



INDUSTRIAL OREGON PRODUCES QUALITY PRODUCTS



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

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)
- Manufacturing, September 2
 - Automotive Industries, September 9
 - Woodworking, Etc., September 16
 - Paper Mills, September 23
 - Loganberries, October 1
 - Prunes, October 8
 - Dairying, October 15
 - Flax, October 22
 - Filberts, October 29
 - Walnuts, November 5
 - Strawberries, November 12
 - Apples, November 19
 - Raspberries, November 26
 - Mint, December 3
 - Great Cows, Etc., December 10
 - Blackberries, December 17
 - Cherries, December 24
 - Pears, December 31
 - Gooseberries, January 7, 1925
 - Corn, January 14
 - Celery, January 21
 - Spinach, Etc., January 28
 - Onions, Etc., February 4
 - Potatoes, Etc., February 11
 - Bees, February 18
 - Poultry and Pet Stock, Feb. 25
 - City Beautified, Etc., March 4
 - Beans, Etc., March 11
 - Paved Highways, March 18
 - Head Lettuce, March 25
 - Silos, Etc., April 1
 - Legumes, April 8
 - Asparagus, Etc., April 15
 - Grapes, Etc., April 22
 - Drug Garden, April 29
 - Sugar Beets, Sorghum, Etc., May 6
 - Water Powers, May 13
 - Irrigation, May 20
 - Mining, May 27
 - Land, Irrigation, Etc., June 3
 - Floriculture, June 10
 - Hops, Cabbage, Etc., June 17
 - Wholesaling and Jobbing, June 24
 - Cucumbers, Etc., July 1
 - Hogs, July 8
 - Goats, July 15
 - Schools, Etc., July 22
 - Sheep, July 29
 - Seeds, Etc., August 5
 - Livestock, August 12
 - Grain and Grain Products, August 19
 - August 26
 - National Advertising, August 26
- (Back copies of the Thursday edition of The Daily Oregon Statesman are on hand. They are for sale at 10 cents each, mailed to any address. Current copies 5 cents.)

FALLS CITY NEWS OF THE WEEK BY A VERY INDUSTRIOUS REPORTER

The Comings and Goings of the People of the Live City at the West Side of the West-Side County of Polk—Some Business Changes Have Been Taking Place

Confectionery Changes Hands
Mr. and Mrs. I. C. Davis, who purchased the Ruby confectionery about six months ago, and since that time have made many changes and improvements, have sold the store to Mr. and Mrs. A. P. Harlan, who are now proprietors of the Blue Bird confectionery. Mr. and Mrs. Harlan will probably continue both stores for the present.

Mr. and Mrs. Davis own a small farm in the edge of town and will remain there for the present, taking a good rest, and have no plans to announce for the immediate future.

Mrs. Harlan, and daughter will take charge of the newly purchased store about October 1. They will continue to serve light lunches. Herbert Dunlop will probably assist in the stores.

Well Loved Member Honored
Thursday afternoon, September 24, at the home of Mrs. Raymond Criswell, the Ladies Art club held one of its enjoyable social affairs. The event was in honor of Mrs. John F. Dunlop, whose departure for her new home in Estacada, Oregon, is scheduled for next week.

The rooms were beautifully decorated with autumn leaves and brilliant autumn flowers. Pink roses decorated the banquet table with pink favors carrying out the color scheme.

The afternoon was spent in conversation, with guessing contests, and the prizes were accompanied by witty verses, as well as being mirth provoking of themselves. A three course lunch was served, consisting of fruit cocktail, jellied vegetable salad with sandwiches, and a dessert of moulded marshmallow pudding with cake and coffee. Well selected jokes were a spicy accompaniment of the luncheon.

On behalf of the club, Mrs. Eleanor F. Butler, the eldest member, and one of the first, made a graceful presentation speech, in which she gave to Mrs. Dunlop, with the love of the club, a beautiful Venetian glass console bowl of jade green with black trimmings, and a nickel plated coffee percolator.

Another much prized gift from the club was a memory book, containing a verse or message written by each member present. There were sixteen present, the guest of honor, Mrs. J. F. Dunlop, Mrs. Eleanor F. Butler, Mrs. A. F. Courter, Mrs. Frank E. Driggs, Mrs. J. C. Fryk, Mrs. R. L. Griswold, Mrs. D. J. Grant, Mrs. M. D. Hammett, Mrs. Geo. Lowe, Mrs. Ira C. Mehrling, Mrs. Roy McDonald, Mrs. H. Mather Smith, Mrs. M. L. Thompson, Mrs. E. G. White, the hostess Mrs. Raymond Criswell, and another special guest, Mrs. Smith's mother, Mrs. W. C. Vedder. Only three members were absent, Mrs. Mollie Pugh, Mrs. Albert Teal and Mrs. C. P. Horn.

