Sheet Music We Have the Hits!

Gifts-Films

THE SONG SHOP

State Street Opposite Court House We Deliver - Tel. 1774

The Angora Rug Company

C. Lachele, Prop.

Expert Taxidermist Tanners of Furs & Leather Old Furs Dyed and Remodeled Phone 683 1230 Ferry St.

Salem, Ore

SELLING SALEM DISTRICT

Devoted to Showing Salem District People the Advantages and Opportunities of Their Own Country and Its Cities and Towns.

The Way to Build Up Your Home Town Is to Patronize Your Home People

The Surest Way to Get More and Larger Industries Is to Support Those You Have

Selling Salem District is a continuation of the Salem Slogan and Pep and Progress Campaign

This campaign of publicity for community upbuilding has been made

We Will Give Our Best **Efforts**

At all times to assist in any posible way the development of the fruit and berry industries in this val-

> Oregon Packing

DEHYDRATED and CANNED FRUITS AND VEGETABLES

Oregon Products

King's Food Products Company Salem-Portland-The Dalles

possible by the advertisements placed on these pages by our publicspirited 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.

Why suffer with Stomach Trouble when Chiropractic will

Your Health Begins When You Phone 87 for an appointment

Dr. O. L. SCOTT

P. S. C. Chiropractor Ray Laboratory 414 to 419 U. S. Nat'l Bk. Hours 10 to 12 a.m. and 2 to 6 p.m.

Willamette Valley Prune Association

The oldest Association in the Northwest.

W. T. JENKS Secretary and Manager

Trade & High Sts. Salem, Oregon

A. C. BOHRNSTEDT Realtor

Life, fire, health, accident, auto and indemnity insurance. Bonds and mortgages -city building loans.

407 Masonic Bldg.

Gideon Stolz Company

Manufacturers of

Pure Cider Vinegar

Carbonated Beverages

Lime-Sulphur Solution

Truck delivery to all parts of the

J. L. Busick & Son

GROCERIES

Stores:

SALEM - ALBANY -

WOODBURN

"Eventually You Will"

Buy at BUSICK'S"

M. J. Newhouse, Whose Opinion May Be Taken as Authoritative, Says the Industry Will Expand, and It Will Grow as Long as New Markets Are Found -This Limited Area Must Produce This Fruit in

INDUSTRY OF THE SALEM DISTRICT?

Dried Form and Larger Sizes for Practically the Entire World.

WHAT OF THE FUTURE OF THE PRUNE

(The following article on the marketing problems. The article Statesman is pleased to call the Salem district, and the prospects for its future growth, may be considered as authoritative. Mr. Newhouse is now with the Oregon and he has long been connected

and more especially with the

FALL SUITS

\$17.50 to \$30.00

Ed. Chastain's

Upstairs Men's

Shop

122 N. Commercial St.

SALEM IRON WORKS

Established 1860

Founders, Machinists and

Blacksmiths

Corner Front & State Sts.

Manufacturers of the Shand
pump for irrigation and other
purposes. Correspondence solic-

purposes. Correspondence solicited. Irrigation information sup-

plied.
Makers of Salem Iron Works

prune industry of what The was written by request for this issue of The Statesman .- Ed.) THE PRUNE INDUSTRY IN

IN OREGON M. J. Newhouse

place Oregon's prune area at about the Italian prune grows larger is again world-wide. 24,000 bearing and 12,000 non-than the Petite and fills the disbearing acres. Just across the tinct trade demand for a slightly Columbia river in Clarke county tart and large prune. are an additional five thousand acres bearing and three thousand not yet of bearing age. This limited production area for the Italian prune is supplying the markets

Theo. M. Barr

Plumbing, Heating and

Tinning

164 S. Commercial St.

SALEM, Ore.

Contrary to some impressions,

Better Care, Better Prices

and delicious fruit food.

with barnyard fertilizer. When

90,000,000 or 100,000,000 pounds.

county \$7,000,000.

This time is not far distant. At

seven cents a pound clear to the

Future of the Industry The future of the industry is a

first glance this doubt of the fu-

At

absorb the greater tonnage.

ter and more intensive production

of the world with this distinctive ture is well founded. As pointed out above, sufficient acreage has Yields vary from year to year, actually been planted at a conserbut placing the average production | vative average of one ton of dried at one ton of dried prunes per prunes per acre to produce 100, acre, the yield for this entire dis- 000,000 pounds of Italian prunes. trict would be 30,000 tons or 60,- With few exceptions, the average 000,000 pounds. Two tons of yearly output to the trade of the dried prunes per acre is a very Italian prune has not exceeded 25,common occurrence, and authentic | 600,000 pounds. The success of yields of three and four tons of the "return air" method of drying dried fruit per acre are known. assures a much greater drying In such cases the trees are fully capacity in a shorter time, so esmatured, only twenty feet apart, sential to saving our crop during

well tilled and heavily fertilized rainy harvesting seasons. Nurseries are not only completethe young acreage comes into bear- ly cleaned out of prune stock, but ing the total yield will be in- future outputs have been spoken creased from 60,000,000 pounds to for.

