

Year-Round Operation to be Pursued by Reed, Murdoch Co.

BOX COMPANY GROWING FAST AS INDUSTRY

New Frame Building on Polk County Side of River in Use Since April

From small beginnings in rented quarters the Salem Box company had grown to be one of the busy industrial plants of Salem. Up to April of 1929 the box factory operated in space rented in the Oregon Electric warehouse near the bridge. In April, the plant moved into a new frame structure on the Polk county side of the river, around the turn on Wallace road. There under the personal direction of the proprietor, J. S. Friesen, the plant manufactures box-shooks and finished boxes.

The Salem area is a heavy consumer of boxes. The valley fruits require wooden boxes. The canneries ship much of their product in wooden containers. The paper mill and the paper converting company afford a big outlet for boxes. The Lake Labish growers use thousands of crates for their lettuce and celery.

To meet this demand Mr. Friesen has installed special machinery for box making. Besides one resaw, three cut-off saws, two rip-saws, he has two tying machines, one cleat maker, and three nailing machines which nail up boxes automatically. He gets his material of hemlock and pine from the mills in the valley. The boxes are shipped either in knock-down form as shooks, or nailed up. During 1929 the box company plans to add to its equipment to keep up with its demand.

Plant to Be Kept as Clean As Modern Methods of Fruit Packing Can Make Possible

Purchase, renovation and reconstruction of the large plant of the defunct Kings Food Products company on north Front street by Reid, Murdoch & Co., one of the largest wholesale grocery, packing and manufacturing houses in the United States, is probably the most important development in the canning industry in Salem during the past year. Of equal importance is the announcement that year-around operations are to be inaugurated.

The plant which represented an original investment of more than \$200,000, will be completely remodeled and re-equipped and made ready for the canning season of 1930. It is expected that a trial run will be made at the plant about April 1.

Sale Made in June

The plant was constructed by the Kings Food Products company and operated chiefly as a fruit and vegetable evaporation plant for a number of years. Financial difficulties caused the closing of the plant and it has been closed for the past four years. Announcement of the sale of the plant to Reid, Murdoch & Co. was made early in June and workmen have been busy since making the necessary alterations.

An official of the company announced that the plant would be modern, sanitary and "daylight lit" throughout. It will rank with the best of the plants of the company, which markets its products under the trade name of "Monarch" brand.

27 Canneries Operated

This concern has been gradually working into the production of food commodities for the last seven years, after a notable history in the wholesale grocery business. They now operate some 27 canneries and many other packing and food manufacturing plants.

"We have recognized that the finest fruits, berries, and vegetables are grown in this section and we desired to extend our operations here," said R. E. Kittredge of the firm directing staff, who is here in charge of the plant alterations. "Last year we operated at the little West Salem cannery but when the opportunity came to acquire this property, we acted. Salem will be our northwest wholesale center for canned goods."

Monarch Nation Brand

"We are pleased to secure for the Monarch brand your high quality fruits. We propose to advertise them nationally as grown in Oregon and packed at Salem. From an industrial standpoint the announcement of the policy of a year-around operation by this plant should mean much for Salem and will illuminate to some degree the ill effects of seasonal unemployment. This action may foreshadow adoption of a similar policy by other concerns."

It is the opinion of the directing board of Reid, Murdoch & company that their plants are too valuable and overhead too great to have them stand idle for any length of time. In the "off" season it is expected that late vegetables kept in storage, late fruits and similar products will be handled. Later baked beans, spa-

ghetti and similar food products will be handled. Present cannery operations here extend usually for seven to eight months out of the year.

600 People to Find Work

It is expected that at the peak season the plant will employ some 600 persons.

Grounds about the plant will be beautified and a thoroughly modern industrial establishment created. Plans for extension and enlargement have already been prepared. The accompanying photograph of an architect's study shows how the plant will look when the unit is fully completed according to those plans.

R. A. Yoom, former superintendent of the Eugene Fruit Growers association of Eugene, will be the manager and F. A. Hurd, superintendent.

HUGE PLANT IS COMING TO SALEM



Architects study of the Salem plant of Reid, Murdoch & Co. on North Front street, as it will look when fully completed. It is being constructed from the plant of the former King's Food Products company, recently acquired by the large wholesale grocery and food manufacturing concern.

