

MANY PROBLEMS STILL FACED BY FRUIT INDUSTRY

Progress Made in Solution of Marketing Problems—Favorable Freight Rate Seen Imperative Need

Pullman, Wash., July 14.—Although the Pacific northwest fruit industry has made a degree of progress toward the solution of its marketing problems, definite steps remain to be taken to restore prosperity to those who produce, it was emphasized by B. A. Perham of Yakima, who addressed a conference group at the American Institute of Cooperation here Tuesday.

"Many of our present difficulties," Mr. Perham stated, "have been inherited; others have been thrust upon us, and still others have come out of our way to acquire. In the latter category is a good bit of false pride about our product and individual businesses; a few chiselers; trade jealousies; and marginal and sub-marginal growers."

Too Many Rules
Of the inherited problems, the speaker described that of overproduction or underconsumption as the most difficult. Of those which have been thrust upon it, the industry suffers most from a multitude of intolerable rules, regulations, laws, taxes, and exorbitant freight rates, he declared.

In the attack upon overproduction

of underconsumption, Mr. Perham noted the recent progress made in advertising and sales promotion both through state-sponsored and through industry bureau merchandising campaigns. As a further attack upon the problem he urged the removal, through government aid, of marginal and sub-marginal orchards.

"There seems to be no argument against the fundamental principle of advertising as a means of increasing the usage of fruits. They are too deeply rooted in the industry to argue against them. On the other hand, it is fallacious to believe that advertising can cure all the ills of marketing."

Lower Freight Needed
"If the fruit industry of the northwest is to survive and show a normal production increase," he further commented, "a more favorable freight rate is imperative. In the five years from 1931 to 1935 apple shipments from Washington declined by an average of 7,000 cars annually from the 1926-1930 figures. Unless there is a marked improvement in returns to growers this trend must continue."

"Another grievous problem that has been a millstone on the apple and pear growers is the sprays, residue removal requirements of the food and drug administration. Although there is not a single instance of record of anyone being injured by eating sprayed fruit, requests for the modification of tolerance regulations have been consistently rejected. The strenuous wash necessary to remove the residue has cost the industry a tremendous sum and has detracted from the attractiveness of the fruit."

As a means of solving the marketing problems, Mr. Perham recommended the conduct of the industry advertising program to net a cash register value to all handlers: brokers, jobbers, and retailers. He further urged that the industry seek:

1. National legislation to control interstate shipments of offgrade fruit by rail or truck.
2. Rehabilitation of the marginal fruit grower into some other lines of endeavor.
3. Freight rate adjustments equitable to growers and carriers.
4. The perfecting of a national coordinating section advertising and dealing with industry problems of national scope.

WINDOW GLASS — We sell window glass and will replace your broken windows reasonably. Frowntidge Cabinet Works

PLANT LICE

When your plants have just been watered or are still wet with dew, sprinkle them with BUHACH sure death to insect pests. So save your cherished plants this easy way—cannot injure the most delicate foliage or blossoms. In Handy Sifter Cans 25c up at Drug, Grocery, Seed Stores and Pet Shops.

BUHACH
PRONOUNCED BU'HACK

Price Slashed! on this big 1938 DeLuxe REFRIGERATOR



Reduced \$15! 6.85 cu. ft. NOW Sensationally Priced! 154.95

*Monthly Payments, Carrying Charge

Not a 1937 or a special production model, but a genuine 1938 DeLuxe

Sensationally priced! Compare with \$200 models. It's extra large... almost 7 cu. ft. Shelf area, 14.86 sq. ft. Freezer makes 80 ice cubes, 8 lbs. per freezing! 6 qt. Vegetable Bin! Light! See it! Save!

Reduced \$15. All Porcelain DeLuxe 164.95
Reduced \$15. 7 Cu. Ft. Supreme 174.95

Reduced \$5! All White DELUXE WASHER 56.95

Compares favorably with \$69.50 models! Big porcelain finished tub holds 7 lbs. dry clothes!

ONLY \$4 DOWN, Monthly Payments, Carrying Charge
ALSO REDUCED. Gas Engine Model . \$7.95
With Pump . . 61.95 With Generator 97.95

Montgomery Ward
117 So. Central. Telephone 386

WEALTHY HUGHES METICULOUS FLIER; KEEPS FULL LOGS

World Girdler, Speed King Shows Father's Interest in Things Scientific—Shy, He Does As Pleases

By DEVON FRANCIS
AP Aviation Editor

NEW YORK—If thin, wiry Howard Hughes, the millionaire now turned world flier, gives a tinker's dam about what other people think of him, he has never shown it during his 34 years.

