

Salem Has Grown to Be an Important Wholesaling and Jobbing Center and This City Has a Great Future in These Lines

SALEM HAS BECOME A WHOLESALING AND JOBBING CENTER OF GROWING IMPORTANCE

There Are Already a Number of Important Concerns Well Established Here, Supplying a Wide and Rich Territory, and Room for Several Other Lines, and a Welcome

The Salem Slogan editor of The Statesman some time ago undertook to show that one of the basic industries of Salem is wholesaling and jobbing. The task was in such easier than he thought.

The success of the wholesaling and jobbing firms already here, some of them long established, is in itself all the argument that is needed to prove that Salem is an important wholesaling and jobbing center, and the growth of the business of these concerns shows that this is a most important basic industry.

The extension of the paved roads

systems that is going on in the Salem territory is bound to make this growth much more marked in the future than it has been in the past.

The great manufacturers of the country are putting Salem on an equality with other wholesaling and jobbing centers, as will be seen in the articles printed below; many of them have already done this, and more of them are doing it.

Salem has excellent banking facilities; perhaps as good in proportion to the needs of the patronizing territory as any city large or small in the whole country; rents are reasonable here, and business and warehouse properties cheaper than the average

for wholesale and jobbing centers throughout the United States, and the costs generally of doing business in Salem will not suffer by comparison with other cities.

The tributary country is prosperous and growing, and will so continue. It is a solid and sure growth.

With absolute confidence and assurance, Salem may invite any one in any line of wholesaling or jobbing, not already represented here, to look this city over. The opportunities in this field are good and growing better, and this condition will continue indefinitely.

Following are the articles referred to above:

GILE MERCANTILE CO., AN OLD FIRM WITH NEW MANAGERS

During the past ten years the Gile Mercantile company has done a large wholesale business at the corner of Trade and High streets, with the active management in the hands of H. S. Gile and Walter E. Jenks, but of recent years another big industry grew out of the operations of the company and it became advisable to separate them, hence the wholesale and jobbing end of the business was reorganized under a different ownership, the above named gentlemen taking hold of the manufacturing industry while the wholesale mercantile department since last December has been under the management of Theo. Roth who has made an enviable business record as the head of the Roth Grocery company for several years.

This company carries a full line of

groceries, cigars, tobacco, fruits and vegetables. This means of course the fresh fruits and vegetables of the Willamette valley, as well as the tropical and semi-tropical fruits and vegetables of sections farther south, also the products of the packing canning and drying plants. In fact, they aim to supply the grocery trade in the full jobbing sense, with everything indicated by this title.

They have three salesmen on the road constantly and their working force includes 16 persons. Their field of operations extends through Marion, Linn, Benton, Lincoln and Polk counties, with a long list of regular customers. Mr. Roth is more than pleased with the results so far this year and says he can see big possibilities for the wholesale and jobbing enterprises of Salem.

RODGERS PAPER CO. IS ONE OF SALEM'S OLDEST HOUSES

A pioneer in the wholesaling and jobbing trade of Salem is the Rodgers Paper company, which was conducted for several years in direct connection with the bookbinding business of the same firm, but for some time past has been carried on separately and under different ownership. This department is now controlled by Fred D. Thielson and A. J. Rahn, but the name Rodgers Paper company has been retained.

The wholesale and jobbing transactions embrace wrapping paper,

bags, twine, printers' supplies and everything in the paper line, and their field of operations takes in Corvallis, Eugene and Brownsville to the southward, to Canby on the north, to Silverton, Mt. Angel and Scotts Mills on the east, to Dallas and Falls City on the west. A large part of the business is conducted by mail, but they have also men covering the field regularly.

The volume of business is very satisfactory and steadily increasing. Their sales this year will probably pass \$125,000.

SHOWALTER & JACOBS, JOBBERS AND WHOLESALERS OF GROCERIES

The firm of Showalter & Jacobs is comparatively new in this city, but has already built up a very respectable business in the jobbing and wholesale trade. They began to get ready for operations last October and about six months ago moved into their present commodious quarters on Front street between State and Court streets, where they have a floor space of 140,000 square feet, with a 15-foot ceiling and a splendid basement.

Mr. Showalter, the senior member of the firm, is a resident of Charleston, W. Va., and does not give his active time to this concern, but he has been 25 years in the jobbing trade and is familiar with all its details. Mr. Jacobs is the manager. He was for 14 years connected with one of the large wholesale and jobbing grocery houses of Portland and became intimately acquainted with this valley, its people and its possibilities. He recognized that Salem is the center of a populous and prosperous district, with excellent facilities

for distributing to a large area, so he decided it was just the place in which to build up a good wholesale and jobbing trade in a general line of groceries and foodstuffs. And the result has fully justified his decision.

