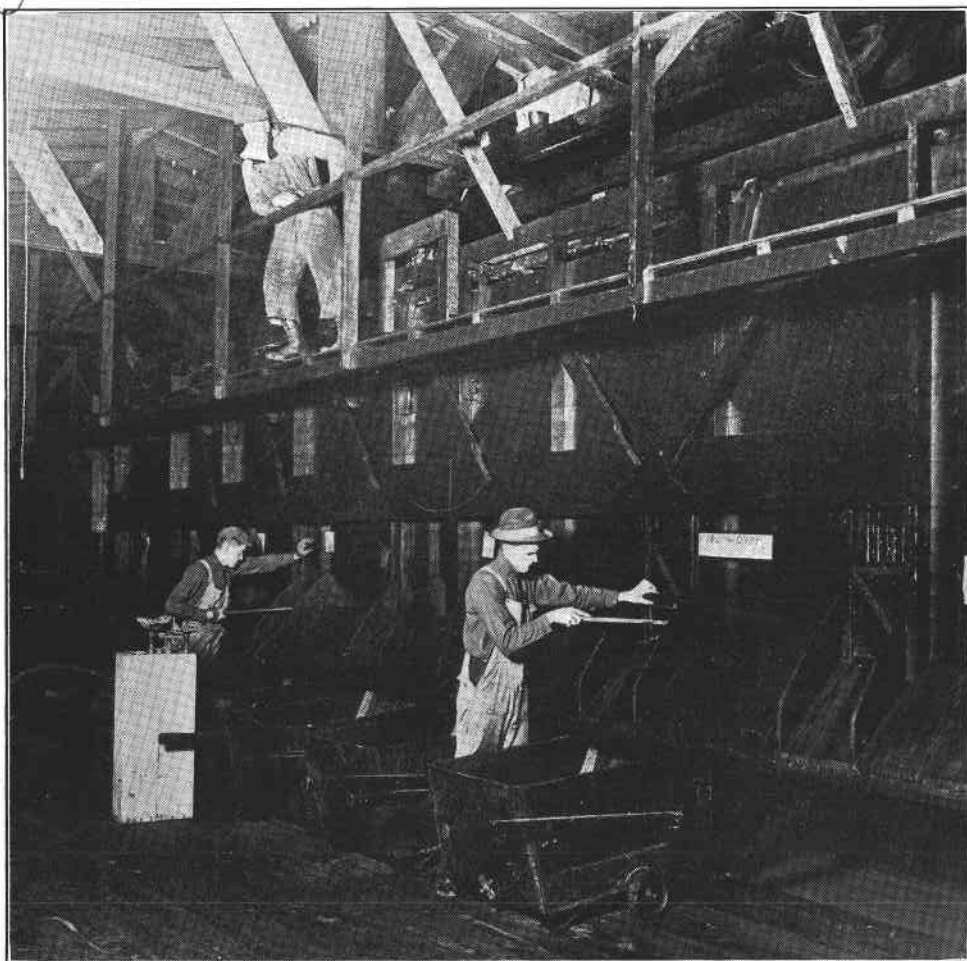
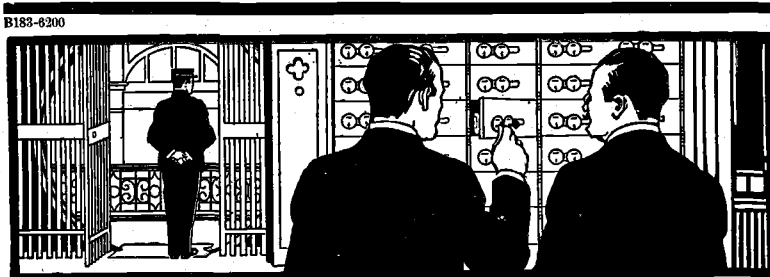


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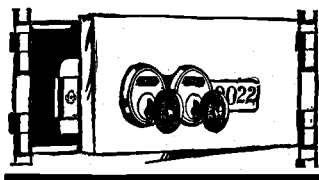


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Oregon

Where the word originated, what its derivation and meaning are, the world will never know. So far as anyone now is informed, it first appeared in print in Captain Jonathan Carver's book, "Travels Through the Interior Parts of North America," printed in London in 1879. In his introduction he uses the word as the name of a great river, evidently known to empty into the Pacific Ocean, and again on page 76, in connection with its supposed source being near the head of the Mississippi River. In this, as we now know, he was wrong.

"From the intelligence I gained from the Naudowessie (Sioux) Indians, among whom I arrived the 7th of December (1766), and whose language I perfectly acquired during a residence of five months, and also from the accounts I afterwards obtained from the Assinipoils, who speak the same tongue, being a revolted band of the Naudowessies; and from the Killistinoes, neighbors of the Assinipoils, who speak the Chipeway language, and inhabit the heads of the river Bourbon (Red River); I say from these nations, together with my own observations, I have learned that the four most capital rivers on the continent of North America, viz., the St. Lawrence, the Mississippi, the river Bourbon, and the Oregon or the River of the West (as I hinted in my Introduction), have their sources in the same neighborhood. The waters of the three former are within thirty miles of each other; the latter, however, is rather farther west.

"This shows that these parts are the highest lands in North America; and it is an instance not to be paralleled on the other three quarters of the globe, that four rivers of such magnitude should take their rise together, and

each, after running separate courses, discharge their waters into different oceans at the distance of two thousand miles from their sources. For in their passage from this spot to the bay of St. Lawrence, east, to the bay of Mexico, south, to the Hudson's Bay, north, and to the bay at the Straights of Annian, west, each of these traverse upwards of two thousand miles."

Captain Carver's travels, recorded in this volume, were confined to the states of Wisconsin and Minnesota, but in the appendix he tells of a plan to cross the continent " 'til having discovered the source of the Oregon or River of the West, on the other side of the summit of the lands that divide the waters which run into the Gulph of Mexico from those that fall into the Pacific Ocean, I would have sailed down that river to the place where it is said to empty itself near the Straights of Annian." The plans and preparations for this journey were nearly completed "when the present troubles in America began, which put a stop to an enterprise that promised to be inconceivable advantage to the British dominions." Here the word is spelled O-r-e-g-a-n, but it is no doubt a typographical error, for in the other two places it is spelled as we now spell the word. It seems that our forefathers' throwing off the English yoke in 1776 upset his plans and the proposed journey was delayed about thirty years and finally accomplished by the wonderful foresight of Thomas Jefferson.

Long before Jefferson became president he was endeavoring to interest the people of the United States in taking steps towards establishing a claim to the Oregon country. His election to the presidency put him in a position to

accomplish this, which he did by sending Lewis and Clark on an exploring expedition to the Northwest, thereby laying our main claim to this country.

Captain Carver does not tell us where he got the word "Oregon," but he does say that he got his information from the Indians, and it might logically follow that the name, too, came from them, were it not a fact that no evidence has come down to us that any Indian living along the river ever called it by that name. That the names "Wahlamet" and "Multnomah" were in use is recorded by the early writers, but "The River of the West," after it was named Columbia by Captain Gray in May, 1792, and this name adopted in October of the same year by Captain Vancouver, seems henceforth to have been known only as the Columbia River, and what its Indian name was is unknown. The students of the subject have pretty generally concluded that Captain Carver coined the word. Richard Greenhow, in his *Memoirs* printed in 1840, sums it up as follows:

