

OREGON QUALITY

INDUSTRIAL OREGON PRODUCES QUALITY PRODUCTS

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Dates of Slogans in Daily Statesman

- (With a few possible changes) Loganberries, October 2; Apples, November 20; Strawberries, November 27; Mint, December 4; Great Cows, etc., December 11; Cherries, December 22; Pears, January 1, 1925; Gooseberries, January 8; Corn, January 15; Celery, January 22; Spinach, etc., January 29; Onions, etc., February 5; Potatoes, etc., February 12; Beans, February 19; Poultry and Pet Stock, Feb. 26; City Beautiful, etc., March 5; Beans, etc., March 12; Paved Highways, March 19; Head Lettuce, March 26; Shoes, etc., April 2; Legumes, 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.

THIS WEEK'S SLOGAN DID YOU KNOW That the Salem district has the largest supply of pulp wood in the world; that there is standing timber in this district that, with the development of the idle powers near by, will make of Salem the Grand Rapids of Oregon; that wood working plants of many kinds are bound to come here, on account of the nearness of the raw materials and the cheapness of the power to drive the machinery to change them into manufactured products; that Salem has made a good start in wood using plants, but it is only a start, and there is a wide and rich field for enterprising men in this city and district?

OPERATIONS OF THE SPAULDINGS IN SALEM ARE QUITE EXTENSIVE

Saw Mill, Planing Mill and Box Factory—Some Important Improvements Have Been Made in the Saw Mill and in the Making and Handling of the Various Products That Go Towards the Building of Homes and Making Them Comfortable and Convenient

scape painter who is ranked as the best in Oregon. He has several times taken first place at the state fair exhibitions with his marines and wood scenes. His work is well known in the east, as it is surpassed by but few painters in America. His brother, Monroe Gilbert, is also a painter of ability and charm and keeps an exclusive studio in Salem for the creation of art work in many spheres.

Salem's big saw mill is constantly being made more efficient. There has been in the past year been installed in the mill a sash gang. This new machine brings the output of the mill up to 140,000 feet a day of eight hours, and it enables the sawing of as many as forty one-inch boards at one time. It has thin saws and wastes little wood in saw dust. It operates up and down on the principle of the hand saw—it is a super hand saw. It gives vertical or edge grain lumber. It is a wonderful machine.

tion. There is everything on hand in building material. They have lumber, shingles, lime, cement, plaster, brick, drain tile, sewer pipe, lead, oil and varnish, dry colors and colors in oil, turpentine and brushes, builders' hardware, building papers, sash, glass, doors, mouldings of all kinds, etc. They specialize in Sherwin-Williams paints.

A. B. Kelsay, for years the manager of the older company, is in charge of the enlarged new yard and business. Howard Perry gives estimates from plans on the cost of materials of all kinds needed in building. Fred Smith is the bookkeeper. W. G. Thompson is collector and general assistant. Ben Giesler is truckman, and Sam Wood is yardman, with George Maynard assistant yardman.

New Retail Stores

There has been finished in the past year, between the mill office at the corner of Front and Ferry streets and the sash and door factory of the Spaulding mill, a new building, constructed in substantial and handsome style. It is a retail store and display room, to show sashes and doors and tables and chests and breakfast nooks and other built in things; and boxes and stands and chests, and any thing that can be made of wood, for the home or the office. Any one may go to this store room and see what is made and buy it, or have any thing to his fancy made to his order.

They employ in their Lacklamute logging camp number one about 60 men, and in their Lacklamute logging camp number three the same number. They have three contractors who furnish logs, and these contractors employ about 60 men. They go into the open market for the balance of their requirements—principally for logs for their box factory.

THE J. W. COPELAND YARDS ARE WITH US

Everything to Build Anything Is One of the Slogans of This Organization

J. W. Copeland Yards is the name of an enterprising organization that furnishes building supplies to a number of the Willamette valley cities.

Besides the Salem branch, there are Copeland yards at Eugene, Albany, Lents, Hubbard, Yamhill and Hillsboro.

A noticeable and pleasing feature of the contact of this organization with the public is the cordial atmosphere that is felt all around on account of the accommodating disposition of all the employees dealing with the public.

"Everything to build anything" is a slogan of the organization, and every man connected with this selling concern tries to literally live up to the slogan—and gets by with it. If there is the same spirit at all the other branches, it is no wonder that the concern has spread over so much territory.

