

Pendleton Firms Who Value Your Patronage

Braden-Bell Tractor and Equipment Co. "CATERPILLAR"

In Pendleton at 206 E. Alta (opposite fire station) telephone 518, this firm is the authorized dealer, both sales and service for the Caterpillar Tractor and equipment. They feature a complete line of tractor-drawn farm machinery, road machinery and contractors' equipment. The stock is composed of implements and specialties known as the best on the market. Men are in charge who are courteous and accommodating and who will be pleased to demonstrate any of this equipment. This concern not only provides machinery but has selected lines that are known the world over and are being used as standards of design and quality by the farm industry. We especially desire to make

mention of the Caterpillar Combine Harvester which has stood up under every test for over a long period of years and has proved to be of the most correct construction. In this edition we desire to compliment the Braden-Bell Tractor & Equipment Co., upon their public spirited policies. We wish to refer this establishment to all as one of the distinctive features of the commercial and agricultural efficiency of this part of the state and as headquarters for high grade farm and road machinery, also contractors' and logging equipment. Remember the Caterpillar tractor is invaluable for many farming and lumbering operations. Pay this firm a visit and familiarize yourself with their line.

City Cleaners "Quality Work"

So well does this up-to-date cleaning establishment at 124 W. Alta, in Pendleton, telephone 39, meet the popular need of cleaning and restoring soiled articles that they have become one of the essential features of the community. Their dry cleaning is of the finest and their prices are reasonable.

Appearance does make a difference and people who realize this keep their clothes looking the part by having them dry cleaned and restored to their original freshness and style by this reliable firm.

They know by science and experience exactly how to remove those aggravating spots that will get on in the most unexpected manner and

spoil your appearance. "City" cleaned clothes are an unfailing receipt for smartness and ease of manner. They are cleaners to the discriminating. Pressing, whether done by hand or machine is expertly manipulated. One trial will convince you.

They have the most modern equipment for cleaning men's and women's hats and are enabled to do the most excellent work. The City Cleaners will be glad to take care of your dry cleaning needs, and we recommend their work as being the best, so leave or send your next work to them and it will be promptly returned postal charges paid, and remember they make a specialty of repairing and altering.

Farmers Elevator "Round-up Feeds"

For Dependable Feeds when buying in Pendleton always patronize this reliable firm with headquarters at 1001 W. Webb, telephone 582, as they offer a most complete line of "Round-up" poultry and stock feeds at reasonable prices—and have satisfied users. Every farmer desires to feed for profit—so when buying feeds you should patronize a firm whose experience enables them to properly recommend feeds that contain the proper elements for economical and profitable feeding. The management of the Farmers Elevator has had many years experience and as they are considered authorities upon the subject of feeds and stand ready to cooperate with the farmer,

it is your advantage to call upon them when in Pendleton and let them assist you with your feed problems. There is a great economy in using feeds that are scientifically balanced, as there is no waste and you should feed your poultry and stock only such feeds as are recommended by a dependable feed merchant.

Those directing the Farmers Elevator are always pleased to assist farmers and producers with sound scientific advice in all matters pertaining to feeds. Pay them a visit, and remember, you can always depend upon their recommendations, so try their "Round-up" feeds, and you'll soon note the difference.

Electric Service Co. "Kelvinator"

"For all things Electrical" it pays to patronize this reliable firm at 627 Main in Pendleton, telephone 978, as their enviable record in this community is your guarantee of satisfactory service.

You should visit their store as they offer "Kelvinator" electrical refrigerators, "Philco" radios, lamps, electrical appliances and supplies, in fact many articles that you are in daily need of in the home and elsewhere.

The "Kelvinator" electrical refrigerator may be bought on convenient terms and offers, dainty cubes of pure ice in your own home, the modern way to ice and serve cooling drinks. Delicious frozen salads and desserts may be served from handy refrigerator ice trays. There is nothing to which as the "Kelvinator" runs itself and safeguards the health of your family and you are ever free from the uncertainty of ice. You can leave the house with no worry about food left in the ice box, as it will keep fresh and tasty until you return.

In the field of contract and repair work, the Electric Service Co. render a most complete service. Let them estimate your next job and remember all their work is performed by craftsmen who use approved materials complying with the latest codes, which assures you of a fire-proof job.

"For all things Electrical" patronize the Electric Service Co. as you will receive dependable work or merchandise "Priced Reasonably." As the hot weather is approaching you should ask them to demonstrate the merits of the "Kelvinator" electrical refrigerator as it will protect your food.

