

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

SALEM DISTRICT INDUSTRIES

Ninth Consecutive Year

THE STATESMAN dedicates several pages each week in the interest 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 section. Help make Salem grow.

LEADING BRANCH MAINTAINED IN SALEM OF PACIFIC FRUIT & PRODUCE COMPANY

Concern With About 60 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 & Produce company, one of the big concerns of the kind in the whole country, with one of its leading branches in Salem, has been growing in the past year; has extended its branches as far as Dallas, Texas, and Denver, Colorado.

This concern has for its Salem branch 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 newly built; finished last year in order to better accommodate the business of the Salem Cherry Growers' association in putting up and shipping their pack of black cherries. To be used at other seasons for storing potatoes, onions, etc.

The Salem branch has been doing business in Salem for 19 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 46 stores reaching all the way from Bellingham, Washington, 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. Fifteen of the branches are new since last year.

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

Cliff Swegle is the Salem manager; has been since September 1st of 1926. Donald J. Madison is bookkeeper; coming here from The Dalles. Roy Pfister Lyle Rains and Wid Searna are salesmen. Jack Auman is warehouseman and Rex Alsmen night warehouseman. (The business never closes; runs night and day.) Axel Peterson and L. S. McClintock are interurban truck drivers, ranging between the branches in this unit. Clarence Magnusen is city deliveryman for Salem.

These 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

ROSEBRAUGH KEEPS HIS FORCES BUSY

Makes and Wholesales Furnaces Over Wide Territory; Other Tires

W. W. Rosebaugh, at 17th and Oak streets, Salem, has one of the busiest plants 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 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—in fact he keeps his forces working throughout every year.

Mr. Rosebraugh is manufacturing a new thing in the way of an oil burner for burning oil in garages for heating water. This new burner will consume the waste oil from the grease and crank case service, giving profitable use to a by-product that otherwise is thrown away. Some improvements have been made in this device during the past year.

Mr. Rosebraugh has been building two barrel oil heaters for the state highway department; after a special design that gives the best equipment of the kind made anywhere—the design being the work of one of the employees of that department. He does a good deal of work in road machinery and equipment.

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. He started his present business, in a small way, twelve years ago, and has added to it constantly in volume, and in equipment and efficiency of the plant.

SALEM BRANCH OF THE RYAN FRUIT

This Branch Is Important One in a Group of About Thirty Houses

The Ryan Fruit company's Salem branch is at the corner of Trade and Cottage streets. It has a building there fronting 84 feet on Trade street and 75 feet on Cottage, with full basement that can be kept always at the right temperature winter or summer.

It was constructed especially for the needs of the business; refrigerator construction, and equipped with a refrigerating plant automatically operated; one of the best equipped buildings in this respect in the valley.

The Ryan Fruit company, wholesaler and distributor of fresh fruit and vegetables, opened its Salem branch house on March 1st of 1924, in a temporary building at Trade and High streets.

These people have enjoyed a good business for their Salem branch house and they are pleased with their footing here, and the men in charge are enthusiastic over the outlook and in their praise of the capital city as a place in which to do business and make their homes.

There are 30 branch houses of the Ryan Fruit company, in the best cities up and down the coast and in Idaho, Montana, Utah and Nevada.

The home office is at Seattle. Joseph W. Wise is the Salem manager; Harold Bailey is warehouseman, V. L. Parker cashier, and L. H. Dunn, salesman. Donald Baker and H. Badeau are drivers. Miss H. Reinemer is bookkeeper.

OIL-O-MATIC WHAT IS IT? —SEE— THEO. M. BARR Phone 192

WILLAMETTE VALLEY GROCERY COMPANY, SALEM'S BIG WHOLESALE HOUSE, GROWS

This Company Is Making Constant Advances in Serving Its Field, as It Has Done in All the Eight and Half Years Since Opening for Business—It Gives Powerful and Loyal Help in Centering Commercial Activities Here.

Constant, steady growth. This source, and finding a market for a epitomizes the career of Salem's large-volume of home grown products.

This annual report of progress on the career of the Willamette Grocery Company is much like all the rest that have gone before; there has been steady progress from the beginning. The new home of the company has been occupied since the first of September, 1924. It has two stories and basement, 82½x160 feet, solid concrete construction, fronting east on Cottage street, corner of Trade, and the entire floor space is chock full with an immense stock, excepting the space occupied by the busy office force.

There has been steady progress ever since the beginning of the business, eight and a half years ago. The past year has been no exception; in fact, the growth in the past year has more than kept up the average.

The Willamette Grocery company has been a big and increasing factor in the prosperity of Salem, and a powerful influence in the centering here of many of the interests of five counties in which it principally carries on its extensive operations. This company has grown to be one of the most important distributing agencies of the central Willamette valley.

