

BUY OREGON QUALITY GOODS

Patronize Home Industries of Your State and Help Make Oregon Grow

SUPPORT of Home Industries is One Form of Patriotism.

WOMEN Are Purchasing Agents in Most homes. Their cooperation is necessary

PAY-ROLL Money Stays at home helps make Oregon prosperous



Preferred Stock GROCERIES

FRUITS VEGETABLES TEAS, SPICES, EXTRACTS, ETC.


ALLEN & LEWIS BEST BRAND

Pearl Shortening

A Product of HOME INDUSTRY.

A Shortening of REAL MERIT. Made by one of the Largest Home Industries. For RESULTS it will compare favorably with any High-Price shortening on the market. It is ECONOMICAL and gives Excellent results in any kind of Cooking.

Union Meat Co.
NORTH PORTLAND, ORE.



Purola Toilet Preparations and Medicinal Remedies are Guaranteed to Please.

Every druggist in Salem sells them

SURGICAL DRESSING.
Short Course.

(Reproduced by United Press from Official Red Cross Surgical Dressing War Manual.)

GAUZE LAPAROTOMY PAD
—Cut gauze 24 in. on selvage by 36 in. Place selvage to right and left. Fold cut edges to center, making 36 in. by 12 in. Fold left selvage 12 in. to right. Fold right selvage 12 in. to left, making 12 in. by 12 in. Sew around edge (making seam 1/8 in.) and quilt from corner to corner along both diagonals. Cut 1/2 in. tape 18 in. and double; hold selvage side to right and sew both ends of tape one inch diagonally, on upper right corner.

TO WRAP—Five in package. Cover envelope fashion with unbleached muslin or clean, old, undamaged cotton or linen, 18 in. by 18 in., and tie with string or selvage. Stamp on face of package: **AMERICAN RED CROSS—CHAPTER, FIVE GAUZE LAPAROTOMY PADS, *12 IN. BY 12 IN.**

County Agent Discusses "The Lime Question"

In view of the fact that the press is keeping before the people of the state the purpose and value of lime and that various lime companies have already or will in the near future send salesmen into Marion county for the purpose of selling their products. The county agent has collected such data as is applicable to Marion county and is available in so short a time.

We find that ninety per cent of the farmers in the county are interested in the use of lime, forty per cent are interested to the extent of using it if it can be obtained at a suitable price. Many are already buying lime at prices ranging from \$4.75 to \$15 per ton. This in view of the fact that in Marion county, we do not know how much lime is needed per acre, we do not know what soils will respond sufficiently to the use of lime to make it worth while and what is more important we do not know how much we can afford to pay and still obtain a profit on our investment.

The following quotations from outside sources will serve to show the standing of this question in the state. S. B. Hall, county agent for Multnomah county, states, "Our extensive trials of last year which have extended over this year have given results to justify the present price only in one community. In some sections of the county practically no results were obtained while in other soils very slight results were secured." Professor H. D. Scudder, chief of the division of the soils in farm management, states, "Of course as soon as the state operated plant is producing the goods, which we hope will be early in the spring, the ground limestone should be obtained at a considerably cheaper rate we hope, hence the use of agricultural lime at this time should be more in the way of trials to prepare for the day when cheaper lime will be available. Certainly it would be worth while it seems to me for you to plan a number of demonstrations on half acre or acre strips on representative farms in your county for the coming year." Professor A. B. Cordely, dean and director of the experiment station, states, that while he hopes the state lime board will be able to get its plant in operation shortly after the first of the year, he is inclined to believe that it will not be able to supply all the demand for some time.

Those communities interested in the use of lime would do well to get together and with the county agent, plan out a definite systematic program in connection with the use of lime.

—F. R. BROWN,
County Agricultural Agent.

Sworn Statements

OF ALL LIFE INSURANCE COMPANIES ON FILE WITH INSURANCE DEPT. AT SALEM SHOW

Oregon Life
Leads in Oregon in

1. Insurance written in 1916.
2. Gain in Insurance in force 1916.
3. Gain in Premiums collected 1906 to 1916.
4. Gain in Insurance in force 1906, to 1916.

