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Cal-Juices, Inc. Celebrates End of Opening Year

Headquarters Established in Downtown Location to Serve Orangeade

Cal-Juices, Inc., one of the outstanding industries in Anaheim, will celebrate the conclusion of its first year of operation next Saturday. Activity of the event will be centered at 129 W. Center street where free, ice-cold Real Gold orangade will be served to the public throughout the day.

Persons who wish to inspect the plant of Cal-Juices, Inc., at a later date will be given cards of admission upon request at the headquarters, it was said.

Products on Display

All products of Cal-Juices, Inc., which is a grower-owned, grower-operdted cooperative for the purpose of canning orange and lemon juices, concentrates and other products, will be on display at the headquarters. Full information regarding the activities of the organization, including uses to which all portions of oranges and lemons are put in making the various products, will also be available.

Orangeade Popular

The orangeade to be served free during the day is the Real Gold brand which had gained such wide favor throughout the nation and in European countries. It is produced primarily as a summer drink and the concentrate from which it is made is obtainable at most leading grocery stores.

E. L. Hackley of Anaheim and H. K. Wilson of Fullerton, both members of the board of directors of Cal-Juices, Inc., will be in charge of the downtown headquarters. Hackley was the first president of the company and Wilson is now serving as vice-president.

Anaheim markets are cooperating with Cal-Juices, Inc., by featuring the company's products this week end.

Methodist Pastor to Bring Message

Rev. R. Kells Swenerton, pastor of the White Temple Methodist church, will deliver the sermon at the third of the series of union church services at city park Sunday evening. The meeting opens at 845 o'clock with 15 minutes of music by the Four Square Gospel church orchestra.

Special music by the White Temple choir will include a cornet duet, "The Lost Chord," by John Alden and Woodrow Smith; a soprano solo, "Prayer Perfect," by Katherine Collins, with cornet obligato by Woodrow Smith; and an anthem, "Sun of My Soul," with trio by Mrs. Glenn Hipes, Mrs. H. J. Fackiner and Charles Bush.

The public is invited to the service, which closes by 7:o'clock.

Rotarians Install President Weisel

Formal installation of P. J. Weisel as president of the Anaheim Rotary club featured that organization's meeting Monday noon at the Elks clubhouse. The installation was conducted by Supervisor Harry D. Riley, a charter member and first president, who also presented the past presidents pin to Louis Danz.

A review of Danz' term in office was given by S. C. Hartranft.

Dr. H. A. Johnston told of meeting President Cardenas of Mexico at a mass meeting held recently in Tiujuana and outlined the expressed desires of the Mexican president.

Ronald Brandon was program chairman of the day.

Speeder Sentenced by Anaheim Judge

One man went to jail for 12½ days and two others paid fines of $5 on various charges of traffic violations in Anaheim during the past week.

Unable to pay a fine of $25 for speeding, Lupe Sandoval of Corona was sentenced by City Judge Frank Tausch to 12½ days in jail. Fines were paid by Jesus Avitia, El Modena, for driving without an operator's license and by Joseph Rink of San Pedro for speeding.

Tourist Trade Important to California's Business

Southern California's economic position as compared with the rest of the nation and methods used by the All-Year Club of Southern California to draw tourists to the southland were graphically told to members of the Anaheim Chamber of Commerce yesterday noon by Jack Little, public relations director of the club.

Using figures pertaining to Los Angeles on the grounds that they are representative of the 10 southern counties, Little showed that while Los Angeles' population in 1930 was fifth largest in the nation it ranked nigher in economic respects. Los Angeles was second only to San Francisco in tax delinquencies last year; third in the effective buying power; second in new residential building, and first in automobile registrations.

The speaker also presented figures comparing the entire state of California with the nation in similar manner. Sixth in population in 1930, California is first in retail sales for the same year; third in effective buying income per family; and, in 1936, third in individual income tax returns.

These figures, Little contends, prove that both California and the southern half of the state are sound basically. Further, he said, that soundness will continue because there are sources of new income for California which are now available to other states.

The four principal sources of new income to California, the speaker said, are petroleum, tourists, motion pictures and citrus, respectively. Only the tourist business apparently can be stimulated at the present time, Little said.

Stimulates Business

The All-Year Club of Southern California systematically attempts to stimulate the tourist business. It carries on wide-spread advertising in newspapers and magazines as well as conducting extensive personal correspondence.

Responses obtained through the coupon in the advertisements are answered with a booklet which gives information on the length of time to reach southern California, things to do and see while here, and approximately cost of the vacation. If the inquirer indicates interest in any particular county, a booklet about that county is also sent, Little said. A second booklet includes a plan for touring the southland.

Upon arrival, the tourist is given another booklet designed to increase the length of time he stays in the state, Little said.

One Out of Ten Return

An average of one tourist out of 10 who visit southern California return to establish permanent residence, the speaker said, adding that most residents of the southland are not natives of California.

President Louis H. Hoskins who conducted the meeting for the first time introduced Paul Bakenus, Dr. William H. Stehly and R. W. Marvin as new members of the chamber. He also outlined the background of obtaining the Philadelphia Athletics to train in Anaheim next spring and asked for the support of the entire community in making their stay here successful and pleasant.

Business Men to Welcome Players

Letters to be Sent to All Members of Athletics by John Morgan

A personal letter of welcome to each member of the Philadelphia American League baseball club, which will train at La Palma park next spring, will be sent by the Anaheim Merchant association, it was decided this morning at a meeting of the association's board of directors.

Secretary Morgan said he would use the new pamphlet letterhead which contains several pictures and considerable information about Anaheim.

Command Action

The directors also went on record as commending the city council and the Anaheim Chamber of Commerce for their success in obtaining Philadelphia to train here.

A committee, comprised of O. E. Hanson and J Ben Kaulbars, was named by President J. W. Price to work with Morgan in selecting a suitable stamp-sticker to be placed on correspondence advertising the annual Hallowe'en celebration. Several bids were submitted today, together with designs, and the committee will study the matter further and report back to the board.

Committee Named

Dr. Niels Boege, chairman of the band committee for the Hallowe'en festival, announced the selection of Oscar Brower as his fellow-worker.

Louis H. Hoskins, Christmas decorations committee chairman, received verification of his appointment of A. W. Sowder, Victor G. Loly, Everett M. Cone, August Schumacher, Wayne Griggs and L. C. Herron to serve with him on the committee.

The committee chairman also discussed the possibility of using brackets on light poles this year, and was given the approval of the directors.

Money Unavailable

No money will be available from the state for horse show awards during the Hallowe'en fete, William T. Wallop reported.

S. Yates, West Anaheim rancher, will be the speaker at next Thursday morning's general meeting of the Merchants association at the Marigold cafe. He will discuss his plan of a "cost plus" basis for selling of citrus fruits. Citrus growers are invited to attend, but no action on the suggestion will be taken at the meeting by the Merchants association.

Club Gives Awards to Tennis Titlists

Presentation of bronze trophies symbolic of class championship in tennis was made to four Anaheim union high school students Monday evening by the Anaheim 20-30 club. Receiving the awards were John Rottenbury, senior; Howard Anderson, junior; Luverne Hays, sophomore, and Bill Reinhard, freshman. A gold trophy is to be presented later to Stanley Beck, school champion.

The presentations were made for the club by Jimmie Heffron, who also was guest speaker of the evening. Heffron discussed sports and their value in general and told some of his own experiences in baseball.

15-Year-Old "Lovers" Await Court Action

Juivenile court action today awaits Donna Louise Martin, 15, and Bill Wharton, 15, both Seal Beach residents, as the result of their "love" which motivated the girl to hide in the boy's car for 11 days while a state-wide search was being carried on for her.

The young girl was found Saturday by Police Chief Lee Howard of Seal Beach after an eight-year-old neighbor boy of Wharton saw a hand stretching out of the rumble seat of the car. The child immediately notified Chief Howard of his discovery.

The Martin girl had hidden in the boy's car in hopes that her disappearance would soon be forgotten and she and the boy could elope and be married. She had eaten only an occassional sandwich or piece of bread brought to her by the boy and had remained in the automobile constantly for seven days.

City Considered in League Plans

Anaheim Among Towns being Approached as Possible Ball Club Sponsors

Anaheim is one of 13 cities in the southern part of California which are being considered as likely locations for baseball clubs in a new Class D league. The league will be indirectly sponsored by the Pacific Coast league, it present plans materialize.

Secretary John A. Morgan of the Anaheim Chamber of Commerce received a letter Tuesday from W. C. Tuttle, president of the Pacific Coast league, which outlined the plan now under consideration. Details of the proposed setup have not been worked out yet, Tuttle said.

Local ownership of the club is recommended by the Coast league, with some support to be given by the larger organization in the matter of finances and players. Games would be played at night in the main and it is suggested by Tuttle that receipts of all games be pooled and divided equally among the clubs in the league. Such a plan would eliminate the factor of population inequality, Tuttle believes.

The Pacific Coast league is interested in the formation of a Class D league as a method of training young ball players for future use in the larger conference. Some of the clubs at present have connections with smaller league teams, but the league feels that southern California is an ideal locality, both from the standpoint of population and the large number of young players available.

Class D is the kindergarten of professional baseball, it was pointed out. Clubs are limited to 15 players, including the manager and the salary limit is placed at $1200 a month, exclusive of the manager.

Youths Released Following Probe

Three Los Angeles youths who were held for investigation by Anaheim police Monday were released when no evidence could be obtained against them. The boys' ages were 16, 17 and 18 years.

Called to La Palma park shortly before 2 o'clock Monday morning when the watchman saw the boys loitering near the park, officers located them about an hour later and brought them to the station for investigation. They had several articles of clothing and other property in their automobile which created suspicion. Each of the boys admitted prior police records in Los Angeles.

Investigation proved they were not wanted by Los Angeles police and no robberies or burglaries were reported here, so police released them.

Probation Hearing is Set for Friday

Hearing on the probation application of Alexander Libertsev, alias Alexander Fox, will be held in superior court tomorrow. Libertsev pleaded guilty last Friday before Superior Judge Harry West, over to a charge of issuing a bogus check.

Police said Libertsev, a resident of Anaheim for several months, admitted passing 13 bogus checks amounting to $124 when he was arrested. He was charged with only one count, however.

Woman is Injured In Traffic Mishap

Mrs. Lillian M. Gantz, 66, of Pomona suffered slight injuries last Friday morning when the automobile she was driving and an army truck driven by Private William Dostalek, Fort McArthur, collided at the intersection of Center and Palm streets, according to police reports.

Anaheim Library Reports Disclose Gain During Year

Increased Circulation Shown in Summary of Fiscal Year's Activity

Growth of the Anaheim public library during the past fiscal year is graphically shown in the annual reports compiled by Miss J. Elizabeth Calnon, librarian, and Miss E. Kate Rea, secretary-treasurer of the library board.

Miss Calnon's report covers activities from May 1, 1937 to June 30, 1939 and shows an increase in circulation, circulation per volume and circulation per card holder. The librarian compared the fiscal year 1937-1938 with the period between May 1, 1938 and April 30, 1939 and with the period between May 1, 1938 and July 1, 1939 which covers the city's fiscal year. Two months were added to the fiscal year last year as the result of the change in date for the start of the fiscal year.

During the 12-month period of 1938-1939 circulation totalled 91,661 volumes, an increase of 11,592 volumes over the total for the previous fiscal year just closed an additional 3740 volumes were circulated.

Fiction books had the largest circulation last year with a total of 58,148, followed by non-fiction with 22,190.

The library added a total of approximately 1000 new volumes during the past year, bringing the total at the close of the fiscal year to 17,077 in the adult department and 7,599 in the juvenile department. Each of the volumes had a circulation of 6.11 times in the adult division and 8.96 in the juvenile division during the 14 months. These figures are an increase over the five and seven figures during the fiscal year 1937-1938.

Each cardholders in the adult department checked out an average of 22 books last year, as compared with 21 the previous year. Juvenile cardholders averaged 27 volumes as compared with 25 in 1937-1938.

The library closed the past fiscal year with a balance of $5,122.71, but this sum must support the library until the new tax money is available on December 1, Miss Calnon said. Expenses during the past fiscal year, of 14 months, amounted to $19,772.11, while income from taxation was 20,732.78, desk collection $1207.65 and balance at the start of the fiscal year $3,869.62.

Largest item of expense was salaries, having a total of $10,902.25 for the 14 months. Second largest expenditure was for new books, amounting to $4,018.19.

In discussing the annual report, Miss Calnon pointed out that library work is technical and requires trained librarians. Libraries attempting to operate without trained, professional persons are not able to give the service required by the public, she said.

Bureau of Vocational Rehabilitation To Be Operated Throughout Summer

Services of the bureau of vocational rehabilitation will continue through the summer, it was announced today by Joseph A. Cleyes, superintendent of school.

This service is a comparatively new opportunity for adults who have some type of physical disability. It is made possible by a cooperative plan between Anaheim, Fullerton, Santa Ana, and Huntington Beach city school systems and the state department of education.

William Dohr, district coordinator for this work, says that the bureau offers a three point program of assistance to the disabled person. First, it aids the individual in selecting a vocation; second, it arranges the training necessary to become competent in the chosen field; and third, it assists in finding employment.

All individuals over 16 years of age who have some type of physical disability are asked to register with Dohr at the bureau's district office, 1120 S. Main street, Santa Ana, or at the Anaheim high school. Further information may be obtained by phoning the high school, 2231, or the district office at Santa Ana 5286.

Dohr will maintain office hours for personal interviews between 10 and 12 o'clock on July 20 and August 3 at the Anaheim high school. He can be reached every afternoon after 3:30 at the district office in Santa Ana.

Various physical conditions which may make a person eligible include heart trouble, hearing difficulties, vision deficiencies, arrested tuberculosis, paralysis in any form, amputations of any kind, and many of the permanent diseases.

"Individuals with one of the above listed conditions have two elements to take into consideration in their own behalf," Dohr indicated today. "First, vocational opportunities are available if properly trained. Second, they should be trained in specialized lines that will not contribute to increasing their present disability."

Approximately 50 individuals with one of the several disabilities indicated above are now receiving training through the rehabilitation bureau in Orange county. Some 14 others who have completed their training are now satisfactorily employed.

"This bureau is entirely free to the disabled," Dohr stated, "and will furnish all tuition, supplies, and tools necessary for their training. Here is an excellent opportunity for those eligible to use it, and therefore all disabled individuals are asked to register."

La Palma Park Dedication Will be Held on August 5

Dedication ceremonies for the new La Palma park will be held Saturday afternoon, August 5. Plans for the program were announced yesterday by President Louis H. Hoskins of the Anaheim Chamber of Commerce.

Although the event will start at 1:30 o'clock and continue until approximately 5 o'clock, the program proper will last only for an hour between 2 and 3 o'clock, Hoskins said. Preceeded by a half-hour band concert, the platform program includes as its principal features the presentation of the park to the city by Works Progress administration officials; acceptance of the park by Mayor Charles H. Mann; presentation and acceptance of the flag and pole; flag raising and introduction of distinguished guests.

Present Pole Flag.

An address of welcome will be given following the invocation after which the park will be presented and accepted. The flag and pole will be presented by the Veterans of Foreign Wars and Spanish War Veterans to F. A. Yungbluth, chairman of the public improvements committee of the city council.

At 3 o'clock another short band concert will be given at the same time that a model boat regatta is starting in the casting pool and a baseball game is begun at the park stadium.

Committees were appointed and announced yesterday by President Hoskins to handle the various phases of the celebration. The committees are as follows

Committees Listed

Platform program: H. E. W. Barnes, Leo J. Friis and O. E. Hansen.

Band concert: John W. Price and Dr. Niels Boege.

Flag raising: L. N. Wisser, Major Lee and Ray Smith.

Baseball game: Frank Tausch and A. C. Riutcel.

Model boat regatta: J. B. Wilbur, E. E. Fearn and Frank Raisch.

Amplifier: Joe Sowder, Paul Davison and C. A. Schmitt.

Arrangements at park: Ted Masterson, August Eltiste and J. Ben Kaulbars.

Welcoming: L. C. Herron, August Schumacher, Ted Kuchel, Steve Gallagher, Bill Payne, Henry Adams, Harry Macres, Miss Sophie Rimpau, S. F. Hilgenfeld, Ray Van Wagoner, Curtis Case and Harry C. Arthur, sr.

Two Persons Die in Car Accidents

John D. Barker of Brea and Mrs. Mary Sandoval of La Habra Victims

Two highway accidents in northern Orange county over the past week end brought death to two persons. John D. Barker, 114 E. Datestreet, Brea, died early Monday morning and Mary Sandoval, 25, 116 Monte Vista street, La Habra, was killed instantly Sunday.

The accident when resulted in the death of Barker occurred in Carbon canyon near Olinda early Monday while Barker was riding alone, investigators reported. He had been visiting friends in Carbon canyon and had started home. Tracks on the highway led state officers to the assmption that Barker had possibly been forced off the highway by another car which did not stop.

Mrs. Sandoval was a passenger in a car driven by G. R. Garcia, also of La Habra, which was involved in a collision with another machine driven by Carl Swanson of Pomona at the intersection of 101 highway and Central avenue, east of La Habra. Others in the two cars, all slightly hurt, were Pauline Bareta of La Habra, Mrs. Mary E. Swanson of Pomona and Mrs. Mary Winter of La Habra.

Funeral services for Barker were held Tuesday afternoon in Fullerton. He is survived by his widow, Mrs. Ruby Barker, and two small children in Brea; his parents, Mr. and Mrs. Stewart Barker of Virden, Ill., and three sisters and four brothers at Virden. He had lived in Brea about eight years and was an employe of the Shaffer Tool company there.

Honor Extended to Anaheim Girl

Miss Rose Marie Mirande, daughter of Mr. and Mrs. Jean B. Mirande, 513 W. Broadway, has been chosen by the Los Angeles French colony to be "Miss Columbia" at the Bastille day festivities tomorrow. Her picture, together with Miss Aimee Nougue as "Miss France," was in one of the Los Angeles newspapers last Tuesday.

Bastille day is the French independence day. An all-day program, climaxed by a grand ball in the Riverside Breakfast club, has been arranged. Judge Thomas P. White and Sheriff Eugene Biscailuz will be the principal speakers.

Young Girl Drowns Monday at Laguna

Jane Helen Powers, 13, was drown Monday afternoon when swept from a rock into a heavy sea at South Laguna Beach. Three companions on the rock were also swept off, but managed to reach shore safely.

Concern Abandons Wildcat Oil Well

Because their drilling operations produced only a slight indication of oil, the Texas company has abandoned its wildcat well on Manchester boulevard. The company filed a quit claim deed Friday to the 34 acres west of Anaheim owned by the county and used for a storm drain basin.

Citrus Ranchers to Meet Tonight

A large group of Orange county citrus growers, whose stated purpose is to obtain "cost plus profit" returns for their fruit will hold a meeting in the Anaheim union high school auditorium this evening.

Tonight's meeting will be the second of such affairs held within a week. The first meeting was conducted last Thursday evening at Orangethorpe school, from which came two separate resolutions.

The first resolution asks that "the citrus industry adopt a 'cost plus' basis for minimum price." The second, which will be sent to the board of supervisors and the state, requests legislative action designed to obtain that basis.

S. Yates, president of the Orange County Taxpayers Protective association and a West Anaheim rancher, directed the meeting last week.

Ex-Secret Agent Tells Experiences

Experiences as a U. S. secret agents were described for members of the Anaheim Lions club last Friday by Capt. Don Wilkie, former government agent now residing at Laguna Beach.

Since leaving the government service, Capt. Wilkie has been engaged in writing and radio work and he told of some of his experiences in the latter.

President Carroll D. Cone has left for Pittsburgh, Pa., to attend the national convention of Lions club being held next week end.

Anaheim Post Buys Clubroom Furniture

American Legion clubrooms in the basement of the city hall will have new furniture by the post's meeting on August 21, it was announced by Commander Grant R. Rude following a meeting Monday evening at which time the new equipment was authorized and ordered.

The post is spending approximately $900 for its new furnishing, Commander Rude said. Included will be chairs, davenports, desks and a desk and chair for the commander. The furniture will be of chronium, with red leather upholstery.

Municipal Water Pumping Record Set Last Month

67 Million Gallons Pumped During June, Hannum Tells Council

The municipal power and water department established a new monthly record for number of gallons of water pumped during June, it was reported to the Anaheim city council Tuesday evening by Vard W. Hannum, department superintendent.

The deep well turbine pumps ran a total of 860 hours and 15 minutes and pumped a total of 67,734,200 gallons of water, Hannum reported. This amount of water pumped exceeds the previous high monthly total established in August, 1938, by 2,740,400 gallons, the superintendent said.

Purchase of energy from the Southern California Edison company last month totalled 860,800 KWH.

New Car Bought

Quotation of Thomas Kirven on a new Plymouth deluxe sedan was accepted by the council and the automobile ordered purchased. It will be used by the police department, replacing a five-year-old Plymouth.

Kirven's quotation of $566.44 including a trade-in allowance of $413.50, was the lowest of all bids submitted by six Anaheim automobile dealers. Other quotations were entered by McCoy Motor company, Cone Brothers, Middleton Auto Sales, Robert H. Boney and Bevins Pontiac company.

