



This cut is used by courtesy of the Associated Industries of Oregon.

# INDUSTRIAL OREGON PRODUCES QUALITY PRODUCTS



This cut is used by courtesy of the Associated Industries of Oregon.

"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.

### 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	Water Powers, May 14
Prunes, October 9	Irrigation, May 21
Dairying, October 16	Mining, May 28
Flax, October 23	Land, Irrigation, Etc., June 4
Fibers, October 30	Floriculture, June 11
Walnuts, November 6	Hops, Cabbage, Etc., June 18
Strawberries, November 13	Wholesaling and Jobbing, June 25
Apples, November 20	Cucumbers, Etc., July 2
Raspberries, November 27	Pigs, July 9
Mint, December 4	Goats, July 16
Great Cows, Etc., December 11	Schools, Etc., July 23
Blackberries, December 18	Sheep, July 30
Cherries, December 25	National Advertising, August 6
Peas, January 1, 1926	Seeds, Etc., August 13
Gooseberries, January 8	Livestock, August 20
Corn, January 15	Grain and Grain Products, August 27
Celery, January 22	Manufacturing, September 3
Spinach, Etc., January 29	Automotive Industries, September 10
Onions, Etc., February 5	Woodworking, Etc., Sept. 17
Potatoes, Etc., February 12	Paper, Mills, Etc., Sept. 24
Bees, February 19	
Poultry and Pet Stock, Feb. 26	
City Beautiful, etc., March 5	
Beans, Etc., March 12	
Payed Highway, March 19	
Head Lettuce, March 26	
Slies, Etc., April 2	
Loganberries, April 9	
Asparagus, Etc., April 16	
Grapes, Etc., April 23	
Drug Garden, April 30	

(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.)

### THROUGH HER PRODUCTS SALEM GETS AN IMMENSE AMOUNT OF ADVERTISING

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

Salem was once a slow town; the reputation, whether deserved or not, of state capitals generally. But that time has passed. Salem is not conservative and safe; but this is anything but a slow town in a commercial sense. Said a writer on this point some time ago: "For more than half a century, Salem hadn't much to boast about save its 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 ambitious nags from collision and gave the town-owners a little longer to 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 into the limbo of the inconsequential so far as figures go. Salem has become an industrial city, a manufacturing city with actual 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 the above was written, 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 so have 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 many miles long. The Spaulding lumber isn't trademarked, every board; but the shingles and some of the other products are so marked with the company name and the name of Salem. 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 to 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 partisan, and an occasional heart-rending turnover that almost broke the whole community's heart.

**Some Escape**  
Some 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 the staple all over the United States; especially in all the sections where hard wear and

end promises to far outrun 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 Phez and Northwest Fruit Products company has a wonderful new cannery on South Liberty street. It is the very latest 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.

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 loganberries.

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 six years ago. It was put into operation a little less than five 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 was not being installed to speed up and increase production to meet the demand. Its greatest specialty is glassine and fruit wrapping paper, which goes out literally by train loads, especially to the California and southwest-ern markets; though much stuff is shipped to the Mississippi valley.

Its exports run up into the million class. The company sends the name of Salem, Oregon, to many thousands of buyers and users every year. The superior quality of the Salem product, due to the excellent materials available and to the fact that the mill is the latest and most efficient in the northwest, makes its advertising especially effective.

**List Not Complete**  
The above list is by no means complete. There are a number of other concerns in Salem, sending their products, some of them, long distances.

The state flax plant puts Salem on all its bags of flax seed; on its ground sent to the drug trade all over the country, and on its shipments of tow and fiber to the furniture factories and other factories. This is the forerunner of linen mills being and about to be established here, which will carry the name of Salem throughout the country, and into foreign markets.

**National Advertising**  
There has been a good deal of national advertising by such Salem concerns as the Phez company; the King's Food Products company; the Oregon Growers Cooperative Association, under the Mistland and Firland and other brands of prunes and other fruits and nuts. All this national advertising will no doubt be continued and increased in the years to come. Its cumulative value is worth a great deal, and will not be allowed to be lost.

