THE OREGON STATESMAN. SALEM. OREGON

Auto Directory

RADIATOR & FENDER REPAIRS

RADIATORS - FENDERS, BODIES,

made or repaired. J. C. Bair, 444

AUTOMOBILE PAINTING

RELIANCE AUTO PAINTING CO., 219

State St., cor. Front. Colonel J. Olm

BUSINESS CARDS

CARPET AND EUG WEAVING

CARPET AND RUG WEAVING-

CANDY SHOPS

ACME CHOCOLATE SHOP - "JUST

Candy." Strictly homemade. 121 S. Commercial.

CARPETS AND PLUTT BUGS

NOTICE TO THE PUBLIC-WE NOW weave fluff segs made out of eld car-pets, any length or width you desire. We also re fit, re-sew and size carpets.

Feather renovating and mattrees steam-ing and re-making. Salem Carpet Cleaning and Fluff Eug Works. Phone

ELECTRICIANS

SALEM ELECTRIC CO. - MASONIC Building. Phone 1200.

ELECTRIC FIXTURE AND SUPPLY CO Phone 1984. 222 N. Liberty.

HALIK'S ELECTRIC SHOP - ELEC-

trical machine repairing, contracting. 337 Court. Phone 488.

ARCHIE FLEENER, ELECTRICIAN-House wiring by hour or contract. Esti-mates furnished. Phone 980, 414 Court St.

FINANCIAL

TO LOAN-\$5090 ON FIRST CLASS

MARION-POLK COUNTY FARM LOAN

association has money to loan at 51 percent. W. D. Smith, secretary treas-

urer. 803 Salep Bank of Commerce

FARM LOANS

6 PER CENT

NO COMMISSION.

A. C. Bohrnstedt

407 Masonic Temple, Salem, Ore.

CHIMNEY SWEEPS

CHIMNEY SWEEPING - FURNACE

cleaning. F. Councilman. Phone 177.

20 YEAR FARM LOANS ON RURAL

credit plan, pre-payment provisions al-lowed. We will finance you for a less rate of interest than any firm on the

Private money to lean on either city or

R. W. Marsters

411 Oregon Building

CHINESE PHYSICIAN

DR. L. M. HUM CURES ANY KEOWA disease. 114 S. High St., phone 283

DRUG STORES

WM. NEIMEYER - "JUST DRUGS.

175 N. Commercial street, phone 167.

BREWER DRUG CO. - 405 COURT Phone 184

CLEANERS AND DYERS

country property

33 YEARS

security at 7 per cent Will divide. 328 Oregon Bldg. Phone 1009.

Phone before 9 a. m. 84 F21.

Farry.

stead, mgr.

1154.

FOR SALE

PIANOS

piano left us to sell. Price \$200, terms. H. L. Stiff Furniture Co., Mu-

FOR SALE-GOOD USED MAHOGANY

FARM PAPER

IF YOU WANT TO GET THE BEST

farm paper, send 15c to the Pacific Homestead, Salem, Oregon, for a three months' trial subscription. Mention this ad.

POULTET

100 2 YEAR OLD S. C. WHITE LEG-horn hans, \$1 each. W. A. Ford, Umatilla, Oregon.

POULTRYMEN - SEND EIGHT TWO

cent stamps for special three months trial for the best and oldest journal in the west. The articles and adver-tisements are of special interest to the

Northwest Poultry Journal, 211 Com-mercial street, Salem, Oregon.

WOOD

WOOD FOR SALL - LARGE SECOND

WOOD FOR SALE - MOVING AND

BEST GRADE MILL WOOD-4 FOOT and 16-inch. Prompt delivery. Reas-onable price. Fred E. Wells, 805 S.

MISCELLANEOUS

FOR SALE - OLD NEWSPAPERS, 10 cents a bundle. Circulation depart-ment, Oregon Statesman.

FULLER BRUSHES - LOCAL REPRE-

"re." Smartest of the smart, newest the new, at "The Flower in the Bot-

tle" Perfume Shop. 115 North Liberty

paper remnanta, plaster wallboard. Valvet stair carpet, \$1.35. Endur-

ance high grade house paint. Kalso-mine, 10c pound. Cotton mattresses, \$8.50. Steel springs \$5.00. Max O. Buren, 179 N. Commercial St.

"Beautiful Oregon Rose"

and eleven other Oregon songs, together with a fine collection of patriotic songs, sacred songs and many old-time favorites

ALL FOR 25c

(Special prices in quantity lots) Especially sdaptable for school, commun-ity or home singing. Send for The Western Songster

76 pages, now in its third edition. Published by OREGON TEACHERS MONTHLY

FOR RENT

APARTMENTS

FOR RENT - FURNISHED APART.

ments and garage at 1132 Center St.

FURNISHED APARTMENT FOR RENT.