They are enjoying a splendid patronage in a radius of 30 to 40 miles, not only by the two principal means of transportation, the railroad and the truck, but also by private conveyance, many merchants from neighboring towns coming here and picking up their purchases from the warehouse and taking the goods with them in their autos.

They have three traveling salesmen, two for outside territory and one handling the city trade. They conduct a strictly jobbing house and do not sell to restaurants, hotels, logging camps or similar customers, but all their sales pass through legitimate merchants. They are doing their purchasing directly through the original handlers, manufacturers and importers, and this house is the only

GEO. E. WATERS HAS A VERY GOOD AND LONG BUSINESS HEAD

The earliest wholesaler and jobber in Salem and one who has been here all the time since he began business, and who has kept growing all the time with the city's growth, and who has always assisted in that growth with energy and loyalty, is Geo. E. Waters, the tobaccoist. Mr. Waters opened his cigar store January 1, 1891, when he was a young chap with a long head for business and has met with success every day since. While he conducts a retail department which has been a popular rendezvous all these years, his big enterprise is his jobbing and wholesale department from which he supplies the trade in a radius of 2 to 30 miles, this territory being covered regularly by "Judge" Foster, who has been with the house 28 years.

The advantageous position of Salem as a jobbing point was so well

made known by Mr. Waters to the manufacturers and importers of the goods which he handles, that he was enabled long since to deal with them directly and to place himself upon an equal footing with the biggest wholesalers on the coast. That is the great necessity—to secure terminal buying advantages. Salem has the field of opportunity for all lines and has a most favorable means of distribution so that the man or company that can purchase on an equal basis with the big concerns is sure of success in this location. Mr. Waters has that advantage.

The volume of trade enjoyed by Mr. Waters in cigars, tobacco and smokers' sundries is very large and his warehouse and basement would surprise the average person in the amount of merchandise contained therein.

DAN J. FRY IS THE OLDEST WHOLESALER OF ALL

One of the earliest adventurers in the field of wholesaling in Salem was Dan J. Fry, who was also one of the early merchants in either the wholesale or retail trade in this city. He is now, perhaps, the only business man in Salem whose business is in exactly the same ownership it was at the time he started here.

Mr. Fry has for several years carried on a large wholesale trade in drugs, chemicals, pharmaceutical preparations and patent medicines, and has a line of customers in all the

towns along the coast as well as in a large section of Eastern Oregon. Mr. Fry's principal operations are by mail orders, though the house is frequently represented on the road and his volume of business is very large. He deals directly with the manufacturers and therefore is on an equal footing with any of the city jobbers. He is not only a pioneer in Salem in his line, but was one of the earliest in Oregon to be listed as a wholesaler there being only two or three who were so listed before him.

MASON, EHRMAN & CO. HAVE A BRANCH GROCERY HOUSE HERE

The jobbing house of Mason Ehrman & company, of Portland, has a branch selling office here in charge of D. J. McKinnon, who looks after the trade in this vicinity, and for some time a depot warehouse was maintained at their location, South High and Mill streets, from which direct delivery was made to customers, but of late that system on general groceries has not been followed. At this time, only the heavier and more bulky articles are kept here in quantity, such as flour, salt, fruit

jars, etc. In other lines, while the trade is attended to by the local representative, the shipments are made from Portland.

The fact, however, that Salem as a wholesale and jobbing point has attracted other enterprising firms to set their stakes here permanently, with a determination to give their customers direct and immediate attention, will probably force the Mason, Ehrman & company to do the same and to make Salem a terminal point rather than a branch.

THE PACIFIC FRUIT AND PRODUCE CO. IN SALEM

The Pacific Fruit and Produce company's Salem house does a heavy jobbing and wholesale business in fresh fruit and vegetables and is in charge of W. H. Cravatt as manager. They purchase all the seasonal fruits and vegetables possible from

local growers and ship in the citrus fruits and the fruits that ripen in California before the Oregon ripening season arrives. This house serves customers westward to Dallas, Falls City and Independence and eastward to Silverton, Mt. Angel, Stayton,

allowing the jobbers in this locality to own their merchandise at the same price that merchandise is owned in the larger trade centers of this state. This is of great interest to both retailer and consumer, as it not only saves the freight but saves the cartage and besides a great deal of time for the merchant and is necessarily a saving to the consumer.

