

BLACKBIRD FASHION MEETING FAVOR

Coat of Black Best Seller in Paris; Pale Colors Used For Evening

By Hazel Heavis (Associated Press Fashion Editor) PARIS, (AP)—Ravens, crows, and blackbirds are the inspiration of the Rue de la Paix and its tributary streets of fashion. Corbeau blue, which is almost black, ravenswing, which is dead black, and magpie, which means black and white are words to counter with in the dressmaker's shops. Smart Paris is buying its winter clothes and devotees of bright color and gaiety regard with alarm the stamped toward black and midnight blues for street wear. The coat of black is undoubtedly the best seller in Paris today. Sometimes it brightens itself with fur of gray or beige. But oftener it is soberly trimmed with black fur. There are many suits also of black or corbeau blue, which is so nearly black that it deceives the unwary. For afternoon the black dress of satin or flat crepe is conspicuously successful. Often it is quite untrimmed.

To offset the somberness of the coats there are afternoon dresses of rich metallic brocades of very small design. Blouses of these materials usually enliven the suit costume. For the black afternoon dresses there are jewels of concentrated color.

The Parisian is apt to choose white or very pale colors for evening. The simple evening dress of white satin is a favorite, particularly with women who have new jewels to display.

Lady Mortimer Davis, whom Paris counts one of its best dressed, is wearing white satin dressed this fall, as a background for rubies. She has several new ruby pieces, including earrings and a pendant on a platinum chain.

THE OREGON PRUNE NEEDS ADVERTISING

(Continued from Page One)

That about 1917, California started the advertising of prunes under the name of Sunsweet. In the selection of this name the growers of California undoubtedly were actuated by the desire to have an attractive brand name similar to that of Sunkist, that would link up the prune industry of California with the sunshine of her climate. It probably would not be fair to say that the word "sweets" was incorporated in the name as a means of discrediting the Oregon prune. Instead of this, the growers were undoubtedly prompted by the desire to put their best foot foremost and, while advertising the general virtues of prunes, to stimulate the natural desire for the sweeter prune.

Consequently, the situation which exists today in regard to Oregon prunes through lack of advertising is a much more acute one than that which faced any other agricultural product. Not only is there an over-production of prunes in this country, but it is a fact that even the second generation of foreign people who brought with them to this country a natural taste for the tart prune have been weaned away to the sweeter prune.

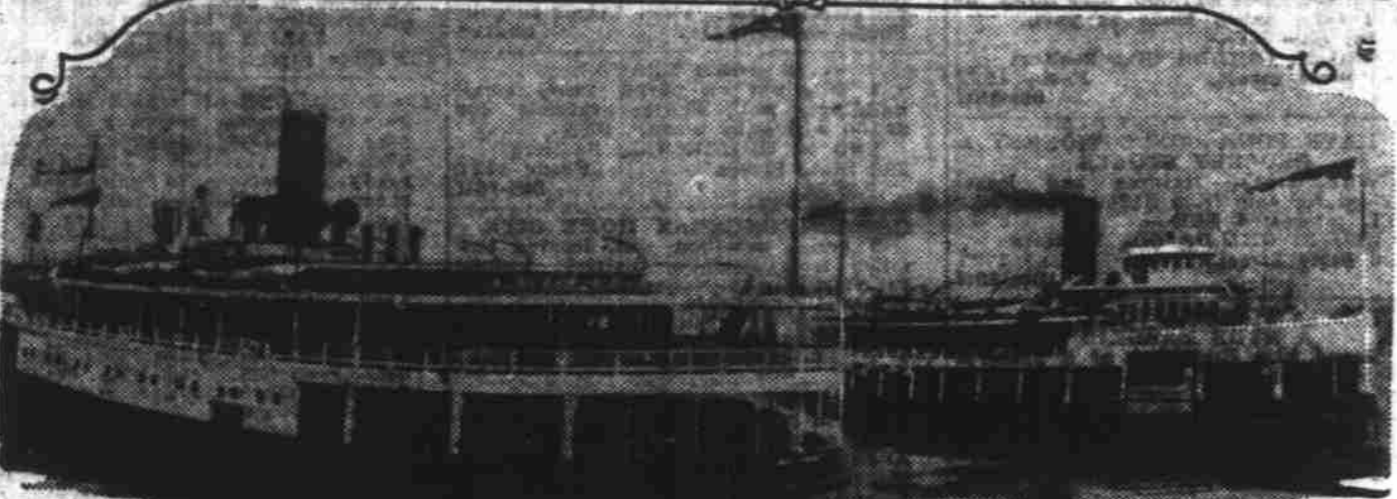
The prune industry is in much the same condition as the manufacturer of Victrolas was after the radio came on the market. The sale of Victrolas went down and down, until finally the introduction of an entirely new and greatly improved Victrola was the only thing that got this product back into its popularity. Consider the situation of the Ford Motor Car today. Ford, up to a little more than a year ago, was selling more than half of the automobiles made in the United States. In just a short period of time the attitude of the public has changed—their demand is now for a more improved and more modernized type of car. Ford has just now come to realize that unless he meets this changed condition of the public that his business is bound to decline and the business of his competitors to increase.

