

United PURITY News

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NEW STORES JOIN IN BIG UNITED PROGRAM

HOUSEWIVES PRAISE NEW ORGANIZATIONS OF VALLEY STORES

Comment Heard From Near and Far About Progressive Oregon Merchants

HOUSEWIVES PRAISE Purity Housewives throughout the Willamette valley have been liberal in their praise of United Purity Stores. Many managers have relayed their expressions of praise to the central organization heads, telling how their customers have commented upon the new organization, its strength, the fact that it gives lower prices and better service than were afforded under the unit form of grocery selling.

One of the features which has pleased the public is the improved appearance of many grocery stores in the group. New windows have been decorated, store displays made tidy and attractive and in general a new atmosphere given in many of the United Purity branches. This improvement will be continuous, every merchant working to make his own store an outstanding one in his own community.

Thanks to the reception of patrons of the new organization it now appears to be certain that there is a big future for United Purity Stores in meeting the demands of Willamette valley housewives for the finest foods at lower prices.

The organization of these stores is in line with a practice that has been spreading throughout the United States in the last year or so. That Oregon should have such a lusty young chain of grocers has caused much comment in other parts of the country. Especially is there a great interest among those who regret the trend of chain store ownership throughout the country, for in United Purity Stores this objection has been overcome by joining independent store owners in a great buying organization and not infringing at all upon their business independence.

65-Mile View Unfolds to Plane Passengers

Washington.—Airplane passengers who get "a bird's-eye view" of the country as they fly from city to city really get more than a real bird's-eye view.

Passengers in the air liner flying at a height of 2,500 feet, an average altitude for safe flying of big planes, see the horizon 65 miles distant on a clear day and have an area of 7,000 square miles within their vision.

Within an angle of 45 degrees straight down, air passengers with fair vision can survey an area of about 10,000,000 square feet.

Traveling at the usual mail-passenger plane speed of 100 miles an hour, the aerial traveler has less than a minute to decipher signs which have an area of 500 to 2,000 square feet.

The billboard promoters of the future will have to provide giant letters on the roofs of buildings if they expect to "hide America behind the nation's billboards." A six-foot letter is legible at 5,000 feet and a 15-foot letter at 13,000 feet.

Bureau of Standards Seeks a Perfect Fuel

Washington.—Why does the engine of your automobile sometimes miss when you step on the accelerator?

That's what the bureau of standards, in co-operation with the automotive and petroleum industry, is trying to find out, the Department of Commerce announces.

The bureau of standards has already made a few discoveries along this line. For instance, of two fuels, one may give better results in winter, another in summer. Another discovery is that while the temperature of an engine's water jacket has little effect on acceleration, a motor will "pick up" quicker when the intake manifold is hot.

A perfect motor fuel is what the bureau of standards hopes to find. It will investigate also the value of auxiliary devices designed to make low-grade gasoline function as well as high test fuels.

Big Parade of Steamboats Is Planned on Ohio River

Pittsburgh.—A steamboat parade on the Ohio river, headed by President-Elect Herbert Hoover, is planned for September, 1928, to celebrate completion of all locks and dams on the stream.

Capt. Oscar Barrett, president of the Ohio Valley Improvement association, says he already has invited Mr. Hoover and that he has received his tentative acceptance.

Towns and cities along the river will be asked to co-operate, while steamship owners and operators are expected to participate.

Three Million Artisans Are Listed in Russia

Geneva, Switzerland.—Official statistics from Russia, quoted in the weekly publication of the International labor office, put the number of artisans in the Soviet union at 2,900,000, or 85 per cent of the total number of industrial workers.

Their production, including milling is valued at \$2,150,000,000, or 30 per cent of the total value of the industrial production of the Soviet union. There are 7,415 co-operative co-operatives, with a total membership of 468,618 members.

Modern Hotels in Paris Have American Names

Paris.—A feature of many of the modern style hotels which are springing up all over Paris is the American nomenclature given them. "Hotel des Etats-Unis," the "New York," "Washington" and such like are becoming more and more familiar.

To Foil Counterfeiters

Washington.—Secret service operatives hope to educate the public against counterfeiters when the new small-sized currency is issued. It will show portraits of a particular American celebrity like Washington or Lincoln on bills of one denomination only and help foil currency raisers.

