

The Slogan Pages Are Yours; Aid In Making Them Helpful to Your Wonderful City and Section

SALEM DISTRICT INDUSTRIES

EIGHTH 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.

ONLY ONE SCHOOL CONTESTANT THIS WEEK; AND HE GETS PRIZE. PERFORCE

WHOLESALE HAS GOOD GROWTH HERE

Salem is a wholesaling center. There being an abundance of farm products and manufactured articles turned off in this section. Salem, of course, would naturally have numerous wholesaling firms. Wholesaling is confined to the articles produced in this section and supplies which are produced elsewhere and are needed for local consumption. An example of a wholesaling firm which handles goods produced elsewhere is the Daniel J. Fry Drug company, which deals in drugs.

The good roads which are in the Salem district are the result of recent improvements. These improvements have accelerated wholesaling for those who deal with rural, suburban and village stores. The fruit and produce companies have received the greatest benefit from these good roads.

A Wide Distribution

We may say that Salem's eight canneries and her several packing plants are of necessity wholesalers of their products. The paper mills, paper converting plant, lumber companies, woolen mills, linen mills and others, although manufacturers, are also wholesalers. These different products require from a local to a national and even world wide distribution. Portland, the largest shipping center in Oregon, and the closest port to the Salem district, has a large export, of which a large per cent comes from the Salem district. Through wholesaling, the products of the above mentioned concerns and plants find a local, national and world wide distribution. A great many products are shipped out by rail from Salem, with either other points in the United States as their destination or to Atlantic seaports for shipping to foreign markets. One firm, Hyde and company, who do considerable wholesaling, ship by rail. Every year they ship hundreds of carloads of seed potatoes, strawberry plants, and various nursery stock. They also ship several carloads of moss for packing purposes.

Will Climb Steadily

It is difficult to estimate the number of people employed in wholesaling, because many who are engaged in this work are also engaged in manufacturing and processing of the products. It is safe to say, however, that between 50 and 100 people are engaged in the wholesaling of hops every year. There is also considerable wholesaling done by the large retailers.

The wholesaling business has been climbing steadily and will continue to do so in the future. The growth of Salem is in a measure due to new industries. The resourcefulness of the Salem district has been bringing these new industries. One of the latest of these industries is the paper converting plant. These new industries of course require wholesale distribution and therefore we have an increase in wholesaling.

—Ray Lafky.

201 Mission St.,
Salem, Oregon,
June 27, 1927.

RODGERS PAPER CO. TO HAVE NEW HOME

Local Concern Connected
With Coast Wide Houses,
Fills Need Here

In order to keep up with the growth of Salem and to meet the increasing service of their business, Rodgers Paper company, now a branch house of Blake, Moffett and Towne, is preparing to move into new quarters on Front and Center streets some time during August.

This new building, 41x120 feet, two stories high, with full basement, will adequately provide storage and housing for the firm's wholesale business conducted in Salem and the surrounding cities, including all territory in Marion, Linn and Polk counties. Cost of the building, which is now under construction, will be in the neighborhood of \$20,000, which is an indication of the market for

Dates of Slogans in Daily Statesman

(Also in Weekly Statesman)

(With a few possible changes) Drug Garden, May 5.
Loganberries, October 7, 1926 Sugar Industry, May 12.
Prunes, October 14 Water Powers, May 19.
Dairying, October 21 Irrigation, May 26.
Flax, October 28 Mining, June 2.
Filberts, November 4 Land, Irrigation, etc., June 9.
Walnuts, November 11 Floriculture, June 16.
Strawberries, November 18 Hops, Cabbage, etc., June 23.
Apples, November 25 Wholesaling, Jobbing, June 30.
Raspberries, December 2 Cucumbers, etc., July 7.
Mint, December 9 Hogs, July 14.
Beans, etc., December 16 Goats, July 21.
Blackberries, December 23 Schools, July 28.
Cherries, December 30 Sheep, August 4.
Pears, January 6, 1927 Seeds, August 11.
Gooseberries, January 13 National Advertising, Aug. 18.
Corn, January 20 Livestock, August 25.
Celery, January 27 Grain & Grain Products, Sept. 1.
Spinach, etc., February 3 Manufacturing, Sept. 8.
Onions, etc., February 10 Automotive Industries, Sept. 15.
Potatoes, etc., February 17 Woodworking, etc., Sept. 22.
Bees, February 24 Paper Mills, Sept. 29.
Poultry and Pet Stock, Mar. 3
City Beautiful, etc., March 10
Great Cows, March 17
Paved Highways, March 24
Head Lettuce, March 31
Silos, etc., April 7
Legumes, April 14
Asparagus, etc., April 21
Grapes, etc., April 28