We refer to these instances because they illustrate the fact that the will of the public determines whether manufacturers or producers will prosper or not. In the case of a manufacturer the product can be changed or improved to meet this condition. Such is not the case with the Oregon prune grower. He must either popularize the tart prune or not grow it.

This was recognized by the Department of Agriculture in their bulletin which outlines the very complete and remarkable survey they have made in behalf of Oregon and Washington prunes. On page 4 of the bulletin is the statement:

"Consumer demand is the reason and justification for commercial agriculture. Consumer demand for prunes, for example, determines the kind and quality of prunes raised by the market and the conditions under which they are raised. Such governmental agencies should therefore

SCENES ALONG UNCLE SAM'S DRY NAVY BATTLE FRONT



"Chasing the rum runners from the Detroit river," called by border patrol men "the most fascinating game of today," is played 24 hours daily as Uncle Sam's dry navy attempts to stop the flow of the bootleg liquor from Canadian border cities to Detroit. Equipped with powerful speed boats and cars the border patrol last month confiscated 122 boats bootlegging and more than sixty cars. "Bootleggers' Paradise," as the Ecorce road is known, is lined with hundreds of tumble down houses each with a boat shack in the back yard in which a speedy boat is moored. Chased by the border patrol, the rum runners slip into these boat houses and escape capture. Above, scenes at the border patrol dock in Detroit, showing cases of confiscated beer loaded on the pier, the slip, jammed with confiscated beer and several of the "luggers" with their cargoes tied outside the crowded slip.

affects price. The course to be taken is that which will probably be the most probable in the long run. . . . The approach to a sound production program requires full knowledge of the demand situation."

Living in the Educational Period of American Life There has never been a period in the history of the United States, or of the entire world, when education in regard to every phase of our daily life was so sought for and absorbed by the public. This education is gained chiefly by the printed word. As an example of this search for knowledge, consider the present popularity of asking questions. It has reached a stage of a fad similar to that of the cross-word puzzle of a few years ago.

In every magazine we pick up nowadays there is article after article telling us how to take care of our health, to be happier, more prosperous, and to cope with all of the problems of everyday life. This educational slant is particularly brought out by a glance at the advertising pages of the magazines today. If Rip Van Winkle awakened in this day and turned to the pages of a magazine he would be astonished to learn about the virtues of things like yeast, and many of the products which he knew nothing of twenty years before.

