

SELLING SALEM DISTRICT

OWPCO
Broom handles, mop handles, paper plugs, tent toggles, all kinds of hardwood handles, manufactured by the

Oregon Wood Products Co.
West Salem

BUY AN OVERLAND AND Realize the Difference

VICK BROS. QUALITY CARS HIGH ST. AT TRADE

Dates of Slogans in Daily Statesman (In Twice-a-Week Statesman Following Day)

Loganberries, Oct. 4.	Drug garden, May 1.
Prunes, Oct. 11.	Sugar beets, sorghum, etc., May 8.
Dairying, Oct. 18.	Water powers, May 15.
Flax, Oct. 25.	Irrigation, May 22.
Filberts, Nov. 1.	Mining, May 29.
Walnuts, Nov. 5.	Land, irrigation, etc., June 5.
Strawberries, Nov. 15.	Dehydration, June 12.
Apples, Nov. 22.	Hops, cabbage, etc., June 19.
Raspberries, Nov. 29.	Wholesaling and jobbing, June 26.
Mint, December 6.	Cucumbers, etc., July 3.
Great cows, etc., Dec. 13.	Hogs, July 10.
Blackberries, Dec. 20.	City beautiful, etc., July 17.
Cherries, Dec. 27.	Schools, etc., July 24.
Pears, Jan. 3, 1924.	Sheep, July 31.
Gooseberries, Jan. 10.	National advertising, Aug. 7.
Corn, Jan. 17.	Seeds, etc., Aug. 14.
Celery, Jan. 24.	Livestock, Aug. 21.
Spinach, etc., Jan. 31.	Automotive industry, Aug. 28.
Onions, etc., Feb. 7.	Grain and grain products, Sept. 4.
Potatoes, etc., Feb. 14.	Manufacturing, Sept. 11.
Bees, Feb. 21.	Woodworking, etc., Sept. 18.
Poultry and pet stock, Feb. 28.	Paper mills, etc., Sept. 25.
Goats, March 6.	(Back copies of the Thursday editions of the Daily Oregon Statesman are on hand. They are for sale at 10 cents each, mailed to any address. Current copies, 5c.)
Beans, etc., March 13.	
Paved highways, March 20.	
Broccoli, etc., March 27.	
Silos, etc., April 3.	
Legumes, April 10.	
Asparagus, etc., April 17.	
Grapes, etc., April 24.	

IT IS THE FLAVOR
The Salem district raises the best flavored apples in the world—

Better than can be grown in any irrigated district—and this fact alone elects Salem as the apple center.

But there are other things that help in this; for instance Salem takes the culls and the by-products, and Salem is the banking, marketing, shipping and merchandising center of the industry.

IT IS THE FLAVOR is suggested as a slogan. Put that slogan strong enough, and send it forth in a wide enough sweep over the whole world, and it will be worth millions to this valley—

Because it is a true slogan.
It will wear.
It will sell all the quality apples we can grow.

Valley Motor Co.
260 North High Street Phone 1995

Boost This Community by Advertising on the Slogan Pages

DID YOU KNOW That Salem is the Oregon apple center; that it is the best apple market in the Pacific Northwest because of the great demand for the small and cheaper grades and the culls and by-products in manufacturing here; that for the fancy varieties and grades it is as good as any, and in a few of the fancy varieties our growers excel those in the best advertised districts; that for these reasons, Salem will maintain her lead, and some of the greatest commercial apple orchards of the future will be located in the Willamette valley, because we produce the best flavored apples in the world; and that there is room for more intelligent and painstaking apple growers here?

EAT A PLATE A DAY

Weatherly Ice Cream

SOLD EVERYWHERE

Buttercup Ice Cream Co.
P. M. GREGORY, Mgr.
240 South Commercial St. SALEM

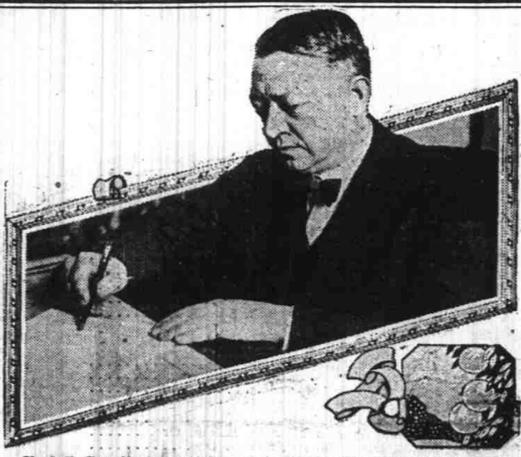
DODGE BROTHERS SEDAN

Bonesteel Motor Co.
154 S. Com'l St. Phone 439

VALLEY PACKING CO. CASCADE BRAND HAMS, BACON AND LARD U. S. Inspected SALEM, OREGON

THE OLDEST AND MOST SUCCESSFUL OF ALL THE FARMERS' COOPERATIVES

A Brief Summary of the Annual Report of the General Manager of the California Fruit Growers' Exchange, Handling Oranges and Lemons—A Model for Other Cooperatives—Spends Over Three-Quarters of a Million Dollars Annually in Advertising



