

SELLING SALEM DISTRICT

Leather Goods of Quality

HARNESS

F. E. Shafer

Phone 411 170 S. Com'l Salem, Ore.

Our Ideal: "The Best Only" Our Method: Cooperation

Capital City Co-operative Creamery

A non-profit organization owned entirely by the members. Store at 4th St.

Manufacturers of Butter

Phone 200 127 S. Com'l St.

Dates of Slogans in Daily Statesman

(In Twice-a-Week Statesman Following Day)

- Loganberries, Oct. 5.
- Fruit, Oct. 12.
- Dairying, Oct. 19.
- Flax, Oct. 26.
- Filberts, Nov. 2.
- Walnuts, Nov. 9.
- Strawberries, Nov. 16.
- Apples, Nov. 23.
- Raspberries, Nov. 30.
- Mint, December 7.
- Great cows, etc., Dec. 15.
- Blackberries, Dec. 22.
- Cherries, Dec. 29.
- Pears, Jan. 4, 1924.
- Gooseberries, Jan. 11.
- Corn, Jan. 18.
- Celery, Jan. 25.
- Spinach, etc., Feb. 1.
- Onions, etc., Feb. 8.
- Potatoes, etc., Feb. 15.
- Bees, Feb. 22.
- Poultry and pet stock, Mar. 1.
- Goats, Mar. 8.
- Beans, etc., Mar. 15.
- Paved highways, Mar. 22.
- Broccoli, etc., Mar. 29.
- Silos, etc., April 5.
- Legumes, April 12.
- Asparagus, etc., April 19.
- Grapes, etc., April 26.
- Drug garden, May 3.
- Sugar beets, sorghum, etc., May 10.
- Water powers, May 17.
- Irrigation, May 24.
- Mining, May 31.
- Land, irrigation, etc., June 7.
- Dehydration, June 14.
- Hope, cabbage, etc., June 21.
- Wholesaling and jobbing, June 28.
- Cucumbers, etc., July 5.
- Hops, July 12.
- City beautiful, etc., July 19.
- Subsida, etc., July 26.
- Sheep, Aug. 2.
- National advertising, Aug. 9.
- Seeds, etc., Aug. 16.
- Livestock, Aug. 23.
- Automotive industry, Aug. 30.
- Grain and grain products, Sept. 6.
- Manufacturing, Sept. 13.
- Woodworking, etc., Sept. 20.
- Paper mills, etc., Sept. 27.

WHOLESALE AND JOBBING CENTER

Salem is growing fast as a wholesaling and jobbing center.

The Willamette Grocery Co. employs 28 people, including five drummers, and it takes goods by track to every remote corner of this district.

The Pacific Fruit & Produce Co. alone brings 40 cars annually of bananas to Salem. The Salem branch of this company stands third in a group of 40 stores.

New lines are being constantly added here.

Salem has a great future as a wholesaling and jobbing center. And it is not all in the future, by any means.

In future Slogan issues, on manufacturing, the automotive industry, etc., Salem's future importance is a distributing center will be shown still more plainly.

Valley Motor Co

260 North High Street

Phone 1995

Boost This Community by Advertising on the Slogan Pages

DID YOU KNOW That Salem is an important wholesaling and jobbing center; that there are already a number of individuals, firms and corporations doing well here, with a constantly growing volume; that the territory to be served is a large one, and its wealth is constantly increasing and due to increase even faster in the future; that already some of the greatest manufacturing concerns of America recognize Salem as a wholesaling and jobbing center on an equality with the biggest cities; that the volume of business has grown faster and the territory served spread more in the past year than ever before, and that there is room in several lines for a number of other good concerns in wholesaling and jobbing enterprises here?

Weatherly Ice Cream

Sold Everywhere

Buttercup Ice Cream Co.

P. M. Gregory, Mgr.

DODGE BROTHERS SEDAN

Bonsteel Motor Co.

184 S. Com'l St. Phone 411

VALLEY PACKING CO. CASCADE BRAND HAMS BACON AND LARD

THE BUSINESS OF SALEM'S OLDEST WHOLESALER IS INCREASING FAST

ane, Washington. Clear Havanas are on sale at all principal Salem cigar stores, clubs and hotels. The Salem branch of Mason, Ehrman & Co. is at High and Mill streets, where a warehouse and office are maintained, and representatives for this territory make their headquarters here.

RODGERS PAPER CO. LIVES ON SERVICE

Salem's Wholesale Paper House Serves Thoroughly a Growing Territory

For more than a quarter of a century the Rodgers Paper company of Salem has been serving a select clientele here in the central Willamette valley. It has really never seriously tried to outgrow its original territory limits; though it has enormously increased its service, its number of patrons and its volume of business.

