

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

# SALEM DISTRICT INDUSTRIES

## NINTH 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.

### SALEM NOW HAS A PEPPERMINT OIL REFINERY IN FULL OPERATION, AND DOING WORK APPROVED BY EXPERTS

Here is something potentially so big, and full of possibilities for the development of the Salem District, and the upbuilding of Salem and the other cities and towns of this section, that one is fairly thrilled with the prospect—The Beginnings of a Gigantic Drug Garden Industry for This Valley

Here is something potentially one roof. And it will refine all our essential oils. It will be the rallying point of a great drug garden business; a business that, unand of the other cities and towns of this section, that the Slogan editor is thrilled by the prospect, to the Willamette valley.

Without the knowledge (or consent) of Mr. Herrold, A. E. Hutchinson, who is employed by him in his public work, in the repairing and in his refinery, took the Slogan man for a view of operations. On 14th street, near B, they found a refining still, with the necessary appliances for refining peppermint oil. It will put through 25 pounds an hour of peppermint oil, and take out all foreign substances, like weed oils and flavors, rust from the improper storing of the oil in tin cans, etc.

At the home of Mr. Hutchinson, 1910 North Capitol street, the parlance, refractometer and balance for getting the specific gravity are kept and used. The latter appliance is a delicate instrument. The work was formerly done with a glass bulb, but this did not give the specific gravity with sufficient accuracy. Hence this new balance apparatus for getting the specific gravity. It is accurate to the last limit.

In the King's plant, on North Front street, is the chemical laboratory, well equipped. It is in charge of Grant Schaffner, a competent chemist, with marked research ability. There is the refinery of the present, under three roofs. But Mr. Herrold has bought another refining still. This one has a capacity of 200 pounds of peppermint oil an hour. That will give a total capacity of 225 pounds an hour. And the building that will put the whole refinery under one roof will come later.

Now for the Vision Mr. Hutchinson says there are at least 50 vegetable drugs that are adapted to our climate and soil that are susceptible to distillation.

And a "whole drove" of drugs coming from roots and barks and herbs and seeds, some of which are subject to extractions, some to use in dry and powdered form.

Prof. John W. Thompson, principal of the Salem senior high school, is a student of drug garden vegetables, etc., and is ready to help in this field. He has found an important new one, growing wild here.

Another Great Field Mr. Hutchinson says there is another great field; great beyond dreams. It is the perfumery field. This all comes in with the rest. We can grow the flowers; especially the roses! Perfumery runs into big money. Attar of roses sells at hundreds of dollars an ounce. We can make attar of roses here. We have the soil and climate. It is understood that the people of the district of France where attar of roses is made, raise pigs and butcher them young, in order to render lard just right for getting the proper consistency in aiding in the extraction of attar of roses—using thousands of flowers for an ounce of the precious material. What can be done in France can be done in Salem.

In Actual Operation The peppermint oil refinery of

L. E. DUNSMOOR Salem Wicker Furniture Manufacturing Co. —We Sell Direct— Genuine Rattan and Quality Furniture Register, Refinishing, Upholstering 2212 State St., Salem, Oregon

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### Dates of Slogans in Daily Statesman

(Also in Weekly Statesman)

(With a few possible changes)	Grapes, Etc., April 26
Loganberries, October 6, 1927	Drug Garden, May 3
Prunes, October 13	Sugar Industry, May 10
Dairying, October 20	Water Powers, May 17
Flax, October 27	Irrigation, May 24
Filberts, November 3	Mining, May 31
Walnuts, November 10	Land, Irrigation, Etc., June 7
Strawberries, November 17	Floriculture, June 14
Apples, Figs, Etc., Nov. 24	Hops, Cabbage, Etc., June 21
Raspberries, December 1	Wholesaling, Jobbing, June 28
Mint, December 8	Cucumbers, Etc., July 5
Beans, Etc., December 15	Hogs, July 12
Blackberries, December 22	Goats, July 19
Cherries, December 29	Schools, July 26
Pears, January 5, 1928	Sheep, August 2
Gooseberries, January 12	Seeds, August 9
Corn, January 19	National Advertising, Aug. 16
Celery, January 26	Livestock, August 23
Spinach, Etc., February 2	Grain & Grain Products, Aug. 30
Onions, Etc., February 9	Manufacturing, Sept. 6
Potatoes, Etc., February 16	Woodworking, Etc., Sept. 13
Bees, February 23	Automotive Industries, Sept. 20
Poultry and Pet Stock, Mar 1	Paper Mills, Sept. 27
City Beautiful, Etc., March 8	
Great Cows, March 15	
Paved Highways, March 22	
Head Lettuce, March 29	
Silos, Etc., April 5	
Legumes, April 12	
Asparagus, Etc., April 19	

