

### BUSINESS UPSHOOT CONTINUED DURING WEEK IS REVEALED

#### Prosperity Trend Demonstrated Fact — Buying Wave Builds Confidence — Unemployment Is Falling

NEW YORK, July 7.—(AP)—The past week was marked by further sharp gains in many lines of industry and trade, said the Dun & Bradstreet Review today.

"It is no longer an opinion," asserted the agency, "that business is on the upgrade; it is a fact. The complete reversal of trade trends during the first six months of the current year, with the precipitous and unprecedented climb of productive and distributive totals, has left even leaders of industry mystified.

Orders Flood In. "In addition orders are being received from unexpected sources, and many for amounts unequalled in years, while unemployment is being reduced each week and is accompanied by the encouraging announcements of more firms granting pay increases.

"The buying wave has now reached such proportions that it has swept aside all the suspicion and lack of confidence so prevalent three months ago, and the weekly increase in the backlog of unfilled orders is considered unquestioned proof of the permanency of the general improvement.

Some Speculation. "While speculative buying is not absent in current operations, wholesalers as well as retailers are placing their orders with conservatism and are reluctant to stake too much on future developments. Early returns on June retail sales show volume well in excess of last year's figures with the exception of some of the large cities in the east, where the margin of decline from the 1932 comparative record will be slightly wider than it was in May."

### INFLUENZA SERUM BELIEVED NEARER

LONDON, July 7.—(AP)—The prospect of producing serum to make humans immune to influenza has been brought nearer by the discovery that ferrets can be infected with the influenza virus.

The announcement of the finding was made in part by newspapers recently, and today received confirmation by the Lancet, Journal of British medical men, which names as discoverers three doctors, Wilson Smith, C. H. Andrews, and P. F. Laidlaw.

The inability heretofore of finding an animal susceptible to "flu" infection hindered experiments, but the ferret, a small, weasel-like animal came to the rescue.

Tests confirmed the belief that influenza is partly due to a germ that can pass through filters, from which scientists hope to prepare an effective serum. The experiments are continuing.

### Holcomb Springs

HOLCOMB SPRINGS, July 7.—(Sp.)—Mr. and Mrs. Charles Beebe and family of Klamath Falls spent the holiday with Mr. and Mrs. Canton of the Sama Valley store.

### POST TOASTIES PROGRESS TOLD

In a personal message to Independent retail grocers C. M. Chester, president of General Foods corporation, says:

"The past few years have been uphill going for all of us—even in the food business which supplies the ne-



C. M. Chester.

cessities of life. But this period of adversity has provided its own opportunities.

"Among the many General Foods products which have met the challenge of present day conditions, one in particular comes to mind, Post Toasties. The selling, merchandising and advertising of Post Toasties recently has taken on a unique character in keeping with changing conditions. One of its aims was to make the youngsters in thousands of homes boosters for Post Toasties.

"The first step in this direction was the creation of Post's Junior Detective Corps, with headquarters under Inspector Post at Battle Creek, Mich. An impressive advertising campaign was launched on the adventures of Inspector Post and his junior detective aids in the fall of 1932.

"And now another large group of children will want Post Toasties, and for a different reason—the new play-package featuring the bright colored performing clowns, circus, and soldier sets, which, when the package is empty, can be cut out according to simple directions and turned into sturdy playthings, toys which stand up by themselves. These are for the children who are just a little younger than the Junior Detective Corps members.

"Three cut-out subjects have appeared so far and more are being planned. Every package of Post Toasties now is an eye-catching exhibit for mothers and children.

### BANK CALL ISSUED BY COMPTROLLER

WASHINGTON, July 7.—(AP)—The first call for conditions of national banks since the troubles of last February and March was issued today by the comptroller of the currency, asking for the reports at the close of business June 30.

The last call for condition of the banks was for the quarter ending December 31, 1932, but since that time many banks have ceased to operate and some still are under the control of conservators.

SALEM, July 7.—(AP)—State Banking Superintendent A. A. Schranum today issued a call for the condition of all state banks at the close of business Friday, June 30.

CALIFORNIA ON THE ROGUE, July 7.—(Sp.)—C. S. Rubber, western state manager for the U. S. Rubber company, who is spending the summer here with his family, is in San Francisco on business.

George D. Dean, reporter on the Sacramento Bee, accompanied by his wife, is vacationing at California on the Rogue.

### INDUSTRY WARNED TO BOOST WAGES AS PRICES GO UP

WASHINGTON, July 7.—(AP)—Hugh S. Johnson, national recovery administrator, warned today that unless industry moved promptly to increase purchasing power through increased wages to counterbalance the increased "speculative production" a new collapse might result.

