

ADVERTISING AS A FACTOR IN THE DEVELOPMENT OF HORTICULTURE IN THE UNITED STATES, BY C. I. LEWIS

Review of the Whole Situation, as Told to the American Pomological Society at Council Bluffs, Iowa, Last Thursday—This Makes Most Interesting Reading, and Is a Valuable Contribution for the Benefit of the Growers of Apples, and of Peaches and Plums.

(C. I. Lewis addressed the American Pomological society on last Thursday, November 16, on "Advertising as a Factor in the Development of American Horticulture." The meeting of that society being at Council Bluffs, Ia., November 14 to 18. As most of the readers of The Statesman know, Mr. Lewis is now managing editor of the American Fruit Grower Magazine, and he was one of the organizers of the Oregon Growers Cooperative association, and one of its principal officers a few months ago. The following is the address in full of C. I. Lewis at Council Bluffs.)

RELATED LETTER ON STRAWBERRIES

Mrs. Miller of Falls City Writes, in Place of Her Deceased Husband

(A contributor in former years to the annual number of The Statesman was J. W. Miller, a prominent grower of the Falls City district. The Slogan editor addressed a letter to Mr. Miller, not knowing of his passing, requesting an article for the strawberry symposium in last Thursday's issue. The following letter from Mrs. Miller is the answer, and it is given space, for two reasons—as a tribute to the deceased, and as giving some very valuable and interesting information from Mrs. Miller, on her favorite industry.)

Strawberries in the Hills Editor Statesman: It is with sorrow I pen this to you. My dear husband, J. W. Miller, died on October 9th, after nineteen months in his bed from inflammatory rheumatism. If I had had time, I would have given you an article on strawberries, as I like to read the contributions from growers and experts, and gain information on strawberry culture.

Berries in this part of the valley did not yield a heavy crop last season. The cold weather affected them when in bloom to such an extent as to greatly injure the crop. My patches are in fine shape now, and I am not bothered with strawberry weevil as yet. I am taking every precaution to keep them clean. I set out a half acre of New Oregon last spring, and intend setting out another half acre soon. My spring plants did well, considering the very dry summer, and they have very fine sets. I like the New Oregon best on this mountain land. They are a fine flavored berry and produce such wonderful, large berries, the admiration of all my neighbors. The canneries object to them on account of their being so large. But I have had no trouble of disposing of all I produce from three acres. I also have the 999, but they have not been a success with me, as I have no water to irrigate so as to keep them bearing all summer, but am laying ripe berries from them now, since the fall rains. But they bore heavily in the spring. We gathered 36 pounds at one picking, from 215 plants. They are fine, big berries. The only objection, the cap comes off every berry. Some of my neighbors who have water to irrigate them are doing fine with them.

Clark's seedlings do not do well on this land. I plowed mine up, as they do not pay expenses.

Some are growing the Wilsons, but they are so very small. The Gold Dollar berries do excellent and are earlier than any other kind here. The canneries like them best.

There are some Ettersburg 121 berries grown here. They are a fine berry and do well, bear heavily, are a good berry for the canneries. Well, I have written plenty and do not think even this could be in time for you to print. MRS. J. W. MILLER, Falls City, Ore., Nov. 16, 1922.

Advertising pays. If it did not the biggest business concerns in the country would cease to advertise. Advertising is salesmanship, and good salesmanship means advertising.

There are many evidences that advertising pays. You can subject yourself to two or three simple tests, which will prove conclusively that advertising has had a marked influence on you. Recently I wrote down on a piece of paper the names of best known products that I could think of, and when I had completed my list, this is what I found I had written down:

- If you think of soap, you say Ivory.
- Soup—Campbell's.
- Pickles—Heinz.
- Oranges—Sunkist.
- Raisins—Sunmaid.
- Canned goods—Del Monte.
- Beverages—Coca Cola.
- Coffee substitute—Postum.
- Gelatine—Jello.
- Loganberry juice—Phe.
- Walnuts—Blue Diamond.
- Dried peaches—Blue Ribbon.
- Cheese—Kraft.
- Condensed milk—Carnation.
- Watches—Elgin.
- Oil heaters—Perfection.
- Paraffine—Parawax.
- Aluminum—Weaver.
- Safety razor—Gillette.

