

# One Wholesaling and Jobbing Concern of Salem Is Doubling Its Tonnage for 1921 Over Last Year, All Have Grown and Are Growing Steadily in Business

## MASON, EHRMAN & CO., WHOLESALE GROCERS, REPRESENTED IN SALEM

They Have a Warehouse Here, and They Make Salem One of Their Central Points for Business — Have Recently Put in the Largest Northwest Humidor With Capacity of Over a Million and a Half Cigars.

Mason, Ehrman & Co., wholesale grocers, with their headquarters in Portland, have a warehouse in Salem, at the corner of South High and Mill streets (former the Oregon Electric depot building), where they keep constantly a large stock of flour, salt, breakfast foods, etc., and the heavier goods. F. C. Taft is their Salem representative, with his headquarters at Hotel Marion.

This pioneer wholesale grocery firm has recently installed a mammoth humidor, the largest in the northwest, with a capacity of over a million and a half cigars.

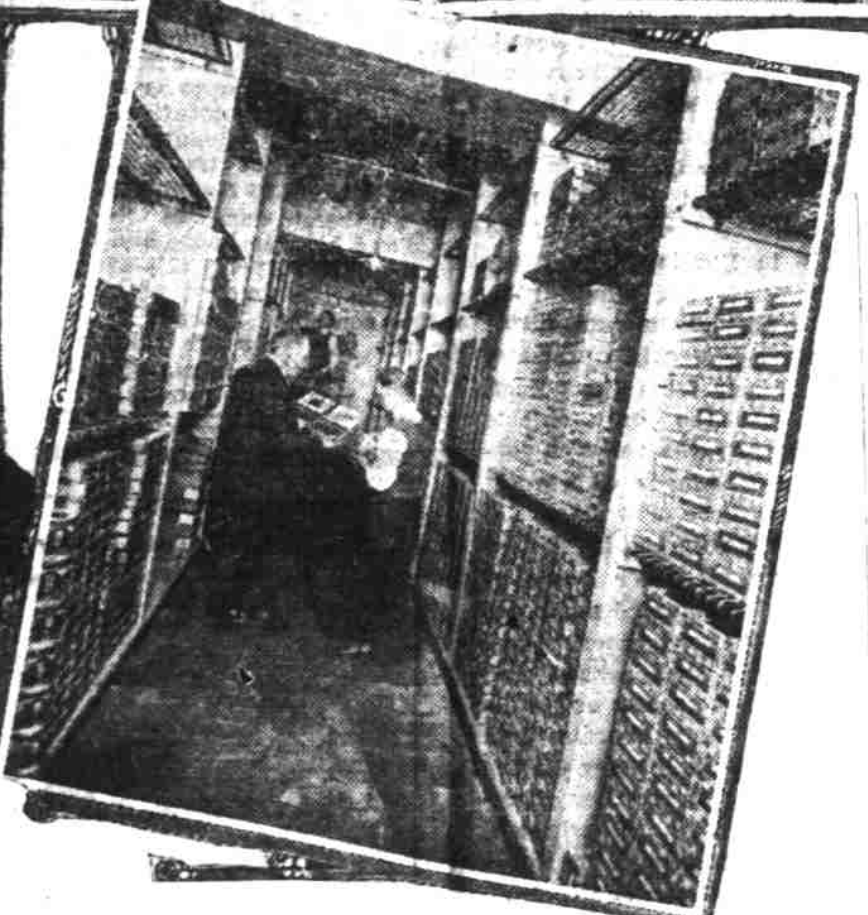
**What is a Humidor?**  
A humidor is an air tight container to keep cigars at the proper moisture, humidity and temperature, and ranges in size, anywhere from one large enough to keep a box of cigars fresh by means of a moistener at the top of the lid, to one sufficiently large to tuck 20,000 cigars into one compartment of the 60-compartment humidor of Mason, Ehrman & Company, Portland, Oregon, which is one of the most modern in the entire west.

The humidor contains 60 separate bins and has a capacity of between 1,500,000 and 2,000,000 cigars.

Walls of three-inch thickness with composition seal between boards, make it absolutely airtight. Sanitary metal tray floors, covered with an inch and half thickness of sand, and surfaced with brick, are kept moist at all times. By the aid of overhead ventilators, the cigars are allowed to mature under the most perfect conditions.

Shelving in the bins is covered

CIGAR DEPARTMENT OF MASON, EHRMAN & COMPANY, wholesale grocers, occupying whole north side of building located on Fifth and Everett streets, Portland, Oregon. Top left, section of shipping room; right, sales and Ehrman, head of the company.



with heavy galvanized wire allowing the circulation of air. The upper part of the humidor, which is also a display room, has double separate plate glass, keeping the humid air cool and moist, and the outside air from coming into direct contact with the cigars. The doors on the shipping room to the humidor are sufficiently wide to admit trucks.

The cigar department of the firm takes in the entire northwest side of the seven-story building occupied by Mason, Ehrman & Co., Fifth and Everett streets.

**Log Business Career.**  
Edward Ehrman, president of the company, is today actively connected with the business. During the entire time since the firm was established in 1885, he has been an active member of every social and business organization promoting the development of the Oregon country.

