

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.

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.

Hunt Bros. Packing Company

Salem, Oregon

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

Are the steps to business success

DEHYDRATED and CANNED FRUITS AND VEGETABLES

Oregon Products

King's Food Products Company

Salem—Portland—The Dalles Oregon

Gideon Stolz Company

Salem — Oregon

Manufacturers of
Pura Cider Vinegar
Carbonated Beverages
and
Lime-Sulphur Solution

Truck delivery to all parts of the Willamette Valley

Willamette Valley Prune Association

The oldest Association in the Northwest.

W. T. JENKS
Secretary and Manager
Trade & High Sts.
Salem, Oregon

NELSON BROS.

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

355 Commercial St. Phone 1908



Dixie Health Bread

Ask Your Grocer

No Matter When You Travel

Always Use Salem Street Railways The Service is Frequent, Safe, Convenient, and Economical, too

Southern Pacific Lines

FOR YEARS AND YEARS

The Statesman has been supplying the wants of the critical job printing trade—

Proof positive we are printers of work and merit. Modern equipment and ideas are the ones that get by.

STATESMAN PUBLISHING COMPANY

Phone 23 & 252, 2-3, Com'l St.

"THE VIRGINIA," A COLONIAL HOME THAT WOULD LOOK WELL IN SALEM

It Would Be Comfortable as Well as Elegant, and, Properly Constructed, It Would Last for All Time Without Repairs, and This Dignified Home Would Preserve Coolness in Summer and Warmth in Winter.

There is presented herewith a cut of a newly designed home that will bear investigation by any one in Salem or near this city who is planning building.

"The Virginia" Colonial architecture is always in good taste. It fits in well with almost any setting. It is a substantial, dignified, conservative style of which one is not so likely to tire as of a more elaborate, ostentatious design. And, perhaps most important of all, the compact, rectangular shape and plain roof greatly simplify construction, lowering building costs and upkeep expenses.

"The Virginia" is a six room Colonial residence. The plans call for hollow tile construction of the load-bearing walls, with the choice of surfacing with stucco or facing with brick. The latter, particularly, will give you a thoroughly fire-proof, permanent building, and a cozy, comfortable home.

The hollow tile walls with enclosed air cells insulate against temperature variations and preserve coolness in summer and warmth in winter. They also keep out dampness and maintain healthful, enjoyable conditions.

The large units lay up at low cost, and, being made of burnt clay which is not affected by varying weather conditions, produce a permanent, enduring wall that will require no repairs. Faced with the rough-textured red face brick made by the Salem Brick & Tile company, "The Virginia" would be one of the most beautiful and dignified of Salem homes.

The Arrangement The downstairs plan provides for a center hall, to the right of which is an excellent, spacious living room connecting by two French doors with a large, enjoyable living porch. The dining room is to the left from just inside the door.

A compact service room is judiciously placed between the dining room and the kitchen. The arrangement of cases, stove, refrigerator and sink is very efficient and will save an enormous amount of work and steps around the kitchen.

Upstairs are a large bedroom with two wardrobes, two smaller bedrooms, a good sleeping porch, and the bath room. Every room in the house is admirably lighted by large windows, placed to afford cross ventilation—another invaluable feature of the Colonial design.

The plans and specifications for "The Virginia" came with the July, 1922, number of "The Permanent Builder." Any of the officers of the Salem Brick & Tile company would be glad to show you these plans and discuss costs with you. Each issue of this magazine contains a new set of plans, and any one interested in building a new and fire proof home is welcome to look

Theo. M. Barr

Plumbing, Heating and Tinning

164 S. Commercial St. SALEM, Ore.

Ed. CHASTAIN CLOTHING CO.

305 State St.

Men's and Young Men's Clothing and Furnishings

SALEM IRON WORKS

Established 1860

Founders, Machinists and Blacksmiths

Corner Front & State Sts. Manufacturers of the Shand pump for irrigation and other purposes. Correspondence solicited. Irrigation information supplied. Makers of Salem Iron Works Drag Saws.

HOTEL BLIGH

100 rooms of Solid Comfort
A Home Away From Home

Buy the Oregon Made Furnaces

W. W. ROSEBRAUGH CO.

Foundry and Machine Shop 17th & Oak Sts., Salem, Or. Phone 586

We Are Out After Two Millions We are now paying over three quarters of a million dollars a year to the dairymen of this section for milk.