"Generally speaking, the manufacturer has been willing to recognize our claim; to recognize the community rights, and we have wondered if it would not be well just at this point to name a few of the leading articles that are being delivered to the city of Salem at the same price and under the same terms and conditions as elsewhere in the state."

F. A. JACOBS.

Bon Ami Co., bon ami.
J. Hubinger Co., elastic starch.
Hunt Bros. Co. (local cannery), canned fruits and vegetables.
Jacques Mfg Co., K. C. baking powder.
Kellogg's Toasted Corn Flake, Kellogg's line.
Chas. B. Knox Co., Knox's Gelatine.
E. R. Durkee, Durkee's salad dressing.
The Fred Fear Co., My Wife's Salad Dressing.
Libby, McNeill & Libby, canned meats, fruits and vegetables, Libby's line.
Pacific Coast Shredded Wheat Co., shredded wheat biscuits.
Quaker Oats Co., puffed rice, puffed wheat, Quaker corn flakes, Quaker line.
Proctor-Gamble Distributing Co., Crystal Ivory soap, P. & G. line.
Peet Bros. Mfg. Co., Crystal White soap.
Miller Cereal Co., Miller Made Meals.
Cream of Wheat Co., Cream of Wheat.
Cudahy Soap Co., Old Dutch Cleanser.
Skinner Mfg. Co., macaroni.
National Match Co., Raven Tip matches.
Roman Meal Co., Roman meal.
Uncle Sam Cereal Co., Uncle Sam's Breakfast Food.
Southern Cotton Oil Co., Wesson Oil.
Geo. Washington Sales Co., Geo. Washington Coffee.
Northwestern Yeast Co., Magic Yeast and Yeast Foam.
Kirk Food Products Co., The Dehydrated fruits and vegetables.
Baker Food Products Co., Delicia canned meats.
And many others.

Mill City etc. northward to Jefferson and southward to Jefferson. They keep two men on the road all the time and work their territory twice each week. The volume of business handled is \$18,000 to \$20,000 a month. Mr. Cravatt has been in charge of this house only since last August, but is well pleased with Salem and thinks it is only just entering upon a period of marked prosperity in the wholesale and jobbing line. The Pacific Fruit and Produce company is one of the biggest concerns on the coast with houses in San Francisco, Los Angeles, Portland, Seattle and other large cities, and has maintained a branch in Salem for several years, but up to last year it was under the name of the Salem Fruit company.

Garden Department

(The following was written by Professor A. C. B. Bonquet of the Oregon Agricultural college, for the Garden Department of the Pacific Homestead, of which department he is editor.)

Cabbage and Broccoli Setting Now Under Way.

Taking advantage of spells of cool, cloudy weather, the farmers at this time of the year is getting in the plants to make for the above crops. There is a lot of money value in the taking advantage of the weather conditions. Plants lose little of their vigor or ability to stand up after transplanting if the conditions are so they have been from time to time of late. Little replanting becomes necessary and this means more plants available for a greater acreage. Also the plants will root more quickly and start better by reason of the fact that there is little transpiration of moisture from the leaves.

It is a common practice to trim the leaves of plants that are set in the summer, particularly so if no cool weather is available for the setting. Some broccoli growers, for example, often set plants that are trimmed back in such a way as to leave hardly any leaf surface at all except for the crown or center bud or growing leaf of the plant. Such a plant recovers very quickly, and the shock of going from one place to the other and it is far better to trim thus closely than to leave the majority of the leaves on and have the plant standing for several days wilting. Many plants can be trimmed at one time by bunching the plants and using a sharp butcher knife and cutting the top leaves stiff off.

It is important to set the plants in well prepared soil, which is mellow, rather fine and containing ample moisture which is not more than two or three inches from the surface. If cabbage land has been stirred constantly since the good June rains, there should be no trouble experienced this season in finding soil with the required amount of moisture in it. Transplanting takes place so much more quickly and with so much better results when the land is fine and mellow that every good cabbage grower aims to have this condition in his field before starting operations.

Plants should be graded, if possible, in doing the setting. There is always an individual vigor to each plant, and attention should be given to this part of the transplanting. It would not do for me to take all of the tomato plants as they come for the important greenhouse crop when the setting in the beds takes place. Rather it is necessary for there to be quite a rigorous selection of plants according to their size and vigor. Possibly this is not as necessary for selecting cabbage as they go to the field, but at least the small straggly plants have no place in the field alongside of the stout kind, for they take up room, have to receive the same kind attention as the better ones and usually do not produce a marketable head. One of the factors in the success of a good cabbage grower is the Portland district is the care which is used in selecting plants as they go to the field to be set.

