

## New Confidence in the Future of Small Farming in Oregon and Washington

Leadership is Here, if We Recognize the Opportunity Offered by the Diversity of Our Products, and Use the Highest Business Judgment—Our Greatest Ally in Distribution is Today and Always Will Be England

On Thursday's Statesman, on the Slogan page, there was reference to the following article from the Portland Oregonian of last Sunday, and it treats of matters of such paramount importance that it should be generally read in full by the people of this district, as follows:

BY GORDON C. CORBALEY  
LONDON, AUG. 29.—(Special.)—After wandering for weeks among the wholesale and retail grocers of Great Britain, one has a new confidence in the future of small farming in Oregon and Washington.

The fact that the average retail shop prominently displays Oregon peaches and loganberries, and that English merchants are beginning to show a genuine interest in offering canned vegetables from the Pacific northwest means that the business of raising fruits, berries and vegetables is progressing to a stability where it will take its proper position as one of the great industries of Oregon and Washington.

There is a romance of commerce in the fact that the loganberries raised on a little farm in the Willamette valley are put fresh from the field into a can and hermetically sealed and then are opened and served on the table of an English working man; or that the peaches produced on Puget sound are served as fresh as the day they were grown on the table of a London restaurant.

Marketing Method Credited  
But back of the romance of the doing of that unusual thing is the solid fact that this method of marketing permits our most profitable crops to be put away in almost permanent form and delivered to the peoples of the world.

My present trip, where I have seen these Oregon and Washington-grown commodities handled as staples in terms of hundreds of thousands of cases, has given me a renewed faith in the fundamental soundness of this industry and what it means to the ultimate financial income of Oregon and Washington.

Shipments of canned and evaporated food products from the ports of Oregon and Washington are now running from \$12,000,000 to \$15,000,000 a year. Products shipped include canned salmon, peaches, apples, loganberries, raspberries, strawberries, prunes and cherries; evaporated prunes and apples, and frozen strawberries and raspberries in barrels.

Commerce of Recent Growth  
With the exception of canned salmon, this international movement is of recent growth. The worldwide consumption of fruits, berries and vegetables in cans really started with the great war. Millions of the men of England and other European countries met the American canned product when they were in the service and the appreciation that they developed then was carried home as a foundation for the commercial expansion that is now in.

That expansion has been held back by the disorganized financial relationship between countries, but steadily the aroused interest in fresh foods in cans has been making itself felt, until today, a great business, running high in millions, is being done and the industry is just at the beginning.

Fruit Industry Advancing  
The distribution of food products, fresh from the field, put away in hermetically sealed cans for later consumption, is just beginning to win its fight and to become one of the dominant industries of the United States. This fight has been against the grim resistance of its greatest beneficiary. In the beginning practically every housewife was prejudiced against the tin can. She just knew that tin was poisonous and she especially knew from her own experience the difficulty of preserving in tin as against glass.

Gradually the ability of the manufacturer to pick fruits and vegetables fresh from the field and cook them with a skill of science that the ordinary kitchen could not know was won out in its fight, until today the canned product is a dominant factor in America and is making rapid strides in the markets of the world.

Northwest Has Opportunity  
The leadership in that industry is on the Pacific coast of the United States, and the ultimate leadership can be established and maintained in Oregon and Washington solely by the diversity of our products, and use far-sighted business judgment in raising the millions of dollars worth of products that can be consumed, and intelligently distribute that product to the markets of the world.

Our greatest ally in this international distribution is today and always will be England. The people of Great Britain are much like the people of the United States in their eating habits. They like the same things that we do. Where an American product has been in-

quality has not been uniform. Canned strawberries are not popular because we do not artificially color our strawberries, like the English. But 11,000 cases were shipped from the United States in 1924.

Cherry Consumption Small  
The consumption of cherries is still small, as Italy has the business with an artificially colored product; 12,000 cases were shipped from the United States last year.

The Oregon Italian prune, canned in syrup, is just beginning to make its appearance on British markets. About 10,000 cases were exported from the pack of 1924.

The real opportunity for the prune in England is in evaporated form, where a large measure of progress has been made. Prunes are almost universal in the English diet and this business can be expanded to several times its present volume whenever the Englishman's liking for dependability of supply is recognized by the producers and the English markets taken care of with a regular volume every year.

