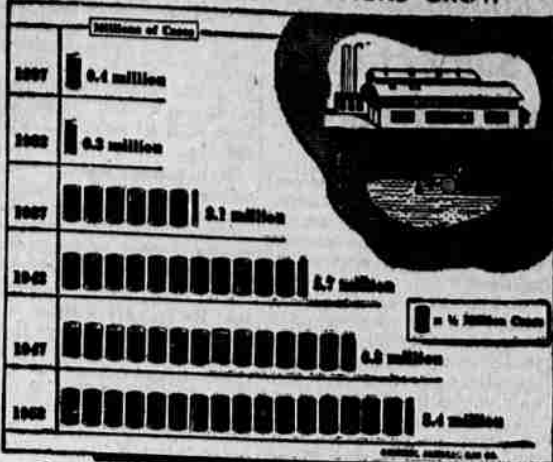


STATE'S VEGETABLE PACKS GROW



Oregon's vegetable canning industry, an important segment of the state's vital food-processing business has increased its annual output almost 2,000 per cent in the last 25 years. American Can Company, pioneer developer of food containers, estimated that the 1952 pack of 8,404,618 cases brought more than \$24,000,000 into Oregon.

Big Campaign This Year Set for Blue Lake Beans

The Associated Blue Lake Green Bean Cannery will launch a "bigger and more dynamic" national promotion campaign in their second year starting this spring, Chester I. Chase, president, announced.

New emphasis is to be given to promoting the use of this canned bean variety in restaurants, hotels and hospitals, as well as continuing to boost consumer demand, according to Chase, who is also vice-president of Paulus Bros. Packing company, Salem. Leading packers of green beans in the Blue Lake region of the Pacific Northwest are represented by the association.

"We are embarking on a bigger and more dynamic program of merchandising, advertising and promotion in 1953 as a result of the spectacular success of the past year," Chase said. "We expect to enlist the cooperation of more related-item advertisers, food wholesalers, chains, independents and allied interests in stimulating greater consumer and institutional demand for Blue Lake green beans."

While campaign details will be announced later, he said the 1953 plans include inter-industry promotions, advertising in national magazines, as well as trade and institutional pub-



Chester I. Chase, president of Associated Blue Lake Green Bean Cannery, and vice president of Paulus Bros. Packing company, who announces campaign for Salem-canned products.

ications, store display materials, and new combination meal recipes.

Chase reported that the association's most successful promotion last year enlisted the advertising and merchandising support of five industries and 53 food processing companies, with the participation of 3,200 field salesmen, and 54,657 re-

Annual Glee Event Saturday

Sleepy headed students, who normally have to be routed out of bed each morning, are arising early this week in preparation for the traditional Freshman Glee at Willamette university.

The Glee will be presented next Saturday night in the gym before a capacity audience.

Early morning drills in marching will be the rule during the balance of the week, since stage formation is an essential part of the judging program.

The steps of the capitol and those leading into the sunken garden are favorite places for the maneuvers although each of the four classes involved is given time in the gymnasium.

This year's Glee comes at an appropriate time, states Vaughn Blankenship, freshman manager. It succeeds the state basketball tournament and the annual tour of the a cappella choir.

The Glee is an original song contest with the freshmen challenging the other three classes to participate.

tail store displays arranged in 247 metropolitan markets in the 44 states involved in the campaign.

Citing the campaign as an example of the association's work, Chase said that among the sales results was a 344 per cent increase in one division of a large distributor's area during the featured period, a 91.8 per cent gain in another division, a 100 per cent increase in one chain of several hundred stores, and in some sections it was necessary to ration deliveries of some can sizes and sieve sizes in the face of the heavy consumer demand.

"Building on our 1952 success, we are moving forward more aggressively with our nationwide drive with a two-fold objective," Chase continued. "First, to continue to create a greater consumer awareness of Blue Lake green beans as the 'aristocrat,' and second to make the trade more familiar with the advantages of a variety which, while mass produced, is almost a specialty in the vegetable field because of its high volume and profit potential."

Morningside School Job Awarded Robert Morrow

The contract for constructing the new Morningside elementary school building was awarded Robert D. Morrow at a special meeting of the Salem board of directors Tuesday night. Morrow's bid of \$268,972 was \$28,028 below the highest figure submitted by Barham Brothers.

Two other Salem firms submitted bids: E. E. Batterman, \$292,000, and Viesko and Post, \$296,337.

The building is to be erected on top of the hill on South 12th street and is to be ready

for occupancy by the open of the fall term. It will consist of eight class rooms and a library, with approximately 24,000 square feet of space. This means the cost per square foot will be about \$11.27.

The task of clearing the site has been under way for the past several days and it is expected Morrow, who built the new Rosedale school, will be able to go to work immediately.

Sub-contractors working under Morrow will be: Oregon Pulp and Paper, mill work; painting, R. L. Elstrom & Co.; electric work, Electric Corporation or City Electric; plumbing, Nelson Brothers; heating ventilating, refrigeration, Nelson Brothers; masonry, Shaw and Nickens; earthwork, Mike Porter; sheet metal and roofing, McGilchrist and Sons; glass, Capital City Glass company; tile, Willard Art Tile company; hardware, Builders Hardware Service Supply Corporation. The last named, of Portland, is the only sub-contractor outside of the school district.