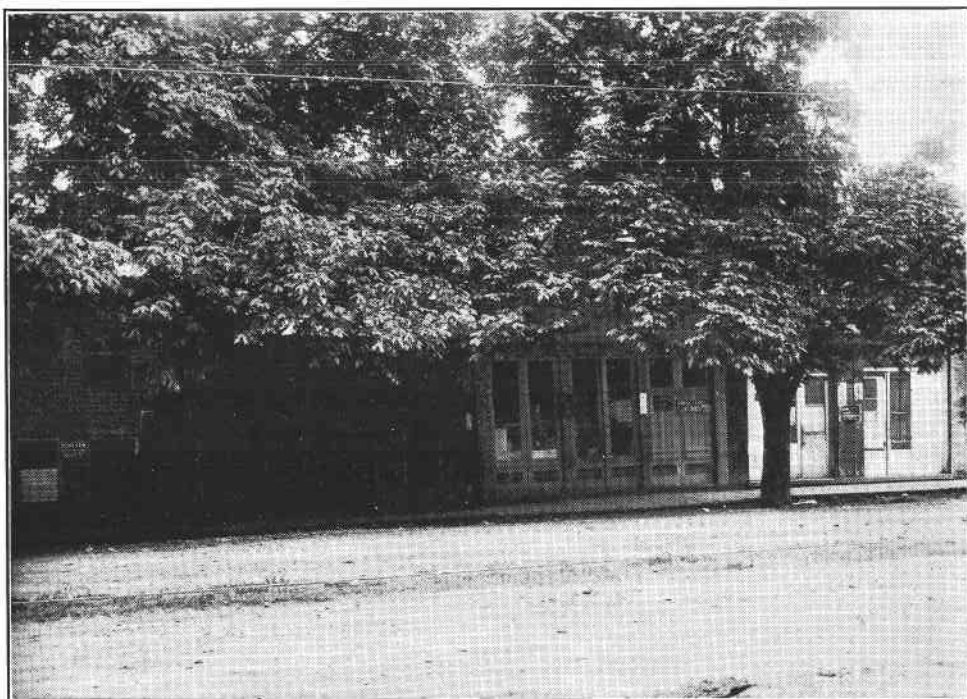
"No such word is to be found in any vocabularies of Indian languages which have been examined in search of it; and there is little probability that it comes either from the *Oregano* or the *Oregon* of the Spaniards, or the *O'Regan* of the Irish. In fact there is reason to suspect that Carver invented the name himself, and that he derived his idea of the river not from the Indians, but from the maps of the day, in most of which such a stream is laid down running from the vicinity of the Mississippi."

Greenhow makes this statement, in spite of the fact that Carver tells us himself that he gets his information of the sources of the four rivers from the Indians. If Carver had been naming the river himself it is almost certain he would have given himself the credit by stating, as Vancouver and all others did, "I have distinguished by the name

of, etc." The Spaniards would almost certainly have given it a name derived in some manner from their religion, and we would have Saint Somebody; hence we see nothing else to conclude except that it is of Indian origin. It must be acknowledged that "Oregon" is, in all respects, a more attractive name, and it is to be regretted that Gray did not so name it when he at last made certain the location of this river, the existence of which was known long before. We accompany this sketch with a print of a map taken from Captain Carver's book. It makes known to us that his idea and location of the river were near the truth, and while he does not state it in the text, the map discloses that he knew it as Aguilar's River.

The map is a curiosity, showing a knowledge of a few points but in the main a vague idea of the northwest region.

Notwithstanding that it has been pretty generally the policy of writers to conclude that Aguilar did not discover the Columbia River—in fact, that he was not north of 43 degrees latitude—this map makes it seem probable that he did. The Spanish Government had concealed from the world every circumstance relating to its explorations in the north Pacific, desiring to retain that portion of the new world for themselves, so not a great deal is known of Aguilar. In 1602, in compliance with orders from Madrid, two large ships and a small vessel sailed from Acapulco on a voyage of discovery. The small vessel was commanded by Ensign Martin de Aguilar. After discovering and naming the harbors of San Diego and Monterey, one ship was sent back with reports. The remaining two proceeded up the coast. Early in the year of 1603 they were separated in a gale off Cape Mendocino. The ship returned to Acapulco, but the small vessel, after the storm abated, sailed northward along the coast past Cape Blanco, near which



Roth Grocery Co. Site Twenty Years Ago



As It Is Today

was found a "rapid, abundant river, with ash trees, willows, brambles and other Castilian trees on its banks, but it could not be entered on account of the strength of its current. From this point Aguilar turned to the south. His vessel reached Acapulco, but he and all the other officers, and many of the men, died of scurvy on the voyage thither." Cape Blanco is near the 43d degree of latitude, and with his river near it, it would be miles south of the mouth of the Columbia.

"Considerable doubts have been cast, and not without reason, upon the accuracy of the account of Aguilar's discoveries beyond Cape Mendocino." We know that the Spanish Government was suppressing all information so as not to attract other nations to attempt to explore and colonize them. Aguilar and all his officers died before his return. His ship was small and probably ill equipped. He had no telescope for they were not invented until 1609. Under such circumstances, is it not as reasonable to conclude that he was the first discoverer of the Columbia River as to cast doubts on what he saw above Cape Mendocino? So much is in doubt it seems probable that the report that his river was near Cape Blanco is not correct. Perhaps the report should have been "above Cape Blanco." In any event, Captain Carver's map puts it quite a distance above and calls it Aguilar's River. The map maker must have had some sort of information to get it so nearly correct.

Gabriel Franchere, one of Astor's

party, who came to the mouth of the Columbia River in 1811, and established Astoria, tells in his narrative of a trip up the river in May, shortly after their arrival. Just below the Cascades, "We found here an old blind man, who gave us a cordial reception. Our guide said that he was a white man, and that his name was Soto. We learned from the mouth of the old man himself that he was the son of a Spaniard who had been wrecked at the mouth of the river; that a part of the crew on this occasion got safe ashore but all were massacred by the Clatsops, with the exception of four, who were spared and who married native women; that these four Spaniards, of whom his father was one, disgusted with the savage life, attempted to reach a settlement of their own nation towards the south, but had never been heard of since; and that when his father, with his companions, left the country, he himself was yet quite young. These facts, if they were authenticated, would prove that the Spaniards were the first who discovered the mouth of the Columbia. It is certain that long before the voyages of Captain Gray and Vancouver, they knew at least a part of the course of that river which was designated in their maps under the name of Oregon."

One hundred and seventy-two years elapsed between Aguilar's and Heceta's voyages. During this time the Spaniards no doubt made voyages up and down the coast, and the story Franchere relates is quite probable, but no record of these trips was ever made

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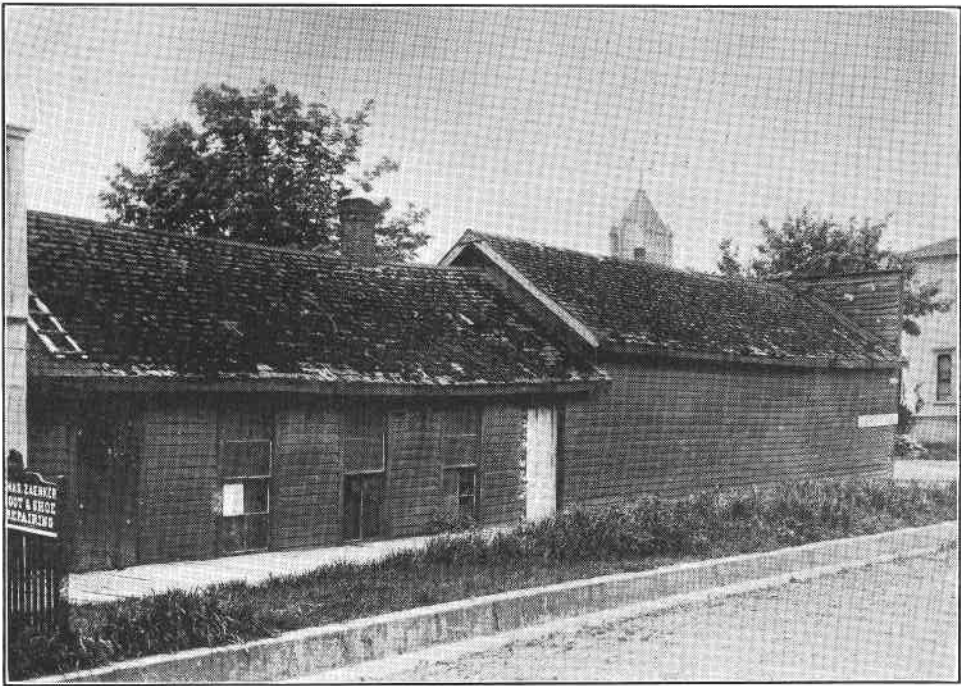