Earl G. Dezell, General Manager of the California Fruit Growers' Exchange, started to work for this Farmers' co-operative marketing organization as an office boy in knee pants, 26 years ago. Now he directs the activities of an organization that represents California's largest horticultural crop and that last season shipped 45,258 cars of oranges and lemons, or 75.8 per cent of the state's entire production.

(Editor's Note: The following is a brief news summary of the annual report of the general manager of the California Fruit Growers' Exchange of Los Angeles, the oldest co-operative farmers' marketing organization in the United States and one which is serving as a model for many other farm organizations in the great co-operative marketing movement which is now sweeping the nation. E. G. Dezell, general manager of the exchange, came to this organization over 26 years ago as an office boy in knee pants. Today he directs the activities of this organization known throughout the country as the most successful farmers' marketing agency in existence.)

LOS ANGELES, Nov. 21.—Approximately 100,000 carloads of oranges and grapefruit and 13,000 carloads of lemons, or the largest total supply of citrus fruits ever marketed in the United States and Canada, were consumed during the 1922-23 season in these two countries, according to the annual report of E. G. Dezell, general manager of the California Fruit Growers' Exchange, Los Angeles, which was issued today.

Of this quantity, California shipped 50,966 carloads of oranges and grapefruit and 3,741 cars of lemons, figured on a basis of 400 boxes to the car, it is reported. Shipments through the California Fruit Growers' Exchange during the year ending October 31, 1923, were 36,999 cars of orange and grapefruit, and 3,259 cars of lemons, making a total of 45,258 cars, or 75.8 per cent of the entire citrus fruit shipments from the state, as compared with 68.7 per cent for the previous season.

Great Values Represented
Expressed in terms of boxes, Exchange shipments for this season totaled 14,645,070 boxes of oranges and grapefruit, and 3,212,347 boxes of lemons; and brought an estimated value of \$55,223,450 f. o. b. cars California, with a delivered value to the wholesale trade of \$81,258,169, it is announced.

California's total returns for her citrus crops this season, based on Exchange figures, would be \$71,607,705, with a delivered value of \$105,486,506, including \$34,478,800 for freight and refrigeration charges.

The effects of the January, 1922, cold spell made California shipments for the past season somewhat less than the bumper crop year of 1920-21, and particularly lessened lemon shipments, according to Mr. Dezell, but Florida shipments were much larger than in any previous year and with imports of oranges and grapefruit from Porto Rico and Cuba, Salsumas from Japan, lemons from Italy, and the citrus production in Arizona, Texas, Louisiana and Alabama, gave a total that is larger than any previous citrus crop marketed in this country. In addition to competition from other citrus crops, the California crop was marketed in the face of a heavy deciduous crop.

"The successful marketing of this great volume, proves the extent to which the public's desire has been developed for these delicious and healthful fruits," stated Mr. Dezell.

Supplies Have Trebled
"The supplies of oranges and grapefruit have trebled in the last twenty years, while the population of the United States and Canada has increased only about one-third. Through improved handling methods, broader distribution and intensive educational work with the consumers, the demand for citrus fruits has kept pace with the increased supplies; they are available every day in the year and have become a staple with the trade and a part of the daily diet of the public."

Reduced Freight Charges
A recent cut in freight rate, granted by the western and southern carriers, will reduce the freight bill on the total California orange crop over \$3,000,000 annually. The reduced rate, which amounts to about 14 cents a box, except on New York shipments, was made effective December 3, 1923, in time to apply to practically all of the coming season's crop. Additional refrigeration equipment furnished this state during the past season resulted in the movement of this heavy crop with less difficulties than in most previous years, it is reported.

Small Cost of Marketing
One of the many advantages derived from co-operative marketing

box, which is 1.51 per cent of the delivered value of the fruit and 2.22 per cent of the f.o.b. returns.

