

Gates and Lydiard Anniversary Sale Continues All Next Week

Schillings Products Are Woven Into West History

One brisk summer morning, some-time in the 90's, the startled eyes of San Francisco were caught and held by a series of billboards that had suddenly appeared out of nowhere. They were scattered from one end of the city to the other. Each one bore this puzzling legend:

"Would you plant your potatoes green? Then why should your tea be painted green?"

In these modern days we are accustomed to being shouted at by lurid advertising, but 35 years ago that poster was a sensation. The campaign continued. It soon revealed the surprising information that all green tea was artificially colored with harmful pigments. The statement was made by two daring young merchants who, among other things, had tea to sell.

Thus it was that August Schilling and George Volkman shocked San Francisco women into demanding pure tea. The same message was carried to other towns. Grandmothers of the west still remember that quaint campaign with a smile—but as a result the harmful coloring of tea soon ceased as a world-wide practice.

That facetious "green potato" advertisement was one of the first battle cries in the cause of pure food. It came at a time when adulteration was the rule rather than the exception. Yet it was only the natural sequel to another incident, not in the least dramatic, which occurred a few years prior—an event that is

Schilling tradition. One morning in their office on lower Market Street, August Schilling handed to his partner a scrap of paper on which this sentence was scribbled:

"Schilling quality shall be that which 9 women out of 10 would want if they knew all of the facts."

Read again that simple statement of fair dealing. It became the cornerstone of a great institution. And remember this—it was not shouted in the market place in a spirit of self-virtue. It was a simple statement made to themselves by two very earnest young men.

The "painted tea" episode was only one of a series. Those that preceded it, and others to follow through the years, were less dramatic but equally as far reaching. For example, at a time when chloery was a common coffee adulterant, no chloery found its way into Schilling coffee. A few years later, John Wamaker, a retailer, and the House of Schilling, a manufacturer, were the first to offer a "Money-back" guarantee on the goods they sold. Few can realize what a profound influence that has had on modern business. With only a slight change, the original Schilling guarantee appears today on every Schilling package:

"Your grocer returns your money at our expense on any Schilling Product for any reason whatsoever. Your statement is enough. Don't return the goods."

Of them all, it still remains the most complete guarantee, the simplest statement of good faith—and means just what it says.

FOLGER'S COFFEE POPULAR IN WEST

Years ago when San Francisco traditions were in the making, the Folger Coffee Company started importing their coffee from the high mountains of Central America. These were served in the old Bohemian restaurants of metropolitan San Francisco. Their popularity was phenomenal. Travelers from all over the world tasted them and were captivated. Many of them wrote back for shipments. Connoisseurs among the European nobility, it is said, even purchased private plantations in Central America to secure these rare coffees—first for their own tables and later to exploit commercially.

Today Folger's coffee is still the choice of discriminating people throughout the West. It comes in two grinds—the regular grind for making old-fashioned or percolator coffee, the new Drip grind for use in drip or filter pots.

Macaroni Firm Was Established In 1901

Since the start in 1901 in a small plant located on Front street in Portland with a daily capacity of 2000 pounds, it has steadily progressed, keeping pace with the demand of the city and filling the growth for better quality in macaroni.

The Oregon Macaroni Manufacturing company was a pioneer on the west coast in the use of Durham Semolina in the manufacturing of high grade products.

In 1930 the company spent \$10,000 installing new machinery and elec-

trifying the plant, each machine being a separate electrically run unit. All flour and semolina is automatically sifted and weighed, the right portion of water by weight added in the mixer. From there it is transferred to the kneader, then to the machines from which are pressed the various shapes known to the trade.

This plant has been pronounced by experts to be the most efficient and best equipped plant of its size in the west, with a daily capacity of 18,000 pounds.

The Oregon Macaroni Manufacturing company cordially invites the inspection of its plant at any time.

At Our Fountain

All This Week

Chocolate Ice Cream Soda

5c

Economy Groceteria

ORONITE, WAXGLO BEING FEATURED

Handy household polishes and oils, which are among the half-thousand or more products of the Standard Oil Company of California, are being especially featured by Gates and Lydiard's Economy Groceterias during the 12th anniversary celebration tomorrow and next week. These well known Standard products, which have become household names with southern Oregon people, are Oronite, furniture polish, Waxglo liquid and paste waxes, and Oronite handy oil and they will be prominently displayed in both Gates and Lydiard stores during the anniversary jubilee.

Two outstanding features recommend Oronite furniture polish to housewives, according to W. A. Gates. This excellent polish is easily applied and produces a rich and lasting, hard, dry lustre on highly finished surfaces including oak and mahogany—the most difficult to polish. Oronite handy oil has a thousand uses around the average household and is an excellent lubricant for sewing machines, washing machines, electric fans and similar household mechanical devices.

One of the most popular of the scores of specialties manufactured by the Standard Oil Company is Waxglo which is available in both liquid and paste form. The excellence of Waxglo is assured through careful selection of basic ingredients and skill, possible through years of experience, in its manufacture. Mr. Gates states the exclusive process of manufacture produces the hardest, longest-wearing and most lustrous waxes that modern achievement can secure.

Standard Oil Company household specialties have long been featured by the Economy Groceterias.

WATER FOR PEACE IS PROMISED IN DESERT

HIN, Oasis of Gofra, Tripoli—(AP)—Water as the reward of peace has been promised to the warlike tribes of this desert region.