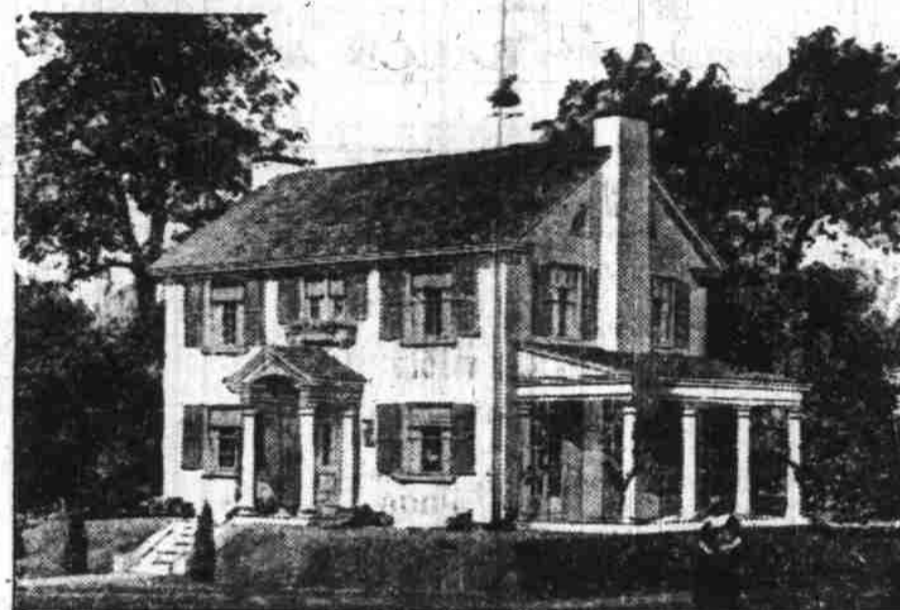
"Marion Butter" Is the Best Butter More Cows and Better Cows is the crying need

MARION CREAMERY & PRODUCE CO.

Salem, Ore. Phone 2188

Salem Carpet Cleaning and FLUFF RUG WORKS

All sizes of Rag and Fluff Rugs Woven Old Mattress Steaming and Remaking
Otto Zwicker, Prop. Phone 1154 13 1/2 & Wilbur Streets



"Your Next Home"

over the file of back numbers are anxious to distribute to people who are planning to build new homes in Salem and vicinity. These books they plan to distribute free of charge to any persons who will call at the office or who will request a copy by association of America, which they

GOOSEBERRY KING WILL BE CRAWFORD

He Will Have a Patch of Twenty-five Acres in Full Bearing Soon

Harry Crawford, in rich old Polk county, about seven miles northwest of Salem, will soon be the gooseberry king of the Salem district.

Till some other grower wrests the crown from him by planting a larger acreage. Mr. Crawford has now 25 acres in gooseberries—eight acres three years old the coming February; eight acres two years old; five acres one year old, and four acres planted last fall.

Good, for New Bushes Mr. Crawford picked last spring from his first named eight acres of bushes 12 tons of gooseberries, which is a very good yield for so young a plantation.

Mr. Crawford's berries are the Oregon, sometimes called the Champion or Oregon Champion. These are the berries generally grown in the Salem district. They are of the variety recommended by the best authorities for this section.

Mr. Crawford told the reporter over the phone yesterday afternoon that he should get from his acreage when in full bearing four

to six tons of berries to the acre—though berries in that district have been known to produce as high as 10 tons, and even 12 tons to the acre, on a small area. This however, is exceptional.

Polk Against World

It looks like it is going to be Polk county against the world for gooseberries; especially the hill country across the Willamette river from Salem.

The people over there are the pioneers of the industry, and Mr. Crawford thinks their soil and location is superior for gooseberry growing. He says the bushes run up to 10 and 12 years in those hills, in good bearing condition. They persist there as they do not elsewhere.

Gooseberry Prices

Gooseberry growers received 6 cents a pound from the canneries of Salem for their good fruit last year. Mr. Crawford said that he hoped the price may be as high for 1923; but he said that there is some clear money in gooseberries at a lower price. He thinks there is about \$150 net an acre in gooseberries in his district, at 6 cents a pound; perhaps more, depending somewhat on what the grower himself thinks his own labor and efforts are worth.

Some Marooned

Some of the growers to whom the Slogan editor wrote were marooned by the high water; but he submits that a very good showing is made in this issue for the industry.

THE GOOSEBERRY COMES FIRST IN A GOOD SUCCESSION OF BERRY CROPS

It is One of the Best of Our Small Crops, the Diseases Are Easily Controlled Here, and We Make a Mistake if We Do Not Encourage a Diversity in Our Fruit Industry.

The following is by Harry E. White, former field manager for the Oregon Growers Cooperative association:

I believe the gooseberry to be one of our best small fruit crops, because the gooseberry is ready for harvest before any other fruit crop, the returns coming at a time when it is most welcome to the small fruit grower.

The fact that the gooseberry can be harvested early is a very material advantage in getting help to gather the crop. It is the least perishable of all our small fruits, as it may be left in the boxes several days before de-

livery without any serious injury to the fruit.

The gooseberry does well in several types of our soil, but it seems to do best on our hill lands. Even on the poorer hill soils it produces heavily, though not making the wood growth it makes on the richer soils.

About the only diseases that give us much trouble are mildew and anthracnose. Mildew can usually be controlled by one application of lime and sulphur, diluted 1 to 40, when the fruit is about one-third grown. Some

GOOSEBERRIES MAY GO HERE UP TO 12,000 TO 20,000 POUNDS AN ACRE

They Make a Reliable and Profitable Crop for Those Having the Right Soils and Locations—The Bushes Need Good Attention for the Best Results—The Oregon Champion the Right Variety.

