

Low-Cost Dallas Lime Boosts Farmers' Profit

Farmers Throughout Willamette Valley Praise Products

By CLARENCE S. BOWNE, Partner Bowne and Stone

For a quarter of a century growers of the highly-acid Willamette valley sought a cheap remedy for soil acidity. Their efforts were rewarded. Development of the large deposit of high quality limestone near Dallas was begun several years ago, and today the lime from this deposit is available at a new low price, \$3.00 a ton F. O. B. plant. And remember, one thorough application is effective for 8 to 10 years, making the actual cost per acre extremely low.

Farmers of the Willamette valley have eagerly taken advantage of this remedy for their acid soils. Reports of truly remarkable increases in yields and profits from liming have been obtained from all sections of the Willamette valley.

County Agents, O. S. C. Boost Lime

County agents are cooperating closely with farmers in the restoration of soil fertility through application of ground limestone. The Oregon Agricultural Experiment station has been preaching the use of lime for decades.

I have been in close touch with this work for a great many years and in this article I am recalling some of the result obtained in order to guide those interested in overcoming acid soils and getting better crops.

Lime and legumes are the basis of all permanent soil fertility.

One of the most important of these legumes is alfalfa. Part of this area's alfalfa is grown on river bottom land known as the Chehalis soils. These lands are not very acid, and alfalfa is successfully grown. On the other hand much alfalfa is seeded on many types of soils in western Oregon which are acid, and these absolutely require two to three tons of ground limestone per acre for alfalfa to succeed.

Lime Necessary for Alfalfa

I know of many cases where alfalfa was seeded on just such soil. The soil is of good structure and has always been known as good land. In the past it has grown many good crops, including red clover. Naturally good crops deplete the fertility of the soil if it is not replenished. The owners, realizing this decide to do something to build up the fertility. Too often they do everything possible with modern machinery and good tillage to prepare an extra fine seed bed but neglect to overcome acidity. The seeding is done, the alfalfa comes up, and they seem to have a fine stand. The alfalfa itself does its very best to succeed for them and then begins the season-after-season of alibis. Alibi No. 1 is, "of course it is its first year, and you have to give it a chance to become established, well rooted, etc." Alibi No. 2 is, "of course it is in its second year, and it is well known that alfalfa doesn't do so well in the second year." Alibi No. 3 is, "well this is a dry season." The next year may happen to be a good growing year, but their alfalfa still doesn't do well. They begin to investigate. Fortunately, there usually is someone in the vicinity who has seeded alfalfa about the same time but limed when he seeded. His alfalfa has done very well, even in the second year and through the dry season. Alfalfa does very well on soils well supplied with lime. In western Oregon, on acid soils, you absolutely must use lime to have alfalfa succeed.

Clover Yield Increased by Lime

I know of several districts that have grown clover for seed, but where this profitable crop has been discontinued because the seed fails to fill. Of course, in a wet season when we have ample rainfall this failure is not complete. The moisture will tide them over for one year, but since we cannot control the seasons and most farmers haven't irrigation available, the soils have got to a point where the growers will have to go back to the well established principle of building back the general soil fertility and moisture-holding capacity.

These soils have been cultivated from 50 to 80 years and have been drained of their fertility. Along with this the acid content has gradually increased until for the past several seasons their crops have not proven profitable. Lime is the basic answer.

KNOWLEDGE OF LOCAL REQUIREMENTS IS EVIDENCED BY STEADY GROWTH OF THE NICOLAI-NEPPACH COMPANY

One of the Essential Features of any Store House or Structure is Will it Stand the Wear of Years

One of the essential features of any house, store or other structure is that it will stand the wear of years. The same is true of the reputation of any business firm, and that is why Nicolai Neppach company enjoys an ever increasing volume of business and popularity.

Nicolai Neppach are manufacturers and dealers in sash, doors, millwork, hardware and softwood lumber, panels, glass and insulation materials. This concern was established in 1866. There are three things to consider when you contemplate millwork, the honesty of the wood, the design and the workmanship.

Nicolai Neppach Co., located at 117 Northwest Davis street, is known throughout this section as leaders in the manufacture of high grade and general detail millwork. In their years of experience this firm has attained fame through their progressive business methods and superiority of their products. They are recognized throughout the country and add to the progress and prosperity of this section.

