

OREGON QUALITY

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Dates of Slogans in Daily Statesman

(In Twice-a-Week Statesman Following Day)

- (With a few possible changes) Sugar Beets, Sorghum, Etc., May 7; Loganberries, October 2; Prunes, October 9; Dairying, October 16; Wax, October 23; Filberts, October 30; Walnuts, November 6; Strawberries, November 13; Apples, November 20; Raspberries, November 27; Mint, December 4; Great Cows, Etc., December 11; Blackberries, December 18; Cherries, December 25; Pears, January 1, 1926; Gooseberries, January 8; Corn, January 15; Celery, January 22; Spinach, Etc., January 29; Onions, Etc., February 5; Potatoes, Etc., February 12; Bees, February 19; Poultry and Pigeon Stock, Feb. 26; City Beautiful, etc., March 5; Beans, Etc., March 12; Paved Highways, March 19; Head Lettuce, March 26; Silos, Etc., April 2; Legumes, Etc., April 9; Asparagus, Etc., April 16; Grapes, Etc., April 23; Drug Garden, April 30.

"OREGON QUALITY" products are establishing themselves in world markets; they make our pay rolls they build our cities; they attract new capital and new people; they provide a market for the products of our farms. Oregon farms produce a wider variety of profitable crops of "Oregon Quality" food than any other spot on earth.

FALLS CITY NEWS OF THE WEEK BY A REPORTER WHO GETS IT ALL

Sale of the City's Light Plant Is Authorized by Vote—Falls City Is to Have a Newspaper—The Falls City Cannery Is Taking Care of a Lot of Fruit—Personal and General News

Special Election Authorizing Sale of Light Plant Carries... The special election held on June 23rd, to decide whether the city should sell municipally owned electric light plant, resulted in 67 votes for the sale, 26 against, and 10 defective ballots thrown out, making a total of 103 votes cast. By this election the Mayor and City Council are authorized to accept the offer of the Mountain States Power company of \$15,000 cash, and \$750 per year for two years from date of sale.

At the home of the grandfather of the bride, L. H. Treat, in Monmouth, Ore., occurred a very pretty double wedding on last Wednesday, June 17th, at 1:20 p. m. when Geneva Ruth Treat became the wife of Everett Cannon and Eille Beckley the wife of Karl Iverson.

Monday evening the Ladies' Art club entertained their husbands and children with a picnic party in the new park on the banks of the Little Luckiamute. This picnic is an annual affair. About 45 were present and enjoyed a jolly evening together. They appreciated the new tables, city water and other conveniences of the park.

Methodist Episcopal Church Host to Visiting Bishop and District Superintendents... Tuesday morning, at 7:30 the ladies of the Methodist church served a delicious breakfast, to about 50 people, honoring Bishop E. O. Shepherd of the Portland district; Dr. A. Heisey, Supt. of Eastern district; Dr. Howarth, Supt. of Portland district and Rev. Gordon, pastor of the M. E. church in Dallas.

Very inspiring talks were given by the visitors, who told of their visits in some other places, and brought a message of encouragement to all present, whether members of their church or not.

One interesting feature of the breakfast was the presence of three charter members of the church, Mrs. Eleanor Butler, Mrs. Esther Montgomery and Mrs. Ira Mehrling, all of whom lived in Falls City long before the present church was built and took part in the early community services which were held in different places before the erection of the church.

Mr. and Mrs. Raymond Criswell have as house guests this week Miss Elfa Engeland, and her sister, Mrs. Barthells, of Tekoa.

Friday evening, June 26, the Epworth League will give a "Gypsy Show" in Victory hall. Admission 10 and 20c. The proceeds to be used on their pledge for Epworth League Park improvements.

Church of Christ... Bible school at 10 a. m. Communion service at 11 a. m., followed by the sermon by the pastor, Christian Endeavor at 7 p. m. Next Sunday, June 28, we will observe Children's Day. Instead of the sermon in the evening at 8 o'clock as usual, the children of the Sunday school will give a program. An offering will be taken, half of which goes to Children's missions, and the other half to the Old People's Home. The boys and girls are showing a great deal of interest and enthusiasm in the preparation of this program, and we are expecting a full house. We not only invite, but urge you to be there. Errol B. Sloan, pastor.