The company has an organization of life and enthusiastic salesmen with branches at Klamath Falls, Prineville, Medford, and Astoria, Oregon; Seattle and Spokane, Wash.; and Lewiston, Idaho.

Among the most grades of cigars carried by the company are, "Carabana," "Charles the Great," "Flor de Mar," "Dry Climate," "Cinco," "Six So," "In-B-Tween Little Cigars" and "Isabella Manila Cigars."

"We address the fact that we are the distributors of the nation's finest cigars," said George H. Buehler, manager of the cigar department. Our selection of line has not only been made to justify this claim, but we make every effort to give the best possible service addition."

be delivered the next morning. The volume of business done so far has been entirely satisfactory and is increasing all the time, so the concern is a permanent and important factor in the commercial life of Salem, with an annual payroll and expense account already of some \$22,000. Speaking of the relation of the firm to their sources of supply, Mr. Jacobs said:

"It has occurred to us that it might be well at this time to say that it may not be generally known that the jobbing interests of this community have by uniring effort secured from many manufacturers of foodstuffs an arrangement whereby the city of Salem has been recognized as a terminal by the manufacturers, allowing the jobbers in this locality to own their merchandise at the same price that merchandise is owned in the larger 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., cloac canners; canned fruits and vegetables; James Mfg. Co., K. C. baking powder; Kellogg's Toasted Corn Flake, Kellogg's line; Charles 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 biscuit; Quaker Oats Co., puffed rice, puffed wheat, Quaker corn flakes, Quaker line; Postum Cereal Co. (Ltd.) post-toasties, grape nuts and postum; West 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., West-on oil and snowdrift; Geo. Washington Sales Co., George Washington coffee; Northwestern Yeast Co., Magic yeast and yeast foam; King Food Products Co., the dehydrated fruits and vegetables; Baker Food Products Co., Bellona canned meats; And many others.

and war-house space in Marsh field and Brownville. The earliest adventurer in the field of wholesaling in Salem who has persisted throughout the years was Dan J. Fry, who was one of the early merchants in either the wholesale or retail trade in this city. Mr. Fry is 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; but this business has grown very fast in the past three years, and especially in the past year. He has a line of customers in all the towns along the coast as well as in eastern Oregon, and beyond the state lines.

"The principal operations are by mail orders, but a couple of men are on the road part of the time; he deals directly with the manufacturers and therefore is on an

equal footing with any of the large city jobbers. Mr. Fry is not only a pioneer in Salem in his line, but there is only one wholesale drug concern now in business in Oregon that was listed as a wholesale house before his business was so listed.

**Also a Manufacturer.**  
Mr. Fry is also the manufacturer of a line of family remedies for sale in general stores, and of several patent and other articles.

**Largest Crude Drug Dealer.**  
Mr. Fry is also the largest crude drug dealer in Oregon, buying very large quantities of cascara bark, Oregon balsam of fir and Oregon grape root, and other crude drugs, and he is taking up actively the handling of peppermint oil, for the mint growers of the Salem section, who are increasing very fast in number now, and the acreage devoted to their crop becoming an important part of the farming operations of this section.

Mr. Fry hopes that a refinery for peppermint oil may be established in or near Salem in the near future.

Mr. Fry and his son, Dan J. Fry, Jr., are now on a trip in the east, combining business with a visit to the Philadelphia college of Pharmacy of which they are both graduates and the one hundredth anniversary of which they are helping to celebrate.

**Gasoline Consumption Per Capita is Shown**  
Approximately 43 gallons of gasoline were used by the average Oregon motorist during the month of May. A total of 4,478,388.5 gallons of gasoline and 182,907 gallons of distillate were consumed by motor vehicles during that month, according to figures made available by Secretary of State Sam Cooper today. On both gasoline and distillate, a total tax of \$91,926.59 was paid.

## RODGERS PAPER COMPANY IS ONE OF SALEM'S OLDEST WHOLESALERS

This Company Gives Splendid Service in the Field in Which It Operates—Handles the Products of Salem's New Paper Mill.

A pioneer in the wholesaling and jobbing trade of Salem in the Rodgers Paper company, which was conducted for several years in direct connection with the book-binding 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. Thibault and A. J. Rahn, but the name Rodgers Paper company has been retained.

The wholesaling 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 takes in 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.

**Handles New Product.**  
This company handles in its territory the wrapping and other papers of the Oregon Pulp and Paper company, owning and operating the new paper mill in Salem. Their customers find these papers a decided success, and the demand for them in this growing field is constantly increasing.

## PIONEER WHOLESALER AND JOBBER OF SALEM IS GEORGE E. WATERS

His Business Has Grown Every Year for Thirty Years, And It Has Had Its Largest Expansion During the Past Year.

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 George E. Waters, the tobacconist. Mr. Waters opened business January 1, 1891, when he was a young

man with a long head for business and he has met with success every day since. In his wholesaling and jobbing operations he supplies the trade in a radius of 25 to 30 miles, this territory being covered regularly by "Judge" Foster, who has been with the house 29 years.