Cartozian Bros Inc. Have Wonderful Selection of Stock

Have Been in Business in Portland for 31 Years

Beautiful and decorative floor covering which harmoniously fits in with its surroundings is a great aid in making the home attractive and artistic. Cartozian Bros, Inc., located in the Pittcock Block, 929 S. W. Washington Street, in Portland are dealers in Oriental rugs and have a large attractive and varied collection which all should come and see.

Breathing all the mystery and beauty of the East, the fine collection of Oriental Rugs which they are showing is attracting a large number of visitors to the shop. The stock is as varied and complete as any seen in this section, and "the people who know" are greatly patronizing this place.

Oriental rug weaving is regarded by many as an art rather than a trade; but the surprising thing is that objects of such real and often great beauty may be purchased so reasonably. If you have never before investigated this, we can do nothing better than recommend a visit to Cartozian Bros, Inc., Oriental Rug Co., the next time you are in Portland. The visit will be educational and instructive and the proprietors will be more than glad to show you over the collection they have.

But although Oriental rugs are such good investments, it should be borne in mind that they must be purchased by a reputable dealer. It always pays to deal with established reputable merchants such as Cartozian Bros, Inc., where their rugs carry their personal guarantee.

Everyone knows of course, that Oriental rugs demand and merit the best care. It is also true that the cleaning of such rugs should only be trusted to experts. The manager in order that his customers may keep rugs in the best of condition has a cleaning department where only natural and hand methods suited to Oriental rugs are used. If you have any damaged Oriental rug they have an excellent repair department which specializes in the rehabilitation of rugs by the most approved process.

Cartozian Bros, Inc., have been in business in Portland for the past 31 years and have the largest stock in the Middle West. They also have mothproof storage facilities for your treasured rugs. The address again of this company is 929 S. W. Washington street, Portland.

P. S. Our visitor was told of beautiful high grade nine by twelve room size Persian Saruk Rugs, that the firm is offering now for only \$285.

Harry K. Coffey Heads Pioneer Firm

In a review edition the writer of this article believes as do most readers of this publication that one institution in Portland well worth of extended mention is Harry K. Coffey and associates, general agent, Mutual Benefit Health and Accident association. This company has always placed the well being of their clients ahead of any personal gain and during the years they have been in business they have won many friends and boosters not only from the territory this paper covers but throughout this entire territory.

Mr. Coffey personally, has always taken an active interest in any civic enterprise that was for the benefit of Portland. He never is too busy to give his time to better conditions for his fellowman of Portland and where this paper circulates.

Mr. Coffey and his associates have made it a rule to always advise, and instruct clients in any matters pertaining to insurance. This fact is attested to by the large following built up during the past years.

This writer would like to take this occasion to compliment this outstanding company and Mr. Coffey and urge any reader contemplating any insurance to go no farther than to this office. They are located in Portland in the American Bank building.

Dr. L. R. Purkey a Competent Osteopathic, Physician & Surgeon

Many Local People Go to His Office for Treatment

The science of osteopathy is competent to handle many ailments to which the human body may be subjected. An osteopath specializes in different branches of service just as other members of the medical and surgery profession. They recognize the use of Malaria, Medica, pharmacopeia and other agencies as dieting, nursing, sanitation, etc.

The human body has been endowed by nature with all the remedial agents such as the blood and nerve force, that are necessary for the preservation of health, and recovery from disease, providing the mechanism which distributes these agents is a perfect mechanical adjustment. Any obstruction to a normal flow of blood causes disease. Remove such construction, health naturally follows.

This is indeed an age of specialists in the profession. Dr. L. R. Purkey has an adequate training to practice this profession most successfully. He readily adopts all the advancing methods as rapidly as they are authentically approved by the eminent people of profession and then places this scientific knowledge at the service of suffering humanity. Many people from this community go to the office for treatment.

Dr. Purkey and his health clinic are well worthy of any praise given them at this time. Dr. Purkey is well worthy of anything he might say about him at this time. He is indeed one professional man well worthy of the patronage of the readers of this paper. For the convenience of readers who are not already patients of Dr. Purkey, his offices in Portland are in the Morgan building. He can be reached by phone by calling BEacon 0646.

Highland Hunt Club Moves to Modern Location; is Meeting with Approval by Local Sportsmen

Milton F. Rohn, Owner, Mgr., Keeps Mounts in Perfect Condition

Highland Hunt Club is one of the institutions that add much to the sports of this part of the state and promote outdoor life.