We are leading up to the point that the Oregon prune, while it is of a tart flavor which does not conform to the natural taste of the public, does possess a health value similar to that of citrus fruits, which have become a part of our daily diet by means of advertising. In less than a decade, analysis shows that the Oregon prune contains practically as much sugar content as the California prune, and, besides that, it has the healthful fruit acid content. If people can be educated to eat yeast for health, which has no merit whatever from the standpoint of taste or flavor, certainly the Oregon prune can be popularized. Furthermore, the stressing of this fruit acid content, which has never been brought out in any of the advertising of California prunes, we believe would prove a more convincing argu-

ment in behalf of prunes as a whole than anything that has yet been used.

Effect of Increased Consumer Demand in Solving Other Ailments of Oregon Prune Industry

In their investigation, the government brings out the fact that less than a third of the housewives called upon in typical American cities knew there was any difference at all in prunes. Only in New York was there any considerable number of housewives who knew there was such a thing as the California sweet prune and an Italian tart prune. At the same time a great mass of the public has a naturally sweet taste, and they are going to prefer sweet prunes by instinct unless there is some reason in their minds why a tart prune possesses merit which is desirable.

Several years ago the writer made an investigation on Oregon prunes among jobbers and brokers in many of the large cities. In New York City one wholesaler reported that the year previous Oregon prunes had sold in the chain stores of New York City as cheap as three pounds for a quarter, but even at this low price it was difficult to move the surplus, because many people, having once purchased the prunes, would return them with the comment that they were "sour". The prunes of this particular year were unusually sour on account of climatic conditions in Oregon. However, if the public had been educated to know there was such a thing as a tart prune, just why it was tart, the reaction would have been entirely different.

It is our belief that most of the ailments of the prune industry on which the marketing difficulties are blamed, such as lack of uniformity in grade and pack, moldy prunes, etc., can rightfully be balanced on the fact that Oregon prunes have been sold at such a low price, and on a differential under California prunes, so that the growers, packers, and others who come in contact with the prunes, have been forced to take "short cuts" of every kind. It is fundamental that when a product is sold on price, and the price is constantly being beaten

down, there is no incentive, or very little incentive, to maintain quality.

Once you begin to remove the great obstruction that stands in the way of Oregon prunes, that is, the lack of knowledge in regard to its merits by the general public, and the stimulating of consumer demand, you will immediately arouse among the producers and packers a keen desire to raise the standard of quality.

Fundamental Steps Which Oregon Prune Industry Should Take at this Time

It would seem to us that a great deal of leadership has been shown during the past year in arousing among the growers and the trade in general a desire to take action and to adopt a program that will mean better days for this industry.

As we see it, the necessary steps can be summed up as follows: 1. Organization of growers for co-operative measures of growing, grading, packing, etc. 2. Organization of those engaged in the selling of Oregon prunes, with the establishment of a service for the reporting of sales, prices, shipments, and of orderly marketing in general. 3. The creating of an adequate fund for advertising and market development.

The question of just how, where, and when to advertise Oregon prunes has been in our minds for a number of years. As stated just now, we have made a personal investigation of the prune marketing situation in many of the markets of the country. The lack of knowledge in regard to Oregon prunes—the fact that very few people knew there were two kinds of prunes—and other points, as brought out in the government survey, have been looked upon by us as obstructions which only could be removed by advertising.

in our own minds as being either national or sectional. When we divide advertising in this way we are using geographical means of distinguishing methods. When advertising is done by sections and local media employed, such as newspapers, billboards, etc., you must advertise to all classes. On many products this is not only desirable, but very necessary; but on a product such as yours, where the housewife exerts most of the influence in its purchase, then the advertising medium which housewives rely on the most for information regarding foods, health values of foods, etc., should certainly be used.

Not only is a woman's magazine valuable because of its editorial contents and its editorial background, but it is a medium which stays in the home for months at a time and read at times of leisure.

In making the statement that this advertising medium is, in our judgment, a most valuable and persuasive one, we are considering your product in particular, and we are not making this as any general advertising recommendation.

This explanation of our views is given largely in answer to the statements that have been made that the advertising of Oregon prunes could not be done nationally.

