

SALEM DISTRICT INDUSTRIES

SIXTH CONSECUTIVE YEAR

THE DAILY STATESMAN dedicates two or more pages each week in the interests of one of the fifty-two to a hundred basic industries of the Salem district. Letters and articles from people with vision are solicited. This is your page. Help make Salem grow.

HER PRODUCTS SENT TO ALL PARTS OF THE WORLD ADVERTISE SALEM

The Value and Variety of Her Manufactured and Prepared Products Are Constantly on the Increase and Bound to Grow Greater Every Year—Salem Has Many Benefits From Being the State Capital, But More Because of Her Diversity of Crops and the Making Up of the Raw Products From the Land Here

A long, long time ago, Salem was called a "slow town," because her people depended largely upon the business that came from the fact that this city was the state capital—in common with a few other "slow towns" that were capitals of states—

names—millions and millions of cans and cases and packages annually. (Our canners alone use away above 20,000,000 cans annually. One of our eight canneries has this season put up over 240,000 cans of fruit in a single day.)

But that is ancient history. Salem still has the state capital, and this is of over increasing importance, with the tremendous growth of the business of the state. But Salem is now principally a manufacturing and marketing and shipping and banking city, preparing and handling and forwarding the vast growing volume of raw materials produced on the land within her trading district. Some years ago a writer on this point said:

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 warmth are requisites. While the Kay woolens are not so branded, yard by yard, they are advertised as "Oregon Woolens," and they bring to the state a prestige not enjoyed by woolens from any other mill section in the world.

"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 ambling nags from collision and gave the down-towners 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.

The Salem Iron Works, founded in Salem about 60 years ago, has grown into a really big enterprise. It markets a large output each year under the label "Salem, Oregon." This includes drag saws, centrifugal pumps, prune dryer stoves, canning machinery, etc.

"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 actually 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."

The Producers Canning and Packing association of Salem puts out many thousands of cases of canned goods annually. Both containers and individual cans carry the label "Made in Salem," except for a small percentage that is sold to various contracting distributors and marketed under their own personal labels.

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 Gideon Stolz vinegar works have been shipping trainloads of vinegar every year; in barrels, in bottles and containers of every marketable size. It is one of the oldest and one of the most progressive factories of the kind in the six-figure class every year. The growth of the small, factory-prepared household package for food of every kind has grown steadily every year for a number of years past until now the bottled vinegar business has reached huge proportions. The Stolz company has the Salem name prominent on all its exports.

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 in the package, and the cars bear 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.

Buttercup ice cream factory has built up a business that runs into big money for their frozen dainties, shipping ice cream, sherbet and leas all over the central Willamette valley, using the Weatherly packages.

Under Oregon Labels The great bulk of all the fruits and vegetables packed here however, goes out under Oregon

the Oregon Gravel company, at 1400 North Front street, is putting out an extensive line of cement products—brick, drain tile, road culverts and chimney blocks,

and various specialties, with a constantly increasing and developing line. It furnishes gravel for the roads and for local building purposes; but the manufacturing end promises to far outrun this crude-material service.

The Starr Fruit Products company has one of its largest plants here, with its cannery output, carrying 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 last word 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 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 Draker Fruit company, with three packing plants in Oregon, is one of the largest of the independent companies in the state. Its largest plant and general office is at Salem. It handles dried fruits—prunes, logans, cherries—and puts out a very large quantity of those in small, household-sized packages under the Salem-Oregon brand.

Perhaps the biggest exporting firm or organization in Salem is the Oregon Pulp & Paper company, the big paper mill established in Salem seven years ago. It was put into operation a little less than six 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. It is just now adding buildings and machinery that will double its output. Its greatest specialty is glassine and fruit wrapping paper, which goes out literally by train loads, especially to the California and southwestern 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.

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 366,973 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 168,000 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 sherbets, leas and ice creams. Loganberry milk sherbet, loganberry lacto, loganberry punch, Loganberry frozen pudding, loganberry mousse.

Loganberry jelly, fruit cocktail, Loganberry juice with whipped cream, or marshmallow sauce; or used over dry cereals, or added to feed tea, or to hot tea.