Yes, the Falls City Enterprise; Falls City Assured of Local Newspaper... George L. Cole, formerly owner and publisher of The Willamina Times, has purchased the Willamina of the Heppner Herald, shipped it to Falls City, and will have the plant installed and ready for business within the next two weeks. He has secured the Tice building on the south side of Main street, opposite the Thompson Hardware store. This building is being repaired and remodeled, and will be painted inside and out and put in first class condition.

Clean Up Day Is Every Day With Falls City... Several houses along Main street are receiving new coats of paint; among them the home of Mr. and Mrs. J. C. Frink, which was at one time used as a public school house, being the first school house in Falls City. Mr. H. E. Starr is also having his house painted white.

Falls City Cannery Busy Place... The Falls City cannery is handling a variety of fruits this week, packing strawberries, red and black raspberries, two or three varieties of cherries and loganberries all in one day. The pack so far has been of a very fine grade, the fruit is exceptionally good and conditions generally are very encouraging.

Persons... Mr. and Mrs. Raymond Criswell have as house guests this week Miss Elfa Engeland, and her sister, Mrs. Barthells, of Tekoa.

Young, who is in business there, and make their home. This family will also be missed from our community, but we hope may return some day to live.

On June 18th, a party of young men left for Camp Lewis to enter the Citizens' Military Training camp, and word received from them is that they were all assigned to Co. J. The following were in the party: Willard Hatch, William Ridenour, Jr., Floyd Ridenour, Lee Ridenour, Walter Kaufman, Charles Kaufman, John Watt and Kenneth Thresher.

Wash, who drove down. Miss Engeland was formerly pharmacist in the Thompson drug store and is enjoying the visit with old friends here. They will visit Newport and other beach resorts before returning to their homes.

Lorraine and Roy Vick, the small grandchildren of Mr. and Mrs. Ira Mehrling have been visiting at the ranch with their grandparents the past week. Mr. and Mrs. A. J. Vick came over from Salem and spent the week end, taking the children back home with them.

Mr. and Mrs. E. P. Brown made a business trip to Portland on Monday of this week.

Mr. and Mrs. H. M. Smith visited their beach home over the week end. They were accompanied by the Misses Ruth and Georgia Boardman, who had been visiting with them the past week.

Mrs. C. M. Graves is here from Portland, the guest of her sister Mrs. J. S. Powell, at the J. J. Kreitzer home.

Mrs. Ethel Page, of Seattle, is the house guest of her cousin Mrs. E. P. Brown.

Mrs. R. S. Ferguson is enjoying a visit with her sister, Mrs. Viola J. Becking, of Kenneth, Calif. This is their first meeting since 1902.

Mr. and Mrs. H. Otto and son, Harry, left on Monday for an overland trip to Brainerd, Minn. They expect to drive both ways and will go a month or six weeks. Mrs. Otto has not seen her mother for 21 years, so is looking forward with much pleasure to the visit to their old home.

Mr. and Mrs. Mike Flynn, who now reside in Portland, visited Falls City last Monday, June 22. They were the first to build and occupy a new house in Falls City, moving into their home on July 4th, 1889. This is the house in which Mr. and Mrs. Geo. Tice resided until they built a modern bungalow about two years ago, and later tore down the old house, which stood just across the street from the home of Mr. and Mrs. G. L. McMurphy.

The Falls City Bakery, the Harlan Confectionery, Falls City Meat Market, the Ruby Confectionery, all have had fresh paint, inside and out very recently.

We do need, to get the scythes out and mow grass and cut evergreen blackberries along some parts of the main streets, however. They just won't stop growing, though everything was trimmed up beautifully in May.

The dairy farms of Ira C. Mehrling and Barnhart Brothers have been busy places the past week, as both farmers are filling their silos with early forage, Mr. Mehrling using winter rye, which will be fed during the dry summer months, leaving room to re-fill with corn for next winter.

Henry O. Miller, successor to Glendening & Miller, has an increasing wholesale and jobbing business at 184 South Commercial street, Salem. The firm commenced business the first of March of last year.

Mr. Miller is distributor in this territory of the Patterson Parts incorporated, which has stores in a number of coast cities.