(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.)

THIS WEEK'S SLOGAN

DID YOU KNOW That Salem is an important wholesaling and jobbing center; that there is an increasing number of individuals, firms and corporations doing well here, with a constantly growing volume of business; that the territory to be served is a large one, and its wealth is constantly increasing and due to increase even faster in the future; that already most of the greatest manufacturing concerns of America recognize Salem as a wholesaling and jobbing center on an equality with the biggest cities; that the volume of business has grown faster and the territory served spread more in the past year than ever before, and that there is room in several lines for a number of other good concerns in wholesaling and jobbing enterprises here?

Wholesale
Grocers

Fruits and
Vegetables

WILLAMETTE GROCERY CO.

THEO. ROTH, Manager

Among the Specialties
PRINCESS FLOUR
AMERICAN CLUB CANNED GOODS

Distributors of
HILLS BROS., M. J. B. and
GOLDEN WEST COFFEE

Specialize on Home Grown and Manufactured Products
ASK YOUR DEALER

WAREHOUSE AND OFFICE:
CORNER TRADE AND HIGH STREETS
SALEM, OREGON
PHONES 424-425-452

wholesale paper products and allied lines.

Prior to the consolidation with the coast wide firm, the extensive bindery business transacted by the Rodgers Paper company was transferred and incorporated under the firm name of the Capitol City Bindery, with Fred D. Thielsen, president, and Earl Anderson, secretary. The Capitol City Bindery, however, remains a subsidiary company of the consolidated firm.

While the combine converted the Rodgers Paper company into a branch house of the larger company, its organization remains practically the same, with Fred D. Thielsen, president; Arthur Rahn, vice president; O. W. Mielke, Portland, vice president, and F. W. Wasserman, Portland, secretary.

With completion of the reorganization, however, the wholesale house, and the subsidiary Capitol City Bindery, supplies Salem and the surrounding territory with all sorts of papers of various weights and sizes, ruled papers of various descriptions for almost every conceivable purpose, a modern and efficiently organized book binding service, as well as twines and specialties for the bindery.

Among the paper products distributed in this territory are paper

C. J. PUGH & CO.
Manufacturers of
Canning Machinery;
Graders, Trucks, Etc.
550 S. 21st St., Salem, Oregon

Oakland Pontiac

Sales and Service
VICK BROS.
High Street at Trade

Hunt's Quality Fruits
Hunt Brothers Packing
Company
Canned Fruits and
Vegetables
Main Office:
2 Pine Street, San Francisco
California
Canneries
California—Hayward, San Jose,
Los Gatos, Eureka
Oregon—Salem, McMinville,
Albany
Washington—Puyallup, Sumner

er bags, paper plates, paper picnic supplies, cartons, a large variety of crepe and wrapping papers, and a variety of other products which only a firm with such connections as this wholesale paper house has, could supply.

Though few realize it, the average Salem citizen comes into daily contact with the wholesaler, through his use of some paper product. One of the commonest products he uses is the telephone directory, the paper for which is probably furnished by the wholesale house.

An average of 15 employees make up the payroll of the paper company, although at times it is necessary to employ as many as 50 or more.

GEORGE E. WATERS PIONEER IN FIELD

The earliest wholesaler and jobber in his line in Salem and one who has been here all the time since he begun business, and who has kept growing all the time with the city's growth, and who has always assisted in that growth with energy and loyalty, is George E. Waters, the tobacconist. Mr. Waters opened business January 1, 1891, when he was a young chap with a long head for business, and he has met with success every day since. In his wholesale and jobbing operations he supplies the trade in a radius of 25 to 30 miles.

