

New Breakfast Cereal Manufacture to Start Here on Monday

Whole Wheat Product Made

Salem Men Back Venture; Market in All Western States Anticipated

A new industry for Salem is realized with the announcement that operations will begin tomorrow at the plant of the Wheat-Lon Products, incorporated, manufacturers of a new breakfast cereal. Plans were announced for an extensive merchandising and advertising campaign in Oregon and California that will eventually carry the product into all western states.

Organizers of the new company are Salem men, the officers including Ray Flushing, Leland Smith and Clifton M. Irwin. A modern, daylight plant has been leased on South Commercial street about one block south of Hoyt street, where extensive alterations have been under way for three weeks to make it possible to maintain the strictest standards of food cleanliness. The milling and packaging departments will occupy 40 by 80 feet of floor space, with the executive offices at the front of the building.

Whole Kernel Used
The new product is milled from the whole wheat with nothing added or taken from the natural grain. Advantages of keener flavor, greater food value and extra health value from the use of the entire grain are claimed by its makers. The local product is produced by a special double grind on burrs not found in any other cereal plant in the country.

At present 10 persons are employed at the plant with others to be added as production increases. The new company will enter the local market here next week with samples to be distributed to the homes.

Butter Prices at Portland Spotted

PORTLAND, Oct. 12.—(P)—Butter prices were somewhat spotted today, although the produce exchange failed to indicate any changes.

Butterfat values remained rather well maintained with an increasing seasonable demand for ice cream since the code prices were eliminated.

Trading in the egg market continued of mixed character and of price. While strictly fresh eggs were unchanged generally and were holding strong, wherever available, the chief transaction continued in storage.

Strength was generally continued in the market for live chickens and full prices were realized at the weekend for practically all offerings. Dressed turkeys were still in good call.

Gain of volume was shown in the potato trade here but transactions were confined generally to the local field. Carload shipments out of Klamath Falls were increasing and Deschutes was getting ready to move. Prices were steady.

Dons Walk on Nevada

RENO, Nev., Oct. 12.—(P)—Living up to advance expectations, the University of San Francisco's powerful eleven crossed Nevada's goal line four times today to score a one-sided 27 to 7 victory before a crowd of more than 4,000.

Gardeners' and Ranchers' Mart

PORTLAND, Ore., Oct. 12.—(P)—Trade slumped on the gardeners' and ranchers' early market Saturday. Prices held firm.

Demand for cantaloupes could not be met. High quality cabbages were plentiful.

Large quantities of local cauliflower were being shipped out, bringing 87½ cents a crate in bulk shipments.

The local potato market was upset due to retail competitive conditions and the spuds moved at a low price.

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Bumper Crop of Prunes Forecast in Willamette Valley; Other Sections Also to Exceed Average, Announced

WITH harvesting and drying of Willamette valley prunes practically completed, the total Oregon crop has been estimated at 31,950 tons, as compared with 24,200 tons last year and 25,500 tons the five-year average. The figures are based upon a U. S. government forecast just released. Washington will have 5850 tons against 4550 tons last year. It was forecasted, and California was given 242,550 tons, as compared with the small crop of 171,000 tons in 1934.

Little Change in Wool Mart

Kay Mill Paying 25c for Lamb's Wool and 27c, Valley Medium

There has been little change during the past week in the wool buying market. The Kay Woolen Mill is paying 27 cents for medium wools and 25 cents for lamb's wool.

Growers are holding little wool; most of it that is being held is in the hands of dealers and mills. Most dealers are able to get the price that they ask, although stocks cannot really be said to be scarce.

The general wool market remains firm on the Boston and eastern markets, with similar reflections on the western market. In the east, demand improved over the preceding week, amounting to a more than normal average in volume of business.

After inquiry for 1936 fleece and an actual offering of prices that represent a considerable increase over the beginning of last August has been noted in the Pacific northwest. Most offers made up to the present time have been chiefly from dealers, with little suggestions of mill buying.

Early Bids Encouraging
The bidding for the 1936 wool clip months in advance of the shearing period brings to mind pre-depression customs of the trade to purchase considerable supply on contract during the fall months and gives evidence of a turn toward normal conditions.

The foreign markets were reported stronger this week, with considerable buying reported both of wool and of by-products.

The piece goods market remains the same as it has been during the past three months, from the price standpoint, it was reported at the Kay mill.