Slate surface roofing applied over your old shingles. We have over 200 jobs in Salem. Nelson Bros., plumbers, sheet metal work, 355 Chemeketa.

Dates of Slogans in Daily Statesman (In Weekly Statesman)

- (With a few possible changes)
- Loganberries, October 1, 1925
- Prunes, October 8
- Dairying, October 15
- Flax, October 22
- Pilberts, October 29
- Salads, November 5
- Strawberries, November 12
- Apples, November 19
- Raspberries, November 26
- Mint, December 3
- Beans, etc., December 10
- Blackberries, December 17
- Cherries, December 24
- Corns, December 31
- Gooseberries, January 7, 1926
- Corn, January 14
- Celery, January 21
- Spinach, etc., January 28
- Onions, etc., February 4
- Potatoes, etc., February 11
- Bees, February 18
- Poultry and Poultry, Feb. 25
- City Beautiful, etc., March 4
- Great Cows, March 11
- Headed Highways, March 18
- Lead 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, 1926
- Irrigation, May 13
- Mining, May 20
- 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
- National Advertising, August 5
- Seeds, etc., August 12
- Livestock, August 19
- Grain and Grain Products, August 26
- Manufacturing, September 2
- Automotive Industries, Sept. 9
- Woodworking, etc., Sept. 16
- Paper Mills, Sept. 23, 1926

THIS WEEK'S SLOGAN

DID YOU KNOW That the concerns of the Salem district doing national advertising in varied forms 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 GREAT INDUSTRY?

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

(The following was written for the annual national advertising Slogan number of The Statesman of a year ago. It is all still true and timely; more timely than last year. If you read it last year, it may pay you to reread it this year. You may be the man meant.)

Loganberry puddings, many kinds, loganberry tapioca cream. Loganberry mould; snowball pudding. Loganberry pudding sauces and hard sauces. Loganberry sundae, loganberry dressing. Loganberry candies of many kinds, and gelatine desserts. Loganberry highballs, rickies, juleps, lemonades. Loganberry sponges of all kinds.

It is good hot or cold. It has no seasons, 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, icings 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 pay for his services and for the advertising, and he would from the first year be able to guarantee a reasonable price to the grower of the berries. He would be able to stabilize the industry.

It would be a good deal better for the grower if he were guaranteed a fair price every year than to have a high price one year and a price below the cost of production part of the time—and, worse

Nash Furniture Co. takes the lead with low prices on chairs, rockers, tables, wood and steel beds, springs, mattresses. Saves you 25%. 219 N. Com'l. (6)

Sacks, sacks, sacks! 100 pound sugar sacks for sale at 6 1/2 cents. Capital Bargain House, 225 Center street, the Bargain Center of Salem. (6)

than all else, to not be able to count upon any price as a certainty.

Where Is the Man? Here is a wonderful field for the right man. He should put his life into the enterprise. He should be backed by a large number of the best growers.

There are a number of ways to organize. It might be done by the growers owning the plants, and operating them through a board of directors chosen from among their number, as some of our successful canneries are being operated, taking the raw products of their members. Or it might be done in any one of a half dozen other schemes for operating cooperatively. Or it might be done through straight stock selling, with a continual emphasis upon selling to growers and employees, like the plans of some of the biggest service corporations here.

The opportunity is here. It is a great prospect. It is capable of great good, to every person with any kind of a stake, if only a job, in this whole section.

We have the man; honest, unselfish, with a vision; willing to work hard and long hours, and singularly able in organization. We have many such men. Which shall be chosen? Who shall say, "Here am I; choose me?"

ADVERTISING IS GOOD INVESTMENT

The Practice and Experience of the United States Rubber Company

There are far more automobiles than bathtubs in use in the United States. This must mean that since automobiles and auto supplies are bought by the masses in larger volume than bathtubs it is to the masses that selling effort must be directed. This means, of course, increased advertising. It means also the capitalization of a receptive state of mind. An outstanding example of vigorous and successful advertising through an appeal to the psychological attitude of the public is that of the United States Rubber company which last year recorded sales amounting to the gigantic sum of \$296,000,000. The campaign schedule of this company for national newspaper advertising alone this year amounted to considerably more than \$1,000,000, which, of course, is a little less than 2 per cent of its last year's volume of business. This campaign is more remarkable since it was launched at a time when it seemed that the British monopoly of crude rubber would make the product still higher.

