# This Week's Slogan:

#### This Is Great Field For Widely Advertised **Products**

#### We Are Advertised By Our **Products That Contact Us** With Wide World's Markets

Superior Quality Of What We Grow and Pack and Proces and Manufacture Gives Us What Amounts to a Franchise In Many Lines

The Slogan subject this week is voted to the processing of our portant subject. The ability to kinds, in divers ways. That conproduce and pack high class cern was formerly a conservative fruits and vegetables, and turn wholesale grocery house, operatinto manufactured articles our ing in the central section of the raw products generally, is one country principally, with headthing. It is basic. But our fa- quarters at Chicago. It has been cilities for contacting with the spreading so as to cover the whole of lumber and the refinements of great consuming public is another country, with already twelve that trade, and in paper of varinecessary thing, the strength of branches, new ones in the past ous kinds, go to all lands. three years being at Los Angeles,

Old Things Made New

The Salem district has done Reid, Murdoch & Co. remain, and siderable. It advertised loganberry juice, under two brands, Phez
and Loju. But for the World war,
bringing too high prices for the
berries to be used in that way, and
but for some other things that
may be charged up to the account
of Bick, this advertises. Considerable. It advertised loganberfood concern exclusively—but
with the addition of being a great
manufacturing and importing and
processing concern, covering the
country. And supplying the retail trade exclusively. Not going
into chain stores at all. Still
hullding up the retail concerns

2719 cases of fruit or 245 256 of lick, this advertising monid that building up the retail concerns that building the great business all the way from its early beginnings.

Though the field is one still but the Though the field is open still; but those who occupy it will have to largely build upon new foundations.

The same thing is true of dehydeated articles. That process will berries, First Product of Our Sal- ture. The record pack was mostcome back How? That is for em Plant," the quoted words in ly strawberries, raspberries, log-

It is true of the "Mistiand" ad- photograph of the Salem plant vertising of our various tree and (the old Kings plant as it will be ferent ramifications, is still a good pany

as a truism. It is far from the a few paragraphs for want of their ultimate greatness. truth. There is something new room, read on:

We are getting a lot of new ad- FANCY in every sense of the vertising now. One firm, Baker, word. Kelley & MacLaughlin, with Salem tons of Marshall type strawberries picking . . . and before the day bounds. Founded over 60 years here, and could have had orders is done, they are ready for the ago, and growing now by geofor double that number if there MONARCH label. You never saw metric progression. had been time to get the carton such strawberries. We wish we containers. The orders came from could multiply each case by a pounds of hops annually to marries, and perhaps in raspberries and other fruits grown here. That is what may be termed almost free advertising. Almost accidental; or you may call it provi-We have the product, tomer an opportunity to buy-but and can increase the supply indefinitely. Salem canners and pack- man. You'll receive samples from ers deserve the credit of finding first car-and when you SEE this way of marketing, by experithent and TASTE them, you'll ments carried on here.

business easy.

pity the limitations of our vocab-

The above is just a sample of

and packers. What is it going to

More New Advertising Reid. Murdoch & Co., a great "At prices only possible because concern that goes back in history we pack them ourselves. to the early fifties, when our fore- arch cuality from our own Monfathers were coming to the Ores arch facttory. wagon trains, that will before long be 100 years old, has enter- what the location of this concern ed the Salem field. It is operation Salem means in the way of ing the West Salem cooperative advertising to Salem and this discannery the present season, and trict-to every man in Salem and will in a few days be running every person on the land producthat plant to the limit of its ca. ing raw products for Salem facpacity, on pears and evergreen (or tories. Oregon) blackberries, to be fol- The same thing is going on lowed with prunes and perhaps with reference to all our canners

And that concern has taken ov-er the Kings plant on North Front street and is making it over into here? And to preserves and jams a great manufacturing unit, de- and jellies and other things, put

men who founded that great con- ability. cern have gone to their reward, long since. They builded wiser than they knew. Just as their ies. industries on the land in the Oregon Country, who have also gone to their long homes, builded wisor than they knew.

No Pent-Up Utica In this field, as in many others in this land of diversity, Salem is of the coast, and the onion center no pent-up Utica. Its natural ad- of Oregon, vantages extend its drawing power for customers around the earth. shine and showers that make this National Advertising. It is an im- ruits and vegetables of various land of diversity the country of opportunity.

Our prunes and loganberries go to all the countries bordering on the seven seas.