Jam Market Limited  
All are familiar with the English use of jams and preserves, but in this field our possibilities of supply are limited. The fruits used in this way in volume by English manufacturers are strawberries, raspberries, black currants, oranges and apricots. Orange are out of our class, Pacific coast apricots have not been able to compete with the Spanish black currants seem to be produced in volume only in England.

England raises her own strawberries, except for the large volume bought cheap from Holland and Germany.

The trial shipment of frozen raspberries made into England last year, has, however, opened a possibility of an annual export movement, provided we can maintain a dependable supply that will enable the manufacturers to open a quality market.

Vegetable Market Undeveloped  
Probably the greatest possible use of our lands in furnishing supplies for the English tables will come in future years through the raising of vegetables. This is a business yet to be developed. The English household during the market season probably uses more

vegetables per capita than the American household, but during the remainder of the year the English housewife has not yet been taught to use her vegetables out of cans.

Manifestly, this is because there has not been a California leadership to go in and teach this lesson. With the popularity of fruits in cans and the natural English liking for vegetables there would seem to be little question but that this lesson could soon be taught.

Canned Peas in Demand  
The possibilities of expansion from this business are shown by the fact that, in 1924, England imported from the United States 1081 cases of canned peas out of a total pack of 19,000,000 cases of peas produced in the United States.

The adaptability of the English household to a canned product is shown by almost universal distribution that has been carried out by the Helms "57 varieties," now on display in most English shops as a result of a number of years of persistent salesmanship.

The space of one newspaper article does not permit of lengthy arguments as to why we do enjoy this business in canned and evaporated fruits or why we should continue to hold it.

This all summarizes down to the fact that we have the climatic and soil conditions that will raise practically a complete assortment of canned products and, with an ocean freight rate of 60 cents a 100 pounds, the producers of Oregon and Washington are about

the same distance from Liverpool and London, in terms of freight rates, as they are from markets like Spokane and Salt Lake. In fact, the cost of moving a case of canned goods from Portland to Liverpool is less than the same cost from Portland to Spokane.

Business Opportunity Great  
The measure of our expansion in this business depends upon our recognizing it as a great business opportunity that will command the best of the business capacity and financial resources of our territory that we may be able to produce a standard product that can be delivered to the English household with a uniformity of price that will win the confidence of the English trade.

If those influences can be brought into play and our business can be done in that way, many millions of dollars will be brought back to the people of Oregon and Washington in payment for the food products that the people of Great Britain want to consume.

DOG CEMETERY ESTABLISHED  
SPOKANE, Wash.—Dogs, whose deeds and loyalty have been immortalized in song and story, have been given a salient tribute in the establishment of a dog cemetery in a shady nook near here. It is said to be the second in the United States.

A score of former pets of residents already have been placed in graves in fenced plots with markers. There is provision for many others.

Canadian Beer Has Lost Charm for U. S. Tourist  
DETROIT—The tourist season is under full steam now and the ferries and bridges are crowded with Ontario-bound Americans, but the situation in the Promised Land for the thirsty is peculiarly drab for those who expected to get a quench out of the widely heralded "4.4 beer."

What has become of the emigrating thousands whose feet tramped hurriedly across the gang planks of Detroit-Windsor ferries and rushed the International bridge at Niagara in that grand but rather short-lived offensive extending along a great front from Port Huron and points north to the Georgian bay region to Buffalo and along the St. Lawrence river?

It is a question that frequently confronts the callous border city citizen when the visitor whispers the inquiry. The answer, which is indirect but pertinent to the question, usually comes readily and with a tinge of scorn, though polite: "Oh, it's on tap over there," indicating a hotel or inn. "We don't drink it, you know."

The beer is available in most inns, hotels and restaurants throughout the province. Diligent search in some instances will disclose cases of a beverage resembling in color and hardly exceeding in alcoholic content the near beer concoction so freely sold in this country. The connoisseur, if there be such in the field of

beerology, has proclaimed it weak, lousy and weak.

California Town Picks Up and Moves Everything  
BARSTOW, Cal.—This little town of approximately 3,000 persons, lying on the outskirts of the Mohave desert, an important link in transcontinental railroad traffic, is on the move. The business section is being shifted to a new site, a quarter of a mile away.

Two conditions were largely responsible for the transplanting. One was that the National Old Trails highway runs through Barstow three blocks from the business center. The other was that the old townsite lies between passenger tracks and freight yards used jointly by the Santa Fe and Union Pacific. Both were in the market for the land, and for its acquisition would enable freight and passenger yards to be united.

