

United PURITY News

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No. 2

ECONOMY OPPORTUNITIES WIN BIG WELCOME

Horner At Gates, Good Fisherman, Has Contract No. 1

Has Served Mountain Town
As General Merchant for
Nearly 20 Years

A. B. Horner, who, since January 1, 1910, more than 19 years, has served a large and growing community at Gates, Ore., has the proud distinction of holding contract No. 1 with the United Purity Stores.

We want to congratulate the people of Gates in having as their leading merchant a man broad enough to visualize the enormous possibilities offered by this general merger of independent Oregon groceries into the great United Purity Stores organization.

Mr. Horner, who for more than 20 years has conducted a general store, has seen more than half a dozen competitors come and go. The facts in his case are that a great deal of credit is due not only to his enterprise in maintaining an excellent store at all times, but to his able assistant, Mrs. Horner and a trusted chief clerk who continuously wears a sombrero hat.

Always On the Job

These aides are constantly on the job while Mr. Horner enjoys some of the fruits of his long years of activity by doing his daily dozen on the North Santiam, so well known for its good trout fishing.

The thousands who read this interesting news item will want to become personally acquainted with this fly-hook artist. Acquaintance may, in fact, lead to an enjoyable trip.

Motor up to that beautiful mountain spot where Mr. and Mrs. Horner have spent so many happy years. Stop at the corner store, at the big gas pump, and meet these wonderfully fine people.

If, perchance, your fishing equipment is not the kind to entice the wily trout, Mr. Horner will recommend just the right lure to suit the particular season. Not only that, but we know he will be only too glad to direct you to the place where he caught his last 18-inch speckled beauty.

Africa Home of the Date
More than 1,000 different kinds of dates are known to the Arabs, but only 10 or 15 have proved commercially valuable in the United States and only four or five are being planted on any considerable scale. More than half the date palms in this country were derived from North Africa.

CITY HIT BY SERIES OF UNUSUAL CRIMES

Omaha Visited by Three Strange Criminal Types.

Omaha, Neb.—Three strange criminal types—two of them killers, the other a kidnaper with a madman's method—have visited upon Omaha during the last six years a series of particularly frightful crimes.

Just now it is the "hatchet man," who killed five persons. Three years before him it was "the sniper," and in 1922 it was the "chain man"—kidnaper, kidnaper and mad man.

The sniper, Frank Carter, went to the electric chair last year. The chain man, Fred Brown, was shot dead in 1925 during a riot at the state penitentiary where he was serving a life sentence for kidnaping.

To the final moments of his life "the sniper" was a strange mixture of braggadocio and fearlessness. Many said he was crazy. He was a puzzle to psychologists. His "craving for publicity," as M. Anderson of the state prison welfare society put it, "was such as to make him try anything to get into the papers."

Boasted on Way to Chair.
Even as he walked to the chair, the sniper jeered and boasted. "They say I killed three," he said as the slow tread of his death march counted off his remaining moments of life. "Three? Why, I have killed 42!"

The Vilkesa (Iowa) murders, one of the most revolting chapters of Iowa criminal records, were among the crimes which the sniper paraded as his own work.

Carter operated during the early hours of evening, whereas the hatchet man chose that time of night just before dawn. During the fortnight that Carter was abroad in Omaha, claiming three lives with his slencer equipped pistol, fear of his marksmanship kept many persons off the streets during the evening hours.

The specific crime for which Carter was convicted was the slaying of an Omaha physician.

Fred Brown, the "chain man," came to Omaha trifled by a crime record which included a conviction for a murder committed when he was sixteen years old. He was free on parole from a life sentence imposed upon him for that crime.

Women Kept Chained.
Two young women were Brown's victims here. He kidnaped and transported them to a shack at the edge of the city. There they were kept chained while he went about other crimes, including the plundering of Omaha homes.

A man, finding the women chained to the shack, set about freeing them, but was himself overpowered by Brown and placed in irons. This man later escaped, and Brown fled. He was captured shortly afterward and sentenced to life imprisonment.

Of this trial of abnormal crimes only the hatchet slayings remain unsolved and the guilty person or persons un punished.

