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

tion of the Country Performs Useful Service in Helping Distribute Output of Our Industries on the Land-Has Made Important Advances in Past Year

the whole of the tributary country

duce shipped in any direction.

over the country; mostly in car

over 200 trucks and cars in its

The business was started at Ta-

coma, Washington, in 1908. The

Little excuse remains now-a-

with standard poison dusts. Meth-

home office is now in Seattle.

The Pacific Fruit & Produce | their business one of real service of the kind in the whole country, working all the time to find marwith one of its leading branches kets for what our growers turn off in Salem, has been growing in the from their lands. They constantpast year; has extended its ly strive to get our growers highbranches as far as Dallas, Texas, er prices; more money for our peoand Denver, Colorado.

branch a fine new home. The sions; and established trades, ried on in and from a fine build- the going easier for the future. ing constructed in 1925, especial- They bring in bananas from ly for its purpose, 529 to 541 South and Central America, grape Trade street, having outgrown its fruit in direct cars from Florida,

Their new building is 121x222 concern is to build up markets for feet and well arranged in every what we grow here. They have way for the business. The north helped in finding markets for our 35 feet is newly built; finished industries on the land. They commodate the business of the Sa- every product we can get ready in putting up and shipping their develop. pack of black cherries. To be used The company wholesales its at other seasons for storing pota- products out from Salem, covering throughout every year. toes, onions, etc.

The Salem branch has been do- with a kind of service that has ing business in Salem for 19 helped to make more business for years. It is one of a chain of re- the company and more friends for lated stores, each serving a local Salem as a good place to come to community. The Salem branch trade. stands well up in the group of 46 They maintain their own freight turnover and the satisfactory branch to branch, with these ing the past year. quality and growth and outlook of trucks. For instance, celery its business. It is only below some started south from Salem

Milt Adams, with headquarters Corvallis, Albany, Roseburg and around 300 cars, and going all equipment. Marshfield.

Cliff Swegle is the Salem man- lots. ager; has been since September They ship many cars of onions, bookkeeper; coming here from potatoes, celery and lettuce The Dalles. Roy Pfister Lyle prunes, cherries, etc., etc. They Rains and Wid Searns are sales- are now helping the Salem Cherry closes; runs night and day.) Axel black cherries. Their full facili-Peterson and L. S. McClintock are ties are put at the service of these interurban truck drivers, ranging growers, including their big rebetween the branches in this unit. frigerator for precooling. Clarence Magnunsen is city deliveryman for Salem.

These people make up a har- service. monious and efficient working

Everybody seems to be a "boss in the interest shown in making the business a success; it's all "our" store, and not something days for an insect-eaten garden. belonging to another man who Most of the common vegetable inmerely pays wages. A bonus sys- sects can be readily controlled

tem helps this spirit. The managers of the Pacific ods are described in full in Ore-Fruit and Produce company work gon Experiment Station Circular every day in the year to make 65, sent free on request,

ROSEBRAUGH KEEPS | WILLAMETTE VALLEY GROCERY COMPANY, HIS FORCES BUSY

Furnaces Over Wide Territory: Other Tires

W. W. Rosebaugh, at 17th and company, one of the big concerns to this great district. They are Oak streets, Salem, has one of the busiest plants in the capital city. He is a manufacturer and wholesaler of house heating furnaces. ple means more money for the This concern has for its Salem company in the way of commistree from the beginning. The new of the most satisfactory delivery the most valuable of human foods to 1500 of these furnaces annualcompany's operations here are carthrough service and quality, make nia and Idaho. He makes the occupied since the first of Sepservices anywhere in the west, and quarters at 267 South Commercial and other fruits from many for-street.

He serves the best trade, east on Cottage street, corner of these trucks, with a furnace of quality. He Trade, and the entire floor space besides the fleet for local service But their chief turns out only quality stuff.

> Makes Other Things he keeps his forces working up the average.

