

Poultry, Dairy Products Firm Scheduled To Start Limited Operations This Week

Northwest Poultry and Dairy Products company, 334 McAndrews rd., a new industry in the valley, is to get into operation to a limited degree this week, F. G. (Fred) McNeil, manager announced today.

The business is located in the former Half Moon Fruit & Produce Co. building which has been entirely remodeled. One of seven.

The new firm, with the latest in processing equipment for preparation and freezing of fryers, hens and turkeys, is one of seven such plants in the state. C. W. Norton, Portland, known as "Mr. Poultry of Oregon," is president.

All employees with the exception of McNeil will be local persons and all produce processed will be raised in the valley, the manager pointed out. McNeil, who has been with the company since 1939, recently moved here with his wife and two children. They live at 1880 Table Rock road. The children are Linda, 11, and Steven, 6, who expect to attend Howard school.

About six men will be employed in the plant and from six to 12 women will be employed, according to the season of the year, McNeil explained. The office staff will be made up of about two persons.

New Cross
The chickens used, known as "Golden Broad," are a new cross between different strains, including the barred rock, cornish and new hamshire blood lines. Hart's hatchery is licensed to produce the chicks and the firm and the hatchery have an organized plan for local poultry men to raise the fryers. By this plan the chicks will be raised to broiler stage in a scientific manner, in 9 to 11 weeks' period. At the time they are ready for processing they will weigh about three to 3 1/2 pounds. The breeding has been toward making heavier meat birds with larger breasts, and quicker maturity.

At least 20 to 30 poultry men will be required to produce the chickens for the present, when about 2 to 3 thousand chickens a week are to be processed. They expect to raise this number to 10,000 a week in the near future.

as more poultry men can get into production. This new industry will give valley residents an opportunity of purchasing fresh cut-up fryers and turkeys. The entire output will be put on the market in the valley for the present and until such time that production may get large enough to also supply outside outlets. The brand name is "Blue Diamond."

The company also will purchase eggs from producers and will grade and candle.

Though the name of the company includes dairy products, none will be handled here.

Have Freezer Units
The new building has about 11,000 square feet with approximately 3/4 of it devoted to poultry processing operations. Plant equipment includes cooling and freezing units.

All fresh poultry will be dated so that the public can read the dates, and will not be in a coded form, McNeil pointed out.

Handling and processing of the poultry will be done scientifically and quickly to keep down decay from bacteria, the manager said, explaining that this is an important factor in flavor, and keeping qualities.

As poultry is unloaded from the producers trucks it is hung by the feet from a conveyor belt on the ceiling and the birds travel on this conveyor through many processes. First they are killed and then scalded and dipped into a solution to kill bacteria before the feathers are taken off through a series of automatic devices.

Deep "Snow" Vats
Water is sprayed on them almost constantly through the various processes. They are eviscerated before taken off the conveyor and then they are placed in deep vats of "snow" which is made at the plant, with air jets circulating air during this cooling process for several hours.

From the vats they then are placed on carts and chilled. The birds are cut up on an assembly line basis and later placed in containers and wrapped in cellophane, giving the purchaser a full view of the fryer.

After being chilled again the chickens are ready to go out on order to the various retail outlets and will be delivered to them in crushed ice and snow.

Poultry now is in third place in food consumption, according to the operators. Because of lower costs of production and processing it is expected it will be close in this respect to dairy and beef in the near future, they added.

Try this for a club sandwich: Toast rye bread golden, crisp, brown by using the broiler of your gas range. Make several at once. Then use sliced ham, cheese and tomatoes adding horseradish for flavor.

Oregon's First Herd of Reindeer On Redmond Ranch

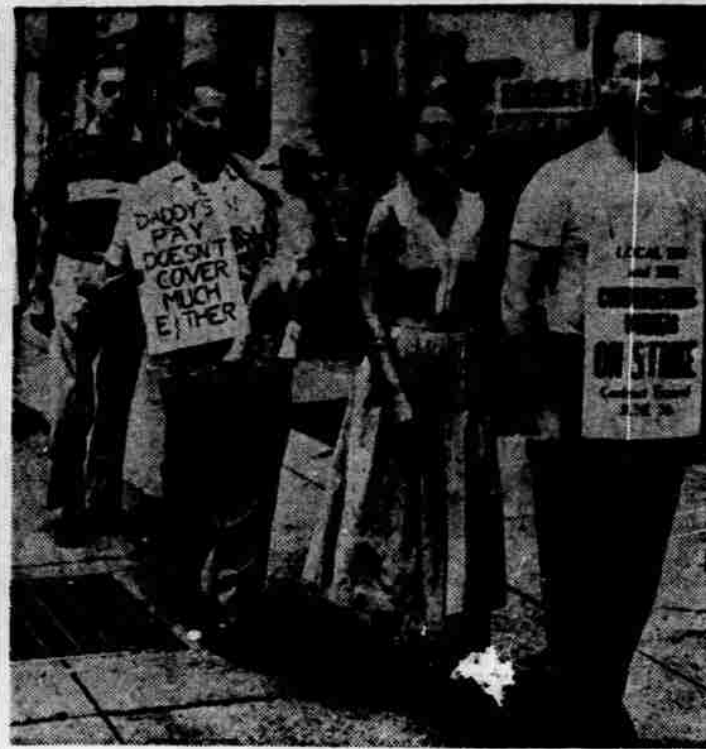
Redmond — (U.P.) — Oregon's first herd of reindeer was grazing contentedly on imported moss on the John A. Zumstein ranch near here today after an uneventful trip from Nome, Ala.