Then I began to think of slogans which are used in connection with advertising. In two or three minutes I found that I could write sheets of these slogans. Here are a few which you could write just as easily as I did:

- Grapenuts—There's a reason.
- Paint and Varnish—Save the surface and save all.
- Royal typewriters—Compare the work.
- Sunkist oranges—Uniformly good.
- Blue Diamond walnuts—The crackin' good.
- Ivory soap—It floats, and 99.44 per cent pure.
- H. C. McCann—The truth well told.
- The New Edison—The phonograph with a soul.
- Packers Tar soap—Pure as the Pines.
- Nonesuch Mince-meat—Like mother used to make.
- Bon Ami—Hasn't scratched yet.
- Victrola—His master's voice.
- Skookum apples—Every bite a delight.
- Paul's Jams—From the valley of the mountain.
- Automobiles—The good Maxwell.

Likewise, I am quite sure you are familiar with official designs which are connected with advertising. Here are some which are very common:

- Skookum—Is the Indian head.
- Deerfield oranges and grapefruit—The stamp.
- Heinz—Fifty-seven.
- Hupmobile—The "H."
- Peter Henderson—An old man wheeling a barrow full of vegetables.
- Bon Ami—The little yellow chicken.
- Victrola—The dog, "His Master's Voice."

EASY TO DARKEN YOUR GRAY HAIR

You Can Bring Back Color and Lustre With Sage Tea and Sulphur

When you darken your hair with Sage Tea and Sulphur, no one can tell, because it's done so naturally, so evenly. Preparing this mixture, though, at home is messy and troublesome. At little cost you can buy at any drug store the ready-to-use preparation, improved by the addition of other ingredients called "Wyseth's Sage and Sulphur Compound." You just dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time. By morning all gray hair disappears, and after another application or two, your hair becomes beautifully darkened, glossy and luxuriant.

Gray, faded hair, though no disgrace, is a sign of old age, and as we all desire a youthful and attractive appearance, get busy at once with Wyseth's Sage and Sulphur Compound and look years younger.—Adv.

The best known foods today are the advertised foods, such as Uneda, Nabisco, Heinz, Crisco, Postum, Grapenuts, Toasties, Libby's, Kellogg's, Sunshine, Quaker, Campbell's, None-such, Jello.

Some of these products have been on the market a great many years. Other products have become popular with the American public in a relatively few weeks or months. Some which were not known a few years ago but which are very well known today, are Jiffy Jell, Lux, Grapelaide and Life Savers. These were made popular largely through the mediums of the American newspapers, coupled with posters and railroad and elevated advertising. Possibly Jiffy Jell is the best known gelatine product today, and yet it is just plain gelatine. Life Savers were developed through advertising to a point that within a few months the owner refused to sell the rights to manufacture this confection for \$1,000,000.

Hence, the Rubber Heel A few years ago an old man in Boston, who was foot weary, went down to a basement cobbler shop and got the man to put some rubber on his heels. He was so delighted with the result that he told friends and soon scores of them were going to the same cobbler. A bright advertising man saw that here was a good idea. He talked to the cobbler about it and wanted him to advertise on the elevated lines of New York and in the newspapers of that city. The amount necessary scared the old gentleman, but when he was told that he need not pay for the advertising at all unless it brought remarkable results, he consented, and within two or three years he had a patent which he sold for \$250,000. This is the interesting story of the O'Sullivan Heel.

Heinz Was Converted Heinz and his famous 57 are known to practically every school boy in the country today; yet, it was not so many years ago that Mr. Heinz did not believe in advertising. He did just a little on the street cars of Pittsburgh.

Later he was induced to put a special booth on the board walk in Atlantic City. This brought remarkable results. He then tried advertising in the city of New York, putting attractive posters on subway and elevated lines. Soon he jumped into the national field and he has found that advertising pays. When there was a slump in our industry a year or two ago he increased his advertising fund, as he said that was the time to advertise all the more.

Coca Cola and Others Coca Cola is the most popular drink in the country today, because that concern has placed a drink on the market and has advertised it in a way that everybody knows it. They spend probably over a million dollars yearly and sell six million drinks a day. Quaker Oats was probably the first food ever advertised to the public in the United States in a national way, and this food is one of the best known today because three million dollars are spent annually in keeping this product before the American public.

In 1911 Ward's bread was put on the market, and bake shops were established which would handle 999,999 loaves a day. Ward began to advertise in New York, putting very attractive posters along the elevated lines. In nine months he had passed the capacity of his output and had to build large, new bakeries.

Recently Fleischman's yeast took hold of the idea of vitamins and in fourteen and one-half days were able to introduce that product into 3000 soda fountains in the east. This was done through newspapers and car cards.

