

SALEM BIGGEST BUYER OF CANS

Used in 1922 One-fourth of All Cannery Supply for Putting up Fruits in Oregon and Washington—City Packed 16,257,600 Cans, or 677,400 Cases—Industry Now in Infancy with Roseate Future Apparently Among Certainties

For the year 1922 Salem took about a fourth of all the cans used for putting up fruits in Oregon and Washington—

The pack in Salem being for last year 677,400 cases, making, if filled with two-pound cans, 24 to the case, the immense total of 16,257,600 cans.

Following are some facts contained in an article in The Statesman of November 30th:

W. G. Allen, manager for the Hunt Bros. Packing company, addressing the Salem Rotary club at its noon luncheon of Wednesday, November 29, reviewing the canning industry for the Salem district, and for Oregon and Washington, said that he himself was astonished at the showing made in 1922, for the six Salem canneries.

Their pack for 1922 showed about 677,400 cases, valued at about two and a half million dollars, against about 415,000 cases of salmon for the whole Columbia river pack, valued, however, at about the same amount.

Of this two and a half million dollars, the growers get about one million; there goes for labor and boxes about \$500,000, and the other million goes for sugar, cans, overhead, depreciation, investment, and other supplies.

Mountains of Cans

If all these 677,400 cases be divided into two-pound cans, of which 24 go into a case, they represent 16,257,600 cans; against about 60,000,000 cans used for fruit in the whole northwest—or something like one-fourth of all the fruit in the northwest being put into cans in Salem. This does not take into consideration the dried or dehydrated or barreled product, or that used for vinegar, juices, shipped fresh, etc., etc.

Startling Comparisons

Mr. Allen showed that in 1911 Salem had one cannery, and it packed 40 tons of strawberries, 16 of gooseberries, 11.78 loganberries, 7.39 raspberries, 10.29 white cherries, 10.44 black cherries, 1.34 raspberries, 216 Bartlett pears, 2.68 evergreen blackberries, 10.37 prunes, and 76 tons of apples—about 30,000 cases of fruit all told.

How They Are Divided

Mr. Allen showed the 1922 pack

of the six Salem canneries to be divided about as follows: Gooseberries 7000 cases. Strawberries 60,000 cases. Royal Ann cherries 80,000. Black cherries 4000. Black raspberries 1200. Red raspberries 1200. Loganberries 150,000. Blackberries 85,000. Bartlett pears 145,000. Prunes 60,000. Apples 70,000. Squash 13,000.

The Percentages

These figures show that the Salem canneries, taking the figures of 1922 against the total figures of 1921, put up in cans of the total pack of Washington and Oregon the following:

Strawberries 33 per cent. Cherries 39 per cent. Black raspberries 14 per cent. Red raspberries 1 per cent. Loganberries 60 per cent. Blackberries 16 per cent. Bartlett pears 33 per cent. Prunes 60 per cent. Apples 7 per cent.

The comparatively low percentage on red and black raspberries is due to the large packs made of these berries, especially the red raspberries, in the Puyallup and other western Washington berry growing districts.

Compared with California

Mr. Allen made another startling statement, that Oregon and Washington in 1921 put more fruit into cans than did California if peaches and apricots be put out of the reckoning. In peaches and apricots California looms large, while Washington and Oregon grow and can few of these fruits.

The Conclusions Drawn

Mr. Allen drew the conclusion, from the showing already made, that the Salem district can do a great deal better in the future, especially on fruits in which our growers specialize, and ought to specialize, by using better methods in growing; by specializing still further.

Things to Be Done

Mr. Allen did not venture any advice as to the exact things that ought to be done. But there are many things, in the way of selection of varieties, choice of land, cultivation of the soil, fertilizing, pruning, thinning, etc. And, in the case of the berries, especially,

irrigation. The Salem district now leads the entire world in strawberries; led it last year, for canning berries, in a very unfavorable season—a season of long dry days in ripening and picking time.