Three of the hatchet victims—an aged drayman, a young mother and her sister—were beaten to death as they slept.

Hungary Gets New Port by Reclaiming Swamp

Budapest.—One of the finest ports in central Europe has been opened at Czepele, near Budapest. This was formerly a waste area of swamps and mud now transformed into the port of Budapest.

Construction work was done by a French company which holds a 50-year lease on the property. At the end of that period it passes to the Hungarian government. The new port will benefit the Danubian states and is expected to stimulate trade between Hungary and her neighbors.

Not What He Used to Be



Caravan Transportation

Caravan (kurwan) is a Persian word denoting a body of traders traveling together for greater security and for mutual assistance. Camels, harnessed in strings of fifty or more at a time, are generally employed for the transport of heavy goods.

China's Gigantic Wall

It is the opinion of experts that the Great wall of China was built of round bowlders and earth, the different sections being repaired as they fell into ruin. Only in the valley bottoms and on the passes was it composed of masonry or brickwork. The Mings rebuilt certain sections of solid masonry.

Began With Stone Age

The Stone Age derives its name from the fact that during that age man manufactured his tools and weapons chiefly of stone. These implements constitute the earliest known cultural traces of the human race.

No Accommodations

"I'd like to take this chrysanthemum home," sighed the young thing to her boy friend, "but you know I've moved into a small apartment."—Detroit News.

BIG AIRSHIP WILL BE READY IN MARCH

Britain's Latest Craft to Fly Atlantic.

London.—Trial flights of the R-100, the gigantic airship now being constructed under the auspices of the British air ministry for the purpose of flying the Atlantic, will not be made until March, 1929, according to information given at the headquarters of Commander C. D. Burney, who will lead the expedition.

Although Commander Burney has been pushing his plans with all possible speed, there have been several delays as the result of manufacturers requiring extra time to supply parts for the mammoth air liner. It is pointed out, however, that the prediction of trial flights by March is a conservative one and that it is possible the intervening period will be cut down.

Meanwhile considerable speculation reigns as to who will comprise the passenger list of the ship on its great flight from England to Canada and thence to New York. While the British air ministry nominally is in charge of the flight, it is known that Commander Burney will be permitted to select practically the entire crew, as well as determine who will be carried as passengers in addition to the air ministry's representatives.

Requests for permission to accompany the commander on his flight have been pouring in from all parts of Europe as well as America, but it is declared that no final selections have as yet been made.

Honey Formation

Whether bees make or gather honey is a disputed question. Honey is a sweet viscous liquid obtained by bees from the nectar of flowers, and after transportation to the hive in the crop of the insects, discharged by them into the cells prepared of wax. Whether this nectar undergoes any alteration within the crop of the bee is a question upon which authorities differ.

Twentieth Century

The first century comprised the years 1 to 100 inclusive; the second century, the years 101 to 200 inclusive, and so on to the Twentieth century, which is the period beginning with 1901 and extending to the year 2001.

Elsinore Brand Highly Recommended by Grocers

Members of the United PURITY Stores throughout the Willamette Valley, will feature ELSINORE BRAND canned products as one of their uniform practices. It is announced. These attractively packed and labeled canned goods represent a uniformity of high quality that goes hand in hand with all that United PURITY Stores are striving to be.

EL SINORE BRAND products are not exclusively Oregon grown, although a large proportion of the items in this splendid line of merchandise actually come from the wonderful farms of the beautiful Willamette valley. It would not be possible, of course, to get such things as pineapple from Oregon soils, and there are certain other commodities which are not grown here, yet for which there is a great consumer demand.

EL SINORE BRAND attempts to provide every item of canned goods that its friends demand. The line is growing constantly and many new items will appear from time to time. With the entire line, however, as it exists today or as it may be developed, goes the ironclad guarantee of highest quality and absolute purity.

Whatever goes under the ELSINORE BRAND label is packed in the most sanitary possible manner, under the strict interpretation of pure food laws, in the finest canneries in the state and nation. United PURITY Stores sell and recommend ELSINORE BRAND and urge you to use them.