As It Is Today

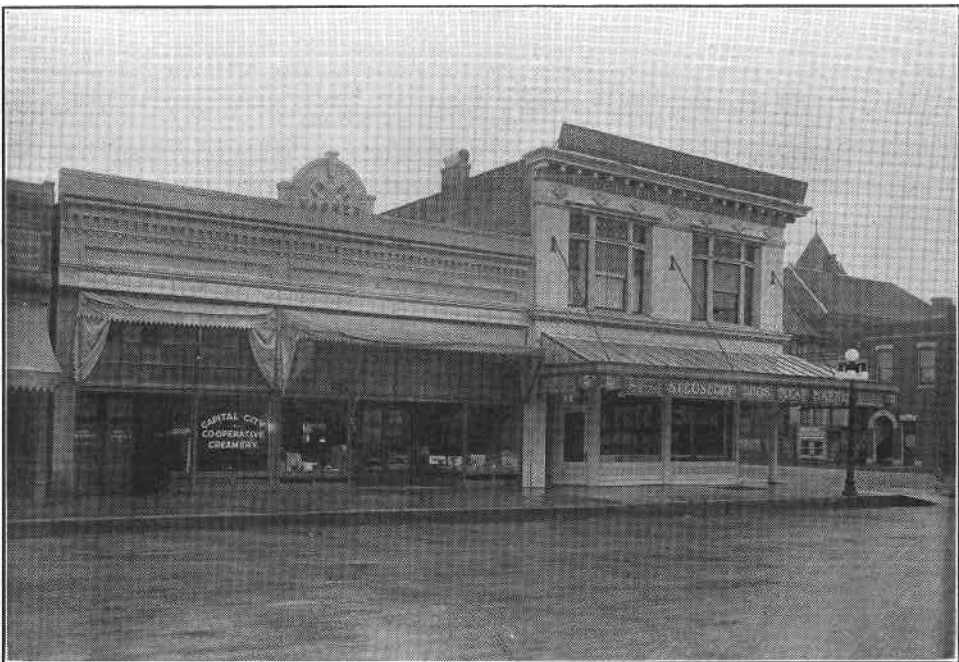
public. In 1774 the Spaniards sent an expedition from San Blas, Mexico, to explore the northwest coast, and again in 1775 two vessels were sent north for the purpose of examining the whole shore of the continent from Cape Mendocino as far north as possible. One of these vessels was under the command of Captain Bruno Heceta. When somewhere off Vancouver's Island these vessels became separated and Heceta turned back and sailed for Monterey. While sailing along the coast towards the south he discovered a promontory which he named "Cape San Roque," and immediately south of it an opening which appeared to be the mouth of some river, which was afterwards printed in Spanish charts as "Rio de San Roque." He gave the location as 46 degrees 16 minutes latitude. He was undoubtedly at the mouth of the Columbia River.

Sir Frances Drake, the world's most famous buccaneer, who probably had no less illustrious a person for a partner than Queen Elizabeth, was the first Englishman to visit the northwest coast of North America. In 1579, reaching the Pacific Ocean through the Straits of Magellan, he sailed up the coast, plundering the Spanish towns and ships as he went, finding them unprepared to resist him either on land or sea. So lasting was the impression produced by his deeds that for more than a century afterwards his name was never mentioned in these countries without producing feelings of horror. He artlessly described his achievements. "Here we heard of a ship that had 1500 Bars of Silver in her besides other things. We boarded her and took what we had a mind to." Again, "As we were searching for water we lighted on a Spaniard sleeping, who had by him 13 bars of silver, weighing 4000 Spanish Duccats, which we took." "Next day came to an anchor in a Harbour. It is called by the Spaniards Valperize, and in the

Harbour we found a ship called the Captain of Moriel, laden mostly with wines of Chinly, and besides some fine gold of Baldivia, etc. We spent some time in refreshing ourselves and easing this ship of her Burthen." Finally, after plundering Guatulco, near Acaapulco, Mexico,—“Accordingly, April 15th, 1579, we entered Guatulco, in 15 degrees 46 minutes, inhabited by the Spaniards, where we had Necessaries, as also a Pot as big as a Bushel full of Ryals of Plate, with a Chain of Gold and Jewels. And here one Thomas Moone, one of our companie, took a Spanish gentleman as he was flying out of the Towne, and searching him, found a chaine of Gold about him and other Jewels, which he tooke and so let him goe”—, his ship being laden with stolen goods, plate, gold and silver, and other “necessaries,” he considered it most prudent to direct his course towards England. “We thought it not good to return by the Streights lest the Spaniards should there waite, and attend for us in great number and strength, whose hands we, being left but one ship, could not possibly escape.” For this reason he planned to sail around the world and return to England by the way of the Cape of Good Hope, but before doing so it is evident that he was led north in hopes of finding a shorter way through the mythical Northwest Passage. After leaving Guatulco he sailed 500 leagues westward for a wind, then northward to the 48th degree of latitude. After leaving the tropical climates his men suffered much from the cold. “Our men werẽ extreemly discouraged, yet by our General's Persuasion, they resolved to endure a little extremity to Obtain a greater Glory. The Land in that Part of America lying nearer the West than we imagined, so we were nearer it than we were aware; and the nearer it we came the Colder it was. We were driven on the Shoar by contrary Winds, and cast Anchor in a Bay



Wagner Building and Steusloff Market Site Twenty Years Ago



As It Is Today

where we were in Danger by Reason of extream Flaws that beat upon us, and upon their intermission were troubled with thick stinking Fogs. In this place we could not abide by Reason of Cold and therefore we were forced to go Southward again. Coasting along the Land we found it to be plain; every Hill, (which were many not high) though it was June, was covered with Snow. June 17th, in 38 deg. 30 min. we found a fit Harbour and Anchored therein."

The snow hills were probably the Olympic Range, and as there are no harbors along that part of our coast, he must have anchored in a roadstead. Drake did not know of the existence of the Great River, and there is no record of his going ashore until he reached the port in 38 degrees 30 minutes, which is north of San Francisco Bay and is known today as Drake's Bay. As he sailed along the coast he named the country he was passing "New Albion." After a stay of more than a month at Drake's Bay,—“We conjectured upon several reasons that either there is no Northern Passage, or at least not Navigable for to pass by others this seems to confirm it, that tho' we searched the coast diligently even to 48 deg. yet found not the Land to trend so much as one Point in any Place towards the east but rather running on towards the Northwest,”—this rascal steered directly across the Pacific Ocean, pursued his course through the Indian Sea and around the southern extremity of

Africa, arriving in England in September, 1580, with his booty undiminished.

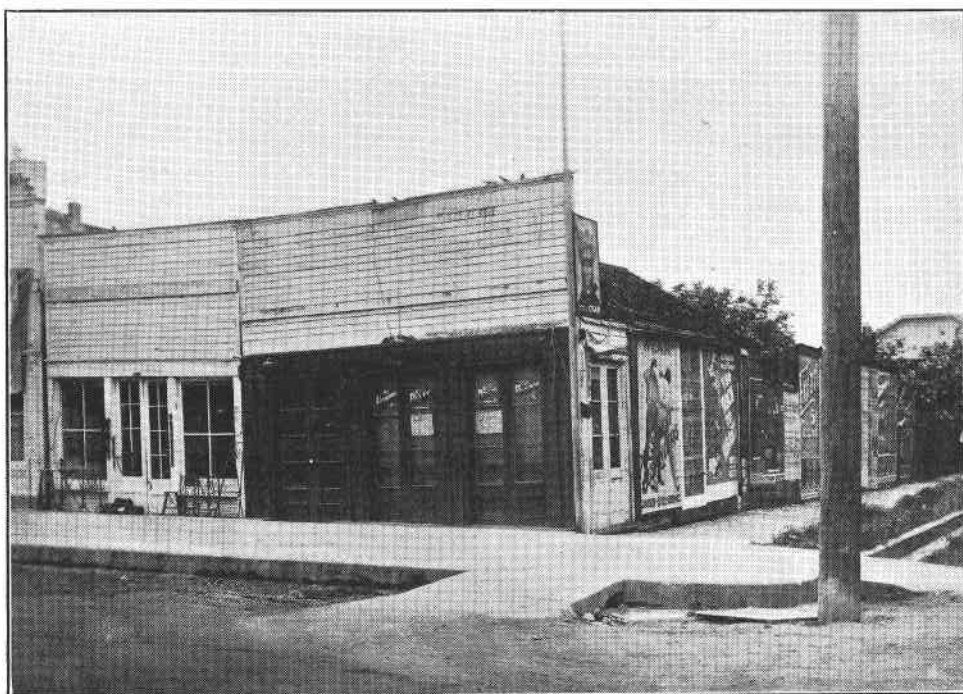
About this time the British Government undertook to obtain a solution of the question, whether a northern passage between the Atlantic and Pacific Oceans existed, and Captain Cook sailed from England in 1776 on this mission. It was on this trip that he discovered the Hawaiian Islands. He was long on the way, and it was 1778 before he reached the American coast north of Cape Mendocino. He sailed up the coast in due time, but the mouth of the Columbia was passed by him during a stormy night without its being noticed.