Eleven of the Arctic beasts were flown from Nome to Seattle and then trucked to Redmond where they will remain until Oregon and New York department stores start buying them up for their Christmas advertising campaigns.

Purchased in Nome
Zumstein said the deer were purchased in Nome for approximately \$200 a head after they were corralled near Golovin, 120 miles southeast of Nome. Zumstein and O. I. Poulsen Jr., both of Salem, plan to acclimate their herd in a high-fenced enclosure on the Redmond ranch before the animals are sold into the Santa Claus trade.

Aboard the plane from Alaska was about a ton of Alaskan moss — a diet staple of reindeer. But Zumstein said they would soon become accustomed to central Oregon livestock feeds. The plane trip was completed without injury or incident, he said.

At least 20 to 30 poultry men will be required to produce the chickens for the present, when about 2 to 3 thousand chickens a week are to be processed. They expect to raise this number to 10,000 a week in the near future.



PHONE STRIKE SPREADS—Pickets parade in front of telephone company office in Washington, D. C., as 7000 telephone workers, members of the Communications Workers of America joined rapidly spreading telephone strike. One picket, Joseph G. Masciarelli, carries his 15-month-old daughter, Diane Marie.

Portland Woman Hurt In Newberg Accident

Newberg — (U.P.) — Mrs. Catherine Jenkins, 73, widow of a former Portland police chief, was hospitalized here today with critical injuries suffered in a two-car accident.

Also injured were Mrs. Mae McKenzie, Mrs. Jenkins' sister; Mrs. Nell Price, and Mrs. L. Marvin Nobles, wife of the driver of the car.

The mishap occurred yesterday afternoon at Six Corners on Highway 99W. Nobles was not hurt, nor was the driver of the other car, Anthony Sulk, McMinnville.

State police said Nobles was driving toward Newberg and the other vehicle was headed toward Portland when they sideswiped.

Bliss Heinie's Juniors List Fall, Winter Plans
At last Saturday's classes of Bliss Heinie's Juniors, announcements were made for fall and winter activities. Plans for a Halloween party are now being made.

Diedra Stewart has been advanced to the rank of Colonel. Last week the Juniors were given a swimming party at Twin Plunges in Ashland. After the party Mrs. Fred Foust, Mrs. Pete Zimmerman, Mrs. R. J. Lawrence and Mrs. Bertha Larson served ice cream and cake on the picnic grounds.

Monday, August 31, 1953

MEDFORD (OREGON) MAIL TRIBUNE—FIVE

Costs, Adjusted Values Offered in Surcharge Hearing

Salem — (U.P.) — Additional testimony on present construction costs and adjusted utility values was offered today as three Oregon power companies went into their fourth day of their defense case in the Public Utilities commission hearing into the recent surcharge granted them.

Engineer Testifies

On the stand this morning was Earl L. Carter, valuation engineer from Indianapolis who testified that his studies of the Pacific Power and Light Co. system show the property would cost \$180,200,480 to construct at 1952 average prices. The cost after depreciation, to reflect actual service age was given at \$118,553,286.

Carter expressed the opinion that the \$118,000,000 figure was less than the actual fair value of the property at the end of 1952.

Walter W. Evans Jr., attorney for State Rep. and Mrs. Monroe Sweetland of Milwaukie, plaintiffs in the citation, cross-examined Carter on details of his valuation methods. In an exchange with the other counsel Evans indicated he believed original cost of property rather than reproduction cost should be the standard for measuring rates.

Granted Last Summer

State Public Utilities commissioner Charles Heltzel granted Pacific Power and Light, Portland General Electric and Mountain States Power a temporary surcharge of 20 per cent to compensate in part for the added cost of generating power by steam during the long dry spell last summer and fall. The surcharge was ordered discontinued some months ago.

