

**VALUE TO CITY OF ITS CANNERIES DISCUSSED**  
(Continued from page 1)

al line of cannery business or just what Hunt Bros. are doing for Salem?" He then stated that he wanted the Rotarians to know what Hunt Bros. are doing for Salem with the cannery business. This gave me a clue that it is simply a "horn blowing" contest, and that each one of us might blow his own horn as much as he pleased. But when I saw the announcement that I was to speak on the financial value of a cannery to the community, I had the suspicion that something was about to be slipped over on me, for I am not much of a speechmaker.

So what I have to say may not seem to fit into the subject assigned to me, but anyway I can go on blowing my horn. Permit me to go into a retrospection in a personal way. If I am permitted to be in Salem the first of this coming January, it will have been 20 years since I came to Salem to make it my home. In that time I have seen it come up from a muddy streeted village to the city it is today, when one goes around looking for a place to park, and considering the beautiful show windows in our stores, it all goes to prove that we really do have a city. The first cannery was erected in Salem by the father of Paul Wallace. It was my father and brother who bought this cannery in 1898, and in 1909 we started to operate that cannery in a small way. Later I went to Eugene to run a cannery, and returned to Salem in 1911 to make this city my home, and took charge of the then Oregon Packing company, a subsidiary of the California Fruit association.

**ASTOUNDING GROWTH**  
The pack in 1911 was 30,000 cases, and the pack in 1926 was about a million cases. This shows the advancement of the cannery industry since that time. It was in 1913 that I had a slight difference with the California Fruit association. I wired to Mr. J. H. Hunt, president of the Hunt Bros. Packing company and asked him if he was interested in establishing a cannery in Salem. He wired back that he was taking the train

the next day from San Francisco to Salem. There was a small cannery for sale in Newberg. It had gone broke. Mr. Hunt wanted to know if I would go over there and take charge of that cannery. We could not agree, so he asked me if I would go to Portland and start a cannery. I told him frankly that I wanted to build a cannery in Salem. The result was that inside of a couple of weeks, through the influence and support of such men as William Walton, Henry Crawford and Charlie McNary, we bought an idle cannery equipment here and we began to build a cannery in Salem. On the first of July that year, we took an option on the property which is the present site of the Hunt Bros. cannery, and the following January we began the erection of our plant. In 1914 our pack was 57,000 cases, the next year 73,000, the next 125,000, and it gradually expanded until in 1926 there were about 400,000 cases. The pack this year is not quite as much, due to a falling off of the quantity of loganberries and cherries; although in some items the pack is larger than last year.

**IS A BIG OPERATION**  
It might be interesting to give just a few points of what Hunt Bros. were doing this year. One week we had 361 people on the payroll in our factory. During the peak of operations our payroll ran up pretty close to \$20,000 a week. To pack the quantity during the heavy part of the season required three carloads of cans, a carload of sugar and 175 tons of fruit, each day. We have turned out as high as ten carloads of canned goods in one day, and our biggest week was 50 carloads of a thousand cases each in a week. We have a platform down there that will take care of 25 rigs at one time. During the rush part of our season we were unloading 25 rigs after 8 o'clock each evening, and had to work 24 hours a day.

**A LOT OF MONEY**  
That all means the distribution of a great deal of money scattered in a great many directions for labor and for the fruit. You will see from this that the cannery requires quite a considerable quantity of money, and the financing of operations is of very great importance.

There is probably no business that has had such hazards, as canning, and in a great many communities it has failed because of the fact that financing was not handled properly. It is unavoidable to make mistakes, but the financing end is the important consideration.