Hughes announced he was going to fly the Atlantic. Why, was his business. A few years ago he was making hit movies. He abandoned Hollywood. That was his business, too.

A year ago last January he streaked across the United States to set a speed record which has never been approached—7 hours, 38 minutes. Crawling from his ship, he was courteous, tolerant, uninformative.

He merely wanted to do it. If a man wanted to risk a neck valued at several millions, it was his affair.

He Took It Up
His few intimates deny he is a blue chip playboy. Whatever he is he does what pleases his fancy with a courage and energy which set him apart.

"Better let someone else take that plane up," Dick Palmer, who built his "Hughes special" racer, advised the flier in 1936.

"No," responded Hughes. "I had confidence enough in you to have you build it. I have enough confidence that it will fly."

He took it up on his first test hop, and then smashed all long-distance speed records at an average pace of 332 miles an hour.

Bit Oxygen Hose
Temperamentally nervous, Hughes is stone-like in the cockpit of a racing airplane. On his transcontinental record flight, he almost lost consciousness at an altitude of 22,000 feet when a special oxygen face mask failed to function.

He calmly bit in the oxygen tank and sucked on the gas until his head was clear.

On another occasion, when a severe downdraft dropped his plane dangerously close to some mountain tops near Los Angeles, he maneuvered toward a lake to pick up smoother air.

"Hope I didn't scare you," he remarked casually to a friend in the cabin behind him.

The Hughes fortune largely was due to his father's invention of a rotary drill bit for sinking oil wells. The elder Hughes founded the Hughes Tool Co. in Houston, of which the son is board chairman.

Born rich, Hughes followed his father's technical bent. At the age of 12 he had constructed his own radio receiving set. The Hughes home-made automobile was a common sight in Houston. At 15 he had taken his first flight. In his twenties, he established himself as one of Hollywood's foremost movie producers.

He made money. Among his pictures, "Hell's Angels," "Scarface," and "The Front Page" helped make movie history.

Keeps Full Logs
Like his father, Hughes is attracted by anything scientific. When he flies, he works every minute. His "logs" are "complete." At the close of a flight he can rattle off his average fuel consumption, cylinder head temperatures, manifold pressures, the altitudes at which he navigated, his speed and even the temperature of the air outside the plane.

For his current flight, he installed every piece of scientific apparatus in his "Lockheed 14" transport that came to mind.

Though danger means nothing to him—until recently he held the world's landplane record of 352 miles an hour over a measured course—he is loath to risk the lives of others. President Roosevelt once told Hughes he would like to make a flight with him.

"Well," replied the young millionaire, "if you do, Mr. President, it will be the most nervous flight I've ever taken."

Still a Bachelor
Shy in the extreme, Hughes has made a speech only once in his life, before the New York Advertising club. "Speed is nothing of itself," he said then. "It must be adapted to commercial use if attaining it is to be worth while."

He lives simply but indulges a voracious appetite. He cares nothing for clothes, has often been seen with unpressed trousers. He has been known to touch his lips to one cocktail an entire evening and leaves the glass brimful. He does not smoke. He plays golf in the low 70's.

From time to time movie press agents have tried to link Hughes' name with actresses, but he remains blissfully single and indifferent to such publicity.

Noted.
We will not be responsible for any debts incurred by Norman H. Terry.
BULL FROG MINE.
By W. H. Summers.

Lost Wrist Watch Soon Recovered By Classified Ad

On Monday Bernie Moore advertised the loss of his Waltham wrist watch in the Mail Tribune. The classified ad was to run for three days at a total cost of 56 cents.

Tuesday, Mrs. A. Penwell of 223 Beatty street, Mr. Moore's mother-in-law, notified the Mail Tribune that the watch had been found and returned by Billie Brown of 521 Beatty street. The boy returned the watch an hour after the Mail Tribune had been delivered along Beatty street and Mrs. Penwell expressed her gratitude for his promptness and honesty. He is to receive a reward from Mr. Moore, who is employed at Crater lake.

