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This campaign of publicity for community upbuilding has been made possible by the advertisements placed on this page by our public-spirited business men--men whose untiring efforts have builded our present recognized prosperity and who are ever striving for greater and yet greater progress as the years go by.

Introducing The Pep and Progress Pages That Are To Be Carried In The Statesman For The Next Year

They Will Follow the Lines of the Salem Slogan Campaign That Has Been Carried on for Two Years; But the Scope Will be More General, and at the Same Time One of Its Principal Features Will be More Intimate and Personal--The Old Campaign Was a Newspaper Innovation, and the New One Will Attempt to Reinforce the Lessons Learned in the Past Twenty-four Months

For two years the Statesman's "Slogan Pages," have held the center of attraction for the Thursday Statesman.

These Slogan pages have been a newspaper innovation. It is of course not a new thing for a newspaper to boost every local industry as it comes along; that is one of the chief reasons for a newspaper's existence. But to take a

two-years' course in systematic study and presentation of community resources, laying out a plan for a whole year in advance and making the material encyclopedic and authentic through long study and the advice of experts, is the altogether unique thing that makes this course what it really is.

The Statesman has taken up practically every major and minor industry that is or might be located here with community profit. Such a variety as it makes! Peppercorns, oil, prunes, pears, walnuts, filberts, foundries, automobiles, broccolis, good roads--there is hardly an industrial thought that hasn't been translated into speech and action through the Slogan pages of the Statesman during the past two years.

It has been a worth-while work. It would not be boastful to say that to this course in business economics and good cheer, the broccolis and several other industries are heavily indebted. The financial

campaign for the Salem King's Products company has owed much to this newspaper's advocacy. The paper mill has had its splendid boost through these pages; so have the co-operative fruit associations that are making such a satisfying record. There is hardly a business or profession or prospect that has not had an illuminating presentation as one more reason why people should come to Salem, enjoy Salem, boost Salem as their home and their goal.

This weekly industrial feature is to be continued, in an enlarged and more comprehensive plan. The old contract called for a page of advertising, running once a week, opposite the industrial textual matter. It was made possible through the yearly contracts for enough special advertising to fill this page, every Thursday. Only incidentally, however, was there an intimate personal write-up of either the businesses or the men who are responsible for Salem's progress. The history of the world is made up of biographies, not of statistics; one can get, at a glance, every vital step in the progress of the race from the monkey in the coconut tree to the president or the king in his palace, by the study of a few epochal biographies.

So the new industrial pages are to be more essentially biographical. It will continue to be devoted to every new and every old industry as a Salem or Salem district asset; but it will discuss these industries partly from the personal standpoint. Your laundryman--what does he look like, where did he learn his wizardly skill in making a frayed dollar look like new? Your iron-maker--perhaps you didn't know that you had one of your own--what does he do and how does he do it? Your baker--how much bread does he bake, and what does he put in to make it so good? Your dairyman--how does he make the milk keep hours longer than the milk from the neighbor's one-cow dairy?

Your store keeper--where does he buy, who works for him, how does he meet the mail order wholesalers so successfully? What does every one of these men look like? He is a neighbor; if we but knew his features, his habits, his Salem and Salem district aspirations, it would be a fine bond for better municipal and community progress. So long as he is a mere name, there is little co-operation--one can't get close to the mere printed name of even the most companionable man on a woman.

Every week, from now on, in the industrial section of the Statesman, the "Pep and Progress" pages, as they are to be facetiously designated, there will be one Salem district firm, company or enterprise written up so that everybody can really know who its people are, what they are doing, what they look like. The stories are to be copiously illustrated as a matter for public information. This plan had a rather curious inception. A resident of Salem, who has lived here for ten years, and has some good investments in the world of business, he saw the paper mill, and the iron works, and the sawmill, and everything there is to see in and around Salem. When he came home, he said:

"Well, I've seen it all. I didn't know there were half so many good points about this town I live in. It's a crime for a man to fail to know these intimate things about his home, and then look at all the fun a man misses by flocking off alone and missing the good fellowship that he could have for the taking! It's me for the know-your-home-town campaign hereafter."

That is essentially the start for this more personal development of the Slogan pages. To get acquainted, to know everybody by his front name and know him by the dog that tags at his heels, to

know why the people trust him for alderman or school trustee or put him on the Fourth of July committee to make a whaling celebration out of almost nothing--these are some of the things that the individual write-ups will hope to inculcate. A business is a mighty small thing; an outstanding individual is a giant among the biggest businesses in the world. No more can the right kind of a city be built on lack of personal knowledge and understanding, than a family can be born and brought up without the presence of a personal mother.

