 acres of sugar beets in this section next spring as a preliminary to the establishment of a sugar factory in 1928. The Utah-Idaho Sugar company has agreed to purchase the beets grown during the coming season for shipment to its factory at Bellingham, Washington. The company will pay \$6 per ton for the beets and absorb the freight charge of \$2.50 per ton between here and Bellingham. If the crop shows up well during the coming season the Utah-Idaho Sugar company will consider the placing of a factory here, providing 8,000 acres of beets can be pledged for the following season."

The above is from the current issue of "Facts About Sugar," New York, the leading magazine of its kind in that industry.

It serves to give Salem some good advertising, any way, and it will be much more valuable advertising when that paper can announce the completion of the campaign, up to 1500 acres, and of that for the 8000 acres, and the construction of the factory to process the crop for 1928.

S. O. S.

No. 4
 In A Series

Means You Can See Our Service

You can see it in the friendly greeting awaiting you when you call. You can see from our attitude that we are never too busy to give you the time and personal attention to which you are entitled. You feel perfectly free to consult us regarding your heating problems regardless of whether or not you place an order.

That this service means real dollars and cents in your pocket and added comfort in the home is indicated by the following incidents typical of many. Neither were customers.

Mrs. Brown was bothered, at intervals, with clinkers. Taking the time to go into details we found that it was generally only of a morning or after smothering down a too-hot fire. She had been using ashes. Now she is using her furnace dampers and fine coal for that purpose. And unless the coal previously sold her, and which she is still using, had an unusually low fusing temperature of ash she will have no more clinkers.

Mrs. King was unable to hold a fire—On inquiry we discovered the coal did not go out, it burned out. We held the phone while she made a trip to the basement to ascertain whether the damper in the feed door was open or closed. It was closed. We instructed her to open it. Mrs. King's fire will not burn out in the future.

Yes, you CAN See Our Service

HILLMAN FUEL CO.

Our Telephone Number is 24 or 1855

NOW IT'S "CLEANSED" FRUIT

"That old adage about silver linings in the blackest of clouds has an application in the spray residue dilemma that worried many a grower the past season.

"If the reader has not heard the statement that it is worth while to turn out and market the cleaner fruit that northwestern growers have been obliged to ship this season, it is because he is far from the seat of the discussion. Men in the best position to judge are openly and emphatically making this statement. They are saying that, regardless of future residue regulations, the Pacific northwest hereafter must market its apples and pears in this cleaner, more attractive state.

"Looks as though it took a near-calamity to disclose that our superior fruits could be made more attractive than ever before.

"It already has been suggested that our growers capitalize hereafter on the cleanliness of their fruit. Some have made a start in this direction. A slogan about our 'mechanically cleansed' fruit is in order."

That is a good idea. The Willamette valley apple growers have also a slogan that they should stress. "It's the flavor" is their slogan.

Under that slogan, with the right varieties, commercial apple growing in the Willamette valley can be made a stabilized and profitable industry. The growing local market, among others, is worth exploiting and satisfying. The time is going to come when a big apple industry can be maintained in this valley on the local demand exclusively.

Bits For Breakfast

Hort folks with us yet—

In session at Chamber of Commerce rooms all day today—

With discussions devoted principally to the bulb industry.

Salem people should fill the meeting room, for this is the original bulb city, and the bulb center, and hoping to maintain that profitable distinction. And there are several notable rivals in Oregon now.

Salem, Oregon's greatest gardening city, will be interested to know that the industry in this state has grown from an output of about 1,000,000 cases in 1920 to about 8,000,000 cases this year. And Salem packed this year a great deal more than the whole state pack of 1920. And one Salem cannery packed this year every three days, in the busiest season, more than the total pack of Salem in 1910. That is, more than 10,000 cases.

The beet campaign is being carried on over in the west side counties, with dates up to next Wednesday evening when the workers will take a vacation for the holiday season.

Salem's sky-scraper is to be outdone next year by Detroit when the Book building of 81 stories or 873 feet high will be constructed. If New York's 21 story Flatiron building were placed on top of the 55 story Woolworth building, this new Detroit building would tower five stories above them both.

A prominent movie star says ladies weep less now. Sure! What is there left to cry for?

The Peerless Bakery, 170 N. Commercial, sanitary, up to date. Prompt delivery. Bakers for those who appreciate the best. Increasing patrons tell the tale. (*)

Nash leads the world in motor car values. Beautiful display of new models at the F. W. Pettv. John Co., 365 N. Com'l. (*)

CENSUS SHOWS 12,500 ACRES SMALL FRUITS

(Continued from page 1)

and the bureau of economics of the United States department of agriculture estimates the Oregon acreage for 1925 as 12,500.

Mr. Hatch brought out the fact that strawberries from west of the Cascades do not ship well and until more suitable varieties are introduced believes little progress will be made along that line. The berries however grown in Eastern Oregon and Washington are of good shipping quality and could be shipped in much greater quantity without interfering with the distribution of strawberries in the United States.

