

PROPER FINANCIAL SUPPORT URGED FOR LOCAL CANNERIES, SO THEY CAN HANDLE CROPS: KEEP MONEY AT HOME

By W. M. Holmes

A matter of the greatest importance, and yet a matter which we continually ignore, demands attention at this time. Spend the money where it originates, is sound policy. The world is now living out of a can. Believe it or not, a visit to your nearest grocery store will be convincing. Peas and beans from Iowa; "pinkies" from Indiana; pineapples from Honolulu; tomatoes and pork and beans from everywhere. The nationally advertised stuff in the forefront, and local products you have to hunt for.

But that isn't the point. The processing and tins represent 50 per cent of the wholesale value. Before the consumer gets a go at it, the freight and two middle men's profits have to be added to the cost. It would look like no profit would be needed by the local cannery for production, but the cannery man faces problems undreamed of by the lady. The huge investment necessary to make a cannery function is only the beginning. The business is always facing a labor shortage, a short season, and shortage of the raw material. Usually the trade places its orders early in the season, and the cannery man must know that he can depend on the raw material before he can accept the orders.

Here in the Rogue River valley we have available the products which will enable the right man to have the longest possible operating season, ranging from Kentucky Wonder beans and dark red Detroit peaches through seasonal cherries, pears, apricots, peaches, tomatoes—and they rank as the best produced on the coast—and with a windup winter project of canned Yellow Newtown apples, the one apple which will stand up in the can without getting mushy. The recent development of the "little-lander" sub-divisions in the valley not only make it possible to bring about the production of the necessary raw materials, but also helps vastly in the solution of the labor problem. Of course it will be necessary to have schools of instruction in irrigation and other lines of production, to have long-term contracts with producers and to have general supervision of production to guarantee quality, and to properly finance the whole proposition.

It is certainly galling to a man who has the interest of this valley at heart to listen to the statements of men who return from casual visits to Willamette valley cannery towns and report, as happened only last year, that the visitor had seen 3000 Marion county women busy peeling Medford pears, when it means so much to our own citizens to have the help of this processing in procuring food and clothing, securing shoes and saving the books for the children and otherwise lessening the grief of living through the

CHRYSLER EASE OF HANDLING PLEASES WOMEN

The ever increasing popularity of Chrysler cars with women is due directly to the foresight of the Chrysler Corporation's engineers, who have pioneered so many of the most important innovations in modern automobile design and construction, according to Mr. Henry, local dealer.

"In creating the Chrysler '45', '35' and Imperial, Chrysler engineers made exhaustive studies of the long expressed desires of women; for cars of dashing line and luxurious appointments entirely free from those mechanical annoyances which had long been the bane of drivers of the fair sex. Their findings resulted in many features being incorporated in Chrysler cars which make them so appealing to women.

"Attention to detail in body design, color combinations, upholstery and interior appointments has given the Chrysler cars a style and dash of their own that has completely won the women motorists.

"New engineering achievements have gained for the Chrysler cars an ever growing army of women owners and drivers, exultant at finally being able to drive themselves, in complete comfort with a new peace of mind because of these features, which permit of effortless control at all speeds and under any traffic condition.

"Women were quick to learn that the flexibility of the Chrysler high compression motor, the easily controlled steering gear and four wheel hydraulic internal expanding brakes that always operate positively with the slightest pressure.

"Women find that Chrysler cars, because of this combination of style and comfort, with perfection in mechanical detail and operation reflect feminine preferences and motoring needs in every respect."

LONG RAIL HOURS BLAMED FOR IDLENESS OF 50,000

CLEVELAND, Ohio (AP)—Overworked railroad employees are keeping 50,000 men out of work according to David B. Robertson, president of the Railway Executives association.

The association is seeking readjustment of railroad schedules to find employment for jobless railroad workers in the United States.

DE SOTO SIX RECORD PROVES CAR OF MERIT

If every person in the United States were to take his summer vacation at the same time, and decide to go on an automobile tour simultaneously, sufficient accommodation for all would be found in the passenger cars operating throughout the nation.

Few countries, however, are in a position even remotely approaching the situation in the matter of personal transportation, America being well in the lead of all others so far as the number of persons per motor vehicle is concerned, according to L. G. Peed, general sales manager for the De Soto Motor corporation division of Chrysler Motors. China, for instance, has but one motor vehicle for each 17,000, the United States one for every 4.9 people in the country.

In spite of this unusually high per capita ownership of motor cars, the remarkable achievement of the De Soto Six proves there is ample room for a new car that definitely exceeds others in its price class. Since the De Soto Six was

introduced to the public, it has gained a following and reputation unequalled by any first year car in the history of the automotive industry.

"A year ago there was not a De Soto Six on the road. Today there are sufficient De Sotos in operation to remove the entire population of Detroit—a million and a half people—to New York in fewer than three trips and in less than a week.

