

# 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 possible by the advertisements placed on these pages 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.

#### Hunt Bros. Packing Company

Salem, Oregon

Quality Fruits, Proper growing, Proper packing, Intelligent selling, Courteous treatment, Community service,

Are the steps to business success

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

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## STATESMAN PUBLISHING COMPANY

Phone 22 & 223, 2nd S. Cor. 1st St.

## SALEM USES ABOUT ONE FOURTH OF ALL THE CANS USED FOR PUTTING UP FRUITS IN OREGON AND WASHINGTON

The Pack in Salem in 1922 is 677,400 Cases, Making, if Filled With Two Pound Cans, 24 to the Case, the Immense Total of 16,257,600 Cans — Comparison with Pack of 1911—The Industry Only Getting a Good Start in Growth.

W. G. Allen, manager for the Hunt Bros. Packing company, made a remarkable address to the Salem Rotary club at its noon luncheon yesterday, reviewing the canning industry for the Salem district, and for Oregon and Washington.

He said that he himself was astonished at the showing made in 1922, for the six Salem canneries.

Their pack for 1922 will show about 677,400 cases, valued at about two and a half million dollars, against about 415,000 cases of salmon for the whole Columbia river pack; valued, however, at about the same amount.

Of this two and a half million dollars, the growers get about one million; there goes for labor and boxes about \$500,000, and the other million goes for sugar, cans, overhead, depreciation, investment, and other supplies.

Mountains of Cans. If all these 677,400 cases be divided into two pound cans, of

which 24 go into a case, they represent 16,257,600 cans; against about 60,000,000 cans used for fruit in the whole northwest—or something like one-fourth of all the fruit in the northwest being put into cans in Salem. This does not take into consideration the dried or dehydrated or barreled product, or that used for vinegar, juices, shipped fresh, etc., etc.

Starting comparisons Mr. Allen showed that in 1911 Salem had one cannery, and it packed 40 tons of strawberries, 10 of gooseberries, 11.78 loganberries, 7.39 raspberries, 10.29 white cherries, 10.44 black cherries, 1.34 raspberries, 216 Bartlett pears, 2.68 overgreen blackberries, 10.37 prunes, and 76 tons of apples—about 30,000 cases of fruit all told—

Against 677,400 cases for 1922: How They are Divided

Mr. Allen showed the 1922 pack of the six Salem canneries to be divided about as follows: Gooseberries, 7000 cases. Strawberries, 60,000 cases. Royal Ann cherries, 80,000.

Black cherries, 4000. Black raspberries, 1200. Red raspberries, 1200. Loganberries, 150,000. Blackberries, 85,000. Bartlett pears, 145,000. Prunes, 60,000. Apples, 70,000. Squash, 13,000.

The Percentages

These figures show that the Salem canneries, taking the figures of this year against the total figures of last year, put up in cans of the total pack of Washington and Oregon the following:

Strawberries, 83 per cent. Cherries, 39 per cent. Black raspberries, 14 per cent. Red raspberries, 1 per cent. Loganberries, 60 per cent. Blackberries, 16 per cent. Bartlett pears, 38 per cent. Prunes, 60 per cent. Apples, 7 per cent.

The comparatively low percentage on red and black raspberries is due to the large packs made of these berries, especially the red raspberries, in the Puyallup and other western Washington berry growing districts.

Compared With California Mr. Allen made another startling statement, that Oregon and Washington in 1921 put more fruit into cans than did California, if peaches and apricots be put out of the reckoning. In peaches and apricots, California grows large, while Washington and Oregon grow and can few of these fruits.

The Conclusions Drawn

Mr. Allen drew the conclusion, from the showing already made, that the Salem district can do a great deal better in the future, especially on fruits in which our growers specialize, and ought to specialize, by using better methods in growing; by specializing still further.

(Mr. Allen did not venture any advice as to the exact things that ought to be done. But there are many things, in the way of selection of varieties, choice of land, cultivation of the soil, fertilizing, pruning, thinning, etc. And, in the case of the berries, especially, irrigation. The Salem district now leads the entire world in strawberries; led it last year, for canning berries, in a very unfavorable season—a season of long dry days in ripening and picking time. This district can increase its lead, three fold, ten fold, by irrigation. This subject is now uppermost among Salem district growers. It must be kept uppermost. If this is done, the Salem canneries will ere long put up not only 83 per cent of the canned strawberries of Oregon and Washington—they will put up 83 per cent of the strawberries in cans in the whole United States; besides making great shipments in the fresh state and putting millions of pounds into the barreled pack.

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#### MARION CREAMERY & PRODUCE CO.