The United States Rubber company recognizes and declares newspaper advertising as the backbone of its business. There is neither city nor hamlet in the United States which supports a newspaper of any consequence in which this advertising does not appear and if newspaper advertising is of so great value to this company it is obviously of value to the local dealers in tires in the same communities. Through this newspaper coverage both daily and weekly the United States Rubber company expects to reach 90,000,000 newspaper readers. In America and out of this advertising campaign with its expenditure between \$1,000,000 and \$2,000,000, this company alone expects to increase its sales at least fifty millions. In this campaign a comparatively new kind of advertising is introduced. In it conventional forms and statements are discarded and direct questions such as any motorist might ask may be answered. These questions may be those which have passed in and out of mind no doubt during the ownership of a car. They also give definite information about rubber and tires. Every ad and every part of these ads are definite and of specific interest to auto owners and prospective owners.

In this as in other campaigns put on by manufacturers on a gigantic scale all over the country is testimony that advertising is essential to business and that it pays. It is the experience also that advertising is equally essential and profitable to dealers both large and small everywhere. A sum equal at least to 2 per cent of the annual business spent in newspaper advertising through local as well as national dealers is pointed out by manufacturing and trade economists as an investment which produces the very best results.

Garibaldi—New \$40,000 high school will be completed for September opening.

THE LOGANBERRY JUICE BUSINESS OUGHT TO BE AND NO DOUBT WILL BE REVIVED FOR INDUSTRY'S GOOD

It Is Needed as an Additional Outlet to Keep the Industry Growing, and in Case of Heavy Rains in Picking Time, and to Take Up Loose Ends of the Crop at the Last Part of Picking Time—Is a Wonderful Product

Before the World war, loganberry juice was one of Oregon's principal nationally advertised products, and that part of the loganberry industry was built up to a point where it was the largest outlet for our growers in disposing of their crops, and the most promising for a constant increase in acreage.

This was before the canning of loganberries, or the barreling of them, had assumed large proportions. The principal outlets were then in the drying of them and the pressing of them for their juice.

But came the World war, and the great demand for canned fruits of all kinds; and the prices of loganberries were shot up from an average of less than 5 cents a pound, to 10, 12, and even 14 cents a pound—perhaps higher in some cases. The price had been down as low as a cent and a fraction a pound in some former years, before the juice industry got to going, and tons and tons of berries were left on the vines.

This happened again after the war, when the canning and barreling demands had languished, and the juice industry had been put out of the running, by the high prices.

The Loju company and the Phez company, the principal concerns engaged in the pressing and marketing of loganberry juice, merged, and became the Phez company, and did a large volume of national advertising, in the principal magazines, and in sending samples and in many other ways; with a big selling organization extending to many of the large cities of the country. It was going fine; looked like a great winner in the national advertising field. But came the high berry prices, as stated, and the juice business had been built up on the idea of berries at 5 cents a pound, or thereabouts. And the business was crippled, and had to be re-organized, on a modest basis. It is still being carried on, under the name of the Northwest Fruit Products company, and there is a considerable demand from old customers, such as hotels, for the ice cream trade and other lines. This trade is being supplied regularly, but there is little chance to extend it, without national advertising and an expensive national selling organization, which has not been attempted again.

Also, the King's Food Products company carried on a national advertising campaign on dehydrated loganberries, put up an attractive package, and had a large trade. That was also discontinued.

Notice of Intention to Improve Fifteenth Street Between Oak Street and Mill Street.