Highland Hunt Club has an excellent stable of horses and these horses are well groomed and kept in the best of condition at all times. The mounts have been trained in various ways so that the rider may have a horse to suit his particular style of riding. For the novice a mild-tempered, even-gaited horse is to be desired so as to insure safe and pleasant instruction. The more proficient rider who craves a horse with fire and spirit—a horse that will get out an gallop and race along will find none better than those furnished by the Highland Hunt club. The riding masters of the Highland Hunt Club are courteous and unusually efficient as teachers. The beginner under their capable direction enjoys the lessons and is soon an adept rider feeling at ease in the saddle.

Milton F. Rohn, owner and manager has anticipated the needs and wants of his patrons and the Highland Hunt Club resembles a club as everything that is necessary for the comfort and convenience of the member is always at hand. You don't need a riding habit to get the habit of riding—put on your knickerbockers and a sweater and swing on—riding is an effective way of reducing and keeping healthy and in good form. It is an exercise that brings all your muscles into play resulting in the perfect functioning of all organs. There is no age-limit as they teach children as well as the young, old and middle-aged. They will advise you about all details and if you desire a riding habit consult them before making a purchase as their suggestions will be an unbiased helpful opinion. Call BE. 3223 for appointment. The Highland Hunt Club is located in Portland at S. W. Canyon Road and 58th.

Mayor Joe Carson Possesses Earnest and Determined Bearing

Few mayors of Portland have possessed the earnest and determined bearing of our present Mayor Joe Carson. And few have been so well trained for executive responsibility.

It is a commonly recognized fact that in these hectic days of industrial and financial stress the wheels of industry cry for a highly competent man at the controls. One need be in Mayor Carson's presence but an instant to sense an ample reserve of power such as is fully adequate to cope with the baffling problems of the present day. One is again impressed with the enormity of affairs, upon which the mayor must give his deepest consideration and ultimate decision. The subdued buzz and hum that fills the mayor's chambers, as men from all walks of life discuss their particular problems while waiting to confer with him, give but a hint of the unceasing flow of business that demands his every available minute.

The busy life of the city hall is not the only demand made upon his time, for in addition he must appear at various social and state functions. That such a busy life, fraught with all that demands the utmost in keen judgment and foresight requires a man of superior abilities is most apparent. We have only to remember how efficiently and thoroughly Mayor Carson is dispensing his duties to fully realize his true worth.

Don't accept substitutes—Buy the advertised article.

Wentworth & Irwin, Inc. Feature Big Used Car Dept.

Their Guarantee has Real Meaning; Prices are Fair

Besides offering to the people of this community the Wentworth and Irwin Inc., in Portland, offers a good selection of good dependable used cars which invite comparison as to style and price.

Wentworth & Irwin Inc., has a large used car department where they have on display bargains in used and thoroughly reconditioned cars. Here the wise buyer can find thousands of trouble-free and satisfactory motoring miles at considerable less than the cost of a new car.

Every used car sold has their guarantee and reputation behind it. If the car needs it, it has been thoroughly reconditioned and put in good running shape, and it is sold only if it is in good all-around condition. Their guarantee has a real meaning and it is the final OK in the used car business. Many fly-by-night concerns make all kinds of extravagant promises on used cars and then refuse to recognize the unhappy buyer when he comes in to tell them his troubles. But Wentworth and Irwin realize their duty to keep faith with the public and have followed this principle of square dealing ever since they have been in business.

The writer can safely vouch for a used car bought here; it will be just as they claim.

The used car in the hands of trustworthy dealers such as Wentworth and Irwin, should be construed not as a bundle of energy, but as an assurance of capable performance, backed by a record of dependable service.

One of the chief reasons for their success is that the Wentworth and Irwin Inc. has given the public credit for intelligence and has respected it in them by offering only good bargains for the money and selling in a way that will cause them to be highly spoken of by their customers.

Prices are fair—based on the actual resale worth of the car in question. And they will tell you the true condition of any car they offer for sale.

The heads of this firm as well as their salesmen are well known where this paper circulates and take an active interest in progress and development of the home community, being ready and willing at all times to lend personal assistance to all propositions that promise public improvement. For the convenience of readers of this publication, Wentworth & Irwin Inc., is located in Portland at 1005 West Burnside. Their phone number is BRoadway 6531.