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HUNGARY TAXES LOWERED  
BERLIN—As a result of the favorable state of the country's finances, the tax on commercial sales in Hungary has been reduced from three per cent to two per cent. The income tax, which is also to be materially reduced, has been completely abolished for newspapers. The Industrie and Handelszeitung reports from Budapest that this year's Hungarian budget show a surplus of 27,000,000 gold crowns.

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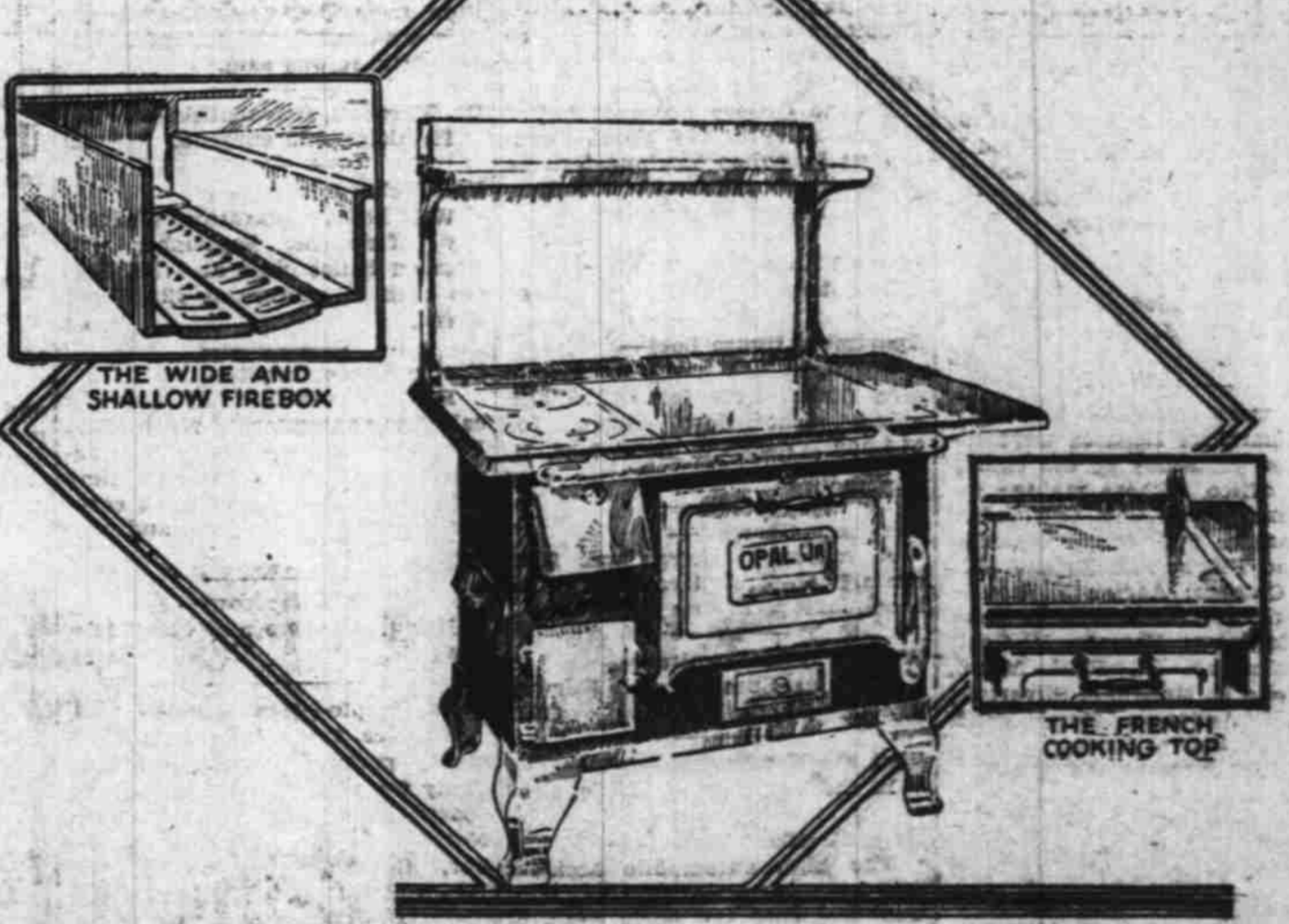
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