

THE CALL BACK TO THE LAND IS AN APPEALING ONE IN WILLAMETTE VALLEY

Broad Acres Are Not Necessary in This Section, With Intensive Cultivation—A Few Acres Well Tilled Will Give Independence and Health and Wealth to the Farmer and the Generations to Follow Him

"My plan is to buy a farm and settle down."

How often do we hear this thought expressed by people of all classes living in towns and cities.

So many have grown weary of the struggle and daily routine of business cares that, even if financially successful, they find themselves longing for the quiet retreat and independence of a home on the farm.

A great many of these prospective farmers are wage earners. They have the desire to go onto the land and the physical strength to work it. But many have neither money nor experience.

Farming is a highly skilled profession. There are multitudes of details which must be worked out in the daily round of farm labor in order that affairs may be kept moving in the right direction.

The business of farming may be mastered at almost any stage in life, even by the inexperienced, if he is only willing to observe the methods practiced by successful farmers and is of a receptive, inquiring mind.

The assumption on the part of a beginner that his theory of the kind of crops to grow and the manner in growing them, if differing materially from the practices in his locality, is the right course to pursue, is almost certain to lead to failure.

Caution and common sense play very important parts in the game of successful farming.

Caution should be exercised against over investment in land and farm equipments. There are occasional crop failures; but the annual interest payment on a mortgage is certain to mature and must be paid.

Buy good soil even if the initial price may seem a little high. Better buy less acreage of a good quality of soil than a larger tract of poor texture.

Inferior land, though cheap, may be dear at any price. Land, exhausted in fertility, may be restored by the usual practices of fertilization. If the surface and subsoil are of the right kind of soil formation it may still be classed as good land even if it is not as fertile as may be desired.

Location of a farm on a leading highway has very much in its favor. If possible a farm home should be located on a rural mail route, near a school and on an electric light and telephone line. These are necessities on the farm of today if convenience and cheerfulness are considered.

The ideal farm home is, of course, located on a hard-surfaced road. Distance to the city is not so important. The auto will cover the intervening space without the loss of very much time.

Good roads, whether made of gravel or asphalt, and the auto have annihilated space and brought distant localities in the rural districts comparatively near to our towns.

Marion county embodies many of the essential features necessary for the establishment of an ideal farm home. Here are pure air, fertile soil and clear, sparkling water in abundance. Here good roads, telephone, electric light and rural mail lines are in operation and extensions made as needs arise.

Here nature favors the home builder. The immense forests supply lumber for buildings and fuel for fire. Here nature keeps the wide spreading lawn a rich, perennial green.

Of ornamental shrubbery there is a great variety. Roses of all delicate shades bloom in glorious profusion. Flowers of every form and hue burst forth in all their artistic splendor to gladden the heart and add their charm to make the home, indeed, an abiding place for peace, happiness and contentment.

Broad acres are not necessary here for the establishment of a remunerative farm and an ideal home. Few places there are where intensive farming may be carried on with so great a degree of success.

Ten acres, well managed, can be made to support a family in comfort. A farm of 15 acres is better. Twenty acres under intensive cropping of fruit and vegetables will give employment to quite a number and, under present market conditions in Salem, will pay all expenses as well as handsome returns on the investment.

In planning farm operations on a Marion county fruit farm, a succession of fruits should be planted. Two acres of gooseberries, three acres of strawberries, three acres of loganberries, and about three acres of blackberries would form a good succession. The picking season could then be extended over a greater period of time, enabling the family to do most of the marketing.

Should more land be available, it may be set to a variety of trees bearing fruits of commercial varieties. Or the ground may be given over to

growing potatoes, sweet corn, or other vegetables for dehydration or for the city market.

A small flock of chickens could be

BLACK RASPBERRIES SHOULD BE MADE A SPECIALTY HERE

The Willamette Valley Will Have What Will Amount to a Monopoly on the Munger Variety, and Red Raspberries Also Do Well in This Territory

Not every fruit section is adapted to growing raspberries in paying crops. Both the red raspberry and black variety are rather exacting in conditions under which they will grow.

Just why these berries will produce well year after year in one locality and, under apparently like conditions in another section, will prove a failure, has never been discovered.

Experience has taught that this fruit reaches its highest success in only limited territories.

The famous Puyallup valley in Washington can grow the red raspberry in record yields; but the black raspberries have not proven profitable there. W. H. Paulhamus, who has had extensive experience in the canning industry as president of the largest cannery in the Northwest, has urged fruitgrowers in the Willamette valley to plant more black raspberries.

"If it is true that the growers of Washington are unable to produce a crop of black raspberries, and if it is true that the Willamette valley

run without much inconvenience and the Jersey cow out in the lot would supply an abundance of fresh milk and butter.