Christian Endeavorers' Election.
The regular monthly business meeting and society of the Christian Endeavor society was held in the Christian church parlors last Thursday evening at eight o'clock. About fourteen members were present. The election resulted in the reelection of all the old officers, with a few new ones added, as follows: President, Erol B. Sloane; vice president, Mrs. J. J. Kreitzer; secretary, Thelma Shadle; treasurer, Martha Baker; pianist, Dr. R. K. Howe.

"College Stunts" for games filled part of the evening, after which a lunch of sandwiches, pie and cocoa was served. All present enjoyed the occasion very much. The Endeavor socials are looked forward to with much pleasure by the members.

Friday Evening Program Enjoyed
Last Friday evening a large and well pleased audience assembled in the Methodist church to enjoy a program given as a benefit for the Ladies' aid of the church. A silver offering was taken, the receipt being \$11.50, which will be used to apply on the minister's salary. The following program was well rendered:

Piano solo, Virginia Adams; reading, Miss Ellen Speerstra; song, Mildred Dunlop; instrumental number, Miss Munyon and Sol Ediger; violins, Sol Ediger and Miss Natalia Munyon; piano, Miss Freda Munyon; piano solo, Frances Hatch; musical reading, Miss Viola Lane, Mrs. Dunlop accompanied; vocal duet, Dr. R. K. Howe and Albert Morgan; vocal solo, A. L. Barnhart; trombone solo, Mrs. Austin Ricketts, Mrs. Lester Moore accompanied.

Local and Personal
W. S. Sedore is hauling lumber to his ranch just out of town, where he is erecting a house. He expects to move there soon, and will continue to improve the place and build up a home.

John McBeth of McTimmond's valley, was a Sunday visitor at the McCann home.

Mr. and Mrs. H. C. Crawford and baby son, of McGlynn, visited Mrs. Crawford's parents, Mr. and Mrs. Wilbur Rhoades.

MUST PICK TWO TONS OR BETTER

If You Cannot Do That, and Produce Them at Less Than 6c, Better Quit

In the annual loganberry Slogan number of last year, there was printed a statement by J. P. Aspenwall, Gervais, a grower with 19 years of experience, the following answer to an inquiry by the Slogan editor, and what Mr. Aspenwall said then is good advice for this year, and for the immediate future. It follows:

"Advice to the loganberry grower: Take an inventory of yourself and your yard and see where you stand. If you cannot raise loganberries for less than 6c per pound you better quit, for you have a neighbor that can. Under present conditions I believe that the market will be below 6c more often than it is above. If you cannot average two tons per acre or more you better take them out and use the space to raise feed for cows and hogs. Your patch should be in full bearing two years after planting, then with good care at the right time, and plenty of cover crops or barnyard manure, it is good for 15 or 20 years. Don't try to make yourself believe that a yard that produces one or one and a half tons per acre can compete with one that averages three, nor that the canner man will pay you any more for your berries because it costs you more to raise them. Quite the reverse, for quantity and quality generally go hand in hand. I believe the time is coming soon when we will be paid according to quality. It should be here now."

Ray L. Bradshaw made a trip to Toledo last Wednesday. Mr. and Mrs. E. P. Brown made a business trip to Portland on Monday, when Mr. Brown bought a new 1926 model Ford touring and drove back.

E. P. Brown went to Portland on Thursday and brought back a new Ford truck, which he will use for demonstration purposes. Miss Ardella Dunlop is in Portland, where she will soon enter Behne-Walker Business college. Miss Dunlop is planning to take a full business course. At present she is guest of the Griswolds.

Mr. and Mrs. A. C. Steeprow, with their three children, are here from Vernonia, arriving last Wednesday for a visit with her parents Mr. and Mrs. M. W. Worthington. Floyd Ridenour stopped over Wednesday and Thursday, enroute back to Toledo from Portland, where he had been to consult a specialist regarding an injury to his ear, which he received a few days ago while working in the woods. A small steel claw, striking the ear drum and puncturing it. The specialist assured him the hearing would not be permanently destroyed.

