

OWPCO

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

Oregon Wood Products Co.

West Salem

Overland

Willys Knight

Oakland

Sales and Service

Vick Bros.

High Street at Trade

Salem 50,000 by 1930

RICH L. RIEMANN

Real Estate and Insurance

307-308 Oregon Bldg.

Phone 1013

SELLING SALEM DISTRICT

Dates of Slogans in Daily Statesman

(In Twice-a-Week Statesman Following Day)

Loganberries, October 4.
 Prunes, October 11.
 Dairying, October 18.
 Flax, October 25.
 Filberts, November 1.
 Walnuts, November 3.
 Strawberries, November 15.
 Apples, November 22.
 Raspberries, November 29.
 Mint, December 6.
 Great cows, etc., December 13.
 Blackberries, December 20.
 Cherries, December 27.
 Pears, January 3, 1924.
 Gooseberries, January 10.
 Corn, January 17.
 Celery, January 24.
 Spinach, etc., January 31.
 Onions, etc., February 7.
 Potatoes, etc., February 14.
 Bees, February 21.
 Poultry and pet stock, Feb. 28.
 Goats, March 6.
 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.

NATIONAL ADVERTISING MAKES WORLD PAY SALEM TRIBUTE

It costs little more in freight charges to put Oregon products on the shelves of the stores east of the Rockies than on those west of the Rockies, on an average—

Costs little more to reach the 100,000,000 people living east of the backbone of the continent than the 12,000,000 living in this country west of that mountain range.

Then why should not our superior products that we can market in volume be advertised?

Why should we no follow the lines of least resistance?

It will pay in direct benefits, and it will create a goodwill value that will stabilize the rising tide of our prosperity.

Valley Motor Co

260 North High Street.

Phone 1995

Boost This Community
by Advertising on the Slogan Pages

DID YOU KNOW That the concerns of Salem doing national advertising are putting the name of this city and the advantages of this section favorably before millions of people in this country, and of all other countries where the printed word is read; that the result of this national advertising is extending to wide markets the manufactures of products of our soil, making a growing demand for all that can be raised in this district, and thus indirectly in many ways increasing the rising prosperity of both city and country and making for a Gibraltar solidity and stability of business and a sure increase of population in city and country; that national advertising, backed by our quality products, proper distribution methods, and sales energy, is the insurance policy of Salem's future wealth and greatness?

Eat a Plate a Day.

WEATHERLY ICE CREAM

Sold Everywhere

Buttercup Ice Cream Co.

P. M. GREGORY, Mgr.

240 South Commercial St.

SALEM

DODGE BROS.

SEDAN

Bonesteel Motor Co.

184 S. Com'l St. Phone 423

VALLEY PACKING CO. CASCADE BRAND HAMS, BACON AND LARD

U. S. Inspected

SALEM, OREGON

AN IMMENSE AMOUNT OF GENERAL ADVERTISING THROUGH PRODUCTS

The Name of Salem Goes Around the World on Packages of Our Fruits and Manufactures, So That It Comes About That We Are Literally "Advertised By Our Loving Friends" Wherever Salem Products Are Used

Chas. J. Lisle, then a special writer on The Statesman, contributed an article on the extent to which Salem is advertised by her products sent to the far corners of the earth. His introduction was as follows:

"For more than half a century, Salem had much to boast about her climate and its wide streets and its state capital. The climate was good enough for those who lived here—that was before the days of general touring, and the climate brought in no money. The wide streets saved a few ambulating nags from collision and gave the down-towners a little longer walk to and from their meals. The real big asset was the state capital, with its jobs, its society, its easily-gotten payroll. Even if public wages were not very high, they were just as low in trade and industry; and the state wage, being as certain as the proverbial death or taxes, made a comfortable local asset. Salem was reasonably content with what the state poured into the local coffers.

Great Change Came
 The climate and the wide streets and the state payroll all remain; but other sources have been found for revenue that put all the old-time resources far into the limbo of the inconsequential so far as figures go. Salem has become an industrial city, a manufacturing city with actually scores of establishments that ship their goods all over the nation, or all over the world, and make the old-timers who remember Salem only as a school and a political and a social town wonder if they haven't changed the name.

A Long List
 Since Mr. Lisle wrote the above, the same thing has been going on steadily; the same expansion of Salem as an industrial city.

Our prunes have gone out under brands that have advertised Salem far and wide, and all of our other fruits.

The Spaulding lumber company is manufacturing many cars of lumber for export, every week. This is in addition to the lumber sold for local use. The annual shipments would make up a train, perhaps 20 miles long. The Spaulding lumber isn't trade-marked, every board; but the shingles and some of the other products are so marked in the package, and the care bear the company name and the name of the Spaulding products. The value of the Spaulding products, and its annual payroll, is so much better than the old time single output of politicians and state house wages, that nobody need talk about "the good old days" in Salem before there was smoke and ashes and a factory atmosphere! The old days were "the bunk" from the standpoint of a city for people to live in—even though there were political jobs for the lucky partisans, and an occasional heart-rending turnover that almost broke the whole community's heart.