Captain John Mears, an Englishman sailing under the Portugese flag, cruising down the coast in July, 1788, was next. He tells his story as follows:

“An high bluff promontory bore off us southeast, at the distance of only four leagues, for which we steered to double, with the hope that between it and Cape Shoal-water we should find some sort of harbour. We now discovered distant land beyond this promontory and we pleased ourselves with the expectations of its being Cape Saint Roc of the Spaniards, near which they are said to have found a good port. By half-past eleven we doubled this cape, at the distance of three miles, having a clear and perfect view of the shore in every part, on which we did not discern a living creature, or the least trace of habitable life. A prodigious easterly swell rolled on the shore, and the

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Max O. Buren Property Site Twenty Years Ago



As It Is Today

soundings gradually decreased from forty to sixteen fathoms, over a hard sandy bottom. After we had rounded the promontory, a large bay, as we had imagined, opened to our view, that bore a very promising appearance, and into which we steered with every encouraging expectation.

"The high land that formed the boundries of the bay, was at a great distance, and a flat level country occupied the intervening space; the bay itself took rather a westerly direction. As we steered in, the water shoaled to nine, eight and seven fathoms, when breakers were seen from the deck right ahead; and from the mast-head they were observed to extend across the bay. We therefore hauled out and directed our course to the opposite shore to see if there was any channel, or if we could discover any port. The name of Cape Disappointment was given to the promontory, and the bay obtained the title of Deception Bay. By an indifferent meridian observation it lies in the latitude of 46 deg. 10 min. North. We can now with safety assert that no such river as that of Saint Roc exists, as laid down in the Spanish charts."

Captain Mears went on down the coast looking for the River of the West, and the Oregon escaped for all time being named San Roc. Cape Disappointment is the name today of Mears' promontory, but Deception Bay for the mouth of the Columbia did not survive. We can imagine what his feelings must have been when he learned that four years later Captain Gray did find a channel there and a great river inside.

Captain George Vancouver made the next failure to add the long sought river to his extensive lists of discoveries. He was sailing up the coast in April, 1792, and relates his experiences as follows:

"Noon brought us up with a very conspicuous point of land composed of a cluster of hummocks, moderately

high, and projecting into the sea from the low land before mentioned. These hummocks are barren, and steep near the sea but their tops are thinly covered with wood. On the south side of this promontory was the appearance of an inlet, or small river, the land behind not indicating it to be of any great extent; nor did it seem accessible for vessels of our burthen, as the breakers extended from the above point two or three miles into the ocean, until they joined those on the beach nearly four leagues further south. On reference to Mr. Meares's description of the coast south of this promontory, I was at first induced to believe it to be Cape Shoalwater, but on ascertaining its latitude I presumed it to be that which he calls Cape Disappointment; and the opening to the south of it, Deception Bay. This cape was found to be in latitude 46 deg. 19 min.

"The sea had now changed from its natural, to river coloured water; the probable consequence of some streams falling into the bay or into the ocean to the north of it, through the low land. Not considering this opening worthy of more attention, I continued our pursuit to the N. W."

This statement is surprising, coming from so thorough an explorer as Captain Vancouver, especially when he noticed that the water was river water. But, as he might have done, he did not alter his journal, when a few months later he learned from Captain Gray his oversight, but let the world know the facts of his being so near it and yet missing becoming the final discoverer. As he went up the coast on April 29th, when nearing the Straits of Fuca, he fell in with Captain Gray, of Boston, in the ship "Columbia."

"I desired he would bring to, and sent Mr. Puget and Mr. Menzies on board to acquire such information as might be serviceable in our future operations."



Moore Furniture Store Site Twenty Years Ago



As It Is Today

"He (Captain Gray) likewise informed them of his having been off the mouth of a river in the latitude of 46 deg. 10 min., where the outset, or reflux, was so strong as to prevent his entering for nine days. This was probably the opening passed by us on the forenoon of the 27th (April, 1792) and was apparently inaccessible not from the current but from the breakers that extended across it."

April 30th Captain Vancouver was still considering the river question. "The river Mr. Gray mentioned should, from the latitude he assigned to it, have existence in the bay south of Cape Disappointment. This we passed on the forenoon of the 27th and as I then observed, if any inlet or river should be found, it must be a very intricate one, and inaccessible to vessels of our burthen, owing to the reefs and broken water which then appeared in its neighborhood. Mr. Gray stated that he had been several days attempting to enter it, which at length he was unable to effect in consequence of a very strong outset. This is a phenomenon difficult to account for, as, in most cases where there are outlets of such strength on a sea coast there are corresponding tides setting in. Be that however as it may, I was thoroughly convinced, as were also most persons of observation on board, that we could not possibly have passed any safe navigable opening, harbour, or place of security for shipping on this coast, from Cape Mendocino to the promontory of Classet (Cape Flattery at the mouth of the Straits of Fuca)."

While Captain Vancouver was assuring himself that he had passed no place

of importance, Captain Gray was of a different turn of mind. Even after having spent nine days of vain attempt to cross the bar at the mouth of the river he was not satisfied that it was "Deception Bay," or "inaccessible," and went back to try again. Robert Greenhow in his Memoir tells with what success:

"From Bulfinch's Harbor the Columbia departed on the 11th, (May, 1792), and, after a few hours sail, she arrived opposite the Deception Bay of Mears, immediately south of his Cape Disappointment. The breakers extending across this bay presented, as they always do, a formidable appearance; Gray, however, dashed undauntedly forward, and soon found himself on a broad and rapid river, the water of which was so perfectly fresh that the casks of the ship were filled within ten miles of the Pacific. On the 14th he ascended the stream by a channel near its northern bank, to the distance of about twenty miles from its mouth, beyond which the Columbia could not advance on account of the shallowness of the water. (Extract from Captain Gray's logbook: 'We had sailed upwards of twelve or fifteen miles when the channel was so very narrow that it was almost impossible to keep in it, having from three to eighteen fathoms water, sandy bottom. At half past 4 the ship took ground but she did not stay long before she came off without any assistance. We backed her off, stern foremost, into three fathoms and let go the small bower (anchor) and moored ship with kedge and howser. The Jolly boat was sent to sound the channel out, but found it not navigable

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any further up; so, of course, we must have taken the wrong channel.') At this point he anchored, and remained employed in trading with the natives and making repairs until the 18th; he then sailed down the river and on the 20th passed the breakers, at its entrance, by beating through them, against a head wind, into the ocean."

"On leaving the river, Captain Gray bestowed upon it the name of his ship; the extremity of the land at the southern side of its entrance was called by him Cape Adams, and the appellation of Cape Hancock was substituted for that of Cape Disappointment, which had been given by Mears to the opposite promontory, in token of the unsuccessful result of his own search."

Vancouver adopted Captain Gray's "Cape Adams" for the name of the south point of the river's mouth, and it is known today as Point Adams, but the world has not followed Captain Gray in changing the name of the north promontory.

When Captain Vancouver had completed his trip around Vancouver Island he learned of Captain Gray's exploit, and in October, 1792, on his way south, he stopped to investigate for himself. He gave Captain Gray full credit for the discovery, and by adopting "Columbia" for the name of the river, fixed it for all time.

When Captain Vancouver arrived off the mouth of the river, "Having nearly reached Cape Disappointment which forms the north point of entrance into Columbia River, so named by Mr. Gray, I directed the Chatham (the smaller vessel, commanded by Lieutenant Broughton) to lead into it, and on her arrival at the bar should no more than four fathoms water be found the signal for danger was to be made; but if the channel appeared to be further navigable, then to proceed. As we (Captain Vancouver was in the larger ship "Discovery") followed the Chatham

the depth of water decreased to four fathoms, in which we sailed for some little time without being able to distinguish the entrance into the river, the sea breaking in a greater or less degree from shore to shore; but as the Chatham continued to pursue her course, I concluded she was in a fair channel. We however soon arrived in three fathoms and as the water was becoming less deep, and breaking in all directions around us, I hauled to the westward in order to escape the threatened danger. In doing this we were assisted by a very strong ebb tide, that sat out of the river and which opposing a very heavy swell that rolled from the westward directly on the shore, caused an irregular and dangerous sea. By seven our depth of water had increased to ten fathoms, where conceiving ourselves in safety we anchored for the night."