Mr. Rosebraugh is manufacturburner will consume the waste oil stores reaching all the way from service with red, white, and black by-product that otherwise is

Mr. Rosebraugh has been build-City, etc. Fifteen of the branches thing may happen with other pro- equipment of the kind made any-This year, they are to handle of one of the employees of that dewhere—the design being the work in Eugene, is supervisor of a group the celery output of the Labish partment. He does a good deal of of six stores, at Salem, Eugene, Meadows Celery union, running work in road machinery and

Mr. Rosebraugh is one of the men who helps materially in keep-1st of 1926. Donald J. Madison is potatoes, celery and lettuce nes. with a payroll the year through, from money that, in large measure, comes from long distances men. Jack Auman is warehouse- Growers' association pool to mar- in a small way, twelve years ago, man and Rex Alsman night ware- ket in refrigerator cars in the big and has added to it constantly in houseman. (The business never cities throughout the east their volume, and in equipment and ef-

The company has in all well SALEN BRANCH OF THE RYAN FRUIT

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

The Ryan Fruit company's Saem branch is at the corner of rade and Cottage streets.

It has a building there fronting 4 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 ecmpany, 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. Derald Baker and H. Badeau are drivers. Miss H. Reinemer is bookkeeper.

> OIL-O-MATIC WHAT IS IT?

THEO. M. BARR Phone 192

SEE_

SALEM'S BIG WHOLESALE HOUSE, GROWS people with Salem and all lines of Salem business. It performs a real community service. Concern With About 60 Houses in Various Cities in This Sec- Makes and Wholesales 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.

leading wholesale house.

This annual report of progress on the career of the Willamette the rest that have gone before; livering its goods to every hamlet first class materials and workman- id concrete construction, fronting has built an enviable reputation. ship. He serves the best trade, east on Cottage street, corner of There are five of these trucks, is chuck full with an immense in Salem.

stock, excepting the space occu-Mr. Rosebraugh also makes pied by the busy office force. fruit drying and packing equip- There has been steady progress vegetables are handled exclusivement. hop stoves, smokestacks, ever since the beginning of the ly. By the excellent truck serlast year in order to better ac- stand ready to aid in distributing water and pressure tanks, storage business, eight and a half years ice, even the most isolated comtanks, etc., and general machine ago. The past year has been no munity can have the fine fresh fourths of the solids remain in the lem Cherry Growers' association for market now, or which we may and foundry work. He has been exception; in fact, the growth in fruits and vegetables as they come skim milk. For each pound of butvery busy all the year-in fact the past year has more than kept into season; the wilderness is ter the cow yields she also pro-It Helps Salem

The Willamette Grocery com- as table supplies go. ing a new thing in the way of an pany has been a big and increas- The company handles all the has developed that perfection of oil burner for burning oil in gar- ing factor in the prosperity of Sa- territory westward, clear to the the dehydration processes which Ferry Street Produce. Old ages for heating water. This new lem, and a powerful influence in coast, in Lincoln county, covering has made possible on a commerthe centering here of many of the it by its traveling agents and by cial scale the drying of whole milk. interests of five counties in which truck. It covers the territory clear buttermilk, skim milk, malted from the grease and crank case it principally carries on its extent to the Cascades, as far eastward milk and within a couple of years

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

A truck service covers a con-

Groceries, and fresh fruits and

abolished and civilized, and time duces nearly two pounds of skim and distance are annihilated so far milk solids.

north, and from the Cascades to he Pacific ocean.

Of the executive force, Theodore Roth is president and manager; F. E. Broer, assistant manager; Jesse Fehler, cashier. All stockholders. Most of the employes are so, for the business inspires confidence and superhas in the buying public that has taken it so kindly.