Industry Will Expand Yet in spite of these conditions of the Salem district who helped lets at fair prices are secured. It are still active in pushing it to placing in their stocks another the Columbia river the Italian grown quite extensively in Douglas lowing a slack in demand for our ter methods and greater efficiency mand. In fact, there was no deprune is at its best. Carefully county and is highly appreciated prune, due to the high prices on in orchard production as to both mand; the demand had to be creprepared estimates taken last year by the trade. Under proper care sugar during the war, the demand quantity and quality.

103 Prune Markets

The Oregon Growers' Cooperaprune this year in eighty-one car- chards. the Italian and Oregon Petite load markets besides twenty-two prunes respond splendidly to fer- additional less than carload martilization, pruning and tillage, kets. The English market from thorn, of the Oregon Land com-Heavier yields and larger sizes, this one concern alone will buy pany, were very largely responfor which the trade is willing to four million pounds. France takes sible for the comfortable situation pay a premium, result from the over a million and Canada over which Salem occupies today as the best of care. As direct marketing two million pounds. These sales center of Oregon's marketing and methods acquaint the grower with were made on the package basis prune growing industry. this great premium on the larger of the old conventional twenty-five sizes, we can look forward to bet- pound box.

In Small Cartons

and then in a lack of markets to the sanitary condition surroundthe ultimate consumption of our

The Dehydrated Prune

company, is finding a large and rounding Salem. ready sale. The "ready to serve" and "dry pack" are increasing in Portland yesterday.) popularity and will add materially to the consumer demand to take care of our increasing tonnage. The Canned Prune

As a canned article the Italian prune has no equal, and larger quantities are constantly being used for this purpose. The Oregon Growers' Cooperative Association alone is delivering 25,000 cases of canned prunes to one retail firm in New York. The orset aside 1-6c per pound for advertising purposes this year.

There is no question about a as long as we continue to find dispose of their products. market outlets for the increased

NAIL IT TO THE MASTHEAD

writers on the importance of stamina and vigor in poultry career by 1904, and it had consistbreeding stock: one also hears a ently from the beginning carried of the world and the finished great deal on the importance of on a limited amount of publicity article produced here is the preso-called "attility" strains of poul- and had set high standards of try, but the following axiom by quality for the product which it W. Powell-Owen .a noted English was producing and selling. A comauthority, hits the nail squarely plete history of this organization

beauty, competitor of the California

THE PRUNE INDUSTRY HISTORICALLY AND GENERALLY IN SALEM DISTRICT

But It Has Been Growing Strong and Along Up to Date Lines Only During the Past Twenty-odd Years, and the Men Engaged in Every Department of the Industry Are Learning Something New and Useful All the Time.

A number of men are yet young | had just reached the height of its we consider the prune industry in the beginning of its solid start, ed by the wholesale merchants of grower, this tonnage would yield one that will experience still fur- who have stood by and aided its this country, and there was good the state of Oregon and Clarke ther expansion provided new out- growth into greatness, and who sound reasoning in their objection

It would be too long a story to

recite the experiences through

which the prune growers passed

and through which this association

It will be sufficient to say that

the product sold at less than the

cost of production, which forced

Orchardists also learned that

there were certain sections, certain

elevations, certain slopes and

soils where the fruit produced

more regularly and ripened the

best quality of prunes for evap-

orating, while there were other

districts which produced the same

fruit better for fresh shipments

available by the amateur who to-

day wishes to become a prune

grower; he can be assured that he

will avoid the rocks which have

be cultivated, but it soon became

was to be obtained we must also

secure foreign markets, and there

again the pioneer packers of the

northwest had a still harder strug-

gle, coming in direct contact and

of position with the French prune

and the so-called Turkish prune

and carrying the battle very close

to the base of their own supplies.

A foothold was gained first in

with Oregon prunes, and were

and is active in the Willamette

The prune industry now, with

Even so, the prune industry

here is only fairly started, com-

mier prune of commerce, and it is

What of the Future?

The Salem slogan editor of The

now generally so recognized.

many large interests ocncerned

Not only had home markets to

caused wrecks in the past.

All of these experiences are

matters in two ways.

had passed at about that period.

So far the market recognizes must be kept in mind, as already toward the greater attainments variety of prune entirely different, Oregon's prune industry is one two distinct varieties—the sweeter pointed out, that nowhere in the that are promised for the industry entirely unknown, and, according At last a prune that com-Growers Cooperative association. of her specialized types of farm-prune as grown in California and world does the Italian and the in the future. Representative to their judgment, of doubtful ing. In common with the logan- the sweet plus tart prune known Oregon Petite prunes do so well as among such men are H. S. Gile and quality. The result was that at in a large way with the industry, berry, it finds its most suitable as the Italian as grown in the area here with us. This limited area W. T. Jenks, of the Willamette the time when most of our prune condition for growth in western described above. The so-called must produce this fruit in the Valley Prune association, them-From Douglas county (regon Petite with characteristics dried form and the larger sizes for selves large growers and extensive full bearing, there was an oversouth to a short distance north of common to the California prune is practically the entire world. Fol- experimenters in developing bet- production, measured by the de-

They dreamed truly.