A new radio receiving set will be installed in the new car, with the old one being transferred to the Poundmaster Fred Robinson's car. Transmitting equipment from the old Plymouth will be placed in the new car, Chief J. S. Bouldin said.

Protest Loss of Service

Council authorized a letter of protest to be sent Paul Mason, chief of state division of drivers' licenses, as the result of his order discontinuing drivers' license examinations in Anaheim and all other Orange county cities except Santa Ana. The order is to become effective next Monday.

Inconvenience to Anaheim residents was given as the reason for the protest. Numerous local automobile drivers have had their licenses renewed or obtained new licenses here each Tuesday the inspectors have been in Anaheim, it was pointed out.

No action was taken at Tuesday's meeting on the request of Anaheim post, American Legion, for the concessions at La Palma park during the period when the Philadelphia Athletics will train here.

The contract with the Philadelphia club was signed by the council and mailed Tuesday night.

Experiences Told by Willard Adams

Activities of Willard Adams, Herbert Heinz and Emmett Barnett, Anaheim's representatives at Boys State in Sacramento, were described to members of the Anaheim Kiwanis club Tuesday noon by Adams. The speaker was elected "district attorney of Orange county" after an unsuccessful campaign for "governor."

Orange county and Riverside county had the largest representations at the conference of all counties of the state, the speaker reported.

A second feature of the program was a motion picture presented by Frank Erler of General Motors company, showing the importance of cotton in removing noises from automobiles.

J Ben Kaulbars was program chairman for the meeting.

Santa Ana Official is Fined for Fraud

A fine of $1086 was this week levied against Joseph P. Smith, former state real estate commissioner and now a Santa Ana city councilman, for three violations of the corporate securities act. Smith had pleaded guilty to the charges some time ago, and sentence was pronounced on Tuesday by Judge Thomas Ambrose of Los Angeles.

Probation hearings of George K. Linderman and Tom C. Johnson, co-defendants with Smith, were continued by Judge Ambrose until September 12.

IN THE DAYS OF LONG AGO

Extracts From Files of The Gazette Issued Half a Century and a Quarter of a Century Ago. These Files Contain the Only Authentic History in Print of the Daily Doings of the Citizens of Anaheim and Orange county in the Days of the Pioneers.

50 Years Ago

July 25, 1889

Twenty-six hundred and seventy-eight votes were cast at the election on Wednesday. Every candidate on the non-partisan ticket was elected, and Santa Ana is chosen county seat by a vote of 1,724 against 775 for Orange.

Towner for superior judge received 1583 votes; Edwards for district attorney 2,634; Wickham for county clerk 1,714; Foster for county recorder 1,387; Harris for sheriff, 1,377; Wall for treasurer, 1,701; Smythe for assessor 2,639; Greeley for superintendent of schools, 2,661; Wood for surveyor 2,651; Mills for coroner 2,085.

W. H. Spurgeon is elected supervisor in the First district, Jacob Ross in the second, S. Littlefield in this, the third. In the fourth there will be a contest between Armor of Orange and McPherson of McPherson. In the fifth Smith is elected.

The Board of Directors of the Anaheim Water company held their regular meeting on Saturday afternoon. President Schorn was in the chair. Messrs: Korn and Gilman who were elected to fill the places of Messrs. Zeyn and Hunter were not present. Mr. Gilman notified the board he would not accept the position. Mr. McDermont was thereupon elected Director in place of Mr. Hunter. Mr. Haight presented a bill for services as a committeeman under the Wright Act, which, after a spirited discussion was laid over until next meeting. A special meeting of the company will be held on Saturday next and twelve influential citizens of the water district have been invited to be present and enter upon a consultation in regard to the price to be charged for the ditches, water rights and franchises of the Anaheim Water company, in view of the sale to the Wright irrigation district.

The following gentlemen were selected to meet with the Board for the above purpose: Messrs. McFadden, Gilman, Wilshire, Rimpau, Melrose, Boege, Darling, Langenberger, Ernest Browning and Erwin Barr.

John Hartung has sold 35,000 gallons of white wine to B. Dreyfus Co., which he is now hauling to the company's winery. The wine is of excellent quality and will be shipped to the San Francisco market. Mr. Hartung also disposed of all of his cooperage to Messrs. Betz & Co. of Pomona, and will cease making wine for some years to come on account of the scarcity of grapes in this vicinity.

The Fullerton Social club have invitations out for a ball to be given at Chadbourne's hall this evening. The reception committee is composed of Messrs. Clark, Greeley, Ford and Hogaboom. Invitation committee, Messrs, Beazley, Clark, E. H. Stone and Peckham, Charles Stone will be floor manager.

Addison P. Dyer, an old time Anaheimer is at home on a visit to his parents, whom he has not seen for seven years. Since leaving Anaheim he has resided in many states, and has lately been a resident of Boston. Ad says "harf," "larf," and all that sort of thing, you know.

H. Werder has purchased the interest of John Neipp in the property east of the Anaheim hotel and it is rumored will shortly build a brick building on the site.

Weeds upon the streets are being removed as fast as the street cleaning gang can get at them. The appearance of all thoroughfares is in consequence very much improved.

Mrs. Laura G. Bates has been appointed postmistress at Anaheim, vice Dr. Gardiner. She will assume her duties as soon as her commission arrives from Washington.

These warm days are driving people to the beach. Several families are preparing to go on their tenting tour at the Landing.

John Keilenberger, recently a resident of Pomona was in town Saturday. He is en route to visit his brother at Tacomo.

Mr. and Mrs. John Hanna of Los Angeles were the guests of Mr. and Mrs. Polhemus at Miraflores a few days last week.

Corporal Joe Blair and Privates Joe Hatfield and S. S. Buck leave on the 1st prox as Co. G's squad to assist in preparing the ground at Pacific Beach for the National Guard Encampment which begins August 3rd and will last ten days.

Dr. G. H. Bailey has purchased the interest of Dr. Miller in the Central Pharmacy.

The Santa Ana Blade comes out today as a Morning daily.

25 Years Ago

July 16, 1914

The forests of sun flowers on vacant lots on East Center street were felled the first of the week with a brush scythe, an axe and a hoe. This a laudable piece of work on the part of Street Superintendent Sackett, and there are yet other groves in various sections of town whose owners might profit by this example. These tall weeds which grow rapidly and rank, when permitted to flourish, give the city the appearance of running to seed. Why should they be allowed to encumber a vacant lot when an hour or two's work will destroy them?

Frank Porter, a pioneer of Orangethorpe was in town on Monday on a business mission. Mr. Porter travels over the roads of Orange county quite a bit and he allows that some new stretches of the state highway are just about the limit. The commission, it is said, are attempting to cover too much territory with its alloted funds, and a poor quality of roads is the result.

Theodore Roberts is making preparations to move into his new quarters in the Krausnek block as soon as the building is completed which will probably be before the end of August. Mr. Roberts is now making a sweeping reduction sale on all the valuable goods in his store with a view to making room for new goods in his new quarters.

Robert McKee last week received an express package all the way from England, which proved to be a generous hunk of wedding cake, a portion of the big cake made for the wedding of his nephew, Robert McKee of Hebron-Newton, England. It is of the fruit variety, which is built to withstand the teeth of time, and like wine improves with age.

The engagement of Roger C. Dutton and Miss Marie Finney is announced, and on Tuesday Miss Mary Grim gave an entertainment to a large circle of friends in honor of the coming bride. Miss Finney is the daughter of Mr. and Mrs. W. L. Finney and the groom is one of Orange county's most promising young attorneys.

Samuel Hill, a pioneer of the west country, was in town on Saturday on a business mission and renewing old acquaintances.

Miss Madeline Whitaker of the postoffice is taking a vacation, Miss Swerdfeger is taking her place at the window. Carrier No. 2 Phillips is also off duty. Leo Gavrin subbing for him.

Bert Simpson this week sold the 10-acre Horace Hand orchard east of town to S. C. Hartranft for $4,500. Mr. Simpson took over the ranch last week on a mortgage indebetedness of $3,000. After selling to Mr. Hartranft he has had several offers of $5,000 for the property.

W. J. Elliott has been re-elected president and Leo Sheridan secretary and treasurer of the Dakota society.

Oscar Ingram came in last week from Arizona on a visit to relatives and friends here. He is engaged in business at Globe and Miami, Arizona and is making good. He is a brother of Ingram Brothers, the Ford men.

Mr. and Mrs. Adolph Rimpau entertained a number of friends at dinner at their home on Center street Sunday. Eighteen guests being present.

Mr. and Mrs. A. H. Witman, Miss Greweo and Miss Lucy Swan of Pomona have been enjoying a visit in the Yosemite valley.

Dr. D. W. Hasson of Buena Park was in town on Monday greeting old friends.

H. P. Noll has begun the erection of a $3,000 residence in the Zeyn tract.

Mayor John Cook has given the city the use of a span of horses for the city's sweeping department and these are now in service. When street sweeper Peckstein jumped his job two weeks ago, taking his team of horses with him. Street Superintendent Sackett pressed into service his thoroughbred pacer which was on the job before daylight the following morning.

Mayor Cook announced that he would have a team of his own horses for the street sweeper the following day. He went to his ranch on the San Joaquin and brought in two of his best horses which have been continuously at work since. The city has several excellent teams but these are engaged in other departments of municipal work. Mayor Cook says the city may have the use of his horses until it procures another team of its own.

C. W. Pendleton and wife and Billy Lake and wife spent a day or two at Long Beach last week.

Phil Stanton drove over from Bay city on Monday to attend to business interests and talk a little politics.

Citrus Purchases in Orient Mount

Even with business conditions in China distrubed by the Japanese invasion, sales of California citrus fruits in the Orient are increasing, according to the second annual report of J. M. Alkow, special sales representative of the Mutual Orange Distributors in the Orient with headquarters in Shanghai. Consumption of California citrus in the Orient increased 60 per cent within the last two years, and strange to say, 50 per cent of the fruit is being sold in Shanghai and Honk Kong, where war activities and Hong Kong, where war activities seriously affect business activities.

This increase in fruit consumption, according to Alkow's report to the MOD board of directors Monday, is due largely to the employment of modern Occidental display and advertising methods and to a better understanding of the philosophy of the Oriental business men.

Beach Trailer Park Nets $900 for City

Proof that the municipal beach trailer park is a paying proposition for Huntington Beach was given at a recent city council meeting when City Engineer Harry Overmeyer reported that more than $900 was netted by the city for rental over July 4 holiday, when 4300 visitors registered at the park.

Anaheim Elks to Play Two Games

Charley Comstock's Outfit Upsets Long Beach to Win 5 to 1

Anaheim's Elks topped a spurt which has brought them three victories in the last four games, by upsetting the league-leading Long Beach club Tuesday at Lakewood stadium. The score was 5 to 1.

Two more games will be played this week by the Elks. They face Huntington Beach Oilers tomorrow night and then journey to San Bernardino Saturday to play the game originally scheduled for July 4.

Still 2½ games out of fifth place, Anaheim could close the gap considerably with wins over the Oilers and Generals. In spite of the long jump to fifth place, teams are bunched so closely that Anaheim is only 3½ games out of second place.

Rudy Heman hurled two-hit ball against Joe Rodgers' pacesetters Friday night for one of his best efforts of the year. Meanwhile, his mates jumped on Ira DeBusk, gunning for Long Beach, for five runs in the seventh inning. The Elks were greatly aided by five Nitehawk errors in that round. Heman drove in two runs in the round. Anaheim got only five hits during the game.

Pitchers had all the best of it in Tuesday games. Jack Dugan of Orange bested Jim Coates of Santa Ana, 1 to 0, with both hurlers giving up five hits. A Santa Ana error allowed Orange to score its lone run. Bud Mayer gave Huntington Beach only four safeties, while his mates were getting six off Venn Botts and the Generals triumphed, 4 to 1. The Oilers contributed four errors.

Florida Valencias Off Markets Soon

Exit of Florida competition in valencia market is expected soon because of continued reduction of their shipments together with reduced prices as indicated by Florida prices and volume in last week's auction averages.

This optimism was voiced by the sales department of the California Fruit Grower's Exchange in its report to the board of directors yesterday.

Lytle is Successor to Arthur Chandler

John H. Lytle, chief statistician of the Mutual Orange Distributors since 1933, has been transferred to the MOD supply department at Los Angeles to take over the work in the fertilizer department formerly handled by A. L. Chandler. Chandler was transferred June 1 to the field department as assistant to A. E. Isham.

Lytle's background is along agricultural lines. He is a graduate of Iowa State college of Agriculture at Ames, where he specialized in agricultural chemistry. He taught agriculture and chemistry in Iowa high schools for a number of years and operated a farm himself. He owns an orange grove in the West Highland district.

Joel Hauser, statistician of the sales department since 1935, will take over Lytle's work.

NINE NEWCOMERS

Newcomers to Anaheim last week, according to the Anaheim Chamber of Commerce records, are Doris Pressler, 117 S. Philadelphia; Mrs. Lester E. Lehman, 408 S. Olive; L. Anderson, 314 S. Helena; R. Barton, 117 N. Philadelphia; H. C. Cooper, 120 N. Clementine Apt. 12; Henry McNeill, 219 Third South street; Gordon Lee, 124½ N. Resh; Minona Bell, 120 N. Clementine, Apt. 4, and Clyde L. Nickle, 1011 W. Broadway.

Sweden Becoming Citrus Conscious

Sweden rapidly is becoming fruit conscious and imports of citrus fruits are increasing annually, according to Gunnar Persson, chief sales manager of Aktiebolaget Nilsson & Blide, Stockholm, representatives of the Mutual Orange Distributors in Sweden. Persson spent considerable time in Redlands this week getting better acquainted with the MOD organization and visiting the local packing houses.

For centuries Scandinavians have been a meat and fish-consuming people, Persson says. Heavy foods constitute the bulk of the diet. Very little fruit in fresh form was consumed. And, whereas ten years ago it was only during the Christmas holidays that the well-to-do families had oranges on their tables, today one will find a bowl of fresh fruit on the table of every family at any time of the year.

COMSTOCK SERVICE WINS

Comstock Service defeated Oyster Loaf, 1 to 0, in a juvenile league game Tuesday morning. Last Saturday, Comstock Service lost to Boney Dodge when their pitcher quit in the middle of the game. Franklin Pierpoint, new pitcher, hurled against the Oyster

Floridan to Speak at Meeting Tonight

Wordy Camatt of Miami, Fla. will be the speaker and present a musical program at this evening's meeting of the Anaheim Townsend club. A business session will be conducted by Mrs. Ida Freeman, president, at the start of the meeting.

With Camatt will be his wife and the latter's brother who will assist the speaker in presenting the musical program. Camatt is a music instructor, Mrs. Freeman said.

Robbery Suspects Must Face Charge

Otho P. Herrington and Clovis G. Duclos, suspects in the robbery of A. W. Leichtfuss, Buena Park merchant, some time ago, were held to answer to the charges in superior court yesterday afternoon.

The preliminary examination was conducted before Justice of the Peace Charles Kuchel of Anaheim.

Both men are being held in county jail pending posting of bail of $2000 each. Yesterday's hearing lasted for three hours.

See FRANK'S CLOCK SHOP
106 South Los Angeles St. Anaheim, California
For Dependable Watch and Clock Repairing
— ALSO A FULL LINE OF JEWELRY —

THE WRECKER WILL GETCHA IF YOU DON'T WATCH OUT

If you have faulty brakes, you're inviting disaster and the wrecker to come and get you.

Better let us look them over. We are brake specialists, equipped to inspect, adjust and reline brakes efficiently, economically and promptly.

HENRY J. DUBOIS
GARAGE & BRAKE SHOP
"IF YOU CAN'T STOP DON'T START"
129 N. Lemon Street Phone 3123
Anaheim, California

SAFEWAY
BIG SHOW OF VALUES
MAIN ENTRANCE

PRICES EFFECTIVE THROUGH SATURDAY
With exceptions noted, prices in effect in Safeway - operated departments of stores within 35 miles of L. A. through Saturday July 15, 1939

This week, your Safeway grocer has extra values, unusual bargains to offer. Weeks of preparation have gone into this sale. Each Safeway store is fairly bursting with bargains.

So stock up and save this week at our store nearest your home. The more you buy, the more you save!

HUNDREDS OF BARGAINS

Stokely Nectarines	2 No. 2½ cans	27c	NOB HILL COFFEE Finest quality, per lb. 18c
Stokely Peaches	Sliced or Halved No. 2½ can	11c	MARSHMALLOWS Fluff-i-est 1-lb. bag (Price, .07767; tax, .00233) 8c
Asparagus	Stokely All Green 2 10½-oz. cans	25c	FANCY PEACHES Castle Crest, 2 cans 23c
Green Beans	Stokely Brand French Style can	12c	PEANUT BUTTER Real Roast, 1-lb. 2-lb. jar, 23c jar 13c
Kidney Beans	Stokely's Red 2 No. 2 cans	15c	MAYONNAISE NuMade pint Brand, jar 23c
Lima Beans	Stokely Small 2 No. 2 cans	27c	LIPTON'S TEA BLACK, ½-lb. Box, 38c box 20c
Sliced Beets	Stokely Brand No. 2 can	8c	TEA IN BAGS Canterbury box of Black, 10 bags 8c
Whole Beets	Stokely Brand 2 No. 2½ cans	19c	FRESH BREAD Julia Lee Wright's, ½-lb. loaf 11c
Corn	Stokely Golden Vacuum Packed 2 12-oz. cans	19c	
Stokely Corn	Gentleman 2 No. 2 cans	19c	
Mixed Vegetables	Stokely Brand No. 2 can	10c	
Stokely Peas	Jumbo or Party Type 2 No. 2 cans	23c	
Stokely's Catsup	Fancy Tomato 14-oz. bottle	10c	

ICE CREAM per quart 15c
DAIRYLAND BRAND, VANILLA. IN QUART CARTONS.

TOILET SOAP White King Brand, (Price, .04207; tax, .00126)	3 bars for	13c	Grapefruit Juice Stokely Brand 2 No. 2 cans 13c
MISSION BELL SOAP For face and hands, (Price, .03883; tax, .00117)	per bar	4c	Root Beer Ginger Ale or Lime Rickey - SNOWY PEAK - (Bottles Extra) (Price ex-tax, .06068; sales tax, .00182) 4 32-oz. bottles 25c
PEET'S SOAP Granulated or condensed, (Price, .24272; tax, .00728)	35-oz. box	25c	Snowy Peak Beverages Bottles extra 7 12-oz. bottles 25c
LUX TOILET SOAP Soap of the Stars, (Price, .05502; tax, .00165)	3 bars for	17c	Ginger Ale, Root Beer, Lime Rickey, Grape, Strawberry, Orange, and Sno - Cola (Price ex-tax, .03467; sales tax, .00104)
POWDERED BORAX 20 Mule Team Brand, (Price, .22330; tax, .00670)	32-oz. box	23c	Airway Coffee Ground or Your Order per lb. 13c
ARGO GLOSS STARCH For clothes, (Price, .05825; tax, .00175)	16-oz. box	6c	Edwards Coffee Regular or Drip Grind 1-lb can 23c
SCOT TISSUE Toilet paper, (Price, .06172; tax, .00185)	3 rolls for	20c	Syrup Sleepy Hollow Cane & Maple 12-oz. can 13c 26-oz. can 25c
			Bean Hole Beans Van Camp's 2 26½-oz. cans 27c
			Tomato Soup Van Camp 3 10½-oz. cans 13c
			Rancho Soups 26-oz. Ro Vegetable can 5c
			Baking Powder Calumet 2 9-oz. cans 15c
			Anglo Corned Beef 12-oz. can 16c
			Mission Tuna Choice Quality Light Meat Fish can 12c
			Jell-well Extra Flavor Gelatin Dessert 3 pkgs. for 13c

Produce Values

WATERMELONS lb. 1¼c
Imperial Valley Klondykes. Every melon is guaranteed!