This is a big business. It is a big asset to Salem. It uses a lot of money. It increases the bank It centers an ever widening and growing business here. The men concerns have entered the field. on the road sell all classes of Salem manufactured goods, drugs, meats of the Valley Packing company; Salem vinegar and cider, all lines. etc., etc. In the heart of a very rich section it links up a lot of

DAIRY EXPERT ON

m gc-.e erva .. t ta aoir LONDIN, June 30 - (AP)-Skim milk, long a waste product and he turns out and sells 1200 Grocery company is much like all siderable part of the territory, de-of the farm and the dairy, fed only Sunset, the Pacific and the Rose- tember, 1926. I thas two stories on this quick and reliable right- of Chicago, internationally known braugh furnaces, all of them with and basement, \$2 \(\) x160 feet, sol- to-your-door slogan the company dairy expert, chairman of the American delegation to the World's Dairy Congress in session at Central Hall, Westminister.

> "Milk is about seven-eighths water and one-eighth solids," he said. "When the cream is removed for butter manufacture or

"Within the past 25 years there portance, then, of the process of The main trade territory of this dehydroation as a step in conserving from the activity evident there

"Skim milk solids already are in Alfred H. Berg, who opened the will be entertained in afternoon at an ideal form for human food, Headquarters Produce company on Jantzen Beach, Portland's new and, therefore, the feeding of Front street about a year and a them to an animal is an economi- half ago, is manager of Mr. Olcal loss except where it is essential son's enterprise. Berg and Elthat the calf or young chicken mer Olson conducted the Headshould have skim milk solids to quarters company until it was pur- held by 110 jobbers and manu-

WHULESALE HOUSE

sale house in Salem will be 38 goods is shipped in from outside stamp collectors, with an annual years old on the first of January points, and particularly the south. congress, held on several occasions next. George E. Waters, whole- In addition to doing a wholesale at the Sorbonne, and weekly sales sale dealer in tobacco and cigars business and also a retail sideline, and candy, etc., opened business the Olson concern handles local January 1, 1891, when he was a fruits and vegetables for shipmen! young chap with a long head for to outside points. business, and he has met with The company trucks as well as success every day since. In his the several employes are kept between amateur collectors, and wholesale and jobbing operations constantly on the jump now to he supplies the trade in a radius handle the seasonal demands. of 25 to 80 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 deal with them directly and to place himself upon an equal footing with the biggest wholesalers on the coast. That is the great necessity—to secure terminal annual Buyers' Week, sponsored been sufficient for two Parisian buying advantages. Salem has the by the trade and commerce de dealers to transfer their entire field of consumption for all lines partment of the Portland Chamber stocks to Belgium, and a Rochand has a most favorable means of Commerce, to be observed dur. ester, N. Y., collector, whose name of distribution so that the man or ing the week of August 6 to 11. company that can purchase on an equal basis with the big concerns land leading jobbers and manuis sure of success in this location. facturers have extended invita-

The volume of trade enjoyed by Northwest to be present during Mr. Waters in cigars, tobaccos and that week, to be their guests, and Canada are to be visited this fall smoker's sundries, and in candy, partake of entertainment features by a pioneer in the anti-white gum and other specialties, is large, provided especially for merchants slave movement, Mrs. Ada Leigh. and his warehouse would sur- of the Pacific Northwest, Alaska, Despite her 88 years, 60 of which prise the average person in the and the Middle West and South- have been spent in active welfare amount of merchandise carried. ern States have been included in work, Mrs. Leigh will lecture be-He is located at 229 State street, the list of invitations. where he has a commodious show George Lawrence, chairman of pai American cities. oom and pleasant office.

Hay of good quality is frequentreduced in market value because bales are ragged in appearance or are so poorly tied as to be easily broken, Oregon Agricultural college specialists find. Any musty or moldy hay from the stack allowed to go into the bales raises a question in the mind of ouyer or inspector as well.

Pontiac

Sales and Service

VICK BROS. High Street at Trade

EDITORIAL

A WHOLESALING AND JOBBING CENTER

Once a year, for nine years, The Statesman in its annual service within its own ranks, as it 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 clearings of Salem. It buys and lines here; the established firms have grown and improved sells a variety of home products. in the quality of their service, and an increasing number of

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

> 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 trade terri-

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 solider 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 spit 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.