METHODS HERE CANNERY HEAD BETTER AVERS

Linn, Polk and Marion County Farmers "Keep Up" On Farmers' Needs

Methods of Linn, Polk and Marion county growers are above the average of the American farmer in general, according to R. E. Kittredge, field service manager for Reid-Murdoch & Co. Mr. Kittredge stated he was surprised how well posted the grower is on up to date methods of agriculture, especially fertilization and irrigation.

The grower is keeping well advised by following very closely the information of the Oregon State Agricultural college, national publications, county agents and especially the radio, he said.

Some Irrigation Needed

"There are some parts of these counties where good crops are raised successfully every year with the normal rainfall and other sections where irrigation has increased the yield very substantially. There seems a growing tendency toward irrigation in many sections and in some cases it has proved a great success, not only in the growing of fruit crops, but in general agriculture.

There is also a very strong movement to rotate crops and do cover cropping as a positive and efficient method of fertilizing. The grower who has a variety of crops has found himself in a healthy position the past few years."

Southern Pacific Plans \$250,000,000 Outlay for Its Development in 1930

Expenditures of \$250,000,000 for additions and betterments to the Southern Pacific lines in the territory west of El Paso and south of Portland during 1930 is predicted by Paul Shoup, president of the railroad system, in a statement released from his San Francisco headquarters.

"We expect to spend, in additions and betterments to our lines and expenditures for rolling stock larger sums in 1930 than we did in 1929, several large projects, such as our Suisan Bay bridge and

never were better than at present. He stated that one reason the corporations are in such position is that they took to heart the lessons derived from the conditions they found themselves in in 1907, 1914 and again in 1921. "All discovered," said Mr. Shoup, "that during the seven fat years of harvest they had better put something in the granary as against the seven lean years. As a result, the corporations of the nation are today in a better position than they were 20 years ago, to command cash and credit, and so are in a position to go ahead with any justified expansion program. This normal improvement nowadays involves vast sums of expenditures not only used to add new facilities, but in maintaining and replacing those which have worn out or become obsolete in the increasing activities of the country."

Credit Situation Excellent

Mr. Shoup believes that for the large corporations, the credit and money conditions of the country

BAKERY DELIVERS TO LARGER AREA

Truck Squadron Distributes 35,000 Pounds of Bread Each Day

A squadron of 16 trucks is required to deliver the bread, pies, cakes, cookies and other products of the Cherry City bakery. These trucks visit communities throughout a territory of practically 60 miles radius. They go west to the coast, south to Halsey and Brownsville, east to Gates and north to territory served more extensively by Portland deliveries.

The local bakery is equipped to produce 35,000 pounds of bread a day. Last summer a travelling oven was installed. This piece of equipment alone can bake 2,000 pounds of bread an hour. This is one of the first ovens of this type to be installed on the coast. All other equipment is thoroughly modern, and the bakery invites visitors to inspect the plant at any time.

Some 60 employees are regularly at work, and the payroll aggregates \$35.00 annually. W. T. Molloy, manager of the concern, stated that for the size of the city, the local plant stands among the highest for per capita investment in equipment.

DISEASES TAKE APPALLING TOLL

750,000 Lives Lost Annually in U. S. Through Preventable Illness

Recent figures show that in the United States alone there are 750,000 lives lost annually by preventable disease and 25,000,000 persons who are below par physically. When we add to this the appalling figures that nearly 2,500,000 persons are constantly sick and that 300,000,000 days of work are lost annually because of illness, it is obvious that such a tremendous vital and economic loss enacts a very pressing responsibility upon all public health organizations, both public and private.

The Salem Y. M. C. A. has always accepted its responsibility in this matter, which is of such vital interest. It is directing a well-chosen and properly graded physical exercise for a large number of men and boys of all ages. It is instilling the principles of wholesome, hygienic living into everyone that it contacts.