Some Escape
 Five years ago, a law was passed by the Oregon legislature, contemplating the stamping of every package of Oregon fruit with the fact that the fruit was

grown in Oregon. It looked like an ideal way to force the name "Oregon" into the eyes and the mouths of the world as the original fruit-producing section. But the law was partially nullified by a rider that exempted from this provision all the fruits packed under the name of a buyer wishing a special pack under his brand and name. It allows the local canners and packers to put on the labels of any such concerns, and it is not required to use the name "Oregon" on their packages.

Under Oregon Labels
 The great bulk of all the fruits and vegetables packed here, however, goes out under Oregon names—millions and millions of cans and cases and packages annually. (Our canners alone use some 20,000,000 cans annually.)

The Thomas Kay Woolen mills does a business amounting to several hundred thousand dollars a year. The name "Oregon Woolens," is staple all over the United States; especially in all the sections where hard wear and warmth are requisites. While the Kay woolens are not so branded, yard by yard, they are advertised as "Oregon Woolens," and they bring to the state a prestige not enjoyed by the woolens from any other mill section in the world.

The Salem Iron Works, founded in Salem almost 60 years ago, has grown into a really big enterprise. It has in some years marketed as much as \$100,000 worth a year, under the label "Salem, Oregon." This included drag saws, centrifugal pumps, and prune dryer stoves, etc.

The Producers Canning & Packing association of Salem puts out many thousands of cases of canned goods annually. Both containers and individual cans carry the label "Made in Salem," except for a small percentage that is sold to various contracting distributors and marketed under their own personal labels. This year the association should can about as much as last year, and the labeling will be the same.

The Gideon Stolz vinegar works have been shipping trainloads of vinegar every year; in barrels, in bottles and containers of every marketable size. It is one of the oldest and one of the most progressive factories of the kind in the six-figure class every year. The growth of the small, factory-prepared household package for food of every kind has grown steadily every year for a number of years past until now the bottled vinegar business has reached huge proportions. The Stolz company has the Salem name prominent on all its exports.

P. M. Gregory of the Buttercup ice cream factory has built up a business that runs to above \$35,000 a year for his frozen dainties. He ships ice cream, sherbet and ices all over the central Willamette valley. The factory has two freezers, each with the capacity of 50 gallons an hour, and a wonderfully effective ammonia refrigeration service that enables the cream to be stored under ideal conditions, at any time. The Buttercup business has been so well

organized that it is practically the only commercial ice cream manufacturing, large or small, in Salem. Its wares do not go outside the state, but they are household necessities in almost every refreshment counter within 30 miles.

An immense business is carried on by the Oregon Packing corporation at the Twelfth street cannery. This factory in busy times has hundreds of employees with payrolls of \$15,000 and more weekly.

About the same volume of business is done by the great Hunt Bros. Co. cannery on Front street. This company has a huge factory, and employs several hundred workers during the busy season. It is among the best equipped canneries in the world.

A surprisingly thrifty little business is the Gleason Glove works, at 1455 Oak street, Salem. This unassuming company has succeeded in building up a really fine export trade, and all its wares carry the Oregon and Salem name on the packages.

W. H. Rosebraugh & Son have put out a considerable quantity of foundry stuff bearing the Salem label. Their stoves and furnaces are made in wholesale quantities, and sold all along the coast, from Mexico to British Columbia. The company had a disastrous fire a couple of years ago; but it has rebuilt with far better and more efficient buildings, better placed equipment, and the company is now making rapid progress towards a better business than ever before.

It would not be boastful, perhaps, to list The Statesman as one of the real manufacturing industries of Salem, that has helped materially in carrying the name of Salem beyond the city limits. The Statesman has an annual payroll of approximately \$150,000; it employs at rush times upwards of 100 people in its various departments, and it sends its magazines and its printed goods all over Oregon and the west.

There is but one other brick and tile factory in Oregon to fairly rank with the big plant of the Salem Brick & Tile company. Its drain tile, hollow tile for building, and brick, both plain and ornamental, give a tremendous tonnage to the railroads and furnish materials for building all over the valley. The factory is old, in location, but new in personnel and in its up to the minute efficiency. Its exports run up into the six-figure class every year.

The Oregon Gravel company, at 1400 North Front street, is putting out an extensive line of cement products—brick, drain tile, road culverts and chimney blocks, and various specialties, with a constantly increasing and developing line. Its biggest present business is the furnishing of gravel for the roads and for local building purposes; but the manufacturer and promises to far out-run this crude-material service.