The advantageous position of Salem as a jobbing point was so well made known by Mr. Waters to the manufacturers and importers of the goods which he handles that he was enabled long since to place himself upon an equal footing with the biggest wholesalers on the coast. That is the great necessity—to secure terminal buying advantages. Salem has the field of consumption for all lines and has a most favorable means of distribution so that the man or company that can purchase on an equal basis with the big concerns is sure of success in this location.

Mr. Waters has that advantage. The volume of trade enjoyed by Mr. Waters in cigars, tobaccos and smokers' sundries, and in candy, gum and other specialties, is large, and his warehouse would surprise the average person in the amount of merchandise carried. He is located at 229 State street, where he has a commodious show room and pleasant offices.

PAJAMA ETIQUETTE
Etiquette for summer vacationists is summarized in the Woman's Home Companion. "In camp," says the writer, "both men and women wear sport clothes practically day and night." Constant Reader inquires pointedly: "Do they sleep in their clothes or do they have sports nighties?"

"He who laughs last laughs best."
"Yeah, but he soon gets a reputation for being dumb."—Detroit News.

Whe-Ta-Lon
A Superior Breakfast Food
A trial will convince you

GIDEON STOLZ CO.
Manufacturers of
Vinegar, Soda Water,
Fountain Supplies
Salem Phone 26 Ore.

Keep Your Money in Oregon — Buy
Monuments Made at Salem, Oregon.
CAPITAL MONUMENTAL WORKS
J. C. Jones & Co., Proprietors
All kinds of Monumental Work
Factory and Office:
2210 S. Com. Opposite I. O. O. F.
Cemetery, Box 21
Salem, Oregon
Phone 680.

DIXIE
BREAD
DIXIE HEALTH BREAD
Ask Your Grocer

fresh!
BUTTERCUP BUTTER
Capital City
Cooperative
Creamery
Phone 200

SEND A COPY EAST

PACIFIC FRUIT & PRODUCE COMPANY MAINTAINS LEADING BRANCH IN SALEM

Concern With 45 Houses in Various Cities in This Section
of the Country Performs Useful Service in Helping Distribute
Output of Our Industries on the Land—Has
Made Important Advances in Past Year

The Pacific Fruit and Produce company has for its Salem branch house a fine new home. The company's operations here are carried on in and from a fine building constructed in 1925, especially for its purpose, 529 to 541 Trade street, having outgrown its quarters at 267 South Commercial street.

Their new building is 121x222 feet and well arranged in every way for the business. The north 35 feet is new; just finished, in order to better accommodate the business of the Salem Cherry Growers association in putting up and shipping their large pack. To be used at other seasons for storing potatoes, onions, etc.

The Salem branch has been doing business in Salem for 18 years. It is one of a chain of related stores, each serving a local community. The Salem branch stands well up in the group of 45 stores reaching all the way from Bellingham, Wash., to the Mexican line—in the volume of its turnover and the satisfactory quality and growth and outlook of its business. It is only below some of the larger cities like Seattle, Tacoma, Sacramento, Salt Lake City, etc. Seven of the branches are new, mostly in Idaho and Utah.

Milt Adams, with headquarters in Eugene, is superintendent of a group of six stores, at Salem, Eugene, Corvallis, Albany, Roseburg and Marshfield.

Cliff Swartz is the Salem manager, has been since September last of last year. E. F. Walker is bookkeeper. Roy Plister, Lyle Rains and L. S. McClintock, salesmen; Henry Routh and Jack Auman, warehousemen; Jack Gilman night warehouseman. (The business never closes; runs night and day.) Axel Peterson and John McClintock are the interurban men, handling the trucks from Portland to Eugene.

The people make up a harmonious and efficient working force. Everybody seems to be a "boss" in the interest shown in making the business a success; it's all "our" store, and not something belonging to another man who merely pays wages. A bonus system helps this spirit.