The Advertising Cost
The cost of the national advertising campaign was met by an assessment of 4 cents a box on oranges and grapefruit and 6 1/2 cents a box on lemons, making a total cost for marketing and all other services of 2.49 per cent of the delivered value of the fruit, which is, it is believed, less than the cost for marketing alone of any other perishable food product with national distribution.

Forms of Advertising
With a citrus fruit supply for the American market which was the largest on record, there have existed during the past season both a maximum necessity and an opportunity for advertising. A consumption of over 40 million boxes of citrus fruit by the 26 million families living in the United States and Canada clearly indicate that these fruits have definitely emerged from the luxury class and are taking their rightful place as staples in the diet.

Advertising has assisted materially in bringing about this condition. Citrus fruits are esteemed, first, because of their appeal to the appetite and, second, because of their outstanding healthful qualities. It is the purpose of the advertising conducted by the Exchange to broadcast facts concerning these healthful qualities and to keep constantly before the public the many and varied uses of oranges and lemons. A general appreciation of these facts is reflected in an improved consumer demand, which is the basis of marketing success.

The buying public is not concerned with the costs of production of oranges and lemons; the price they are willing to pay for these fruits depends upon the intensity of their desire for them as compared with the numerous other products which are constantly competing for buying preference in the markets.

Every means is taken to reach the millions of possible customers with authentic information about oranges and lemons. Approximately 46 million copies of leading magazines carried a page in natural colors pointing out to their readers the usefulness and desirability of Sunkist California oranges and lemons. More than 151 million copies of newspapers carried Sunkist advertising messages during the season. Posters and street car advertising aided in disseminating the same information. News articles, photographs and specially prepared material on the California citrus industry were constantly furnished to newspapers and magazines with the same end in view.

The housewives who daily prepare the family menu are the best customers for oranges and lemons, and 195,000 of them indicated their active interest in these fruits by writing for Sunkist recipe books or purchasing Sunkist recipe files during the year in response to advertising offers.

Because of the great importance of orange juice in infant feeding, special attention has been given to placing before mothers the latest development of medical research in the field of infant dietetics. Information on receipts and food values has been sent to a large number of teachers, extension workers and dietitians for use in their instruction courses.

The dollar which remains in the farmer's pocket at the close of the season finally determines the type of agriculture for any region, as well as the business prosperity of that region.

is the reduced cost of the more efficient service thereby provided—the individual grower or small group of growers. The Exchange service assumes various forms and its benefits extend not only to the grower but to the jobber, the retailer and the public at large. Its objectives include economies in production by reducing the cost of orchard and packing house materials through quantity purchasing, standardization of grades and packs, improvement in handling methods to minimize decay and waste, proper distribution, the development of new uses of citrus fruit, the increasing of consumer demand, the enlargement and creation of markets and the development of by-products from the unshippable fruit.

Exclusive of advertising, the Exchange service cost an average of 5.44 cents per box for the year ended October 31, 1923.

The average cost of the district Exchange service was 1.42 cents per box, making the total average operating cost of the Exchange marketing service 6.86 cents per

COMMENDS SLOGAN ISSUES

Says They are Doing a Vast Amount of Good; Says Salem District Offers Greatest Potential Agricultural Possibilities

147 N. 78th St., Seattle, Wash. November 17, 1923.

The Oregon Statesman, Salem, Ore., Dear Sirs:—

I am especially interested in the Slogans published in The Statesman. I received the copy of Oct. 4th, but for some reason failed to receive copies of The Statesman for Oct. 18, 25, Nov. 1, and Nov. 8. After a lapse of over a month I have started to receive the paper again and have received the Nov. 15th copy on Strawberries.

It will be appreciated if you can forward me back copies on the dates mentioned.

It is my opinion that the Oregon Statesman is doing a most creditable piece of work along the lines of agricultural development, and surely there will be a strong reaction in favor of increased development in the Salem district. The articles by prominent, successful local farmers and fruit growers are of special interest and value because they give a representation of actual local facts and conditions.

You will be interested to know that I have shown several copies of Slogan issues to friends in this vicinity, and they have expressed keen interest in knowing more about the Salem district. Practically all of them were surprised to learn that such productive land near markets could be purchased so much less than the same type of land in the western Washington valleys.

During the past three years I have been doing agricultural work for the government in the northwest, and it is my opinion that the Salem district offers more practical agricultural possibilities than any other section in Washington, Oregon or Idaho.

