

BETTER PRODUCT AND SALES SERVICE NEEDS OF N. W. PRUNE INDUSTRY

Improved methods of merchandising Northwestern prunes, including standardization, better packing, distribution, and increased consumer demand, are needed if producers are to receive fair returns for their labor in the face of a steadily increasing crop.

The department's survey, made through the recently created Division of Cooperative Marketing, was conducted at the request of the producers, cooperative associations, and other interested agencies, and related especially to the so-called Italian type prune grown in the States of Oregon and Washington.

Department representatives interviewed wholesalers, retailers, and consumers in 29 cities in a study of consumer demand which showed, among other things, that consumers, except those of the Jewish race, do not know that there is more than one kind of prune. Prunes are "just prunes" to most people, although there is a marked difference between the Italian type which has a tart flavor, and the California sweet prune.

The trend of prune production has been markedly upward in California and the Northwest during the past 25 years. Available statistics show that if the trees already planted are allowed to come into full bearing, the average annual production of prunes in the United States may be 20 to 25 per cent greater than at present in six or eight years.

The trend of prices to growers has been distinctly downward, and many producers are not receiving satisfactory returns for their labor. Available information as to production trends and market demand indicates there probably will be little, if any, marked increase in the general level of prices for prunes from Oregon and Washington over those prevailing in recent years, unless some means of increasing the demand for prunes can be found.

Department economists declare that lack of full confidence on the part of wholesale and retail distributors in the quality of prunes from Oregon and Washington indicates the necessity for further improvement and for standardization of quality. The efforts of growers and packers should be supplemented, if necessary, by State legislation which would authorize inspection and standardization of the product.

SCHOOLS RAISE \$80 IN EXHIBITING ART

Springfield public schools raised about \$80 as a result of the Colonial art exhibit, conducted in the Lincoln building last week.

Two programs were presented during the exhibit. On Tuesday evening the Brattain school gave a series of spring pageants, and on Wednesday the Lincoln pupils gave a mixed program. The children in Mrs. Male's room sold the largest number of tickets, amounting to \$10, and Mrs. Hemenway's pupils ran second with \$9.50.

Twenty-seven pictures will be purchased with the money. A large premium picture, "The Pioneers," by Amick, will be given by the art company, and will hang in the Brattain school on the old Brattain homestead.

Following is the list of pictures obtained for the local schools: Children of the Shell, Murillo; Children of the Sea, Israels; Age of Innocence, Reynolds; Distinguished Member of Humane Society, Landseer; October, Haisdael; Can't You Talk, Holmes; Baby Stewart, Van Dyke; Madonna of the Street, Ferrisza; Sir Galsbad, Watts; Avenue of Trees, Hobbema; The Strawberry Girl, Reynolds.

Shoeing of the Bay Mare, Landseer; Arrival of the Shepherds, LeRoille; Child Handel, Dicksee; Feeding Her Birds, Millet; Old Homestead, Brown; Golden Stairs, Burne Jones; Bringing Home the New Born Calf, Millet; Bir-laband, Haisdael; Holland Flower Girl, Hitchcock; Helping Hand, Renouf; Young Folks at the Canal, Laupt; Oxen Plowing, Bonheur; Spring Song, Glicklick.

TO OUR FRIENDS

The new location of the Springfield Bridge across the river made it necessary for us to sell Lane County our property to be used as right-of-way and in the construction of the west approach. We have also discontinued our Floral business which we have conducted for the past 21 years. During this time we have made many friends and take this means of expressing our thanks for the many courtesies and favors shown us while in business.

Words are inadequate to convey more than a remote idea of our appreciation but we sincerely hope for your individual prosperity in all the relations of life and business.

Mr. and Mrs. Chas. Kingwell.

Greatest Natural Highway in the World



Herewith a most unusual picture, forty automobiles abreast at speed on Ocean Beach, nature's greatest natural highway which is 50 miles long, between Jacksonville and St. Augustine, Fla. It was here that Major Segrave in his "Mystery" car set a world record last month of 203 miles per hour.

Community News

By Special Correspondents

THURSTON

Ernest Bertsch has purchased a Ford sedan.

The grade school baseball team motored to Hayden Bridge School last Friday afternoon where they defeated the team there in a game. The score was 12 to 5 in Thurston's favor. Creswell High School baseball teams played Thurston's high school last Friday. Creswell Girls' team won 15 to 19 and Thurston boys' team won 5 to 3.

Mr. and Mrs. Curtis Price and Perry and Jay Grant motored up from Corvallis last Friday and spent the weekend with home folks.

Ray Rennie has purchased an Oldsmobile coupe.

Mr. Ziegler, who left several months ago for Klamath Falls, returned to Thurston Monday evening. He expects to help George William move his saw mill.

The teachers' training class met at John Price's last Tuesday evening.

Little Jimmie Gossler, infant son of Mr. and Mrs. Lawrence Gossler underwent an operation for a rupture at the hospital in Eugene last Monday.

