

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 Process and Manufacture Gives Us What Amounts to a Franchise In Many Lines

The Slogan subject this week is National Advertising. It is an important subject. The ability to produce and pack high class fruits and vegetables, and turn into manufactured articles our raw products generally, is one thing. It is basic. But our facilities for contacting with the great consuming public are the necessary thing, the strength of which is measured by the amount of our prosperity.

We are best advertised by our marketed products, for they are based upon quality. On some of them we have what amounts to a franchise, either in exclusiveness or in the fortunate fact that we can send out a better product than is possible to our competitors. There is room at the top. But the top is not crowded. It is blessed by the security of exclusiveness.

Old Things Made New The Salem district has done some national advertising. Considerable. 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 luck, this advertising would still be paying cumulative rewards. But the war came, and our house of cards tumbled. 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 dehydrated articles. That process will come back. How? That is for the future. It is true of the "Stieland" advertising of our various tree and bush fruits. That idea, in its different ramifications, is still a good one.

But we have lost by inaction part of the cumulative values that we built up. "There is nothing new under the sun" has persisted as a truism. It is far from the truth. There is something new under the sun, and under the showers, every day and every year.

New Advertising We are getting a lot of new advertising now. One firm, Baker, Kelley & MacLaughlin, with Salem as Oregon headquarters, put up this year 500,000 one pound cartons of Marshall type strawberries here, and could have had orders for double that number if there had been time to get the carton containers. The orders came from sampling, principally. How far this will go, no one knows. It is likely to go far, in both Marshall type strawberries and loganberries, 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 providential; or you may call it accidental. We have the product, and can increase the supply indefinitely. Salem canners and packers deserve the credit of finding this way of marketing, by experiments carried on here.

More New Advertising Reid, Murdoch & Co., a great concern that goes back in history to the early fifties, when our forefathers were coming to the Oregon Country in their expedition wagon trains, that will before long be 100 years old, has entered the Salem field. It is operating the West Salem cooperative cannery the present season, and will in a few days be running that plant to the limit of its capacity, on pears and evergreen (or Oregon) blackberries, to be followed with prunes and perhaps apples. And that concern has taken over the Kings plant on North Front street and is making it over into a great manufacturing unit, de-

up and distributed by Reid, Murdoch & Co. and all the rest? The men who founded that great concern have gone to their reward, long since. They builded better than they knew. Just as their contemporaries who started the industries on the land in the Oregon Country, who have also gone to their long homes, builded wiser than they knew.

No Pent-Up Utica In this field, as in many others in this land of diversity, Salem is no pent-up Utica. Its natural advantages extend its drawing power for customers around the earth. Its combination of soil and sunshine and showers that make this 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 of lumber and the refinements of that trade, and in paper of various kinds, go to all lands.

Our pumpkin pies are eaten wherever this delicacy is appreciated, the stock of peculiar quality from our peculiar climatic conditions, added to peculiar packing formulas, building here the greatest factory of its kind in the world; in all the far-flung Del Monte chain that encircles the globe. When you eat a perfect piece of pumpkin pie, you think of Salem, Oregon, if you know what you are enjoying in the ultimate of pumpkin pie perfection.

East Growth Here In 1911 the canned pack of Salem was 30,000 cases. Last year it was around 1,400,000 cases, and it will probably be larger this year, and much larger next year. It will increase indefinitely. On July third of last year, the Hunt cannery in Salem, packed 2,719 cases of fruit, or 45,255 mainly sized cans, which set end to end would make a column over 22 miles high; or would form a string of cars running nearly to Aurora or Albany. They were enough to fill 15 freight cars. That is the record, so far, for an Oregon cannery. But it will be exceeded many times in the future. The record pack was mostly strawberries, raspberries, loganberries and cherries.

In Many Lines Our flax and linen mills are sending their products to every country—developing a business that is destined to employ directly and indirectly here, a million people; with an output of \$100,000,000 annually, and then have only a fair start on their way to their ultimate greatness. The Thomas Kay woolen mills here, and others in this section, are spreading the name of "Oregon Woolens" throughout the country.

The Gideon Stolz factory is sending 100 cars annually of vinegar to the markets of the country—and going ahead by leaps and bounds. Founded over 60 years ago, and growing now by geometric progression. We are sending 20,000,000 pounds of hops annually to market, and 5,000,000 pounds of walnuts and filberts. We will soon be sending 50,000,000 pounds of edible nuts, and in a little while thereafter have the greatest district in the world for these products.

When this valley is all irrigated, as it will be, and gets many sugar factories, we will have here the greatest dairying district in the country. This will be the peppermint oil (and other essential oils) center of the United States. Because it is so marked out by natural adaptability. We will have (should have now) maraschino cherry factories. We are the country's celery center—on quality; will be on quantity. And the Petaluma—plus of Oregon, on poultry. And now the onion set center of the coast, and the onion center of Oregon.

And we are the valley head lettuce center, and the Oregon seed and bulb center. And the Oregon mohair center, and the valley wool center, and will be the crude drug headquarters of the country. Space forbids mention of many strings to our bow of promise; our monuments of title to future empire proportions of trade and commerce and leadership in many 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, a Swedish officer who successfully piloted his plane with one hand while he restrained a half crazed passenger with the other, has been recognized by the Carnegie Foundation. Henry Allen Cooper of Wisconsin has served longer in congress than any of the present members.