"Owners and company officials alike are enthusiastic over the performance of the De Soto Six and the way it is maintaining the reputation of Chrysler-built products. Plant records show that many of these cars have run up a mileage of more than 40,000 and still are operating smoothly and in perfect condition—a mileage at which many low priced sixes have outlived their usefulness. The reason for this remarkable performance is that the De Soto Six has been built to Chrysler Motors specifications, engine, chassis and body manufactured to close limits of precision with a high standard of material seldom used in any except costlier cars.

"The wearing qualities of the De Soto Six have long since passed the experimental stage. Thousands of experienced motorists have testified to its endurance and low cost of maintenance in letters to officials of the company."

NEW PALMOLIVE BUILDING HOUSES MINIATURE CITY

A self-contained city in itself, an architectural achievement of outstanding beauty, with a tenant roster numbering almost every sort of business and professional service, has been erected on Chicago's Michigan avenue—the dividing line between the purely residential and commercial Chicago, almost at the entrance to Lincoln park. It includes every possible service for tenants, such as bank, restaurant, barber shop, book shop, oculist, valets, telegraph service, brokerage offices, art studios, etc.

The massive new silhouette of limestone which graces Chicago's skyline is the new Palmolive building. It is the first building erected in Chicago to employ boldly the setback principle of architecture, great artificial terraces of stone, such as occupied the fancy of architectural prophets a generation ago. There are six setbacks—giving varying floor areas from 16,000 to 3000 feet each, on each of its thirty-seven floors, that rise to a height of 468 feet above the pavement—the height of the building proper—in a short time its pinnacle will really be 600 feet above the street—far in a way the

highest point in all Chicago. For adding character, and at night, a spectacular quality will be the Lindbergh beacon, which will be mounted atop a shining bronze column of modern design, 135 feet above the roof itself. This light, engineers estimate, will be visible a distance of three hundred miles. The building is located a mile north of the smoke and noise of the congested "Loop"; stands on one of the most important corners of Chicago's Michigan avenue—the dividing line between the purely residential and commercial Chicago, almost at the entrance to Lincoln park. It includes every possible service for tenants, such as bank, restaurant, barber shop, book shop, oculist, valets, telegraph service, brokerage offices, art studios, etc.

The executive offices of the Colgate-Palmolive-Peet company are housed in the building whose name is that of one of its products.

Three floors of the building

house the offices of the Celotex company and its affiliated organizations. Noteworthy also among the tenants is Lord & Thomas and Logan, famed advertising agency, occupying another three floors. The Chicago offices of many nationally known magazines, newspaper representatives, publishing houses, advertising agencies and general business firms have taken space.

The thirty-seven floors of the Palmolive building embrace a rentable area of 296 thousand square feet. Serving these floors is a double battery of twelve micro-drive, push-button control type elevators, traveling at a rate of 700 ft. a minute. In other words, the topmost tenant can reach his office in a matter of seconds from his entrance from the street.

At night, this great pile of limestone-gloves like a fairy tower, rather a series of towers, one set upon the other, under the plan-

when the lake sends a haze over the city, the lower half of the building can be seen clearly under the powerful flood lights, while the uppermost towers fade away in a hazy halo.

Thus, this self-contained city of the Palmolive building is one of the most interesting of Chicago's many architectural structures and ranks as one of the greatest business structures in the world—a famous among office buildings as the product whose name it bears.

LONDON (AP)—Additional agitation for opening responsible posts in Great Britain's civil service to women has been launched by the British Commonwealth league. Mrs. Gordon Wilson, one of the officials of the league, denounced the situation as a "war" whose object is the disfranchisement of women for all places higher than inspectorships or clerkships.

Medford is the county seat and metropolis of the Rogue River valley and gateway to Crater Lake.



Keeping up with the Joneses

A larger income may make it possible for the Joneses to have a much finer home than the Browns—but the Browns can own just as fine a car. For it does not require a big income to own a De Soto Six. And with a De Soto Six the Browns have the pride and satisfaction of driving a Chrysler-built automobile—with the ability to out-perform most other cars on the road.

De Soto Six is obviously smart and stylish; up-to-the-minute in mode. And it has not taken the motoring public long to find that De Soto Six is also exceptionally comfortable and easy riding, powerful, speedy and safe. Record-breaking sales figures for a first-year car are proof enough of its established and growing popularity.

Combine these qualities with low price, low maintenance cost and assured long life. The reason is plain why those who insist on smartness and performance, but must consider economy, are finding De Soto Six the most satisfactory car.

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Sedan Coach	845
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Sedan	885
Coupe de Lujo	885
Sedan de Lujo	955

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Electric water heaters are so easy to own too—just have it installed in your present water tank. There is no need of special wiring—no pipes to take up room.

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Why not see your electric dealer today and have the electric water heater installed for the summer weather, as well as the winter.

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