BUSINESS BIGGER THAN LAST YEAR'S

The Cobbs & Mitchell Co. Has Had a Constantly Growing Business Here

The Cobbs & Mitchell company, which took over the Falls City-Salem Lumber company property in Salem a year ago has been doing a very satisfactory and encouragingly increasing business. The total up to the present time for this year is greater than for the whole of 1924.

PROSPEROUS SASH AND DOOR FACTORY

Hansen & Liljequist a New Firm in Charge of an Old Business Here

Hansen & Liljequist is the name of a new firm in Salem. The members of the firm are A. M. Hansen and Wm. J. Liljequist. They have combined in operating the well known sash and door factory of A. M. Hansen, 550 Mill street, corner Church, which was established many years ago by Mr. Hansen and has been successfully conducted ever since by him.

Full Handed Year Through This sash and door factory is completely equipped for doing every kind of work in that line. There have for a long time been forty men on the payroll. This number has not been reduced even in the winter time. This factory does a good deal of outside work, which is increasing.

WICKER FURNITURE MANUFACTURING COMPANY IS HAVING A GREAT GROWTH

The Institution Is Not Two Years Old Yet, and It is Already Very Substantially Established, and Has Enjoyed a Healthy Growth From the Beginning—Further Expansions Certain!

L. B. Dunsmoor, of the Salem Wicker Furniture Manufacturing company, started business in Salem the first of February, 1924, in one room about 15 by 40, at 1833 State street, and he was alone at that time. He added another room and then outgrew that location. Then, a few months ago, he moved his present location, at 2213 State street, where he had constructed his own building, 40 by 40 feet. He has just finished an addition, and is preparing to add still more room.

New Machinery, New Lines Mr. Dunsmoor is installing an air brush for painting. This machine blows the paint on, with the power of an electric motor. He is adding a new department, and will repair and rebuild all types of furniture, including even overstuffed furniture. While he will always emphasize his wicker line, he will not hereafter pass up any kind of furniture. There will now be five employees, and by Christmas a couple more.

Teaches Basket Making Mr. Dunsmoor has been making rattan reed furniture for a dozen years, and he has gained a reputation in this line up and down the coast in that trade, as one who understands all the ins and outs and quips and turns (which are many) of fashioning rattan reeds into things of beauty and utility. He is registering students for classes, and he will after the state fair begin teaching basket making. He works under the state vocational board, and the classes were large the last school year, and will without doubt, be still better attended this year. Students are taken from 16 years up—and some of the most enthusiastic are women of middle age.

It is Substantial All of the furniture of this factory is made in Salem. It is made over hardwood, dowels and is therefore more substantial than the imported stuff, which is made elsewhere.

The front store rooms are being rearranged, and there will be on display there one of the best lines of wicker work furniture in the whole country. This will be a real attraction for that part of Salem.

The Salem Wicker Furniture Manufacturing company is decidedly on its way, with a good business, and there is no telling how great its expansion may be in the course of the years of the future.

LOGANBERRIES MIGHT BE MARKETED IN DIXIE LAND; AND OTHER PRODUCTS

A Georgia Man Who Thinks Loganberry Juice Is Unbeatable, and a Million Times Better Than Coca Cola, the Famous Drink Made in That Section of the Country—Some Questions Answered

Editor Statesman: In the last issue of the Literary Digest, I read an article on your Oregon Loganberry and its origin. Your paper seems to have given it publicity so I take the liberty of asking some questions, if you don't mind.

Can you direct me to the proper sources out there to give me correct information as to your loganberry in handling it is a commercial way? Is it adapted at all to the south? Do you dehydrate the berry out there, and successfully? Writer has drank loganberry fizz and thinks it unbeatable. How can we learn how to properly prepare it for a drink?

It strikes us a good article to feature over several states; something like Coca Cola, only it's a million times better than our famous drink. The writer is a northern man of long experience in the south, hence he originated the "Seaboard Profit Sharing System, Inc." (under Georgia laws) for general southern development, but especially to build up the most successful sales management idea in America, covering from Atlantic to Pacific. Your big successful western men, from results, say that "Sales Manager" is the greatest asset to business success, and that instead of the president of a big corporation getting \$25,000 and upward and the sales manager getting \$5000 or less, the time is now at hand when the reverse will become a fact. The write has been for years a fanatic on financing the best safe talent all over the country, and its field, then looking for the thing to sell. Maybe we can build up a market down in Dixie Land for your western products, by cooperation. Trust the writer is not imposing, and should you care to reply, thank you in advance. Respectfully yours, J. M. CARSH, Atlanta, Ga., Sept. 8, 1925.