Loganberry Juice Ought to Come Back and Other Fruit Juices Should Be Exploited

There is a Real Opportunity Here for Big Business or Large Cooperatives, Backed by National and World Wide Advertising

This is a call that ought to be made loud and repeated throughout the country—a call to big business or able cooperative executives for the bringing back of loganberry juice, and the development of the fruit juice business generally in the Willamette valley.

It is a Macedonian call, and it represents a great mission field; an opportunity that promises big benefits and certain vast profits. Loganberry juice is good and attractive in more ways than any other fruit juice.

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 matter, protein, ash, and invert sugar.

And it has iodine. It is good for the prevention of goiter. It is a Corner Still It 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 klick.

Before the World war, loganberry juice was one of Oregon's principally nationally advertised products, and that part of the loganberry industry was built up to a point where it was the largest outlet for our growers in disposing of their crops, and the most promising for a constant increase in acreage. This was before the

low as a cent and a fraction a pound in some former years, before the juice industry got to going and tons of loganberries were left on the vines. This happened again, after the war, when the canning and the barreling demands had languished, and the juice industry had been put out of the running, by the high prices.

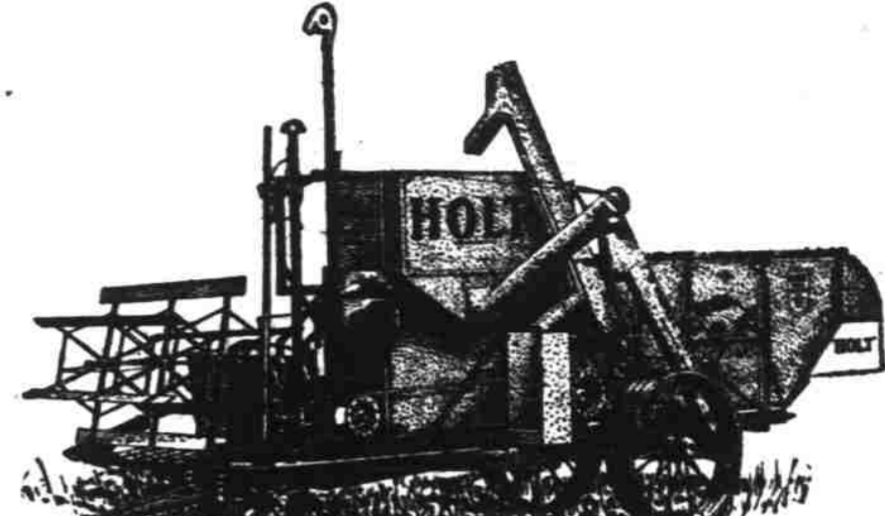
One Thing After Another The Loju company and the Phez company, the principal concerns engaged in the pressing and marketing of loganberry juice, merged and became the Phez company, and did a large volume of national advertising. It was going fine. But came the high berry prices, and the juice business had been built up on the idea of berries at 5 cents a pound or three-about; also the government collected big sums in beverage taxes, and the business was crippled, and had to be reorganized on a moderate basis. (Afterwards, the taxes were refunded, as having been illegally collected.)

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 cream trade and other lines—principally in Chicago, New York and San Francisco, etc. The trade is being supplied regularly. (Continued on Page 24)

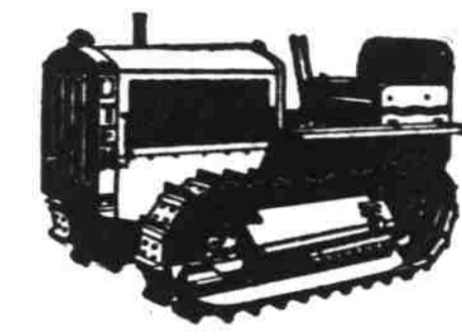
Gideon Stolz Company

Manufacturers of Vinegar, Soda Water, Fountain Supplies Salem Phone 26 Ore.

Combine Your Grain At Proper Speed



and PREVENT LOSS OF GRAIN by using both the Holt Combine and 'Caterpillar Tractor'



THE TEN OR 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 problems.

Loggers & Contractors Machinery Company

Portland 345 East Madison Distributors Interesting literature will be sent on request. 345 Center Salem

Advertisement for Kelly tires featuring a large image of a tire and the text 'Real Bargain Prices on KELLY SPRINGFIELD BUILT TIRES'.

Table listing tire prices for Balloon Cords and High Pressure Cords, including sizes like 29x4.40, 30x4.50, etc., and prices ranging from \$6.60 to \$19.40.

INVITE US TO YOUR NEXT BLOWOUT PHONE 44 'Jim' SMITH & 'Bill' WATKINS The Station With a Clock

Advertisement for Cobbs & Mitchell building materials, located at 349 S. 12th St. Phone 813.

Advertisement for Monumental Works J. C. Jones & Co., Proprietors, All Kinds of Monumental Work, located at 2210 S. Commercial St. Phone 639.

Advertisement for Plymouth motor cars, featuring the text 'Plymouth excels in motor car Essentials' and an image of a car.

Detailed advertisement for the Plymouth 4-door sedan, priced at \$655, highlighting features like roomiest bodies, surest brakes, and smoothest engine.

DEALERS: Fitzgerald Sherwin Auto Co., Bonesteel Motor Co., Chemeketa and Liberty Telephone 1182, 474 S. Commercial Telephone 423

Advertisement for Oakland Pontiac Sales and Service by VICK BROS., High Street at Trade.

Advertisement for Oregon Pulp and Paper Company, Manufacturers of BOND, LEDGER, GLASSINE, GREASEPROOF, and TISSUE. Support Oregon Products. Specify 'Salem Made' Paper for Your Office Stationery.