Chicken livers are delicious when diced, then dipped in salt, flour and sugar — yes sugar! Then fry in a deep-fat kettle that has been going strong on the top burner of your gas range, says the Gas Appliance Manufacturers Association.

Syracuse Journalism Home Will Be Unique Building

Syracuse, N. Y. — (U.P.) — The Syracuse University School of Journalism, being ousted from its present home, eventually will have a new one unlike that of any journalism school in the country, according to Dean Wesley C. Clark.

The school, whose well-known Yates Castle is being taken over by the State University Medical college, will be housed temporarily in an old physical education building. But, by 1959, it should have a new building in which seniors and graduate students will not only study journalism but also "eat and sleep" it.

Most distinctive feature of the proposed \$750,000 building will be living and dining quarters for the seniors and graduate students.

Last Semester Important

"I want them to study journalism, live journalism, eat journalism," Clark says. He explains that journalism must have a liberal education and he would not want them "with us" continually for four years.

"But, I do want them particularly for the last semester when their skills must be honed fine." The building will have 15 double rooms and two faculty or guest apartments.

It also will contain a journalism museum. "There is now no place where memorabilia of New York journalism are collected, though this state has made newspaper history since the time of John Peter Zenger," Clark said.

Another distinctive feature

4-H Club News

Canyon Frisky Freezers

The Freezers met August 26 at the home of Suzanne Rogers. The group had flag and roll calls. The Freezers will meet Sept. 2 on Huckleberry mountain, where they plan to spend the day.

Jill Hedgpeth Reporter.
Dead line for Sunday Classified is at noon Saturdays.

Tele-fun

by Warren Goodrich



"Better give my brother plenty of time to answer. He'll be brushing his teeth about now!" ... You'll complete more calls if you give the other person time to answer—at least a minute... Pacific Telephone.



MRS. B. COLLINS EDGAR, Lookout Mt., Tenn. "I've preferred Camels since 1918—when I was a Red Cross nurse in France."



F. A. NORMAN, Bethel, Conn. "Talk about test! For 37 years I've been proving Camels are the finest smoke there is!"



MRS. RHEA SCOTT, Waukegan, Ill. "No other cigarette has ever been able to win me away from Camels—in 30 years!"



FRANK G. CLARKE, Danbury, Conn. "For 40 years I've smoked Camels, two packs a day, with nothing but pleasure as the result!"



LEWIS A. WETHERBY, Abilene, Mass. "Camels give me more pleasure than any other brand, and have for 33 years past!"



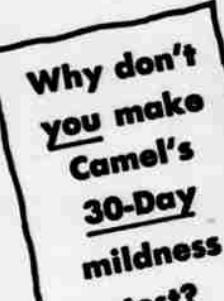
FRED FORDHAM, New York City. "In 35 years I've found you can't get Camel mildness and richness in any other brand."



HARRY M. COOK, Dallas, Tex. "My Camel days go back to 1917 and for me no other brand comes up to Camels."



A. CAMPBELL, Norfolk Va. "No other cigarette suits me like Camels! And I've been smoking them steadily since 1914!"



MRS. CARRIE LEOPOLD, Neponset, N. Y. "I first found out in 1923 how rich and mild Camels are. They're still my cigarette."

Why don't you make Camel's 30-Day mildness test?

These smokers gave CAMELS 30-YEAR Mildness Tests

B. J. Reynolds Tobacco Co., Winston-Salem, N. C.



CHAUNCEY E. DECKER, Naugatuck, Conn. "For 37 years I've been a Camel smoker because to me Camels taste best!"



G. B. CARPENTER, Cobogue, N. Y. "31 years I've smoked Camels and I still enjoy them just as much as ever."



DOUGLAS GREGORY, New York City. "It's been 30 years since I started liking Camels best. And I still like them best!"



A. H. STOW, Woodside, N. Y. "In 33 years I've found no other brand has that mild, rich Camel smoothness!"



LARRY CLARK, Ft. Wayne, Ind. "For over 30 years Camels have been my brand; so good and mild I'd never change!"

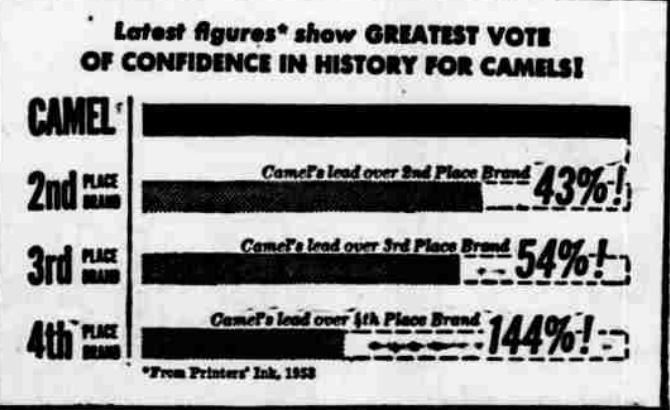


The more people test Camels, the more people choose Camels—for good!