The ideal farm would be a horseless farm. A one-horse tractor would do all of the cultivation. The auto truck would do all of the hauling. Any necessary plowing could be done by employing some one with a tractor.

The tendency in all farm operations is toward more intensive farming. New markets are making this possible.

Here in Marion county we can now move forward under the slogan, "More acres and more to the acre," with assurance that success is practically assured to the builder of an ideal home on the farm if reasonable caution is at all times observed.

commended by experienced growers. Fertility and plenty of it must be added for best results. The land can not be made too rich with a well

balanced fertilizer. Yields of from two to three tons on an acre is an average crop under fairly good management. Red rasp-

berries can be made to do better— even four to five tons of the Cutberts or Antwerts have been taken from the canes on a single acre.

Part of the Willard Chain



No matter where you go—always that station where to keep batteries doing their best is the first thought.

Salem took to the idea like a duck to water, so we have to grow some more—but until we do you'll find Willard Service at

DEGGE & BURRELL

238 North High

Only One Object in Life—

To maintain Willard Service.

Why Threaded Rubber?

Next Time You're in—Ask!

MARION COUNTY AN EMPIRE IN EXTENT OF TERRITORY

Nearly as Large as Rhode Island, with a Vast Expanse of Territory Undeveloped or Only Partially Developed; Room for Men of Brains and Brawn

Did it ever occur to you that Marion county is almost as large as Rhode Island?

We have an area of 1194 square miles. This is just about one-half the size of Delaware.

This county is not generally classed as one of Oregon's heavily timbered sections, yet a little more than one-fourth, about 300,000 acres, is included in the National Forest.

Another 200,000 acres is privately

owned but now covered with light timber and brush. This is classed as land capable of being tilled after the timber and brush shall have been cleared away.

There are now about 160,000 acres in the county under cultivation. It is therefore clearly apparent that Marion county is a small empire in undeveloped possibilities. Rich in natural resources awaiting the strength and ingenuity of man to turn them to human use.

FILBERT GROWING ON AN ENDURING FOUNDATION

If the Grower Will Set Out the Barcelona and DuChilley Varieties on the Right Kind of Soil He Will Have Sure Returns That Will Make Him Rich, with Never a Failure of Crop

Western Oregon is about to launch on an entirely new industry. That is, growing filberts.

It has been known for years that this variety of the nut family will thrive in the region west of the Cascades. It is only within the past several years that success in this line has been demonstrated by those who have filbert trees now at the bearing stage.

Some mistakes were made in planting the first filbert orchards. The absence of reliable information as to varieties best suited to our natural conditions has been a source of some discouragement. The question of proper pollinizers was also troublesome.

Experience seems to have removed these difficulties. Prospective planters may now start into growing filberts with a full assurance of success if due caution be exercised in setting out their tracts.

What are the normal returns to growers of filberts? The answer would be as variable as the degree of success attained by the individuals engaged in the business.

It may be stated generally that the profits in maturing a crop of filberts should be \$200 or over on an acre of orchard. Some growers report double this amount.

A. Kruse, who has an acre of filbert trees 14 years old, realized \$500 for his crop last fall. The trees are set on rich bottom land along the Willamette river 12 miles north of Salem.

Investigations will show that the market for filberts is far from being supplied. The annual importations amount up into millions of pounds. One importer stated recently that his firm alone could handle 25,000,000 pounds each year. He advises Oregon planters to set out filbert orchards extensively with the assurance that the increasing demand in the markets of the world will absorb the entire annual yield at prices highly remunerative to growers.

The best insurance policy in the world is the insurance of a sure market in Salem, at good prices, for all that can possibly be grown in the surrounding country.



MILLS at Salem, Newberg

YARDS at Woodburn, McMinville, Independence

CAMPS—Black Rock, 1 camp; Philomath, 1 camp; Luckiamute River (Hoskins, Ore.), 3 camps.

An Unusual Opportunity In the Lumber Business Today

The Lumbering Industry of the Northwest has opportunity for men who are willing to give an honest day's service for an honest day's pay.

Few great industries enjoy the splendid conditions now prevailing in the plants which we control.

Figures covering the wages indicate the following to hold in this district:

Wage increase since 1914, on basis of common labor	122 per cent	Actual wage increase in five years	44 per cent
Increase in cost of living since 1914 (this district)	78 per cent	On top of this is a reduction to eight hours per day, a decrease of 20 per cent in the working day, which makes the actual wage increase on basis of time put in	66 per cent

There is no healthier business in the world than lumbering. All our mills are modernly equipped and low accident rate indicates attention to safety of workers. Logging camps are of the highest type.



Chas. K. Spaulding Logging Co.

MANUFACTURERS OF

Sash and Door Materials : Douglas Fir Lumber : Box Shooks and Boxes

INDIANA SILOS

Dealers in Building Materials of All Kinds