During the latter part of December and the early part of January I am scheduled to be at the Oregon Agricultural college at Corvallis. If possible I am hoping to stop off in Salem enroute, and I would like very much to have a brief visit with the Slogan editor to get first hand information concerning agricultural conditions in the vicinity of Salem. Sincerely,
—JAMES I. STEWART,
Dis. Supervisor of Agriculture, U. S. Veterans' Bureau.

LLOYD REYNOLDS HAS GOOD WORDS

He Says the Grower Who Is Well Prepared Will Win Out in Apple Game

Editor Statesman:—
Replying to your recent letter, I regret that time does not permit me to write an extended letter on the subject of apple growing at present.

This has been a rather discouraging season for the apple grower, owing to high costs in the production of the crop and very low prices for even the fancy grades of packed apples.

The experienced grower has learned to expect seasons of low prices occasionally though he never welcomes them.

They Will Win Out
The grower who is best able to meet these recurrent seasons of low prices is the one who has taken advantage of all the favorable conditions. If he has selected a suitable location for his orchard, with varieties suited to his conditions, is prepared to spray, prune, thin and cultivate at just the right time and can accomplish these operations at the minimum cost, he may feel satisfied that he will win out with his orchard.

As in nearly any other business, production of a first class article at a low average cost should be the aim of the apple grower, and if he is successful in this he can expect fair profits for his labor and management. Sincerely yours,
L. T. REYNOLDS.
Salem, Or., Nov. 21, 1923.

the handling of agricultural problems in every federal reserve district, with an eventual subdivision of activities among other committees representing banks in states, counties and groups of counties. No single specific program, it was pointed out at the Omaha meeting, will serve for the whole country, as different problems exist in different sections. The discussion of solutions for strictly local problems will devolve upon the committees in various parts of the country. The national bankers' association, however, is committed to cooperation in those matters which are of general interest and importance. Bankers are beginning to realize more and more fully that the prosperity of business depends in no small degree upon the purchasing power of the American farmer and that agriculture, therefore, must be helped in practical ways to regain its former status of prosperity.

HENRY FORD BUYS REGISTERED HERD

One of Biggest Transactions in Dairy Cattle Ever Consummated Recorded

A dispatch from Martinsville, Ind., Nov. 19, says one of the biggest transactions in dairy cattle ever consummated was closed there Sunday when Henry Ford purchased 100 head of Ayrshire cows from the Ravinia herd of H. W. Gossard.

The automobile manufacturer will establish the bossies on his 9000-acre farm at Dearborn, Mich., where they will be used to furnish dairy milk to the Ford hospital in Detroit.

News from Paris. New serum cures hoof and mouth disease. We trust some golfers will try it.

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

Willamette Grocery Co.
WHOLESALE Groceries, Fruits, Candies, Cigars and Tobaccos
Phone 424, P. O. Box 379 Cor. Trade and High SALEM, OREGON

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

Next Week's Slogan SUBJECT IS THE RASPBERRY INDUSTRY

BANKERS WANT TO HELP THE FARMERS

They Realize That the Purchasing Power of Farmer Must Be Restored

A closer fellowship between the bankers and the farmers of the country may be brought about as the result of discussions before the agricultural commission of the American Bankers' association at a recent meeting of that commission at Omaha. The plan decided upon by the bankers looks to the inauguration of a number of measures designed to further that end and calls for the early organization of bankers' committees for

Terwilliger Funeral Home
779 Chemaketa St. Phone 724 Salem, Oregon

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.

The Salem district produces the best flavored apples in the world and Salem will always be the apple center.

HERE, MR. HOMEBUILDER—

Is the BEST, SAFEST, STRONGEST, and, in the long run, the CHEAPEST Material out of which to build your home.

It is BURNED CLAY HOLLOW BUILDING TILE—It insures Fire-Safety—Health and Comfort.

Ask for Catalog and Booklet of Plans.

SALEM BRICK & TILE CO.
Salem, Oregon. Phone 917

Mfrs. of Burned Clay Hollow Building Tile, Brick, and Drain Tile.

The man who is interested in Home, but who fails to investigate MILESTONE Tile—is deliberately turning away from THRIFT.

MILESTONE Hollow Tile
OREGON GRAVEL CO.
1405 N. Front

Manuals, School Helps and Supplies
Your order will be given PROMPT attention
The J. J. Kraps Company
Kent S. Kraps, Mgr. Box 96 Salem, Oregon

OUR TREES
Carefully Grown—Carefully Selected—Carefully Packed
Will Give Satisfaction to the Planter.
SALEM NURSERY COMPANY
428 Oregon Building PHONE 1768 Additional Salesmen Wanted