Kills Tot to Get Even

Riverhead, N. Y.—Aston Hero, sixteen, was held on a charge of homicide after confessing, police said, that he drowned four-year-old Fred Barber in a pond to "get even" with the child's uncle. The nature of the grudge was not known.

Knows His "Choo-choo"

Bucharest, Rumania.—Seven-year-old King Michael attended the christening of a big locomotive named after him and was told how it works. He astounded those present by explaining in detail how, in comparison, an electric locomotive runs.

Along the Concrete



Merely Determination

Courage is merely a high-sounding name for backbone, a synonym for will. It is not so much a cause as it is an effect. It is the fruit of determination, backed by will power and resourcefulness to bring about accomplishment.—Grit.

Would Investigate Further

Professor Y (writing to his wife and daughter sojourning at fashionable watering place)—Dear Maise: You inform me that you have engaged our Lucie to an elegant and dashing young chap. My eventual blessing and a very capable detective are now on the way to you.

East Indian Dish

Mulligatawny is a highly seasoned, thick East-Indian-type soup, of which curry powder is the essential characteristic ingredient. Meats, vegetables, mango, chutney, coconut flesh, rice, cayenne pepper, etc., are variously employed and blended to suit the ideas of the cook or canner. The title is derived from two native words signifying "pepper water."

Important Possessions

He that hath a trade hath an estate, and he that hath a calling hath an office of profit and honor.—Benjamin Franklin.

FRENCH DEED PLOT FOR YANK'S GRAVE

Village Where Hero Died Ends Controversy.

Washington.—Through the gift of the French village of Moyennoutier of the ground occupied by the grave of Lieut. Thomas R. Plummer of New Bedford, Mass., a controversy of ten years comes to an end.

Unlike most American families whose sons fell in France, the Plummers strongly desired that Lieutenant Plummer's body be left in the little French cemetery where it was buried two days before the armistice was signed and a few days before the Croix de Guerre awarded him by the French government was received.

This caused the unwinding of much red tape. Lieutenant Plummer, although fifty years of age when the war broke out, enlisted in the American Red Cross and was assigned to the French village of Moyennoutier, just behind the French lines. There he did such valiant work that he was beloved by the entire population of the village. They buried him with highest honors in their own village cemetery. His death was the result of unselfish devotion to sick and wounded French soldiers.

When the work of removing American soldiers' bodies to government cemeteries in this country and France began Lieutenant Plummer's grave was one of the few isolated ones marked "Do not disturb."

The government could not leave soldier's bodies without definite title to the land or without assurance that graves would be properly cared for, however.

After much interchange of correspondence between the town council of Moyennoutier, the cemetery division of the quartermaster corps of the United States army and the family of Lieutenant Plummer, the problem was solved with receipt of the title to the ground occupied by the grave.

Rhymers to Royalty

There seems to be no authentic record of the origin of "Poet Laureate of England" but it is recorded that Richard Coeur de Lion had a "versificator regis," a development of the practice of earlier times, when minstrels and versifiers were part of the retinue of the king.



Pioneer Salem Grocer Has Enviably Record; Veteran's Son is Manager for Store

Two Additional Members Allied With Rapidly Growing Chain of Independently Owned Willamette Valley Food Stores; St. Paul and Salem Profit by Enrollment of Merchants

WAY back in '88, when Henry Ford was playing marbles or at least unable to make the wheels go around, A. Daue set himself up in the grocery business in Salem.

And ever since that time, there has been a Daue grocery store in Salem. The location of the business is at 1003 South Commercial street.

The present name of the store is A. Daue & Son, but A. Daue, died recently at the age of 69 years. For the past 15 years, the active management of this store has been in the hands of Elmer Daue, a son of the founder of the store.

Mr. Daue has proved himself a capable business man and an able grocer with the result that his business has been continuously prosperous.

New Store Added This week sees two new grocery firms added as members of the rapidly growing organization of United Purity Stores. D. L. Van De Wiele, for many years a leading grocer at St. Paul, Oregon, this week affiliated his business with United Purity Stores, and thus added one of the leading groceries in Marion county to the group.