This is the Get-Acquainted side of industry and society. A Salem that knows everybody here, knows his capabilities, his good points, his ambitions and his desires, will be a better Salem. The Know-Your-Neighbor campaign that is to run for a year has needed some financing; it is being made possible by those whose advertising contracts carry the heavy overhead expense of the series. More than half a million papers will be printed during the year, carrying this series of stories. The cost is heavy; it has to be a co-operative

enterprise, for the Statesman couldn't well carry it alone. But The Statesman is paying for all the cuts, and in devoting its time and its pages to the cause, believes it is performing a really great public service and takes it out of the mere business class and places it in the category of a benefaction.

The series will start Thursday, October 13, with one outstanding Salem industry. It was announced to open with this issue, but it was thought best to devote this week to one of the greatest of all the new industries of the Salem country, the Evergreen blackberry, and to this forecast of the year's work.

The "Slogan page" material for the past two years is being gotten together in book form, to make an attractive, encyclopedic story of the industries of Salem and the Willamette valley. This compilation promises to become a text book for schools and libraries interested in Oregon enterprises. Nothing of its scope or authority has ever appeared in the state. More definite announcement of its distribution will soon be made.

KNIGHT PEARCY ON THE EVERGREEN BLACKBERRY INDUSTRY BACK IN 1919

There Were Misgivings Then as to Whether the Demand Would Persist, and as to Whether the Blackberry Industry Here in the Salem District Would Become a Great Industry--Things Have Been Doing Since That Time--Mr. Percy Up to Date.

By KNIGHT PEARCY

Three more or less different types of blackberries grow in this section.

There is the wild blackberry, as we Oregonians know it, a slender, trailing vine found in old burns and on fence rows, perhaps the most delicious berry that grows. It has small seeds and a very fine flavor, but does not endure cultivation or at least seldom fruits under cultivation. This fruit is really a dew berry instead of a blackberry.

Then there is the upright growing blackberry, such as is cultivated in the middle west and in California. Lawton, Kittatiny and Agawam are varieties of this type. The Lawton is usually preferred by the canner. The plantings of this type of blackberry in western Oregon are quite limited and few of them reach the canner. They do quite well here, but they also do well in many other sections, and there seems to be a tendency in this valley to specialize in the fruit and berries that cannot be grown commercially over great areas rather than to grow stuff that has to face competition all over the country.

Thus we grow the evergreen blackberry, the loganberry, the walnut and filbert and the Italian prune. Products that are grown well in Oregon but which do well in few other locations.

The Evergreen blackberry is the Oregon blackberry from a commercial standpoint.

A few years ago a despised weed that was grudging what room it occupied along creek banks and in pastures, it is now yielding thousands of dollars to those who are lucky enough to own land on which it is growing. The Oregon Evergreen is not a native plant, as many suppose, but is a European berry that is supposed to have been planted near Astoria in the early days and which had escaped cultivation and had been carried by the birds to all parts of the Willamette valley and to the coast counties.

Not until war conditions had caused a food shortage of all kinds was this berry canned to any extent. During the last few years, however, a great demand has been worked up for it. Whether this demand will continue to grow after the canners catch up with demand for canned goods is a question with some.

The principal use to which the berry is put is that of a pie fruit. It is canned in water and sent east to the pie factories. It has taken the eye of the pie manufacturer because it is one of the few

berries that retains its full size after being canned. It does not mush up and makes a very attractive product, and in addition requires but little sugar in baking the pie.

Most of the evergreens are now harvested from bushes growing wild. However, there have been a number of patches planted in cultivated form of late.

There is one planting in the state of 30 acres.

Methods of Planting.

Evergreens are usually planted about 10 by 16 feet apart in the row and are grown on trellis. The trellis is a four-wire affair, there being two sets of wires fastened to cross-arms of about 15 to 18 inches in length. The first cross-arm is placed about a foot and a half or two feet from the ground, and the other about three and a half to four feet from the ground. Boards with notches are placed on these wires in such a manner that the wires fit into the notches. Canes of one year's growth are trained along one set of boards and of the next year's growth along the other set of wires.

Thus the new growth is kept out of the way of the fruiting canes.

A good example of this type of training can be seen at the berry patch of the Oregon asylum, which patch is located between the penitentiary and the asylum.

The berry yields very heavily. One patch that we have record of yielded as follows: (Planted 1912)

1914, two tons per acre.
1915, five tons per acre.
1916, eight tons per acre.
1917, five and one-third tons per acre.
1918, five and one-third tons per acre.

The price received in 1919 was 8 cents per pound generally. Some of the canners were offering to contract at 5 cents per pound for 10 years last spring. Pickers can pick about 150 pounds per day.