Mr. and Mrs. W. C. Vedder, Mrs. Smith's parents, are guests at the home of Mr. and Mrs. Mather Smith. Mr. Vedder came up last Friday and Mrs. Vedder arrived Sunday. Oliver Baker and family are moving to Silverton, where Mr. Baker has employment.

Mr. and Mrs. Raymond Criswell had a dinner guests last Sunday Rev. and Mrs. J. F. Dunlop, Mr. Herbert Dunlop and Mildred Dunlop.

Mrs. Violet Bickling, who has made an extended visit at the home of her sister, Mrs. Pichard S. Ferguson, left last Friday for her home in Kennett, California. Mrs. Ferguson went with her sister, and will spend several weeks visiting her old home, and re-joining her old acquaintances among relatives and friends.

Mr. and Mrs. George March and small daughter, Louise, came out from Valselt for the week end. Miss Eva Chappell came up from her school near Mount Angel for a Friday to Sunday visit with her mother, Mrs. Wm. Chappell.

W. V. Dennis and C. L. Hopkins are two local birders who have tried their luck hunting and fishing since the deer season opened. They left on Saturday, driving to the Rim Rock country, where they fished and hunted, coming back Tuesday night. They found the new road completely clear in Mapleton and enjoyed the trip very much, in spite of the fact that they were not successful in bagging any big game.

Mr. and Mrs. Will Bronson and children, of Harlsburg, were week-end guests of Mrs. Mollie Pugh.

Mrs. Randolph Butler returned home Thursday from a two week visit with relatives in Forest Grove.

Mrs. W. H. Stelzer was in from Valselt last Saturday shopping. Mr. and Mrs. W. W. Hill were guests at the Frank Maek home from Thursday until Sunday. They were called to Dallas by the death of Mr. Hill's mother, Mrs. Clara Fry, on Thursday morning, September 24, at the home of her daughter, Mrs. A. A. Crowder. The funeral services were held Friday at 2 P. M. from the Chapman & Henkel chapel in Dallas.

THIS WEEK'S SLOGAN

DID YOU KNOW That Salem is the loganberry center of the world; that 50 per cent of the loganberries of the world are grown almost within sight of the Oregon capitol dome; that the great canning and drying and cold packing and jam and jelly and juice and packing and shipping plants for loganberries are and must be centered here; that stabilizing influences are at work that will finally make the loganberry industry permanently reliable and profitable for the growers and all others engaged in it; that the loganberry is the world's greatest bush fruit and when all the world realizes this fact there will be an immensely increased acreage in the Salem district?

H. S. GILE BELIEVES HUMPHREY DISPENSER MAY PUT JUICE ON MAP

It Transforms One of the Highest Priced of the Fruit Juices Into the Most Profitable Drink to the Seller That He Can Get, and at the Same Time Gives the Public the Finest Fruit Juice Drink That Can Be Made

The Slogan editor found H. S. Gile too busy to answer his letter asking for a statement of the loganberry situation up to date. But Mr. Gile, at the Oregon state fair, was willing to talk, and he was able to demonstrate what was able to demonstrate what was principally on his mind. This demonstration may be introduced by the following paragraph which was printed in The Statesman of a week ago Saturday:

"There will be on display at the state fair, in two places, the Humphrey dispenser. They will be operated with loganberry juice. This is a most ingenious device for mixing cold drinks, which are carbonated and then displayed in a most attractive manner. H. S. Gile, in his visit east last summer, watched the operations of these devices at Cleveland, Ohio, in the parks; some of them dispensing loganberry juice very much thinned with water. These devices made for the company owning and operating them a quarter of a million dollars clear the past summer; in about 13 weeks. There are seven patents. The inventor was Mr. Humphrey of Cleveland, who died a few years ago. His heirs are making and operating the devices now. There is nothing that can compare with these devices in dispensing any kind of a soft drink—and there is nothing as good as loganberry juice to use in them. It looks like a solution of the proper way to dispose of our surplus loganberry juice. Mr. Gile has the two dispensers ready for us now. But you will want to see them at the state fair. Words cannot adequately describe them. They must be seen to be appreciated."

Causing Much Enthusiasm
The Slogan editor found Mr. Gile at the booth with one of these Humphrey dispensers, yesterday forenoon, with crowds surging around the booth. This one is near the north side of the new pavilion, fronting the main paved roadway. The other one is near the old pavilion, close to the Christian Science booth.

Every observing person who sees this dispenser in action immediately becomes enthusiastic over it. Every one with vision sees in it the solution for the permanent success of the loganberry industry.