Johnson said in an interview that many industries had stepped up production largely to supply a speculative buyer's market and he added that unless the ability of the public to buy is increased correspondingly the market will not be there.

"If we can't come along here with increased purchasing power to support this higher production," Johnson said, "I shudder to think what will happen. This country can't stand a new collapse."

The administrator added, however, that he believed a number of the basic industries would be ready to present codes within a brief time designed to increase wages and spread work.

### BEARDED LADY OF SEA WEDS SAILOR

BALTIMORE, July 7.—(AP)—Mrs. Malvina Emily Perry, the bearded lady of Baltimore waterfront and former sea captain, today was the wife of an ordinary seaman who once sailed under her command.

She was married yesterday to Joseph Edward Cheelsman, who she said she promised to marry when she "taught him to steer the ship and box the compass." They met less than two weeks ago after not having seen each other for ten years.

Mrs. Cheelsman has a 14-year-old

### Speeding Autoist Hurt In Portland

PORTLAND, Ore., July 7.—(AP)—William Jack Eccles, 37, of Baker, president of the Sumpter Valley railroad, was seriously hurt here early today when his automobile struck the railing of the Lovejoy ramp on the Broadway bridge. Witnesses told police that Eccles, traveling at a speed estimated between 60 and 65 miles an hour, lost control of his new car in trying to turn from the bridge to the ramp.



### Successful Turkey Raisers Use Coconut Meal

Oregon manufactured consistently profitable obtainable at reliable dealers nutritious and digestible use 5% to 15% in the mash turkeys thrive on it.

Makes rapid gains Exceedingly palatable Aids in making firm flesh Low in cost.

For information about Coconut Meal for turkeys, write to COCONUT MEAL EDUCATIONAL COMMITTEE Box 443, Portland, Ore.

# Economy Groceteria

## THE HOME OF BREAD LIKE MOTHER MADE

## Are You Looking Ahead?

EVERYBODY knows prices are going up. Tomorrow, July 8th, at midnight the processing tax of 30c a bushel goes on flour. A bushel of wheat won't make a 49-lb. sack of flour, so it isn't very hard to see what will happen to the price.

Almost every day the newspapers herald price advances. Frankly, we don't know how long we can sell food at present prices. If your finances permit, buy non-perishable foods ahead. Your dollar now has a greater purchasing power than it will have later. So buy and save.

### BAKERY DEPT.

- BREAD
- Finest home quality—
- 1 lb. loaf . . . . . 5c
- 1 1/2 lb. loaf . . . . . 7 1/2c
- BOHEMIAN-RYE-BREAD
- The genuine. 1 lb. loaf . . . . . 8c
- REAL FRENCH BREAD
- 1 lb. loaf . . . . . 7c
- Parker House-Napkin Rolls or Buns. Doz. . . . . 12c
- Cookies—any kind or assorted— 2 doz. . . . . 19c

### Fruit and Vegetables

- Arizona Grapefruit, 2 for . . 15c
- All Bunch Vegetables, 3 for 10c
- New Cabbage . . . . . 3c
- Lemons—large Sunkist, doz. 23c
- Apricots (for canning) 20 lb. lug . . . . . 55c
- Crushed Pineapple, for Apricot canning— No. 10 can (6 1/2 lbs.) . . . . . 39c