In 1895 C. W. Post of Battle Creek, Mich., started in to manufacture Postum Cereal. He had very little money with which to start. In 1897 he brought out grapenuts and in 1906 he developed a cornflake product known as Post Toasties, and it now takes 15,000 bushels of shelled corn a day to supply this demand. Post found that advertising pays. His results were so gratifying that he became very enthusiastic, and the total amount of money spent by this firm today has passed the thirty million dollar mark.

Everyone in the United States has been attracted by the very beautiful poster which the Palmolive people have placed in every city of the United States. A short time ago this concern was spending \$5000 in one state of the union. The results were so gratifying, however, that they immediately enlarged their program to include \$1,000,000 annually for posters alone. One would think that cigarettes would need advertising, as nearly every man uses cigarettes, and yet the Camel Cigarettes company alone spends \$3,000,000 in billboard posters. Del Monte, the best known canned goods by far in the United States, today spends a sum annually in excess of \$1,000,000.

They advertise in women's magazines, newspapers, elevated lines and posters.

The Public Is Sold

By far the best known soup in the United States today is Campbell's soup. This is a high grade soup, but the manufacturer spent \$1,000,000 introducing it to the American public and has been a consistent advertiser. Last winter while visiting a big jobber in a Texas city, he showed me the large stock of Campbell's soups which he carried. He turned around and showed me a smaller stock of a brand which he said was just as good, but he said: "You know the women in Texas have been sold on Campbell's and they won't take anything else." He then showed me two piles of breakfast foods. One was very large; the other was small. The large one was Post Toasties, and he said, "That small pile is fully as good, perhaps better," but he said that Texas women don't think so because they have been entirely sold on Post Toasties.

This is not an exceptional case. You can go in any city of the United States and find men who will talk to you in just the same way. The advertised foods are the ones which people are calling for. The big meat packers have spent huge sums. A firm like Armour & company of Chicago, with their "Very Best" brand of meats and groceries, have been in the habit of spending three or four million dollars annually, and as a result their products have become nationally known and are in big demand.

When Growers Began

Up to comparatively recently food advertising, we see, has been confined largely to concerns who manufacture food products, such as meat, fruit, canned goods, milk, fruit juices, cereals, beans, etc. Beginning with 1907, however, we find that the producers started to enter the field of advertising. Some thirty years ago the orange growers in California found that an organization was necessary in the development of their industry. They had reached the point where 2,000,000 boxes of oranges were more than the country would seemingly consume. By 1904 the crop had reached 10,000,000 boxes, and was ever on the increase. In addition, there were many lemons coming on, the Valencia or sum-

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OUCH! BACKACHE! RUB LUMBAGO OR STIFFNESS AWAY

St. Jacob's Oil stops any pain, when your back is sore and lame, or lumbago, sciatica or rheumatism has you stiffened up, don't suffer! Get a small trial bottle of old, honest St. Jacob's Oil at any drug store, pour a little in your hand, and rub it right on your aching back; and by the time you count fifty the soreness and lameness is gone. Don't stay crippled! This soothing, penetrating oil needs to be used only once. It takes the pain right out and ends the misery. It is magical, yet absolutely harmless, and doesn't burn the skin. Nothing else stops lumbago, sciatica, backache or rheumatism so promptly. It never disappoints!—Adv.

THE STICKERS TO GET SURE REWARDS

Acresage Is Diminishing and the Consumption of Apples Is Increasing

Editor Statesman:

Relative to your request for information as to my observations and experience with apples in the Willamette valley, will say that even though my associates and myself lost several thousands of dollars in trying to establish several hundreds of acres of commercial apple orchards in the Willamette valley, I am still as optimistic as to the final outcome of the apple industry, as I was when we commenced. In fact if anything, I am more than ever convinced that commercial apple orchards in the Willamette valley will pay.

We started in at a time when there being sent broadcast throughout the middle west, by community development leagues, the railroads and the Portland Chamber of Commerce. We depended too much upon the statements that a commercial orchard could be developed in five or six years. When my associates found that it would take nearly ten years and were advised that they could never raise apples on a commercial scale in the Willamette valley, they got cold feet, pocketed their losses and quit. However, in spite of all this and after making a close study of the subject for nearly 14 years, I find that those who are giving as close attention and care to their apple orchards as are the better class of prune, cherry and berry growers, are growing an exceptionally fine commercial product and are making as large returns per acre as was represented could be made.

