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A non-profit organization owned entirely by the dairymen. Give us a trial.  
Manufacturers of Buttercup Butter "At your Grocer"  
Phone 299 137 S. Com'l St.

# SELLING SALEM DISTRICT

## Dates of Slogans in Daily Statesman (In Twice-a-Week Statesman Following Day)

Loganberries, Oct. 5.	Drug garden, May 3.
Prunes, Oct. 12.	Sugar beets, sorghum, etc., May 10.
Dairying, Oct. 19.	Water powers, May 17.
Flax, Oct. 26.	Irrigation, May 24.
Filberts, Nov. 2.	Poultry and pet stock, May 31.
Walnuts, Nov. 9.	Land, irrigation, etc., June 7.
Strawberries, Nov. 16.	Dehydration, June 14.
Apples, Nov. 23.	Hops, cabbage, etc., June 21.
Raspberries, Nov. 30.	Wholesaling and jobbing June 28.
Mint, December 7.	Cucumbers, etc., July 5.
Great cows, etc., Dec. 15.	Hogs, July 12.
Blackberries, Dec. 22.	City beautiful, etc., July 19.
Cherries, Dec. 29.	Schools, etc., July 26.
Pears, Jan. 4, 1923.	Sheep, Aug. 2.
Gooseberries, Jan. 11.	National advertising, Aug. 9.
Corn, Jan. 18.	Seeds, etc., Aug. 16.
Celery, Jan. 25.	Livestock, Aug. 23.
Spinach, etc., Feb. 1.	Automotive industry, Aug. 30.
Onions, etc., Feb. 8.	Grain and grain products, Sept. 6.
Potatoes, etc., Feb. 15.	Manufacturing, Sept. 13.
Bees, Feb. 22.	Woodworking, etc., Sept. 20.
Mining, March 1.	Paper mills, etc., Sept. 27.
Goats, March 8.	(Back copies of the Thursday editions of the Daily Oregon Statesman are on hand. They are for sale at 10 cents each, mailed to any address. Current copies, 5c.)
Beans, etc., March 15.	
Paved highways, March 22.	
Broccoli, etc., March 29.	
Shoes, etc., April 5.	
Legumes, April 12.	
Asparagus, etc., April 19.	
Grapes, etc., April 26.	

## THE WORLD'S STRAWBERRY CENTER

Marion is the leading strawberry county in Oregon.

Polk county is the next.

The berries of both counties are nearly all marketed in Salem.

As are also the berries of parts of Yamhill, Benton, Linn and Clackamas counties.

More strawberries are canned in Salem than in all the rest of the states of Oregon, Washington and California.

Great quantities of strawberries are also barreled here, and shipped to eastern factories.

The men engaged in the strawberry industry here are searching for better varieties, or for better development of varieties already discovered.

Read what W. G. Allen has to say about this. Irrigation will be more largely employed in the future and this will be an aid in making Salem the center of the greatest strawberry industry in the world.

## Valley Motor Co.

260 North High Street

Phone 1995

Boost This Community by Advertising on the Slogan Pages

DID YOU KNOW That the strawberry industry of the Salem district has become a great industry; that there have been sales of \$1000 an acre for a single season's crop, making \$600 an acre net; that growers have shown the production of strawberries at the rate of 12 tons to the acre here; that the acreage in this district more than doubled for the year 1921 over the year 1920, and that it is still growing; that the Salem section produces millions of strawberry plants for the trade; that a double profit is realized from the industry for the community, by helping to keep the canneries and other factories busy on a product that has a world wide sale—that is standard; that does not have to be introduced—that brings a constant flow of money from long distances; and did you know that the use of irrigation and the employing of head work are going to make this the world center of the strawberry industry?

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SALEM, OREGON

## THE STRAWBERRY PLANT KING WILL GROW ALL PLANTS UNDER IRRIGATION

W. H. Weeks Advises the Use of Good Plants by Growers—He Has Some Words of Advice on Varieties—Has Built Up a Business Amounting to Several Million Plants a Year for the Trade.

Editor Statesman:  
The strawberry is perhaps our most widely grown fruit. With the exception of the regions of the Far North and near the equator, very few regions are found where some variety or species of the strawberry cannot be grown with more or less success.

It is the one fruit which the beginner in the fruit game can depend on for his first returns, while he is waiting for his other bush or tree fruits to come into bearing.

For the beginner there are several very important things to consider if he is to be assured returns on his labor and investment. In selecting a location for your planting, avoid wet or poorly drained soil, or a location subject to early frosts. Strawberries will not stand wet feet, and the blossoms are very susceptible to frosts.

They are heavy feeders, and your soil should be built up preferably by application of barnyard manure before the plants are set. It is much the better method to do all fertilizing of your soil before setting, as an application of manure on a fruiting bed causes an excessive growth of weeds that will cause you much grief.