### OTHER THRIFT ITEMS

- Cakes—Betty Crocker's real home quality, 23c and . . . . . 39c
- Wesson Oil (pint can with mixer) . . . . . 49c
- Snowdrift shortening, 6-lb. can . . . . . 79c
- Pen Jel, for making fine jellies and jams, 2 pkgs. . . . . 27c
- Pork and Beans, Van Camps, 16-oz. can . . . . . 5c
- North Star Sardines, a fine imported sardine in olive oil, 4 cans . . . . . 25c
- Cigarettes — Camels, Luckies, Old Gold and Chesterfield . . . . . 10c
- Rumford's Baking Powder, 1-lb. can . . . . . 27c
- French's Bird Seed, 2 pkgs. . . . . 25c
- Canada Dry Ginger Ale — 12-ounce bottle 2 for 29c; lge. bottle . . . . . 23c
- Wheat Hearts—Sperry's—10-lb. sack . . . . . 45c
- Rolled Oats: Sperry's quick cooker or plain . . . . . 35c
- Wheaties, the ready-to-serve whole wheat food, pkg. . . . . 10c
- Cracked Wheat, a real health cereal, 5-lb. bag . . . . . 19c
- Bagley Solid Pack Tomatoes — No. 2 1/2 can, 10c; case 24 . . . . . \$2.33
- Del Rogue fancy hand packed tomatoes, No. 2 1/2 can, 2 for . . . . . 29c
- Pineapple — Hunt's Supreme quality — sliced or crushed, No. 2 1/2 can, 2 for . . . . . 33c
- Fleet Brand Broken Sliced Pineapple, No. 2 1/2 can . . . . . 14c
- P. & G. White Laundry Soap, 10 bars . . . . . 29c
- Bob White Laundry Soap, 10 bars . . . . . 25c
- Ivory Soap, medium bar . . . . . 5c
- Oxydol — suds in a jiffy—large pkg. . . . . 19c
- Sanka Coffee—coffee with the caffeine removed—1-lb. can . . . . . 43c
- Baker's Breakfast Cocoa, 1/2 lb. 10c; pound . . . . . 19c
- Grape Nuts, pkg. . . . . 15c
- Johnson's Glo-Coat, a finish for wax floors that needs no polishing, pt. can and spec. applicator . . . . . 98c
- Johnson's Wax, 1-lb. can . . . . . 59c
- Wash Boilers — the price is bound to go up— heavy copper bottom, No. 8, \$1.98; No. 9 . . . . . \$2.39
- Garden Hose—our high city pressure requires a good hose, guaranteed and cheaper in the end—Goodrich Maxecon, 50 ft. . . . . \$4.39
- Hotpoint Electric Iron, \$2.95, \$3.95 and . . . . . \$4.95
- Electric Hot Plates, \$2.95 and . . . . . \$3.95
- Garbage Can, 15-gal. size . . . . . \$1.00
- Enameled Ware — Ivory with green trim—tea kettles, double boilers, dish pans, percolators, convex kettles, choice . . . . . 59c
- Vegetable Freshener for use in the refrigerator . . . . . 98c
- Double lipped jar rubbers, 3 doz. . . . . 10c
- Cold Pack Canners — holds 7 quart jars — Enameled, \$1.79; aluminum . . . . . \$1.98

### Monarch Seed & Feed Co.'s SHOPPING REMINDERS FOR SATURDAY

#### BINDER TWINE

We offer you a long fibre, uniformly spun, sisal twine of exceptional quality at no added cost. Our price for cash is—

**\$4.28** per bale Use our twine. Have less breakage, avoid bothersome delays

- Rolled Barley, 70 lb. sack . . . . . 90c
- Mill Run, 80 lb. sack . . . . . \$1.10
- Feed Wheat, local re-cleaned, cwt. . . . . \$1.50

CROWN 19% Protein. Contains: Milk, Greens, Nopco xx. CWT. **\$1.70**

Dairy Fly Spray, in your can, gal. 90c Economy Fly Spray, per gal. . . . \$1.65 (IF YOU WANT REAL FLY SPRAY EFFICIENCY—BUY ECONOMY)

Kitchen Queen FLOUR BUY NOW. SAVE THE TAX **\$1.19** 49 lb. sk.

### PEOPLE'S MEAT MARKET

Groceteria No. 2 6th and Grape St. Tel. 1058

- Saturday-Monday
- Pork Spareribs, 3 lbs. . . . . 23c
- Pork Steak, lb. . . . . 10c
- Shoulder cuts.
- Pure Pork Sausage, 2 lbs. . . . . 25c
- No cereal.
- Breast of Lamb, lb. . . . . 6c
- Breast of Lamb, lb. . . . . 9c
- Veal Roast, lb. . . . . 11c
- Shoulder Cuts.
- Pot Roast, lb. . . . . 9c
- Nice young beef.
- Short Ribs, lb. . . . . 8c
- Smoked Picnics, lb. . . . . 11c
- Weiners, lb. . . . . 15c
- Very best home made.
- Pure Lard, 3 lbs. . . . . 29c
- Home rendered.

**Schilling Pure Vanilla**

never loses its delicate exquisite bouquet in any baking or freezing. That's because it is Pure Vanilla.

Lovers of fine Coffee are regular users of

### Z-MOR-U

NO FANCY CAN—NO EXPENSIVE ADVERTISING

Just the finest coffee we can buy, ground the day you buy it.

**Pound 25c**  
**3 pounds 73c**

### FOUNTAIN DINNER

- Fried 1/2 Spring Chicken with regular dinner . . . . . 33c
- Roast Oregon Turkey—dressing—a good big dinner . . . . . 25c
- Chocolate Ice Cream Soda . . . . . 5c
- Milk Shakes—your choice of flavor . . . . . 8c—2 for 15c

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

SAVING WITHOUT SELF-DENIAL

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