Before you sign an application for Life Insurance investigate our new Low Premium Policies.

Oregon Life Oregon's Successful Life INSURANCE COMPANY
Oregon Money Invested in Oregon.

HOME OFFICE Corbett Building, FIFTH and MURRISON, PORTLAND, ORE.
A. L. MILLS, President. C. S. SAMUEL, General Manager. E. N. STRONG, Assistant Manager.
SALEM SIM PHELIPS, District Representative

Let TRU-BLU



Be Your Baker

Tru-Blu Biscuit Company, Portland, Oregon

REDUCE YOUR COST OF LIVING

DIAMOND



The Healthful BAKING POWDER

A FULL POUND FOR 25¢

You may pay more but you can not buy a better or more efficient Baking Powder at any price.

Ask Your Grocer for

DIAMOND "W" PURE FOOD PRODUCTS

Wadhams & Company
Manufacturers and Wholesale Grocers.

It Pays to Buy the Best Ask for OLYMPIC FLOUR



Makes Whitest, Sweetest, Healthiest Bread

Makes Health Happiness and Success

Made from carefully selected Northwestern Wheat, thoroughly cleaned and scoured by the most modern methods known. All the nutritious qualities of the Wheat are retained and it reaches you clean, pure and wholesome.

The Portland Flouring Mills Co.

Promote Life and Vigor GOLDEN ROD



ROLLED OATS
WHEAT FLAKES
PANCAKE FLOUR
WHEAT NUTS
RALSTON BRAN

On "Wheat-less" days use Golden Rod Oats, Corn Meal, Rye Flour and Buck Wheat Flour.

CROWN FLOUR THE PURE FOOD FLOUR

CROWN FLOUR is made from the choicest of wheat in the best mill on the coast. Therefore, bleaching or artificial coloring is not necessary.

If you are using another brand of flour it is probably bleached as nearly all western mills employ artificial methods in coloring their flour.

Use Crown Flour and eliminate any possibility of getting flour that has been artificially colored.

Ask your Grocer for CROWN FLOUR.

How Douglas County Prune Growers Prosper

(Roseburg Review)

According to Mr. Jackson, his company handled 3,800,000 pounds of prunes last year, but this season will pack only 2,850,000 pounds. "At the present time his company has stored in the packing house in North Roseburg 2,500,000 pounds of the fruit, some of which is already packed ready for shipment, while a great deal is being prepared as rapidly as the 86 employees engaged there can handle the business. This company also conducts a packing plant at Myrtle Creek, and has there at the present something like 800,000 pounds of prunes either packed or being prepared for packing. This is about 200,000 pounds short of the business handled at the latter plant last season. The company has paid, this season, all the way from seven and a quarter cents to nine and three-fourth cents per pound, net to the growers. They employ 50 women and 35 men in these plants, and these workers are receiving salaries ranging from \$1.50 to \$2.50 per day for the women pickers, while \$2.50 a day is the least sum paid any of the men employed in this line of industry. This pay roll for this work totals \$800 per week. The Drager company expects to ship about 65 car loads of prunes to eastern and foreign markets, and this amount is thought to be probably 50 per cent of the total output of the orchards this season. Shipments will be made at once, among other destinations to Chicago, Boston, New York, Milwaukee, Albany, N. Y., and London, England. The largest individual check for 1917 prunes had a value of \$21,000 and was issued Friday to the fortunate prune man. Several growers have received checks ranging in the neighborhood of \$12,000 each for their crop, while still others have drawn down \$10,000 for their year's work in the prune industry. In fact, prunes are about the only fruit crop that is as "good as the wheat", and which the packer stands ready to pay spot cash for just as soon as delivered at the warehouse. More than this, where buyers contract for prunes, they are always ready to advance money on the crop if it is needed. No other fruit grown in this section enjoys this distinction. There is no waiting for the commission merchant in the eastern cities to turn the consignment, and no uncertainty. Prunes are cash, always, and this feature of the business is a great incentive for orchardists to pin their faith to the product.