Notice is hereby given that the Common Council of the City of Salem, Oregon, deems it necessary and expedient and hereby declares its purpose and intention to improve Fifteenth Street from the north line of Oak Street to the south line of Mill Street, at the expense of the abutting and adjacent property, excepting the street and alley intersections, the expense of which will be assumed by the City of Salem, by bringing said portion of said street to the established grade, constructing Portland cement concrete curbs, and paving said portion of said street with a six inch Portland cement concrete pavement thirty feet wide in accordance with the plans, specifications and estimates thereof, which were adopted by the Common Council, July 19, 1926, now on file in the office of the City Recorder and which said plans, specifications and estimates are hereby referred to and made a part of this notice. The Common Council hereby declares its purpose and intention to make the above described improvement by and through the Street Improvement Department of the City of Salem.

Written remonstrances may be filed with the City Recorder of said City against the above proposed improvement within ten days from the date of final publication hereof.

By order of the Common Council this 19th day of July, 1926. M. POULSEN, City Recorder.

Date of first publication hereof is August 1, 1926. Date of final publication hereof will be August 13, 1926. at 10 to 13 inc.

The dehydrated loganberries are now off the map. But they are certain to come back, sooner or later, because they are a wonderful product, and that branch of the business is basically economically sound.

So loganberries, and loganberry juice, are destined to get back on to the nationally advertised products map, and to stay there.

These Outlets Needed The loganberry industry is in good shape now. There was a demand the past season for the whole crop, from the fresh fruit shippers, and the barreling trade, and from the canneries—the latter being the biggest demand. The price was uniformly 5 cents a pound; remunerative, to growers of large acre tonnage. And the dried berry demand took up all the slack, even to the tapering off time of the harvest, when the supply was not large enough to justify the canners to make runs on them.

But the outlet of the dehydrated berry demand is needed, to keep the industry growing, and the revival of the juice industry is especially needed, for the same purpose, and to take up the slack at the end of harvesting time, in case of heavy rains in picking time, rendering the berries too soft for the use of the canneries.

The canning demand has been greatly stimulated by the market for canned loganberries in Great Britain. That country, both last year and the year before, took about half the canned loganberry

(Continued on page 9.)

NOTICE OF FINAL SETTLEMENT

Notice is hereby given that the undersigned has filed in the County Court of the State of Oregon for the County of Marion his duly verified final account as administrator of the estate of Elizabeth Trout, deceased, and that said court has fixed Saturday, the 28th day of August, 1926, at the hour of ten o'clock a. m. of said day, as the time, and the county court room in the county court house in Salem, in Marion county, Oregon, as the place for hearing said final account and all objections thereto.

Dated at Salem, Oregon, this 17th day of July, 1926. WILLIAM TROUDT, Administrator of the Estate of Elizabeth Trout, Deceased, Ronald C. Glover, Attorney for Administrator, Salem, Oregon. July 22-29; a 5-12-19

NOTICE OF APPOINTMENT

Notice is hereby given that the undersigned has been appointed by the County Court of the State of Oregon for the County of Marion, as administrator of the estate of Harry H. Hill, deceased, and that he has duly qualified as such administrator. All persons having claims against the estate of said decedent are hereby notified to present the same to me, duly verified, and with proper vouchers, at 715 N. Capitol street, Salem, Oregon, within six weeks from the date of this notice.

Dated at Salem, Oregon, this 29th day of July, 1926. M. D. PILKENTON, Administrator of the Estate of Harry H. Hill, Deceased. July 29-A5-12-19-26-82

NOTICE OF HEARING OF FINAL ACCOUNT

In the County Court of the State of Oregon, for Marion County—In the Matter of the Estate of Paul Girard, Deceased: Notice is hereby given that the undersigned, as administratrix of the estate of Paul Girard, deceased, has filed her final account in the County Court for the State of Oregon, for Marion county, Oregon, and that Monday, the 23rd day of August, 1926, at the hour of 10 o'clock in the forenoon of said day and the court room of said court has been fixed by said court as the time and place for the hearing of objections thereto and the settlement thereof, at which time any person interested in such estate may appear and file objections thereto in writing and contest the same.

Dated this 21st day of July, 1926. IDA GIROD, Administratrix.

Date of first publication, July 22nd, 1926. Date of last publication, August 19, 1926. July 22-29; a 5-12-19. j j