(Continued on page 4)

## GILE MERCANTILE COMPANY HAS DOUBLED ITS TONNAGE IN YEAR

This Old Concern in New Hands is Forging to the Front, And Finds the Salem Field a Splendid One for the Wholesale Grocery and Fruit Jobbing Business.

The Gile Mercantile company, under the management of Theo. Roth, has doubled its tonnage so far for 1921 over the tonnage handled in 1920, and the business is expanding steadily.

During the past 11 years the Gile Mercantile company has done a large wholesale business at the corner of Trade and High streets, Salem, with the active manage-

ment for the first years in the hands of H. S. Gile and Walter T. Jenks, but another big industry grew out of the operations of the company, and it became advisable to separate them, hence the wholesale grocery and fruit jobbing end of the business was reorganized under a different ownership, the above named gen-

(Continued on page 4)

## SHOWALTER & JACOBS, PROMINENT JOBBERS AND WHOLESALE GROCERS

The Business of This Firm Has Been Growing in the Past Year, and They Are Accommodating a Wide Territory in the Central Willamette Valley.

The business of the firm of Showalter & Jacobs has been growing in the past year; it was stated a year ago that they occupied about 140,000 square feet of floor space. They are now occupying nearly 300,000 square feet of floor space, and they have been constantly adding to their facilities for accommodating a growing trade in the rich central Willamette valley.

This firm 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 a year ago last October and about 18 months ago moved into their present commodious quarters on Front street, between State and Court streets, where they have, as stated above, nearly 300,000 square feet of floor space with a 12-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 wholes-

sale 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 it goods with them in their autos.

They have three traveling salesmen, two in 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 manufacturers and importers, and this is the only one in the state not controlled by a Portland jobber.

Showalter & Jacobs are nicely located for handling their trade. Two railroads with joint trackage pass their doors, with facilities for loading and unloading at the premises, and this, in connection with the several freight-truck lines centering in Salem, enables them to give a superior service to the towns as far south as Junction City than can be had from Portland, and similarly for towns east and west of this city—Dallas, Falls City, Stayton, Mill City, etc. When an order comes in, the afternoon from these places the goods can

## DATES OF SLOGANS IN DAILY STATESMAN (In Twice-a-Week Statesman Following Day)

- Loganberries, Oct. 7.
- Prunes, Oct. 14.
- Dairying, Oct. 21.
- Flax, Oct. 28.
- Filberts, Nov. 4.
- Walnuts, Nov. 11.
- Strawberries, Nov. 18.
- Apples, Nov. 25.
- Raspberries, Dec. 2.
- Mint, Dec. 9.
- Great cows, Dec. 16.
- Blackberries, Dec. 23.
- Cherries, Dec. 30.
- Pears, Jan. 6, 1921.
- Gooseberries and Currants, Jan. 13.
- Corn, Jan. 20.
- Onions, Jan. 27.
- Spinach, Feb. 3.
- Onions, Feb. 10.
- Potatoes, Feb. 17.
- Bees, Feb. 24.
- Mining, March 2.
- Costs, March 9.
- Beans, March 16.
- Freight highways, March 24.
- Broccoli, March 31.
- Silos, April 7.
- Legumes, April 14.
- Asparagus, April 21.
- Grapes, April 28.
- Drug garden, May 5.
- Sugar beets, May 12.
- Sorghum, May 19.
- Cabbage, May 26.
- Poultry and Pet Stock, June 2.
- Land, June 9.
- Dehydration, June 16.
- Hops, June 23.
- Wholesale and Jobbing, June 30.
- Cucumbers, July 7.
- Hops, July 14.
- City Beautiful, flowers and bulbs, July 21.
- Schools, July 28.
- Sheep, Aug. 4.
- National Advertising, Aug. 11.
- Stocks, Aug. 18.
- Livestock, Aug. 25.
- Automotive Industry, Sept. 1.
- Grain and Grain Products, Sept. 8.
- Manufactures, Sept. 15.
- Woodworking and other things, Sept. 22.
- Paper Mill, Sept. 29.

(Back copies of Salem Slogan editions of The Daily Oregon Statesman are on hand. They are for sale at 10c each, mailed to any address.)

## THE PACIFIC FRUIT AND PRODUCE COMPANY HAS A HOUSE 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. Cravat, as manager. They purchase all the seasonable 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, Mill City, etc., northward to Woodburn and southward to Jefferson. They keep two men on the road all the time and work their territory twice each week.

## THE BUSINESS OF SALEM'S OLDEST WHOLESALER IS INCREASING FAST

Dan J. Fry Is Not Only the Oldest Wholesaler in Salem, But He Is the Second Oldest to Be Listed in All Oregon—Largest Crude Drug Buyer.

The business of Dan J. Fry has been growing very fast in the past year. He has materially increased his extensive warehouse warehouse space in Salem, and he has a large warehouse in Tillamook,

No chain is stronger than its weakest link

### Mason, Ehrman & Co.

DISTRIBUTORS OF

"The Nation's Finest Cigars"

Fifth and Everett Streets  
Portland, Oregon