Headquarters Stand, Reports Lively Season

"People are starting to eat vegter at 440 Ferry street, and judgis doing its share in supplying the the Portland Theater. Salem stores, and homes.

chased by Roy Olson just two facturers. months ago. The produce business was moved from Front street Stamp Market Moving in August 1927, since then it has been established in the present lo-

Mr. Olson and his manager buy obtain them, but as much of the red from Paris to Brussels. demand is for produce not grown The longest established whole- locally, a material amount of their recognized gathering place in

PORTLAND, Ore., June 30-(AP)—Preparations have been completed for Portland's sixteen One hundred and ten of Port-

Mr. Waters has that advantage, tion to merchants of the Pacific

the buyeds week executive committee announced that three of the largest downtown theaters bad been leased for three mights, for exclusive entertainment for the visiting merchants. There will also be entertainment for the women. The program includes: August 6, Noon, Special lunch-

as K. Kelly, Minneapolis, will talk on "Sales and Turn-Over." Evening of same day, Heilig theater leased for performance by Duffy Players with a guest star. August 7. Special fashion show

eon for visiting merchants, Thom-

and vaudeville in one of the large theaters.

August 9, Visiting merchants

beach resort August 10, participating firms hosts to friends and customers.

August 11. Open house will be

From Paris to Brussels

PARIS, June 80 (AP) - The fruits and vegetables from the lo-international postage stamp marcal farmers in so far as they can ket is apparently to be transfer-

For 50 years Paris has been the when weather permitted under the trees of the Champs Elysees. As the result of the decision of the French government to exericse a control over all sales, even those 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. Although the line of demarcahas not been announced, is said to have appointed a personal representative to attend Belgian sales during the summer.

fore wemen's clubs in the princi-

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

Townstray of

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?

Dates of Slogans in Oregon Statesman

(With a few possible changes) Loganberries, October 6, 1927 Prunes, October 13

Dairying, October 20 Flax, October 27 Filberts, November 3 Walnuts, November 10 Strawberries, November 17 Apples, Figs, Etc., Nov. 24 Raspberries, December 1 Mint. December 8 Beans, Etc., December 15 Blackberries, December 22 Cherries, December 29 Pears, Jahuary 5, 1928 Gooseberries, January 12 Corn, January 19 Celery, January 28

Spinach, Etc., February 5 Onions, Etc., February 12 Potatoes, Etc., February 18 Bees, February 26 Poultry and Pet Stock, Mar. 4 City Beautiful, Etc., March 11 Great Cows, March 18 Paved Highways, March 25 Head Lettuce, April 1 Silos, Etc., April 8 Legumes, April 15 Asparagus, Etc., April 22

Grapes, Etc., April 29 Drug Garden, May 6 Sugar Industry, May 13 Water Powers, May 20 Irrigation, May 27 Mining, June 8 Floriculture, June 17

Wholesaling, Jobbing, July 1 Cucumbers, Etc., July 8 Hogs July 15 Goats, July 22 Schools, July 29 Sheep, August 5 Seeds, August 12 Livestock, August 26

Automotive Industries, Sept 23 Paper Mills, Sept. 30 gon Statesman are on hand. each, mailed to any address. Current topics 5 cents.

Land, Irrigation, Etc., June 19 Hops, Cabbage, Etc., June 24

National Advertising, Aug. 19 Grain & Grain Products, Sept. 2 Manufacturing, Sept. 9 Woodworking, Etc., Sopt. 16

(Back copies of the Thursday edition of The Daily Ore-They are for sale at 10 cents

sive operations. This company as men live on the western slope the drying of whey remaining Bellingham, Washington, to the Mexican line—in the volume of its highways. They interchange from have been made in this device dur. have been made in this device durthe central Willamette valley. it can cover quickly and economperishable than milk. The imRoy Olson Produce and Fruit cen-There are seven men on the ically. of the larger cities like Seattle, clear to California in the comstate highway department; after a that the trade wants from this one the south to Hubbard on the storage or transportation over long distances can hardly be over in doing its share in supplying the

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