Building and equipping its new factory in just 25 days from the time the ground was first broken, in 1922, the Starr Fruit Products company packed almost 100,000 cases of fruit during its first season, and has been increasing its pack ever since; all of which carries the name of "Oregon," save the small proportion that is sold under other contract labels.

The Northwest Canning company, affiliated with the Phaz and Northwest Fruit Products company, has a wonderful new cannery on South Liberty street. It is the very last work in factory efficiency and equipment. Closely connected, physically and managerially, is the Northwest Fruit Products company and its national loganberry juice business. The juice has a national sale, and it

is likely to be pushed to a vast volume in the near future.

H. S. Gile and company, and the Willamette Valley Prune association, with headquarters on South High street, do a business in dried fruits running well into the hundreds of thousands of dollars annually. All their products are "Made in Oregon," and they gladly tell the world of the fact. They handle prunes and logans.

The Drager Fruit company, with three packing plants in Oregon, recently passed into the hands of Oregonians, its California owners having relinquished control. It is one of the largest of the independent companies in the state, and is regarded as a shrewd, progressive organization. Its largest plant and general office is at Salem. It handles dried fruits—prunes, logans, cherries—and puts out a very large quantity of these in small, household-sized packages, under the Salem-Oregon brand. Its business runs up into the six-figure class, and is growing steadily.

Perhaps the biggest exporting firm or organization in Salem is the Oregon Pulp & Paper company, the big paper mill established in Salem five years ago. It was put into operation a little less than four years ago, on what was then thought to be an adequate production scale. However, the demand has been so great that the mill equipment has been increased steadily; there has been no moment that more equipment

(Continued on page 10)

OBSERVATIONS OF THE SLOGAN EDITOR FROM A TRIP

(Continued from page 8)

connection resulted from this visit.

Another Good Sign

The Slogan man may be giving away a confidence; but he was told, by one who ought to know, that Mr. Constans is to invest most of his salary in the stock of the company; that he believes he can make the stock worth more than the money, and is willing to take his chances on his judgment. Also, the argument that the property is not over capitalized, and also that the expenditures made in bringing it into the present state of development have not been excessive; that they have been justified, and that they will be readily absorbed when the operations are carried to the point of modern mining on a large scale.

Mr. Constans has assumed charge. He is to be the operating manager of the mine. He is to push the work to the limit of the resources that are furnished him. Given half a chance, he will be able to work out the destinies of the property to the point where it will be able to provide for its own extensions, from its earnings. And that before very long.

From Their Circular
 From a printed circular of the Lotz-Larsen Mining company, the following excerpts are taken:
 "Lotz and Larsen have removed from their proposition practically all of the problems that are generally associated with mining properties. This statement is made in all respect to any other property or properties now being exploited. But you will appreciate the fact that in nearly nine years these men have done remarkable things. They have not only prospected their group thoroughly but they have driven nearly five thousand feet of tunnel on the various ledges. They have built roadways, built cabins, and built and installed and have in operation at the present time their electric power plant which generates elec-

tricity for their mill, mine and cabins. Think of that alone—imagine back in the mountains all of the modern conveniences that the city home has in the way of electricity. Power has been a big problem to mining people.



A. W. Constans
New Manager of Operations for the Lotz-Larsen Mines

Lotz-Larsen have worlds of it. They own and control 13 miles of water right on the river there, and in that distance have 11 power sites, any one of which will pay profits to the company if developed for power purposes.

A mill—a flotation process of fifty-ton capacity—has been built and though only partly completed is running at the present time; an aerial tramway 100 feet long has been built and carries the ore from the tunnel in which work is being done, now, to the mill. And hundreds of things that cost money and take weeks of time have been done, one by one.

The Location

Still quoting from the circular, is the following, on location:
 "On the Little North Fork of the Santiam river, 42 miles east of Salem, Oregon, and 48 miles southeast of Portland, Oregon, is the now well known, Lotz-Larsen Mining company's property. The district is thoroughly mineralized for many miles and many engineers of national reputation have repeatedly said that it was one of the most remarkable copper, silver and gold districts they had ever seen."

"For more than eight years Lotz and Larsen have toiled through the months, developing, exploring and proving their property. They have had hardships galore—hardships that only one familiar with the mountains and the life of a prospector can understand, but they "stuck" it out, they worked on and on. Gradually they located new veins, explored older ones and today they own and control 32 claims in the district, on which there are seven large ore deposits."