### Use Good Plants

The selection of good planting stock is of utmost importance. It is a much too common practice for the beginner to pick up some farm paper and select from the many berry plant advertisements the cheapest plants offered, or obtain from a neighbor plants from an old fruiting bed, for the digging of them. These cheap plants are usually the most expensive. Some growers seem to figure that any plant having a few roots and a top is fit for planting. Use only healthy, vigorous first year plants from a reliable grower, and be sure they have passed inspection by the county inspector. It is the practice of some growers to dig their plants, dump them into a grain sack and ship to their customers. This is a very poor practice, as they very often reach their destination in a dried-up condition, with the result that the planter gets a poor stand of plants and a disappointment. Plants when dug should be immediately taken into the packing shed, then trimmed of runners and dead leaves and packed in mass in ventilated crates.

### Built Up Large Business

We have been sending out plants in this manner for a number of years and have built up a business amounting to several million plants each year.

In planting there are two methods commonly used—in rows 3½ feet apart, plants 18 to 20 inches apart in the rows—and three feet by three feet, allowing cultivation both ways. For commercial planting the latter method is much the better practice, as it eliminates about 75 per cent of the hand labor with the hoe, and it is this hoeing that usually takes the joy out of life for the strawberry grower.

When setting, remove about

one-third of the length of the root; this not only makes it easier to properly set the plant, but the plant will develop a much better root system. We use a dibble or trowel to set with, putting the roots straight down, not doubled over, and the crown flush with the top of the soil. Proper setting is very important.

Both fall and spring planting are practical. I believe in this section fall planting is preferable, as the plants get established in the soil during the winter months and get off to a better start in the spring. Oftentimes our spring rains continue so late, by the time we can get our soil in condition for planting the season is well advanced and we do not get a good growth. Do not set plants when the soil is too wet. Start cultivation as early as possible in the spring, and continue up to picking time.

**After the Harvest**  
After the crop of fruit is removed, mow the tops of the plants and remove the runners. It is a good plan to burn the patch over, as this will destroy some diseases and insects, such as leaf-spot, leaf roller, etc.

Do not neglect fall cultivation. This should be done after the first fall rains and the fall growth of weeds has started. This practice will save the grower a lot of time and labor in the spring in getting his berry patch in condition. Time is often very valuable to the grower in the spring.

**As to Varieties**  
As to selection of varieties, this depends of course on market conditions, whether for the cannery or open market, and the soil and climatic conditions in your particular locality. The most popular varieties in this section are New Oregon, Marshall, Gold Dollar, Wilson and Ettersburg No. 121. For a market berry the New Oregon and Marshall are in a class by themselves, but are not used by the canneries excepting for barrelling. For this purpose there will probably be an increasing demand for these varieties. The Gold Dollar is our earliest berry. Good market berry, but not used by canneries. The Wilson and No. 121 are the canning varieties. The Wilson, while a good canner, is not a heavy yielder, and produces too many small berries. The No. 121 is said by canners to be the best canning, sort yet introduced. When this variety was first introduced here it proved a disappointment to the growers for several years on account of the yield, but the past two years it has yielded fair crops. There is a need in this section for a berry of good canning qualities and a heavy yielder, and this variety may yet prove to be the berry the growers have been looking for.

### Irrigating Strawberries

The succession of dry seasons we have had the past few years has started the growers to talking irrigation. Some are planning to put the water on this coming season. We irrigated a five-acre block of plants this summer, with wonderful results, and expect to

grow all our plants in the future under irrigation. It is my opinion that the most successful growers of the future will be those who irrigate their berries.

—W. H. Weeks.  
Salem, Or., Nov. 13, 1922.

(The Weeks farms are just north of Salem, on rural route 8. Mr. Weeks ships strawberry plants over a wide territory—some times in car lots to California. His statement that he will hereafter grow all plants under irrigation is interesting and informing. It is more than a broad hint to the growers of strawberries in the Salem district. With the proper use of irrigation, the Salem district will wonderfully increase its yields; to say nothing of making the industry a more reliable one, and more profitable. This is already the largest strawberry district on this coast—and will, with irrigation, be the biggest in the world.—Ed.)

## \$1000 FROM ACRE OF STRAWBERRIES

(Continued from Page 2)

121, and Oregon or Marshall. Their relative value to the producer depends of course upon the quantity that can be produced, the price received, and the amount that can be successfully marketed. In the matter of production the Trebla heads the list. It is not a good berry for table use and it is still a disputed point as to whether it is desirable for canning purposes either in the home or the commercial cannery. Some difficulties have been experienced because of its tendency to quick decay. If picked carefully before too ripe it seems to do very well. This berry is one of Albert Etter's of Ettersburg, Cal., productions, the name being his first name, Albert, spelled backwards.