Mrs. Gossler is spending a few days at the home of her son, Lawrence Gossler.

Mr. and Mrs. Belmont Russell from Silverton spent last Sunday with Mr. and Mrs. Fred Russell.

Mr. and Mrs. John William from Cottage Grove were visitors in Thurston last Saturday evening.

Miss Gladys Hastings from Portland visited Mr. and Mrs. Charlie Hastings last Sunday.

Rev. Gordon from Eugene filled the pulpit here last Sunday in the absence of Rev. Turner.

James and Ivan Richard from Bell Fountain spent Sunday at John Edmiston's.

Mr. and Mrs. Ray Baugh attended the Bible school convention at Leaburg last Sunday.

Anda Calvert from Wendling was a caller in Thurston last Sunday.

Mr. and Mrs. William Rennie and Mr. and Mrs. Ray Rennie spent last Sunday at the fish hatchery guests of Mr. and Mrs. Eugene Goff.

The ladies of the neighborhood gave Mrs. Bert Weaver a shower at her home here Tuesday afternoon. Light refreshments were served.

ADVERTISING BILL OF NATION TOTALS MANY MILLIONS

Economists and sociologists have lately given much consideration to advertising as a business and social force. The American Newspaper Publishers Association calculates that last year 3,500 national advertisers invested \$235,000,000 in newspaper space alone. Among these, 209 of the biggest advertisers spent \$100,317,000.00. A little analysis of this list shows some interesting details.

For instance, twenty-one motor car manufacturers spent \$19,057,000; nine tobacco concerns spent \$9,563,000; twenty-four drug, chemical and toilet preparation concerns spent \$7,882,000; thirteen oil companies spent \$5,039,000; seventeen railroads spent \$4,979,000; six radio concerns spent \$1,420,000; five steamship companies spent \$860,000. Other heavy advertising buyers are electric washing machines and electric refrigerator makers; baking powder, meat packers, publishing houses, motor tires, clothing, and prepared foods. The complete list presents quite an astonishing variety.

The Advertising Bureau of the American Newspaper Publishers Association is endeavoring to make the fullest possible survey of the advertising field, the results of which would be of much value to both advertisers and publishers. Apparently more money is spent to reach motor car buyers and users, by the automobile and oil companies, than on behalf of any other single group.

Here From Goshen—Mrs. C. R. Lowry and Mrs. G. J. DeVos of Goshen were Springfield visitors Tuesday.

At Hospital—Sam Bartholemew's little girl was taken to the Pacific Christian hospital yesterday for an operation.

Visit From Rainbow—Mrs. George Williams of Rainbow was in town Tuesday.

UPPER WILLAMETTE

The Pleasant Hill high school baseball team defeated the Walker high school team by a score of 16 to 2 at Walker last Friday.

The young folks of the high school held a party in honor of their principal E. E. Kilpatrick at Jacoby's last Friday evening.

The Junior Endeavor held their first regular meeting Sunday afternoon April 24. Bonnie Jeanne Tinker was leader. Next Sunday Lucille Jordan will be leader.

Mrs. Hattie Burch, who was critically injured two weeks ago in an automobile accident is still unconscious. She shows signs of regaining her strength but still recognizes no one.

Mr. and Mrs. George Lord and son Lawrence, of Swisshome have returned to their home at Enterprise.

Mr. and Mrs. Delbert Harden are living in the cottage on the Harden ranch.

Mr. and Mrs. Frank Smith are occupying the house on the Burror ranch.

In a contest held by Mrs. Jeannette Clark in the upper grades of the grammar school to see how many words could be made out of the word Constantinople Cecil Curtis won first prize, a book, Marjorie Linton second an autograph book; third was won by Arlene Mitchell, Evelyn Monson and Verna Wiley, a box of candy. Each pupil who handed in a list of words received an all day sucker.

The community get-together meeting which has been planned for several weeks will be held at Woodman Hall Friday night April 27. A \$500 program has been prepared and the refreshment committee are busily preparing for a large crowd. Everyone is urged to turn out and get acquainted.

GARDEN WAY

Ray Munro, who is on his way from Washington to California, visited Miss Lois Male Tuesday.

Albert Bailey arrived from Medford last week and made a short visit at the Haugann home. He was on his way to Westfir to visit his sister, Mrs. W. Wetzel. Albert was a former resident of this vicinity.

Mr. and Mrs. Eugene Chase, Miss Maude Chase, Clayton Kirkland, and Elmo Chase went to Portland to attend the Thompson funeral.

Mark Cole, who recently underwent a major operation, is much improved. Mrs. H. E. Wylie and son, Kenneth, went to Toledo Saturday to visit Miss Lucille Wylie, who teaches in the Toledo High School. They returned Monday.

Mrs. Jeannette Lange of Eugene spent Wednesday with Mrs. T. J. Maxwell.