Our forest products in the shape

Our pumpkin pies are eaten San Francisco and Seattle. The wherever this delicacy is appreci-Monarch brand is the talisman of ated, the stock of peculiar qual-We are best advertised by our the concern, and under the egis ity from our peculiar climatic marketed products, for they are of this name there is a wide man- conditions, added to peculiar packbased upon quality. On some of ufacturing and distributing organ- ing formulas, building here the them we have what amounts to a ization, covering literally many greatest factory of its kind in the franchise, either in exclusiveness hundreds of receiving stations and world; in all the far-flung Del or in the fortunate fact that we canneries and packing and proces- Monte chain that encircles the can send out a better product than sing plants. Many things in food- globe. When you eat a perfect is possible to our competitors, stuffs. A nation wide concern in piece of pumpkin pie, you think. There is room at the top. But the its scope; and world wide in its of Salem, Oregon, if you know top is not crowded. It is blessed distribution. Our grandfathers what you are enjoying in the ulby the security of exclusiveness. relied on Monarch brand coffee timate of pumpkin pie perfection. and olives and other good things. Vast Growth Here

In 1911 the canned pack of some national advertising. Con- prefer to remain, still a wholesale Salem was 30,000 cases. Last

> Advertising Salem, Oregon string of cars running nearly to Well, the writer has before him Aurora or Albany. They were a handsome poster of Reid, Mur- enough to fill 15 freight cars. doch & Co. advertising to its own That is the record, so far, for an big letters, the text adorned by a anberries and cherries.

In Many Lines bush fruits. That idea, in its dif- when it is revamped) of the com- sending their products to every country—developing a business "You never saw such canned that is destined to employ direct-But we have lost by inaction strawberries; you never saw tins ly and indirectly here, a million part of the cumulative values that so well filled; but there aren't people; with an output of \$100 .we built up. "There is nothing enough of them," reads part of 000,000 annually, and then have new under the sun" has persisted the poster. With the omission of only a fair start on their way to

The Thomas Kay woolen mills ican points. under the sun, and under the showers, every day and every year.

New Advertising

"To the Salem plant (in the sending 100 cars annually of vinits Oregon headquarters, put up center of the berry district) each egar to the markets of the counthis year 500,000 one pound car- day go the choice of the day's try-and going ahead by leaps and

We are sending 20,000,000 sampling, principally. How far hundred. Next year we'll hope ket, and 5,000,000 pounds of walthis will go, no one knows. It is to have plenty for everyone. This nuts and filberts. We will soon likely to go far, in both Marshall year we are anxious for every be sending 50.000.000 pounds of type strawberries and loganber- salesman and every good Mon- edible nuts, and in a little while

next year's hoped-for volume of ed, as it will be, and gets many "Give every good Monarch cus- sugar factories, we will have here the greatest dairying district in seil no large volume to any one the country.

This will be the peppermint oil (and other essential oils) center

up and distributed by Reid, Mur- of the United States. Because it doch & Co. and all the rest? The is so marked out by natural adapt-

We will have (should have now) maraschino cherry factor-

We are the country's celery center-on quality; will be on quan-And the Petaluma-nlus of

Oregon, on poultry. And now the onion set center

And we are the valley head lettuce center, and the Oregon seed Its combination of soil and sun- and bulb center. And the Oregon ness generally in the Willamette mohair center, and the valley wool valley. center, and wil be the crude drug headquarters of the country.

Space forbids mention of many our muniments of title to future empire proportions of trade and commerce and leadership in many other fruit juice.

other ways. In very short, we have a world of things to advertise to a waiting world of people, based on the decrees of nature that marked this valley for permanent greatness and prosperity.

One addition: Do you realize that in due course such concerns as our canneries will shunt their products onto barges in the Willamette river, and they will be thus bound to every deep sea port around the earth, by water borne transportation?

The heroism of Gustav Lindow, ly piloted his plane with one hand

## Loganberry Juice Ought to Come Back and Other Fruit Juices Should Be Exploited canning and the barrelling demands had ranguished, and the

There Is a Real Opportunity Here for Big Busi- of the running, by the high ness or Large Cooperatives, Backed by National and World Wide Advertising

This is a call that ought to be canning of loganberries, and long marketing of loganberry juice, made loud and repeated through- before the sending of these ber- merged and became the Phez out the country-a call to big ries in cold pack was started. The company, and did a large volume business or able cooperative ex. principal outlet were then in the of national advertising. It was goecutives for the bringing back drying of them, and the pressing ing fine. But came the high berry of foganberry juice, and the de- of them for their juice. velopment of the fruit juice busi-

It is a Macedonian call, and it all kinds, and the prices of logan- lected big sums in beverage taxes, represents a great mission field; an opportunity that promises big of less than 5 cents a pound to and had to be reorganized on a strings to our bow of promise; benefits and certain vast profits. Loganberry juice is good and attractive in more ways than any The price had been down to as been illegally collected).

