

# A Dream Come True

IT HAS BEEN SAID THAT ART IS THE EXPRESSION OF MAN'S JOY IN HIS WORK

When we entered the drug business twelve years ago, we determined to keep abreast of all advances in pharmacy so that we could render a truly scientific service to the people of this community.

We have found real pleasure in our work—and the substantial trade which we now have is sufficient evidence that our efforts have been rewarded.

"OUR DREAM HAS COME TRUE"

You are invited to join our family of loyal, satisfied customers.

QUALITY GOODS—SUPERIOR SERVICE—RIGHT PRICES

## Underwood's Pharmacy

KLAMATH FALLS OREGON

WHERE PARTICULAR PEOPLE BUY THEIR DRUGS

PURITY ACCURACY

### DEVELOP RESOURCES, STATE CHAMBER'S AIM

Expansion Movement Now In Progress Will Allow Broader Activities.

What does Oregon need? What—if it were possible to name the chief factor—does it most need in order to develop with a maximum of success?

The question is impossible to answer. There is no "chief factor." The solution lies not in one particular need, but many.

Oregon today, facing an era of development unparalleled in its history, must fill these needs if it expects to go ahead.

Of the many factors that must be employed if the state is to progress immigration and colonization stand pre-eminent in order to solve the vital problem of land settlement.

Irrigation, reclamation of land and drainage must be developed as another method of bringing about the solution of this problem. Farm labor must be brought in. Homeseekers who in turn become food producers, must be encouraged and made to see the possibilities that await them in the great northwest.

Good roads must be built. As the vast tracts of wilderness with their billions of feet of timber are converted into lumber, highways must be provided over which commerce can be carried and the scenic beauties of the State viewed by the tourist.

Among other needs are industrial expansion, railroad extension and water power development.

Advertising and publicity must be carried on if Oregon is to be made known as a country for the homeseeker where Opportunity beckons. Its scenic beauties must be advertised to attract the stream of golden dollars from tourists and pleasure seekers. Other states, most of them with fewer advantages to attract, are realizing millions each year from tourists—because they realize the value of advertising and making public what advantages they possess.

Oregon must develop its water transportation, its mineral lakes, its ports and reach out for foreign trade and it must develop the state to produce the exports which are to go down to the sea in ships. It must expand its educational facilities as an additional advantage to hold out to the homeseeker with children to educate.

The Oregon State Chamber of Commerce is the most logical agency to carry on this development work simply because a state organization of this nature can work for the mutual good of all communities in the state without favoring any particular one.

### OREGON PLAYGROUND FOR TOURISTS AIM OF STATE CHAMBER

Switzerland used to be the poorest country, per capita, in the world. Now it is the richest. Tourist travel did it.

Main and Colorado each receive \$50,000,000 per year from their tourists; Florida gets \$250,000,000; California, half a billion a year. Oregon gets \$5,000,000.

A three year's advertising campaign by the Oregon State Chamber of Commerce may be expected to bring in at least one-half of what Main and Colorado get, or \$25,000,000, which should increase on a rising scale.

### STATE CHAMBER SEEKS TO DOUBLE POPULATION ON FARMS IN 3 YEARS

Oregon has water resources to irrigate 4,000,000 acres of land now unproductive, and which would support in comfort, 200,000 new population, or about 40,000 new families.

If in its three year's campaign to put families on Oregon's vacant land, the Oregon State Chamber of Commerce can bring 1,000 families to utilize this land and water, it will mean expenditures alone for such commodities as clothing, food, furniture, etc., of \$1,000,000, calculating the expenditures for an entire family at only \$1000 per year, to say nothing of the wealth produced by these new settlers.

Land settlement is one of the chief aims of the Oregon State Chamber of Commerce expansion program in its movement to aid in the development of the State.

Oregon has 16,000,000 acres of tillable land now uncultivated. Oregon produced 20,400,000 bushels of wheat in 1919.

If Oregon's 16,000,000 acres of tillable but uncultivated land were planted in wheat and the yield were the Oregon average for ten years—21.9 bushels per acre—new production would be 350,400,000 bushels which, at the price today of \$3 per bushel, would mean a cash value of \$1,051,200,000.

The Oregon State Chamber of Commerce expects to double the number of farmers in three years. If this means double the wheat crop, it will mean an additional yield of 20,400,000 bushels of wheat, which at the prevailing price would mean a cash value in new money of \$61,200,000.



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A program for Oregon: Agricultural development—Industrial Expansion—Tourist Travel. Help put it across for Oregon through the Oregon State Chamber of Commerce. Subscribe. This week.

Oregon needs industries. Help get them through the Oregon State Chamber of Commerce. Subscribe. This week.

Oregon needs 3,000,000 men on its farms. Help get them. Subscribe to the Oregon State Chamber of Commerce. This week.

Oregon gets \$5,000,000 a year from tourists; California 100 times as much. Advertising did it. Help Advertise Oregon through the Oregon State Chamber of Commerce. Subscribe this week.

It is hardly to be imagined that diamonds have anything to do with the building of battleships. Yet this is so, for diamond dust is used for cutting and turning the tremendously hard steel which is used in the manufacture of modern armaments.



### THE PAYROLL DOLLAR

By developing Oregon's immense resources we are attracting outside manufacturers into the State.

By making our products superlatively good we are creating a demand for Oregon goods in the marts of the world.

Thus are we adding to the payroll dollars of Oregon and making Oregon the ideal place to live.

Associated Industries of Oregon.

OREGON QUALITY

### Western Floral Shop



FOR YOUR LOVED ONES

Living and departed, flowers are the logical, natural tribute of esteem and affection. Being Nature's loveliest gift to man (except woman), you cannot show your feelings in a tenderer way than by means of floral gifts. Choose from our large and beautiful array. Set pieces made to order.

# Palace Market

For Service and Quality

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## Special Saturday Only

Veal Stew	-	-	15c
Pot Roast Veal	-	22c to	25c
Choice Veal Roast	-	25c to	27c
Veal Cutlets	-	-	25c
Veal Chops and Steaks	-	-	30c

SELECT CUTS CAN BE HAD FROM CHOICE STEER BEEF—ANY CUT ALL MEATS HANDLED UNDER GLASS AND WITH EXTREME CARE

# Palace Market

524 Main Street