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#### Willamette Valley Prune Association

The oldest Association in the Northwest.

W. T. JENKS Secretary and Manager

Trade & High Sts. E. S. Oregon

## MORE BLACKCAP RASPBERRIES MUST BE PRODUCED BY OUR FRUIT GROWERS

### They Thrive and Yield Well on Moist, We'll on Moist, Well Drained Soil—In Some Localities They May Be Depended on With Proper Attention to Give Larger Yields than the Red Raspberries—Favorite Varieties

(The following article was contributed by W. S. Brown, of the Oregon Agricultural college, to the February issue of the Oregon Grower, the magazine of the Oregon Growers Co-operative association, and it deserves careful reading and wide attention in the Salem district):

At the present time growing of the black raspberry is confined to a comparatively small number of sections in the state. The Springbrook and Newberg districts lead all others by a large margin.

Blackcap Deserves Wider Attention

The blackcap raspberry is undoubtedly worthy of more attention than it has received in the past. It makes a splendid product for the table in any one of several different ways; the fresh berries are fine either for sauce or pies, the black raspberry, when properly canned, is one of the richest and finest flavored sauces that can be obtained from fruits. It lends itself especially to the making of excellent jams, and dries to the best advantage of any of the small fruits, drying out from 20 to 25 per cent of its fresh weight.

The blackcap is easily cared for and requires less hand labor than many of the other small fruits. On the whole, this industry should be encouraged by being more widely advertised. When the merits of the black raspberry begin to be known to the average housewife in Oregon, the prices of this delicate and delicious fruit will increase. The statement is often seen in literature bearing upon bramble fruits, that the black raspberry does not produce as well on the Pacific coast as does the red raspberry.

This is true as a general rule, but when careful selection is made of soil and slope, coupled with good cultivation, careful pruning and protection against pests and enemies, and when in addition the fertility of the soil is carefully maintained, the blackcap will in fact regularly outyield the red raspberry. In the east the black raspberry is regularly counted upon to outyield the red raspberry.

Varieties Recommended

In a state which has been growing small fruits successfully for so many years we are safe in recommending four or five leading varieties that have proved themselves especially good. From time to time many varieties are brought forward, some of which have considerable merit; others of which will not do well under our conditions. The best thing for the grower to do is to try a few of these many varieties as a sort of a local experiment on his place, and to couple with the information he obtains any further advice he may get from the state experiment station or from other growers who may have grown and tried out the variety in question.

Early to Mid-Season Plum Farmer — vigorous, healthy and productive.

Munger — moderately vigorous, productive.

Cumberland — strong grower, healthy and productive.

Late Varieties. Gregg — vigorous and productive.

Our growers have the vision, too, and they must follow it. They must get water onto the land at the time when it is needed to make larger berries and extend the picking season.)

tive, but somewhat tender to cold, and somewhat crumbly for a canning variety.

Of the four varieties mentioned above, the Plum Farmer and Munger are the leaders in some sections of the state, while the older varieties—Gregg and Cumberland, lead in other sections.

Purple Canes are crosses between the red and black raspberry. The best of the purple canes are undoubtedly the Columbia and Schaffer. The growing of purple canes should be encouraged in some sections of the state, especially those near 1.5% fresh fruit markets.

Moisture is Needed

The black raspberry requires a deep, rich, cool, moist soil, very well drained. When sufficient water can be added by irrigation, the black raspberry will do its best on sandy loam soils. Under Willamette valley conditions, however, the plant does best on a light friable clay loam that is fairly retentive of moisture. Under no conditions should the black raspberry be planted on poorly drained tight clay loams. They will soon die out and will be unprofitable from the start.

The slope should be to the north preferably because the black raspberry should be kept from being shriveled up, from the heat of summer and becoming too seedy. The north slope is cooler and can be kept more moist. In some sections north slopes have deeper soils than do south slopes. Good air drainage is necessary also to protect the plants against winter killing, and to avoid damage from late spring frosts.

The more humus the soil contains the greater will be its water-holding capacity. There is nothing that fills the bill better in this respect than stable manure containing more or less straw. The cover crops make a very good substitute for stable manure, especially if a leguminous crop is grown. Oats and vetch sown together in proportions of 30 lbs. of vetch to 20 pounds of oats, and then plowed under as soon as plowing season arrives in the spring makes a very satisfactory covercrop.

In western Oregon careful and frequent cultivation must be resorted to if the moisture content of the soil is to be conserved. This means a frequent shallow cultivation rather than deep cultivation, because the roots of the plants are relatively shallow, and if the cultivating tools are set deeply more harm may result by cutting off roots than good may be accomplished by the cultivation. Most commercial plantings are set 4x8 feet so as to permit thorough work either with horses or with tractors.