There are seven men on the road, and a total payroll of about 35 persons, handling the groceries that the trade wants from this one

What About Your Pay Check? The Surest way to build a prosperous city is for ALL of us to resolve to support our own institutions. No matter how small or how large. Patronize the people whose interest is in building a better Salem.

ELSINORE Canned Goods Represents one of Salem's great industries. Thousands of cases are distributed over this valley. Merchants everywhere acclaim the brand as the finest food packed.

Why Not You? Get back of this brand. Call for Elsinore. Encourage your grocer to back this product. Boost him along.

We can put Salem on the Map with Elsinore Foods Willamette Grocery Co. Distributors Salem, Oregon

EDITORIAL

A WHOLESALING AND JOBBING CENTER

Once a year, for nine years, The Statesman in its annual Slogan number devoted to Wholesaling and Jobbing, has written and checked up concerning these activities—

And there has been steady progress.

There is a constantly growing volume of business in these lines here; the established firms have grown and improved in the quality of their service, and an increasing number of concerns have entered the field.

It is to be expected that this will be the trend indefinitely, for this is a growing city and section. The growth extends to all lines.

To aid in a symmetrical growth, these activities are required here. There are unoccupied fields. More lines ought to be represented.

Our wholesaling and jobbing concerns increase all other lines of activity here. They link up a widening territory to this city; establishing Salem as the trading, banking and forwarding and general trade center of an ever increasing number of people living in a constantly enlarging territory.

Good roads help in this process of growth. The enterprise of an increasing number of men with vision help more. These men, while they engage in business primarily to make profits for themselves, have the satisfaction of giving employment to worthy home people; of helping to make Salem a larger and solid city; of aiding the men on the land to find markets at better prices for what they produce and may produce. There is satisfaction in such service, aside from the mere dollars that may be made.

There is a splendid spirit of cooperation growing up in Salem between our wholesalers and jobbers and manufacturers, and our men on the land. It is a spirit that builds cities worthy of the name, and that fills the tributary territory with prosperous and industrious and satisfied and progressive people.

ROY OLSON NOW HAS WHOLESALE CONCERN

Ferry Street Produce, Old Headquarters Stand, Reports Lively Season

"People are starting to eat vegetables again," is word from the Roy Olson Produce and Fruit center at 440 Ferry street, and judging from the activity evident there and the stacks and crates of fresh vegetables, this wholesale house is doing its share in supplying the Salem stores, and homes.

Alfred H. Berg, who opened the Headquarters Produce company on Front street about a year and a half ago, is manager of Mr. Olson's enterprise. Berg and Olson conducted the Headquarters company until it was purchased by Roy Olson just two months ago. The produce business was moved from Front street in August 1927, since then it has been established in the present location.

Stamp Market Moving From Paris to Brussels

PARIS, June 30 (AP)—The international postage stamp market is apparently to be transferred from Paris to Brussels.

For 50 years Paris has been the recognized gathering place for stamp collectors, with an annual congress, held on several occasions at the Sorbonne, and weekly sales when weather permitted under the trees of the Champs Elysees. As the result of the decision of the French government to exercise a control over all sales, even those between amateur collectors, and to tax all profits, the principal French dealers have decided to open branches in the Belgian capital. They have received assurances that under the Belgian laws there will be no taxes imposed when the transfers are shown to be for purposes of completing collections and the buyers and sellers are known to be amateurs and not professional dealers.

PLANS COMPLETED FOR BUYERS WEEK

PORTLAND, Ore., June 30—(AP)—Preparations have been completed for Portland's sixteen annual Buyers' Week, sponsored by the trade and commerce department of the Portland Chamber of Commerce, to be observed during the week of August 6 to 11.

One hundred and ten of Portland leading jobbers and manufacturers have extended invitation to merchants of the Pacific Northwest to be present during that week, to be their guests, and partake of entertainment features provided especially for merchants of the Pacific Northwest, Alaska, and the Middle West and Southern States have been included in the list of invitations.

George Lawrence, chairman of

PARIS.—(AP)—America and Canada are to be visited this fall by a pioneer in the anti-white slave movement, Mrs. Ada Leigh. Despite her 88 years, 60 of which have been spent in active welfare work, Mrs. Leigh will lecture before women's clubs in the principal American cities.

Larmer Transfer & Fuel Company We handle Castle, Gate, King, Rock Spring Coal and Gasco and Diamond Briquets Also coal specially designed for chicken brooder use. TELEPHONE 930

Oakland Pontiac Sales and Service VICK BROS. High Street at Trade

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?

Table with 2 columns: Dates of Slogans in Oregon Statesman, and corresponding industry dates. Includes entries for Loganberries, Prunes, Dairying, etc.