The architect on the job is William I. Williams of Salem.

Busy Time for Monitor Club

The Monitor 4-H Livestock Club under the leadership of Phil Yagelski has been active this winter. The members, though young and most of them beginners in 4-H work, have shown enthusiasm and promise.

In December the club made a field trip during which some of the boys' homes were visited and their projects inspected. The trip ended at the home of August Minke III, where a demonstration showing how a dairy heifer should be trimmed and handled in the show ring was held.

The January meeting was held at the home of the Club Leader, Phil Yagelski, and time was spent studying and discussing 4-H record books.

The February meeting was held at the home of Mark Klug, who gave a demonstration on "Throwing an Animal," making the animal immobile, permitting the boy to examine and trim the animal's feet.

A social hour was spent and refreshments were served at the conclusion of each meeting. The next meeting is scheduled for March 24 at 8 p.m. at the home of Gary Skiller.

TO TAKE UP TIDELANDS

Washington (AP)—Senate Republican Leader Robert A. Taft of Ohio said after a legislative conference with President Eisenhower today that the Senate probably would take up "tidelands" legislation before getting to Hawaiian statehood.

Teen-agers Claim Benefits

Industrial accident benefits were claimed by 440 teen-age workers during the last 12 months, Labor Commissioner W. E. Kinsey said today. Investigation of the young workers' claims showed that 35 per cent of the youngsters had been hired illegally, he said.

The greatest number of young claimants, 223, were on the payroll of the manufacturing plants. The mercantile industry employed 66. Third highest employer of the injured minors was government—state, county and municipality. Almost three-fourths of the teen-agers were engaged in industries outside the Portland metropolitan area.

The 17-year-old group comprised 60 per cent of the claimants and 16-year-olds, 36 per

cent. Among those claiming incapacity because of the job and discovered to be working illegally were one 12-year-old, two 13-year-olds and a 14-year-old. One 10-year-old agricultural worker put in a claim for injury after he slipped in a shed and hit his head on the concrete floor.

Girls, who make up 40 per cent of the teen-age work force, entered only 32 claims for on-the-job injuries, Kinsey said.

The state labor department administers both state and federal child labor laws and issues work permits for the employment of minors under 18 years of age.

Pedestrian Strikes Driver of Car

A motorist who edged his car a little too far into a crosswalk Monday was struck by a tripe pedestrian—the pedes-

trian then continued on his way. An eyewitness of the incident walked into the police station with the story. The pedestrian carrying a baby and accompanied by his wife was crossing High street at Court when the motorist slowed to a stop with his bumper extending into the crosswalk. First the pedestrian took a sudden kick at the car bumper, then handed the baby to his wife, walked around the car, jerked open the door and punched the astonished driver in the face, closed the door and walked on. Traffic piling up behind him forced the unidentified motorist to move on, police were told, by John Kinney, 3844 Nest avenue, who with his wife witnessed the event.



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You just press the rounded top of the "Pressure Packed" Chase & Sanborn can with your thumb. (Read how to test on the cover.) If it's firm, coffee's fresh. If the top clicks, take another. There's no way to test other coffee cans. Only Chase & Sanborn gives you such sure proof of freshness... brings you coffee so full of wholehearted, warmhearted goodness. Get Chase & Sanborn today—enjoy the freshest, tastiest coffee ever!

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NYLON MESH
Black Patent and Natural tan; 5 to 9; AA, B and C. **3.98**

LEATHER STRAP
Soft Calf in Red and Black; 5 to 9; AA and B. **6.90**

Red, Black & Green
Black Green and Red Military Heel; 5 to 9; AA, B and C **7.90**

Trim Footed Opera
Elasticized for snug fit. Calf Leather; 5 to 9; AA, B and C. **6.90**

FLATTIES
White, linen and natural straw; 4 to 9; AA and B. **1.98**

CUSHION CREPE PASTEL FLATTIES
5 1/2 to 8, 1.98; 8 1/2 to 12, 2.49
12 1/2 to 3, 2.98
Also Women's Sizes 2.98

KANGAROO
Black Kangaroo **11.75**
Leather. B-C-D-E and EEE
6 to 12—Widths
Also—VICITE KID
In Brown
6 1/2 to 11—B-C-D

BUCKLE WEDGIES
RED, BLACK PATENT
Multicolor and White
5 1/2 to 8... **2.49**
8 1/2 to 12... **2.79**
12 1/2 to 3... **2.98**

PATENT BOW TRIM
White or Black Patent
5 1/2 to 8, C-D... **3.98**
8 1/2 to 12, B, C, D... **4.49**
12 1/2 to 3, A-B-C... **4.98**

MEN'S BROWN CALF
6 to 12; B, C, D, E and EEE widths. **8.50**

BOYS' CALF CORDOVAN
Goodyear Welt, Boy's Sizes, 2 1/2 to 6; B, C & D widths. **5.50**

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