### THIS WEEK'S SLOGAN

DID YOU KNOW that in the raising of mint for the manufacturing of oil of peppermint there are decided advantages to the growers of the Salem district; that our farmers have what amounts to a franchise, because they produce the best mint oil in the world, besides the highest in percentage of menthol and the best and purest in quality, consequently the highest in price; that this industry has already assumed considerable proportions and is growing fast and will without doubt grow here much faster from now on, and be better organized and stabilized; and that there is now a fully equipped peppermint oil refinery in Salem, in operation, and being increased to nine times its present capacity?

L. O. Herrold, the pioneer in this respect for this section, is actually at work. Oil that was dirty and of no value, in many cases, has been refined, and sent on to the markets and sold at the market price; thus turning a worthless thing into a product of much value.

Mr. Herrold has tested literally hundreds of samples of peppermint oil. He wants to know. He wants to have accurate information concerning the content of oils grown in different localities and under different conditions. He blends some oils. He puts them into marketable shape, for the different kinds of trades.

He certifies to the contents of every shipment. He knows what he is sending; to the last fraction of an ounce of menthol, ester, etc. This has inspired such confidence that the big buyers have sent their checks for shipments upon certified samples, long before the arrival of the oil from which the samples were taken. Thousands of dollars.

Heretofore, shippers were obliged to shut their eyes and send what they regarded as peppermint oil, from the Salem district, and trust to luck. The buyers did not know what they were getting till they got it. In some cases, it was of little worth. And the shippers had to take the word of the buyers.

With the business of Mr. Herrold, this time is past. It will be past for every other grower, with the operation of the Salem peppermint oil refinery.

Mr. Herrold has not sent to market a pound of oil of the 1927 crop, or any crop, since he started refining, excepting refined oil. He knows what he is sending.

And another thing. He sends the peppermint oil as Oregon oil, and Oregon oil is becoming the standard of quality. Mr. Herrold

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

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### OREGON THIS YEAR HAD 3500 ACRES OF MINT, PRODUCING 130,000 POUNDS

Half of the Amount is Produced in Marion County—Our Oil of Peppermint Gives Nearly a Half Million Dollar Crop. Based on Present Generally Low Prices—Salem Needs the Additional Industry of an Oil Refinery, Giving Another Payroll, Concentrating Marketing Here, and Furnishing Farmers Top Prices

Editor-Statesman: The discovery that a fine quality of peppermint oil could be successfully grown in the Willamette valley gave our farmers a splendid opportunity to profit by diversifying crops; however the marketing process in the early years was slow, because most of the oil was produced was shipped to Michigan and Indiana and there blended with a lower grade and sold as Michigan or Indiana oil, thus losing to the Oregon producer the identity of his oil and a share of the profits to which he was entitled.

Widening Markets About ten years ago the first shipments of Oregon natural oil of peppermint were made direct to the New York market. Analysis of the same proved so satisfactory it found a ready sale, and as a result the demand for our oil increased from year to year. Manufacturers and dealers from all over the United States and Canada are now specifying Oregon oil of peppermint and looking to us to supply their wants, and we have an excellent opportunity for export business.

A Big Increase Six or seven years ago there was less than 500 acres of peppermint growing in the state of Oregon, distilling about 15,000 pounds. This year it is estimated the total acreage in Oregon is over 3500, yielding a distillate of over 130,000 pounds. Half of this amount is produced in Marion county. All of the above, if sold at present market, including contracted oil, would bring to the farmers of the state nearly half a



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general unfavorable weather conditions. Best market prices for peppermint oil cannot be obtained or oil that will not test U. S. P. strength, therefore it is necessary in a locality like Marion county, that has brought about this important industry, to establish a refining plant which will furnish to the consumer and manufacturer oil of uniform quality and enable the producer to realize the best price obtainable.

It is to be hoped that in the near future this additional industry of an oil refinery will come to Salem, which will add another payroll, concentrate the marketing and give to the farmers the top price for their product.  
DANIEL J. FRY.  
Salem, Ore., Dec. 6, 1927.  
(Mr. Fry is one of the largest buyers of crude drugs in Oregon, and has bought peppermint oil

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We do not consider Peppermint Growing any longer as an experiment, and we are constantly making a study of it and comparing the progress of our different growers, and are always ready and willing to impart this knowledge to any old or prospective customers.

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