DID YOU KNOW THAT AN INCOME OF OVER FIFTY THOUSAND DOLLARS A YEAR POURS INTO SALEM BECAUSE OF ITS ARTISTIC OUTPUT? IS TRUE

Did You Know That One Salem Writer Has Gone So Far in the World of American Letters That He Makes Nearly Fifteen Thousand Dollars a Year and Is Paid a Thousand Dollars for Every Story He Writes, and That There Is a Considerable and Lengthening List of Outstanding Members of Our Colony of Artists

(A friend of the Slogan editor of the Statesman said, some days ago, that he was overlooking an important Slogan subject; that Salem is the literary and artistic center of Oregon; and that this outstanding advantage might become a greater asset to the city if it were recognized and persistent attention called to it—for artists have the gregarious instincts, as well as other people—

And Salem is possessed of many real advantages for becoming a greater literary and artistic center.

Of course, the Slogan man knows that there are more than fifty-two outstanding advantages in Salem and the Salem district—but there are only fifty-two weeks in the year; so the most important ones must be selected for Slogan subjects; or those thought to be the most important at the time of selection. It is apparent that the Slogan man will revise his list.

A little help was asked along the line suggested by the friend or the Slogan editor, and the following article, well worth reading and considering, is the result.)

Salem is the literary and artistic center of Oregon. There are more professional writers and artists here than in any other part of the state. Salem has the best libraries and is the most beautiful city in Oregon, which is why it attracts creators as a place of residence.

Writers and artists in Salem, earning from two to fifteen thousand dollars a year, bring quite a substantial income to the city. They are the only citizens whose income represents entirely new money. Selling their products in the east, every cent they earn comes here without anything being sent east in return. Commercially they are an asset.

The very nature of their work places them as being the greatest advertising medium Oregon and Salem has. A nation, a state or a city is known eventually by its culture, and writers and artists living here are the guardians and producers, the interpreters of our culture. The world knows Oregon through the writing and the art that emanates from it. And Salem is the center of Oregon's art. Every piece of writing, painting or statuary that leaves here spreads the name and fame of Salem. Therefore indirectly as well as directly Salem writers and artists are a commercial asset as well as a cultural one.

High Class Magazines Salem is the publishing center for the two most important literary magazines of the northwest, The Lariat and The Oregon Magazine. The Lariat, under the able guidance of Col. E. Hofer,

covers thoroughly the fields of poetry and higher literary criticism. It mirrors the thought of Oregon and stands as a permanent denial to the oft made accusations that the American people are concerned primarily with dollars and cents. Some of the finest current poetry written in America appears in the Lariat magazine.

The Oregon Magazine is in charge of two of the leading artists in Oregon, Murray Wade, the publisher and illustrator, is known throughout the whole northwest and in the east as an exceedingly clever painter in oils as a brilliant cartoonist and possessor of great talent in the field of statuary. Some of his small models have brought favorable comment from the best critics. Albert Richard Wetjen, who edits the Oregon Magazine, is known in England and America as a fiction writer and essayist of ability. He commands for his work the highest price paid to any Oregon author and publishes regularly in the best eastern magazines such as Collier's, Everybody's, Blue Book and Saturday Evening Post.

Mr. Wade and Mr. Wetjen, combining in the Oregon Magazine, cover thoroughly the fiction and essay field in Oregon and provide a medium by which young authors can reach their public. Both The Lariat and The Oregon Magazine are great assets to Oregon and to Salem in particular, read as they are in New York equally with New Orleans, Los Angeles as well as Gloucester. Because of them Oregon and Salem rank high as centers of culture in the west.

Nationally Known Writers There are many nationally known writers and artists here. Charles J. Lisle has for long been an editorial writer and essayist for Collier's Weekly, Youth's Companion, Everybody's, and other magazines. He is an authority on pioneer times and is a frequent contributor to local magazines and papers.

Donegan Wiggins is the leading authority in America on modern rifles and revolvers, and is an international authority on the Sharp's rifle. He is a consulting expert for Adventure Magazine, and the greatest rifle and revolver manufacturers in the country send him their products for approval. A book of his is soon to be published dealing with current weapons, and he is now occupied in writing a series of articles for the Oregon Magazine.

Edward Everett Baker is a Salem poet whose "Heart of the Last Frontier" is ranked as among the best book of western verse ever published. He writes constantly for syndicates and for many magazines, short stories, articles and verse.