This district can increase its lead, three fold, ten fold, by irrigation. This subject is now being generally discussed among Salem district growers. It must be kept uppermost. If this is done, the Salem canneries will ere long put up not only 83 per cent of the canned strawberries of Oregon and Washington—they will put up 83 per cent of the strawberries in cans in the whole United States; besides making great shipments in the fresh state and putting millions of pounds into the barreled pack. Our growers have the vision, too, and they must follow it. They must get water onto the land at the time when it is needed to make larger berries and extend the picking season.

The Six Canneries

The six canneries of Salem are those of the following concerns: Hunt Bros. Packing company. Oregon Packing company. King's Food Products company. Starr Food Products company. Oregon Growers Packing corporation, affiliated with the Oregon Growers Co-operative association.

Producers Canning and Packing company.

The Seventh Cannery

There will be at least one more cannery in operation in Salem the coming season. A new cannery is being erected by the Northwest Canning company, affiliated with the Northwest Fruit Products company, and it will operate under the Phez label, already well known and nationally advertised throughout this country and in other countries, in connection with the loganberry juice and other fruit juices and jellies and jams. The new cannery will be at the corner of Liberty and Trade streets, just south of the Salem armory, and joined with the Phez building at the corner of South Commercial and Trade streets. The new structure will be 150 by 160 feet, solidly built, and will have a capacity of 175,000 cases a year, and will pack 50,000 to 100,000 or more cases this year. C. M. Miall, who reorganized the Phez com-

panies, is the man behind this seventh Salem cannery.

There are constant rumors concerning the building of still other canneries and fruit packing houses here.

Have Large Capacity

There will without doubt be additions to some of the first seven canneries here, increasing their capacity, though the leading ones have no small capacity now. The cannery of the Hunt Bros. Packing company, for instance, has run over 45,000 cans in one day—which, in a run of 24 cans to the case, would mean over a million cans in one day; or over 1,080,000 cans packed in one day.

The Fruits and Vegetables

About as they come in season, the Salem canneries work from about the first of June till the middle or last of December on: gooseberries, strawberries, cherries, loganberries, red and black raspberries, blackberries (mostly evergreens), pears, prunes and apples. They also can some beans, tomatoes, spinach, pumpkins and squashes.

The King's Food Products company has as the principal thing in its scheme of operations here in Salem a dehydration plant; the largest plant of its kind in the United States, using a wide range of fruits and vegetables, and employing at the height of the season close to a thousand people—and both the canning and dehydration ends of this company's business here will be increased this year, as they have every year, and will continue indefinitely.

The best insurance policy for any locality is sure markets for its products. Salem has done more in this line than any other city in this section, and is doing more all the time—and must do still more and more; because the men on the land are doing their share and the piling up of the products to be taken care of, mountain high, Pelion on Ossa, and then some.

There is good money in the strawberry industry in the Salem district. It will not be overdone, if the canneries and jelly and jam factories and cold storage facilities will keep a few steps ahead of the growers.

Stayton Important Center Dominates Santiam

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Stayton territory has immense possibilities for fibert culture, for the soil is admirably adapted to it, and hazel nuts, the wild cousins of the fibert, grow in profuse quantities here. It is thought here that as soon as this crop has become more widely advertised, it will become the most extensively grown crop in this part of the country.

Prunes, cherries and strawberries are also grown in this valley with equal success to that met in other parts of the Willamette Valley.

Water For Irrigation

The waste water from the Stayton power ditch is used to irrigate several thousand acres of land lying adjacent to Stayton and on the railroad. Advocates of irrigation claim that with the proper application of water to the small fruits and berries can be made to yield almost double the amount of products they now do. The fact that the water does increase the yield of these crops seems to be borne out by actual experiments.

One man is known to have received a gross income of \$561 from an acre and a quarter of loganberries and blackberries that were irrigated, the blackberries being then in their first season. Other persons have found that by proper cultivation so as to conserve the moisture supplied by nature, these plants can be made to yield sufficiently large without irrigation. Regardless of the merits of either side of this controversy, huge returns can be had in either case, and the water is here for use by those who understand and believe in irrigation, and who prefer that method of farming.

