

Farm Loans

28 YEARS
6 Per Cent Interest

A. C. Bohrstedt
Representing Portland Joint
Stock Land Bank
407 Masonic Temple
Salem, Oregon

**Seamless Hot Water
Bottles and
Combination Syringes**
Guaranteed not to Leak
Prices from \$1 up

Brewer Drug Co
405 Court St. Phone 184

Our Ideal: "The Best Only" Our Method: Cooperation

**Capital City
Co-operative Creamery**

A non-profit organization owned
entirely by the dairymen. Give
us a trial.
Manufacturers of Buttercup Butter
"At Your Service"
Phone 299 127 S. Com'l St.

SELLING SALEM DISTRICT

Dates of Slogans in Daily Statesman

(In Twice-a-Week Statesman Following Day)

Loganberries, Oct. 5.
Prunes, Oct. 12.
Dairying, Oct. 19.
Flax, Oct. 26.
Filberts, Nov. 2.
Walnuts, Nov. 9.
Strawberries, Nov. 16.
Apples, Nov. 23.
Raspberries, Nov. 30.
Mint, December 7.
Great cows, etc., Dec. 15.
Blackberries, Dec. 22.
Cherries, Dec. 29.
Pears, Jan. 4, 1923.
Gooseberries, Jan. 11.
Corn, Jan. 18.
Celery, Jan. 25.
Spinach, etc., Feb. 1.
Onions, etc., Feb. 8.
Potatoes, etc., Feb. 15.
Bees, Feb. 22.
Poultry and pet stock, Mar. 1.
Goats, March 8.
Beans, etc., March 15.
Flaxed highways, March 22.
Broccoli, etc., March 29.
Silos, etc., April 5.
Legumes, April 12.
Asparagus, etc., April 19.
Grapes, etc., April 26.

Drug garden, May 3.
Sugar beets, sorghum, etc.,
May 10.
Water powers, May 17.
Irrigation, May 24.
Mining, May 31.
Land, irrigation, etc., June 7.
Dehydration, June 14.
Hops, cabbage, etc., June 21.
Wholesaling and jobbing
June 28.
Cucumbers, etc., July 5.
Hogs, July 12.
City beautiful, etc., July 19.
Schools, etc., July 26.
Sheep, Aug. 2.
National advertising, Aug. 9.
Seeds, etc., Aug. 16.
Livestock, Aug. 23.
Automotive industry, Aug. 30.
Grain and grain products,
Sept. 6.
Manufacturing, Sept. 13.
Woodworking, etc., Sept. 20.
Paper mills, etc., Sept. 27.
(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 cop-
ies, 5c.)

GROW THE LIMIT OF SPINACH

Our producers are being asked by one concern to supply 500 or more tons of spinach the coming season.

They can do it, and they should do it.

This district produces the best spinach known.

There is a constantly growing demand for spinach; there is no telling how far it may go—

No telling how generally the people of the world will come to realize the value of spinach in their dietary.

Anyway, our growers should give the buyers all they will take—

This year, and every year.

This may lead to a gigantic industry, and it may develop very fast.

Valley Motor Co.

260 North High Street

Phone 1995

Boost This Community
by Advertising on the Slogan
Pages

DID YOU KNOW that Salem is the market center of the largest spinach growing industry in Oregon; that our dehydration plant and canneries must have more spinach; that the market for the manufactured product is large and bound to grow very fast, owing to the fact that spinach is one of the greatest vegetables in dietary schemes; that there is money in the growing of spinach; that the powdered dehydrated product may in time take all that this section can produce?

Eat a Plate a Day

Weatherly Ice Cream

Sold Everywhere

Buttercup Ice Cream Co.

P. M. Gregory, Mgr.
260 South Commercial St.
Salem

DODGE BROTHERS SEDAN

Bonesteel Motor Co.
184 S. Com'l St. Phone 428

VALLEY PACKING CO. CASCADE BRAND HAMS BACON AND LARD

U. S. Inspected

SALEM, OREGON

THE "FIFTY THOUSAND DOLLAR STRAWBERRY PLANT," THE ROCKHILL EVERBEARER, AS DESCRIBED BY MR. C. I. LEWIS IN JANUARY AMERICAN FRUIT GROWER MAGAZINE.

The Price, However, Includes the Propagating Rights of This "King of Kings," Which Was Originated by Harlow Rockhill of Conrad, Iowa, Who Has Been a Plant Breeder for Years, and Who Brought Out the First Everbearing Strawberry a Long Time Ago.

(If not to the common garden variety of citizen here, there will at least be intense interest in the article that follows in the ranks of the hundreds of up to date strawberry growers in the Salem district. The article is from the American Fruit Grower Magazine for January, published in Chicago, and it was written under the heading of "The King of Kings," by Prof. C. I. Lewis, managing editor of that publication with a nation wide circulation, who is well

known in Oregon, where he was for years a member of the faculty of the Oregon Agricultural college and was afterwards one of the moving spirits in the organization and successful launching of the Oregon Growers Co-operative association.)

facts in the case are that F. E. Beatty, President of the R. M. Kellogg Co., Three Rivers, Mich., has purchased for the sum of \$50,000 the propagating rights of the Rockhill Everbearer, a strawberry originated by Harlow Rockhill of Conrad, Iowa. In addition to buying the propagating rights, Mr. Beatty also purchased a large stock of plants which Mr. Rockhill had on hand and steps have been taken to reproduce this variety rapidly so that the entire nation may share in the enjoyment of this remarkable strawberry.