• Think of the continuous testing these veteran smokers have given Camels—for genuine mildness and taste-pleasing flavor! What it means to you is just this: you can count on Camels' costly tobaccos for more pleasure...tastier richness, cool mildness... pack after pack, year after year! More smokers—of all ages, in all walks of life, women as well as men—get more enjoyment from Camels than any other brand. This is what Camels offer you, too!

Camels agree with more people than any other cigarette!

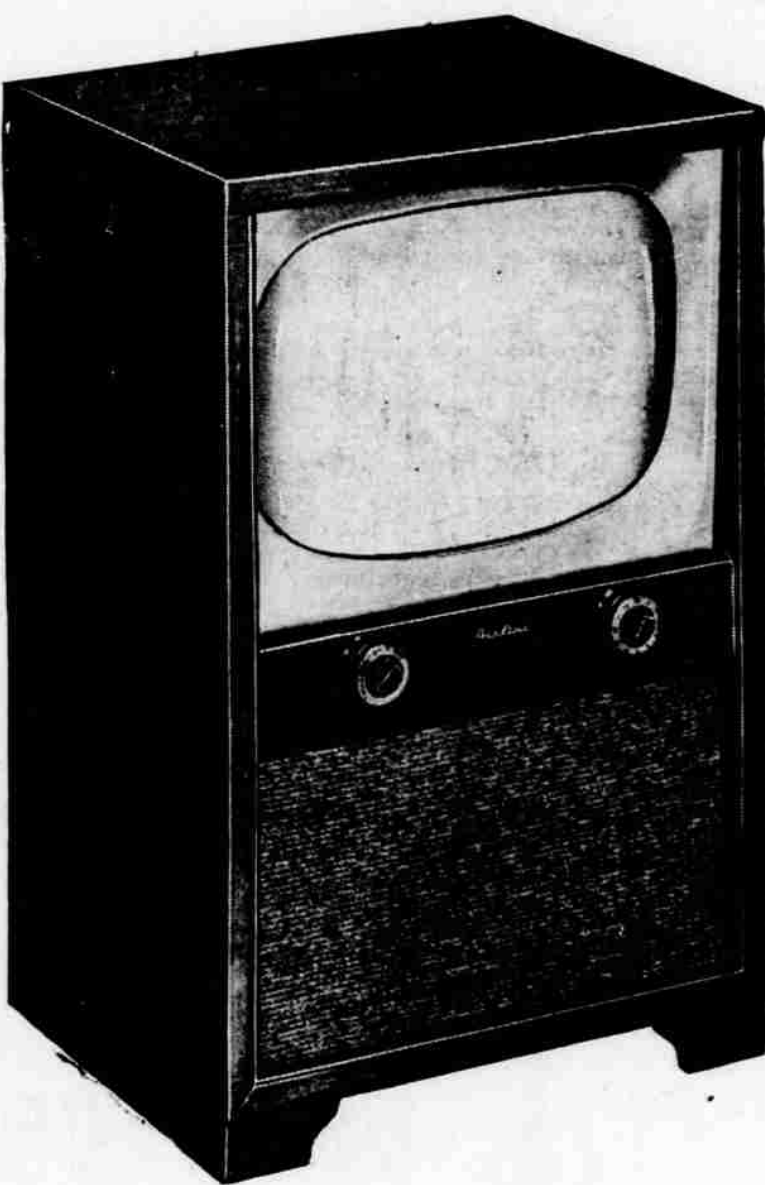
SMOKE ONLY CAMELS FOR 30 DAYS and learn why Camels are America's most popular brand!



Montgomery Ward

117 S. Central

Phone 2-6241



Sale—Wards 17-in. TV

Federal tax included **219.88** Year warranty included

NOW at \$16 savings — this new version of the most popular TV Wards ever sold. Check these outstanding features: 17-inch black rectangular picture tube, no-glare safety glass, simplified tuning — all act to provide the sharpest, steadiest pictures

and the clearest sound. Handsome Mahogany Veneer Cabinet complements your finest furnishings. Easily converted to UHF reception, too. See it today—ask about Terms.

ASK ABOUT WARDS CONVENIENT MONTHLY PAYMENT PLAN