Capital Is Sole Need

In the way of industrial opportunities, the power is here, the raw products are here and transportation presents no difficulty. The only thing that is awaited is capital in the hands of persons with the vision to see the immense possibilities for profitable investment. One of the most pressing needs of this town at present is a means of utilizing the products of its dairy cattle.

Creameries and cheese manufactories would find here an excellent field and would be a material aid in the development of the country. As we have explained, fruit farmers find that dairying works in splendidly with their work and since the fruit farming is on the

increase, it is reasonable to suppose that dairying will also increase. Surely a plant to utilize the products of the dairying industry could not but succeed.

Stayton Place for Poor Man

For the man of small means who seeks a home in a place where living is cheap and agreeable and where every working day in the year can be utilized for profit, Stayton offers an exceptional opportunity. Many families have small tracts of land close to town where they keep a few cows, a few chickens and raise some small fruits and berries. During the winter months, one or more members of the family find employment in the woolen mill or some other of Stayton's industrial establishments. Many who are pursuing this course, are veritably becoming wealthy. The Santiam Woolen Mill reports that this type of labor is one of the most satisfactory and it strongly encourages such a course.

Railroad Development Expected

Stayton's position taken from the large viewpoint of its place in the future development of Oregon, is enviable. It is a generally accepted fact that Oregon, will sometime have railroads connecting the Eastern part of the state with the Western. It is coming to be accepted that this time is not far in the future. The fact that the Natron Extension seems assured, points to the development in this respect that is coming soon. The Santiam pass through the Cascade mountains is considered one of the best passes through those mountains that is to be found anywhere. With the development in east and west transportation in Oregon, this pass is bound to be used. A line has already been surveyed through Stayton, up the Santiam river, and thru the Santiam pass into Eastern Oregon. If such a road is completed, Stayton will stand at the gateway of a vast, undeveloped empire and will, therefore, be in direct line to reap the benefits of its development.

This fact coupled with the conditions that already exist, mark Stayton as the ideal place for the person who wishes to settle in a prospering community, where the possibilities for further development are so great that they can scarcely be imagined. Stayton offers opportunities for the man of small means, for the man of moderate circumstances and for the man of independent fortune who seeks investment. All that is needed is the ability to visualize the tremendous future that is in store for this already rich community.

LEADS IN FARM LINES

Salem Exchange of P. T. & T. Co. Has More Rural Lines Than Any Other Pacific Coast City—Efficiency Urged

Manager W. H. Dancy of The Pacific Telephone and Telegraph company reports his company is growing steadily in the number of stations served. The year 1922 closed with a net gain of 200 stations connected with the Salem exchange. Salem still holds the distinction of having, more connected with the exchange, more farmer line stations than any other exchange of the company on the Pacific Coast.

With the development of the exchange and the consequent increased value of the service to the user, the telephone company has not lost sight of the public need for a reliable and comprehensive long distance service. More and more telephone patrons are getting the long distance habit. Business men, both wholesalers and retailers are using the long distance lines more and more as an auxiliary sales medium. Territories are being organized and covered by telephone in the same manner and just as regularly as by a personal representative of the sales organization. Long distance service establishes a relationship between the wholesaler at the supply point and the retailer as a distributing agent and each cooperates in the mutual establishment of constant, efficient and economical business contact.

With this growing use of long distance lines for business purposes, it has become increasingly important that the exchange lines shall be properly maintained and always in condition for connection with the long distance trunk lines so that transmission shall not be impaired or satisfactory results rendered impossible on account of noisy lines or other deterring conditions. The Pacific company has put forth a very great effort toward the prompt and efficient maintenance of its exchange plant in order to be in position to render first class service not only over its local lines but throughout the territory in which it operates over its long distance lines.

Rural Line Efficiency Necessary

It is particularly desirable that farmer lines owned and maintained by the farmer organizations shall also be brought to the best possible condition. Frequently a long distance conversation is seriously impaired or even rendered impossible because the

farmer line on which it originates or terminates is not in proper condition for satisfactory transmission for the conversation. Maintenance of farmer lines is often a vexing problem. To often each person interested in the jointly owned line hopes that the others on the line will assume the responsibility for making necessary repairs and keeping the line in good working condition.