BOOM AND BOARD

FOR BENT-FURNISHED SI EEP.

ing rooms, with or without board Gentlemen preferred. Phone 1161-J.

FLATE

FOR RENT -FURNISHED FLAT AT

6641/2 Ferry street. \$50 a month Phone 23, or apply at Statesman

LOST AND FOUND

215 S. Commercial St.

891 North Commercial.

business office.

Salem, Ore

beard

SUMMER LUGGAGE REDUCED-WALL

transfer work Rate \$1.50 per hour. Phone 1750.

growth. Call 1467.

Church. Phone 1542.

sentative, Grimes, 1937J.

Street.

THE SMART SHADE ROUGE.

sic department.

The Oregon Statesman

GLASSIFIED ADVERTISEMENTS

Rate per word:

NORWICH UNION

FIRE INSURANCE SOCIETY

W. H. Burghardt, Jr.

Resident Agent - 371 State St.

MONEY TO LOAN

On Real Estate

T. K. FORD

(Over Ladd & Bush Bank)

NEW TODAY

TO TRADE-NICE LOT IN SOUTH

3311/2 State Street.

WANTED-5 OR 6 ROOM HOUSE ON

Thomason

3311/2 State Street.

SEE US TODAY ABOUT YOUR AUTO insurance. We write all lines, and

FOR SALE-WHITE LEGHORN HENS.

YOUNG MAN WANTS FURNISHED

room with use of piano 4 hours a day for practice. Address "E-08" elo Statesman.

INVESTIGATE! - DISTANT OWNER

has instructed us to sell eight-room house at 592 N. Summer Street. Will

take mortgage for two thirds of pur-chase price at 4 per cent.

Krueger

Oregon Bldg. Phone 217.

SQ-ACRE FARM 9 MILES EAST OF

Lebanon; half cultivated. Some beaver dam. Responsible man can buy for \$4000 at terms almost unheard of. Harris 624 N. Capitol, 1942-J.

SEE OUR NEW SHIPMENT OF POT

CHEVROLET TOURING-USED FOUR

FINE JERSEY COW, GIVING OVER

FOR RENT-TWO NEATLY FURNISH

FOR SALE-SEVERAL CORDS OF

FOR RENT-SIX ROOM HOUSE, GAR

age and paved street \$40 per month. For sale 5 room house, garage, paved street, east front. \$3000. Beautiful home, close in. Modern in every detail, \$7500. Golden Rule Beal Estate, 492 N. Cottage

FOR RENT — FURNISSIED HOUSE \$22,50, 25 acre farm, \$200, 20 acres close in \$175. F. L. Wood, 341 State.

dry second growth wood, Call noons or evenings. 23-F11.

Marion St.

months. Fine condition. Exchange for truck. Phone 1297-R.

Fifty dollars. Call 417-M.

apartments. The Angelus, 555

d plants. They are priced right. E. Flake, birds, flowers, pets, 279

can write you a special \$2500 afident

Policy for only \$3. Standley & Foley, Agts., Bude Bank Bidg. Phone 347

good street with garage; not over \$2500. Will pay \$500 cash and \$25

Balem for light car. Thomason

per month.

Phone 93-F3

contract, per mo. 150

for any advertisem't 25e

Prese insertions one week (six insertions) one month

THURSDAY MORNING, NOVEMBER 23, 1922

PUBLIC NOTICES

REAL ESTATE

USED CAR WORTH \$300 AS FIRST

A, W, ESTES REALTY CO,

Patton Building

Krueger

Oregon Bldg. Phone 217

Worth While

We have a five room house in West Salem, price \$800; it has two lots Will take a Ford car as part of first

also have a one-room house and 4

lots in South Salem; has a good wel

and pump. Price \$675, \$50 down and

Mills & Copley

331 1/2 State St.

22 ACRES, 6 MILES OUT, NEAR ORE-

gon electric R R station, house, barn, chickin and hog house. 1 acre peach-

es, other fruit, 20 acres in cultivation

\$1500. \$875 in 4 years at 6 per cent.

Will take light car, some cash for

M. J. Hunt

Ladd & Bush Bldg.

Wood's Bargains

ACRES RIVER BOTTOM LAND.

House, barn and orchard; a snap at

ROOM HOUSE NICE LOT, BEARING

fruit trees and berries; good location;

close in, for about the price of the building. F. L. Wood, 341 State St.

ANDERSON & RUPERT

Successors to Laflar & Laflar INSURANCE

Worth While

\$800 cash, balance good terms.

\$1700, \$200 cash.

7 per cent.

property.

-ROOM COTTAGE, MODERN, PAVED

street and alley; close in; price \$3300.