But Mr. Miller has recently increased his stock and added a lot of new lines, and is preparing to still further push his growing business in this territory. He expects to put on additional outside and inside help.

He supplies this territory with the Kant-Stor piston line, a new line here; with the Cleveland belt and bushing line; with the Thoro fittings and bushing direct from the factory; with the Quality piston rings, and the Rich and Mackay valves, and many other specialties, including the Par-plus fan belt, manufactured in Portland.

This Salem wholesaling and jobbing house of Mr. Miller supplies the trade all over this territory. Mr. Miller is very much encouraged with the growth of his trade and the outlook for new business.

Salem residential property is in one of the greatest booms ever known in the district. Prosperity is rapidly becoming evidenced. Boost for Salem.

THIS WEEK'S SLOGAN

DID YOU KNOW That Salem is an important wholesaling and jobbing center; that there is an increasing number of individuals, firms and corporations doing well here, with a constantly growing volume of business; 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 most of the greatest manufacturing concerns of America reorganize 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?

THE WILLAMETTE GROCERY COMPANY HAS MADE GROWTH EVERY SINGLE YEAR

The Past Year Has Been No Exception in the Increase of Volume of Business—Gib Business—Is an Important Spoke in Wheel of Salem's Business, Centering Trade Here

The Willamette Grocery company has been in the wholesale grocery business in Salem for five and a half years, and its business has grown every single month. The increase of business during the past year has been no exception. It has grown to such proportions as to be a big factor in the prosperity of Salem, and a powerful influence in the centering here of many of the interests of five counties in which it principally carries on its extensive operations. This company has grown to be one of the most important distributing agencies of the central Willamette valley.

The Willamette Grocery company has its headquarters at Trade and High streets. It has five men on the road, and a total payroll of 34 persons, handling the groceries that the trade wants from this one source, and finding a market for a large volume of home grown products.

A truck service covers a considerable part of the territory, delivering its goods to every hamlet where there is a store; it is one of the most satisfactory delivery services anywhere in the west, and on this quick and reliable right-to-your-door slogan the company has built an enviable reputation. The company now has six trucks.

Time, Distance Annihilated... Groceries, and fresh fruits and vegetables are handled exclusively. By the excellent truck service, even the most isolated community can have the fine fresh fruits and vegetables as they come into season; the wilderness is abolished and civilized, and time and distance are annihilated so far as table supplies ago. From all quarters of the globe come the goods in quantities to the central store; by their own truck service they take the most exotic or the commonest things to the mountains, to the woods camps, wherever there is a community that wants service.

The company handles all the territory westward, clear to the coast, in Lincoln county, covering it by its traveling agents and by truck. It covers the eastward clear to the Cascades, as far eastward as men live on the western slope of the range. Southward it ranges to cover a large territory, what it can cover quickly and economically.

Good Cooperation... The main trade territory of this company is from Brownsville to the south to Hubbard to the north and from the Cascades to the Pacific ocean.

The relations of the outside buyers to this Salem distributing agency are ideally cordial; this is one of the finest business connections that Salem has yet established in the contributing territory.

Mutual Benefit... With the integrity, the business ability, and the desire to serve that makes honest business a pleasure, the Willamette Grocery company has gone out into its territory asking for patronage on a mutual benefit basis. The trade has tried it, found it good, and there is nowhere a more satisfactory relation between a distributing city and contributing territory than that established here. It ought to grow—and it has.

Of the executive force, Theodore Roth is president and manager; F. E. Broer, assistant manager; Jesse Fehler, cashier. All are employees are so, for the business inspires confidence and superior service within its own ranks, as it has in the buying public that has taken it so kindly.

It Boosts Salem... This is a big business. It is a big asset to Salem. It uses a lot of money. It increases the bank clearings of Salem. It buys and sells a lot of home products. It centers an ever widening and growing business here. The men on the road sell all classes of Salem manufactured goods; drugs, meats of the Valley Packing company; Salem vinegar and cider, etc., etc. In the heart of a very rich section, it links up a lot of people with Salem and all lines of Salem business. It performs a real community service.

Our advertisers are cooperating to make Salem the most prosperous city in Oregon. Patronize the advertisers, and tell them you appreciate their efforts. Salem owes a great debt to her progressive business men.