The small advance in price noted in August has carried over through the period since then. Mills are unable to obtain any additional price advance on fall goods as the season is too nearly over. Spring goods will be on the market in another month, and most mills are expecting an advance in price on the new lines for next season.

Production Gaining
The eastern mills are advancing production noticeably. It has been reported. The New York Top Exchange Service reports large orders at numerous sections of the market, with mills running at the highest rate in many years. An optimistic report regarding prices on men's wear fabrics for the spring season is given.

"A number of plants have sold up production for the next few months and have withdrawn offerings primarily for the purpose of checking business in hand, eliminating speculative commitments, and paring down the contracts of clothing manufacturers who appear to have exaggerated service reports."

"In addition to booking large orders for spring, mills also did a rushing business on staple suitings for immediate and nearby delivery. Cool weather served to increase sales of clothing in most sections of the country. Sales at present are reported to be running about 25 per cent above last year."

"A number of wool blanket mills also have sold up their output for the next few months and further price advances appear imminent. Other wool offerings are being sold in the volume in years," the report stated.

General Markets

PRODUCE EXCHANGE
PORTLAND, Ore., Oct. 12.—(AP)—Produce Exchange, net prices: Butter—Extra, 29½¢; standard, 27½¢; prime firsts, 26½¢; firsts, 26¢; Butterfat: 91-92½¢.

Butterfat: 91-92½¢. Eggs—Specials, 32¢; U. S. extras, 31¢; U. S. medium extras, 30¢.

Portland Produce
PORTLAND, Ore., Oct. 12.—(AP)—Butter: Prints, A grade, 31½¢ lb. in parchment wrapper; B grade, 30½¢ lb. in parchment wrapper; 30½¢ lb. in cartons, 31½¢.

Butterfat—Portland delivery: A grade deliveries at least twice weekly, 91-92¢ lb.; country routes, 29-32¢; B grade deliveries at least twice weekly, 29-31¢ lb.; C grade at market.

Eggs—Buying price of wholesalers: Fresh specials, 31¢; extras, 30¢; standard, 29¢; 27¢; 25¢; do. medium firsts, 22¢; undergrade, 18¢; pullets, 15¢; Cogen.

Cheese—Oregon triplets, 16¢; Oregon loaf, 16½¢; brokers will pay ½¢ below quotations.

Milk—A grade, Portland delivery, 57½¢ lb.; butterfat basis for 4 per cent. Country meats—Selling price to retailers: Country killed hogs, best butchers under 150 lb. 16½-17½¢; vealers, No. 1, 13½-14¢ lb.; light and thin, 8-10¢ lb.; heavy, 7½-9¢ lb.; cutter extra, 6-7¢ lb.; canners, 4½-5½¢ lb.; bulls, 7½-8¢ lb.; lambs, 15-16¢ lb.; medium, 8-12¢ lb.; ewes, 4-6¢ lb.

Marion Runs Model Plant

Creamery, Poultry Concern Handles Large Volume in New Location

Completely equipped with the latest methods of preparing poultry, eggs, and milk products for market, the Marion Creamery and Poultry company is now established in its new quarters at the corner of Bellevue and South Commercial streets.

Handling as many as 2000 dressed chickens at one time, the plant is adequately equipped with metal coops and batteries in which to feed scientifically and to house poultry for a period ranging from four to twelve days in order to fill out, whiten and tender the flesh. The poultry is then dry picked and after being properly chilled is graded into various sizes and according to quality, packed in parchment lined boxes and shipped to the southern market.

Sanitation Stressed
The pans and batteries are thoroughly cleaned twice a day, and the floor is scrubbed daily, the best precaution being taken to keep the chickens and surroundings thoroughly clean and sanitary.

When the eggs are received from the producers, they are graded by holding each individual egg before a light in a dark room. This shows up the interior of the egg and the defects which it may contain, such as abnormal shrinkage in the air space, heavy yolk and so on.

All eggs are graded and packed in conformity with the new Oregon state laws, which were put into effect to protect the housewife and make sure that she gets the kind of eggs she buys. The law specifically states that each package of eggs must show the exact contents, whether large, extra, medium extras, large standards or whatever the grade may be.

Turkey Volume Big
The Marion Creamery & Poultry company expects to handle a large volume of turkeys to the New York and other eastern markets.