ROOM HOUSE, BATH, ELECTRIC

Mills & Copley

331 State St.

MINED ADV. NEW OFFERINGS. HAVE \$850 AND \$1500 TO LOAN AT

ALSO WAST TO BUY A SMALL BUSI

\$000 that is an extra mood purchase. ALSO AN APARTMENT HOUSE IN

Wm, Fleming

341 State St.

Several Good Buys

Beautiful 3-acre tract with cozy 4-room bungalow, just outside of the city;

gain in a sawmill proposition.

ness. And have 6 fin - soil lots at

Portland at \$55,000 to trade. The in-come is \$800 a month. Also a bar-

lights, 2 lots, bearing fruit; price

LOANS Oregon Bldg.

BONDS - LOAD

ACRES RIVER BOTTOM LAND

m. East front, near car \$\$40. Terms.

FOR SALE-ONE-ACRE TRACT

North Salem,

line Price

payment.

equits.

\$1500.

\$1700

406-7

\$10 per month.

We

BUSINESS CARDS

SECOND HAND GOODS

SALEM BARGAIN HOUSE BUYS AND

WANTED-EVERYTHING IN CLOTH

STOVES AND STOVE REPATRING

STOVES REBUILT AND REPAIRED-

124

plates. Liberty.

erty.

Phone 626.

12 lessons System. F nack Bldg.

40 years experience. Depot National fence, sizes 25 to 28 inches high.

Paints, oil and varnishes, etc., logan-berry and hop books. Salem fence and Stove Works. 250 Court street. Phone

MEDICAL

MOUNTAIN BALM COUGH REMEDY-Phone 517-W.

MACHINE SHOP

THE CROSS AUTOMATIC ELECTRIC

Steam Boilers, vulcanizers and tube plates. Perry C. Campbell, 217 N

H. AND M. CO .- SPECIALTY GRIND

ers and welders. Automotive service 490 Ferry. Phone 864.

MEN'S STORE

ED. CHASTAIN'S UPSTAIRS MEN'S

shop. Suits and overceats. Use z stairs, it pays. 122 N. Commercial.

NOODLE PARLORS

WA HONG - NOODLE HOUSE. 489 Ferry.

BIN SIN NOODLE HOUSE - CHOP

MACHINISTS

WECHTER & SMITH - MACHINISTS

engineers, welders, Heald cylinder grinding service. Phone 562-845 Fer-ry.

MUSIO STORES

GEO. C. WILL — PIANOS, PHONO-graphs, sewing machines, sheet music, and piano studies. Repairing phono-graphs and sewing machines. 482 State, Salem.

MUSICAL

SALEM CONSERVATORY OF MUSIC-

RAG AND JAZZ PIANO FLATING -

VARIETY STORES

WATER

SALEM WATER, LIGHT & POWER CO, Officer 301 South Com'l. St. Ten per cent discount on domestic flat rates paid in advance. No deductions for absence or any cause unless water is

WOOD SAWS

WOOD SAWING-PHONE 1181. CITY.

CITY AND COUNTRY WOOD SAWING

RESTAURANTS

HUB RETAURANT — MOST REASON-able prices. Johnson-Barry. 159 S. High.

PRINTING

SALEM VARIETY STORE.

Commercial. Phone 1277.

shut off your premises

country. Ed. Sproed.

SPICK. N. SPAN - CLEANERS AND BOWLAND PRINTING CO. - JOB

Phone 2046. Fisher Bros.

All branches taught, diplomas granted. John R. Sites, Director. 1237 Court

lessons guaranteed. Waterman tem. F. B. Clark, Mgr., McCor-

153 N

suey, 40c; puffed rice, 20c; noedles, 20c; fried noudles, 60c. 189 S. Lib-

ing and shoes. Best prices paid. Cap-ital Exchange. 342 N. Commercial. Phone 1365 W.

junk, 320 N. Com'l. Phone 492.

sells second hand furniture. Tools and

NOTICE TO CONTRACTORS. Salem, Oregon.

Recorder.

EARL RACE, City Recorder.

LIGHT AHEAD FOR ORE-GON APPLE PRODUCERS (Continued from page 1.)

mer oranges were being planted and there were imports and considerable competition from Florida. The California Fruit Growers Exchange spent \$15.000 in 1907 in the middle western states. They have increased that sum until now it is probably at least \$1 .-000,000 annually, and the crop of 1920-21 consisted of 22,000,000 boxes of oranges, or about 40.000 carloads, and enough lemons and grapefruit to bring the total tonnage up to 60.000 cars, worth \$66,000,000. Even this year there are 35,000 cars of oranges and probably 10,000 or 11,000 cars of lemons, and Florida expects to handle at least 15,000,000 boxes of oranges; yet, there is no decline in the orange market. They are being distributed and advertised and will be sold at a profit to the growers. They are not worrying very much about financial conditions in the country, low trading conditions, etc. - their product is advertised and it is moving.