BUILDING MATERIALS... Ruberoid and Certain-teed Roofing Materials, Deading Felts, Asphalt Sheetting, Building Papers, Perfection Plaster Board, Pabco Paints and Oils, Pabco Varnishes and Stains, Peerless Built-ins, Math Mail Boxes, Cedar Shingles, Standard Gypsum Plaster, Waterproofings for Cement, DuPont and Giant Explosives, DuPont Enamels, Duco Polishes, Metal Lath, Corner Bead, Marshall & Stearn Wall Beds, Rickatson's Mortar, Colors, Cabot's Quilt—heat and sound deadeners, Duplex Joist Hangers and Beam Caps, Concrete Hardeners, Cabot's Shingle Stain, Ruberoid Shingles, Certain-teed Shingles, Basement Sash. Gabriel Powder & Supply Company, 175 SOUTH COMMERCIAL, PHONE 738

CAR OF CHERRIES MAY BE READY TO ROLL OUT FROM SALEM TOMORROW

The Brooks Pool Began to Receive Cherries Tuesday, to Pack Yesterday, and Will Be Busy From Now On—All the Canneries Are Very Busy—Strawberries Getting Scarce

All the six Salem canneries are working on loganberries, and all of them are getting some strawberries also. They are getting quantities of both red and black raspberries, and Royal Ann cherries are beginning to come.

With most of the canneries, strawberries will win up this week, but with some of them they will persist in small quantities (and small berries) into next week.

Baker, Kelly & McLaughlin will likely be receiving some barreling strawber less at their Salem plant, all of next week. Not many more supply has grown small here, and also at the Albany, Woodburn and Lebanon plants.

Libby, McNeill & Libby, at the Fruit Union building, are still getting some strawberries; or were expected to. They have secured more than 100 tons than expected from Logan. They are now taking in loganberries, and they expect 200 tons. William Ray and John Welch are the men receiving the fruit for that company, and it goes by truck each night, for the plant of the company at The Dalles.

Barreling More Berries... Twice as many strawberries will have been canned this year in Salem as last year; and more cherries as many will have been barreled. Many of the canneries have been barreling the softer berries. It has come about that the canning berries are getting more scarce, and most of the Enterprise 121's and most of the other varieties put into barrels. Owing to shortage in other sections of the country, there is a demand for everything in the strawberry line that can be put onto the market.

Cherries Are Coming... Bings in the O. E. Brooks pool began coming in Tuesday, and Mr. Brooks was getting his force together for packing them yesterday. He wants all of his old help back, or as many who worked last year as can come. He is at the Pacific Fruit and Produce

PIONEER JOBBER AND WHOLESALER

If the merchants of the growing territory and towns and cities around Salem were called on to get along without the services given them in increasing measure by our wholesalers and jobbers, they would find it both comparatively costly and inconvenient. Our lengthening list of wholesalers and jobbers performs many services, retail saving—and they are city builders.

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 T. Waters, the tobacconist. 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 ever since. In his wholesaling and jobbing operations he supplies the trade in a radius of 25 to 30 miles.

The advantageous position of Salem as a jobbing point was so made known by Mr. Waters to the manufacturers and importers of the goods which he handles that he was enabled long since to deal with them directly and to place himself upon an equal footing with the biggest wholesalers on the coast. That in 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 of company that can purchase on an equal basis with the big concerns is sure of success in this location. Mr. Waters has that advantage.

ARE WHOLESALING AUTOMOTIVE PARTS

Smith & Watkins Have Been Operating in This Field for the Past Year

Smith and Watkins, local tire and accessory dealers, have been in the wholesale business for the past year. At the time of entering in this new field of business they added a complete stock of automobile parts. The wholesale department has been very successful and at the present time they are doing a large volume of business in Marion and Polk counties.

Two road men are kept busy covering the territory, and eight are employed in the store, which is located at the corner of High and Court streets. Jim Smith and Bill Watkins are the owners and will always be found on the job and at work. They are known by all customers as Jim and Bill. In fact they stress this point in their advertising, believing that it will make them better acquainted with the trade.

In building up the automobile parts business they have sold only the National Brand parts, believing that a nationally advertised product is more attractive to the prospective purchaser and more dependable.



Salem Headquarters of Smith & Watkins