SWEET CORN Local grown. Evergreen variety corn.	5 ears	10c	POTATOES White Rose type. No. 1 quality, 10 lbs. 17c
TOMATOES Large size, locally grown. Per pound.	3 lbs.	10c	LETTUCE Northern grown. Solid, crisp, large heads. head 5c
BANANAS Firm, fine flavored, golden ripe bananas.	pound	5c	CUCUMBERS Long, green, crisp. Fine for salads. 4 for 5c

Guaranteed Meats

WIENERS Skinless wieners and frankfurtons. Excellent for picnic or for lunch lunches. Note low price.	FANCY SKINLESS	2 lbs. for 25c
BEEF ROAST Fancy center cut seven bone roast from Safeway Guaranteed Beef. Excellent to pot roast.		per lb. 18c
LAMB ROAST Shoulder of Safeway quality lamb, trimmed "Waste Free" — no neck, no shank.		per lb. 20c
PRIME RIB ROAST Cut from first five ribs of beef.		lb. 32c
ROUND BONE Cut from shoulder of beef to roast.		lb. 22c
LAMB LEGS Cut "Waste - Free". No shankless.		lb. 29c
GROUND BEEF Ground under state government inspection		lb. 18c
PORK SAUSAGE Un-x-ld brand. Pure pork and spices.		lb. 23c
PURE LARD Snowy white pure lard in 1-pound cartons.		lb. 8c
SALT SIDE PORK Fancy Eastern pork. Fine for seasoning.		lb. 12c
SLICED BACON Un-x-ld brand. In ½-lb. Cello pkgs.	2 ½-lb. pkgs.	25c
PIECE BACON Choice, sugar - cured. Whole or part slab.		lb. 19c
HALIBUT Fancy fish, in piece. (Sliced to fry, lb. 22c)		lb. 20c
SALMON Fancy fish, in piece. (Sliced to fry, lb. 26c)		lb. 24c
LING COD Fancy fish, in piece. (Sliced to fry, lb. 18c)		lb. 16c

SAFEWAY
SALES TAX WILL BE ADDED TO THE RETAIL PRICES ON ALL TAXABLE ITEMS

1/2 PRICE SALE
Ambassador
PATTERN RETIRING FROM ACTIVE
1847 ROGERS BROS.
AMERICA'S FINEST SILVERPLATE
50 PIECE SERVICE FOR EIGHT
$29.25
Open Stock Price $58.69



The quality you've longed for . . . in a pattern whose popularity has set new records! Don't miss this opportunity to obtain America's finest silverplate . . . famous for almost one hundred years . . . at half price! Set contains — 8 each, knives, forks, dessert or soup spoons, and salad forks, 16 teaspoons, butter knife and sugar spoon.
HANDSOME WOOD PREVENT-TARNISH CHEST included.
Salad forks, butter spreaders, and single serving pieces also at half price — LIMITED QUANTITIES AVAILABLE.
BUDGET TERMS ARRANGED IF DESIRED!
WISEMAN'S Jewelry Store
223 West Center Street

SUMMER SAVINGS at Our 3rd Anniversary Sale!
Starting Thursday, July 13th
"The Summer is Only Started"
We want to show our appreciation to the people who have made it possible to celebrate 3 years of successful business. Take advantage of these prices early while stock is complete.



Beautiful New Summer Straws
Values to $3.95
Only $1.00

A Nice Assortment
ALL WOOL TAFFETA LINED COATS
$18.50 values $12.50
$10.95 values $7.95
$7.95 values $5.95

Cheaper Coats and Sport Jackets Cut Accordingly
⅓ off on Light Summer Skirts
⅓ off on Bathing Suits
⅓ off on all $3.95 and $5.95 Slack Suits
⅓ off on all Sun Suits
Other Items too Numerous to Mention



Crescent STYLE SHOPPE
MR. AND MRS. TROCKSTAD, Owners
211 West Center Street, Anaheim

SOCIETY

County WCTU Has Session Here

An all-day meeting of the Orange County Women's Christian Temperance Union's school of methods was held at White Temple Methodist church last Friday. Special guests at the meeting were Mrs. Eva Wheeler, state president; Mrs. Anna B. Hall, state corresponding secretary, and Mrs. Bertha Brinker, state treasurer. Each spoke briefly on her phase of the union's work.

A symposium and a round table discussion were conducted during the morning, followed by a talk by S. F. Hilgenfeld during the luncheon. The afternoon's program featured a talk by Mrs. Wheeler and other entertainment. The "quiet hour" in the morning was conducted by Rev. William Rogatzky and Rev. R. Kells Swenerton was in charge of the afternoon devotionals.

Luncheon was prepared by Mrs. Flora DeWitt, Mrs. Margaret Anderson and Mrs. F. A. Altenow.

Mrs. Wheeler presided during the day's program, after the meeting had been opened by Mrs. Cora Hale of Fullerton, county president.

Second Grandchild Born to Boeges

Birth of a son of Mr. and Mrs. H. K. MacQuarrie of Washington, D. C., on July 4 at Washington, has been announced by Mr. and Mrs. Charles A. Boege of Anaheim, grandparents of the infant.

Mrs. MacQuarrie is a daughter of Mr. and Mrs. Boege. The new baby, the second in the family, has been named Donald. His older brother is Charles Arthur MacQuarrie.

Scouts Honor Robert Harveys

A surprise party was given in honor of Scoutmaster and Mrs. Robert Harvey by boys of Troop 71 Tuesday evening. The boys met at the badminton courts on West Center street and rode their bicycles to the home of Assistant Scoutmaster Al Polley. From there they walked to Mr. and Mrs. Harvey's home a few blocks away.

Scout Bill Hoffman, in behalf of the troop, presented the scoutmaster and his wife two beautiful rose trees to be planted in front of the new Harvey home.

Scouts present were Bill Hoffman, Tom and Paul Harrison, Jess Taylor, Ray Yelkin, Bob Brooks, Leslie Fearn, Bob McKenzie, Billy Trissel, Dunne Brown, Bob McBride, Bob Payan, Eugene Curtiss.

Other guests included Mr. and Mrs. Polley, A. P. M. Brown and Carlton Barthelmes, troop committeemen; Mr. Ford, predecessor of Mr. Harvey as scoutmaster of the troop, and Mr. and Mrs. Harvey.

Refreshments were served at the close of the evening on the badminton court at the rear of the new home.

Mrs. Evelyn Manning has return to her duties at Jackson Drug company after a week's vacation. She spent part of the week in San Francisco, being accompanied north by Miss Carolyn Mier.

Buy Now and Buy in Anaheim!

Dorothy Suiter Weds Santa Barbara Man

Choosing the Capilla de San Antonio wedding chapel as the setting for the event, Miss Dorothy Suiter, daughter of Mr. and Mrs. W. K. Suiter of Anaheim, and Nathan S. McCray, son of Mr. and Mrs. Calvin McCray of Santa Barbara, exchanged marriage vows last Saturday afternoon.

Given in marriage by her father, the bride was attended by Miss Harriet Caldwell of Norwalk. James Keller served the bridegroom as best man and the ushers were Bill and Jack Suiter, brothers of the bride. The ceremony was read by Rev. Mr. McClain of the Santa Barbara Presbyterian church.

Following the service a reception was held in the garden of the chapel. Refreshments were served by Mrs. Rena Wheeler of Glendale and Mrs. Nell Suiter of Anaheim, assisted by Mrs. C. G. Wykoff of Glendale, Miss Barbara Robinson, Miss Margaret Winney and Miss Dawn Baker.

Pre-ceremony music featured Winifred Beebe Sloop singing "Because" and "Believe Me If All Those Endearing Young Charms," accompanied at the organ by Miss Rosalind Beebe.

The new Mrs. McCray was graduated from Anaheim union high school, Fullerton junior college and Santa Barbara State college. Mc McCray is a graduate of Occidental college and is employed by the Security Trust and Title company of Sant Barbara where the couple will make their home.

Kathleen Mary Hall Weds Homer Isham

Miss Kathleen Mary Hall, daughter of Mr. and Mrs. E. S. Hall of South Dickel street, became the bride Friday evening of Homer Isham of Long Beach, son of Mr. and Mrs. Roy Isham of Chanute, Kans.

Rev. R. Kells Swenerton, pastor of the White Temple church, officiated at the wedding ceremony which was held in the Hall home with only the bride's parents and Mrs. Swenerton in attendance.

The new Mrs. Isham has resided in Anaheim most of her life. She was graduated from Fullerton junior college last month. Mr. Isham is a graduate of Stanford the Shell Oil company. They will reside in Long Beach.

Mrs. Kuchel Hostess To Texas Residents

Mr. and Mrs. Richard E. Zeiske, who have been the guests of Mrs. Henry Kuchel and family the past week, left Sunday for San Francisco, Seattle and other northern cities, where they will visit for some days, returning the last of the month to their home in Bellville, Texas.

Mr. Zeiske is a retired newspaper man and devotes most of his time to his extensive oil land holdings in south Texas. The visitors were delighted with the climate and scenic beauties of southern California and expect to return for a longer visit in the not distant fuure.

There are 12,500,000 Negroes in the United States.

Marriage Unites Popular Couple

Before some 600 guests who filled the White Temple Methodist church to capacity, Miss Alma Ruth Show became the bride of Melvin Hilgenfeld Tuesday evening. Rev. S. F. Hilgenfeld, father of the bridegroom, officiated at the ceremony, assisted by Rev. R. Kells Swenerton, pastor of the church.

The bride was attended by her sister, Miss Mary Show as maid of honor and Miss Alice Williamson and Miss Evelyn Wedell as bridesmaids. She was given in marriage by her father, J. W. Show.

Everett Granere served the bridegroom as best man. Ushers were Robert Farrar, Harvey Numm, Orvil Hilgenfeld, Harrison Giddings, and Elbert Anderson.

Before the ceremony Miss Betty Fackiner sang Schubert's "Du Bist Die Ruh" and "L'Amour, Toujours, L'Amour" by Friml. A violin duet, "Liebestraum" (Listz) played by Miss Mary Hunziker and Miss Leila Brown. The wedding marches were played on the organ by Mrs. Marion Shafer, who also played "At Thy Sweet Voice," and provided a musical background to the service by playing "Moonlight Sonata" and Schubert's "Unfinished Symphony."

A reception was held at the Show home following the church service, after which Mr. and Mrs. Hilgenfeld departed on their honeymoon.

The new Mrs. Hilgenfeld was graduated from Whittier college. Mr. Hilgenfeld is a graduate of Pomona college and is now an instructor at the California College of Enbalming in Los Angeles. He formerly taught school in Turkey. The newly-weds will make their home in Anaheim.

NEWSY NOTES

Charley Simons, chief chemist at Cal-Juices, Inc., is now able to see friends during visiting hours at St. Joseph hospital. Simons underwent a major operation last Thursday.

Mr. and Mrs. Walter Schroeder, Lois Schroeder, Mrs. H. H. Stabbert and her two children motored to Palomar mountain last Sunday to view the observatory.

Mr. and Mrs. Paul T. McDermott will leave for Detroit, Chicago and St. Paul tomorrow. Mr. McDermott is assistant athletic director at St. Catherine's Military school.

Mr. and Mrs. Arval A. Morris of Anaheim are the parents of a son, born Tuesday morning at St. Joseph hospital. The infant is the first child in the family and has been named Steven Arval. Mrs. Morris is the former Miss Ruby Stanley.

Eternal vigilance is the price of liberty.—Wendell Phillips.

Y. L. I. Officers For Coming Year Seated

Anaheim Y. L. I. installed its officers for the coming year during impressive ceremonies conducted Monday evening in the I. O. O. F. hall. Miss Helen Hart of Long Beach, institute deputy, was the installing officer.

Mrs. Ray Harland, incoming president, is in the east at the present and will be officially inducted into office at a later date. Those who were seated include Mrs. Victor Peltzer, first vice president; Miss Helen Fassel, second vice president; Miss Betyl Kennedy, secretary; Miss Frances Monnig, marshal; Mrs. A. L. Merrick, outside sentinel; Miss Margaret Heinz, inside sentinel; Mrs. Gus Lenain, financial secretary; Miss Irma Kramer, treasurer; Miss Bernadette Heinz, organist, and Miss Rose Plou, Mrs. Walter Kramer, Miss Elvera Heinz, Miss Beatrice Gregor and Miss Agnes Callens, trustees.

The installation ceremony followed a banquet for which the hostesses were Mrs. J. J. Burkhard, Miss Frances Backs, Mrs. Jack Millings, Mrs. Warren Doller, Mrs. John Cyprien and Miss Rose Mouck. During the dinner hour Miss Helen Heinz sang a group of songs, accompanied by Mrs. Stephen Gallagher.

Special guests during the meeting were Mrs. Urban J. Engelman of Santa Ana, Y. L. I. grand officer; delegations from Santa Ana and Long Beach institutes, and Rev. Father James Nevin of St. Boniface church.

Legion Auxiliary Elects Mrs. Vest

Election of officers for the coming year featured the meeting Tuesday evening of the American Legion auxiliary. Mrs. Hazel Vest was chosen as president for the coming year, succeeding Mrs. George Holden.

Mrs. Clair Liebhart was named first vice president; Mrs. M. W. Martenet, jr., second vice president; Mrs. E. E. Fearn, secretary; Mrs. Lee Nelson, treasurer; Mrs. Effie McCoy, chaplain; Mrs. Ted Masterson, sergeant at arms; Mrs. Kenyon Lybarger, marshall; Mrs. Earl Fulfer, musician; Mrs. Kenneth Peck, historian, and Mrs. Glenn Fry, Mrs. Roy Helsing and Mrs. Rudolph Boysen, executive committee. The new officers will be installed on July 31.

Chosen as delegates to the state convention at Oakland were Mrs. Vest, Mrs. Helsing and Mrs. Boysen, with Mrs. Ellis Gaddis, Mrs. Fulfer and Mrs. Ray Smith alternates.

Mrs. Liebhart was hostess to the group, which enjoyed a barbecue supper in the garden of the home.

Some mountains grow by addition, being built up by volcanoes, while others grow by subtraction, when the surrounding plains are cut down by weathering.

MEN ADMIRE HER TEETH

Of course she brushes her teeth twice a day—but more important is the fact that ever since she was born she has been building sound teeth by including adequate milk in her daily diet.

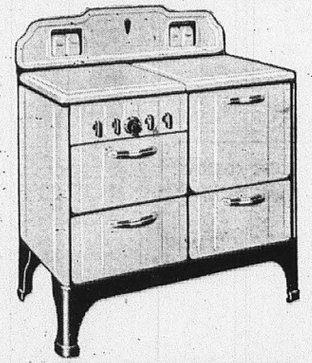


ACACIA DAIRY STORE

400 North Los Angeles St., Anaheim

STROUP-BARNES

NO DOWN PAYMENT OLD STOVE ROUND-UP



O'KEEFE & MERRITT RANGE

$2.24 Per MONTH

With your old range

Only $69.50! Fully insulated oven with Grayson regulator, smokeless, drawer-type broiler, modern round burners.

O'KEEFE & MERRITT is exclusive with

STROUP-BARNES FURNITURE CO.

217-23 E. Center St. Anaheim

$1.00 Women Fabric Gloves 79c

A. E. SCHUMACHER — The S2R Store — O. H. RENNER

89c Cotton Dress Laces 49c

JULY CLEARANCE

Plant your dollars and reap a harvest of values in our July Clearance Sale. Every department offers the finest of Summer and early Fall Goods at drastice Clearance Prices. Come tomorrow morning.

MEN'S WEAR

Mens and Young Mens

All Wool Suits

One group of good patterns and all wool. Broken lines but all sizes 35 to 42. These suits were originally $22.50 to $25.00. July Clearance Price

$14.85

Mens and Young Mens

All Wool Pants



All wool summer flannels, serges and Bedfords in light colors. One group $9.85 and $8.95 pants. Clearance priced—

$5.95

$7.50 and $7.95 values—

$4.95

$6.50 values—

$3.95

Dress Shirts

One lot of nationally famous dress shirts for men, good patterns and all sizes in the group. Original values—$2.00 and $2.25. July Sale price—

$1.59

Values up to $2.50—now—

$1.89

Values $1.65 to $1.95 now—

$1.39

One group Mens $1.00 summer ties. July Sale price—

59c

Onelot Mens Slacks sox, summer styles—25c to 35c values. Sale—

18c

Mens Sport Belts, $1.00 values for

59c

Mens Broadcloth Pajamas, $1.95 values Sale price—

$1.59

Mens Sport Coats, broken lines—

$5.95

Candlewick Bedspreads

at closing out prices

Save on these lovely tufted spreads, full bed and twin sizes, every one a big bargain.

Values to $13.50 now—

$4.95

Values to $8.85 now—

$3.95

Values to $4.95 now—

$1.49

Values to $3.95 now—

$1.19

Woven Bedspreads

¼ Less

READY-TO-WEAR

Second Floor

Ladies' Dresses



Non crushable sport dresses in sheers and prints—all new Summer fashions—usually $12.95 to $16.75.

Clearance prices

$7.95 to $9.95

One group of chiffons, sheers and pure dye silk dresses. JulySale prices

$10.95 to $14.95

Smart Group of

Ladies' Cotton Dresses

Ladies cotton dresses, dimities, seersuckers and voiles, mostly small sizes, values to $6.50 July Sale price $2.00

Print house frocks, fine Selection of patterns and styles. Special in the July Sale $1.49

SPORTSWEAR



Small group of ladies wash slacks, fadey jeans, and sailcloth, $3.95 values, July Sale price—

$2.95

One group of ladies play clothes for beach and sun 1 and 2 piece. July Clearance price

$1.95

Girls' Wear

One group of childrens dresses dimities, organdies and Swisses, sizes 2 to 6 years July Clearance price—

59c

Another group of girls print frocks, sizes 2 to 12—broken lines. An exceptional Clearance value 79c

Girls wool jackets, tweeds and flanned. July Sale .... $2.95 and $3.95

Ladies' Blouses

One lot of silk sheer blouses in pastel shades - were $2.95 and $3.95. Clearance Sale Price .... $1.95 and $2.95

Ladies' Sweaters

Fine wool sweaters, pullover styles, in pastels and dark shades, July clearance $1. and $1.49

Summer Clearance

SHOE SALE

A smashing clearance of summer shoes—Mens and Womens. Come tomorrow and get first choice at these exceptionally low prices.

200 pair

Women's Shoes

Broken lines of summer shoes that were $3.95 up to $8.50 including gabardines and kids. Whites, blue and white or brown and white at one very low price—

$2.95

200 pair

Red Cross Shoes

America's favorite shoe with all discriminating women—white, blue, black and tan included. $6.85 values. Sale price—

$4.85

Men's Shoes

Reduced

One group of Edgerton and other famous makes in white, two tones and natural. Outstanding values at—

$4.45

YARDAGE VALUES

S. Q. R. Fabrics at Sale prices give every thrifty home maker the urge to save.

One lot pique, crash weaves and floral prints, values up to 49c. July Sale price Yard

25c

Dainty, fine dimities and printed muslins—beautiful patterns— July Sale—yard

29c

One group 80 square prints, fast colors, nice selection of patterns. July Sale—Yard

15c

Remnants of smart cottons and rayons, good, usuable lengths. July Sale—

¼ to ½ off

Bucilla Handypac

Complete sets to be worked. Included are baby dresses, childs bedspreads, chair sets and pictures—59c to $1.65 regular Sale prices—

39c to 79c

One lot stamped goods including, towels, pillow cases, lunch cloths, pillows, values 25c to $3.95 Sale prices—

15c to $1.49

Hand Embroidered

Models, one lot at—

¼ to ½ of regular price

Novelty Yarns

Odds and ends of Angel flake, cobble crepe and crepe boucle, values to 55c. Sale Price—

25c

Lingerie

Ladies rayon slips, odd lines, special in the July Clearance 97c

Step-in girdles, two way stretch special group clearance priced $2.50

ANAHEIM GAZETTE

Established 1870

Orange County's Oldest Newspaper

HENRY KUCHEL, Editor and Publisher 1887-1935

The Anaheim Gazette has been owned and edited by the same family since 1875. Published every Thursday at 259 East Center Street, Anaheim, Calif.

Subscription Per Year $2.00

Six Months $1.00

MRS. HENRY KUCHEL THEODORE B. KUCHEL

Editors and Publishers

Entered as second-class matter at the Post Office at Anaheim, California, under the Act of March 8, 1879.

HATS OFF TO CAL-JUICES

One year ago this new industry came to make Anaheim its home. It sought to help make up that little difference between profit and loss which was slowly throttling the citrus grower. Like the weather, which everyone talks about, the orange business is a matter for much discussion. The effect of low producer return has been felt greatly in this locality. Many people, vitally interested, had not put their collective shoulders to the wheel. They merely talked and let someone else bear the burden and stigma of diminishing returns.

With the coming of Cal-Juices the people of Anaheim, whether, connected with the industry, in any way, or not, have found a new way in which to help increase grower returns. We believe Anaheim is unselfishly back of Cal-Juices, just as they are behind any other group which is determined to benefit the citrus industry.

So, on this, their first birthday, we say hats off and orchids to Cal-Juices, its officers, directors and personnel.

THE WILL TO PEACE

The two living statesmen who have been most highly honored by the American people present simultaneously they opinions on the course this nation should take in a world that seems tending toward another world war. Herbert Hoover, only living ex-President, writing in the American Magazine, says that "we may have to go to war again," but adds: "That war should be on this hemisphere alone and in the defense of our firesides or our honor. For that alone should we pay the price." President Roosevelt is quoted as saying that the policy of his Administration is to prevent war in any part of the world because anything that can be done to stop war is good.

Here are two respected American statesmen, both with the will of peace, but with views somewhat divergent. With the Mr. Hoover, most Americans will instantly agree that the place for American soldiers to fight is on American soil—at least, on the soil of the American continents. With Mr. Roosevelt, most Americans will also agree that the prevention of war in any part of the world is good.

Yet, while both men are earnest in their stands, an instinctive feeling arises that Mr. Roosevelt may be a trifle too hopeful as well as too bold. No ideal could be more highly motivated than his ideal that it be well to prevent war in "any part of the world." But can we prevent it? We couldn't —in 1914!

If Mr. Roosevelt, undoubtedly a man of extraordinary influence throughout the world, can exert that influence to prevent faraway war, he will perform a universal service all his countrymen will applaud. But if he cannot accomplish that, Mr. Hoover's advice that we confine our military activities to home defense will find a warm echo in many hearts—particularly in those of Gold Star mothers and the inmates of veteran's hospitals.