The Salem Chamber of Commerce does a good deal of advertising with booklets and in various other ways. Our Cherry City Flour mill manufacturers and advertisers a long list of specialties, including poultry and stock feeds. Our mint growers advertise our superior product of oil of peppermint, going into wide markets. Our Jersey breeders and other

### SHEEP HIRED HELP THEY GET NO WAGES

But They Make Three Good Payments to Their Masters Each Year

(The following was intended for the annual Slogan number of The Statesman on Sheep, published last week, but by a mistake did not reach the Slogan editor in time. It is well worth reading, even though it comes a week late.) Editor Statesman:

Sheep farming brings bigger interest on your investment over a period of several years than probably any other livestock or farm crop. There are many crops that bring big returns some years, and again there are years when one gets no returns, because there is usually a big overhead to many of these crops. Some of the advantages one has in raising sheep are as follows:

The overhead is very, very small; about the only money one pays out is for shearing and dipping.

Sheep are soil builders and destroyers of bad weeds, whereas many crops are soil robbers and allow many weeds to spread.

Our sheep are our hired help. They charge nothing for their labor, but pay their master three payments a year: The first payment is in wool; the second payment in lambs; the third payment in larger crops through their building up the soil.

The grain farmer has depleted his soil and in many cases he is getting but eight 13 bushels of wheat and 25 bushels of oats to the acre, when he should be getting 50 bushels of wheat and 85 bushels of oats.

The grain farmer, when sowing clover, never knows whether or not he will get a stand, for he is often throwing away his seed and labor, and loses in man yeases the use of his land for a year. The sheep farmer when breaking up old land almost assured of a crop no matter how severe the winter or how dry the summer. My sheep are bringing me a fair rate of interest in the investment on a half section after taxes are deducted, besides I am giving the First National bank of Salem four days a week of my time. The two days that I spend at home I apply to my living expenses.

The grain farmer says he must not figure his time on the farm in estimating his per cent of interest made on his farm. If he does not figure his time worth anything, then I would like to hire him on my farm; I will at least give him his board. The up-to-date business man figures his time, then why shouldn't the farmer?

On account of labor and machinery being so high one should farm only what he and his family can handle and seed the balance down to keep sheep. If he watches his business he can sell most of his sheep and wool on a good market because sheep are usually down but a short time. When this time comes, sell all your rams or wether lambs and keep the ewe lambs, until the market comes back.

One can increase the number of sheep kept on his farm by several times over, by raising roots, a lot of good clover, some oats and rape, and feeding from the first of August till the first of April the following year.

We raise registered Shropshires as we think they are best adapted to this valley and they bring two and three times as much as grades. Often one hears that if we all breed registered sheep the market will be overdone. This is an old world, and the purebred hasn't been overdone, although if every sheep was registered we would be just that much better off for there would always be a ready demand at fancy prices for the good stuff.

F. A. DOERFLER,  
President, the Oregon Purebred Shropshire association.  
Macleay, Ore., July 29, 1925.

### THIS WEEK'S SLOGAN

DID YOU KNOW that the concerns of the Salem district 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?

### WHO IS THE LOGANBERRY HENRY FORD TO ORGANIZE THIS INDUSTRY?

There is a Wonderful Field Here for His Work, and He Would Be Worth Millions of Dollars a Year to the Salem District Alone—It is a Task Challenging the Vision of a Big Man—And He is Here Now

Wanted, a man—  
A man to organize the loganberry industry and put loganberry juice on the map in a big way.

Wanted, the Henry Ford of the loganberry industry. He would be worth many millions of dollars a year to the Salem district.

The loganberry is the wonder berry. It gives new flavor to tempt the jaded appetite of the world. It gives the taste that lingers.