As efficiently operated as the poultry department is the creamery. The cream is gathered by routes in sections tributary to Salem, and also delivered by producers direct to the door. The cream is carefully graded by taste and smell and only the best goes into Marion butter. First segregated into the various grades, each lot is thoroughly pasteurized to make the cream sweet and pure, then cooled and churned into a golden mass of delicious butter. The butter is then packed into molds and cut into squares which are sold to the housewife.

Everything in connection with this modern creamery is handled in the most sanitary way known, which would do credit to the most particular housewife's kitchen.

John Crawford, manager, will be glad to have visitors inspect the plant during working hours and would be glad to explain to them the various processes of the work of the plant.

Active Dealing in Hops Noted

Last Week Best of Season to Date; Prices are Mostly 10-12c

Trading in Pacific coast hop markets was the most active the past week of any period for the season to date, with sales by growers reaching 2877 bales, of which all but 946 were sold in Oregon. Prices ranged from 10 to 12 cents per pound, net to growers, on the 1935 clusters. Small amounts of fuggles sold at 18 cents per pound. Washington sold 11 bales of hops and California sold 935 bales in the week.

Included in the 1931 bales sold in Oregon were: 339 bales at 10c, 882 bales at 10½¢ and 350 bales at 11c, per pound, net to growers for 1935 crop clusters. 90 bales of fuggles netted grower 18 cents per pound.

A feature of the week in Oregon markets was the sale of 40 bales of 1934 crop hops at 6½¢ per lb. and 170 bales of the same crop at 5½¢ per pound, net to grower, these being the first sales of older growths for several weeks. Baling of the new crop was reported completed in Oregon, with trade estimates continuing to place the output of hops in Oregon this year approximately 100,000 bales. Trade advice indicated that Oregon growers were not pressing their hops for sale at current values, the comparatively heavy volume of trading during the week reflecting good demand rather than steady pressure which resulted in stable firm prices during the period.

California Market Keeps Firm Tone
California hop markets maintained a firm tone during the week with some improvement in demand and continue light selling pressure from growers. Sales ranged 10c to 12c per pound, variation depending upon quality and district grown. Inquiry was confined largely to domestic distributors with foreign buyers showing little interest. Demand tended to slacken somewhat toward close of the period partly reflecting attendance of some buyers at a trade convention. Growers generally were showing a strong holding tendency and additional commitments.

The Lake Labish onion crop, now completely harvested, will average about 375 hundred good sacks per acre, an excellent crop, considerably better than last year. A. F. Hayes, grower of that locality reported yesterday.

Approximately 1000 carloads are now stored in the district, awaiting future sale. Those sold obtained 75 cents per hundred for early lots marketed and \$1 per hundred for most of the onions placed on sale then.

This season was one of the best in western Oregon, with a large acreage given over to onion growing in the Willamette valley. With ideal growing weather, the plants not only responded better than usual but the size of the stock was said to be better than normal. Last year's crop was poor in comparison.

Very little business has recently passed in the onion market in valley growing centers, a condition resulting from the fact that previous purchases were so heavy that buyers and growers alike were trying to get these carlots out of the way before making additional commitments.

Apples on Market, Full Assortment Now; All of Old Favorites in Season
This isn't apple week or keep-the-doctor-away week, but it might well be for Oregon apples are on the market now in full assortment and in a variety of sizes, shapes and colors.

Leading the fall style parade are the old favorites, the deep red Delicious, Oregon's own colorful Spitzberg, the Jonathan, now at its best, and the Winesap.

Definition of Egg Grades Announced

Markets Here Controlled by State Regulations Under Net Setup

Salem poultry and egg markets are now operating under new regulations in conformity with Oregon state laws. Definitions of various egg grades follow:

Extras are eggs which have a clean sound shell, an air cell of ¼ inch or less in depth, and which must be even, regular and visible, but must be of good color and not mottled. The white must be firm and clear, and no germ may be visible.

Standards—The shells must be fairly clean and sound, the air cell may have a depth of ½ of an inch or less and may be irregular and slightly tremulous or bubbly. The yolk may be mobile, the white must be reasonably firm, although not necessarily clear, and the germ may show a slight development.

"Dirtys" Really Clean
In addition to extras, and standards there are traded, standard trys, trys, which for practical purposes are, graded into lower grades known as "under grades". These must all be edible eggs, but may show a heavy yolk, clearly visible germs, etc.

Blood spots and blood rings, white rots, bloody whites are all considered just as inedible as black rots, and must be considered as rots.

All the different grades of eggs are sorted into three sizes—large, medium and small.