MAN'S GREATEST WEAKNESS

JAMES T. MANGAN, ace writer of inspirational copy, believes that laziness is man's greatest weakness. In his little book, "Push," published by The Black Cat Press of Chicago, he vigorously attacks the habit of laziness. He points out that almost all other negative qualities are due to laziness.

"Conquer laziness and you conquer fear," he writes. "It's easy to see that you can't be afraid, you can't worry, while you conquer procrastination, for when you are keyed up to do all things and to do them promptly, you just can't bring yourself to put things off. A world of time is at your disposal and your life is released for the happy work of producing. Conquer laziness and your inferiority complex disappears overnight. The man who is full of action cares nothing for excusing himself, explaining his action, finding fault with others. The busy man is the happy man, the Superior Man.

"Goodby to fear, to sensitiveness, to worry, to inertia, to procrastination, to all inferior feeling, once you have conquered laziness. And when you bid laziness a final farewell, the world suddenly will discover you and say: 'Here is Somebody!' "



"Next time we'll *Telephone ahead*"

This year more than ever it is advisable to reserve accommodations at hotels and resorts. Telephoning ahead gives you the opportunity to make known just what you want, to discuss, and to receive confirmation. It is two-way communication.

Calling homeward while you are away is inexpensive, convenient, pleasurable.

You are cordially invited to see the Bell System Exhibit at the Golden Gate International Exposition

SOUTHERN CALIFORNIA TELEPHONE COMPANY

217 North Lemon Street — Telephone Anaheim 2101

The MARCH OF TIME

REG. U. S. PAT. OFF.

. Prepared by the Editors of TIME *The Weekly Newsmagazine*

GERMAN DRUMS

DANZIG—Last week occurred the 20th anniversary of the signing of the Treaty of Versailles, the treaty that was going to insure the peace of Europe forever. No celebrations marked the date. Instead, all eyes were on the man who had torn that document to shreds, Adolf Hitler. That day he was on a Bavarian mountain top directing a campaign to reclaim for the German fatherland the Free City of Danzig, neutralized and placed in customs union with Poland by the treaty-makers. As the fuhrer's well-oiled propaganda machine went into high gear, as his high-powered army stood by prepared, if need be, to enforce the leader's will, Europe's was drums throbbed louder and faster.

No longer was there any doubt that Hitler is determined to have Danzig this summer, preferably without war, but, if necessary, with war. Nor could there be any doubt that, as matters now stand, Poland would fight rather than give up the mouth of the Vistula. But the big question was whether Poland's allies, Britain and France, would also go to war. Despite a great Anglo-French outcry of warnings that further aggression would be met "by force," the nazis believed that when the showdown came Britain and France, as they did last summer over Czecho-Slovakia, would not only back down but would try to restrain Poland from resisting.

The nazis followed through their by now familiar routine of the "war of nerves" by massing troops on the Polish border, smuggling men and ammunition into Danzig, spreading tales of terror, creating incidents and sounding false alarms. While war fears rose in Britain and France, in Germany the people believed that their fuhrer was again going to have his way by simply threatening to fight. That was not the situation, however, reflected to the outside world by the German propaganda machine. A purported "war council" that the fuhrer hastily appointed "leaked" into the hands of French Rightist Deputy Henri de Kerillis, who also happens to be editor of L'Epoque.

"The die is cast," Hitler was quoted as saying. "We cannot retreat now. Our backs are against the wall. It is not a question of knowing if I am right or wrong in posing so brutally the Danzig question. What is done is done, and we must accept the consequences. We must have our way, whatever the cost, in the few weeks which still separate us from the autumn months.

"Some of you will perhaps tell me that if that is my decision a general war will result. If so, so much the worse. I do not believe that we can meet, in the future, circumstances much more favorable than those that exist today. I hold that Germany, Italy and Japan are in a position to conquer today all their enemies combined. The hour, therefore, has sounded to take the supreme risk."

Though many thought this terse style highly unlike the author of Mein Kampf, and very much like the political section of the German Intelligence, the story did much to make the French jittery. They frankly expected a Danzig coup over the weekend. The weekend passed without one. So many alarming rumors (and war preparations) had spread over Europe that Hitler apparently decided that the hour was not quite as propitious as he had thought. An "authorized" (but unidentified) nazi spokesman delivered an extraordinary announcement, prompted by Neville Chamberlain's statement to the house of commons that armed Germans had already entered Danzig. Said he: "We have no desire to go against the territorial integrity of Poland. If we had wanted to let the matter come to military action, we could have done so anyday ..... There are no German soldiers going into Danzig with tourist skirts on....."

This declaration failed to reassure anyone. There are many more week-ends to go before Europe can be sure that it is not headed this summer toward another bloody destiny.

FILIBUSTER

WASHINGTON — The 76th congress and the 32 president really got to grips once more and both were sore—almost as sore as they were two years ago over the supreme court. What they fought about this time was the bill to extend the president's power over money, but what they were principally sore at was each other.

There were four main issues involved in the money bill:

1) The purchase of foreign silver. Congress proposed to end this practice and the administration did not seriously object.

2) The purchase of U. S.-mined silver at above the world price—a subsidy to domestic silver producers. The "economy-minded" senate proposed to boost the price for domestic silver from 64.64c an oz. (world price around 40c) to 77.57c.

3) Continuation of the stabilization fund (created in 1934 out of a $2-billion paper "profit" from the devaluation of the dollar) which is used to protect the exchange value of the dollar from violent fluctuations during crises.

4) Extension of the president's power to reset the gold content of the dollar as low as 50 per cent of its old value (present value 59c). The administration has not used this power, has no present plans for using it except in some emergency if the pound sterling and the franc should collapse. The senate proposed to let this power (a threat of inflation) expire—in effect, to take it back into the hands of congress until it is again needed.

Last fortnight the senate's hard-money men led by Virginia's Carter Glass killed the section of the bill renewing the president's power to revalue the dollar by getting Key Pittman's silver bloc to join them—the price being 77.57c an oz. for domestic silver. In Hyde Park, President Roosevelt hit the ceiling. The president returned to Washington from Hyde Park a day early to lead the money fight in person. Only two days remained before midnight June 30, when his money powers expired.

After a compromise, Mr. Roosevelt's men won in the house—226 to 160. Then the conference report reached the senate for final approval. Various senators delayed matters until 11:30 p. m., when by prearrangement with the Republicans, Democrat Tydings of Maryland, whom Franklin Roosevelt tried to "purge" last year, got the floor. The galleries were packed. Majority Leader Barkley's jaw muscles twitched in angry impotence. Sweetly relishing his revenge, Senator Tydings cried: "Shall we, now that the time limit is expiring, recapture the right vested in the congress by the constitution to fix the value of the nation's money? Or shall we give up that power in advance, without an emergency, to the president of the United States, and deprive ourselves ourselves of the power, in case of future need, to take action that congress may deem wise?....."

The senate clock's hands met. "I note now that it is Saturday morning," purred Senator Tydings. The president's dollar power was gone, and with it the stabilization fund, the higher price for silver.

"MIKE! MIKE!"

WASHINGTON—When Boston's burly, spade-bearded republican representative George Holden Tinkham rose to speak in the house for the first time in half a dozen years he was saddened by a new kind of heckling. Again and again as he warmed to his theme (neutrality), and strode dramatically across the rostrum, his choicest passages were drowned by shouts of "Mike! Mike!" Finally he grabbed the microphone with both hands as if it were a python that he was about to strangle and bellowed the rest of his message at it. Afterwards he groused: "These damned microphones! They talk back to you—just like a democrat."

if you own a ~

dog

BRING THIS AD TO OUR STORE and GET A FULL 1-lb. PACKAGE

Ken-L-Worth Dog Food Free

FOR TRIAL FEEDING

KEN-L-WORTH is a concentrated fresh meat food in dry form—guaranteed to contain over 25% of clean wholesome fresh meat — OVER ONE-QUARTER MEAT and all U. S. Government inspected.

Half-pound of KEN-L-WORTH and one pint of hot water makes 1½ pounds of excellent dog food at a cost of about 5c.

GET THE TRIAL PACKAGE FREE

ANAHEIM FEED & FUEL CO.

242 West Center Street

Why not really enjoy your

THRIFTY TRIP EAST?

Southern Pacific's friendly "Californian" (to Chicago on the scenic Golden State Route) makes it fun to be thrifty



The *Californian* is designed for the exclusive comfort and pleasure of chair car and tourist car passengers. Tempting meals are priced: breakfast 25c, lunch 30c, dinner 35c.



Tourist passengers relax in the full-length lounge car. Special chair car for women and children. All cars air-conditioned. Nurse-Stewardess service.

SEE BOTH FAIRS

for no more rail fare! Go east on the *Californian*, return via San Francisco World's Fair. See both Fairs for not one cent more rail fare.

See or phone your nearest SP Representative for information.

ALL-EXPENSE BUDGET TO CHICAGO

If you don't want a berth...

Rail fare one way	$39.50
7 delicious meals en route	2.05
TOTAL in air-conditioned chair cars	$41.55

If you do want a berth...

Rail fare one way	$49.90
7 delicious meals en route	2.05
Big lower berth	8.95
TOTAL in air-conditioned tourist sleeping cars	$60.90

BIG SAVINGS IN ROUNDTRIP TICKETS

Southern Pacific's "*Californian*"

GROVER RORER, Agent S. P. Depot, Anaheim, Phone 2503

Depot at Los Angeles and Santa Ana Streets

Val Vita Building New Structures

Two new buildings are now under construction at Val Vita cannery, west of Fullerton, including a large warehouse and office valued at $106,100

The buildings are being constructed by the Las Vegas Land and Water company, Union Pacific subsidiary, and include a warehouse approximately 200 by 538 feet in size of frame and corrugated iron construction and representing a cost of $82,000. The office building to be located in the triangle formed by Commonwealth and Brookhurst avenues and the Santa Fe railroad, is to be of frame stucco construction, 40 by 118 feet, and will cost $24,100.

PLANS MASS MEETING

To discuss their proposed retirement warrants amendment to the state constitution, the Retirement Life Payments association has scheduled a mass meeting, Tuesday, July 18 at 8 o'clock at the Horace Mann school.

Betty Rose Shop

announces

Biggest and Best SUMMER CLEANUP

SALE

Girls' Dresses, size 1 to 14 years **$1.00**

Girls' Wool Coats, 2 to 10 years **$3.95**

Boys' Knit Cotton shirts 2 to 6 yrs. **49c**

Baby Bathrobes, sizes 1 to 3 years **79c**

BETTY ROSE SHOP

215 North Broadway Santa Ana, California

All Sales FINAL

UPHOLSTERING

EXPERT CRAFTSMEN TO SERVE YOU

S. T. HAMMOND CO.

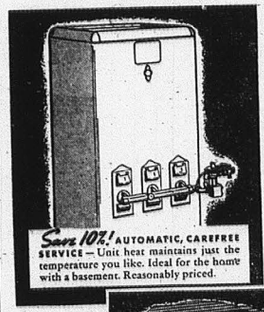
142 South Los Angeles Street

PHONE 3931

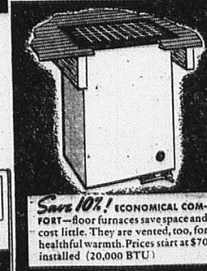
Anaheim California

Me...buy a furnace in summer?

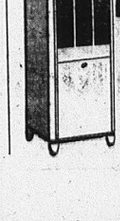




Save 10%! AUTOMATIC, CAREFREE SERVICE—Unit heat maintains just the temperature you like. Ideal for the home with a basement. Reasonably priced.



Save 10%! ECONOMICAL COMFORT—floor furnaces save space and cost little. They are vented, too, for healthful warmth. Prices start at $70 installed (20,000 BTU)



Save 10%! YEAR-ROUND CIRCULATION of fresh air is provided by the gas forced-air unit. Compact, requires no basement.

Look for this Blue Star Seal of Approval

Yes! Save 10%

—with no down payment—no monthly payment till October—and avoid all rush and worry!

When cold days come, you'll be glad to have the comfort and healthful protection of a gas furnace! And *now* is the time to order.

Included in this summer discount sale are gas heating appliances for homes large and small. They're vented, to assure constant supply of warm, fresh air. Remember, payments on furnaces installed now may be postponed till fall. Convenient, low F.H.A. terms.

Take advantage of this special discount, as thousands of other Southern Californians have done in past years. See a dealer or

SOUTHERN COUNTIES GAS COMPANY

4th ANNUAL SALE

10% discount

NO DOWN PAYMENT

NO MONTHLY PAYMENT TILL OCTOBER

TERMS AS LOW AS $4.39 A MONTH

LIMITED TIME ONLY

Natural Gas

FOR THE 4 BIG JOBS...HOUSE HEATING • WATER HEATING • COOKING • REFRIGERATION

IT'S THE SALE OF SALES

Cone Bros.

JULY USED CAR Clearance Sale

They are Going Out Like Hot Cakes

	Down
1936 Dodge Sedan	$175
1937 Chev. Dlx. Town Sedan	$165
1935 Chevrolet Sedan	$125
1937 Chevrolet Sport Sedan	$195
1934 Chevrolet Standard Sedan	$100
1934 Chev. Master Sedan	$110
1935 Chevrolet Master Coupe	$135
1937 Ford "85" Tudor Touring	$165
1938 Chevrolet Dlx Town Sedan	$225
1934 Chevrolet Standard Coupe	$ 95
1937 Ford "60" Tudor	$135
1935 Chevrolet Master Sedan	$135
1935 Chevrolet Master Coach	$115
1937 Chevrolet Dlx Sport Coupe	$175
1936 Chevrolet Coach	$135
1935 Studebaker Dictator Coupe	$135

Work Cars

	Full Price
1929 Ford Sedan	$35.00
1931 Chevrolet Sedan	$75.00
1929 Oakland	$50.00
1930 Oldsmobile	$75.00

SEE THESE CARS TODAY

Cone Bros.

Your Local Chevrolet Dealer

215 N. Los Angeles St. Anaheim

Buy Now and Buy in Anaheim! Buy Now and Buy in Anaheim!

ILLINOIS PICNIC

The Illinois summer picnic reunion will be held all day Saturday, July 22, at Bixby park in Long Beach. Irving M. Smith, city attorney of Long Beach, will be the featured speaker during the program starting at 2 o'clock.

LEGAL NOTICE

IN THE SUPERIOR COURT OF THE STATE OF CALIFORNIA, IN AND FOR THE COUNTY OF ORANGE.

HOME OWNERS' LOAN CORPORATION, a corporation, Plaintiff,

vs.

JAMES L. SLOAN and CONSTANCE E. SLOAN, husband and wife, RELIANCE TITLE COMPANY, a California corporation, as Trustee, SAVINGS, LOAN AND BUILD-ASSOCIATION OF ANAHEIM, a California corporation, Defendants,

NO. 37393

NOTICE OF COMMISSIONER'S SALE

Under and by virtue of an Order and Decree of Foreclosure and Writ for the Enforcement of Judgment Requiring Sale of Property issued out of the Superior Court of the State of California, in and for the County of Orange, on the 28th day of June, 1939, in the above entitled action, wherein the above named plaintiff obtained a judgment and decree of foreclosure on the 23rd day of June, 1939, which judgment and decree was, on the 23rd day of June, 1939, entered and recorded in Judgment Book No. 37 of said Court at page 436 et seq., (to which Judgment and Decree reference is hereby made), I am commanded to sell at public auction in the manner prescribed by law, all that certain real property situate, lying and being in the City of Anaheim, County of Orange, State of California, and described as follows, to-wit:

Lot Forty-three (43) of Tract No. 14, South Street Tract Annex, as per map thereof recorded in Book 9, page 7 of Miscellaneous Maps, records of said Orange County, together with the tenements, hereditaments and appurtenances thereunto belonging, or in anywise appertaining.

Public Notice is hereby given that on the 29th day of July, 1939, at 10:00 o'clock A. M. of said day, at the South Door of the Court House of said County of Orange, in the City of Santa Ana, Orange County, California, in obedience to said Order of Sale and Decree of Foreclosure and Writ for the Enforcement of Judgment, I will sell the above described property, or so much thereof as may be necessary to satisfy said Judgment with interest and costs and expenses of sale, at public auction to the highest and best bidder for Cash, in lawful money of the United States.

GEORGE H. TOBIAS,
Commissioner Appointed by said Court.

Dated: June 28th, 1939.

B. Z. McKinney,
Santa Ana, California,
Attorney for Plaintiff.

6-29, 7-6/13, 1939.

Citrus Campaign Plans Developing

The citrus juice campaign is settling down to a good summer promotional job in all citrus producing areas, according to R. S. Simmons, assistant advertising manager of the California Fruit Growers Exchange.

In Orange county the Santa Ana and Fullerton Junior Chambers of Commerce are giving 100 per cent cooperation and developments in the two citiesare satisfactory. In Anaheim the work of C. J. Mauerhan and A. J. Shutte, chairman and member of the farm bureau's citrus campaign committee, has been outstanding. Practically all the leading stores in Anaheim expressed a willingness to display fruit in their windows and in general support the campaign.

The week of July 24-29 has been set aside as "orange week" in Santa Ana and Fullerton in particular and in Orange county in general. With the cooperation of service clubs, the junior chambers of commerce are planning to have a display of oranges in every store window of the two cities.

A fine example of cooperation was offered by James A. Irvine, sr., who served orange juice to 150 guests at his picnic held near Emerald Bay on July 4.

Church Conclave to Open July 17

One of the largest conventions of the year is that of the Christian churches and Churches of Christ of southern California and Arizona, which meets every year in July for a full week at the Municipal auditorium in Long Beach. The attendance reaches from 2000 to 4000 per day. The gathering this year will be July 17-23, according to Rev. Don Earl Boatman, pastor of the Anaheim Church of Christ.

Chief speakers are Dr. R. H. Miller, pastor National City Christian church, Washington, D. C. and Dr. P. H. Welshimer, Canton, Ohio.

The program will include the subjects of evangelism, Christian education, college work, benevolences, Christian unity, missionary work at home and abroad, and world affairs.

Rev. C. L. Waite, pastor at Riverside, is president.

Divorced 45 Years, Couple to Remarry

Divorced 45 years ago, Edwin Day and Mrs. May Dotts plan to remarry in the near future. They were reunited recently in the home of their daughter, Mrs. Henry Davis of Orange and plans for the wedding were made at that time.

The couple were married at Kinkaid, Kans., 50 years ago and were divorced five years later. Since that time both remarried and the mate of each has passed away.

Note Swallowing Leads to Arrest

Santa Ana police yesterday arrested a Fullerton woman on petty theft charges after she asserted tore up and swallowed a note for $63, for which she was being sued by a collection agency.

Officers said Mrs. Martha Salee, 36, went to the agency and asked to see the note. A. A. Appling, the proprietor, told officers she snatched the piece of paper and stuffed it into her mouth.

The two then wrestled around the office until Appling finally recovered what remained of the note, he told police. Mrs. Salee was taken before City Judge Donald Harwood and pleaded not guilty to the petty theft charge. She was released under $200 bail and date for her trial was set for next Tuesday.

"Summer Discount" Plan is in Effect

An opportunity to modernize with up-to-date gas heating equipment in preparation for the coming winter months is afforded Orange county householders under terms of a special "summer discount" plan worked out by local gas appliances dealers acting in cooperation with Southern Counties Gas company.

Details of the plan, which went into effect on July 1, include a discount up to 10 per cent on central heating units, floor furnaces, and similar permanently installed gas equipment according to Fred G. Merker.

Sorority Initates Three Members

Mrs. Charles Royer's home in Fullerton was the scene of formal initation of Mrs. Russell Black, Miss Dorothy Jenkins and Mrs. George Brumely into Kappa Delta Phi sorority. The initation was held Saturday evening and was followed by a party in honor of the new members in Hollywood.

Those who attended the function at Earl Carroll's restaurant were Mr. and Mrs. Charles Raggio, Mr. and Mrs. Howard Maxwell, Mr. and Mrs. Adrian Reynolds, Mr. and Mrs. Harold Hemmer, Mr. and Mrs. Wray Pomeroy, Mr. and Mrs. Charles Royer, Mr. and Mrs. Robert Sprague, Mr. and Mrs. Fred Nunlist, Mr. and Mrs. Herbert Sipple, Mr. and Mrs. Duane Rowland, Mr. and Mrs. Ralph Ferguson, Mr. and Mrs. Russell Black, Mr. and Mrs. George Brumley, Miss Charlotte Price, Miss Eileen Muchow, Don Weise and Cornelius Huaite.

Carroll D. Cones Leave For Trip

Mr. and Mrs. Carroll D. Cone left by train today for Pittsburgh, Pa., where Mr. Cone, president of the Anaheim Lions club, will attend the annual convention of that service club.

From Pittsburgh, Mr. and Mrs. Cone will go to Philadelphia, New York, Washington, Richmond and the New England states. They will return to California via ship from New York to Galveston and by train to Anaheim. A half-day stopover will be made at Miami, Florida.