The company serves a territory from Hubbard on the north, down to Eugene on the south, and to the coast on the west. It is not seeking to expand these boundaries; but it is growing as rapidly today as at any time during its history, in the addition of new trade within its own boundaries. The whole country has grown, and is today growing; to hold the supremacy within this limit is to grow as big and as strong as almost any one could wish.

"Everything in paper" is the practical motto of the company. There are some things that are not really paper, though they are company it; wrapping twines and other store supplies that are a part of the wrapping business.

The company also operates an extensive bindery, where blank books of all kinds are made, and where custom magazines and periodicals are handled. At times the company payroll runs up to 50 or 60 people, though the usual unengaged business calls for about 15 employees.

For many years the company handled only the papers made elsewhere—east, west, north or south—wherever papers were manufactured. But when the Oregon Pulp & Paper company, the Salem paper mill, was established, the Rodgers people took over the retail sales of all its products; they are the valley distributors for whatever is made by the local mills, as the paper company itself is not a retailer and does not sell a pound of paper over the counter.

"We enjoy especially the sale of the local papers," said Fred Thiesen, of the Rodgers company. "They make the very best paper that the trade can buy anywhere. It is an altogether satisfactory product, for the dealer and for the consumer. Whatever the factory makes, we handle. Of course there are many other things not made here, that we buy elsewhere, but the local mills trade is ideally satisfactory."

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 consumption 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, tobaccos and smokers' sundries is very large and his warehouse and basement would surpass the average person in the amount of merchandise contained therein. During the past year the volume of business of this house has enjoyed a steady growth.

40 CARS BANANAS TO ONE SALEM FIRM

ated working force, A. H. Berg, Raymond Quigley, Clark Taylor, William Redding, and Peter Hebert. Everybody seems to be a "boss," in the interest shown in making the business a success; it's all "our" store, and not something belonging to another man who merely pays wages.

It is estimated from the company office, that the average loss in handling fresh fruit and vegetables between the grower and the retailer, is fully 10 per cent. Some things are peculiarly susceptible to shipping loss. Watermelons, for instance, sometimes come with as much as 30 per cent loss. Only by spreading the business over a considerable line of products, could such a loss as that be risked and the product still sold for a price that the public can pay. It isn't always that heavy; but when early leech melons come in bad, though each melon looks like a silver dollar or a rent bill for a week, a dealer has to be an optimist when he sees them going into the waste barrel.

The popular idea for the shipment of many fruits is to have them individually packed; to have the bananas crated, each bunch separately, so that there will be less loss. There is less loss, indeed; but the extra cost of packing is sometimes so heavy as to make the fruit use almost prohibitive. With the average loss of all fruits only about 10 per cent, and that on green bananas considerably less, it is a favor to the buying public to ship them in bulk, to stand the greater loss in handling, and still sell them for considerably less money than they would have to bring if crated in expensive crates. Crates are used as sparingly as possible, for the fruits that can be shipped without them. Small fruits, of course, must be shipped in containers; there is no other way.

Tomatoes are now coming in from Texas and from California. Some of the finest tomatoes, however, are being received from the Chase hothouses at Eugene, where they have acres of tomatoes growing under glass in one of the most remarkable greenhouse enterprises in the United States.

The earliest wholesaler and jobber in his line 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 tobaccoist. Mr. Waters opened business January 1, 1891, when he was a young chap with a long head for business, and he has met with success every day since. In his wholesaling and jobbing operation he supplies the trade in a radius of 25 to 30 miles.

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

States. They sell for a high price, but they are of an altogether superior quality.

About the first of June is the fullest season of the year in the big fruit warehouses. The season is about over for the regular California or southern novelties, and the home-grown stuff has not yet come into the market. This condition lasts for only a short time, however. There is some line of goods especially appropriate for every season of the year; and a house such as the Pacific Fruit and Produce company is always busy.

The company wholesales its products out from Salem, covering the whole of the tributary country with a kind of service that has helped to make more business for Salem as a good place to come to trade.