Mr. and Mrs. Marion Bigelow and family of Corvallis visited at the H. K. Chase home Monday. They were accompanied on their return by Grandpa Ferguson.

Miss Marlam Male completed her year's work as a teacher near Creswell and is now visiting with her sister Mrs. Kintzley of Fall Creek.

The Bruce Thomas family will move into the cottage recently vacated by A. Wiseman's family, May 1. A. W. Ferree is making extensive improvements on his home.

Mr. and Mrs. G. R. Fish and son Gilbert, Mrs. Cardman and John Lynch visited at the Truman home Sunday.

Mr. and Mrs. I. Cline attended a birthday party in honor of Mr. I. Cline, who resides east of Springfield, Monday evening.

Mr. and Mrs. H. K. Chase and family visited at the Delbert Harden home at Pleasant Hill Sunday.

Take New Members

Ten new members were voted into the Neighbors of Woodcraft at last night's meeting. Initiation will be conducted in two weeks, when Mrs. Minnie Hiner, grand guardian, and other grand officers, will visit the lodge, as well as members of the Eugene circle.

A "Carnival of Fun" to raise money for sending delegates to the national convention at Riverside, California, will be held shortly. Mrs. C. F. Eggen, Mrs. Harl McPherson, and Mrs. O. F. Kizer will have charge.

High School News

Winifrid Tyson, Editor

JUNIOR-SENIOR BANQUET SCHEDULED FOR MAY 6

The annual Junior-Senior banquet has been scheduled a week earlier than on the social calendar. It will take place on May 6. The president of the Junior class, LeRoy Nice, and the social promoter, Melba Mellon, will head the committee for the affair. The Junior-Senior banquet is a banquet given to the Seniors by the Junior class. It is the only formal affair of the year.

FOREST GROVE MUSIC IN H. S. ASSEMBLY

The delegates who will go to Forest Grove to attend the State Music Tournament gave their contest numbers in the regular assembly on Tuesday.

The boys' quartet sang, "Softly the Shades of Even' Fall." Charles Nadvornik played, "Concerto in A Minor"—Accoly, accompanied by William Pollard.

Alfred Frese sang, "The Horn", accompanied by William Pollard.

Miss Spaulding, music director of the Springfield schools, will chaperone the contestants.

Senior Play Cast Chosen

The cast for the Senior Play to be presented in the high school auditorium on May 27, has been chosen and rehearsals have begun. The play is, "The Whole Town's Talking," by Emerson and Loos.

The cast is: Henry Simmons — Orval Eaton; Harriet Simmons — Marjorie Lindsey; Ethel Simmons — Naomi Carlton; Chester Binney — Evan Hughes; Letty Lythe — Dorothy Masterson; Donald Swift — Joe Thompson; Roger Shields — William Pollard; Lila Wilson — Evelyn Walker; Sally Otis — Margaret; Annie, a maid — Violet Inman; Saddle Bloom — Audrey Danner; Taxi Driver — Ed Devine; Mrs. Jackson — Agatha Beals; Mrs. Hodge, Senior class advisor, will coach the play.

for banquet will be: Entertainment committee, Elaine Archambeau, chairman; Ruth McIntyre, Sybil Carney, Hartford McVey, Bill Cox, LeRoy Nice. Decoration committee: Albert Harper, chairman; Richard Harpole, Orville Redding, Dorene Larimer, Melba Mellon, Winifrid Tyson.

BELL THEATRE

FRI. - SAT. - APRIL 29 - 30

BENEFIT—SPRINGFIELD NATIONAL GUARD COMPANY



TIN HATS

A GREAT COMEDY OF THE WAR

Also— A Two Reel Comedy

SUN. - MON. - MAY 1 - 2

The RUNAWAY EXPRESS

Res. Phone 160 Piano Moving SPRINGFIELD TRANSFER WILLIS BERTSCH, Prop. OFFICE AT SERVICE GARAGE 533 Main Street Successor to Sutton Transfer

Dependable Eyeglass Service

Dr. Royal Gick

OPTOMETRIST—EYESIGHT SPECIALIST 878 Willamette St. Eugene, Ore.

JUST ONE THING, BUT—I DO IT RIGHT!

SUMMER SCHOOL

Enrollment dates—Monday, June 6 - 13 - 20, under the direction of our regular teachers, and at reasonable rates. Ask for information, it's a good school.

EUGENE BUSINESS COLLEGE

A. E. Roberts, President Phone 666 992 Willamette Street Eugene, Oregon



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THIS age is the hardest to satisfy—it's the most discriminating age ever known. That's why it goes to Camel for cigarette enjoyment. It takes real tobacco to satisfy modern smokers and Camels are made of the choicest tobaccos grown, marvelously blended. Smokers of today are right in demanding Camels; no better cigarettes are made, regardless of price.

To seek a real smoke is to find Camel—the choice of the modern world. Camels are a revelation of goodness, always mellow, smooth and mild. This age shows the way to smoke contentment—"Have a Camel!"