Keen Interest of Housewives Greet Big Grocery Merger

From All Parts of Willamette Valley Come Complimentary
Remarks About Service and Prices Offered by
United Purity Stores; Members Remain
Independent in Ownership

The intense interest of housewives throughout the Willamette valley greeted the first issue of United PURITY News, distributed to some 25,000 homes last week.

Not only have many voluntary expressions of appreciation of the first issue of an entertaining new newspaper visitor been received at the office for publication, but scores have volunteered their congratulations to the general office and to individual members for the enterprise shown in banding together the valley's leading grocers into the United PURITY Stores.

The first apparent effect of this great merger of independently owned stores was, of course, the decidedly reduced prices which it was possible to make on standard foodstuffs products. This is due to the huge buying power of the new organization.

But beyond the mere matter of prices is the improvement in many of the valley's leading stores by reason of the more uniform and standardized methods of merchandising made possible through the organization. This will include, as soon as workmen can get at it, the physical improvement of the stores themselves.

Changes in Stores Planned
These, in all cases, will soon have a uniform color scheme of attractive blue and white for the exterior. Interior arrangement of stores in some cases will be changed to permit of greater display facilities and more modern practices.

Grocer members of the new organization have reported every day within the last week the fine response they received from their customers after joining this organization. These customers have never been able to enjoy such savings in grocery items.

These savings apply to standard brands and highest qualities of merchandise. They are made possible entirely by the fact that the neighborhood grocers of the Willamette valley are now in a position to unite for buying and thus they buy for much less than they could possibly do as individuals. They can invade the great markets for group buying and can buy in huge quantities direct from the manufacturers of the nation's finest foodstuffs.

Huge Buying Power Gained

The Willamette Grocery Co., of Salem acts as a clearing house for the United PURITY Stores and distributes to the many members stores in the organization. Where it was possible before to buy only in small quantities, your local merchant may now share in the price advantages to be gained from buying in carload and, oftentimes, trainload lots. These savings he can pass on to you as a customer. Yet, at the same time, he is the same independent, progressive, constructive merchant he has always been. His store has not been absorbed by some great power trying to crush the independent owner or to gobble all the foodstuffs business and thus gain enormous profits for himself.

Your own merchant joins in the request that you read of the extraordinary bargains he has assembled for you this week as shown on the two inside pages of this issue of United PURITY News. These bargains show very definitely how you can save money in buying from the United PURITY Store nearest your home.

Chilean Hotel Workers Campaign Against Tips

Santiago, Chile.—Hotel employees here are campaigning to do away with tips, as being "prejudicial to their interests and bothersome to their clients." They ask an addition of 10 or 15 per cent to the bill of each guest instead. With the additional money they expect to receive from the new system, the waiters, barbers, and porters say they will take lessons in English and French so that they may better serve foreign visitors to Santiago.

Germany Plans Super Plane to Carry Fifty

Washington.—A super airplane driven by motors capable of developing 2,000 horse power, having a wing spread of 120 feet, and designed to carry 50 persons, is now under construction by the Junkers Altpfanz company of Germany, the Department of Commerce announced.

Transatlantic service at a height of between 20,000 and 30,000 feet is envisaged by the German company, should present plans for preserving normal atmospheric pressures at such altitudes prove practical.

Living quarters will be in the wings, which will be 120 feet long and six feet thick, the Department of Commerce is advised. Four 500-horsepower motors will drive the new monster. It will be equipped with an adequate kitchen and a supercabin set.

Russia Leans Heavily on Large Land Owners

Semipalatinsk, Kazakhstan Republic.—The Soviets have taken drastic measures in an effort to wipe out the last remnants of large land ownership in central Asia.

Sixty "boys," or wealthy Moslem nobles, who managed during 11 years of bolshevik rule to ignore all communist doctrines and keep their vast herds of cattle and property intact, have been driven out of their homes and deported to remote Sir-Darinsk regions.

THE FEATHERHEADS

By Osborne



THERE IS A UNITED PURITY STORE NEAR YOUR HOME - SAVE MONEY BY PATRONIZING IT