July Clearance



Reduced Prices on all Summer and Spring Merchandise

DRESSES

New Fall Dresses Arriving Daily

$3.95 to $12.75

Reduced Prices on Straws and White Felts



NEW FALL HATS

$1.95 to $4.95

LAURETTA DRESS SHOPPE

116 West Center St. Phone 3907 Anaheim

These Warm Days Cool Off at our

FOUNTAIN

Crisp Salads
Appetizing Sandwiches
Iced Tea or Coffee

Pure Quality Orange Sherbet
Pint — 10c Quart 20c

MARIGOLD CAFE

"Where Dining is a Pleasure"
PHONE ANAHEIM 3521
122 EAST CENTER ST. ANAHEIM, CALIF.

Get yur free orangeade at downtown headquarters of Cal-Juices, Inc. all day Saturday

Condensed Statement

Bank of America *National Trust and Savings Association*

June 30, 1939

RESOURCES		LIABILITIES		
Cash in Vault and Due from Banks	$ 227,908,271.94	DEPOSITS:		
U. S. Government Securities	398,637,286.14	Demand	$600,790,189.32	
State, County and Municipal Bonds and Other Bonds and Securities	167,262,727.61	Savings and Time	807,516,608.99	$ 1,408,306,798.31
Loans and Discounts	695,102,388.44	Liability for Letters of Credit, Acceptances, etc.		14,349,314.64
Bank Premises, Furniture and Fixtures	34,636,313.32	Reserve for Interest Received in Advance		7,397,591.81
Customers' Liability on account of Letters of Credit, etc.	13,629,996.48	Reserve for Interest, Taxes, etc.		596,478.01
All Other Assets	12,647,276.16	Capital, Surplus, Undivided Profits and Reserve		119,174,077.32
TOTAL RESOURCES	$1,549,824,260.09	TOTAL LIABILITIES		$1,549,824,260.09

Record Showing Due To Branch Banking

Bank of America Report Shows Increase in Capital Funds

Reflecting the steady growth of all California, Bank of America, statewide branch banking organization, has again exceeded all previous high marks in capital funds, loans outstanding, and earnings, according to the bank's mid-year statement of condition as of June 30, 1939.

Capital, surplus and undivided profits are shown as standing at $117,370,000, as compared with $112,231,000 reported June 30, 1938, an increase of $5,139,000 for the twelve months, after payment in the same period of dividends amounting to $9,600,000.

The aggregate of loans outstanding is $695,102,000 or $65,977,000 more than on the same date a year ago.

BIG LOAN VOLUME

Deposits total $1,408,306,000, an increase of $50,528,000 over June 30, 1938, while total resources stand at $1,549,824,000, a gain of $51,297,000 for the same period.

Earnings for the first six months of 1939 are $14,777,000. Dividends paid out in the same period at the annual rate of $2.40 a share on 4,000,000 shares outstanding amounted to $4,800,000. There was added to surplus and undivided profits accounts the amount of $3,312,000 after provision of $2,100,000 reserve for depreciation on banking premises, amortization of bond premiums, etc., and $3,967,000 reserves applied to reduce carrying value of assets.

PROFIT SHARING PLAN

Also, during the half year, $597,000 was allotted to the bank's personnel under its profit sharing bonus plan, on the basis of 7½ per cent of salaries up to $500 a month, and 5 per cent of any portion of salaries in excess of $500 a month. The plan, which has been effective since December 1, 1937, and which makes each employee an actual partner in the enterprise, has been accepted as another instance of the leadership of Bank of America in anticipating modern trends, according to President L. M. Giannini.

SAVINGS RATE UNCHANGED

In commenting further, President Giannini said:

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Mon. Tues. Wed. July 17-18-19
BING CROSBY
SHIRLEY ROSS
— in —
"PARIS HONEYMOON"
—AND—
"TORCHY BLANE IN CHINATOWN"
Glenda Farrell
Barton MacLane-Tom Kennedy

July 20-21-22
"FIVE CAME BACK"
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Lucille Ball - Kent Taylor
—AND—
"KID FROM KOKOMO"
Pat O'Brien
Wayne Morris - Joan Blondell

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Obituaries

FRED SCHADICK

Funeral services for Fred Schadick, whose death occurred at his ranch on West Orange avenue last Wednesday, were conducted Saturday afternoon from the Bethel Baptist church. Rev. H. G. Dymmel, pastor of the church, officiated, assisted by the former pastor, Rev. O. R. Schroeder. Burial was in Anaheim cemetery with Hilgenfeld funeral home in charge.

REV. OSCAR LOMPE

Funeral service for Rev. Oscar Lompe, 78, a retired minister of the Lutheran church who died Friday evening at his home near Wintersburg, were conducted Tuesday afternoon from the Grace Lutheran church. Rev. C. H. S. Hunziker officiated and burial was in Olive Lawn cemetery, with Hilgenfeld funeral home in charge.

Rev. Lompe was a native of Germany, but came to America at the age of 18 and resided in California nearly five years. He is survived by his widow, Pauline C. Lompe; two sons, Oscar G. of Huntington Beach and Alfred J. Lompe of Waterloo, Iowa; one daughter, Elizabeth Lompe of Huntington Beach, and 11 grandchildren.

D. W. POWELL

D. W. Powell, 48, a native son of California and for a number of years a resident of Coalinga, died unexpectedly in his automobile Friday morning. He had come with his family to this vicinity for a vacation, and was stricken suddenly. He leaves his widow, two sons, one daughter, his mother, and several brothers and sisters.

The remains were forwarded by the Hilgenfeld funeral home to Coalinga where services were conducted Tuesday afternoon.

ANNA U. BIRCHER

Last rites for Mrs. Anna U. Bircher, 69, who died at her home in Santa Ana on Monday, were conducted yesterday afternoon from the Hilgenfeld funeral home with burial in Anaheim cemetery. Rev. J. H. Odgers of Santa Ana officiated assisted by Rev. R. Kells Swenerton.

Mrs. Bircher was a native of Pennsylvania, but had resided in southern California more than 19 years. She leaves her husband, John J. Bircher; three daughters, Mrs. C. H. Mills and Mrs. L. N. Bardick of Anaheim and Mrs. J. B. Gorton of Tustin; six sons, Albert H., Harold J., and Louis U. Bircher, all of Anaheim, Clarence V. Bircher of Yorba Linda, Walter G. and J. Oliver Bircher, both of Kansas; one brother, two sisters and 23 grandchildren.

EDITH M. DEHAVEN

Funeral services for Edith M. DeHaven, 69, were conducted this afternoon from the Hilgenfeld funeral home, followed by burial in Westminster cemetery.

Mrs. DeHaven, a resident of Stanton for nearly seven years, died Tuesday morning. She is survived by her husband, John H. DeHaven; four step-daughters; two step-sons, 14 grandchildren and two great grandchildren. One of the step-daughters is Mrs. King Rutledge of Stanton.

Budget Discussed by Health Board

"At the July meeting of the board of directors of the Orange County Tuberculosis and Health association, Ltd., held Monday, budget and financial matters were discussed," according to Mrs. Merrill W. Hollingsworth, new secretary of the board.

"The association has kept within the budget to date; $4867.28 has been expended during the first six months of the year and there is a cash balance of $2819.21 in the treasury which amount should carry the association until 1939 campaign funds are received in November.

"The Dr. Margaret Baker memorial fund established at the annual meeting, held in April, was voted a permanent fund, with only the proceeds to the fund to be used by the association in examining needy persons at the weekly early diagnostic clinic which it conducts.

"The weekly diagnostic chest clinic has served 139 adults and 40 children during the first six months of 1939."

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SLICED PEACHES	No. 2½ can		9¢
BALLOON FREE WITH — GIANT PKGS. POST TOASTIES		3 for	25¢
KERR JAR LIDS		3 Doz. for	25¢
GRAPEFRUIT JUICE	No. 2½ Can		5¢
PURE VINEGAR	Gallon		15¢
GLASS JAR SLICED BEEF			10¢
25c PKG. of POTATO CHIPS	pkg.		13¢
LARGE BOTTLES CATSUP		2 for	15¢
SHRIMP	5-oz. can		9¢
SLICED PINEAPPLE	No. 2 cans	2 for	19¢
TEA TIME MARSHMALLOWS	pkg.		9¢
BALL MASON JAR RINGS		3 Doz. for	10¢
NEW CROP SAGE HONEY	Quart Mason Jar		29¢
TALL CAN APPLE JUICE			5¢
TOMATO JUICE	No. 2 cans	3 for	20¢
SWEET — SWEET RELISH — SWEET DILLS PICKLES		Large Jar	15¢
KILLS THEM INDOORS — ANT or FLY SPRAY		Quart	25¢
OYSTERS		Per can	5¢
TUNA		No. ½'s can	9¢

LADIES — these are Orange County Products.

M. C. P. PECTIN		3 for	35¢
FULL STOCK OF LUSH'S HONEY			
HOLLY SUGAR	10 lbs.		49¢
REAL GOLD ORANGE JUICE		2 for	15¢
QUEEN ISTBEL GRAPE JUICE		Quart	23¢
SALMON		No. 1 tall can	10¢

Pure Lard	Bulk	6½¢ lb
Lamb Roast	Shoulder Cuts	16½¢ lb
Beef Roast		17½¢ lb
Country Style Sausage		20¢ lb
Ground Beef		15¢ lb
BEEF Ribs		12½¢ lb

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FRESH HAWAIIAN PINEAPPLE	each		15¢
NEW CROP LIMA BEANS	3 lbs.		14¢
JUMBO SIZE CANTALOUPES		4 for	10¢
NO. 1 WHITE ROSE NEW POTATOES	34-lb. lug		43¢
LARGE SIZE EGGPLANT		2 for	5¢
FANCY WATERMELONS	lb.		1¢

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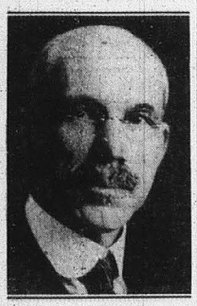
LXIX | ANAHEIM, CALIFORNIA, THURSDAY, JULY 13, 1939 | NUMBER 38

Cal-Juices, Inc., Shows Remarkable Growth During the First Year of Operation

Steady Advance Is Disclosed in History of MOD

Cooperative Organization Is One of Strongest in Citrus Industry

Organized in 1906 as a cooperative citrus marketing organization, the Mutual Orange Distributors for 33 years has been one of the vital and constructive factors in the California citrus industry. From a few houses in the Redlands district—and its number one house, the Redlands Mutual Orange association, is still an active member—the organization has



J. H. STRAIT

grown slowly but firmly into every major producing district of California and Arizona.

Its sales network now covers the world with 183 agents and special representatives in the United States and with its sales connections in the British Isles, on the European continent and throughout the Orient and Far East.

The advent of Pure Gold fruit into the Orient has been facilitated during the last two years, as has its expansion in European markets. Long a factor in overseas trade, the real force of the promotion in these markets began to be felt after the appointment of Bruce McDaniel as general manager of the MOD in 1935, and the action of the board of directors and finance committee in furthering a definite promotion program.

(Continued on Page 3)



BRUCE W. McDANIEL



Above is shown the front of the new plant of Cal-Juices, Inc., constructed last year at a cost of approximately $250,000, located at 1460 N. Olive street, Anaheim. Cal-Juices, Inc., produces Real Gold pure orange juice, Real Gold orange and lemon concentrates, Lark dairy orange, and numbers of other products. The cooperative is entirely grower-owned and grower-operated and a subsidiary of Mutual Orange Distributors, which organization handles the sale of Cal-Juices products.

Cal-Juices Inc., Distributes Its Products In 32 States and Four Foreign Markets

Acceptance by the trade of citrus products manufactured at Cal-Juices, Inc., proves that a ready market exists, Alfred Gabrielsen, canned goods sales manager of MOD, declared in his recent report to that organization.

"Real Gold orange juice was sold during the past year in 32 states and four foreign markets," Gabrielsen's report says. "We concluded 942 sales to 191 customers, showing a very definite acceptance of this product by customers who had an opportunity to try it. The five leading markets in volume were Illinois, Missouri, New York, California, and France.

"Real Gold orange and lemon concentrates for the family trade have been on the market only about six weeks, but already are selling in 35 states. From all reports available this product is very well received and retail stores which have had it available for a month or more report a steady increase in sales with a fine repeat business.

The past experience of Gabrielsen, has been broad in the promotion of California's major agricultural products.

Before coming to the MOD in April, 1938, Gabrielsen was with the Sunmaid Raisin Growers association, the California Prune & Apricot Growers association, and also had charge of trade promotion activities for the California Bartlett Pear industry and the Washington State Apple commission. For the Sunmaid concern he opened northern European markets, and with the prune and apricot growers he was in charge of export business.



J. A. STEWARD

J. A. Steward, pictured above, is general salesmanager of MOD, and is one of the best-known fruitmen in the United States.

His association with the canned goods department of the MOD has covered full sales direction for the products of Cal-Juices, Inc., and for the Chula Vista Mutual Lemon association's canned lemon products. Beginning his department with one salesman, he has built up to the present force of 14 district men covering all of the principal markets in the United States.

His headquarters are in the MOD building in Redlands, but about half of his time is spent on the road calling on the trade.

An understanding of the rapid rise of the dairy orange drink business proves that an enormous quantity of oranges are being consumed annually by that outlet. The increasing consumption of all juices during the past several years has been outstanding.

From 1935 through 1938 the pack of canned pineapple juice grew from nothing to five million cases a year. In eight years tomato juice increased in volume in excess of 13 million cases annually; and grapefruit juice in eight years grew to three million cases a year.

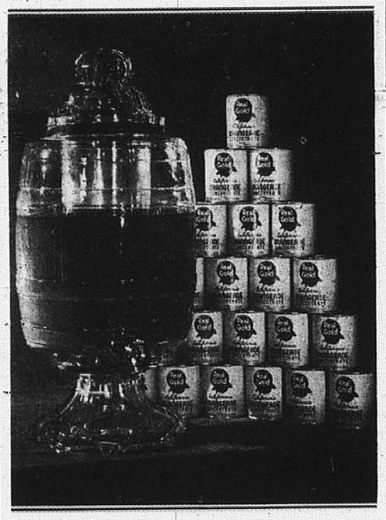
Commercial packs of canned pure orange juice were first put on the market in 1930, and Florida packers had the field to themselves until about 1933. The packs in the beginning, of course, were small and the sales resistance was great. After years of improvement the technique of operations was improved and after advent of California fruit juices into the field in 1932, acceptance by the public was bettered remarkably.

In 1937 production of canned orange juice in California and Florida was between 1,500,000 and two million cases, of which about three-fourths came from California.

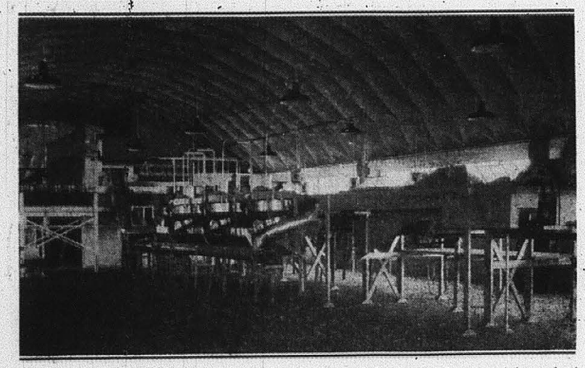
Canned lemon juice is almost exclusively a California product. First offered to the public in 1935 with 100 thousand cases available, production grew to more than one-half million cases in 1937-38.



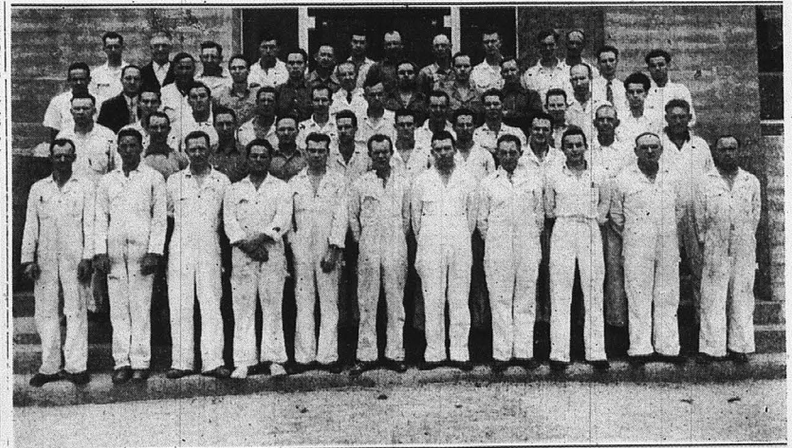
ALFRED GABRIELSEN



The concentrate dispenser, shown above, was developed by Cal-Juices, Inc., for use by drug store fountains, and soft drink stands.



The above interior view of the Cal-Juices, Inc., plant at Anaheim shows a side view of the production line through which various products of the grower-owned, grower-controlled company pass.



Above is shown a group of the employes at Cal-Juices, Inc., cooperative grower-owned and grower-operated citrus juice and concentrate canning company; Each of the employees is either a citrus grower or a member of a grower's family.

Plant in Anaheim Handles 20 Million Pounds of Fruit

Five Mutual Orange Distributors Packing Houses in County Hold Memberships In Cooperative Canning Concern

The first year's operations at Cal-Juices, Inc., were very successful, though they were accompanied by the usual and to be expected delays, occasioned by re-adjustment of equipment to handle the work more efficiently and effectively. This was anticipated, since the venture was a new one, but with the readjustments of equipment, production costs have been greatly decreased, according to H. W. Pierce, manager.

During the period between July 15, 1938, when the plant opened, to April 30, 1939, 17,134,500 pounds of oranges went through the plant. Also, 2,779,740 pounds of lemons, making a grand total of 19,914,240 pounds of citrus fruits which were made into juice, concentrate, cow feed and related products.

The plant was, in the beginning, planned for canning pure orange juice only, but later it developed that there was a heavier demand for and more profit in the concentrates: so this activity became the major factor, and thousands of barrels of concentrate made up to be canned later for shipments to market. The concentrates are of various strengths ranging from 5 to 1 up to 50 to 1. Which means that in the first instance one part of the concentrate and five parts of water make six parts of orangeade and in the other instance one part of concentrate and 50 parts of water make 51 parts of delightful orangeade.

Since the fruit must reach its maximum sweetness before the pure juice should be canned, it is possible to start making concentrates before it is advisable to can juice. Thus far in the 1939 season the plant has been making concentrates, but after August 1, canning of pure orange juice will begin and will continue to the end of the valencia season. About half the crop goes into concentrate and one half into pure juice.

The market for concentrates does not open, however, until several months after the product has been manufactured, so the distribution of one season's run of concentrate does not actually take place until about the beginning of the following season. This is obvious, of course, for orangeade is a summer drink, but it is during the summer months that the fruit is made into concentrate and it is not possible to get the product to the eastern market in time to meet the maximum consumer demand. The first year's pack of concentrate, then, is being marketed this year. All of last year's pack has been contracted for though it all has not been delivered and money received from its sale.

The pure juice market is somewhat different inasmuch as pure juice is consumed 12 months out of the year. So popular and acceptable was Real Gold orange juice, the brand name of the Cal-Juices produce, that the first year's pack was exhausted long before this season's crop was ready to can. It was necessary, therefore, to can several thousand cases of navel orange juice to fill the demand and to supply the market until this season's valencia crop was ready to be made into juice.

At first no lemons were canned. Last winter, however, this branch of the juice business was undertaken, and there is an increasing demand for Real Gold lemon juice and concentrates.

The equipment at the plan was

(Continued on page 2)



J. W. CRILL



HARRY W. PIERCE

Cal-Juices Ends Successful Year

Remarkable Growth Enjoyed by Anaheim Concern Since Founding

(Continued from Page 1)

designed to handle citrus fruits of all kinds, but no grapefruit has thus far been processed, largely because there is very little grapefruit acreage in the immediate district.

A feature of the plant's activities is the management's willingness to work closely with the sales department, and, when the sales department uncovers a potential market for an item, the plant management endeavors to prepare a product and a package that will fit that market. The small, consumer's package of concentrate is an example. It is an 8 ounce package which makes 48 ounces of orangeade. It is proving very popular and is finding a ready market.

Realizing that it is one thing to create a market for a product and another thing to retain that market in face of competition, the plant management stresses high quality and quality uniformity in its operations; for only by giving the public consistent quality can the markets uncovered by the sales department be retained permanently. Much credit in this connection must be given to Charley Simons, chief chemist.

Another feature, according to Manager Pierce, is the fact that the canned products do not enter direct competition with fresh fruit.

When the plant is running at full capacity, which is only for a few months in the year, around 100 persons are employed. Most of these are growers affiliated with the Mutual Orange distributors, or members of growers' families.

A ready market was found immediately for the cow and poultry feeds made from the pulp and rinds of the fruit. Experiments are underway to find a use for the relatively small quantities of dust removed from the feed after it leaves the dehydrateor and is transferred to the sacking room. Thus far one use for it has been in connection with the manufacture of snail poisons as a vehicle to carry the poisonous chemicals.

The oil extracted from the peels, too, is finding a market. In fact there seems to be a place for every particle of an orange or a lemon and nothing is wasted.