Of the total 85 cars which the Drager people will probably ship from Douglas county, 16 have already gone forward to destinations.

Mr. Robert Gile, of the H. S. Gile Co., who pack the Beaver brand of prunes, and which has found great favor with consumers both east and abroad states that his company will handle 2,000,000 pounds of Douglas county prunes this season. These people have an auxiliary plant at Biddle, which is center of another extensive orchard district, drawing from the Cow creek valley, tributary to the South Umpqua, including Canyonville, Days Creek and sections farther up the valley. The Gile Co., also purchased a few car loads of French prunes at Medford this fall, and this lot was sold to the Denny Fruit Co. The French prunes, however, is not usually a success in this locality, and only a few are raised in the county to the south, although it is staple in California, where it takes percentage over the Italian and petite. The Gile people employ 35 people at the plant in Roseburg, their pay roll in this city totaling \$500 weekly at present. They have so far shipped about six cars to eastern markets, but Mr. Gile expects that his company will ship altogether this season about 55 cars.

OREGON MANUFACTURERS TO ADVERTISE.
(Roseburg Review)

When about 100 Oregon manufacturers assembled at a dinner in Portland Monday night it was very plainly shown that the way to sell Oregon-made goods is to advertise. This was done by Frank

"Ape" Broke His Arm Sues for Damages

Los Angeles, Nov. 8.—Some of the camouflage of the movies was revealed in court here today when Clarence Wurtz brought suit against the Universal Film company for \$600 damages.

Wurtz was an "ape", he alleged, and with Marie Walecamp, leading woman, in his arms, was making away into the forest with the captured beauty. Suddenly the footloose ape slipped from a limb and down came "apey", beauty and all. Wurtz broke his arm. Miss Walecamp suffered a fractured wrist. For being such a clumsy "ape" he was discharged. Now he seeks damages, suing other humans who turn to the courts for redress.

CELEBRATE IN MEXICO

El Paso, Texas, Nov. 8.—Fetes in celebration of the overthrow of the Kerensky government in Russia and the avowed intention of the Bolsheviks to attempt peace negotiations, were arranged in Juarez, Chihuahua City and Torreon by Germans today when the Russian developments were learned. Carranza soldiers were invited guests.

When my partner and myself started in business at Rainier we stocked up with Made-in-Oregon goods. Among them were some ranges. But I couldn't sell those stoves. Customers would come in and ask if I had such and such a range. 'No,' I would say, 'but we have an Oregon-made range that is superior'—and it was too.

"I want the other range" would answer the buyer. "I've been reading about it now for some time."

"Now, gentlemen, we found that we were up against something very real. So we bought out our competitor and since then have been giving the public what it wants, which are the advertised goods. The trouble is that the people don't know your goods. You must advertise. When I started in business 70 per cent of our stock was of Oregon manufacture. Now we carry scarcely 30 per cent. My experience has been the experience of every other small town dealer. We want to sell your goods. We like them, but we can't until you get behind us with advertising. The public, remember, doesn't buy for sentimental reasons. It buys what it considers the best, and in these days the way to show them is to advertise."

That Sherwood's statement fell on fertile ground was indicated by the applause he received, coupled with the general trend of remarks made by various speakers of the evening. The general opinion expressed was that Oregon manufacturers stand a good chance of capturing their home markets and that the present is the opportune time to strike out and win.

That this idea is becoming more and more generally accepted is shown by the fact that several prominent manufacturers of Oregon a few weeks ago began advertising their wares in The Review and a number of other live papers throughout the state. It has been learned that people demand the goods they read about and become familiar with. Hence advertising regularly becomes all the more effective and profitable to the manufacturer and dealer. It is also noticeable that they use papers giving 100 per cent publicity to get the best results.