Jesse Huber, a gooseberry grower with extensive experience in the Salem district, some time ago wrote the following on this industry for The Statesman:

The gooseberry will do no good in the southern states nor is it profitable as a commercial berry throughout the prairie section west of the Mississippi river.

This berry is most prolific in a cool summer climate where the heat of the sun is not sufficiently intense to cause discoloration of the tissue on the exposed side.

We have here in the Salem district and in the whole Willamette valley favorable climatic and soil conditions for growing gooseberries profitably on a commercial scale. The soil selected should be of a heavy, moist, yet leamy texture.

Drainage is important, as is also soil fertility. A northern exposure is preferable to a southern slope for location of the plants.

Good air drainage is important. Low depressions into which fog or damp air is likely to settle should be avoided as such locations are favorable to mildew and leafspots, two of the most troublesome fungous diseases.

Commercially speaking, about the only gooseberry found profitable under our conditions is the Oregon Champion.

This berry, though running a little small, is in active demand as a canner and for making jellies and jams. It is also good when used in combination with other fruits in imparting that sprightly gooseberry flavor, now gaining in favor with American consumers.

Growers find the Oregon Champion a sure cropper and a heavy yielder.

One grower says he has never been troubled with either leaf-spot or mildew, yet he has never used any spray to prevent these diseases.

One of the very good features of the Oregon Champion is that this variety is quite resistant to the usual fungous diseases which are so troublesome when other kinds of these berries are grown.

The yield on an acre planted to gooseberries, of course, will vary widely. If the plants are set in rows six feet apart and four feet between the plants in the row, the yield may run as high as from 300 to 500 bushels per acre—which means 12,000 to 20,000 pounds. Four to eight quarts of berries may be taken from individual bushes under good conditions.

The thorns are a source of trouble in gathering the fruit. Some growers use a wire frame with flanges like a comb; others literally strip the berries from the branches with heavy leather gloves covering their hands. When the berries are gathered they should be run through a fanning mill to remove the leaves and small twigs.

Gooseberries should be gathered before they become ripe. The present market demands them at this stage.

They are then most readily gathered and can be held for a considerable time without injury.

Being the first fruit of the season, consumers are ready to

Why suffer with Stomach Trouble when Chiropractic will Remove the Cause



Your Health Begins When You Phone 87

for an appointment

Drs. SCOTT & SCOFIELD

F. & G. Chiropractors

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

of the farm will about take care of the skin milk. One hog can clean its living from each 10 acres of grain stubble; on an average—some more, some less. That takes 376,000 hogs on the farms to save the wastes.

"Enough garbage and like wastes are supplied by the towns and cities of the state to feed 25,000 more hogs. This makes a total of 381,000 hogs, roughly equal to half the population of Oregon, 753,000.

"Portland has become the important hog market for Oregon, Washington, and Idaho," says H. A. Lindgren, extension livestock specialist. "It is therefore economic for these states to raise only enough hogs to supply this market, which will in turn supply the states with pork products."

"Half the hogs of the United States are grown west of the Mississippi, but nearly 95 per cent of the population is east of that river, where the corn-belt hogs are sold. Since those states are so far west of the corn supply and the pork market center, they cannot grow hogs on corn paying extra freight and sell them in markets reached only through heavy freight charges.

"Their problem in hog production is balancing it up with local consumption," Lindgren declares.

Just a Pretty Theory (The above is a current bulletin of the department of industrial journalism of the Oregon Agricultural college. It is merely the working out of a pretty theory. But there is no use in quarrel over it right now. Oregon does not yet produce the half hog piece for her people; large numbers are shipped in from states further east; from as far away as Nebraska and beyond. But why should Oregon stop when she gets up to the production of a half a hog piece for her people? Oregon is raising more and more corn. Marion county has become the fourth corn producing county in the northwest, and is going to be the first, with Polk close on her heels, or ahead of her. And hogs can be finished off profitably here on other grains that we raise. And, by the way, Salem is a better hog market for central Willamette valley farmers than is Portland; with her Valley Packing company plant here. We already ship pork products to Los Angeles and other California points, and to Alaska and further. We are not going to stop with half a hog piece; when we get up to that point.—Ed.)

Basful Mr. Jones was at a dinner party and had been trying all evening to say something nice to his hostess. Finally he thought he saw his chance. "What a small appetite you have, Mr. Jones," she remarked. "To sit next to you, Mrs. Smith," he replied gallantly, "would cause any man to lose his appetite."

And then he wondered why he wasn't invited to the next affair. —Legion Weekly.

HALF HOG A PIECE FOR OREGONIANS

That is a Pretty and Well Worked Out Quota; a Porker for Each Two

"Oregon can grow profitably only enough hogs to supply the local demand, roughly, half a hog for each person. It also happens or was fixed up in some way that there is about enough farm waste and city garbage to care for 391,000 hogs—just half a head apiece. Investigations by the state college extension force further show the character and distribution of this surplus material that helps produce cheaper pork.

"One hog is needed on the average farm to clean up such wastes as cull roots, fruits and vegetables, and table scraps. Then one pig for each dairy cow kept

HOLLOW TILE A PROTECTION AGAINST HAZARDS

ALL SIZES



SALEM BRICK AND TILE CO. Salem, Oregon

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