Mr. Gile said yesterday that during the early years of the loganberry industry it was impossible to get far with the dispensers of soft drinks in the sale to them of loganberry juice, because of the high price of the juice and the consequent small profit to the dispenser.

But the Humphrey system makes loganberry juice the most profitable of all drinks, to the dispenser, without exception, and at the same time gives the public a pure fruit juice drink, with nothing in it but loganberry juice, water and sugar.

Biggest of All Outlets
It gives the loganberry a chance to appeal to the biggest outlet there is in this country.

How are more Humphrey dispenser to be manufactured and marketed? That is the problem. And men of vision are working on this problem. Put enough of the dispensers in use, in the great centers of population, and all the acreage western Oregon has to devote to loganberry culture will be needed.

Mr. Gile has three machines spoken for now, for this coast, two for California and the other for Oregon.

The original dispenser was made by Mr. Humphrey with loganberry juice in mind. The machine is for loganberry juice, and loganberry juice is for the machine.

Description: He's the kind that feels at ease at a style hov. Americanism: A yearning to parade in Washington.

THE STORY OF THE LOGANBERRY, THE WORLD'S GREATEST BUSH FRUIT

Its Birth Was Accidental; But It Has Remained Absolutely True to Its Original Type—It Is Something New and Distinct in the Rubus Family—Is a Cross Between the Auginzaugh (Texas Early) Blackberry and the Red Antwerp Raspberry, But it Has an Appearance and a Flavor All Its Own

"The Birth of the Loganberry" is the title of a full page article in the Literary Digest of September 5 of this year. The story of the loganberry has been written many times; printed in many newspapers and magazine articles; but it was perhaps best told in 1922 at a banquet in his honor at the Oregon state fair grounds, by the discoverer himself, Judge J. H. Logan, then (at the time of the discovery) of Santa Cruz, Cal., and now of Oakland, Cal., who will reach his 86th year in the coming December. The telling of the story by Judge Logan was printed in the Slogan number of The Statesman at that time, and that article was the one used by the Literary Digest. Reduced to the greatest possible brevity, the story is as follows:

Judge Logan was making some experiments in his garden at Santa Cruz the Literary Digest article erroneously says it was at Oakland), with the idea of producing an improved strain of garden blackberry. This he did by crossing the local wild berry, whose flavor he had always admired, with the Texas Early (or Auginzaugh), a cultivated blackberry. But he had also planted some Red Antwerp raspberries in the same garden, and his experiments in cross-fertilization produced an entirely unexpected result.

So the discovery was accidental. This was in 1881.

It was something absolutely new in the Rubus family, and in all the 44 years since the loganberry was discovered it has remained absolutely the same, never reverting in the smallest particular to either parent berry, but keeping its own identity.

There have been attempts to improve upon the loganberry; but they have all failed. Even the great Burbank, the plant wizard, tried it, and brought out the Phenomenal, which had some vigor in the beginning; but time proved the loganberry to be superior in many ways.

Greatest Bush Fruit
The Statesman has told many times of the beginnings of the industry here; the first plants being brought from California by Dr. J. A. Richardson, once mayor of Salem, and set out in his garden; then from this garden State Senator A. M. La Follette tried the new berry on his farm north of Salem—and from that beginning the industry grew and grew and finally became a great industry. It was a \$2,000,000 industry in 1922. That is, the crop was a two million dollar crop.

It Will Persist
It is not conceivable that the greatest of bush fruits will fail to persist, though there was much discouragement in the industry in 1922, and a number of yards were plowed up. Some men in the industry have called it an over production. It was not so. It was an under distribution.

If a few people scattered in many cities in sections of the United States would take \$2,000,000 worth of loganberry products in 1922, more people in those and other communities, in still more sections and countries, would take \$10,000,000 worth, or several times that tonnage, if they were only told of the merits of the loganberry, and it were put before them in attractive and merchantable shape in the various ways in which this is possible; even in the ways that have already been tried.

TWO IMPORTANT ADVANCES MADE

Market Being Stabilized, and Guarding Against Winter Injury Assured

Editor Statesman: You ask me what I think about loganberries. I am satisfied to go on with what I have. I believe that the uncertainty as to market and price is about past and that we can count on a fair price that will bring a reasonable profit above costs on any good loganberry yard. I got it from representatives of two canneries that they could have handled more this year than they got without causing an oversupply; that if all the yards whose product they handled had produced a full crop—where many of them produced less than half a crop—they could have handled them without getting too many.

My crop this past season was (Continued on page 11)

(Continued on page 11)