**It Has Many Uses**  
The loganberry has more uses than any other berry; more ways of finding a market. It is going in cans in larger and larger annual packs. In 1924 the canned loganberries packed in the Pacific northwest were larger than either the apple or pear pack, and more than blackberries, strawberries and raspberries combined. There were 346,073 cases of loganberries put up in the Pacific northwest in 1924, and the 1925 pack will show a very large gain. In one day, one Salem cannery put up this year 165,000 cans of loganberries.

Then the barrel pack of loganberries has been growing fast. Very few loganberries were dried this year, but all the old stock of past years has been taken eagerly. Some are frozen in cans and sent to the big cities for the pie trade.

**Uses of the Juices**  
But the big thing for general marketing is the juice of the loganberry, for it has such a large number of uses. The Oregon Agricultural college, a few years ago, passed upon a lot of recipes for using loganberry juice. They include:

- Loganberry sherberts, ices and ice creams.
- Loganberry milk sherbert, loganberry lacto, loganberry punch.
- Loganberry frozen puddings, loganberry mousse.
- Loganberry jelly, fruit cocktail.
- Loganberry juice with whipped cream, or marshmallow sauce, or used over dry cereals, or added to tea, or to hot tea.
- Loganberry puddings, many kinds, loganberry tapioca cream.
- Loganberry moud; snowball pudding.
- Loganberry pudding sauces and hard sauces.
- Loganberry supdae, loganberry dressing.
- Loganberry candies of many kinds, and gelatine desserts.
- Loganberry highballs, rickys, juleps, lemonades.
- Loganberry sponges of all kinds.
- It is good hot or cold. It is unseasonal, no climates. It is universal, perennial.

**And In The Sick Room**  
Especially is loganberry juice great in the sick room. There are a hundred appetizing, colorful ways to serve it. It is good for that tired feeling. It will stay the ravages of old age. In the cakes, letings and frostings, there is nothing to compare with loganberry juice.

There is no other pie just as good as loganberry pie. It is better than the nectar of the gods of Olympus. It is a dish to set before a king or a commoner. Loganberry juice is a hundred things, a thousand things more than a mere drink. It is a coloring, a frosting, an icing, and all the things the dainty housewife or the accomplished chef may want to make of it.

**Will Bear Advertising**  
The loganberry will bear advertising; national advertising. So will loganberry juice. The right man to organize the loganberry industry here would make a fraction of a cent a pound requirement of the V. F. W. pay for his services and for the

### HUGE SILK PLANT LAUNCHED IN SAN DIEGO COUNTY, CALIFORNIA

New Escondido Venture Will Be Largest Modern Producer in Culture of Cocoon—California Man Sends Greetings to the Flax Industry Boosters of the Famed Willamette Valley

**Editor Statesman:**  
Those public spirited Oregon citizens boosting the flax industry program for the famed Willamette valley will probably be interested in the program to put California on the map as a silk producing center.

That this will succeed with the same colossal effect that followed their efforts to make California the bonanza state in gold, wheat, figs, prunes, peaches, grapes, cotton, melons, etc., with corresponding benefits in increased real estate values, is a foregone conclusion.

**Keeping in mind the old saw:**  
"The man that whispers down a well  
About the goods he has to sell,  
Will never gather in the dollars,  
Like he who climbs a stump and hollers."

**Success to flax boosters of Oregon.**  
—J. H. STONE,  
Los Angeles, Cal., Aug. 3, 1925.

**The Newspaper Clipping**  
The clipping from a San Diego newspaper, which Mr. Stone enclosed, under a caption like the above heading, is as follows:

San Diego county with Escondido as the location for the industrial plant will have in operation within the next twelve months the largest modern raw silk producing plant in the world.  
Sponsored by a group of Escondido bankers and business men, the San Diego County Silk Corporation was launched at a dinner held at the Vale View Inn in Escondido recently. The result was the underwriting of the first syndicate with sufficient funds to purchase a tract of 350 acres near Escondido and to begin the development work which will include within the next few months the installation of the irrigation system and preparation of the lands for fertilization and planting of the nursery stock of white mulberry. The first units of the industrial plant is to be completed by May 1, 1926, at which time the cocoon production season for 1926 will be started.  
The flature plant for the conversion of the cocoons into raw silk thread and waste silk for spun yarns will be completed by the end of the season of 1926, ready to begin the conversion of the 100,000 pounds of cocoons which it is estimated will be the first year's production.  
The board of managers for the new concern includes John L. Offutt, of the Northern San Diego County bank, as chairman; S. C. Wolford, president of the Escondido National bank, treasurer; H. W. Brewer, Jr., manager of the Escondido branch of the Southern Trust and Commerce bank. James B. Dixon, manager of the Escondido Mutual Water company and H. R. Groves, capitalist and orange grower.  
A complete statement of the aims and development program of the company was presented to the group of men who attended the dinner by the board of managers and by representatives of the

chambers of commerce of San Diego and Escondido and the engineers for the California Ray Silk Factors company, who will have charge of the development and installation of the plant.  
"The ground work for building up the raw silk industry in California has been under way for four or five years in California," said John L. Offutt, chairman of the board, "and a number of projects are contemplated or are under way in other parts of the state, but the Escondido plant will be the first to be in operation on a big production basis."

"The industry offers a combined agricultural and industrial development which we hope to see expanded in this district to the largest single industry in San Diego county."  
"The industrial plant will be located in the city limits of Escondido, about twelve minutes truck haul from leaves from the grove. This plant will employ about 130 supervisors and operatives for fifty-two weeks each year, which should help build up a large resident population of well-paid workers. The same number and same employees will be engaged in the plant for the full year being shifted from the cocooneries to the flature in the fall and back again in the spring.

**Good for Oregon, Too**  
(Mr. Stone will probably be surprised to know that the Salem district has ambitions in the line of raw silk production, to say nothing of the development of the silk industry to the stage of manufacturing. The conditions for producing the raw product are good here, and the manufacturing conditions are ideal. A company is already producing cocoons in Portland, as The Statesman has announced in its Slogan pages.—Ed.)

### CONSERVATORY GRANTS DIPLOMAS

The Salem Conservatory of Music is one of the institutions of training and education, of which Salem people may well be proud. John R. Sites is the director, and an able one, too, as his years of experience in teaching, in opera and solo work here, both here and in Europe, have given him that which only time and effort can give to any one. Mr. Sites was an opera and concert singer for many years. All branches of music are taught in the Salem conservatory.  
John R. Sites is the director not only of the conservatory but is director of the Apollo club and Salem Symphony orchestra, Willamette Valley May Festival choruses. The last two mentioned organizations were founded by Mr. Sites.  
The Salem conservatory grants diplomas to graduating pupils, and recognizes and gives credits to high school students.

### FEW GIRLS GO UNBOBBED

HOLLYWOOD, Cal.—The role of a school girl in motion pictures no longer is being handled by the lass with bobbed hair, it was revealed here recently. The unsophisticated school miss now is identified by her long tresses.  
While seeking a player for the part it was found that approximately 95 of every 100 girls had been lured and 20 years of age had been lured by the call of the bobbing barber.

### SAAR TO HAVE NEW STAMP

BERLIN—A new postal stamp with the picture of the Virgin Mary will be issued in the Saar district, the Catholic Germania reports. The engraving will be a reproduction of the famous painting in the chapel of Bilescast on the Saar.  
Similar stamps previously have been issued on different occasions by Bavaria; Hungary and the Duchy of Lichtenstein.

**THE SPEECH-CRAFT SHOP**  
A Studio of Dramatic Expression—Emerson-Expressive Physical Culture, Expressive Voice Interpretation, Opera Best 14—Folder on Request—Ferry Street, Belmont, N. O., Bristol, Tenn.  
610 Hill St., Phone 487-J.

**JOHN R. SITES**  
Director of  
**Salem Conservatory of Music**  
Teacher of Voice  
Old Italian Method  
Correct Breathing, Tone-placing, Bel Canto, Coaching for Concert, Oratorio and Opera.  
Diplomas and High School Credits Granted.  
Phone 626 1156 Court St.