It is only by organizing properly for this work and definitely placing responsibility for proper maintenance of farmer lines that this class of telephone users can hope to secure the best results and efficient and satisfactory telephone service, both local and long distance.

Proper maintenance will not only insure good telephone service but it will prolong the useful life of a line and postpone the need of additional heavy investment for construction work. So that aside from being desirable from a service standpoint, it is actually economical and to the best interests of the owners of the line as an investment.

The Pacific Telephone and Telegraph company is very much interested in the growth and prosperity of Salem and the surrounding territory. It has plans under way for many improvements in its plants in this city. These improvements run not only to the supplying of new and additional lines to meet the growing demand for telephone service but also the plans include repairs and replacements to existing plant in order to place it in condition to render the best possible telephone service.

There is only one commercial

fibert district in the United States, and Salem is the center of the industry. Fiberts come nearer being a "lax man's crop" than any other. Like the walnut tree in such a locality as this, the fibert tree never grows old. It gets better and better every year, throughout all the years; and bigger and bigger and more valuable.

The Salem district celery is better than the next best in the United States—better than the famous Kalamazoo celery. Our celery has beaten the Kalamazoo product in national competition.

Electrical Development in Salem and Vicinity during 1922

The following figures indicate the extent of the Portland Railway Light & Power Co.'s contribution towards the growth and prosperity of Salem and vicinity during the year 1922.

The following sums were not only spent to supply additional customers, because more than half of the entire sum was spent for increasing the capacity of existing lines and plants to give better service to existing customers.

ADDITIONAL INVESTMENTS MADE IN SALEM AND VICINITY BY THE P. R. L. & P. CO. IN 1922

For additional electric power lines.....	\$ 72,018.96
For additional gas mains.....	4,009.32
For new power plant at Salem (not complete).....	165,702.00
Total.....	\$241,730.28

CASH PAID OUT IN SALEM AND VICINITY BY THE P. R. L. & P. CO. IN 1922

For Labor.....	\$117,572.77
For Materials.....	30,413.78
For Taxes, Licenses, etc.....	14,044.93
Total.....	\$162,031.48

PORTLAND RAILWAY LIGHT & POWER CO.

An Attractive Investment The 7% Prior Preference Stock of the Portland Railway, Light & Power Co. A Condensed Statement of the Principal Features of this Security

This issue of stock takes precedence over all other stock of the Company as to assets and dividends, and no stock having priority over this issue can be created without the approval of the holders of a majority of this issue.

This issue is being offered to the employees and the public served by this Company as an opportunity to participate in the actual ownership of the foremost public utility in this community.

The stock is to pay a dividend of 7% per annum payable quarterly on the first days of January, April, July and October of each year. This dividend will be provided before dividends are declared on any of the \$22,250,000 of other stock outstanding.

The Company has had, at all times, surplus earnings materially in excess of the 7% dividend required by this issue.

The stock is offered to the public at a price of \$98 per share, plus accrued dividends, par value being \$100 per share. The dividend of \$7.00 per share will therefore afford a return of approximately 7.14% on the money invested, an exceptionally attractive rate of interest for an investment of this character.

All funds derived from the sale of this stock are to be used entirely for improvements in and additions to the properties of this Company, thus directly adding to the assets behind the Company's securities.

The stock may be purchased at \$98.00 per share on the installment plan if desired, and 7% interest will be paid on all partial payments from the time they are made. An initial payment of \$10.00 per share secures the stock for purchase in this manner, the balance payable at the rate of \$10.00 per share per month, with the privilege of paying in full at any time. Stock Certificates will be delivered upon payment in full.

Dividends on this stock are cumulative, thus affording additional assurance of full payment of dividends. Dividends on this stock are exempt from normal federal income tax.

Holders of this stock who, at any time, desire to dispose of it, may arrange to offer it for sale through the Securities Department of this Company.

Liberty Bonds will be accepted at market value to apply on payments for this stock.

Portland Railway, Light & Power Co.