The "Chatham" anchored "about two miles within the station we had taken," and passed the night in safety except "that by the violence of the surf which had broken over the decks of the Chatham, her small boat had been dashed to pieces."

The next morning Captain Vancouver reports as calm and fair, yet the heavy cross swell continued and the breakers seemed to extend from shore to shore. "My former opinion of this port being inaccessible to vessels of our burthen was now fully confirmed, with this exception, that in very fine weather, with moderate winds and a smooth sea, vessels not exceeding four hundred tons might, so far as we were enabled to judge, gain admittance."

"Towards noon a thick haze, which before had in a great degree obscured the land, cleared away and the heavy swell having much subsided gave us a more perfect view of our situation and showed this opening in the coast to be much more extensive than I had formerly imagined."

“The clearness of the atmosphere enabled us to see the high round snowy mountain, noticed when in the southern parts of Admiralty Inlet, to the southward of Mount Rainier, and like Mount Rainier seemed covered with perpetual snow, as low down as the intervening country permitted it to be seen. This I have distinguished by the name of Mount St. Helens, in honor of His Britannic Majesty’s ambassador at the Court of Madrid.”

That day Captain Vancouver failed to get in owing to the lack of sufficient wind; the "Chatham," however, did, "and at four she anchored, apparently in a tolerably snug berth." The next day brought a gale and Captain Vancouver stood off to sea. Bad weather continuing the following day, he concluded that inasmuch as Mr. Broughton had entered and he felt assured he would not quit without being satisfied with the examination of the river, he directed his course southward and waited for him at Monterey.

His confidence in Mr. Broughton was not misplaced. After examining the mouth of the river in detail, Mr. Broughton concluded, "This bay terminated the researches of Mr. Gray, and to commemorate his discovery it was named after him, Gray's Bay."

“Between the ocean and that which should properly be considered the entrance of the river, is a space from three to seven miles wide, intricate to navigate on account of the shoals that extend nearly from side to side; and ought rather to be considered as a sound than as constituting a part of the river, since the entrance into the river, which they reached about dark, was found not to be more than half a mile wide; formed by the contracting shores of the sound.”

What prompted them to call the mouth of the river a bay or inlet is not clear, for they evidently made no attempt to change the name of the river.



On the contrary, by accepting the name "Columbia" they made it the permanent name. Nor do we understand the motive in the repeated statement that the river was but half a mile wide. We know that all the way from the Cascades to the mouth it is not less than a mile wide, and in some places a mile and a half.

Some American writers have attributed the naming of Gray's Bay, when it was all too evident the estuary of the river, to an attempt to deprive Captain Gray of the credit of being the discoverer of the river, at the same time calling attention to the fact that Captain Vancouver changed Aguilar's "Cape Blanco" to "Cape Orford," although it corresponded precisely in station. Captain Gray himself attempted to change the name of Cape Disappointment, while Captain Vancouver retained Cape Adams. He did lay stress on the statement that "It does not appear that Mr. Gray either saw, or was ever within five leagues of its entrance." Still, he did not attempt to change Captain Gray's name, "Columbia River."

Why the width of the river was reported half size we are unable to explain, but it must have been a mistake brought about in some manner. It could hardly have been to make the river appear of less importance to prevent exploration by other nations, for the English were always generous with the public as the many accounts of their discoveries bear witness.

Finding the channel intricate and the depth of water in general shallow, Mr. Broughton was induced to give up the idea of moving the "Chatham" up "the inlet." Instead, he determined to pursue the examination in the boats. "After ascertaining the vessel's situation to be in latitude 46 deg. 17 min., longitude 236 deg. 17½ min., he departed in the cutter and launch, with a week's provisions, to carry his determination into effect."

Mr. Broughton ascended the river about one hundred miles, and landed at a point which he named "Vancouver," the present city of Vancouver, Washington. "To reach this station had now occupied their time with very hard labour seven days; this was to the full extent for which their provisions had been furnished; and their remaining supplies could not with all possible frugality last more than two or three days longer, and as it was impossible under the most favorable circumstances, they should reach the vessels in a less space of time, Mr. Broughton gave up the idea of any further examination." He returned to the "Chatham," "having employed exactly half the time in returning that had been occupied in going up this river, in consequence of the general rapidity of the stream downwards." Shortly afterwards the "Chatham" sailed out of the mouth of the river and went to Monterey, joining Captain Vancouver.

As a rule the world has been pretty generous with discoverers and retained the geographical names they have given. Along the Columbia River is not an exception, for as one runs his eye up a present-day map he observes Baker's Bay, Puget Island, Vancouver, Mount Hood, etc., the names given by Mr. Broughton.

After nearly two hundred years the vague and undetermined "Great River of the West" became a certainty, to be known to the world for all time, not as The Oregon, the euphonious name of Captain Carver, or perhaps Aguilar; not Entrada de Heceta nor Rio de San Roque; but Columbia, the name of a wooden tub which sailed out of Boston propelled by the wind. And Oregon, probably an Indian word but maybe Spanish, displaced the New Albion of the famous freebooter, Sir Francis Drake.

The Relation of the Salem Fruit Union to the Fruit Industry of this District

By ROBERT C. PAULUS, Manager

In every fruit-growing community on the Pacific Coast, as the various fruits come into bearing and there becomes a large surplus which the local market is unable to take care of, the need of a cooperative fruit growers' marketing organization is felt, and sooner or later the most progressive growers of the district get together and form a nucleus for an organization.

The measure of the success of these various organizations depends to a great degree on the commodities handled, the proximity of the district to the natural market, a strong management, the confidence of the growers in the management, and the loyalty of the members to the association in the face of temporary enticements from competitors which usually spring up after a market for the fruit has been created. When this time comes, temporary competition of independent interests against the fruit growers' organization in favor of the grower sometimes lead the growers to overlook the conditions which made their organization necessary. Perhaps he could do better outside the association, and the influence of the association in establishing and maintaining a strong uniform and substantial market for the products of the district in which it is situated is not entirely appreciated, but the absence of a strong growers' marketing association at such a time might be severely felt in the way of heavy decrease in price.

That this is a case which can easily be proved one needs but to compare the prices obtained for the majority of the various fruits in and around Salem with the prices obtained by growers in un-

organized districts, and also other districts in the Northwest which are slightly, but not strongly organized, and the safety valve which has this strong regulating tendency is the Salem Fruit Union, a cooperative growers' association composed of 536 members.

A short history of the origin and growth of this organization will prove very interesting to those interested in the subject of cooperation.

A number of years ago, in fact, early in the year 1909, a number of growers who had been indiscriminately consigning their fruit and berries to the larger markets, and who, through lack of knowledge of what each other was doing, were automatically providing competitive commission men with their fruit as ammunition to fight each other with, got together, and seeing the folly of this lack of concentrated work, decided to form an association for their mutual protection and advancement of their markets. The necessary preliminary steps were made and the association was incorporated in May, 1909, with a capital stock of \$10,000.00, composed of 400 shares at \$25.00 each, and a membership of about 150 members. Among those more active in effecting this organization was W. J. Ball. Mr. Ball and a number of other more prominent fruit growers worked hard for weeks, giving up much of their time to this work.

After the organization of the corporation, a manager, bookkeeper and warehouseman were hired, and the affairs of the future Salem Fruit Union began to take shape.

It was not long, however, before the new manager saw that as a fresh fruit

marketing concern alone, with the acreage of fresh fruits then in bearing, he would not be able to get enough revenue for the business to take care of the expenses and provide competent help in the office and warehouse. About this time an independent pool of dried prune growers found themselves without a marketing agency and decided to join with the Union, and from then on the combination of fresh and dried fruit growers and the handling of fruit growers' supplies, such as spray, boxes, etc., solved the problem of making an all-year business so that competent managers, office help and warehouse help could be employed.