**SALEM LEADS IN CANNING**  
In comparing the canning industry of Salem with any other section of the northwest, we would find that Salem has developed in canning resources faster than any other point. One of the very important reasons is the fact that it is adequately financed by institutions which have made a business of developing canning throughout the whole country, and have learned a little bit more about the business. This has permitted Salem to grow faster than a great many other sections. It has permitted other canneries to be established here, and the industry has been greatly expanded, and instead of the one cannery in 1911 there are eight canneries in Salem now, and all of them seem to be doing well. Although it is not all roses along the path of the cannery industry. There have been a lot of troubles that we have had. The industry all along has not been free from them by a long way. I venture the statement that should the canneries be able to solve the problem of packing berries, as easily as peaches, pears, and other commodities, the pack of berries would at least be doubled. Those are the problems that our very life blood depends upon. There has been a great amount of money spent to solve these problems. The American can company has spent a hundred thousand dollars a year in studying just such problems. When all these problems are solved, then we will advance very rapidly.

**PIONEERING WORK**  
It might be of interest to know something of the detailed work that is required to get the business in Salem into a workable condition—the work that has been done in finding markets, in finding the best methods of packing the different varieties of fruit. When I came here in 1906 we were buying strawberries of the Wilson variety at 3c per pound

The canned strawberry business was not very big at that time, and we realized that they were not giving satisfaction; that they were not going out as they should. We therefore set about to study new varieties, and to get a better quality for the market. It was in 1915 or 1916 that we tried out seven varieties of strawberries, and were very much impressed with the Etterburg 121 variety. This was of a higher quality than any other variety that we had at that time, and I remember Mr. Wilcox, who is manager of the canned goods department for the Sprague-Warner company, who had been out on the coast, and we were talking of the different varieties. I asked him if he were interested in the canned strawberry, and he frankly said he was not. So I had a dozen or so of cans of our Etterburgs with me, and opened some of them for his inspection. I said to him, "How many of those can you use." He replied that he could use all we could pack of that kind. He had changed his idea of the quality of canned strawberries, in our district. It was a great deal of satisfaction to say that, from that time to this, his firm has been a steady customer of ours in buying strawberries. I think everyone has been highly pleased with the Etterburgs, notwithstanding the fact that we have had a great deal of trouble getting growers to establish the Etterburg. And they were pretty badly discouraged up to 1920. In 1920 there was quite a crop of these strawberries, and they seemed to do pretty well on all kinds of land. At this time I think that 75 per cent of all our strawberries canned are of the Etterburg variety. The pack has expanded to a great extent. It is now an item that I consider one of our standards in berries, and the growers are getting more anxious to increase their acreage of Etterburg strawberries, so that the production is getting to be pretty large. It happened this year that we began contracting the Etterburgs early in the fall, and I believe that I am safe in saying that when we have gone to the customers, we have not approached one customer who has not signed a contract for 1928 delivery.

**COOPERATION OF GROWERS**  
This only leads back to the fact

of the wonderful cooperation that we have had at the hands of the growers in producing stuff. Another thing that is of particular importance is that here in Salem there are 3000 to 3500 women who are trained to work in canneries, and I believe if a toll were taken, every other house in Salem would show one or more women who lived there have been cannery workers. It is due to their skill and the training of labor here in Salem, more than the number of dollars in machinery, wherein lies the secret of our success. We are enabled to get started on short notice, and to run at high capacity in a very few days after the crops come on the market, and if it were not for this help it would not be possible to do this great work.

**THE LOGANBERRY**  
Another thing that Salem has done, has been to develop the loganberry. Our canneries have had to carry the burden of developing the market on loganberries. A great many of the large chain stores in our country are not handling loganberries. We attempted to introduce loganberries in England, and in 1926 there were 125,000 cases distributed in England. This proved to be too many for there has been some rejection, and we are experiencing just a little trouble because of the fact that they bought too many. These have been some of the undertakings that have been required in order to bring the canning industry up to its present state. We can look back over the past years, and profit by our mistakes, and perhaps in 15 years

from now we can still find room for improvements. No definite program has been followed, but a steady growth has developed along with our community.