Wm. Roesch Brewing Co. "Beverages"

This reliable firm at 404 E. Court in Pendleton, telephone 528, has become quite a factor in the business and social as well as the home life of this community by reason of the refreshing beverages they bottle and their excellent delivery service.

They have a very modern plant fitted with all the latest equipment for the production of beverages that are bottled under the most sanitary conditions, and supply us with Old Master Brew German Lager, Elk Horn Ginger Ale, Lime Rickey and carbonated beverages.

They use the very best of materials and all their drinks are both wholesome and deliciously refreshing and it is to your advantage to ask for "Roesch" products if you want the best in bottled drinks.

We are pleased to point with pride to this up-to-date firm and recommend the class of bottled goods they are furnishing the dealers, cafes, fountains, drug stores and others in our section.

Order a case of bottled drinks from your dealer as it is very convenient to have a supply of refreshing "Roesch" beverages in the home.

Walters' Flouring Mill "White Satin Flour"

"For Complete Baking Satisfaction" ask your dealer for "White Satin" flour, which is milled for "Home People" from "Home Grown" wheat by this "Home Firm" with their modern plant at 1204 Raley in Pendleton, telephone 50.

Every woman owes it to herself and her family that the best flour obtainable be used in the baking of bread, biscuits, rolls, cakes or pastry and she can do this by using "White Satin" flour, as the rich, meaty flavor of the choicest wheat that is grown, is evident in everything that "White Satin" flour

makes. "White Satin" flour is also recognized by the trade as the best obtainable. It has a large sale in this community and the discriminating housewife always asks for "White Satin" flour at her dealer, as it gives complete satisfaction.

Remember every time you purchase "White Satin" flour you are assured of a superior product and you are also helping to better conditions in this section. Give "White Satin" flour a trial as you will appreciate its superior qualities and unexpected baking results.

Sunlite Bakery, Inc. "Butter-Nut Bread"

"If you want the best" ask your dealer for "Butter-Nut" bread. "Society" cakes and other well known products which are supplied by this reliable bakery at 320 E. Court in Pendleton, telephone 122.

The Sunlite Bakery plant is modern in every respect and everything is kept clean and sanitary, consequently it is safe to assume that what they offer their customers is the best money can buy.

This is the kind of place that is operated by this popular establishment and the kind that they have been operating since they first opened their doors to the public.

They are experts in the production of bread, cakes and other bakery products that are baked daily and that are distinctive both in flavor and taste.

The standard of this institution is the best grade flours, pure shortening, sugar, salt, milk and other ingredients mixed and baked under clean sanitary conditions by skilled workmen who use Oregon products.

The Sunlite Bakery, Inc., is to be commended upon the high quality of their products, so for "Better Bread—Better Baked" ask for "Butter-Nut" bread, "Society" cakes and other well known products of this popular bakery.

Buy from Umatilla County Dealers---Ask for "Home" Products!

Henry Ford
Dearborn, Mich.

May 22, 1933

I suppose that I may claim to be the first Ford Dealer. I not only made cars, but sold them and frequently delivered them myself.

The "drive away" is not new; often I have driven cars from Detroit to towns in Ohio or Indiana or Michigan to make delivery.

There were no good roads in those days, and the people where I drove had never seen a motor car before.

My first really enthusiastic customers were Country Doctors. They were the first to realize the value of dependable transportation to a widely scattered practice.

Even today I occasionally hear from some of those first Ford users.

We had to teach local mechanics how to care for the cars. That is how Ford Service began, which is now found everywhere in the world.

We believed from the beginning that a sale does not complete our transaction with our customer — it creates upon us an obligation to see that our customer's car gives him service. Ford Dealers know their duty to the public in this respect.

I can say of Ford Dealers generally that they have been and are men of character and standing in their communities. Most of them have been with us many years, which indicates that we agree on basic business principles. The Company provides that the methods used to sell the Ford car are consistent with the self-respect of the Dealers who handle it.

The present Ford V-8 is the peak of our 30 years experience.

We have never made a better car. Its eight-cylinder engine is powerful and smooth running. The car is admittedly very good looking and has comfortable riding qualities. It is economical in operation because of advanced engine design and low car weight. It is the fastest, roomiest and most powerful car we have ever built.

Henry Ford

NEW TYPE 4-H CLUBS GIVE YOUTH FORESTRY TRAINING.

Oregon 4-H club boys and girls have a "head start" on Uncle Sam's reforestation army in becoming acquainted with and helping to solve the state's forestry problems.