Oregon Mutual Savings Gives Stability to Financial and Commercial Interests

Is Under the Direction of Astute Financiers; Has Envyable Reputation

Under the direction of astute financiers who have guided this well known bank to substantial progress evidenced by the large business it enjoys and its enviable reputation for safety to depositors.

One of the institutions that gives stability to the financial and commercial interests of the country is this modern banking house. From the day that it first opened its doors to the people it has always been under the management of conservative yet progressive men, of broad and liberal views in the matter of caring for their patrons' needs, yet men who have carefully guarded the best interests of the depositors by demanding the fullest security and adhering to the cardinal law of finance. This inviolable policy has gained for this well known bank the greatest confidence of the people of all the surrounding country and among its customers you will find the majority of the communities' most prominent men and firms.

The savings service is a great convenience to the people as this is a perfectly safe place to keep money and then it draws interest right along. A specialty is made of small accounts and the very best attention is given. Many people from the surrounding territory have found this a very desirable place to accumulate quite a fund for the proverbial rainy day.

This is one of the absolutely essential institutions which makes possible the expansion and growth, not only of the community at large but of the individual business and enterprises. It also promotes the progress and happiness of the individual homes by providing modern saving facilities. The individual cannot render the same safe and satisfactory service of this character as can the trust company organized and equipped for the purpose because in such work it is responsible, expert, tireless and deathless. It is never sick, incapacitated or away, it is always impartial and unprejudiced.

In making this review of the on-going progress of the community, we wish to compliment the Oregon Mutual Savings Bank, also its officers and directors and direct attention of readers to this strong financial institution.

Agricultural Notes

Records show that the corn borer is moving farther southward.

California's 1936 potato crop exceeded last year's by 500,000 bushels.

Once a part of a huge swamp region, Putnam county, Ohio, is now an important agricultural area.

More than 900 varieties of cabbage are now grown in the United States.

Dr. L. M. Snow Is Prominent Optometrist; Large Clientele

Dr. Snow is Located in Portland in Morgan Bldg., Phone BE. 7313

Dr. L. M. Snow is a very prominent professional man of this section. He is an optometrist whose efficient service has brought a large clientele from the city and Tualatin Valley. Now is the proper time for having this important examination made.

Dr. L. M. Snow, optometrist, enjoys an enviable reputation both among the people of this part of the state and in the professional circles, which attests to his real ability and experience. He has made a very thorough study of the eye and can readily tell about the history of eyesight. Eminent scientists and students of the advancement of the races have realized that man in long long yesterday did very little reading and was accustomed to see long distances. With the invention of printing and the sudden popularity of the press came an eye strain on the race that requires adjustment of the eyes and this in most cases requires glasses. While many eyes are only slightly strained yet glasses are necessary for the correction of the trouble and the protection of the eye.

He renders a very comprehensive service. You do not have to run around from place to place to secure complete service. He makes a scientific and accurate examination, finds what kind of glasses are needed and then prepares them in the laboratory. He secures from the factory the very best of good glass, with the most accurate equipment for the grinding of lenses and carries a complete line of frames from which to make a selection.

He is very careful and correct in his methods of eye examination and uses up-to-date instruments and the fitting of first quality lenses which correct the visual defects makes the service highly satisfactory.

His experience, education and equipment place him in a position to correct errors of refraction and to practically insure you that you will have absolute eyesight ease.

In making this review of Portland professional men we are glad to compliment him upon the high standing he enjoys and refer him to all our readers.

Triangle Milling Co.

Portland is proud of those citizens who have made this city and the entire Multnomah county famous. No review of the names of those men would be complete without mention of the name of Theo. Schommer, manager of the Triangle Milling Co. He has contributed more than his share to the progress and prosperity of the City of Portland. His personal success has been turned to the advantage of his fellow citizens and any project which promises to advance the welfare of the entire community receives his immediate attention.

Mr. Schommer deserves every bit of praise we are able to give him for his service to this district. His business dealings have always been a credit to his high character, and he expresses the sincere wish that he may continue to prosper and lend his influence to the upbuilding of a better community.

Spoilage of corn in most cribs occurs directly under the elevator chute where the silks, husks and shelled corn have collected and prevented ventilation and drying.