Since the Union began handling these supplies for the growers the prices on the various materials have declined in most cases 25 to 30 per cent, and in some instances as high as 50 per cent. This one item of supplies alone amounts to a saving of several thousand dollars each year to the growers over prices formerly paid, but as time goes on this function of the growers' association becomes an accepted fact and its usefulness in this line is gradually lost sight of and would only be brought forcibly back to notice by an entire absence of the association for a year or two.

During the year 1909 a great many small fruits were handled and in the fall of that year the manager, finding the fresh prune market outlook good, undertook the shipment of a quantity of fresh prunes, resulting in a total shipment of fifty-six cars with net results to the growers of about 15 cents per bushel more, or about \$3,500.00 more on the whole shipments than a similar quantity of prunes which were dried that year brought.

The next year, 1910, the independent prune growers' pool mentioned above joined with the Union and the marketing of the Union's first prune pool of 400 acres was undertaken with very satisfactory results. At the end of the

year the association had about 250 members.

During the year 1911 a pool of 600 acres of prunes was formed, and returns to the growers were very flattering. Large quantities of berries, apples and other fresh fruits were also handled.

In 1912 there was not a very good crop of fruit, and although a larger acreage of fruit was handled, on account of the short crop and also adverse marketing conditions, the Union did not prosper that season. One of the bright features of the season of 1912, however, was the establishment of a small cannery by the Union. During this year the prune pool was 800 acres.

In the year 1913, through the cooperation of the Union with Mr. W. G. Allen, present manager of Hunt Brothers Company of this city, Hunt Brothers Company were induced to come into this city and establish a large \$50,000 canning plant and take over the small cannery of the Union. In 1913 there was a good crop and good marketing conditions, and the Union closed the year with a very nice profit. The prune pool in 1913 was 1,100 acres, and other fruits were larger in proportion. About fifty new members were added that year.

In 1914 a larger prune pool was again formed, the total acreage being about 1,350 acres. Adverse conditions caused a poor showing on prices on some fruits that year; however, when the 1915 prune pool was formed it contained 1,400 acres, and in 1916 another gain was made and the pool amounted to 1,450 acres.

Prunes are mentioned each year in order to give the reader an idea of the growth of the business, and the reader should bear in mind that the other fruits handled have increased proportionately with prunes.

During the year 1914 a peculiar condition arose. During the year 1913 the



Union made a very good showing on evaporated loganberries. In the spring of 1914 it soon became evident that there would be an enormous overproduction of loganberries. In fact the production of evaporated loganberries was over three times as great as the year before. As is usually the case when there is absolutely no market for fruit and there is an enormous overproduction, the grower naturally turns to the only friend he has in such a time of need, and on account of the Union being an organization of growers it has the greatest sympathy for the grower at such a time. The result was that no bank would loan any money to a grower on loganberries, fearing he would not be able to sell a third of them, and the grower was without money to pick and dry his crop, which amounts to 10 cents per pound on the evaporated berry. Seeing the condition the grower was in, the Union then decided to pledge its credit for its members and borrow 10 cents per pound on the dried loganberries for the growers in order to allow them to pay their pickers and also the cost of drying. Nearly all of the outside loganberry growers immediately took memberships in the Union. In order to take care of the picking and drying of the entire crop the Union borrowed \$43,000.00. At the time this money was borrowed there were only prospects for the sale of a few fresh berries and about one and one-half cars of dried berries, against nine cars in the pool, which sales were finally made and brought back to the Union \$23,000, leaving them \$20,000 in debt on the loganberry pool.

To advance so much money to the loganberry growers might have been a bad move, but had the Union not borrowed this money for its growers only a very few of the loganberries would have been picked that year which, no doubt, would have been a good thing for the industry, as it would have al-

lowed a gradual development of the market, but on the other hand, if a great many berries had been picked and the market was limited for them there would have been a general movement of all growers to unload their berries which would have resulted in berries being sold at whatever the grower could get, in order to get money to pay his pickers, and the ultimate result would have been to break the market for the evaporated loganberry to such an extent that it would take several years to get it back, resulting in plowing up the loganberry fields, and crippling the industry. But to get back to actual conditions again, the Union decided on a reasonable price for the berries and started to work out plans for getting back to the bank this sum of \$20,000.00 for which it had made itself responsible for the loganberry growers.

Believing that the lack of increase in demand for the loganberry was due to the fact that people were not acquainted with its merits, and realizing the impossibility of trying to conduct a campaign to educate the consumer with the amount of means at their command, the Union immediately commenced a heavy circularizing campaign to educate the retailer as to the merits of this new food product, and hoped thereby to win his assistance in getting the fruit to the consumer. About 25,000 letters were sent out during 1914 with this idea in view, but the average retailer not being a salesman, but merely an order-taker, did not want to stock up with loganberries unless his customers called for them and adopted the attitude that "if you will acquaint the people with your berry and get them to buy I'll stock your goods and sell them, but I am too busy selling goods that our customers call for to get out and work for you fruit growers out in Oregon."

To overcome this condition advertising was tried on a limited scale. Local advertising was tried and also, in conjunction with the Willamette Valley Prune Association, the Union tried out a small advertisement in a couple of the national periodicals, and dealers were circularized at the same time. Results did not come very fast, but when they did come they came in large orders. In fact, in two states the berry was so popular that the jobbers overstocked heavily, with the result that no more orders came for a long time, and in the meantime the first of the year 1916 came and the Union was still \$11,000.00 in debt on the 1914 berries. In the year 1915, on account of again advancing the growers money to pick and dry their crops to the amount of \$37,000.00 they were in debt \$18,000.00 on the 1915 crop, or a total of \$29,000.00 on the two crops. It then became not so much a question of saving the loganberry industry as one of saving the Union for its members. Strenuous measures were at once adopted. During the year 1915 the Union had put three men on the road to sell loganberries, and as this, although somewhat costly, was getting better results than any other method, the force of men on the road was increased. Then began a vigorous campaign to get rid of the evaporated loganberries on hand. Another crop was coming on, and unless a great change should come over conditions, the Union would find it necessary to tell the growers it would be impossible to finance another year's crop. The map of each state was thoroughly gone over and railroad lines, jobbing points, etc., checked up. Bradstreet's and Dun's reports were watched, and the sections of each state where crops were poor and times were not good were passed up, the sole idea being that time was short until the new crop would be on them and results must be gotten. Loganberries were introduced

in Alaska where it was hoped to create a heavy demand on account of their anti-scurvy properties. The Union succeeded in getting loganberries introduced in over 3,500 retail stores by their specialty work. Foreign countries were worked through brokers. Twice it seemed that the Union was about to get them introduced in the European armies, but each time after a careful trial of the berries the answer was "No, we can't use them because it takes sugar to prepare them and we can't get enough sugar at the front now." Next, heavy jam contracts were let by the British Government in Toronto and Ottawa, Canada. The Union immediately sent its nearest man there in an endeavor to sell the jam makers a large quantity of loganberries, but the jam makers would buy absolutely no fruit of the United States until the supply of fruit for jam purposes was exhausted in Canada. About this time Pennsylvania was brought to the attention of the whole United States on account of the unusual prosperity brought on by large war orders for iron and steel products. The Union then put men in the Pennsylvania field. The loganberry took well there, and a good business was established, although they had been tried before and were not found to be very good "repeaters." A good substantial repeat business has been received from this territory ever since.

The Union also tried the big steamship lines, railroad companies, outfitting companies, mine stores, chain stores, chain restaurants, large baking concerns, large preserve manufacturers. In a good percentage of the cases these efforts brought results and business is still being obtained in increasing quantities from them.

An effort was made to get the evaporated loganberry on the ration list of the commissary department of the army and navy, and although the loganberry admittedly has a great deal of merit,

it seemed that there was a never-ending amount of red tape to go through with and the efforts along this line were not productive of much results.

On account of the excessive duty of 25 per cent ad valorem and war tax of $7\frac{1}{2}$ per cent it had been deemed foolish to try to start the loganberry in Canada, but to leave no stones unturned the Union decided to have one of their best salesmen come back home through Canada, provided a scheme of circular letters to the wholesale trade should bring anything like encouraging results. This campaign was begun and brought better results than were hoped for, with the result that the original plan of sending their salesmen to Canada was carried out and nearly every jobber was stocked with enough loganberries to give them a fair trial.