Forestry, which began its 4-H club career in a small way some five years ago, is entering its second year as a standard club project in Oregon on a par with the various branches of agriculture and home economics. The work consists essentially of reforestation, tree identification, use of simple forestry instruments, forest trips, wild life study, wood utilization, and the planning and making up of an exhibit.

Club boys, and girls too, have taken up the new project with great enthusiasm, planting thousands of trees obtained from the state forestry nursery at Corvallis, clearing land, building trails, camp grounds and cabins, and becoming proficient in tree identification. In Tillamook county the county-court last year turned an 80-acre tract over to the 4-H foresters for a laboratory, and this year these youngsters are observing the results of their previous efforts, while preparing for another season's activities.

In Lane county the 135 clubbers who completed the forestry project last year prepared two public forest camp sites in the national forests as a part of their work. In many other sections of the state, too, forestry is one of the most popular projects.

"Bringing the practical lessons of forestry to the 4-H club boys and girls is one of the most helpful movements along forestry lines in recent years," says George W. Peavy, dean of the school of forestry at Oregon State college.

Dean Peavy, and other prominent forestry men in Oregon and the Northwest, are giving the boys and girls and the state club department valuable assistance with the new project.

Ladak and Grim Prove Best.

LAKEVIEW — That certified Grimm and Ladak are unquestionably the best varieties of alfalfa to sow in Lake county is evident. Fields sown to these varieties showed practically no ill effects from last winter's severe cold spells, while the common variety was killed out 46 to 95 per cent, according to Victor W. Johnson, county agent.

GRIMM ALFALFA RECOVERS BEST FROM HARD WINTER.

The unmistakable superior winter-hardiness of the Grimm variety of alfalfa over almost all other varieties in all parts of the state has been amply proved by the way it came through the severe test of last winter's "unusual" weather, believes G. R. Hyslop, farm crops chief at the Oregon Experiment station.

In all sections of Oregon there were heavy losses of alfalfa last year, a survey by E. R. Jackman, extension agronomist, shows. Most of this loss came from the unadapted or non-hardy types of alfalfa, including much of the Common and a great many of the so-called Chilean and other varieties from southern states. In practically every case, whether on farms, experiment station field or experimental nurseries, Grimm outclassed all other alfalfa in ability to stand severe frosts, although this honor was shared with the new Ladak alfalfa on some of the dryer lands where it is particularly well adapted.

In the uniform variety trial on the Hermiston experiment station, a report from Supt. H. K. Dean shows that 77 per cent of the Grimm plants are alive and vigorous, as compared to South Dakota No. 12, 70 per cent; Turkestan, 68; Ontario or Canadian Variegated, 57; Common local, 42; Kansas Common, 36; Utah Common, 22; Argentine, 4; and South Africa, 0.

A strain of so-called Chilean alfalfa grown in the Surprise Valley of California, which had gained quite a reputation in southeastern Oregon, went out completely last winter, Jackman's survey showed, while the southwestern Common in southwestern Oregon was hard hit. In central Oregon and Umatilla and

Morrow counties the losses among the so-called common strains were serious. In each case Grimm came through fairly well.

On the Corvallis experiment station endurance honors were shared by Grimm and Canadian Variegated, while Cossack and Montana Common did fairly well, and Ladak, not especially suited to Willamette Valley conditions, nevertheless showed fair stands.

Recommendation of complete standardization on Grimm alfalfa for all soils not infested with wilt is justified by the results by these experiences, Hyslop feels. When Grimm is not available, Canadian Variegated, Cossack or an established strain of Montana Common are the next choice for western Oregon. In eastern and southern Oregon the newer Ladak has made good records for winter-hardiness and drought and wilt resistance.

COMMUNITY CANNERIES ESTABLISHED IN STATE.

Community canneries, which proved such a boon to a number of Oregon counties last year, are being organized in greater numbers for the coming season. The horticultural products department at Oregon State college has received many requests for assistance in designing and installing such canneries and has given actual aid or been in communication recently with those in charge of projects at Astoria, The Dalles, Baker and West Fir.

Last year more than 583,000 cans of fruit, vegetables or meat were canned in community plants operated in six counties, according to a compilation made by E. H. Wiegand, head of the horticultural products work at Corvallis.

TO THE PEOPLE OF THE UMATILLA IRRIGATION PROJECTS WE HEARTILY ENDORSE THE

Pendleton Battery

MADE IN PENDLETON

Fully Guaranteed by Umatilla County Taxpayers.

See **JIM PEARSON**
LOCAL DEALER
Hermiston, Ore.

Buy This Battery and Keep Your Money at Home.