SCHOOL BETTERMENT THROUGH NEW IDEAS SEEN BY EDUCATORS

EUGENE, July 14.—(AP)—The public school curriculum in Oregon and elsewhere as well, can be improved by carefully choosing the best of new ideas and adapting them to the individual schools, by improving methods of teaching oral expression, improving reading techniques, adopting a corrective health education program that would include health experiences, it was declared here today by a corps of experts at the final meeting of the state conference on curriculum, held for the past three days under the auspices of the University of Oregon summer session.

"The classroom should no longer be regarded as a place for recitation, but as a laboratory of life," it was declared by C. C. Trillingham of the Los Angeles public schools. "The single textbook is fast giving way to a program that not only involves several texts, but newspapers, motion pictures and other factors."

Improvement of teachers in service, under a program of development stimulated by leadership, is regarded as one of the most important factors in education, it was stated by Dr. F. G. Macomber, professor of education at the university.

SHAKESPEARE TROUPE ADOPTS ODD MASCOT

ASHLAND, July 14.—(SpL)—Latest addition to the Oregon Shakespearean Festival company is a lizard.

Brought down from Ashland peak by Angus Moore of Shawnee, Okla., a member of the Elizabethan troupe, "Shakespeare," as the lizard has been dubbed, has displayed a keen interest in things theatrical. Having readily adapted himself to his classic surroundings in the Elizabethan theater, he has been voted official mascot of the company.

Moore said he would take "Shakespeare" home with him at the end of the festival month.

Weather

Northern California: Fair tonight and Friday except fog on the coast and local thunder storms over his mountains of north portion, little change in temperature; gentle changeable wind off the coast.

Oregon: Cloudy tonight and Friday, with local thunder storms over mountains, cooler on coast Friday, gentle northerly wind off the coast.

Mill Man Drowns

BEND, July 14.—(AP)—Robert H. Campbell, secretary-manager of the J. A. Campbell Flouring company of Portland, Tacoma and Seattle, drowned yesterday while fishing on the Metolius river. He arrived at Camp Sherman Saturday with his widow and son.

Teaches Candymaking

BERKELEY, Cal.—(UP)—With the United States consuming more than 1,800,000,000 pounds of candy annually, or about 13 1/2 pounds per capita, the University of California has deemed it expedient to add a course to its curriculum in candymaking.

Net Star Is Mother

LONDON, July 14.—(AP)—Mrs. Douglas Little, formerly Dorothy Round, Wimbledon women's singles tennis champion from 1934 to 1937, gave birth today to a son. She was married in September, 1937.

Non-Fiction Popular

TOLEDO (UP)—Ohio's oldest free public library, Toledo's, 100 years old this year, has noted a growing interest in serious reading. Last year 42.2 per cent of withdrawals were of non-fiction works.

Fend Over Road Flares

Tucson, Ariz. (UP)—Because Pima county feudists objected to opening to the public of a road from Twin Buttes, motorists are suffering from tire trouble. Feudists, whose activities brought six punctures in one day to at least one motorist, have found nails effective.

PORTLAND MOVES FOR SOLUTION OF INDUSTRIAL WOES

Business Men and Labor Leaders Confer On Problems of Unemployment, Continued Labor Strife

PORTLAND, July 14.—(AP)—A meeting here in Portland's industrial history pledged itself today to tackle the problems of unemployment and industrial peace.

Responding to the invitation of Bonn R. Mathis of the A.F.L. Building Trades council, some 50 business men and labor leaders sat down together to try and develop a method for improving their lots.

Before they adjourned, the group appointed a committee of three composed of a business man, J. M. Scudder, representing contractors; a civic official, H. L. Corbett, representing the port commission, and a labor leader, J. H. Lake, of the Electrical Workers, to form a larger committee whose task it will be to achieve industrial peace.

Mathis, outlining his motive for the meeting, said he hoped it would lead to informal public suggestions on how business and the unions could join together in trading a course back to normalcy. When the meeting neared conclusion and Mathis attempted to express thanks for the attendance, he was drowned out as business leaders and union leaders engaged in a round of handshaking and expressions of good fellowship.

The rival C.I.O. was not represented, Mathis, explaining his union (A.F.L.) stand, said it could not recognize dual organization, but that if proper committees were established his group would not prevent the summoning of the C.I.O. to the conference table.

H. B. VanDuzer, distinguished lumberman and civic figure, told the group that the lumber industry "has been going through plain hell" and that the favored anything bringing a return of the "old spirit of friendliness between workers and employers."

Use Mail Tribune Want Ads

Former Medford Girl Is Mother of Film Family

Mrs. Coy Watson of Hollywood, mother of the largest family of the moves, is a former Medford girl, who was married in Jacksonville, September 23, 1911, and the sister of Mrs. Merle E. "Mike" Gault of 1308 East Main street.