If you go into a community like Corvallis or Salem, and made a canvass of the homes, you would find that the most thoughtful and discriminating women are the ones who read these magazines, and if you went to your local grocer you would find that the products which they have put into their stock at the request of consumers have been called for chiefly by these discriminating women.

In other words, it is a limited number who really influence the items which a retailer carries, and the rest of the public take what the dealer has to offer. Thus it is very important in advertising to educate the more intelligent and discriminating group.

We do not fail to recognize that there are several very large cities, particularly New York, representing the largest American demand for the tart prune, and undoubtedly local advertising methods should be employed.

It is our belief that in order to be effective, an advertising campaign of at least one-fourth of a cent per pound should be raised, which, on a basis of 60,000,000

pounds, would give a fund of approximately \$150,000. Without doubt this amount could be raised by a joint assessment against both the growers and the packers.

The old saying about the "Arkansas" farmer applies pretty well to the Oregon prune problem. You will remember, when it was raining the Arkansas farmer couldn't fix his roof, and when it wasn't he didn't need to. There seems to be constantly the desire to postpone these fundamental steps which everyone knows and recognizes are absolutely necessary before the industry will come into any permanent prosperity.

In our business we have helped to build successful campaigns of other basic Oregon products; we have helped to create a world-wide market for Oregon-made swimming suits, for Oregon-made woollens, lumber, cheese, apples, and other products.

Among our clients are such well-known concerns as the Jantzen Knitting Mills, the Oregon City Woolen Mills, the Tillamook Cheese Producers, the Hood River Apple Growers, and the West Coast Lumber Trade Extension Bureau. The latter organization was perfected by the lumbermen a little over a year ago, when they raised a fund of \$500,000 per year for the advertising and the promotion of Oregon lumber products.

We are ready and willing at all times to work with you, gentlemen, and will be glad, indeed, to assist in the further detailing of a sound advertising program for the Oregon prune.

Crematory to Replace Old Russian Monastery

MOSCOW (AP)—One of the churches of the former Donskoi monastery, established 600 years ago under the reign of Prince Demetrius Donskoi, is being transformed into a crematorium. All the mechanical outfit has been supplied by German firms and the construction is being supervised by Germans. When completed this month it will be the only one in the Soviet Union and one of the largest in Europe. A cemetery adjoining the monastery was in the old days the favorite repository for the remains of deceased members of Russian aristocracy.

Read the Classified Ads

names of their streets and towns cost them heavily in telegraph tolls, since addresses must be paid for by the word. It is not unusual for a French address to run to fourteen words or more. Liberty also asks the municipal council of Paris not to pick out five or six word street names when they are christening new thoroughfares.

CIVIC 'CHEST' PLAN

MEETING CALLED AT C. OF C. WEDNESDAY

Salem business men are tired of "drives," and are speculating as to the possibility of forming a community chest for the city, so that funds for the different charitable organizations may be apportioned from a general fund to which contributions may be made in one lump sum.

A meeting has been called for next Wednesday night at the Chamber of Commerce, at which time a speaker from Portland will present the community chest plan, and an attempt made to establish one here.

A committee consisting of L. E. Oberer, William Pennington, E. A. Miller, and George Grabenhorst was named at a meeting of the Marion County Realtors association last Thursday, to meet with representatives of other civic organizations to consider the proposal.

Under the general plan of a community chest, all organizations seeking to raise funds by public subscription would be required to submit their budgets to an executive committee of the chest for approval. Solicitors for funds operating without the sanction of the chest committee would be ignored.