Ralph Gilbert is a Salem landscape painter who is ranked as the best in Oregon. He has several times taken first place at the state fair exhibitions with his marines and wood scenes. His work is well known in the east, as it is surpassed by but few painters in America. His brother, Monroe Gilbert, is also a painter of ability and charm and keeps an exclusive studio in Salem for the creation of art work in many spheres.

Murray Wade, besides being publisher of the Oregon Magazine, is known state-wide as a brilliant cartoonist. His yearly sketches of the Oregon legislature have come to be recognized as part of the capital city's produce. But cartooning is the least of his abilities. He is a painter in oils of great worth. His pastels rank very high indeed. His plaques and his smaller statuary, have drawn praise from all who appreciate and understand art, while his prose work is also of first class merit.

Ella McMunn, Oregon leading humorist writer, is a resident of Salem. Her book, "Down on the Farm," has taken rank with the best humorous work in America, and her contributions to various papers and magazines have brought her a large and appreciative following.

Albert Richard Wetjen has an international reputation as a fiction writer. His sea stories and his stories of Oregon are published both in England and America. He contributes in all to some twenty magazines, and the Bookman pronounced his "Captain All" as the finest volume of sea stories published in 1924. Mr. Wetjen also wrote poetry in his early days which was published widely. He is a member of the Authors League of America, for professionals only, and was recently elected to the exclusive Johnsonian club of London, England, during his recent visit there.

Besides the above Salem boasts several other poets of major ability whose work appears in the best magazines published. Among them are Gertrude Robison Ross, Audred Bunch and Ruth Fargo. Ruth Fargo, besides her poetical work, is a writer of charming stories which appear in Holland's, Woman's Home Companion and the Oregon Magazine.

The estimated income brought to Salem from the east by the city's art products is well over fifty thousand dollars a year, while the publicity the city gains from this source is incalculable, and the more insistent and powerful because it is indirect.

Some Suggested Slogans Did you know that one Salem writer has gone so far in the world of American letters that he makes nearly fifteen thousand dollars a year and is paid one thousand dollars for every story he writes? Did you know that an income of over fifty thousand dollars a year pours into Salem because of its artistic output? Have you ever realized the tremendous publicity and fame that accrues to Salem because of its artists and writers? Did you know Salem is the literary and artistic center of Oregon?

Do you realize that the children of Salem have a better chance to grow in an atmosphere of culture because Salem is the cultural center of Oregon? Are you aware that you can obtain in Salem anything you may require in an artistic way—a painting, a book, a story, a piece of statuary created by Salem artists?

Did you realize that a nation or a city is known chiefly by its art, that art is the expression of a populace and that Salem has been expressing herself in this way for many years now? Some Other Writers W. C. Dibble, an essayist of consummate charm and the personal friend of many famous men, writers and lecturers. Mr. Dibble founded the bulb industry in the America, and apart from his articles on botanical lines he produces brilliant and learned essays on many subjects. He is an associate editor of the Oregon Magazine.

Mr. S. H. Van Trump is considered as one of the most brilliant scientists in Oregon. His essays on scientific subjects have brought him wide renown. He is a personal friend of Dr. See, the famous astronomer, and of Mr. Cantrell, the first lecturer for the Science League of America. Mr. Van Trump, also an associate editor of the Oregon Magazine, writes frequently for many eastern magazines and is a national authority on plant life.

One of the newest Salem writers to win national recognition is Victor Shawe, who recently resigned his position as principal of the Toledo, Or., high school. He has had a half-dozen stories published in the Saturday Evening Post, there being one last week with a Prineville setting. His stories are written with a western background, chiefly Oregon.

Large Operations The Charles K. Spaulding Logging company is the name under which large wood working operations are carried on, with headquarters in Salem, but with men employed and manufacturing done in several of the Willamette valley counties.

Charles K. Spaulding is the president of the company and its general manager, and his son, Walter L. Spaulding, is the secretary and assistant manager. U. G. Holt has the designation of logging superintendent, but he assumes and willingly has thrust upon him many duties not strictly connected with keeping the log coming into the various plants.

Other Operations Here The Spaulding company has besides its saw mill in Salem a sash and door factory with a working force that averages around 45 men.

Also, they have here in Salem a box factory. This factory uses about 500 thousand feet of lumber a month, or around 25 thousand feet a day.

At Other Points The Spaulding company has a saw mill and window frame factory at Newberg.

Lumber yards are maintained by the Spauldings at Woodburn and Independence.

They also have at McMinnville

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