Changing People's Habits

California found that up to 1909 people did not eat oranges were having great difficulty in getting rid of their summer orange, or Valencia, which at that time consisted of a third of the

crop. By advertising and hard work they got the consuming pubic to buy at least half of their tonnage of oranges in the sum-

grand view of the city and valley; price reduced to \$2000. Another one mer time and today the Valencias that is priced right-21/2 acres of good soil and new cozy 4 room bungarepresent about half the tonnage of the oranges in California. low, close in, \$2000; terms. Also a fine 51/2 acre tract, rich dark loam Lemons used to be almost ensoil on paved road, not far out, and tirely sold in the summer time, or some improvements. Price \$2000; perhaps during some epidemic. terms. Might consider trade for city Also some choice vacant Now lemons are bought practilots on paved street, only \$50 down; price \$300. Also three 3 room fur-nished apartments furnished for sale California supplies 83 per cent of a large sum of money in our large at a sacrifice. If interested, act the lemons consumed in this coun- centers, like Boston, New York

000 in Great Britain. The total budget of this organization today to two million and one-half spent that the individual manufacturer Notice is hereby given that the annually for advertising. A re- always gains business from a naundersigned will receive bids up markable development. On July tional campaign even though his until five o'clock p. m., Decem- 17. 1921, they produced the little name is never mentioned. He ber 4th, 1922, for the construc- red nickel package of raisins, would be wise enough to suppletion of a cement sidewalk along Many poo-poo'd the idea, and ment this campaign with a little the north side of Shipping Street. thought it would be a failure, but advertising of his own and rean between Capital Street and McCoy by the middle of Oct. they sold 17- a big benefit. Apples could be Avenue, in front of and abutting 000 tons, or two and one-half organized in a certain way by getupon lot 8 in Block 2 of Capital million cases, being 331,000,000 ting districts together, like the Street Addition to the City of packages, for sixteen and one-half Pacific northwest, or the apple million dollars. By March of that district of the Michigan apple Plans and specifications may next year the sales had reached growers, and some of the money be had at the office of the City a total of 660,000,000 packages. could be raised to advertise ap-One of the most remarkable mer- ples and peaches so as to give chandising stunts that was ever the consumer a warning of crops,

> advertising. Apple Growers Must Advertise

You are perhaps wondering what all I have said has to do with the marketing of apples, peaches and plums, as yau are growers of these kinds of fruits. I will show you that there is a very close connection. In 1899 we were handling at point of origin about four and one-half million tons of fruit and produce. At the present time this has grown and we are handling now from 16 to 19 million tons, or an increase of about 300 per cent. This means that there are about a million cars of fruits, vegetables and canned goods handled at point of origin in this country annually. We find that the banana, orange, raisin, prune, walnut and almond have increased their tonnage remarkably from year to year and, with the exception of the first group, they are all handled cooperatively. The banana is handled by a private concern, but handled very efficiently, indeed. We find that berries have been in a profitable condition because during the war we allowed the acreage to decline tremendously and we have not as yet

quite the acreage we had in prewar days. The grape is in a very in the summer time; that they healthy condition owing to the remarkable demand for both California and eastern grapes due to prohibition. We do not find, however, that peaches, apples, plums and similar fruit have kept pace with the advertised, standardized fruits. The pear is in a very fair con-

dition because the tonnage of fall pears is relatively light. The Bartlett pear is very largely canned and the fresh market has been very intelligently handled through a good advertising effort of the California Pear Growers cally every day of the year and association. They are spending

Industry finds that 2 pays to advertise manufactured products. pulled off by any concern in Am- of varieties, and get them pre-erica, and it was done through pared to buy. We must get the consumer rapidly out of the idea of thinking that fruit is a medi-

cine on the one hand or a luxury on the other. While some work has been done in showing that fruit contains vitamines and iron. and by the old slogan that "An apple a day keeps the doctor away," still such advertising is only a drop in the bucket. We must show the American public that fruit is a palatable, health. ful, economical food; that it pays to buy it from a dollar point of view. If the deciduous fruit growers will get together in a way so as to advertise apple peaches, and plums and similar fruits, in the same way that man. ufactured foods are advertised, or the orange and raisin are being advertised, there is no reason why an equally good response should not be received, but as long as we simply grow the fruit, dump it in four or five big centers, noglect the educating of the American public through good literature in magazines and papers which they read, and through intelligent advertising, we must in the future expect to reap just what we are getting at present. In Growers' Hands

The solution of these problems of the fruit grower is in your hands. There is going to be no Moses to come from the bullrushes and lead you around and guide you across the deserts to the land of prosperity. The trail has been blazed. You can see the handwriting on the wall, Wherever others have gone, you can follow, The future of American apple, peach and plum growing is in the hands of the grower. If he is intelligent in organizing, marketing, distribution and advertising, he will reap a great reward. If he refuses to take these steps he must accept the penalty.

DAIRY-POTATOES