It has four fruit acids; those found in grapes, apples, lemons and oranges. Principally, it has the citric acids such as are found in lemons and oranges. It has malic acid, a trace. It has pectose coloring matted, protein, ash, and invert sugar.

And it has iodine. It is good for the prevention of goiter.

Is a Comer Still t stands four square to all the winds that blow, in its manifold qualities of excellence. It will bear advertising. It has the points of advertising kick.

Before the World war, loganberry juice was one of Oregon's while he restrained a half crazed principally nationally advertised passenger with the other, has been products, and that part of the lorecognized by the Carnegie Foun- ganberry industry was built up to a point where it was the largest outelt for our grawesr in dispos-Henry Allen Cooper of Wiscon- ing of their crops, and the most sin has served longer in congress promising for a constant increase than any of the present members. In acreage. This was before the

#### We Need World Wide Advertising

TATE need advertising; we need the California spirit applied to Oregon, that we may put behind us the last traces of the old inferiority complex. We can do big things here selling forces and to the retail Oregon cannery. But it will be of the old inferiority complex. We can do big things here trade "Monarch Canned Straw-exceeded many times in the fu- because we have great things to do with; great natural resources-the land of diversity and the country of op-

Salem is the quality district; we have more franchise Our flax and linen mills are crops than any other section of the country-crops in which we excel or may excel on quality, or which we can grow ex-

It costs no more in freight charges to reach the 110,000,-000 people east of the Rockies than the 15,000,000 on the western slope, and the ocean rates are little or no higher to Oriental and European ports than freight costs to most Amer-

We should live up to our opportunities, measure up to the motto our pioneer fathers gave to Oregon, "She flies with her own wings;" (alis volat propiis), living up to which will The Gideon Stolz factory is mark Oregon as the brightest star in the galaxy of states-Now the most nearly virgin, the least developed of them

## Everything In BUILDING MATERIALS

Cobbs & Mitchell

A. B. Kelsay, Manager 349 S. 12th St.

Keep Your Money in Oregon -Buy Monuments Made at Salem, Oregon

Capital Monumental Works C. Jones & Co., Proprietors All Kinds of Monumental Work

Factory and Office: 2210 S. Commercial St. Opposite I. O. O. F. Cemetery, Box 21 Salem, Oregon Phone 689

# Plymouth excels in motor car Essentials



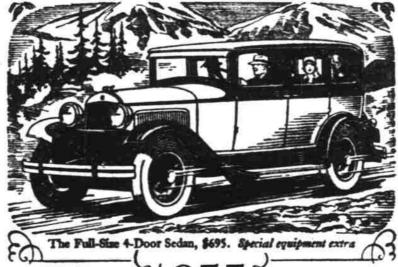
THE four things to consider I most in selecting a motor car, are: The body, wherein you ride; the engine, which makes the car go; the brakes, on which your safety depends; the first cost and the economy of operation and maintenance, which affect your pocketbook.

ROOMIEST, STRONGEST, MOST STYLISH BODIES Plymouth bodies are full-size-

out-measuring the entire lowpriced field in leg-room, elbowroom and head-room. Plymouth bodies are the strongest to be found on any automobile at either a low or a medium price. Plymouth bodies are fortified for silence and safety, yet smartly styled.

SMOOTHEST, QUIETEST ENGINE

The Plymouth power plant follows throughout the basic principles of Chrysler engineering-with Chrysler-like results, performance that is flexible, smooth, swift and quiet.



SUREST, SAFEST BRAKES you by a remarkably sparing use The full-size Plymouth is by far the safest low-priced car on the road. It is the only low-priced car with Chrysler weatherproof four-wheel hydraulic brakes always equalized.

LOW UPKEEP COST The Plymouth is America's lowest-priced full-size car. More than that-its simple, rugged and efficient engine benefits

sent), \$675; 2-Door Sedan, \$675; Touring, \$695; De Luxe Cor e (with rumble sent), \$695; 4-Door Sedan, \$695. All prices f. o. b. factory.

of gasoline and oil.