The wild berry is more costly to pick and is often more difficult to get to market.

This berry is a heavy feeder and excels in a rich, retentive soil and will endure more moisture about its roots than will many other berries.

The berries usually ripen about the middle of August and continue to ripen until rain or frost spoils the fruit.

The Himalaya is of a somewhat similar type to the evergreen, but is softer as a canned fruit. It was sold at the same price as the latter in 1919. Blackberries will probably never

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Trade and High

THE APPLE GROWERS OF THE SALEM DISTRICT MAY TAKE GOOD COURAGE

The Official Figures Show That the Apple Trees of the East Are Dying Out, and That They Are Not Being Replaced by New Plantings--Our Salem District Growers Should Specialize.

The outlook for the apple growers of this section looks good to a well-posted Salem man who has been keeping watch and taking mental note of this branch of the fruit growing industry.

In the first place, good Willamette valley apples are selling very well right now. They are rolling out at the rate of a number of cars a week, from the packing houses of the Oregon Growers Cooperative association. And the large sizes of first quality of the desired varieties are bringing around \$2 a box, f. o. b. cars here, with the packing charges taken off. The second and third qualities and the culls, of course, are harder to dispose of at remunerative prices.

Going Out in East

In the second place, the people of the east are going out of apples. In the decade from 1910 to 1920 there was a decrease of 28 per cent in the number of bearing trees in the United States as a whole. Further, in 1920, there were only one-third as many non-bearing apple trees reported as in 1910. The rate of mortality must be going on the country over in the same proportion as in the decade from 1910 to 1920; the dead grubbed-out trees are not being replaced. The replanting has fallen off enormously, as shown above, from the agricultural census figures. Where is this falling off? Not in the Pacific northwest. The number of new apple trees is growing here. It is in the east, and it must be remembered that great as our apple industry has grown to be in Oregon and Washington, it makes up only a small proportion of the whole apple supply for the markets of the United States.

Shipping by Water

In the third place, the growers

of Oregon and Washington are taking advantage of cheap ocean freights to get their apples into the markets of the east. They have combined to guarantee 10,000 carloads of apples to be shipped through the Panama canal, keeping three or four giant Holland boats, equipped with refrigerator facilities, busy for part of the fall and winter. That will make for cheaper freight; a way to get a large part of the apple crop of these two states to market at lower costs than would be possible by rail. It is a new development, and it may bring lower railroad freight rates, in case the rail lines can meet the competition.

In Conclusion
The apple growers of the Salem district should take courage from the above facts. All good apples are good. But some apples that may be grown here are better; and our growers ought to specialize. They should specialize on the following:

The Orley.
The Grimes.
The Rome Beauty.
And also the Gravenstein; the old reliable or the new variety.

In the above varieties, our Salem district growers can excel; they can raise apples that look better than fruit of the same varieties produced elsewhere--and that taste better--and that are better.

The new plantings in this district ought to be of the above varieties. And the grafting of trees that are not commercially profitable ought to follow these lines, too. If followed out to the letter, Willamette valley apples will soon be known the country over for their excellence of quality.

packed berries. They made pies which their trade liked, not knowing quality in berries as we in this Willamette valley "berry paradise" do. The pie maker found the berry to be suited to his needs as it requires little sugar, and, being a firm fruit, it makes more pies per can than do most berries.

We now have considerable acreages of evergreens in cultivation and great quantities are being harvested from the wild bushes. This past season the canneries paid more for them than for loganberries. Additional acreage is being planted annually.

The rich valley soils and the moist river bottoms seem to be best suited for the culture of this blackberry. It should be planted at greater intervals than the logan. Nine or ten feet between plants in the rows is none to great a spacing. The planting is done in spring from the top part of the canes, or a part of the crop can be harvested the summer. The berries are trolled the fall following the second summer of growth. There are a number of methods of trellising in vogue. Some growers handle on a trellis very much like they train their logans. Others fasten two parallel wires to cross arms about four feet above the ground and 12 to 18 inches apart. The fruiting canes are held by cross pieces which are placed on the wires and the canes trained serpentine fashion over and under alternate slats. The new canes run on the ground as with the logan and are placed on the wires after the fruiting canes are removed and burned. Other growers use two sets of parallel wires and train the new canes to the two sets each summer, dropping them after the fruiting canes are removed. Still others use this double set of wires but do not drop the canes of one season when the older ones are removed; instead they have fruiting canes on the top set of wires one year and on the lower set the next year.

The third year the planting should yield two or three tons of fruit and after that from five to

(Continued on page 3)

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