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

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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.

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

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Phone 33 & 353, 2nd S. Cor. 1st St.

PROF. LEWIS WRITES INTERESTING LETTER FOR THE GROWERS OF OREGON

He Tells What Things He Finds in the Markets of Chicago That Remind Him of His Old Home and Many Friends, and He Gives a Lot of Suggestions for the Good of the Fruit Men of This Section.

(The December number of the "Oregon Grower" contains an interesting letter from C. I. Lewis, formerly editor of that official organ of the Oregon Growers' Co-operative association and one of the organizers of that association, who is now managing editor of the American Fruit Grower Magazine, with headquarters in Chicago. Following is the letter:)

This has been a rather hard fall for the green fruit shippers of the Pacific Coast. The railroad and coal strikes have made a great shortage in cars; it takes much longer for cars to travel across the continent than is customary, and someone always has to pay the bills. In this case, it will be the producer on the one hand or the consumer on the other. Considerable of the western fruit has also arrived in miserable condition because it possibly was fairly ripe before loading in the cars and then was delayed in transit so long that it arrived in the market in a very overripe condition. The east has had a big crop of melons, peaches, plums, pears and similar fruits. Most of the deciduous fruits in the country are still not fully organized and are dumped in large centers, such as Chicago.

The banana, orange and most of the dried and canned fruits, however, are fairly well organized and do not seem to suffer as much as the unorganized deciduous fruits. Business conditions on the whole in the county are beginning to get better and everyone who makes a survey always returns rather enthusiastic. I enjoyed having a chat with Manager Coykendall of the California Prune & Apricot Growers when he came through the south and the east and he was very enthusiastic over the outlook for dried fruits, feeling that everything was cleaning up very nicely this season.

I have watched for Oregon Growers fruit on the market and it was with great pride that I noticed the splendid pack. I would say that the best packed pears arriving in the Chicago market this year were put up by the Oregon Growers; that is, when it comes to grading and pack. A few private packers have added fancy paper inserts and trimming, which have added to their packing. The Oregon packed pears are vastly superior in weight, grade, etc., to those which have come in from the valleys of Washington and are, on the whole, fully equal to the very best California pack and far superior to most

of the packs from that state. However, one can always see where pears have been pre-cooled and put in storage before arriving here and many of the Oregon pears are rather yellow by the time they reach the market, owing to the fact that they have not been pre-cooled. California pears arrive in a good, firm condition and even though slightly yellow they seem to hold up very well.

Oregon Pears
I recently in a fruit store right near my office saw quite a big sign in the window. "Rogue River Mistland Bosc Pears." They were evidently some pears which the association has been handling from Grants Pass. In another fruit store near here I saw a very pretty card from the Oregon Growers Co-operative association of Medford, Oregon, which the fruit vender had placed on the piles of fruit. The small Oregon Bosc is sometimes down as low as two and one-half cents apiece but that is rare. The medium sized Bosc retails at five cents and the large Bosc at two for a quarter. Practically every fine fruit basket one sees in the windows has a few Bosc pears, and it is only a question of time before the Bosc is going to become even more popular than it is today.

I was very much interested in seeing berries which came in from the Pacific Coast this year. They came in from Western Washington in 84 hours and they arrived in splendid condition, especially the red raspberries, but I was astonished to see how nicely the loganberries came through and how well they held up after they got here, holding up in some of the windows several days with seemingly little or no breakdown. Both the loganberries and the raspberries retailed at a high price, often being up to as high as 20c a basket.

Canned Goods Cheaper
There is one mighty hopeful sign here in the East which you growers in Oregon should take a great deal of comfort from and that is, people are buying freely at this time canned goods, jam and similar products. A few years ago the price was out of sight. For example, a good can, No. 2 1/2 of Bartlett pears or raspberries used to bring 65c. In the cash stores you can buy these cans now for from 27 to 33 cents. The loganberries are being featured in a number of stores and they run from 22 to 25c a can. In a little store right near my home I was browsing over the canned stock the other day and lo and behold, the loganberries on the shelf were the Mistland of the Oregon Growers of Salem, Oregon! It seemed mighty good to see that kind on a store shelf. Jam is getting very cheap. One can buy a two-quat glass jar of pure fruit and sugar red raspberry or strawberry jam



C. I. LEWIS
Managing Editor
American Fruit Grower

for \$1.07, while plum jam can be bought quite freely for about 89c for two quarts. I find loganberries being used quite a little but not near as much as they should. A large ice cream factory near my home makes a great specialty of ice creams and sherbets, making about a dozen flavors each Sunday. I went in recently and had a talk with them because I found that they were featuring loganberry sherbet. I asked them where they got their flavor and they told me it was Phez. Several of the cash stores in my neighborhood have Phez in stock on the shelves.

Prunes.
Dried prunes are retailing in the cash stores from 17 to 27 cents a pound and I found some of our Oregon prunes in some of the stores, although they are not freely offered and practically are never advertised. Santa Clara prunes are advertised, and the California prune and apricot growers have attractive cards, beautiful cartons and are doing some very effective advertising here in the East. In fact, advertising of co-operative bodies has been to the front here in Chicago. The North American Cranberry exchange, the Michigan grape growers, the Wenatchee apples, Sunkist oranges, blue diamond walnuts and Sunsweet prunes are all being advertised very extensively to the consumer, and these brands are all known and very well thought of. It is interesting to see how the co-operatives have taken the lead in food advertising in our big cities.