"I have made you the greatest possible gift," said Marshal Pietro Badoglio, Italy's governor of Libya, in a speech here. "I have established peace in all Tripoli. Now I will have a great well dug to give you plenty of water."

A long ruinous rebellion was put down by Italian arms last year.

Pays His Taxes Early.

COLORADO, Texas.—(P) Tom Goss of Colorado prides himself on prompt payment of taxes. This fall he again obtained receipt No. 1 for state, county and city taxes, the number he has held for several years.

At Our Fountain

All This Week

Chocolate Ice Cream Soda

5c

Economy Groceteria

EXTRA HOUSEHOLD NEWS EXTRA

THRIFTY HOUSEWIVES PICK WINNERS AT OUR 12th ANNIVERSARY SALE

DUST SKIDS OFF ORONITE FURNITURE POLISH

Pint Bottle 29c

Good news! Just rub a few drops of Oronite Furniture Polish ever so lightly over tables, chairs, sideboard or piano—and then rub your eyes!

Scratches disappear—each piece shines like a new dollar and stays that way for months.

Even the most "difficult" woods—like oak and mahogany—are easy to keep spruced up and shining with Oronite Furniture Polish. It goes on so easily—no hard rubbing—removes smudges, helps cover scratches, and polishes in a jiffy. To "period" suites or occasional pieces it gives a rich hard lustre that lasts. And there's no only residue to take finger prints or collect dust.

ORONITE HANDY OIL Handy in 100 Ways Can 15c

It's real economy to have a NUMBER of cans of Oronite Handy Oil—one for the house, the barn, the garage—anywhere the positive protection of a light oil is needed.

Oronite Handy Oil won't gum or turn rancid in cold weather. Use it to kill squeaks in hinges and locks, to prevent rust in sewing machines, guns, and vacuum cleaners. Keep a can in the car for emergency use.

Flick out the new extension spout—a specially patented feature that you'll only find on the Oronite Handy Oil can. Poke it into "hard-to-get-at" places for a thorough job of lubrication.

Then slip! push the extension oiler back into the can. No wonder people everywhere insist on Oronite Handy Oil—and say "It's Handy in a Hundred Ways!"

Scratches disappear—each piece shines like a new dollar and stays that way for months.

Waxglo Marks Big Improvement in Floor Waxes

Stands Up Under Any "Traffic"



Pound Can 39c

Whichever you choose you'll be right! Waxglo Paste Wax polishes hard as nails, light as a feather, lustrous as sunshine. Waxglo Liquid Wax goes on like magic—stands up under any kind of "traffic".

Housewives everywhere are buying Waxglo as a one-way ticket to easier housekeeping. They are waving goodbye to shabby floors and back-breaking work—

Get acquainted with the Waxglo line, paste and liquid both. Introduce Waxglo to your floors and let the "shine" speak for itself!

Here are three important facts to remember—

Waxglo makes floors shine
Waxglo is EASY to apply!
Waxglo is less slippery!

And Keeping Up Your Floors Is Almost as Simple as Dusting.

You only need to Waxglo your floors a few times a year. Then an occasional polishing, almost as easy as dusting, keeps them softly glowing—beautiful. If wear ever begins to show by doors, around the fireplace or anywhere, just a touch of Waxglo will make the worn spots fade away and keep new scratches from appearing. Remember, waxed surfaces are the only ones you can renew a spot at a time, without refinishing your entire floor. And Waxglo is the finest wax!



Quart Can 59c

For those who like parties—gleaming Waxglo floors are a constant invitation for dancing. And you needn't worry how they'll look afterward. For a Waxglo surface is so hard your pumps don't scratch it. Cigarette ashes, like dust, aren't ground into it. Even a spilled glass or a muddy shoe doesn't hurt or stain it. A few minutes with the polisher the next day—and your floors are good as new.

See Our Waxglo & Oronite Display

Economy Groceteria

THE HOME OF BREAD LIKE MOTHER MADE

CROWN FLOUR

An unbleached high patent flour—retaining the nut-like flavor of the finer milling wheats.

49 lb. SACK

Anniversary Price \$1.25

CROWN CAKE FLOUR

The kind you saw demonstrated at the cooking school. **29c**

No. 5 sack

6th at Grape **Gates & Lydiard** 6th at Central

SAVING WITHOUT SELF-DENIAL

Delivery of \$1.00 Orders—Phone East Side 752—West Side 428

Economy Groceteria

THE HOME OF BREAD LIKE MOTHER MADE

Anniversary Sale

. . . of the . . .

Famous Nalley Foods

There is but little difference between "just a meal" and an elaborate dinner.—That difference is the taste appeal of Nalley's Salad Dressing or Mayonnaise.—Prove this at these

- LOW ANNIVERSARY PRICES**
- Nalley's Mayonnaise—
Pint jar 22c—Qt. jar 39c
 - Nalley's Sandwich Spread—
8 oz. jar 12c—Pt. jar 22c
 - Nalley's Salad Time Dressing—
Pint jar 15c—Qt. jar 25c
 - Nalley's Breakfast Syrup—
Pint jug 16c—Qt. jug 28c

6th at Grape **Gates & Lydiard** 6th at Central

SAVING WITHOUT SELF-DENIAL

Delivery of \$1.00 Orders—Phone East Side 752—West Side 428