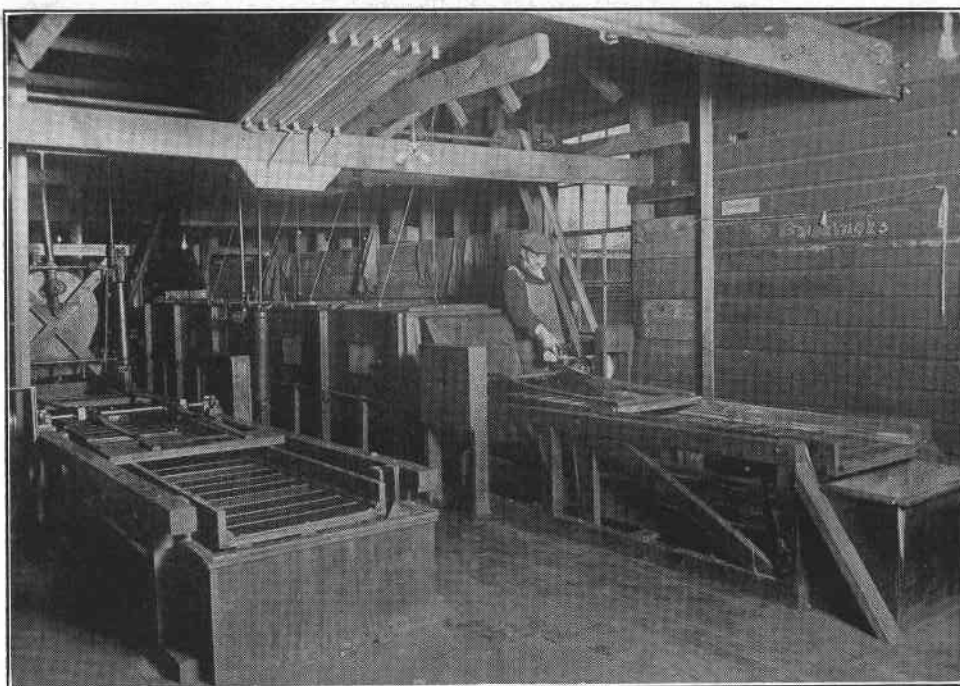
The salesmen were finally discharged on account of the fact that the summer had brought fresh fruit, and the demand for dried fruit was correspondingly small, and upon checking up the loganberry pools it was found that the Union was almost out of debt on the two years' crops, and if the berry would do its part and repeat as heavily as it should this past fall the balance of the crops would be easily disposed of. When the demand started for fall and winter delivery this past fall the Canadian demand immediately cleaned up most of the two old crops, and now all of the 1914, 1915, and 1916 crops have been sold and the Union is making final settlement at present. Of course, on account of heavy sales expense, interest, insurance, and depreciation, due to age, there will not be very much more coming to the growers on the 1914 crop, but it is remarkable, with the great handicap, that the Salem Fruit Union was able to get the growers any more money, let alone the amount originally borrowed for them.

Another achievement in the way of accomplishments of the Salem Fruit Union is worthy of notice at this time.

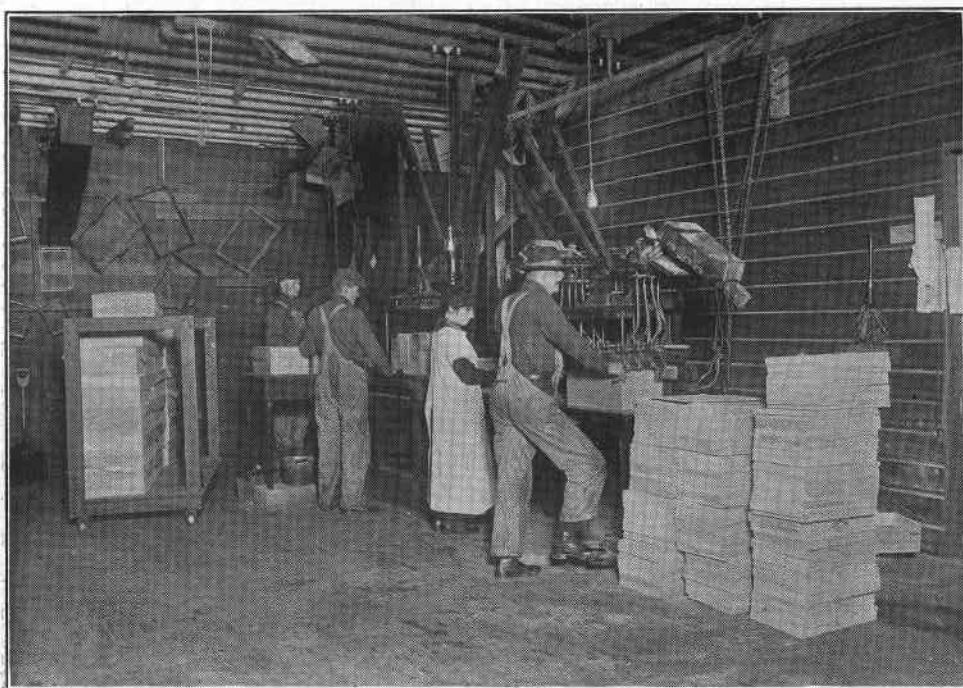
During the years 1911, 1912 and 1913 the Fruit Union furnished fresh loganberries to Mr. Paul Schmidt, chemist at the Salem Brewery Association, to make experiments with a view of trying to make a marketable unfermented loganberry juice, and during the year 1913 Mr. C. J. Pugh, of Falls City, Oregon, after considerable experimenting by himself, decided to try to manufacture a small quantity of commercial unfermented loganberry juice, and the Union being interested in the furthering of anything of benefit to the grower, assisted him as far as possible.

Going back to the season of 1914, on account of the enormous crop of loganberries, the Board of Directors of the Union realized that if there should be a corresponding increase in the yield of 1915 and 1916 the loganberry business would become so big that as a dried fruit it would be impossible to find a ready market except at a heavy expense, and on account of the success of the experiments in making loganberry juice up to that time, they decided to appropriate a sum of \$2,500.00 to make some experiments in the loganberry juice business on a commercial scale, to see if it could really be made into a substantial business.

In cooperation with Professor Lewis, Chief of Division of Horticulture of the Oregon Agricultural College, and Professor F. R. Brown, of O. A. C., 2,200 gallons of unfermented loganberry juice were made, and after selling a part of the output a sale of the entire remaining product was made to the Breck Fruit Juice Company, a corporation organized by Mr. F. A. Breck, an experienced eastern grape juice manufacturer, and one of the pioneers in that business, and Mr. O. L. Ferris, of Portland, Oregon, who has since helped organize and become a part of the Pheasant Fruit Juice Company of this city. Mr. Breck and Mr. Ferris had no difficulty in disposing of the



Prune Processing Department of Salem Fruit Union



Boxing Department of Salem Fruit Union

loganberry juice they bought, and this small beginning demonstrated the practicability of loganberry juice as an unfermented beverage.

About this time the state went dry, and realizing the fact that it would be impossible for a concern with \$20,000.00 capital stock to carry on a business which would necessitate a capital of between a quarter million and a half million dollars, the Union prevailed upon the Board of Directors of the Salem Brewery Association to establish a plant in this city, which they did, and which is now known as the "Northwest Fruit Products Company," manufacturers of the celebrated "Loju."

About the same time Mr. Ferris, of the Breck Fruit Juice Company, and Mr. Breck decided to dissolve their former business, and Mr. Ferris, with Mr. Gile, of H. S. Gile & Company, and others, formed the Pheasant Fruit Juice Company of this city.

Since the year 1914 there have been about a dozen factories for the manufacture of loganberry juice established in Western Oregon.

About a half million gallons of loganberry juice was made this past year, and the advent of the loganberry juice at this time came just right to help out the evaporated loganberry market by cutting down this season's crop of dried berries 70 per cent.

The Salem Fruit Union is now one of the strongest associations from a financial standpoint in the Northwest, and is rapidly getting to be one of the largest associations in the Northwest, having at present a membership of 536 members. It is the largest dried fruit growers' association in the Northwest, and between the period of January 1, 1916, and January 1, 1917, has sold about a half million pounds of dried loganberries, three and three-quarters millions pounds of evaporated prunes, besides large quantities of fresh fruits. The amount of outside money brought into Salem is approximately one-half

million dollars. In addition to this, prices received for practically all fruits this year have been the best in years.