ELECTRICAL USERS DOUBLE IN DECADE

Another evidence of the gradual growth of Salem is in the increase of electricity users during the past few years. Here is the official record:

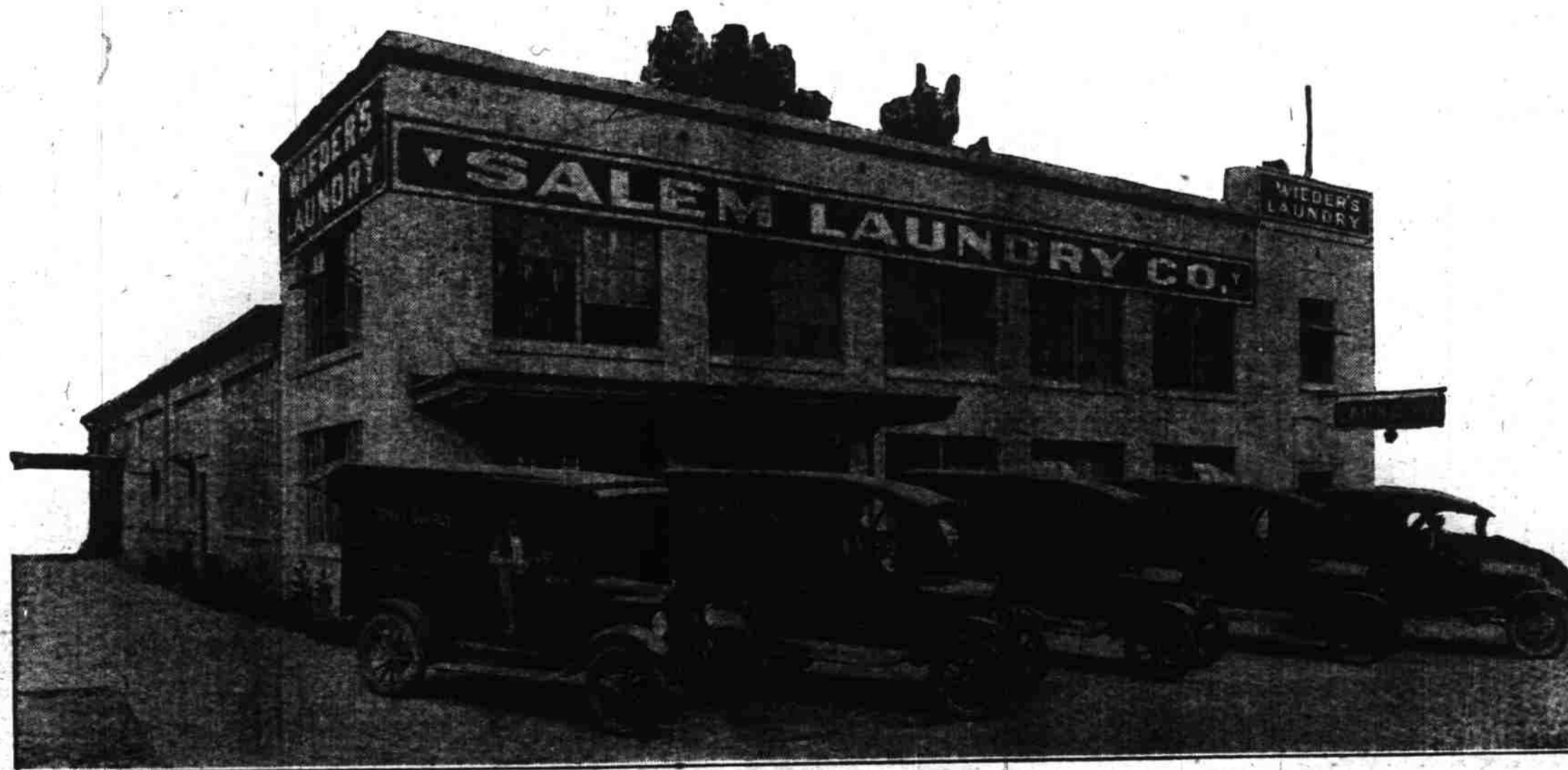
Year	Number
1920	5,037
1921	7,491
1922	9,062
1923	10,492
1924	11,821
1925, July 1	12,265

Electric lines extend from five to eight miles into the rural district in seven different directions from Salem. Lines are being extended every year.

RIVER SELDOM FREEZES

The Willamette river at Salem was frozen over in 1861, and not again until 1923. No use for ice sledges.

THE GOODWILL of our patrons and friends is one of our most valuable assets. The spirit of the season brings renewed appreciation of old associates and the value of new friends. Our cordial wish is that success attend your New Year.



Salem Laundry Co.

Wieder's

263 SO. HIGH STREET

PHONE 25