BURNS WHOLESALERS AUTOMOTIVE PARTS

He Has Taken On a Line That Extends His Business to All Parts of Valley

Dan (W. E.) Burns carries enough of a stock of automobile parts to be classed as a wholesaler, for he supplies the trade for half a dozen counties of the central Willamette district. He started in as agent for the GMC trucks, almost four years ago; but gradually he has been drifting into the parts line until truck-selling is a minor matter. The house carries the largest line of bearings, brake linings, automobile belts and bellows, pistons and other repair parts in the country south of Portland. Many automobile agents carry one or two spare parts for their own particular cars, but in case of a larger demand, for replacement, they must send out for these parts. Dan has 'em; has 'em in

OWPCO

Broom handles, mop handles, paper plugs, tent toggles, all kinds of hardwood handles, manufactured by Oregon Wood Products Co. West Salem

Auto Electric Work E. D. BARTON 171 S. Commercial St.

BUY AN OVERLAND AND Realize the Difference VICK BROS. QUALITY CARS

quantities, and for practically every standard machine. He does most of his business with the garage and repair shops and agents of the valley, and not with the retail trade of Salem.

There was a grave question as to the possibility of such a business succeeding, when it started about three years ago. The answer is in the way it has succeeded. The stock has been increased, the range of territory covered is increasing every month, and they come back for more and more as it is found that there is in Salem a place that can supply their needs, and do it with a smile.

The house handles practically everything in the way of standard bearings, timken and ball, pistons and piston rings, and a long line of the things in most demand for repair or replacement work.

Keep the worms out of the late cherries by spraying a little poisoned sweetened water on the outer surface of the top leaves in the cherry tree. The material is lead

SYMBOL

OUR diplomatic, polite services meet with public approval. The beautiful dignity that characterizes the accomplishment of this organization is a symbol of respectful regard.

Webb & Clough Co. FUNERAL DIRECTORS 490 Court St., Salem. Phone 120

Next Week's Slogan SUBJECT IS CUCUMBERS AND OTHER THINGS

A Licensed Lady Embalmer to care for women and children is a necessity in all funeral homes. We are the only ones furnishing such service. Terwilliger Funeral Home 779 Commercial St. Phone 724 Salem, Oregon

Salem is growing constantly as a wholesaling and jobbing center, and will grow faster.

THE BOY SCOUTS

arsenate 1/2 pound, molasses or sirup 2 quarts, and water 10 gallons. Just drive at moderate gait along the rows and do not stop while the rodmian flashes a small amount on each tree top. This will not be enough to poison the fruit but will attract the flies that otherwise will lay the eggs in the cherry.—O. A. C. Experiment station.

The oldest survivor of the Mexican war in 1846 is dead.—again

FAIRMOUNT DAIRY

Perfectly Pasteurized MILK AND CREAM Phone 725

HOTEL MARION SALEM, OREGON

The Largest and Most Complete Hostelry in Oregon Out of Portland

DRAGER FRUIT COMPANY

Dried Fruit Packers 221 S. High St., Salem, Or. Always in the market for dried fruits of all kinds

NOW IS THE TIME!!

To look after your heating plants and see that it is in good order, or if you are going to need a new one. This is the appropriate time to buy it! THEO M. BARR 164 S. Com'l St.

MASON, EHRMAN & CO. HAVE A STOCK OF GOODS IN THEIR SALEM WAREHOUSE

Pioneer Oregon Wholesale Concern Maintains Grand Reputation for Over a Quarter of a Century—"Manufacturers Must Make Them Good; Otherwise Lasting Success Is Not Possible," They State

"Cigars—easily sold, heedlessly thought of and separated only into two classes, good and bad. The smoker either likes a cigar or dreads it. Little does the smoker know of the care that has to be exercised in the very selection of the little seed that grows this wonderful plant. The ground cultivated and fertilized to perfect condition, and then the care in the picking of the bottom leaves first just as they are ripe; second leaves then, a short while later, when they have come to maturity; the handling of the tobacco carefully gathered, piled, allowed to come to its own heat, to the proper degree of temperature, then leached and repiled for weeks and months to bring forth that mellow maturity and fine texture demanded by manufacturers of grade cigars," said George H. Buehler, manager of Mason, Ehrman & Co., who has just returned from a visit to all of the principal cigar manufacturers of the United States.

"Then comes the care and grading, stripping, and the rolling by the cigar maker—just enough pressure being used in rolling the cigar to make it burn freely and yet compact enough to lend that slow burning rich aroma, an art of the cigar maker which is necessary to a fine cigar and the lack of

PIONEER JOBBER AND WHOLESALER

George E. Waters Has Been in Business Over 32 Years; Ever Growing

The earliest wholesaler and jobber in his line 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 tobaccoist. Mr. Waters opened business January 1, 1891, when he was a young chap with a long head for business, and he has met with success every day since. In his wholesaling and jobbing operation he supplies the trade in a radius of 25 to 30 miles.

Insist on Better-Yet Bread

IT'S BETTER