I would take advantage of cool weather conditions and have the plants a trifle under the usual size for setting, rather than wait until the plants have grown larger and the weather possibly may have turned warmer and dry. The precipitation at this time of the year is an asset that must be taken advantage of, for it is infrequent.

Broccoli which is set at this time of the year will get a good start before the winter, but the plants will not make their heads in the spring before the first warm weather of that time. Broccoli can be set out later yet, and in that case the plants are usually smaller when they go into the winter. They may grow considerably during the late fall and again in the early spring and make

WORKERS STRIKE IN ROME.

ROME, June 28.—A general strike was proclaimed last night, effective today except in the case of the railways. The tram service suspended and many of the factories and workshops were closed. A dispatch from Terni, in the province of Perugia, says a clash with the workers there resulted in several persons being seriously wounded.

TRAIN KILLS TWO.

SEATTLE, Wash., June 28.—Jas. Sadler, 45, Seattle, and Charles Hall, 8 years old, Woodingville, Wash., were instantly killed when a Northern Pacific passenger train struck a truck in which they were riding at Second avenue south and Spokane street here tonight. Arthur Hall, 47, father of Charles Hall, was seriously injured.

HEAVY WIND DISASTROUS.

DEADWOOD, S. D., June 29.—A heavy windstorm swept Lawrence county late today, damaging crops and causing some loss to property. No one was injured. The storm was followed by a heavy fall of hail.

HE LOOKED MUSICAL.

An officer of the reserve was fired after a hard day's work and thought he would like a cocktail, which he ordered. Then he bethought himself of the breach of discipline involved in serving a drink to a man in uniform.

Pretty soon the darky returned with the cocktail neatly "dolled up" in a cup surrounded by cracked ice, as orange juice is served. The officer looked sternly at the waiter and asked him if he did not know better than to serve a drink to an officer in uniform.

"Is you an officer, sah?" said the darky, innocently looking from every pore of his face. "Fo' de Lawd, I thought you was one of dem Sousa's band."—Pittsburg Chronicle-Telegraph.



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DATES OF SLOGANS IN DAILY STATESMAN

(In Twice-a-Week Statesman Following Day)

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| Loganberries, Oct. 9. | Asparagus, April 23. |
| Prunes, Oct. 16. | Grapes, April 29. |
| Dairying October 23. | Drug Garden, May 6. |
| Flax, October 26. | Sugar beets, May 13. |
| Filberts, Nov. 6. | Sorghum, May 20. |
| Walnuts, Nov. 13. | Cabbage, May 27. |
| Strawberries, Nov. 20. | Poultry and Pet Stock, June 3. |
| Apples, November 27. | Land, June 10. |
| Raspberries, December 4. | Dehydration, June 17. |
| Mint, December 11. | Hope, June 24. |
| Great Cows, December 18. | Wholesaling and Jobbing, July 1. |
| Blackberries, December 25. | Cucumbers, July 8. |
| Cherries, January 1, 1920. | Hoss, July 15. |
| Pears, January 8, 1920. | Paper Mill, July 22. |
| Conseberries, January 15, 1920. | Wood Working, July 29. |
| Corn, January 22, 1920. | National Advertising, August 5. |
| Celery, January 29. | Flowers, Bulbs and the City Beautical, August 12. |
| Spinach, February 5, 1920. | Seeds, August 19. |
| Onions, February 12, 1920. | Sheep, August 26. |
| Potatoes, February 19, 1920. | Live Stock, September 2. |
| Bees, February 26, 1920. | Schools, September 9. |
| Mining, March 4, 1920. | Manufacturing, September 16. |
| Goats, March 11, 1920. | (Back copies of Salem Slogan editions of the Daily Oregon Statesman are on hand. They are for sale 5c each, mailed to any address, if ALL are taken; price for first 20 copies, 10c each.) |
| Beans, March 18, 1920. | |
| Paved highways, March 25, 1920. | |
| Broccoli, April 1, 1920. | |
| Silos, April 8. | |
| Legumes, April 15. | |

(It will interest some people to know that these back copies are selling fast—that, nearly every day, orders are received from near and distant points for the whole series. They will be sold out before the fifty two Slogans are completed, without doubt.—Ed.)