Webb's grocery at 1396 South 12th street joined the organization early in the week. Mr. Webb, the proprietor, is well known in that district of Salem and he will be a distinct acquisition to the large number of Salem grocers already in the organization.

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Gains in Weight After Escaping Wife's Knife

Kansas City, Mo.—Following disclosures that he had gained 40 pounds in weight since he had stopped running from a butcher knife wielded by his wife, as well as since having left her board, Harry Mitchell, a negro, was granted a divorce in the Independence division of the Circuit court by Judge Willard P. Hall.

Mitchell and his wife lived at 1610 Brooklyn avenue. Mrs. Mitchell threatened him with a knife, Mitchell said.

"But were you always good to her?" inquired Judge Hall.

"Yes, sir," Mitchell replied. "I always was on time for meals and always kept the house warm in winter. But I lost weight eating her food."

Mitchell said his wife's weight was 185 pounds and his 145, while they lived together.

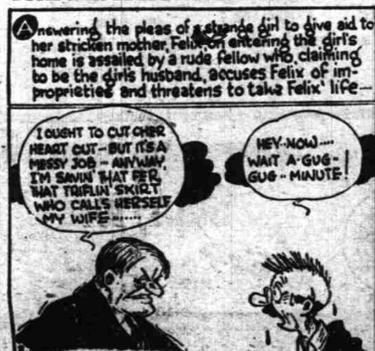
"Creeping" Driver Free for Lack of Law

New York.—For the first time in the history of the New York Traffic court, a motorist was brought before the magistrate on a charge of driving his car too slowly. The automobilist is Mortimer N. Perkerin, who, Patrolman Quinn of traffic O said, was driving so slowly that his car was an obstruction to traffic.

Although Magistrate Renaud invokes the law against speeding every day, he searched in vain for a statute covering a "creeping" case, and finally discharged Perkerin.

THE FEATHERHEADS

By Osborne



OH BOY

this is bad, college kiddies, this is bad!

My Favorite Stories by Irvin S. Cobb

A Voice From the Ranks

CAPTAIN BILLY FARINHOLT, now deceased, was one of the most gallant soldiers that Essex county, Virginia, sent to the Confederate army—and if you don't believe Essex sent out her full share of hard fighters in 1861 just ask any native of the county, that's all. The old gentleman was a famous story teller. One of his favorites had to do with an actual occurrence of the Civil war in which cool grit in the face of almost certain death was mingled. I think, in just the proper proportion, with a beautiful sense of humor.

The man from whom I got the yarn used to go on hunting expeditions with the captain. My informant couldn't recall the name of the battle in which the thing occurred but he was quite sure it was one of the bloody fights of the final Virginia campaign shortly before Lee's surrender.

The general engagement had commenced. The brigade to which Captain Farinholt belonged was drawn up in reserve awaiting the command to advance, when a small battery of Union guns opened upon it from the top of a nearby hill, doing considerable damage. An order was given that Captain Farinholt's company should capture the battery and silence the bothersome guns.

This meant that unless some one devised a better plan, the detail must rush the hill by a frontal attack. It also meant that the little assaulting force must suffer heavy casualties even if it were not entirely destroyed; for there was no cover. They must charge the enemy across an open space where the Federal pieces might play directly upon them.

As the men awaited the word to advance, the company commander felt it his duty to advise them that this was a most desperate adventure on which they were about to start. His own instructions, he explained, were not specific. He merely had been told that he must eliminate those pestiferous Yanks. Then, departing somewhat from strict military discipline, he asked whether any individual present cared to make a suggestion whereby the enemy's battery could be taken with the least possible loss of life. A pause befell. No one, it seemed, could think of an easier way than the one already decided upon.

A private, who stuttered badly, broke the silence: "W-h-h-a-a-t say, fellers, I-e-e-e-s-s just e-h-i-p in a-a-d buy the d-a-a-med thing!"

Much interest in Eclipses Although total eclipses of the moon are far more generally observed than total eclipses of the sun, since they may be seen from more than half of the earth's surface while a total eclipse of the sun, according to the American Nature association, is visible only within a very narrow path of great length, yet they are not so common occurrence that they pass unobserved or fail to arouse popular interest.

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