Fertility of Soil It is coming to be generally understood by the growers of all kinds of small fruits that if the soil is not rich enough for the fruit they must supplement the fertility of the soils in one form or another if they are to get maximum results.

The best treatment for the berry patch is to give it a liberal dressing of stable manure the year before planting. If 10 to 12 tons of manure to the acre can be worked into the soil throughout the fall preceding planting in the spring, the growth of the vines is usually such that by the second year there is quite a crop upon them, whereas, if the vines are not fertilized, it is usually the

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## We Will Give Our Best Efforts

At all times to assist in any possible way the development of the fruit and berry industries in this valley.

## Oregon Packing Co.

## FARM REMINDERS FROM THE O. A. C.

### Improved Farm Practices the Greatest Insecticides Keep Bees Quiet

(Following are items from a current bulletin of the department of industrial journalism of the Oregon Agricultural college.) Sowing of fall grain or seed and vetch is unsafe after November 15. Sowing after November 1 is not generally as good as early spring sowing—O. A. C. Experiment station.

Improved farm practices are the greatest insecticides yet discovered for the control of general field crop pests. Fall and winter plowing, a well prepared seed bed, cleaning up and destruction of crop remnants, burning over, plowing or otherwise cleaning up fence rows and ditch banks, and practicing summer surface cultivation are all of first importance in the control of our insect pests. The progressive farmer who practices the most important farm methods has fewer insects and insect pests than his less progressive neighbors.—O. A. C. Experiment station.

dominate in the Polk county hills across from this city, and the raspberry industry seems to center in eastern Multnomah county, near Gresham.

It is not easy to explain this condition, aside from the fact that the early growers of these fruits in these particular localities profited so well that their immediate neighbors took up the culture of those same fruits. The result has been that small communities of specialized fruit growers have been built up in various districts in the northwest.

Perhaps the best example of this is in the Puyallup valley, near Tacoma, which is devoted almost entirely to the red raspberry.

Should Raise More Here There are several districts in Oregon which are adapted to this excellent berry. As the raspberry is primarily a canning crop, it is the opinion of those who are familiar with its culture that the proximity to canning centers is most desirable.

Salem is the canning center of the northwest, having six large plants. The canning industry in Salem has not yet reached its fullest development. The city of San Jose, in California, occupies the same relation to the fruit industry of the Santa Clara valley as Salem does to the Willamette valley, and has over 40 canneries and packing plants.

There are several locations near Salem which are adapted to the peculiar needs of the raspberry. No better location could be desired than the Mission Bottom country north of the city. The rich, moist soil of that section is in every way the equal of the Puyallup country. Brown's Island and the land tributary to the Willamette river between Salem and Independence should prove to be excellent raspberry regions.

The raspberry will not do well, however, on wet, heavy or poorly drained soil.

While it costs more to harvest the red raspberry than the loganberry crop, the fact remains that the price is much higher year in and year out, and more than absorbs this difference in cost.

With the expansion of the canning industry and with the construction of cold storage plants in this city, growers should give more thought to the production of the red raspberry.

—Earl Peary, Salem, Or., Nov. 29, 1922.

## COLD STORAGE IS THE THING NEEDED

### It Must Be Had, Too, in Much Greater Measure, for the Apple Industry

(The following is furnished by the department of industrial journalism of the Oregon Agricultural college, and it calls attention to a condition and a need that must have attention:)

Car shortage is chronic and will continue for years, in the opinion of W. F. Gwin, vice president of the North American Fruit exchange, who spoke at the last session of the Oregon State Horticultural society convention, held on the college campus.

"Fully 95 per cent of every transportation dollar is tied up in government bureaucracies," Mr. Gwin declared. "Railroads are mortgaged to the hilt, and cannot expand with the production of the northwest.

"Millions of dollars will be lost this season to growers in the Wenatchee and Yakima valleys, and transportation will be at fault more than markets.

"Cold storage is the answer to this loss. The fruit wasted could have been held for delivery until the demand opened a market and transportation facilities opened. Fruit is now reaching the consumer in disgusting condition.

"Approximately 85 per cent of all apples grown in the northwest are intended for cold storage."

## RASPBERRIES VS. THE LOGANBERRY

### Costs More to Pick, But the Higher Price More Than Absorbs This

Editor Statesman:

A peculiarity of the fruit industry in the northwest is the manner in which the various varieties group themselves in small districts. For instance, the black cap industry centers about the city of Newberg; gooseberries pro-