On account of the heavy business done this year it has been necessary to go outside of the Union membership to get fruit to handle some of the large contracts taken. Most of the cull apples raised between Roseburg and Portland have been contracted for by the Salem Fruit Union for Salem manufacturing concerns. Loganberries were bought from all over the Valley to take care of the demand created, and although a great many prunes were bought in addition to those raised by the Union members, they were obliged to turn down a large number of orders for evaporated prunes.

During the past year they succeeded in getting carloads of prunes into 35 different jobbing markets. Some of these cars were split up among as many as twelve to fifteen smaller jobbing points.

It has been stated by the United States Department of Agriculture that cooperative associations do the largest amount of business on a smaller capital than any concern in existence, and that this is the case can easily be noted from the past season's results with the Salem Fruit Union. On a capital of \$22,000.00 a business of a half million dollars has been done, and in order to accomplish such a large amount of business careful financing has had to be used, and without the assistance of the Ladd & Bush Bank in financing a great many of these operations the Union would not have been able to attain its full sphere of usefulness.

At the present time the outlook for the future of the fruit business in this section is very good, and the Union's usefulness in assisting in the marketing and finding outlets for the fruit of this section will increase many-fold with the coming into bearing of the large acreage of fruit now planted.

Garden Road Cheese Factory

One frequently hears that Salem needs more factories and more pay rolls, which is all true, for we are located too near the metropolis to ever become a large city except through the products of the surrounding country and the industries it brings to us. The most substantial way for any enterprise is to begin on a small scale and grow as its supply of raw material increases and the market for its goods extends. This is the way nearly every great business institution begins, and while they build themselves the place grows with them.

East of town, where the Garden Road, extended, crosses Little Pudding River, there has been established a cheese factory known as the Garden Road Co-operative Cheese Factory. A number of the farmers in that neighborhood have formed a company and for some time have been manufacturing cheese. They have a ready market for all they can produce with their present supply of milk and their equipment, and have gone along quietly and have been but little known at home. They make good cheese, and it bids fair to be a growing business. It behooves everybody interested in the prosperity of Salem to lend it all the encouragement they can. The best known Oregon cheese is made in Tillamook, but we believe the Salem product is its equal in every respect.

Not only do we advise the citizens of Salem to try the home-made product, but we recommend to those who have the time to visit the factory and watch the process of manufacturing. We can assure them of a most interesting experience. They will be surprised to find how little equipment is required and how simple it appears to be, but we are well aware that if anyone tried to experiment he would soon find that it

is a business which has to be understood, and well learned, too, before first-class results can be produced. There is a great vat which, when filled with fresh milk, is heated by pipes running underneath the vat. After a proper amount of heat and stirring, the cheese settles to the bottom in a granulated form. The cheesemaker tests it by applying a hot iron to a small particle of cheese taken from the vat. When it strings just right it is ready and the whey is drawn off and run into a large vat out in the yard, from which the farmers haul it home and feed it to the swine. The way these pigs go after it indicates it is good feed for them. The manners of a number of hogs over a trough full of whey are such that it is evident they deserve their reputation for gluttony. In this manner the whey is used and no part of the milk is wasted.

Some factories make whey cheese, but judging from our own experience with it, we would prefer to have it put in hams and bacon.

As the whey drains off the cheese combines until the small particles disappear and it becomes one mass. Then it is ready for the moulds. The cakes are laid away in the warehouse to ripen. In about two months they are ready for use, but they improve with greater age. Some contend that cheese must be at least six months old before it is at its best.

The factory is in charge of Mr. Carl Willman, who is the cheesemaker. He gives a visitor a welcome and willingly answers questions and shows the various stages of the process, while he goes on with his vocation. He manufactures every other day, and makes about 500 pounds from each vat full of milk.



Garden Road Co-operative Cheese Factory

LADD & BUSH QUARTERLY

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SALEM, OREGON

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A man who, when a young business man, located in Salem, made investments here and built a brick building, and later sold and took up his residence in another part of the state, was recently visiting Salem and stated that the paving of the streets had made the place much more attractive than it was twenty-five years ago when Salem was his home. He is quite right—the paving of the streets has made a difference, but new buildings of brick in place of the old wooden structures have also been a radical factor in this change of appearance.

No resident of Salem appreciated the old conditions of Salem as did Mr. E. P. McCornack. When property came into his possession he invariably developed it in a manner not only to enhance his own interest but with regard for its appearance and effect on the welfare of all the residents of his home town.

It is surprising to look back thirty years and remember what a number of moss-covered, battered old wooden buildings occupied the spaces on all our

principal business blocks where now there are brick buildings, and already many of them are called old style because they have no basements and are not heated throughout. The old Bennett House was on the Masonic lot, and that whole side of the street was of wooden buildings. A blacksmith shop occupied the space where the Bligh Hotel is now located. Across the street, the Westacott-Thielsen grocery store building was the only brick in that block, and this brick was then a Chinese house.

Somewhere near 1880, Mr. Sam Adolph put up two brick stores, now occupied by the Cross Market and the White House Restaurant. This made that side of the street all brick buildings from Liberty street to Commercial. The only other block in the city which was all bricks was the west side of Commercial street from State to Ferry. After the coming of the Scotch people in the early eighties, who built the brick mill and the First National Bank, bricks were built on both sides of the block on Commercial street north of Court street. The property owners south of Court street, in order that the business town might not all move north, improved their property. The Breyman brothers constructed a fine building north of the Statesman's office, and Messrs. Klinger, Eckerlen and Steiwer filled in with modern structures the rest of the block on the east side of the street, forcing Andrew Kelly's blacksmith shop, which he occupied for

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years, to give way. Across the street the Breyman brothers and others built bricks north of the Capital National Bank building. In the next block south, on the east side of the street, Messrs. Burrows, Oberheim and others moved out the wooden stores which had stood there from Salem's earliest days, and replaced them with bricks. Mr. G. W. Gray put a brick on the northwest corner of Liberty and State streets. Mr. McCornack purchased and built the old Reed's Opera House into a business block. He also constructed the Imperial Furniture Store brick.

After the start given by the coming of the Scotch people, up to the 1893 panic, Salem made many changes, but with all these betterments, there remained a number of spots in the best business portion of the city which were occupied by shabby wooden buildings, whose crumbling condition was only the more intensified by the bright new and substantial structures about. The average citizen accepted them as a matter of fact and hardly gave them a thought. They all brought in fancy revenue on their real value and if commented upon at all were regarded as good investments.

Mr. McCornack looked upon them from a far different standpoint. To him they were a serious mar to the appearance of the town, and he studied over means to bring the owners to realize this. His conclusion was to give them a practical object lesson by hav-

ing photographs taken and printed in the New Years issue of the Statesman, calling attention to just how badly they looked and appealing to the civic pride of the residents to have these eyesores removed. Last summer he made the Quarterly a present of five pictures he had taken at that time, saying that it was one of those things that man in a lifetime planned and partly executed but something came in the way preventing its completion; that for reasons he had now forgotten, the pictures had never got into print, also, although the twenty years which had passed since they were photographed had removed all these blemishes from our streets, still he thought that they were pictures which would interest many of our citizens and, for old-timers, would revive many memories. While they have failed to bring about the results which they were planned for, they have served another purpose—Mr. McCornack has preserved views of the past that otherwise would have been lost. Perhaps we can not call them monuments, but they are imprints of things that really existed, and for that reason are a part of Salem's history. In order that the pictures may be better understood, we are contrasting them with photographs of these same places as they look today.

In presenting these pictures we cannot do so without expressing a regret that Mr. McCornack is not here to see his pictures when finally they find their way into print.

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STATEMENT
OF
LADD & BUSH
BANKERS

SALEM - - - OREGON

NOVEMBER 17, 1916

RESOURCES

Bills Receivable	- - - - -	\$2,199,689.59
Banking House	- - - - -	77,749.21
Due from Banks	- - - \$741,344.55	
Cash	- - - 577,092.96	
		<hr/>
		\$1,818,437.51
		<hr/>
		\$3,595,876.31

LIABILITIES

Capital Stock	- - - - -	\$ 500,000.00
Undivided Profits	- - - - -	81,020.58
Deposits	- - - - -	3,014,855.73
		<hr/>
		\$3,595,876.31

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