Portland Loan Co. Renders Reliable Service; Has Met needs of Local People in Honest Straightforward Manner

This leading loan company of Portland renders a valuable service to local people. At the Portland Loan Co. you can borrow money and pay a very reasonable rate of interest. The manager sees to it that you receive prompt, courteous and efficient service at all times.

The Portland Loan Co. has met the needs of the people in general in a straight forward manner. You will be pleased with this modern, efficient and bank-like establishment.

They provide plans where you may borrow money in a dignified, business-like manner, by paying only a small rate of interest and without being imposed upon in any manner. You make your arrangements confidentially.

Such loans are invaluable to people at some time in their lives. It is impossible for everybody to always have the money on hand that is needed and there is no easier nor more dignified

Reo Speedwagon is Popular With Farmers; Reo-Oregon Sales Co. Local Distributors

Are Always Able to Recommend the Right Truck for the Job

This is the community's leading transportation headquarters and the home of the fine Reo-speedwagon. They maintain a service and parts department, carrying all kinds of truck parts.

This means that their interest in patrons does not end with the sale of a truck. From the time you first enter this establishment through the entire life of the motor equipment you purchase, they are at your service and their endeavor is to prolong the life of your purchase as much as modern science and ingenuity makes possible. An expert knowledge of the truck industry is evidenced in the manufacture of the Reo speedwagon, a popular and superior make.

Reo-Oregon Sales Co. deserves the consideration that the public is giving their establishment which has merited the large patronage because the service is eminently satisfactory. The management is recognized as authorities on motor truck transportation being thoroughly familiar with all the details of this important problem that is now engrossing the attention of so many business men, manufacturers and farmers. They are always able to recommend the right type of truck for each individual case. This fact is important as a firm which thoroughly understands trucking problems can be of immeasurable value to truck owners.

One might devote many columns to a further description of this establishment, but let it suffice to say that you will find there just what you would expect to find in the headquarters of such an establishment as they maintain. We are pleased in this business review to compliment the Reo Oregon Sales Co. and their line of trucks and recommend their trucks and this company without hesitation or reserve. This company is located in Portland at 1948 W. Burnside. Their phone number is BE. 2182.

A Skytop Republic

Bolivia is known as the skytop republic of South America. With no outlet to the sea, it is reached from Mollendo, Peru, and Arica and Antofagasta, Chile. Chief among the country's attractions are Lake Titicaca, highest navigable lake in the world; La Paz, the capital, and two towns called Sucre and Potosi. The latter was a fabulously wealthy city long before the Mayflower landed its settlers in North America. Lake Titicaca's interest to visitors lies largely in the peculiar beauty of its mirrorlike, rush-fringed waters, in the Indian villages surrounding it, and in nearby ruins of cities belonging to the Tiahuanaco civilization, which antedated even that of the Inca empire. La Paz, the world's highest capital, is notable for its spectacular setting 12,000 feet above sea level, in an amphitheater of crinkled, rust colored rocks and mountains; for its attractive old Spanish churches, with their almost constantly ringing campanile bells.

MR. E. GIBBONS AND MR. E. MONGRAIN OF MONGRAIN SHINGLE COMPANY ARE DESERVING OF UNDIVIDED SUPPORT

Portland has been Created and Made to Grow by Men of Vision who had Courage

Portland has been created and made to grow by men of vision who have had the courage and the ability to build industries. These industries with their payrolls and their use of local products have contributed an essential impetus to the building of this territory.

Behind these same industries may always be seen men who have founded them and who have had the courage to see into the future and build solidly. Such a company is the Mongrain Shingle company, and such men are the two directing heads, Mr. E. Mongrain and Mr. E. Gibbons, who occupy high positions in the esteem of their fellow men.

Mr. Mongrain and Mr. Gibbons are community builders, and their contributions to Portland and this territory through the building of their business

is only secondary to their direct services as public spirited citizens. Mr. Mongrain and Mr. Gibbons have aided in so many civic enterprises that space does not permit their enumeration. They may always be counted on to give freely and willingly of their time and energy toward any plan that will benefit the community as a whole.

In fairness to Mr. Mongrain and Mr. Gibbons, heads of the Mongrain Shingle company, this writer believes the public is entitled to know something of the commodity turned out by this shingle company. The Mongrain Shingle company is manufacturers of Precision Made red cedar shingles and shakes. They sell both retail and wholesale and are located in Portland at 9038 North Denver, in Kenton. Their business phone is WALnut 3333.