**NOT WILD DREAMS**  
If it were possible to form a corporation with the organizing ability of President Lee, with the perseverance and determination of Bob Hendricks, and with the versatility of Charley Archerd, and with the money of Will Walton, and with the common sense of the whole community, I venture the assertion that a canning industry would be put over that would amount to a million dollars to Salem.

These dreams are not entirely wild dreams. A great deal of the development of the community has been along the promotion line. Our prune industry was started out years ago by reason of the fact that we would develop wealth in this country; the loganberry and cherry industry and everything that we have was organized with the thought that we were going to reap a great big harvest. Suppose we reverse the picture. With our natural climatic conditions, one cherry tree in the door lot of every home in this town would produce a tremendous supply. There was an old cherry tree (Continued on page 18.)

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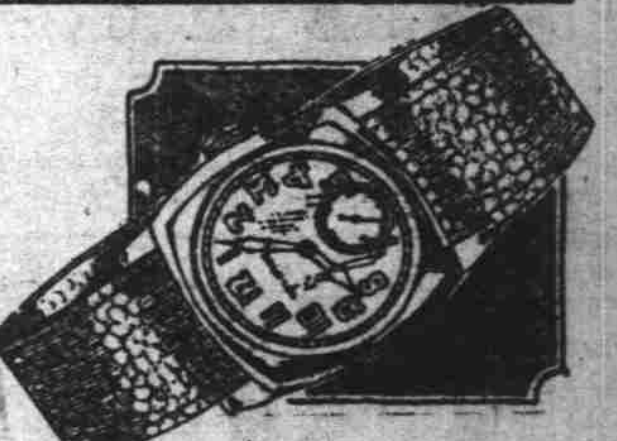
a dollar or so a week



**Dress Watches**

Nowadays—a man has to have two watches—a strap watch for daytime and business—and a dress watch for evening wear. Ask any college lad he will tell you—We have here the best in the world—Hamiltons, Walthams, Elgins, Illinois. Priced from \$19.50 to \$100. Take any watch for a dollar payment and pay the balance next year.

a dollar a week



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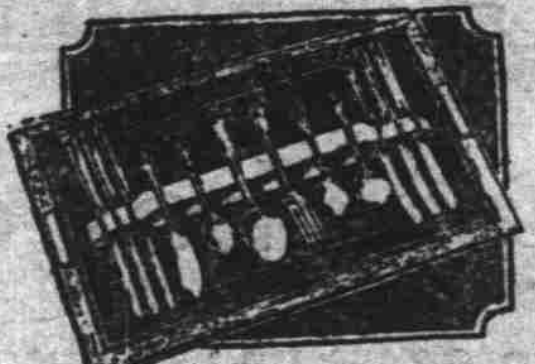
Take any watch for \$1 Pay after Christmas \$1 a week

**WE WILL GLADLY TRUST YOU**



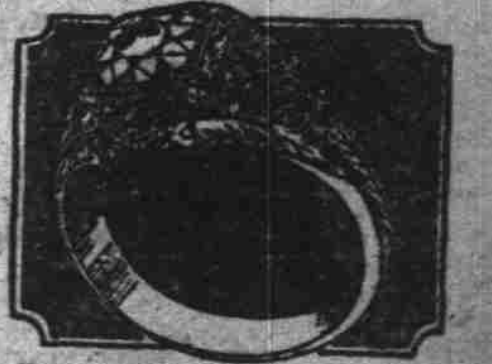
**Dinner Rings**

No matter how many diamonds a woman might have—she is always more. And the gift of a dinner ring never comes amiss. We show this year a wonderful collection. New and lovely white gold mountings set with diamonds and with combinations of diamonds, emeralds and sapphires. Prices range from \$50 to \$500. Take any one at the cash price and pay for it on the Burnett Budget Plan next year.



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**Solitaries**

Besides the magnificent showing of Dinner Rings—we show the finest diamond engagement rings to be met with in the northwest. A select group of fine stones at prices that are only made possible by reason of the fact that we buy for a dozen stores at a clip. \$50 to \$500.

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