B. S. Cook and Dr. H. J. Min-

In those days of the late eighties and early nineties, Herbert Hoover as a boy worked in and did the Minthorn house being one of est engineer, now secretary of the United States department of com-

(Later-Dr. Minthorn died in

Unfortunately not many of those who began in the early days of the England, and from there it spread prune planting in Oregon stayed until practically all of the Eurolong enough to reap the reward pean countries, to a greater or less toward which they had act their extent, had become acquainted

During the years 1897-98 and using them more or less freely up '99 prunes began to bear in this to the time of the war. section in sufficient quantities, so that the question of marketing be- young man and extremely active in gan to be a serious one. Prunes both lines, and many other lines. ganized growers of Oregon and were not at that time dried with was a pioneer in both the prune Clarke county, Washington, will much efficiency and there was industry and the loganberry induslittle attempt at grading, and no try in this section. He helped orattempt at properly packing; they ganize the great Phez company were sold or consigned according and was its first president and greater prune industry for Oregon as the growers could find a way to one of its largest stockholders

The real beginning was made in Valley Prune association and entonnage-Oregon has the soil and 1900, when the Willamette Valley gaged extensively in the growth the climate, and ontinued atten- Prune association was organized of both fruits. tion to new outlets should find her out of a real existing necessity. It busy extending her plantings, began an honest attempt to propmaking full use of her great possi- erly prepare and market Oregon and with the acreage and number prunes under its own brand as of growers increasing very rapidly

chievement PRUNE

Growers

bines both sweetness, largeness and that shrinks less!



"With the

Investigation of Date Prunes — matured on the trees - by the writer is convincing evidence of the superiority in every way being over 50 per cent sugar and averaging 30 to pound dried. Details FREE upon request.

"Nature's Best In Trees And Ornaments"



NELSON BROS.

Warm Air Furnaces, plumbing, heating and sheet metal work, tin and gravel roofing, general jobbing in tin and galvanized iron

355 Chemeketa St. Phone 1906

Dixie Health Bread

Ask Your Grocer

Salem has the best

system of street

railways of any city

of its size in the

Always at your service

Southern Pacific Lines

United States.

HOTEL **BLIGH**

100 rooms of Solid Comfort

A Home Away From Home

F. N. WOODRY

Salem's Leading

Auctioneer

Sells Everything That Is

Loose or for Sale

1610 North Summer St.

We Pay

Highest Market Prices

Beef, veal, hogs and mutton, live or dressed. Also butter, eggs and chickens.

See us before selling

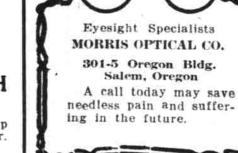
People's Meat Market

155 N. Liberty St. Phone 994



W. W. ROSEBRAUGH CO.

Foundry and Machine Shop 17th & Oak Sts., Salem, Or.



We Are Out After Two Millions We are now paying over three earters of a million dollars a year the dairymen of this section

"Marion Butter"

More Cowfat and Better Cows is the crying need MARION CREAMERY & PRODUCE CO. Phone 2488

The New Columbia Six

utomobile row. \$1195 f.e.b. SALEM

Colby Compression Tubes Kenyon Cord Tires

L. J. Bush & Co.

Salem's classy new arrival in

Dealers for: GARDNER

F. W. Pettyjohn Co.

JORDAN MITCHELL

F. W. Pettyjohn Co. 279 N. Com'l.. Phone 1260

Salem Carpet Cleaning and FLUFF RUG

Rugs Woven

Otto Zwicker, Prop. Phone 1154

THE LOGANBERRY INDUSTRY

Has What Amounts to a Franchise in the District Around Salem

WORKS

All sizes of Rag and Fluff Old Mattress Steaming and Remaking

13 1/2 & Wilbur Streets

"It is not abnormal individual the younger prune growers. egg records gained at the expense It was no small task to intro- will market at least 100,000,000 of stamina, but high flock aver- duce or rather force upon the marbreed, type and vigor, which con- ket a prune which was a distinct Salem banks will finance; and ages, combined with stitute utility,"

The Industry Is About 35 Years Old in This Section,

and active in the prune industry popularity.

visioned the hills and slopes of the Willamette valley covered with ive Association will place this its wealth-producing prune or-

In addition this firm will ship chores for the Oregon Land comout eighteen cars of prunes packed pany. Dr. H. J. Minthorn is his in one, two and five-pound car- uncle, and "Bert" lived in the Minmatter of great doubt with people tons. This has never been done thorn home in Highland addition who have seen prosperous prune before on such a scale. The to Salem, which addition was laid times result in increased plantings housewife who heretofore felt that out by the Oregon Land company; ing the open twenty-five pound the first buildings in that section boxes was not the best now takes of the city, and still in good rethe sealed packages home with pair. The world's greatest food her and thereby greatly increases administrator, and perhaps great-The dehydrated article, as of the beginning of the great packed by Kings Food Products prune industry in the district sur-

This pioneer prune packing or-Much has been said by current ganiation in the northwest had passed the darkets days of its would be interesting reading for Statesman, in October, 1919, said:

French prune, which at that time