Some Conclusions
 So much for the circular matter, which goes on to tell, in the manner of such circulars, of the enormous profits that have been made from small investments in some of the famous mines of the world; like Le Roi Copper stock bought at 2 cents and going to \$50 a share; Granite Mountain from 10 cents to \$75 in two years; \$100 becoming \$50,000 in United Verde, etc. Which is all right for the purposes of the circular—

And founded on facts; but this is simply a news article, in which the Slogan editor is trying to impress upon the people of Salem (and the Willamette valley) a faint idea of what they have at the very front door of their city, and what is going to happen with

the development of the Santiam mining district. And that time seems near now; more so than ever before. Not for a very long time would this have been possible. The Black Eagle people spent \$75,000 in blasting the road hanging to the side of the mountain from the solid rock, into their mine, fifteen to twenty years ago. And at that time they did not have the ghost of a show of ever making a dollar, because the world had not perfected the flotation process, or other processes for treating that ore. The ore was there, the same as now, but it was worth nothing then, because it could not be taken out and put into merchantable form.

But, with new discoveries in mining, it has come about that the Santiam ores are easy to work; easy and comparatively cheap. It is only a matter of large operations and suitable transportation.

The Lotz-Larsen people have their 50-ton concentrating plant. They have trucks hauling out the ore and shipping it to the Tacoma smelter. They can show a little profit now, in this way. But they must have a mill that will work up 1000 tons and more of ore a day, and they must have ways to cut out the expensive truck haul.

They develop their power now from Gold Creek. This is all right as far as it goes. But it is not enough. They have vast water powers, cheaply harnessed, in the Little North Fork of the Santiam, flowing through narrow defiles of almost solid rock, and having a very rapid fall.

The Slogan editor believes that if all these facts could be presented to the right people as they really are, without a touch of extra coloring, the necessary money would be immediately forthcoming to get the large mill and the better transportation.

And after that things would come so fast in the development of the whole Santiam mining district that it would look very much like an old time mining boom taking place up there under the shadows of white-capped Jefferson.

There Are Higher Values

There have been many assays of ore from the Lotz-Larsen and other Santiam mines showing much higher values than are given above for the general average; and that average, around \$13, may prove much too low, as deeper levels are reached. There have been assays showing \$96.10 and higher to the ton of ore; and \$32.90, and \$36.80, and \$50.12, and \$69.98. There are no doubt

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161 South Commercial Street
THEO. M. BARR
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HEATING AND TINNING
Salem, Oregon

PIPE

Road, well, sewer, and drain pipe in stock at all times. Get your pipe where you can see how good it is made.

MILESTONE Concrete Products

Oregon Gravel Company
An Independent Organization
1405 North Front, Salem

millions of tons there that will yield as high values as the best mentioned in this paragraph. But even values running around \$13 are great, considering the possible cheap mining of the ore, when done on a large scale and with up to date methods and having good transportation facilities—

All of which seem much nearer than at any time in the past.

For an Aerial Tramway
 Estimates have already been made on the cost of an aerial tramway to convey the ore of the Lotz-Larsen mine to a point about six miles below, on the Little North Fork of the Santiam; to a point near Elkhorn. This estimate has been made by a concern that has built such tramways as long as eleven to twelve miles. This proposed tramway would have 80 towers and 12 to 14 tension stations, which could all be built out of the timber along the right of way. It would be provided with buckets each carrying 1000 pounds of ore from the mine, and traveling 500 feet a minute. This would operate itself, by gravity, the loaded buckets going down and the empty ones going back. It is estimated that the materials for such a tramway would cost \$60,000, and the installation about \$15,000; plus freight on the materials. The construction of this proposed tramway would contemplate the building of a mill for concentrating the ores, at a point which could be easily reached with a railroad extension from near Lyons, which is promised, in case the tonnage offered shall be made certain and sufficiently large to justify the cost of the new line. The aerial tramway proposed would deliver 1000 tons a day of ore, and would provide the cheapest transportation known for such work.

In Conclusion
 The conclusion of the whole

matter, as it stands now, is that the Santiam mining district is right on the verge of big things. The people in charge of all the properties up there have done as well as they could heretofore; and they have done wonders. The expenditures heretofore made have been justified; they will be justified by the events of the future. Just a little more perseverance; just a little more knowledge on the part of the investing public; just a little more work, and a little more confidence, and the district will be "over the top," and Salem will have at her front door a great mining camp, pouring millions annually into the channels of trade here, to last throughout the generations.

The conclusion of the whole



BLAESING GRANITE CO.
ROY BOHANNON MGR.
CITY VIEW CEMETERY
SALEM, OREGON

DRAGER FRUIT COMPANY

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

It pays to advertise, organize, Oregonize, Salemize, and thus stabilize with a Gibraltar solidity.

Manuals, School Helps and Supplies

Your order will be given PROMPT attention

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The Largest and Most Complete Hostelry in Oregon Out of Portland



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.

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Our Trees

Carefully Grown—Carefully Selected—Carefully Packed Will Give Satisfaction to the Planter

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Additional Salesmen Wanted