It was some months before canning operations began a year ago that the organization of Cal-Juices, Inc. took place. The five packing associations which organized the corporation are Anaheim Cooperative Orange association, Orange Mutual Citrus association, Olive Hillside Groves, Fullerton Cooperative Orange association, and Garden Grove Mutual Orange association. Representatives from these associations were selected to be members of the board of directors. The other two directors were representatives of the Mutual Orange Distributors. The first board of directors consisted of E. L. Hackley, Anaheim, president; H. K. Wilson, Fullerton, vice-president; Frank Hildebrand, Garden Grove, secretary-treasurer; J. A. Porter of Olive; J. F. Snowden, Orange, J. H. Strait, Redlands, and A. L. Chandler, San Gabriel. The latter two were representatives of the Mutual Orange Distributors.

The present board consists of J. W. Crill, Garden Grove, president; E. W. Gruwell, Orange, vice-president; E. L. Hackley, Anaheim; H. K. Wilson, Fullerton; J. A. Porter, Olive; and J. H. Strait, Redlands. H. W. Pierce is secretary as well as manager.

Election day is not a national holiday in the United States.

Sales Official



JOHN ANNALA

John R. Annala joined the force of the canned goods department of the MOD in June, 1938 as assistant sales manager.

Annala came to the MOD from the Apple Growers' association of Hood River, Oregon. He began his association with the apple growers in 1926 and served in various capacities in the production and packing end of the business, and later in the field department. His work in Oregon was interrupted in 1928 when he went to Argentine where for two years he worked with the Argentine Fruit Distributors in developing the pear industry in that country.

Returning to Hood River he resumed his work with the association and in 1935 became assistant sales manager, selling the canned goods of the organization as well as fresh fruits. He is familiar with the dairy industries through sales of frozen and special pack berries for ice cream manufacturing.

South Africa Sees Large Citrus Crop

Preparations are being made for the export of a record citrus crop from the Union of South Africa this year. It is estimated that the South African Cooperative Citrus Exchange, which handles 85 per cent of the citrus export trade, will have to deal with approximately 5,000,000 export cases. Private growers are expected to export in additional number expected to export in additional nearly 1,000,000 cases.

Yungbluth Held In High Esteem

Prominent in the business life of Anaheim for more than 40 years F. A. Youngbluth, owner and proprietor of Youngbluth's store, also holds an esteemed position in the civic life of the city. As a member of the Anaheim city council and a director of the Anaheim Chamber of Commerce, he is constantly working for the betterment of the community in which he chose to make his home upon coming to the United States from Germany as a youth of 15 years.

Yungbluth started his career in Anaheim while a youth as apprentice to his uncle, Fred Crist, a merchant tailor. Upon the death of his uncle, Yungbluth purchased the business and established the concern which was destined to become one of Anaheim's leading business institutions.

In the early days of his business career here, Yungbluth formed a partnership with Louis Kroeger in a men's furnishing store, the former, however, continuing in his merchant tailor business. When Anaheim's growth made it feasible, the partnership dissolved and the men established separate stores.

Many and varied are the activities Yungbluth has engaged in for the civic betterment of Anaheim. As a youth he served for eight years with the California national guards, rising to the rank of first sergeant. He was one of the founders of the Anaheim Chamber of Commerce and has served as its president several years. Yungbluth was president of the California Valencia Orange show, held here, in 1938. Since 1932, he has been a member of the city council.

New Planting Heavy In North California

Despite the freezes of 1934 and 1937, citrus in the upper Sacramento valley is coming back stronger than ever, according to H. L. Thomason of the growers service department of Mutual Orange Distributors.

Thomason has just returned from a survey of the region and reports that not only have most of the trees that survived the freeze of 1937 recovered, but they have made sufficient progress as to be comparable to any in southern California in appearance. Growers have become so encouraged that 1800 acres are being set out this year—most of them to new plantings.

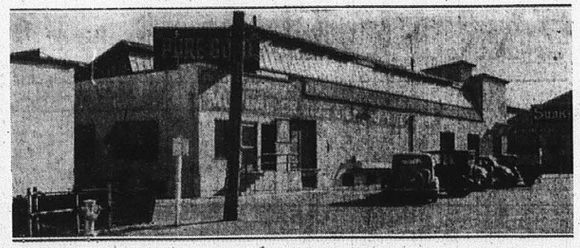
FRUIT SALAD DRESSING

Following is a recipe for fruit salad dressing:

1-4 cup pineapple.
1-4 cup sugar.
1 cup whipped cream.
2 eggs.
1-4 cup lemon juice.

Beat two eggs, add sugar, pineapple and lemon juice. Cook in double boiler, stirring constantly until thickened. Then set aside to cool. Whip the cream and fold into the mixture just before serving. Very delicious for all fruit salads.

Fullerton Cooperative Orange Assn.



Phenomenal growth characterizes the history of Fullerton Cooperative Orange Association.

Organized in the spring of 1932 with a membership of 17 and a total output of 62 cars of fruit that year, the association has grown in six years to a membership of 130 and a handle of 600 cars of fruit.

The house was organized by Otto Idso, the present manager, and the late Edward Wents, a prominent Orange county grower. Wents died a few weeks ago but until his incapacitation by illness, Wents was active in the organization, being a member of the board of directors, and a staunch supporter of the Mutual Orange Distributors. He was a member of the MOD field department.

The packing house is considered to be one of the most efficiently arranged houses in the county from the standpoint of mechanical operation. The production line is so constructed and laid out that regardless of the condition of the incoming fruit—whether free from frost or otherwise—the switch of a lever enables the house foreman to direct the fruit along proper channels without slowing up the packing operations and without the employment of extra help.



OTTO IDSO, Manager, Fullerton Cooperative Orange Association

Another feature of the plant is the efficiency of its artificial illumination and the color scheme carried out in the walls, ceilings, and equipment to enable the workers to carry on their operations with a minimum of fatigue.

The present officers and directors of the association are J. H. Meyer, president; N. W. Hatfield, vice-president; H. K. Wilson and E. A. Rodieck. A successor to the late Edward Wents on the directorate has not been chosen.

Store's Employes Enjoy Orange Juice

Since last September, the southern California employes of the Owl Drug company have been taking time out at 4 o'clock every afternoon, for "orange tiffin," an idea borrowed from the British afternoon tea, with orange juice as the tipple.

The company has 80 stores in the southern California area, nearly 1100 employes, and about 55 gallons of orange juice are served daily. After more than six months the plan has been found practical and beneficial in every way, and is recommended to other organizations by George Pfaffenberger, southern California manager of the Owl Drug company.

In Italy and Spain, the cow is superseded by the goat as a milk giver.

Martenet Store Has Long History

For approximately 29 years, M. W. Martenet has owned and operated the M. W. Martenet Hardware store, now located at 323 W. Center street. Few business establishments have been in business in Anaheim under the same ownership for a longer period of time.

Martenet first entered the hardware business 54 years ago. For two years immediately prior to coming to Anaheim he had owned a hardware store in Orange. Before that he was in business for many years in Pasadena.

The hardware merchant purchased his business from the late General Royer. The store was located on South Los Angeles street at that time, Martenet later moving to West Center street location and for the past 15 years he has been in his present place of business.

Affiliated with Martenet in the operation of the business now is his son, M. W. Martenet, jr. The younger Martenet, like his father, takes an important part in civic affairs. He is now serving as one of the city's councilmen, a position he has filled for several years.

The underlying factors in the rise of Martenet's hardware to the place of prominence it now enjoys are service, courtesy, quality and quantity of merchandise, and a progressive policy by the owner.

Minimum Price Law Is Unconstitutional

The law attempting to guarantee Florida grapefruit growers 32 cents a box was held unconstitutional in federal court recently. The decision was handed down in the suit brought by ten canning concerns to test the price fixing law.

Lark Orangeade



Lark Orangeade, a delightful and refreshing drink made from selected oranges and lemons, is produced at the Cal-Juices, Inc., plant here. It is bottled by dairies through the country and sold by dairies, restaurants and markets.

Lord, what a change within us one short hour
Spent in Thy presence will avail to make!
What heavy burdens from our bosoms take!
What parched grounds refresh as with a shower!

—Richard Chenevix Trench.

Birthday Greetings

TO

CAL-JUICES, INC.
MANAGER H. W. PIERCE
THE BOARD OF DIRECTORS and the AFFILIATED GROWERS!

and Congratulations

To Anaheim and Orange County

For Having Such a Firm in Your Midst

M. W. MARTENET
HARDWARE - PAINTS - BUILDING SUPPLIES
Phone 2303
323 West Center Street Anaheim, California

We're For

Cal-Juices, Inc.

ATTEND OUR
Semi-Annual
FLORSHEIM
SHOE
SALE
Now going on for a short time
$7.85 - $8.85
$9.85

Because:

From the very beginning the purpose has been to convert here-to-fore wasted oranges into profits for the men and women who grew them.

And in doing so make if possible for many persons who could not afford fresh California oranges to have the advantages of the delicious health giving qualities of California oranges via canned pure juice and concentrates.

The products now being marketed bear a label (printed in Anaheim) which puts Anaheim and Orange County advertising in the stores and homes throughout the world.

SO WE'RE 100% FOR CAL-JUICES and are happy to join our fellow townsmen in celebrating the end of the first and a very satisfactory year.

WE PLEDGE OUR COOPERATION AND WISH ALL CONCERNED A PROSPEROUS FUTURE.

YUNGBLUTH'S
145 WEST CENTER STREET, ANAHEIM

Steady Advance Enjoyed by MOD

Citrus Cooperative Founded in 1906 Grows Stegdily With Industry

(Continued from Page 1)

The Mutual Orange Distributors through all of these years has been a cooperative in legal structure and operation. It is a charter member of the National Cooperative Council and is identified with the Institute of Cooperation and major fresh fruit trade associations throughout the United States. It owns its own headquarters building in Redlands, where are located the offices of the various departments, including sales setup of the canned goods department. In Los Angeles at 514 East 8th street, is the supply department.

Officers of the Mutual Orange Distributors are J. H. Strait, president; M. W. H. Williams, vice-president, and A. B. Cowgill, secretary.

The board of directors of the MOD includes John E. Carson, Glendora; M. N. Jensen, Orange Cove; John G. Gaylord, Upland; Bartlett H. Hayes, Indio; Wyckoff Hoxie, Tustin; J. A. Porter, Olive; John H. Meyer, Fullerton; J. W. Crill, Garden Grove; T. J. Steves, LaVerne; William Wagner, Jr., Anaheim; R. Lowell Davies, Chula Vista; R. A. Wheatley, La Habra; Allen Break, Bryn Mawr; M. W. H. Williams, Redlands; and J. H. Strait, Redlands.

Members of the finance committee are Wycoff Hoxie, R. A. Wheatley, and Allen Break.

Products Field Entered

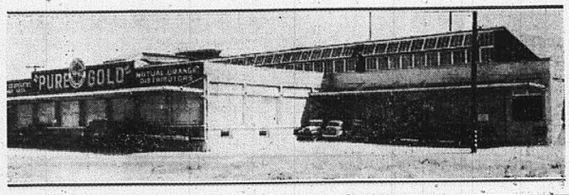
Decision to take up the canning and distributing of citrus products was made on October 13, 1937, by the board of directors of the MOD. The resolution which crystallized this movement stated: "It is the conviction of many of our growers that they can protect their income on both fresh fruit and fruit usable for canning purposes as well as safeguard themselves against possible destructive effects of the unrestricted manufacture and distribution of canned citrus products by retaining control through Mutual Orange Distributors of all of the fruit they produce."

Organized as a grower-controlled cooperative under the California Agricultural code, membership in Cal-Juices, Inc., was declared open to all growers affiliated with the MOD. All products handled by the subsidiary cooperative are marketed by the MOD.

Ground was broken and excavation started on the plant on February 1, 1938, with 200 persons attending the ceremony.

Two definite objectives were in view through the expansion of the MOD into the by-products field, and these were stressed by Bruce McDaniel, general manager, at the ground-breaking as "the growers are given full control of their fruit from the time it leaves the tree until the time it reaches the consumer in any and all forms; and the producer is placed in a better position to compete with the rest of the world in supplying all markets." McDaniel said then that the manufacturing and distribution of citrus juices were increasing tremendously, the canned grapefruit market having multiplied ten times in seven years.

Anaheim Cooperative Orange Assn.





T. E. WOODWARD, Manager, Anaheim Cooperative Orange Association

Anaheim Cooperative Orange association is one of the oldest affiliates of the Mutual Orange Distributors in Orange county. It was organized as the Anaheim Valencia Orange association in 1912 and packed first in Anaheim, then in Fullerton, then back in Anaheim again where the operations were housed in a warehouse on South Atchison street. For five years the association was unincorporated. In 1919, however, it was incorporated and the name changed to its present one.

The plant wasn't large enough, as the association's growth continued; so a house was built in 1921 in west Anaheim on the present site, and both houses were operated until 1928 when H. W. Pierce was made manager. In 1929 the plant was enlarged and a precooler with a capacity of 70 cars installed. An extension to the front end was added in 1932. Later, in a separate building, the association established a restaurant for the accommodation of its employees.

Indicative of the phenominal growth of the association, it handled the fruit of 1300 acres in 1928, but in 1938, the acreage had jumped to 2700.

Pierce resigned as manager early in the present year to take over the management of Cal-Juices, Inc., and T. E. Woodward, who was manager of Index Mutual association at La Habra for 24 years, was made manager. Incidentally, Woodward holds the record among MOD managers for length of service as a manager.

The present offices and directors of the association are J. A. Baker, president; Henry Ramm, vice-president; Will Wagner, Jr., E. L. Hackley, B. B. Winters, George Ehrle, and Milton Pannier.

Courage and perservenance have a magical talisman, before which difficulties disappear and obstacles vanish into air.

Trucking Concern Caters to Citrus

Anaheim Truck and Transfer company, Inc., takes justifiable pride in the fact that it has grown with the citrus industry of Orange county as a result of its close association with that industry.

The local company was established during the 1870's by a man named Williams and has been in continuous operation since that time. The business was incorporated in 1909 and in 1920 J. B. Collings and Charles A. Pearson bought the entire stock in the corporation and have owned and operated the business since that time.

When the Citrus industry began its development in Orange county the Anaheim Truck and Transfer company was commissioned to haul most of the fruit. The concern dealt with all Anaheim packing houses and when the Mutual Orange Distributors was organized in 1906 that organization also used the facilities of the local company in this area.

With the advent of Cal-Juices, Inc., a year ago, the Anaheim Truck and Transfer company acquired considerable new and special equipment to enable it to haul fresh fruit from the groves to the plant in Anaheim and some of the products to depots and warehouses.

Because the concern caters mostly to the citrus industry, the force of employes varies during the year. During the valencia season Anaheim Truck and Transfer company employes about 35 persons, while during the balance of the year the payroll includes approximately 12 persons.

Pleasure is far sweeter as a recreation, than a business.—R. D. Hitchcock.

Pitney Studio is Widely Acclaimed

The majority of the photographs in this edition of The Anaheim Gazette dealing with Cal-Juices, Inc., were taken by Guy Pitney of the Pitney Studio in Anaheim. In the photography business in Anaheim for the past 15 years, Pitney and his wife have built up a fine business based upon the policy of best quality workmanship.

Although specializing in children's portraits, the Pitney studio is well-versed in all types of photography. The studio is called upon to do a large portion of the commercial work in the northern end of Orange county as well as group pictures and individual portraits.

Former Missourians Gather at Redlands

The annual reunion of the citrus belt Missouri society will be held at Sylvan park, Redlands, Sunday, August 20. While the program is not yet complete, among the featured entertainment will be "Mirandy" of radio fame, and Tom Sunderland, for years a chautauqua entertainer. All Missourians and their friends are asked to remember the date.

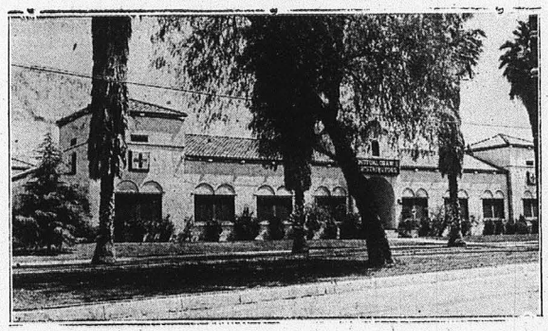
Accountant



C. A. DANLEY, Bookkeeper, Cal-Juices, Inc.

Buy now and Buy in Anaheim!

Main Office of MOD at Redlands



Above is shown the main office building of the Mutual Orange Distributors at Redlands. It is from this office that most of the affairs of the Mutual Orange Distributors are carried on, including direction of sales activities for Cal-Juices, Inc., subsidiary of MOD which cans pure orange juice, lemon juice, orange and lemon concentrates and several other products. Mutual Orange Distributors was organized in 1906.

Cal-Juices, Inc.

WE Are Proud Of An Opportunity To Join Our Fellow Townspeople In Extending Our Heartiest

Congratulations on your

First Birthday

JULY 15, 1939

ANAHEIM CAFE

CURLEY WILLIAMS, Proprietor

"'Tis The Taste That Tells The Tale"

250 East Center St. Anaheim, California

The Backbone of All California Industries----

With its 100,000 carloads of fruit a year, distributed throughout the world; with the DIFFERENT California Oranges; with its cooperative operations, grower-owned and grower-controlled—California Citrus Fruits still lead the world and California Citrus is

The Best of All Agriculture Iudustries

MUTUAL ORANGE DISTRIBUTORS

A CALIFORNIA COOPERATIVE

BRUCE McDANIEL, General Manager

HEADQUARTERS: REDLANDS, CALIFORNIA

Modern Plant is Pride of Concern

Building Embodies Advanced Practices of Industrial Construction

The plant of Cal-Juices, Inc., embodies the most advanced practices of industrial construction. for permanency and maxmium economy in operation.

The main building is 100x160 feet, is two stories high with full basement, and is of reinforced concrete construction. Special attention was given to the problem of illumination and virtually the entire wall of the production department is devoted to windows. Scientific artificial illumination makes it practical to operate he plan 24 hours a day in the peak of the season.

Mastic floors throughout the building are acid proof, and the interior decoration and finish is designed for maximum cleanliness, and sanitation.

All machinery and equipment on the production line is of stainless steel. The "streamlined" pipe arrangement, with no elbows or abrupt turns, allows every inch of pipe to be steam-cleaned and scoured every 24 hours.

Fresh water from wells 400 feet in the ground is used throughout the plant in the condensors, evaporatrors and can cooler. This water is never used a second time.

All workers in the plant wear white uniforms, and, in short, nothing remains undone which will add to the efficiency and sanitation of all operations.

The entire basement of Cal-Juices is given over to complete, modern cold storage facilities. This fact makes it possible to deliver to the trade in March or April the same high quality of juice as first packed in the preceding August or September .

Cold storage is absolutely essential to the safe-keeping of canned juices and concentrates. No matter how good a product is when first packed, it will remain good only if kept at a temperature of 50to 60 degrees; at that temperature it will stay good indefinitely. If subjected to heat of 80 degrees or more for a period of about two months, juice will change both in flavor and color without the visible warning of swelled cans.

To maintain the uniform quality of the products and to develop new products for manufacture necessitates a completely equipped laboratory as one of the most important parts of the plant.

The large, airy room, with one side entirely of reinforced glass presents a picture of spotless precision with walls and ceiling of white enamel; mastic-covered floor;sinks, drainboards and counters of stainless steel, and highly specialized research equipment.

In constant use to make control tests are the thermostaically conrolled white enameled incubator; a large electric refrigerator; Bausch and Lomb polariscope for testing fruit solids; Burettes and graduates and beakers and other laboratory ware made of pyrex; plaform scales, balance scales, and glass-enclosed precision scales; mixing devices, a calculaing machine, and great numbers of shelves filled with date control samples.

White - uniformed laboratory technicians, supervised by a chemist of long years of experience in making fruit juices and concentrates, make continual control tests of all products being made in the factory. They also create new products for Cal-Juices Inc.

Anaheim Cafe Sells Cal-Juices Products

One reason for the popularity of the Anaheim cafe, 250 E. Center street, is that it specializes in good foods at a reasonable price. As important, H. M. Williams, proprietor, believes, is the fact that Real Gold orange juice is served.

Williams came to Anaheim more than two years ago as manager of a grocery store. About a year ago he purchased the Anaheim cafe and has successfully operated it since. Williams lived in Los Angeles about a year after coming to California from Iowa where he had considerable experience in restaurant business.

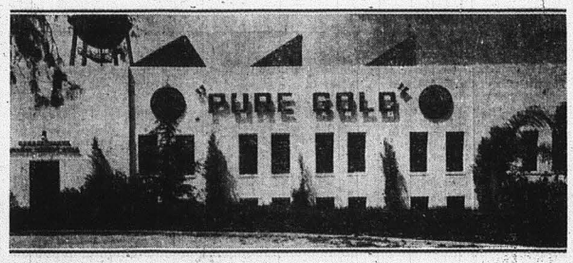
July Among Worst Months for Wrecks

Because of the heavy increase in motor tourist travel, July is one of the peak accident months of the year, warns the public safety department of the Automobile Club of Southern California.