Numerical Cable Address Urged for All Parisians

PARIS.—(AP)—A numerical telegraph and cable address for every Paris householder is urged by the Paris newspaper Liberty. Frenchmen are beginning to complain that the romantic sounding

Grape Fruit Now Popular in Britain; Hotels Serve

LONDON (AP)—The grape fruit, introduced to Britain by the Americans, has come to stay, say the 'Coverd' Garden dealers. American troops in training in this country during the war helped to popularize the fruit. So did American tourists immediately after 1918. Larger hotels began serving grape fruit. In time the English people themselves tried and liked it. Before 1914 grape fruit was almost unknown here. Berding, Howe-Jenkins.

Falconry, Honored Sport of Past, Found Obsolete

LONDON.—(AP)—Falconry, that old and honorable sport, which in the Middle Ages deputized for first place with hunting and jousting, is fast disappearing. The Old Hawking club, the last English people themselves tried and liked it. Before 1914 grape fruit was almost unknown here. Berding, Howe-Jenkins.

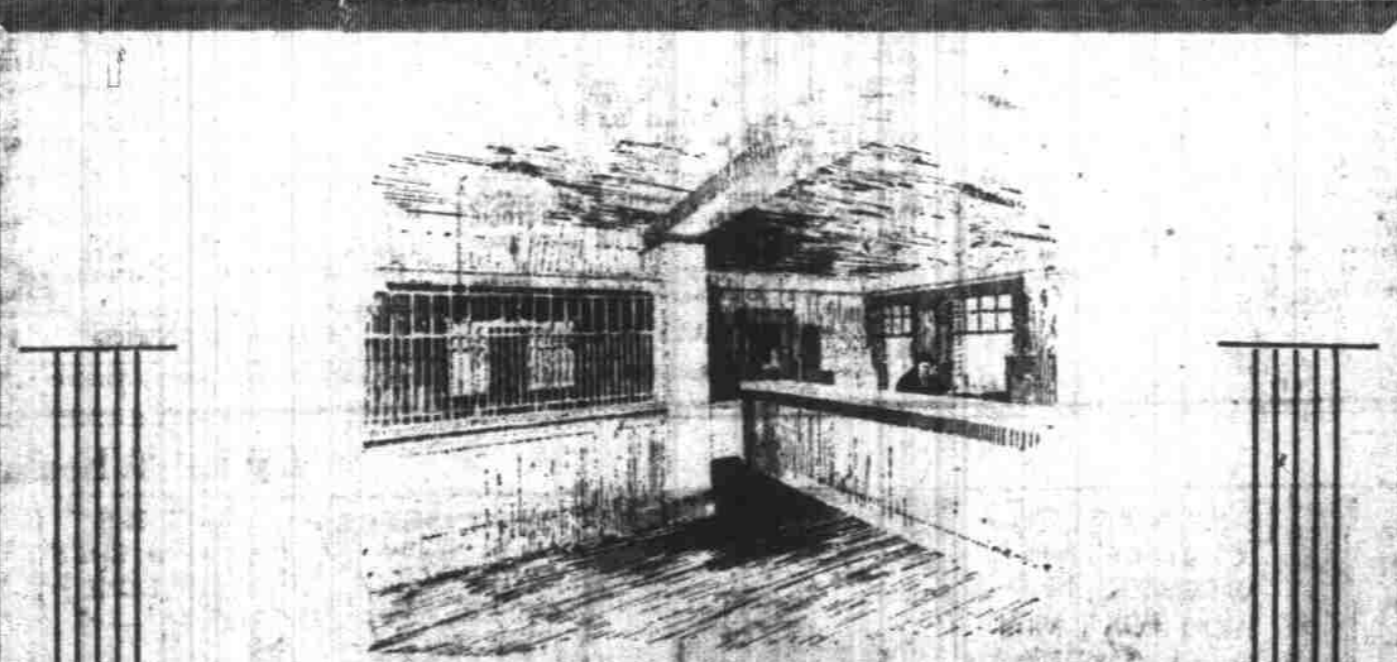
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Falconry is still practiced by some persons in private. They obtain their falcons, however, in Holland. Occasionally a rider is to be seen following the flight of the falcon on horseback.

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