In a recent interview with Mr. and Mrs. Watson and their nine children, printed in the Sunday magazine section of the Los Angeles Times, they are called "Hollywood's first real family, and the happiest."

Mr. and Mrs. Watson and their gay tribe of nine—Coy, Jr., 25; Vivian, 23; Gloria, 21; Louise, 18; Harry, 16; Billy, 14; Delmar, 12; Garry, 9; and Bobb, 7—visited here with Mr. and Mrs. Gault two years ago.

According to the Times story, all 11 members of the family have been in pictures at one time or another, playing in more than 1,000 movies. Alice Brady's three children in the opening scenes of "In Old Chicago" were Mr. and Mrs. Watson's, and they have appeared in films with such stars as Freddie Bartholomew, Shirley Temple, Clark Gable, Fred Astaire, Bobby Brown, Spencer Tracy, Franchot Tone and many others.

In the interview, Mrs. Watson recalled her marriage to Mr. Watson. "That was the day before I was 17 years of age. We were married by a justice of the peace in Jacksonville. 'Papa' was so scared he couldn't find my ring finger."

Mr. Watson, also participating in the interview, came back with, "I was a plasterer. I had just received my journeyman's card . . . but say, 'Mom,' wasn't it your Uncle Lou Jones who built the first church in Oregon, a Methodist church there at Jacksonville, with the proceeds of a jackpot from a blackjack game?"

"The Watson family lives at 2211 Berkeley avenue, in a huge house 'not quite as large as the Roosevelt hotel.' All the children were born there. The property includes garages for the four cars necessary to transfer the children to the various studios.

SECOND SESSION TO OPEN AT SONS

SOUTHERN OREGON STATE NORMAL SCHOOL, Ashland, July 14.—(SpL)—The second summer session of 1938 will open here Monday July 18, and continue for a period of five weeks, completing a full quarter work for students who register for both sessions.

Offerings for the second session, although not as extensive as those of the first six weeks, include required courses in the teacher training curriculum for students working toward graduation, as well as upper division classes for graduate teachers.

The annual Shakespearean Festival, scheduled for August 5 to 13, is an attraction to many students, since it not only affords the opportunity to attend plays costumed and staged in the Elizabethan manner, but also invites students to participate in the actual production.

Enrollment for the second session is expected to be somewhat larger than for the corresponding period last summer, as the first session showed a small gain and the summer

Use Mail Tribune Want Ads

Seiner Safe
ASTORIA, July 14.—(AP)—The 40-foot purse seiner Mildred, reported missing yesterday, was safe today after being towed into the mouth of the Columbia river by the coast guard cutter Onondaga. The Mildred was disabled by a seine net caught in her propeller.

Measles Epidemic Private.
BURTON STATION, O.—(UP)—The Eli D. Troyer family had their own private epidemic when all 14 members had measles at the same time. The disease was fatal to one child of two.

HELP KIDNEYS PASS 3 LBS. A DAY

Doctors say your kidneys contain 15 miles of tiny tubes or filters which help to purify the blood and keep you healthy. Most people pass about 3 pints a day or about 3 pounds of waste. Frequent or scanty passages with stinging and burning shows there may be something wrong with your kidneys or bladder. An excess of acids or poisons in your blood, when due to functional kidney disorders, may be the cause of nagging backache, rheumatic pains, leg pains, loss of pep and energy, getting up at night, swelling, puffiness under the eyes, headaches and dizziness. Don't wait! Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from your blood. Get Doan's Pills.

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Effective July 17th

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NEW-LOW FARES

and gives you the smartest—smoothest ride in America!

DEPOT: Central and 8th	PHONE: 755	One way Rtd. Trip
Portland		\$5.00 89.00
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FOR A LIMITED TIME ONLY YOUR FAVORITE DEALER WILL ALLOW \$30 FOR YOUR OLD ELECTRIC RANGE IN TRADE ON ONE OF THE NEW 1938 MODEL ELECTRIC RANGES.

THIS IS YOUR OPPORTUNITY TO GET ONE OF THESE NEW ECONOMICAL 1938 MODEL ELECTRIC RANGES THAT PRESENT THE UTMOST IN CONVENIENCE, BEAUTY AND ENGINEERING ACHIEVEMENT...SPECIALLY PRICED.

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