The usually clear weather is no safety panacea, for four out of five accidents occure when the weather is clear and the pavement is dry, according to previous July statistics.

Buy Now and Buy in Anaheim!

Garden Grove Mutual Orange Assn.





E. J. SMALE, Manager, Garden Grove Mutual Orange Association

The Garden Grove Mutual Orange association was formed in May 1922. Charles A. Andres, a member of the prsent board of directors was first chairman of the board.

For the first year or two, the association rented quarters for a packing house; but the rented building proved inadequate to meet the needs of the growing association and the present excellent structure was built in 1923. The members anticipated still further growth; so built ample quarters, consequently no important additions have been made in recent years although the capacity of the plant has been increased by the installation of more efficient equipment.

W. B. Merchant was manager for a number of years. When Merchant was transferred in 1932 to the field department and made the district representative of the Mutual Orange Distributors in Tulare county. E. J. Smale, a grower who joined the association in its second year, was made manager.

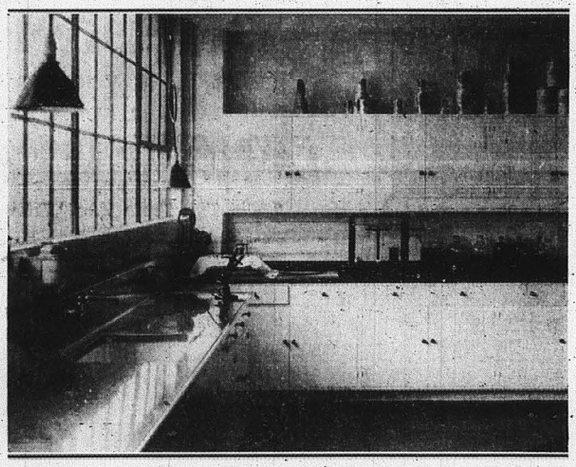
John W. Crill, president of Cal-Juices, Inc., is also president of the board of directors of the Garden Grove association. Other officers and directors are Jess Long, vice-president; W. K. Suiter, secretary; Charles A. Andres, C. M. Roberts, J. H. Stewart and Archie W. Taylor.

BETTER YOSEMITE FISHING

Improved fishing conditions next year are assured in Yosemite National park, for 1,400,000 fingerling trout have been planted in the park's lakes and streams, reports the outing bureau of the Automobile club of Southern California. This is 50 per cent more than last year's plantings according to park officials.

Buy now and Buy in Anaheim!

Modern, Sanitary Laboratory



Above is a view of a corner in the modern, sanitary laboratory in which were developed the numerous products manufactured by Cal-Juices, Inc. Charley Simons is head chemist for the grower-owned local concern. He and his staff of seven oreight assistants are constantly at work developing formulae for new products. The work of the chemists is credited with a large portion of the success of the various products manufactured by Cal-Juices, Inc., and it is through their efforts to uniformity in each of the orange and lemon products is assured.

Congratulations

TO THE MANAGEMENT,
THE BOARD OF DIRECTORS
AND THE AFFILIATED GROWERS
OF

Cal-Juices, Inc.

ON YOUR FIRST BIRTHDAY

"We Are All For You"

Frank Tausch

INSURANCE OF ALL KINDS

PHONE 2401

275 E. Center Street Anaheim, California

Sol-Gas Used by Rural Residents

Sol-Gas, blended, tanked and distributed by Harry I. Horn at his plant on 101 highway just north of Anaheim, is only a little more than two years old, but it has gained wide fame in Orange county as a source of fuel for persons living outside of areas serviced by natural gas companies.

Horn previously was the county distributor for another gas company, but in February, 1937 entered the field independently. His concern now employes four persons and distributed the producet sons and distributes the product the south-east portion of Los Angeles county.

The fuel used in Sol-Gas comes from the Richfield oil fields after which it is refined and then blended and stored in tanks. While in the tanks, Sol-Gas is a liquid, which becomes a gas when mixed with air.

Sol-Gas is capable of doing anything that natural gas can do. It is used in ranch homes for heating, cooking, water heating, refrigeration and other uses. Dairies are also extensive users of Sol-Gas as a means of sterilizing their equipment.

Frank Tausch is Well Known Here

Among the better known insurance men in Anaheim is Frank Tausch, who combines leadership in business with active participation in civic affairs of the city. His office is locatcd at 275 E. Center street.

Tausch, who also serves as city judge, has been a resident of Anaheim for many years. He has grown with it, largely through the excellent service he gives to all his customers.

A past president of the Anaheim Chamber of Commerce, Tausch was recently returned to the board of directors of that organization after a lapse of one year.

Wolford New Head of Fingerprinters

Detective Lieut. Charles W. Wolford of the Santa Ana police department is the new president of the Southern California Association of Fingerprint Officers. Wolford was elected at a recent meeting in Santa Monica.

For a Complete Printing Service Phone

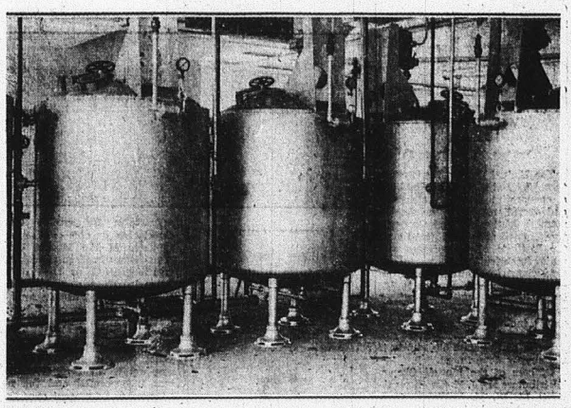
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Announcements
Bill Heads
Bills of Sale
Blotters
Books
Booklets
Bookkeeping Forms
Business Cards
Catalogues
Checks
Canning Factory Forms
Citrus House Forms
Cards
Cash Slips
Contracts
Envelopes
Employees Record Forms
Invoices
Legal Forms
Ledger Sheets
Labels
Letterheads
Menus
Payroll Sheets
Posters
Programs
Purchase Orders
Packing House Forms
Signs
Social Stationery
Receipts
Sales Books
Social Security Forms
Shop Forms
Statements
Time Cards

ANAHEIM GAZETTE

259 E. Center Street
Anaheim

Mixing And Storage Tanks



A battery of stainless steel mixing and storage tanks used by Cal-Juices, Inc., in the manufacture of Real Gold orange juice, Real Gold orange and lemon concentrates, and other products is shown above. These tanks are the latest in design and are the most efficient now available.

Congratulations to

Cal-Juices, Inc.

on your

FIRST BIRTHDAY!

JULY 15, 1939

We are Proud to have been of service to you as well as to the many other users of our Citrus and Decidious Packing Equipment—

We Wish You Every Success

F. B. ROBERTS

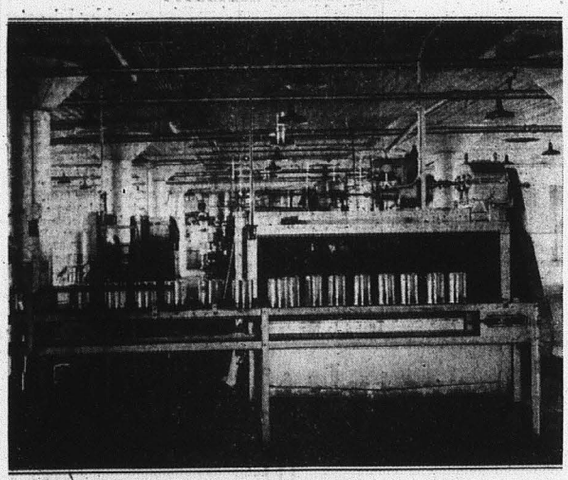
CITRUS EQUIPMENT

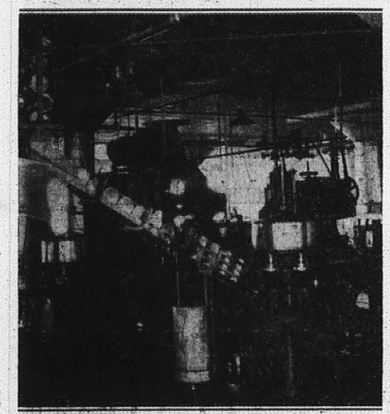
PHONE 2218

216 West Chestnut Street

Anaheim California

Production Line For Plant





The above layout depicts two views of the production line in the Anaheim plant of Cal-Juices, Inc. The upper photograph show the can cooler and washing unit at the end of the production line. The lower photo shows cans descending from an upper story ready to be filled with one of the many Cal-Juices products.

Famed Sheep Dogs To Appear at Fair

Jean, national American outdoor sheep dog champion for two years, and Hemp, a two-year-old sensation in canine intelligence, will take part in sheep dog trials at the California State Fair at Sacramento, September. 1 thru 10.

The trials, popular in the west and a major attraction in England and Scotland, will be held in the horse show coliseum nightly, and on Sundays in front of the grandstand. Range sheep, strange to the pens, will be used each time. The dogs will place them in different corrals as instructed through commands whistled by the herder.

Cal-Juices Makes Several Products

Orange Juice, Concentrates Sherbet Base and Dairy Drinks Included

Cal-Juices, Inc., cooperative citrus juice canning organization, produces a large variety of merchandise for home consumption and use in manufacturing other products. Each of these products of Cal-Juices, Inc., is produced in the huge plant in Anaheim and distributed and sold through the Mutual Orange Distributors, of which Cal-Juices, Inc., is a subsidiary.

These various products are:

Real Gold orange juice is the pure juice of California valencia oranges, selected and tree-ripened. No sugar or preservative has been added to this juice, and it is an excellent source of Vitamin C and a good source of Vitamins A, B, and G. Here as last, according to the many thousands who have tried it, is an orange juice with the true orange flavor.

Real Gold orangeade concentrate, when mixed according to the directions on the label of each can, will give a delicious, healthgiving orangeade drink, containing 50 per cent pure orange juice content.

Dairy orange concentrate, put out in three qualities of dairy-orange, for distribution by the dairies to the consumer. These are Real Gold dairy orange, Lark (27) dairy orange, and Cal-Juices (40) dairy orange. These orange concentrates are derived from the pure juice. They contain no ground pulp, seeds or skin, and are made by the evaporation of the pure orange juice. During evaporation the heat is maintained at not over 98 degrees thus retaining the flavor-giving esters and the natural color. Real Gold dairy orange, when mixed according to directions, will contain 50 per cent pure juice content; the Lark (27) dairy orange in the finished product has a juice content of more than 16 per cent; and the Cal-Juices (40) dairy orange when made up, gives an orange drink containig 12.5 percent orange juice.

Lark sherbet base is another of the popular products. While most sherbet bases are made by grinding the whole fruit, peel, pulp and rag, Lark sherbet base is made only from the pure concentrated juice—or, in other words, exactly the same constituents as in the Real Gold orange juice and the Real Gold orangeade concentrate.

The plant of Cal-Juices, Inc., also manufactures Lark bottlers' orange and Lark bottlers' lemon; Real Gold lemon juice; orange and lemon oils; Lark super-orange flavoring; an orange meal stock feed, and other citrus products.

Real Gold orange juice is distributed throughout the nation by leading grocers. It is also to be obtained at many restaurants.

Real Gold orangeade concentrate is also to be obtained on grocers' shelves. This is put up in convenient small cans, already to mix by simple directions to make a delicious, healthful orange.

The three dairy orange concentrates are sold to leading dairies throughout the country, where they are mixed and distributed, ready to drink, to consumers on the dairy routes.

Directors



E. L. HACKLEY, Director, Cal-Juices, Inc.



J. A. PORTER, Director, Cal-Juices, Inc.



DAN GRUWELL, Director Cal-Juices, Inc.

Lark sherbet base is fast becoming a staple to leading ice cream manufacturers throughout the United States. Sherbet made from this base is exceptionally smooth and possesses the true orange flavor.

Lark bottlers' orange and Lark bottlers' lemon are used by soft drink manufacturers in the manufacture of orange and lemon carbonated drinks.

Orange and lemon oils are used as the basis of many products; and Lark super orange flavoring is becoming another staple in the manufacture of ice cream, sherbet, and juice bars.

It is believed, that all animals are color-blind.

Vice President



H. K. WILSON, Director, Cal-Juices, Inc.

He that would make his own liberty secure must guard even his enemy from oppression.—Thomas Paine.

Sale Starts Today With Support of Citrus Stabilization Committee

A fourth sales drive to boost citrus growers' income will be staged by chain stores throughout the nation during the week beginning July 13, according to an announcement made today by Harry Damerel, Covina grower and chairman of the California citrus stabilization committee.

According to Damerel, this year's citrus crop has presented unusual marketing problems. Florida growers have shipped more oranges late in the season than ever before, which has tended to keep prices low. In addition, 60 per cent of California's crop consists of oranges so small that 288, on an average, can be packed in a box. With the crop running to the smaller sizes, more oranges will have to be sold to return the growers' cost of production.

Lemons, grapefruit and limes will also be featured in the week-long campaign in retail stores, Damerel pointed out. This year's lemon crop estimate is more than a million boxes larger than last year's crop, and lemons in storage exceed the average quantity of lemons in storage during the past five years by more than 40 per cent.

Pledged to aid in the campaign to sell more citrus are the National Association of Food Chains, California Chain Stores association, National Association of Chain Drug Stores, National Association of Retail Grocers, and the Limited Price Variety stores. Companies that are members of these groups will erect store and window displays calling attention to the golden crop, and those having fountains will feature citrus in juice form during the intensive drive.

If we will have Peace without a worm in it, lay we the foundations of Justice and Righteousness.—Oliver Cromwell.

Congratulations

Cal-Juices, Inc.

For having reached the first milestone in the race for success in your endeavor to increase the profits of our ORANGE GROWERS

We are certain that you have the right idea and you can depend on us to give you every cooperation

McCoy Motor Co.

YOUR FORD. MERCURY, LINCOLN ZEPHYR DEALER

254 N. Los Angeles Street PHONE 4974 Anaheim, California

PENNEY'S

EXTEND HEARTIEST CONGRATULATIONS TO

CAL-JUICES, INC.

It's Board of Directors, The Management and the Affiliated Growers ....

ON THE FIRST BIRTHDAY OF ANAHEIM'S —NEWEST— INDUSTRY

WE'LL MEET YOU

At Headquarters ..... just across the street from our Store for a GLASS OF FREE ORANGE JUICE.

For 16 Years The J. C. Penney Company has operated a store in Anaheim during which time we have offered the very best merchandise at the lowest possible prices.

PENNEY'S

J. C. PENNEY COMPANY Incorporated

124 West Center Street Anaheim

GREETINGS----

TO

Cal-Juices, Inc.

ON YOUR

FIRST BIRTHDAY!

We are pround to have you as one of our many SATISFIED CUSTOMERS

A. W. Merrifield

COMPLETE TRUCKING SERVICE

CITRUS FRUIT HAULING

— A SPECIALTY —

CATERPILLAR TRACTOR RENTAL

Fullerton, California

616 South Spadra Phone 1012

Congratulations--

TO

CAL-JUICES, INC.

on your

First Birthday

and Best Wishes for the Future

VICTOR G. LOLY JEWELER

103 W. CENTER ST. ANAHEIM, CAL.

Citrus Labels In Colors

Printed and Imprinted

Anaheim Gazette

COMMERCIAL PRINTING DEPT. Phone 2414, 259 E. Center St., Anaheim

Greetings

TO THE MANAGEMENT
AND GROWERS
ASSOCIATED WITH

CAL-JUICES, INC.

ON YOUR

FIRST BIRTHDAY

JULY 15, 1939

We are always glad to give our full cooperation
to any plan that will help our
ORANGE INDUSTRY

Epstein's

APPAREL SHOPPE
110 WEST CENTER STREET, ANAHEIM

WE RECOGNIZE THE IMPORTANT PART

Our Orange Industry

PLAYS IN THE DEVELOPMENT OF OUR COMMUNITY
And are always glad to have had a part in helping to
further the best interests of our

Orange Growers

Many of whom are affiliated with

CAL-JUICES, INC.

to whom we extend greetings on their

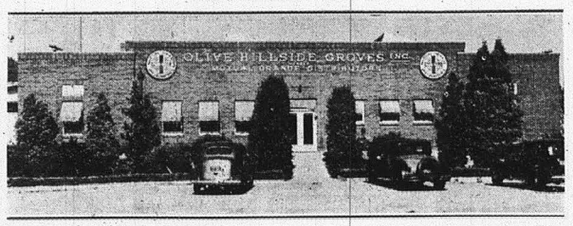
First Anniversary

ERNEST GANAHL LUMBER CO.
501 East Center Street — Anaheim, California

GIBBS LUMBER CO.
417 South Los Angeles Street — Anaheim, California

PATTEN-BLINN LUMBER CO.
1139 West Lincoln Street — Anaheim, California

Olive Hillside Groves



Olive Hillside Groves may boast of two records. One is that W. A. Greenleaf has been president ever since the association was organized in September 1914. The other is that F. B. Maxwell, manager, holds a record for length of service with packing houses affiliated with the Mutual Orange Distributors, for he began his service in 1914 with Golden Orange Groves at Covina. He came to Olive Hillside Groves as manager in 1919.

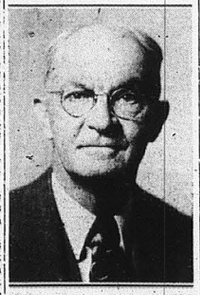
The first manager of the association was J. D. Spinetta. Sam Merchant was the second manager.

An interesting feature of the association is the loyalty of its members. Most of them have been with the association for years.

The first packing house was located at the rear of the present plant. It was destroyed by fire in 1938, whereupon the new plant was built on the front of the site with entrance on the highway.

The association later built a precooler to accommodate 18 cars.

The officers and directors are W. A. Greenleaf, president; C. O. Heim, vice-president; J. A. Porter, J. G. Timken and B. B. Holmes. F. B. Maxwell is secretary-manager.



F. B. MAXWELL, Secretary-Mgr. Olive Hillside Groves

The FARMERS CORNER

by RALPH H. TAYLOR

Executive Secretary Agricultural Council of California



The communist party, through its secretary, one William Schneiderman, has come out with a public endorsement of the "Ham and Eggs" pension proposal.

That, in itself, of course, cannot be construed as an indictment of the Thirty-Thursday scheme, for sometimes even the best of movements are embarrassed by questionable friends and unwanted endorsements.

But this particular endorsements—and the explanatory statement which attended it—should at least make the many sincere men and women, who have been led to believe in the pension plan, stop, look and listen.

For the communist party, through endorsing the program and announcing its intention to support it in the ballot, makes the bold assertion in its statement of endorsement that "the plan, even if passed, cannot be operated"!

Why, then, is the communist party ready and willing to support a program of aid for the aged which it admits is unworkable and foredoomed to failure?

The answer doubtless lies in the fact that it is a definite, deliberate part of the program of radicals and revolutionaries, aiming at the overthrow of American government, to support any and all schemes which they believe will foment class hatreds, distrust, social unrest and bitterness.

If the "Ham and Eggs" dream evaporates into thin air and hundreds of thousand of old people, who have been induced to part with dimes and quarters and half dollars to promote it, are confronted with bitter disillusionment, what of it?

According to the creed of the radical agitator, their misery and disappointment will serve a good purpose. It will help to destroy their faith in American institutions. It will hasten the revolution!

But so that there need be no misunderstanding nor confusion regarding the nature of the communist endorsement of the Thirty-Thursday program, let's consider the statement of endorsement issued by the communist party's secretary, Schneiderman, as published in "The People's World," the recognized communist organ for the the Pacific Coast.

Schneiderman, of course, has another explanation—at least for public consumption—of the party's action in approving a plan which it admits will break down and can't operate. Here it is:

"The communist party believes that all progressive-minded people supporting the New Deal, regardless of their views on the workability of the the plan, should support its passage as a means of defeat the reactionary 'economy' bloc and reinforce the people's mandate for social security and recovery measures.

"The basic criticism of the $30 Every Thursday pension plan which our party made last year remains in force today certain modifications in the right direction. This criticism is based on the fact that THE PLAN, EVEN IF PASSED, CANNOT BE OPERATED BECAUSE IT DOES NOT PROVIDE FOR A MEANS OF FINANCING IT THROUGH TAXING THE ACCUMULATED WEALTH OF BIG CAPITAL, the only means which could bear the cost of a workable security and recovery program without shifting the burden to the shoulders of those least able to pay."

Like most communist utterances, that statement is deliberately designed to stir up class hatred. The adroit propaganda comes out in the words "big capital." To get adequate pensions, the capital must be taken from capitalists!

The plain fact that there are very few "capitalists" left (at least that have any capital) doesn't disturb the radical agitator. Facts never annoy soap-box orators. But just for the record, the fact is that if all the wealth of all millionnaires in the United States should be divided, each American would receive as his share just 66 cents! That, to be sure, wouldn't go far toward paying $30 Every Thursday"—but that doesn't bother the communists either, for they know the scheme wouldn't work and have no real desire that it should. That would defeat theih purposes. they might well look into the

Old people who have been led into supporting the Thirty-Thursday plan need to back up and take another look. And while making their re-appraisal of the plan, htye might well look into the motives of some of its supporters!