Large eggs must average at least 24 oz. per dozen, and 10 egg may weigh less than 22 oz. per dozen.

Medium eggs must average 20½ oz. per dozen with no egg weighing less than 19 oz. per dozen.

Small eggs must average 17 oz. per dozen with no egg weighing less than 15 oz. per dozen.

The law specifically states that the exact contents whether large, extra, medium, extra, large standards or whatever the grade may be.

Lake Labish Onion Crop is Excellent

375 Sacks per Acre Held Average; One of Best Seasons, Verdict

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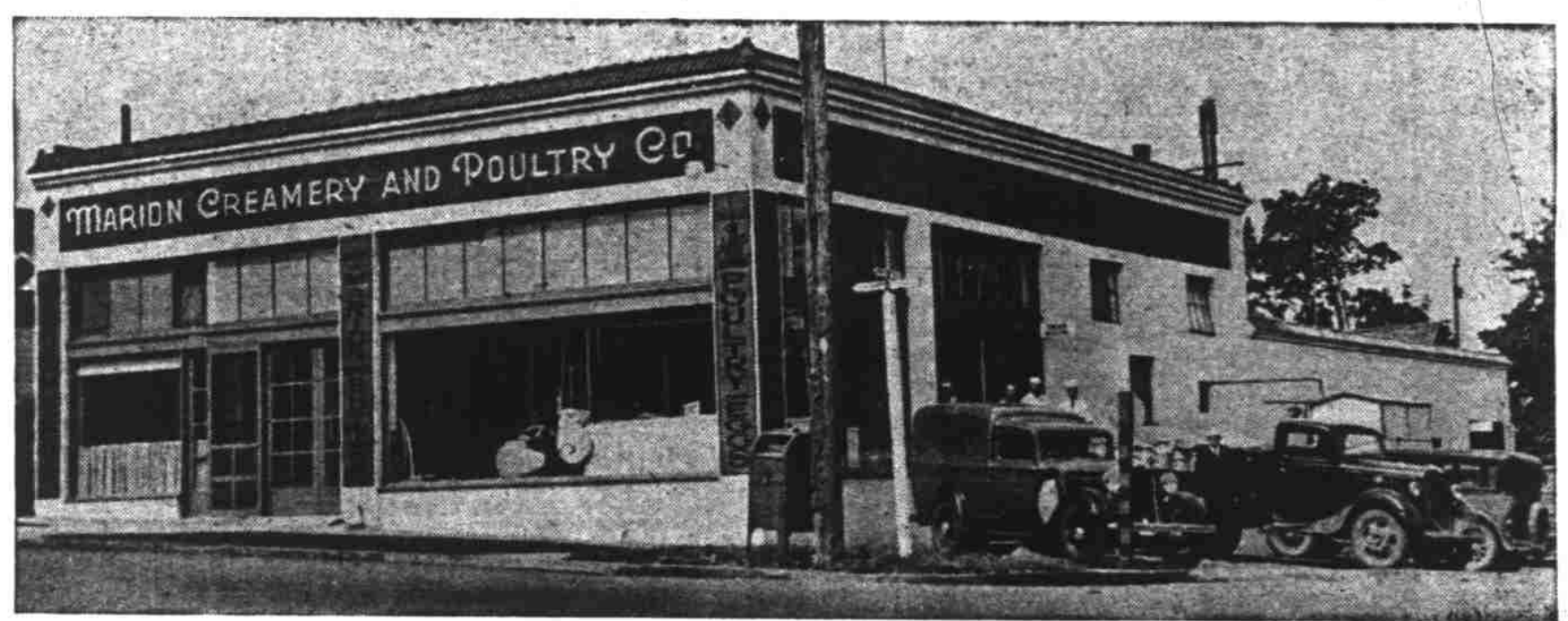
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SCIENCE and SANITATION SERVE YOU



... At Marion Creamery and Poultry Company's

NEW LOCATION

Bellevue and South Commercial Streets

Every Salem and Marion County Housewife is Invited to See

The efficiently operated creamery department where cleanliness and the application of scientific methods guarantee highest quality dairy products.

Latest equipment, including coops and batteries which feed and house poultry from four to twelve days.

How poultry is dry-picked, chilled and prepared for delivery to your home and to distant points on the Pacific coast.

The application of strictest rules and methods of sanitation to assure you of flawless poultry and creamery products.

Marion Creamery and Poultry Co.

515 S. Commercial Street

Telephone 6883