The co-operative movement is becoming very popular every day. I have frequently attended lunches here in the East when bankers and leading business men have been present and it has been very gratifying to see the recognition they are giving the co-operative movement. Practically all business men are becoming more and more to feel that the salvation of agriculture lies within the co-operatives and that the big problems of agriculture must be worked out by the co-operative movement. I have been making a special study of some of the large groups of co-operatives here in the east. I recently visited a very large group in Western New York, where they are very successful. A member of a co-operative needs to take a great deal of pride when he hears that at the present time there is almost a billion dollars' worth of farm produce sold through the co-operatives, and it is only a question of a short time before more agricultural products will be sold through co-operatives than those sold on the outside. The movement is growing like wild fire here in the east. A big conference is being called in Washington in the relatively near future when representatives of all the co-operatives in the United States will be called together. The first problem they are to take hold of is to work out some satisfactory form of rural credits. Possibly they may take up the export question and others of great interest to the co-operative movement.

On the whole, fruit growers of the country this year are doing very well. The berry growers re-

ceived very satisfactory prices and on the whole pears sold well. It was one of the best cherry seasons which we have had for wherever cherries were grown they have brought in good money. The early peaches did amazingly well, but some of the northern peaches here in the east rotted on the ground, because of car shortage, and there was a great loss. Very early summer apples brought splendid money, but the later summer and early fall apples have not brought as good a price. However, the crop of high-grade commercial apples is not as large as government and other figures seem to indicate, and if the car shortage is not too severe, so as to slow down consumption, there is every indication at this time that apples from New Year's on will sell better than they are selling at the present time. The market should stiffen very materially and nearly everybody handling fruit has that feeling. The late keepers are not as abundant as the late fall and early winter varieties.

Fruit Dumped on Market.
One cannot help but realize living back here in the east as I do, however, that some very constructive work has to be done in handling our deciduous fruits. They are simply dumped indiscriminately in cities like Chicago, New York and Boston. The consuming public does not know that the fruit is coming. It arrives here and is greatly sacrificed. There is altogether too much concentration of fruit in these big centers and not enough f. o. b. sales and small carload market sales. That seems to be a class of work which only a co-operative will develop thoroughly; in fact, some of the biggest distributors of the United States sell most of their fruit in three or four of these big markets and are doing little to develop carload markets in various parts of the country. There are distributors, of course, who are developing some carload markets, but many of them are not doing it and they are following the lines of least resistance. It may not be possible to get the deciduous fruits in relatively few hands, but I believe a great deal can be done to bring the growers of deciduous fruits together under some form of organization, which will increase distribution and advertising, which will promote standardization, which will increase consumption and will carry on a certain educational program which is very necessary to the consumers here in the East.

There has been tremendous building activity all summer and fall in these big cities. One wonders when they are going to stop building stores and when you go into a residence district in a big city like Chicago, you simply wonder how so many retailers can live. The facts in the matter are that probably some of them are not really living, at least they are not making money. If it keeps on, we are going to have as many men back east wholesaling and retailing fruits and vegetables as there are out in the country growing

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NO BERRY FARM COMPLETE WITHOUT AN EVERGREEN BLACKBERRY ACREAGE

This Is the Opinion of Jos. Nibler of Woodburn, Who Says That of All the Crops He Grows, the Evergreen Blackberry Is the Best Paying — Has Grown Them Since 1912.

Editor Statesman:

Being a grower of gooseberries, strawberries, raspberries and Barcelona filberts, I naturally sought a crop that would fill in the omission of harvesting between the raspberries and filberts. The evergreen blackberries answered the purpose. With the addition of this crop, my harvesting season lasts from May till the middle of October.

In 1912, after preparing the ground by plowing it very deep, I set out three-quarters of an acre of two to three year old plants that had been gathered from the woods. These plants were set 8 by 10, but a few years after I discovered that I had them too close, and that 9 by 14 was the right distance.

With intensive cultivation all summer and favorable weather the canes made a vigorous growth, many of the canes growing 12 to 14 feet long—of course this ground had been highly fertilized with barnyard manure in February, 1913, these canes were all cut back and removed from the patch. With thorough cultivation in the summer of 1913, the canes made a good growth. In March, 1914, I set posts and wired the patch, putting the wires 3 feet 10 inches from the ground, one wire on each side of the post. I had trained 6 canes from a hill—three each way—on cross pieces 8 by 10 inches long, notched about one inch from each end into which the wire fit. The canes were woven on these cross pieces which were about three feet apart.

The yield in 1914 from this patch was a ton and a half, for which I received 2c a pound. In the fall after the crops were harvested these canes were removed from the patch. In February, 1915, the new canes were trained as they had been heretofore. The yield was 3 tons and a half. In 1916 we received 6 tons from the three-quarters of an acre, receiving for them 2-1-2 cents a pound. By intensive and thorough cultivation and fertilization this patch has yielded about 5 tons each season since 1916. The costs of harvesting are about \$30 a ton.

The patch is fall plowed about three inches deep, plowing the ground to the plant. In the spring the ground is plowed away from the plant. The ground is cultivated immediately after plowing to prevent the moisture from escaping. The implements used are one-horse harrow and clod-masher. After the ground has been worked down I use the 5-shoveled cultivator, but the shovels are removed and weed cutters are attached in the place of shovels. This method removes all sprouts and weeds between the rows. The patch is gone over every week with one of those implements.

One of the many good features of the evergreens is that they do not deteriorate quickly after being ripe but can be left on the vines a week or 10 days.

There has been a good market for them every year since I have been growing them, and of all the crops that I grow, the blackberry is the best paying. No berry farm is complete without an acreage of evergreen blackberries.

—JOS. NIBLER
Woodburn, Or., Dec. 18, 1922

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