Planning Board at Tustin is Selected

The new planning commission for Tustin will consist of J. A. Wooley, city engineer; Morris Cain, city attorney; George Smith, assistant fire chief, and Ray Aunger and E. J. Babcok for a term of one year; Bud Hannaford and Frank Carter, two years, and Jerome Kidds and George Howley, three years.

Buy now and Buy in Anaheim!

Relief Problems Are Discussed by Directors of County Farm Bureau at Monthly Meeting

Administration of relief secured the major part of the attention of directors of the Orange County Farm Bureau who met for their monthly conference Thursday. The group approved resolutions that asked for prevailing wages, protested against arbitrary fixing of wages levels by relief administration officials, asked legislation that would bar such activities by relief agency employees, and suggested that matters of migrant housing, recreation, schooling, wages and working conditions must depend upon taxation and should not be imposed upon the state or communities by federal agencies or other groups.

Endorsement of the general plan of food warrants which was initiated in Los Angeles county on July 1 was voted. This plan provides food warrants instead of cash, such warrants being accepted by approved storekeepers who take a reduced margin of profit on sales. The warrants specify certain staple groceries and are intended to eliminate objections to the system which allows spending of relief funds for liquor and other purchases rather than groceries.

Reports of delegates and others who attended the western regional conference of Farm Bureau at Santa Cruz June 20-23were given. Among those reporting were President R. W. Hull, State Delegate S. W. Stanley, Mrs. H. H. Gardner, Vernon Heil, Harold Haynes and Secretary C. J. Marks.

Buy now and Buy in Anaheim!

Congratulations

TO

CAL-JUICES, Inc.

The Management and Growers who have made
Anaheim's Newest Industry Possible.
We believe this is a step in the
Right Direction

The Savings, Loan & Building Assn.

OF ANAHEIM
211 East Center Street — Phone 3515

Congratulations

TO

Cal-Juices, Inc.

on your

FIRST BIRTHDAY

H. R. FOX & CO.
AUTOMOTIVE & ELECTRICAL SUPPLIES
112 NORTH OLIVE STREET, ANAHEIM

At our store you will find a complete line of
FRIGIDAIRES — GAS and ELECTRIC RANGES,
WASHING MACHINES — RADIOS and
ELECTRICAL APPLIANCES — AND SUPPLIES

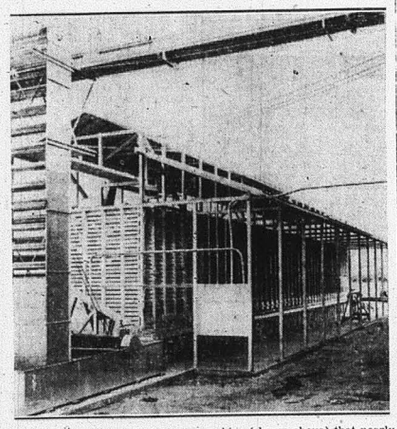
FRESH LARK ORANGEADE

Delivered Daily by your Pomegranate Milk Man.
Ask your driver to leave you a bottle.

POMEGRANATE DAIRY

HARBOR BOULEVARD — PHONE 4401

Fruit Storage Bins



It was through the fruit storage bins (shown above) that nearly 20,000,000 pounds of fresh oranges and lemons passed en route to the main portion of the Cal-Juices, Inc., plant to be used in making the various products of the concern.

Citrus Industry Is 50 Years Old

The citrus industry in California is about 50 years old as an active commercial venture. Of course, there were many smaller and earlier plantings; for instance, those in San Gabriel, at the Mission, in 1805. These trees, about 400, were raised from a few seedlings which had been brought by a priest to the mission about 70 years before.

Plantings in these earlier years were what are now called "odd varieties"—sweets, seedlings, St. Michaels, bloods, etc.

From the San Gabriel grove, William Wolfskill took some small trees and thus began the first commercial planting, in Los Angeles, in the years before there was rail communication with the East. About 1880, the Washington navel became popular; at the turn of the century the valencia was started, principally in Orange county, and is now the most extensive single variety in production in California.

The navel is a winter fruit maturing from November to May, the valencia matures from May to November; the small remainder of odd varieties yet in production mature about April. Lemons are grown commercially only in California, of all citrus districts in the union. Grapefruit also is an extensive crop both in California and in Arizona. The Salt River valley and the Yuma district of Arizona produce excellent grapefruit and oranges.

Citrus fruits in California and Arizona are grown under irrigation, the land in which the trees now stand having been regarded desert before water was brought to it. An average grove consists of 10 to 15 acres, although there are larger plantings under one ownership. A 10-acre grove today represents a value of $10,000 to $35,000. Cost of producing citrus fruits is $150 to $300 an acre a year. Average good production of oranges is 250 to 500 field boxes—each containing about 50 pounds of fruit—to the acre.

-MOD Manual for Citrus Growers

Crill Chosen for PCA Loan Board

John W. Crill of Garden Grove was named to the loan policy committee of the Farm Credit Administration at the Oakland conference of the Production Credit association on June 21 to 24.

Five other members will be on this committee which will be to formulate southern California loan policies of the FCA as part of the workings of the eleventh western district, which comprises the states of Utah, Nevada, Arizona, and California. The group will meet on call four or five times a year, it is believed. The district to be covered by the committee will be the southern California counties.

Crill has been president of the Orange County Production Credit association since it was formed in 1933. He also is president of Cal-Juices, Inc., at Anaheim, and of the Garden Grove Mutual Orange association, MOD house at Garden Grove.

Moral courage is obeying one's conscience and doing what one believes to be right, in face of hostile majority; and moral cowardice is stifling one's conscience, and doing what is less than right to win other people's favor.—Dr. John Watson.

Orange Juice



Above is shown a picture of the Real Gold orange juice label. Real Gold orange juice is one of the principal products of Cal-Juices, Inc., which is steadily gaining in favor.

Extent of Planting In State Disclosed

Latest available figures on citrus acreage in California show that there are 227,639 bearing and 19,250 non-bearing acres of oranges; 16,660 bearing and 3,804 non-bearing acres of grapefruit; and 47,089 bearing and 16,250 non bearing acres of lemons. Southern California has the most acreage, with 202,027 acres of oranges, 19,464 of grapefruit and 16,150 of lemons.

Greatest county-acreage in the state is in Orange county, where there are 66,380 acres of oranges, 731 of grapefruit, and 7,819 of lemons.

Citrus Industry Mostly Cooperative

The citrus industry in California is almost entirely cooperative. Oranges, lemons and grapefruit are grower-owned and grower-controlled from the groves, through the packing houses and sales organizations into the markets.

There are approximately 275 modern packing houses in California. Of this total more than 85 per cent are cooperatives operating on the cooperative basis.

Concentrate



Real Gold orange concentrate is another of Cal-Juices' outstanding products. Pictured above is an artist's drawing of an eight-ounce can which makes three pints of excellent orangeade.

Buy Now and Buy in Anaheim!

We of

Anaheim, California

are all Very Proud of our Newest Industry

CAL-JUICES., INC.

And are indeed Grateful for an Opportunity to extend our Most Cordial Greetings and Congratulations on your

FIRST BIRTHDAY

To the management, the officials, growers and employees: We take pleasure in giving you our heartiest cooperation with your every effort to further the best interests of our greatest industry —**THE ORANGE**—We are proud of your record of the past and have confidence in the results of your future efforts:

Fearn Electric Radio Shop
273 East Center Street

R. Joe Quast, Plumber
246 East Center Street

Nu-Way Shoe Repair,
BOB NANNEY, Prop., 242 East Center Street

Blue-Bird Drapery & Decorating Shop
216 East Center Street

Pete Lehr Service Station
200 North Lemon Street

McCoy Drug Company
100 West Center Street

Lee Trading Company
714 South Los Angeles Street

S. Q. R. STORE
237 East Center Street

SAFEWAY STORES
135 South Lemon Street

Anaheim Welding Works
ALBERT H. STEFFENS, Prop. 326 E. Center Street

H. N. White Hardware
142 East Center Street

O. K. Cleaners and Tailors
124 East Center Street

Betzsold Studio
110 East Center Street

MASTERSON'S
LADIES' READY-TO-WEAR 180 West Center St.

Jackson Drug Company
237 East Center Street

Campbell's Cleaners & Tailors
147 South Los Angeles Street

Gordon's Harness & Luggage Shop
141 South Los Angeles Street

Alpha Beta Stores
510 West Center Street — East Center & Emily Sts.

Hoffman's Shoe Rebuilding
West Center Street

J. C. Penney Company
124 West Center Street

Cone Bros., Chevrolet Agency
215 North Los Angeles Street

Robert H. Boney, Autos
328 West Center Street

Superior Radio Service
308 West Center Street

Hilgenfeld's Funeral Home
202 West Broadway

Heying's Pharmacy
101 West Center Street

Dutch Boy Paint Store
108 East Center Street

Epsteins Apparel Shoppe
110 West Center Street

E. C. Kendrick, Jeweler
135 West Center Street

Pioneer Food & Beverage
100 East Center Street 315 East Center Street

Anaheim Gazette
259 East Center Street

California Oranges *Are Deliciously DIFFERENT*

PROCEDURE OF HANDLING CITRUS FRUIT TOLD IN GRAPHIC DETAIL

The culture of citrus fruits is a careful process. The selecting of the raw land for a producing grove, the planting of young trees, the irrigating, control of pests, fertilizing—extreme care characterizes every operation. And this continues through the picking, hauling, packing, and the shipping of fruits into the hundreds of markets.

The picking is done by crews of experienced men. Ladders are placed carefully against or "int)" the tree to reduce to the minimum a breaking of twigs or damaging of fruit. The pickers wear gloves and each fruit is carefully clipped not pulled or picked—with clippers which have specially formed jaws. These clippers must not cut into the rind; the stem of the fruit must not protrude and injure another orange when it is dropped into the box. Each fruit is carefully deposited in a large picking sack suspended from the shoulders of the picker. When this is filled, the picker descends the ladder, places the sack in the field box, opens the bottom of the sack and the fruit is gently rolled into the box.

The care extends even to the quantity of fruit placed in the field box. This must not be enough so that, when the boxes are stacked one upon the other on the truck, any fruit will be squeezed or flattened. Thus the boxes are not quite filled.

All of this attention is necessary because in the early days of the industry careless picking was found to have caused a large percentage of decay which brought heavy losses to the industry. One bruised orange in a box, with its consequent blue mold, may bring decay to many other fruits in the same car on a long trip to the eastern markets.

When the truck reaches the packing house, each box is carried on a long conveyor belt to a place—usually a basement—where it may sit for a day or two, the better to control any excessive moisture which may be in the rind. It is then conveyed to the dump and each box is carefully emptied by mechanical rollers, the fruit sliding slowly into a washing bath which, in virtually all the Mutual Orange Distributors affiliated houses, is a part of the Brogdex system of cleansing and protecting the fruit. In this system the washing is followed by rinsing, then the fruit moves through a water eliminator and into a drier; over brushes and into a compartment where it passes through a fog-like film of high grade wax, sealing the pores of the rind against the entrance of impurities from the air. The final step in this system is the polisher.

Thoroughly clean, dry and sightly, the fruit now goes to the grading table where graders carefully inspect it as it moves before them on a wide belt, dividing the packable fruit into the Fancy and Choice grade, and putting the lower grades upon other belts which carry them to the standard and cull bins.

After being thus graded, the Choice and Fancy pass under printing stamps, the Fancy being stamped PURE GOLD and the Choice SILVER SEAL. From there the fruit going toward the packing bins moves slowly beside long rollers, each of which is adjusted to one of the eleven sizes for oranges, the six usual sizes for grapefruit, and the seven usual sizes for lemons. As each fruit drops into its proper bin it is automatically registered on a "counting machine" in the office of the packing house. Thus, each grower affiliated with an M. O. D. house may get at any time an exact record of the size and grade of all his fruit delivered to that house.

Beside each bin is a light, movable bench upon which the packing box is set. The packer, an experienced employe, wraps and places each fruit in the box with a definite plan of packing for each various size, so that each fruit will fit snugly above and beside those in the row below it. The top course of fruit on both sides of the box thus are formed slightly rounded and the trademarks on the wraps are so placed that they will make a sightly pattern-line along the openings of the slats which are the lid.

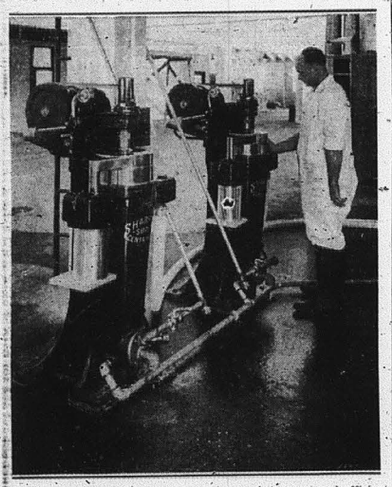
When the box is completely filled it is slid upon another conveyor belt and is conveyed to the lidding-machine; there a man, treading on a pedal, attaches the lid and with another movement affixes a metal strap over the center of the lid. Each box is then carefully placed in its stack of five and conveyed on special "grip" trucks to the refrigerated car and becomes, if oranges or grapefruit, one of 462 identical boxes, or if lemons, one of 408 identical boxes, in a carload.

The loading of the car is a continuation of the process of care. The boxes are placed on end and must be "squeezed" or "bulkheaded" in such a way that there will be no side-swing or movement on the long journey. A second tier of boxes is up-ended upon the first tier and also squeezed or "stripped," the car door is closed and sealed, and another carload of California or Arizona citrus fruits starts on is way to market.

—MOD Manual for Citrus Growers

The characters and lives of men determine the peace, prosperity, and life of nations.—Mary Baker Eddy.

Oil Separator



The oil separator shown above is one of the most and efficient machines available. It separates the oils from the orange and lemon rinds, the former being used in many of the products of Cal-Juices, Inc.

Orange Mutual Citrus Association



From a modest beginning, the Orange Mutual Citrus association has grown to become one of the largest cooperative packing associations in Orange county.

It was May 18, 1923, when 13 growers organized the association and became affiliated immediately with the Mutual Orange Distributors. L. F. Finley, the present manager, was one of those instrumental in forming the association. These 13 growers shipped that season 36 carloads of oranges and lemons. Since they had no packing house, they shipped their first season's fruit through Olive Hillside Groves and the Garden Grove Mutual Orange association.

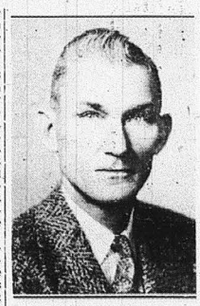
At the close of the valencia season in 1923, the association purchased a site at Almond avenue and the Santa Fe railroad tracks in Orange and erected the first unit of the present large plant. The first unit was 85 by 120. Thereafter the members packed their own fruit.

With increasing membership and acreage it was necessary four years later to add another 85 by 110 foot unit. Six years ago the association added a pre-cooling plant with storage facilities for 65 cars.

From 13, the membership has increased to 275. The acreage has increased to approximately 2,700. The shipments have increased from 36 to approximately 1,000 cars annually. Fifteen percent of the fruit is lemons.

L. F. Finley has been manager ever since the association was formed.

The present officers and directors are G. W. Struck, president; John Bosch, vice-president; D. W. Gruwell, secretary, and E. E. Kirkwood and J. R. Fletcher.



L. F. FINLEY, Manager, Orange Mutual Citrus Assn.

Los Angeles County Fair Opens Sept. 15

Entering the final lap, preparations for the 18th annual Los Angeles county fair in Pomona are being rushed to conclusion so that everything will be in readiness for the gala opening on Friday, Sept. 15. Again this year the fair will continue over a period of 17 days, closing Sunday, Oct. 1.

A steel and concrete domestic science building, a major project in the structural improvements this year, is practically finished. Erected at a cost of $100,000, this building will be given over entirely to houshold arts.

Another building just completed is a modern children's nursery for the convenience of mothers. Here the little ones can be left free of charge and in expert care, while the parents take in the exposition.

Says Business Aids Progress and Peace

Business was hailed as a great civilizing force and an ally of peace by Dr. Vergil Reed, assistant director of the United States census, in a speech in New York recently.

"I have always believed in business as the basis of international friendship," Dr. Reed declared.

"I still think that in spite of all the involvement of political forces and ideology that business itself is the greatest single civilizing force, and that, therefore, business men have a rightful claim to be known and numbered among the civilizers of the world.

"I cannot see where the need for peace from a business man's standpoint can ever be questioned. Always any great war robs him of much more than he gains in the way of business. Besides, it robs him of values of another character, which do not fall within the field of business, but are even more costly."

District Governor is Chosen by Club

Anaheim Toastmasters club was represented at the semi-annual district meeting at Huntington Park last Friday evening by G. Millard Parks, president; Walter Taylor, secretary, and Royal Marten, deputy district governor.

Election of Ted Blanding of Santa Ana as district governor and voting on proposed constitutional amendments featured the meeting. The proposed amendments will either be adopted or rejected at the annual convention of Toastmaster International during August.

Truck Operator Stresses Safety

"Safety" is one of the keynotes stressed by A. W. Merrifield in the operation of his trucking service which is utilized extensively by Cal-Juices, Inc. As a result the record of the Merrifield Trucking company is clear in regard to accidents and loss of property.

Merrifield has operated his fleet for several years, with the hauling of fruit as one oof the most important factors in the business. His equipment is kept modern in every detail and he strives to maintain a personalized service.

In addition to his trucking equipment Merrifield has a large number of catterpillar tractors for commercial or ranch work, he pointed out.

We hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with inalienable rights; and that among these are life, liberty, and the pursuit of happiness.—Thomas Jefferson.

Chemist



CHARLEY SIMONS, Chemist, Cal-Juices, Inc.

Peace is no negative state which turns up through the mere absence of war . . . . Like the price of liberty, the price of peace is eternal vigilance, and also eternal activity.—Salvador de Madariaga.

Much Equipment Built by Roberts

Frank B. Roberts, proprietor of the F. B. Roberts Citrus Equipment company, has been in that business since 1914. His plant is located at 216 Chestnut street, Anaheim.

When Cal-Juices, Inc., constructed its $250,000 plant last spring, Roberts was commissioned to build all the vertical lifts, or elevators, and to manufacture bearings, chains, sprockets and other necessary equipment.

Roberts, during the 25 years he has been in the citrus equipment business, has serviced most of the packing houses in Anaheim and surrounding territory.

RADIOCAST

A Pacific coast broadcast of the Columbia West Coast Church of the Air will be conducted on Sunday morning at 8 o'clock (Pacific Standard Time) from Missoula, Montana, by Albert C. Oakley, Christian Science Committee on Publication for the State of Montana. The radiocast may be heard locally over KNX, Hollywood.

Birthday Greetings-

TO

Our Newest Industry

CAL-JUICES, INC.

AL'S

LUNCHES — SMOKES
COCKTAILS
MAGAZINES

Opposite City Hall, ANAHEIM

Congratulations to

CAL-JUICES, INC.

on your

FIRST BIRTHDAY

Pitney Studio

PHONE 4623

222 East Center Street Anaheim, California

Congratulations to

Cal-Juices, Inc.

on your

First Birthday

July 15, 1939

Anaheim Truck & Transfer Co.

Growers and Haulers of Citrus Products for 30 Years

112 South Claudina St. Anaheim, California

To CAL-JUICES, Inc.

We are happy to extend Our Congratulations

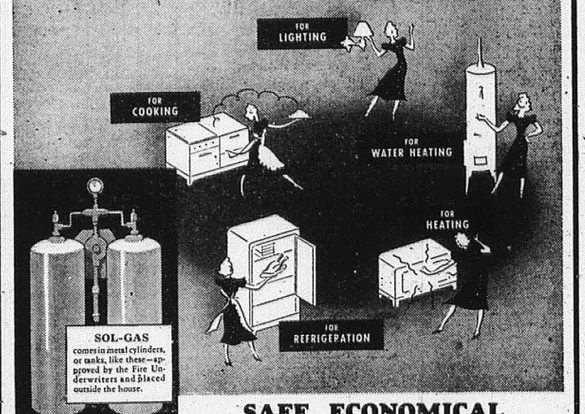
on your

FIRST ANNIVERSARY

And to wish you much prosperity for the future.

—HARRY I. HORN.

Any Rural Home CAN NOW HAVE GAS SERVICE



SAFE, ECONOMICAL

SOL-GAS FOR ALL USES IN THE HOME

There's no need to miss the convenience of gas just because your home may be away from the gas mains.

Sol-Gas is delivered regularly to your home in metal tanks and piped to the various gas appliances. There's no trouble, no fuss. It's exactly like city gas service.

Sol-Gas is a quality product of Harry I. Horn. It's the cleanest, purest gas available. Safe, economical, fast. Gives instant heat for cooking, water heating, etc. It maintains a constant pressure until the whole tank is used up.

Decide now to enjoy the comfort, pleasure, and economy of this great new gas service—for use in the home, and for heating brooders or sterilizing milking equipment.

Phone or write the address below for complete details about Sol-Gas for your home!

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HARRY I. HORN
LIQUID FUELS APPLIANCES

Phone Anaheim 4407

On 101 Highway Between Fullerton and Anaheim