On account of the discouraging conditions through which the apple industry has gone during the last ten or twelve years, and the excessive freight rates that this section has been obliged to pay to get its products on the market, and because of the discouraging conditions throughout the United States, there has been practically no new planting of apples on a large scale for 12 years. In fact there probably are fewer acres in apples today than there was in 1910. Therefore, those who have bearing orchards at the present time are beginning to reap their reward and will continue to do so for another ten or twelve years, because it will take that time, at least, before we will have any material increase in the present apple acreage, and the consumption of apples is increasing from year to year.

We need larger cold storage and packing facilities than we now have, and they will come. When we have them, it will be found that the Willamette valley product is equal to and, as a whole, superior to apples of any other district of the United States. In my opinion the man who has the nerve to pick up some of our commercial apple orchards at the present going prices, will reap an increase in value on his investment as well as good returns on the investment from his crop. The apple business is on the

upward swing, and the next few years will see many hundreds of thousands of dollars added to the income of the valley from the returns of our apple orchards. In fact, Oregon's annual returns from apples alone is now something over five million dollars. Yours very truly,

A. C. BOHRNSTEDT, Salem, Or., Nov. 22, 1922.

A GOOD SPADE AND A SHARP AX NEEDED

Needed to Use on All Apple Trees Not Receiving the Proper Attention

Editor Statesman:

Your request for an article on apple growing finds me too busy to go into details, and I would be foolish to try to go deep anyway, as a letter to O. A. C. would get a grower far more information than I am capable of giving.

I would like to give the home grower a few tips, however.

If the planter of the home orchard is a dairyman he should, with his plums and his cherries, plant one Waxen for early cook-

ing and one Gravenstein. The rest of the plot should be planted to corn or kale, as late apples are worthless unless well sprayed. Of course this cider stock is used a great deal and is even sold in some stores, but ask the housewife how she likes to prepare it or how proud she is to offer it to company.

Some dairymen may care for their fruit, but to raise good apples takes a lot of work a dairyman or general farmer has little time for. I have yet to see one with clean apples.

It seems they could grow some crop that does not require sprayers, etc., that would net them the necessary \$6 or \$8 to buy their winter apples.

Or they might have a few trees and care for them rather than the usual acre or two of moss-covered trees. One man I know planted 12 prune trees for home use. To can, dry, or for brandy, he will be well supplied. He wishes he had planted two.

Why a large home orchard? If uncared for the surplus is unsalable, except at cider prices. I have had 30 boxes of Baldwins, large, clean ones, picked from one tree, a 12 year old. So why put a quarter of the place into apples? Care for three or four trees or buy a few each fall. I know of two acres that scarcely supply the family with fruit, but they do something else; they supply the commercial growers with

pests that keep them fighting continually to produce apples fit for market. They assure me the fruit law never bothers them.

So let's get a good spade and a sharp axe and reduce our orchard to what we are willing to care for, and not be a nuisance to our neighbors and the commercial grower. Yours truly,

A. L. PAGE, Jefferson, Or., Nov. 22, 1922.

Is there anything more inspiring than the musical piping of the meadow lark? It is found everywhere, alike on eastern meadows, southern savannas and the wide spaces of the Pacific coast. The bird is not only a joy, but in its destruction of noxious weeds and grasshoppers is a boon to the enlightened farmer.



Closing Out Sale!

of all

Talking Machines and Records

Regardless of a thought of profit our entire line of High Grade Talking Machines must be sold at once

\$5.00

Places any of these High Grade Machines in your Home. Then \$2.00 per week

FREE RECORDS

C. S. Hamilton

Good Furniture

340 Court Street Salem, Oregon



Trade in your old stuff as part payment on new. We can furnish your home for one-half price from our Exchange department.

TAFFETAS

10 O'CLOCK FRIDAY MORNING

VALUES TO \$3 A YARD

Fourteen Street and Evening Shades

\$1.48 Yd.

EVERY DRESSMAKER and home maker will do well to visit our silk department Friday morning at 10 o'clock. We shall offer the best values in our own history. The taffetas offered are 36 inch Chiffon taffetas in many beautiful shades for street and evening wear. Some are two-tone.

TO BUY splendid qualities of Taffetas such as these, is an opportunity you can not afford to miss. A dress pattern for less than \$6.00. Pillows, Christmas Novelties and many other uses you'll find for such a wide range of colors. Remember none promised before 10 o'clock, no phone orders.

VALUES TO \$3 A YARD

MILLER'S

Good Goods.

None Sold Before 10 o'Clock

Entries for Miller's Doll Show Close Thursday, 6 p. m.