The raspberries raised in the northwest are without doubt the best produced in the United States according to Mr. Hatch and the greatest drawback in their wider distribution is what their perishable nature necessitating consumption within a minimum time after being placed on the market. Mr. Hatch stated that our blackberries ripen so late in the season that they have to compete in the markets with local grown blackberries and practically all other deciduous fruits and no considerable headway has been made in the marketing of that berry.

It is the belief of Mr. Hatch that for many years to come the shipping of berries will have to be confined to certain highly specialized districts on account of the perishable nature of the commodity. Strawberries, Mr. Hatch said, were the most universally grown small fruit in America practically every state growing them to some extent and twenty or more states growing in commercial quantities, the greater part of the crop being consumed in its fresh state. He advocated that it would be well to plant strawberries about two years hence when the present plantings had lived their life. Strawberries, he said, were used more than any other small fruit, about sixty per cent of all berries used for jams, soda fountains, etc. being strawberries; 20 per cent

1924 Ford coupe, in fine shape, an excellent buy for \$275. Also 1925 Ford coupe at a bargain. Phone 220 or call at Otto J. Wilson's garage, 338 N. Com'l. (*)

NEW PAPER MILL READY

St. Helens Company Completes Costly Pulp Plant

ST. HELENS, Ore., Dec. 16—(AP)—The new \$2,500,000 plant of the St. Helens Pulp and Paper company is completed and will begin operations Saturday. The event will be observed by a celebration arranged jointly by the St. Helens chamber of commerce and officials of the paper mill.

Invitations have been extended to all of the commercial bodies on the lower river by the local chamber and the mill company has mailed more than 1000 of them.

Stop, look, and listen to our appeal. If you are not absolutely satisfied with your laundry problem, call 165. Hand work our specialty. (*)

The Dixie Bakery leads on high class breads, pies cookies and fancy baked supplies of every kind. Best by test. Ask every customer. 439 Court St. (*)



Like Good Things to Eat?

THEN YOU'LL LIKE OUR BAKERY LUNCH AND RESTAURANT

For breakfast—Delicious Cream Waffles and good coffee
 Special Merchants Lunch 45c
 Sandwiches and Salads Served at All Hours

Open from 6 a. m. to 8 p. m.

PEERLESS BAKERY
 170 North Commercial Street

Slippers for the Whole Family

—Of course every one wants slippers—no one would think of being without comfortable house shoes and boudoir slippers—whether it's leather, silk, felt or sateen, one will find a varied collection here from which to choose for every member of the family. Sole agents for famous Daniel Green Comfy line.

Specials On Felts—98c

MILLER'S
 Good Goods
 THE CHRISTMAS STORE

raspberries and the remaining twenty being divided between all other varieties of berries.

The saturation point has been reached in the production of raspberries according to Mr. Hatch

and the prices will be low for the next few years. The growers and packers should adopt some constructive merchandising plan as it would seem there should be a market for a much larger produc-

tion than the present were the countries markets opened up and developed.

Portland—Steamer "Ohio Maru" takes 7,345 tons wheat for United Kingdom.

See That Turkey

ROASTED

In a

Standard Electric Range

Today at the

Statesman Free Cooking School

This Afternoon at 2 at Grand Theatre

At the close of today's school Miss Beyer will this Fine Large Turkey Away

You may be the one to carry it home

Be sure to be on hand to see how easily and well the Standard does the work

Those who see these ranges in demonstration can have nothing but praise for their work, efficiency, cleanliness and selection.

Many models shown on our display floor

You can trade in your old range or heater as the first payment of a new Standard—pay the balance next year in small monthly or weekly payments.

Use Your Credit

GIESE-POWERS Furniture Company

We Charge No Interest

Member of Commercial Associates, Inc. The Largest Furniture Buying Organization in the United States
 OPEN EVENINGS UNTIL 9

Let REX FLOUR

help you with your

Christmas Dinner



Rex Christmas Fruit Cake

Luscious—mellow—the fine gluten of Rex Flour holds moisture, so that your REX FRUIT CAKES will keep for months. Make your cakes now and put them away to ripen for Christmas.

Rex Christmas Pies

No matter what the filling no pie can be better than its crust. What rich flaky

crust REX FLOUR makes. Of course, your mince pie will be good if enclosed in such a delicate, crispy shell.

Rex Christmas Pudding

Rich and fruity, like the fruit cake, will keep and may be made weeks ahead and steamed up for an emergency company dessert.

Rex Flour — "Baking Tested"



MISS JEANETTE BEYER,
 Royal Milling Co.,
 Great Falls, Montana.

Please send me Rex Flour Christmas and Dinner Recipes used at the cooking school and put my name on your mailing list.

Name

Address

City State