AMERICA'S LOWEST-PRICED FULL-SIZE CAR

Coupe, \$655; Readster (with rumble

DEALERS:

Fitzgerald Sherwin Auto Co., Bonesteele Motor Co., 474 S. Commercial Chemeketa and Liberty Telephone 423 Telephone 1132

#### low as a cent and a fraction a pound in some former years, before the juice industry got to going and tons of leganberries were left on the vines. This happened again, after the war, when the juice industry had been put out

The Loju company and the Phez company, the principal concerns engaged in the pressing and prices, and the juice business had been built up on the idea of ber-But came the World war, and ries at 5 cents a pound or therethe demand for canned fruits of abouts; also the government colberries shot up from an average and the business was crippled, 10, 12 and even 14 cents a pound moderate basis. (Afterwards, the -perhaps higher in some cases. taxes were refunded, as having

One Thing After Another

Still Carried On Under the name of the Northwest Canning company, the business is still being carried on, and there is a considerable demand from old customers, such as first class hotels in the big cities, from ice ice cream trade and other lines-principally in Chicago, New York and San Francisco, etc. The trade is being supplied regu-(Continued on Page 24)

### Gideon Stolz Company

Manufacturers of

Vinegar, Soda Water, Fountain Supplies

## Combine Your Grain At Proper Speed

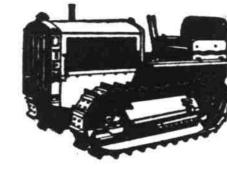


# PREVENT LOSS OF GRAIN

by using both the

Holt Combine and 'Caterpillar Tractor'

THE TEN FIFTEEN TRACTOR



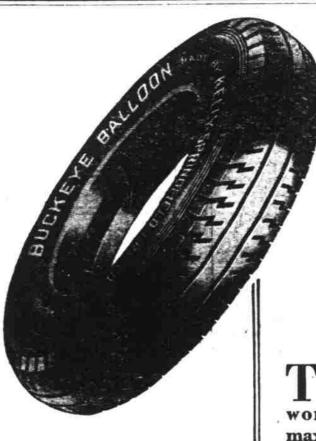
WITH ITS GRIPPING TRACK ACTION AND PROPER GEAR RATIO, ENABLES PULLING OF THE COMBINE AT THE PROPER SPEED THROUGH HEAVY STANDS OF FALL SOWN GRAIN, ALSO GRAIN WHICH IS LODGED.

> You are invited to inspect this equipment, to consult as on your harvest

# **Loggers & Contractors Machinery Company**

Pertland 345 East Madison Interesting literature will be sent on request.

345 Center



#### Balloon Cords

29x4.40	\$6.60
30x4.50	7.35
29x4.75	8.80
30x5.00	9.35
31x5.00	9.80
30x5.25	10.90
31x5.25	11.20
32x6.00	13.15
33x6.00	13.55

#### High Pressure Cords

30x31/2 Cl. Reg	\$5.40
30x31/2 Os	
30x3½ SS	7.90
31x4 SS. (6-ply)	11,00
32x4 SS. (6-ply)	
32x4 SS. (6-ply)	12.20
32x41/2	
33x41/2	
33x5	19.40

# Real Bargain Prices on

THESE Buckeye Tires are built of L Kelly quality materials by Kelly workmen and are designed to give maximum riding comfort without any sacrifice of the dependability for which Kelly-built tires are famous. Guaranteed against imperfections during the life of the tire.

Never before have you had a chance to buy so much mileage for so little money. This is a real opportunity to equip your car economically for a season or more of carefree driving.

You need not lose the mileage remaining in your present tires; we will make you a liberal allowance for them as part payment on your new ones.

Come in and let us show you how little a pair or a set of new tires will cost you after figuring the trade-in value of your old tires.

INVITE US TO YOUR NEXT BLOWOUT

PHONE 44

"Jim? 66B11177 MITH & WATKIN The Station With a Clock

# BOND — LEDGER — GLASSINE **GREASEPROOF** — TISSUE

Support Oregon Products

Specify "Salem Made" Paper for Your

Office Stationery

Oakland Pontiac

Sales and Service

VICK BROS.

High Street at Trade

Oregon Pulp and

Paper Company

-Manufacturers of-