Being a heavy producer it should be a very profitable berry to grow if cannermen will continue to use it. The Ettersburg No. 121, has been tried out in the Salem district and at first did not seem to succeed, owing to failure to set berries. During the past two years the crop has been good. The berry is small and very firm. The flavor is excellent. In picking, the stem and hull usually remain on the plant, so that but little time is required in preparing them for use. As a canning berry it heads the list.

The Wilson has been a standard for many years. There seems to be a tendency to run out. The quantity and size have so decreased that it seems not to have a very bright future. If some one can provide an improved strain it would still be profitable, for there is a certain demand for this berry at the canneries.

The Oregon, and the Marshall, if not the same variety going under two names, are at least so nearly alike as to need no separate consideration. It is undoubtedly the premier home use berry. Its great size and excellent flavor make it especially attractive for the table. For home canning it is fine if properly handled, holding its form, color and flavor well. It is also being used for barrelling and is well liked for this use. Cannermen in general have not taken kindly to this berry, though I know of one who speaks well of it if not too large in size.

### Good Profit in Industry

On the whole there seems to be a good profit in strawberries provided intelligence and industry are applied in growing them. I know of as high as \$1000 having been received for berries grown on one acre, about \$600 of which was profit. While this was an excellent yield with high prices, I know

from my own experience that strawberries have been a steady profit, frequently carrying the losses from other crops.

As to what variety it is best to plant I think that soil and availability to market has much to do with this. I do not think the Oregon will succeed on low ground. The Trebla or Ettersburg No. 121 will do better in the bottom lands.

**The Planting**  
I would recommend that Trebla and Ettersburg No. 121's be set in check rows 3 feet apart each way. The Oregon should be set in rows 3-1/2 feet apart and plants 20 inches apart in the row. For cultivating the most efficient tool I have is a two-horse disk of four disks to each section from which I have removed one disk. With this I get deep cultivation between the rows without disturbing the roots. Then an ordinary five-shovel cultivator and a clod masher used two or three times in the season and two hoeings gives good results.

Respectfully,  
—C. A. RATCLIFF.  
Salem, Nov. 14, Rt. 5.

## LADY STRAWBERRY GROWER IS WRITER

Editor Statesman:

The strawberry is a cold blooded plant and is never at its best in a very warm place. It is very well adapted to the cool, moist climate of the Willamette valley. It belongs to the rose family, and just as the rose queens it over the rest of the flowers, so the strawberry lords it over all the berries.

It is more extensively cultivated than any other small fruit in America, and wherever it grows it is a favorite, on account of its delicious flavor, delicate aroma and rich beauty.

Any good garden soil is suitable for strawberry growing, but the richer the soil the larger the crop, and fertilization is usually necessary after the first heavy bearing.

Rotation of crops is generally practiced by commercial growers. Land that has been in grass within a year or two is to be avoided, on account of probable presence of white grubs. So also land that has been in strawberries within the year is liable to contain insect enemies or rust spores.

The best results cannot be secured where water stands for weeks within a foot of the surface, during the growing season. Large trees near a strawberry bed are also injurious on account of the water they take from the soil.

The ideal preparation is first to drain and grade the bed, in the fall. Then cover the surface with manure; in the spring rake off all trash, and then make fine the soil to the depth of six inches. If one has any doubt about the fertility of land, in the spring just before the plants come into bloom, apply a few hundred pounds of a good fertilizer per acre. Two hundred pounds of nitrate of soda, when about half the fruit has set, will add to the crop, and to the luxuriance of the plant. A good coat of manure

will do the same.

Public Auctions Every Saturday, 1 p. m.

COL. J. B. GABLE, Auctioneer

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**VICK BROS.**  
High St., at Trade

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Will Give Satisfaction to the Planter

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Additional Salesmen Wanted

applied in the winter is one of the best methods to get a good crop of strawberries. Lime should never be used, nor a very large amount of unbleached wood ash.

The strawberry is attacked by several insect pests, and by various fungoid diseases. Among the latter is blight, or rust, which forms small purple spots on the leaves. Bordeaux mixture is a standard remedy for all fungoid diseases.

Destruction of affected plants and the burning over of old beds are recommended as aids in fighting grub insects.

The strawberry weevil, especially troublesome in the southern states, is a small, black beetle that preys on bud and blossoms. It may be destroyed by my applications of white hellebore and kerosene emulsion.

Kerosene emulsion is also recommended for killing the strawberry leaf roller, a small, yellowish caterpillar that attacks the leaves.

—B. R. H.  
(The writer of the above is a lady strawberry grower of the Salem district. She instructs the copy reader to give only her initials, as above.—Ed.)

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