The managers of the Pacific Fruit and Produce company work every day in the year to make their business one of real service to this great district. They are working all the time to find markets for what our growers turn off from their lands. They constantly strive to get our growers higher prices; more money for our people means more money for the company in the way of commissions; and established trades, through service and quality, make the going easier for the future.

They bring in bananas from South and Central America, grape fruit in direct cars from Florida, and other fruits from many foreign countries. But their chief concern is to build up markets for what we grow here. They have helped in finding markets for our industries on the land. They stand ready to aid in distributing every product we can get ready for market now, or which we may develop.

The company wholesales its products out from Salem, covering the whole of the tributary country with a kind of service that has helped to make more business for the company and more friends for Salem as a good place to come to trade.

They maintain their own freight service, with red, white and black trucks that are familiar on all our highways. They interchange from branch to branch, with these trucks. For instance, celery started south from Salem may go clear to California in the company's own cars. Or the same thing may happen with other produce shipped in any direction.

They ship many cars of onions, potatoes, celery and lettuce, prunes, cherries, etc., etc. They are now helping the Salem Cherry Growers' association pool to market in refrigerator cars in the big cities throughout the east their black cherries. Their full facilities are put at the service of these growers, including their big refrigerator for precooking.

The company has in all well over 200 trucks and cars in its service.

They got their first full cars of watermelons and cantaloupes from the south this week. They are starting celery shipments from Salem now. Have almost finished the present lettuce crop shipments. They average four cars a week into Salem.

Mr. Rosebraugh, at 17th and Oak streets, Salem, has one of the busiest plats in the capital city. He is a manufacturer and wholesaler of house heating furnaces, and he turns out and sells 1200 to 1500 of these furnaces annually, sending them to various points in Oregon, Washington, California and Idaho. He makes the Sunset, the Pacific and the Rosebraugh furnaces, all of them with first class materials and workmanship. He serves the best trade, with a furnace of quality. He turns out only quality stuff.

Mr. Rosebraugh also makes fruit drying and packing equipment, hop stoves, smokestacks, water and pressure tanks, storage tanks, etc., and general machine and foundry work. He has been very busy all the year—was busier than usual from the first; had a larger business than ever before in January and February.

Mr. Rosebraugh is manufacturing a brand-new thing in the way of an oil burner for burning oil in garages for heating water. This new burner will burn the waste oil from the grease and crank case service, giving profitable use to a by-product that otherwise goes to waste.

Mr. Rosebraugh is one of the men who helps materially in keeping Salem going and growing, with a payroll the year through, from money that, in large measure, comes from long distances.

GENERAL JOBBERS AND WHOLESALE

The first in their field have been Rosten & Greenbaum, one of the pioneer retail firms in general merchandise in Salem.

They do a modest volume of jobbing and wholesaling in general merchandise.

Their store is at 246 North Commercial street. They are financially able to expand as much as they see fit in this department of their business.

Whe-Ta-Lon

A Superior Breakfast Food
A trial will convince you

Whe-Ta-Lon
Cereal Co.

M. A. BUTLER, Manager
Telephone 1090-W

W. W. ROSEBRAUGH
COMPANY
Manufacturers of
Warm Air Furnaces, Fruit
Drying Stoves, Smoke Stacks,
Tanks, Steel and Foundry
Work, Welding a Specialty.
17th and Oak Sts., Salem, Ore.

F. G. LUTZ NURSERY
We plan and plant (free of charge), for homes, large or small, all kinds of ornamental shrubs, perennials and rocky plants. Landscape work.
1900 Market St. Phone 1608-R

OIL-O-MATIC
What Is It?
—SEE—

THEO. M. BARR
Phone 192

DR. O. L. SCOTT, D.C.
256 North High Street
Phone 87 or 1471-B

Neurocalometer Readings
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Adjustments remove
nerve pressure.

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WHOLESALE AND MAKING FURNACES

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Beam Caps
Concrete Hardeners
Cabot's Shingle Stain
Basement Sash
Lumber
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Silverton wood lath
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Gabriel Powder & Supply Co.
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