The characteristics of this berry with regards to yield, size, quality and its long season of productiveness are such as to make it a berry which would be worth a million dollars annually to our strawberry culture.

It is indeed refreshing to learn of the purchase of this strawberry and it will serve as an encouragement to plant breeders all over the United States, for plant breeders as a class have not been fully appreciated and have never been paid in accordance with what they have really contributed. Years ago the horticultural world was startled when it heard that the Thomas Lawson carnation had brought the originator \$50,000. It is well known that the royalties from the Fay carnation brought a fortune. Years ago the Oregon Nursery Co. took off the hands for the Oregon Horticultural Society the now famous Lambert cherry and propagated it so that cherry growers all over the world could enjoy this remarkable black cherry. Stark Bros. Nurseries have been famous for the work they have done in introducing new varieties, which they have purchased from plant breeders.

It is interesting to note that Iowa is the home of some of our greatest fruits and of some of the greatest men in the horticultural field, men like Charles Patten, who did so much to breed up Iowa plants; and to think that Iowa is not only the home of the Delicious but is also the home of this remarkable new strawberry.

The Originator

Harlow Rockhill of Conrad, Iowa, is the originator of this new berry. Rockhill has been a plant breeder for years. He has worked patiently and persistently and has accomplished a great deal. His modesty, however, has tended to keep him in the background. Not only is he a recognized breeder of strawberries but he is doing constructive work in the breeding of hardy hybrid plums, apricots and similar fruits.

Years ago Rockhill brought out the first everbearing strawberry. These had the one characteristic of being everbearing in type. They were often overproductive, frequently small in size and at times the quality was not up to some of the standard spring varieties. But Rockhill did not get discouraged. First, he worked to get everbearing character; second, he worked to get yield with this character; then, he incorporated in this vigor giving plants plenty of foliage as well as a fruit bearing character, and finally with these he has connected quality.

This has been a "marvelous achievement. It was a big step forward from the early everbearing to the progressive and the other everbearings which have followed. The everbearings generally have not had the characteristic of producing well in the spring. They would bear a relatively light spring crop and scatter along through the summer, with a fair crop in the fall. This characteristic, it is reported, has been entirely overcome in the new berry.



Frank E. Beatty, the purchaser

qualities are good marketing characteristics. The berry has the size, the shape and the color to commend it to all. So far the berry has been tried under numerous soil conditions in both the states of Iowa and Michigan and has been given a trial since

500 TONS OF SPINACH AS A MINIMUM WANTED HERE BY THE KING'S COMPANY

The Growers of the Salem District Have Been Overlooking an Opportunity, and They Have Never Yet Produced Enough Spinach for the Salem Plant, Which Has Exhausted Its Supply Each Year in 60 Days After Opening Its Prices.

Growers have overlooked an opportunity in not putting in a greater acreage of spinach. Spinach is one vegetable which the medical profession considers as almost an indispensable part of our diet. In the treatment of anemia, spinach is recommended by almost all physicians because of the large amount of iron it contains, and many physicians regard it as unsurpassed for infant feeding.

It is said that western spinach has even a richer content of iron than eastern spinach. The western spinach is larger leaved and longer stemmed and matures more quickly than eastern spinach. The Willamette valley soil produces a finer grade of spinach than is found in most sections. The longer stems, rather than being a liability, are considered an advantage, because they have a higher mineral content than the leaves themselves.

The Vitamines, Too
Another thing which spinach

has created a demand for spinach which exceeds the supply. The King's Food Products company have never yet been able to obtain sufficient fresh spinach of the grade they require to take care of their needs. The Portland office managers of King's report that within 60 days after opening their prices on spinach their supply is exhausted.

Want Big Tonnage
The King's Food Products company is now prepared to execute spinach contracts for the 1923 season. No less than 500 tons of spinach are wanted for the Salem plant alone, and this spinach should bring \$25 a ton. From three to seven tons should be raised to the acre. It is a 60-day crop and may be followed by stringless beans, which can be grown on average ground. Beans are also a profitable crop, and the grower should realize \$100 to the acre.

The farmer who considers proper rotation of crops will give serious thought to spinach followed by stringless beans, not only because they are profitable, but because the bean picking season follows directly after the loganberry harvest, when help is available. The King's Food Products company is ready to offer contracts to responsible persons who are interested. Seed will be furnished at cost.

Leather Goods of Quality

Bags, Suits Cases, Pattees

HARNESS

F. E. Shafer
Phone 411 170 S. Com'l
Salem, Ore.

FAIRMOUNT DAIRY

Perfectly Pasteurized
MILK AND CREAM
Phone 725

"Where The
Crowds Always
Shop"

The People's Cash Store

SALEM, OREGON

HOTEL MARION

SALEM, OREGON
The Largest and Most
Complete Hostelry in
Oregon Out of Portland

DRAGER FRUIT COMPANY

Dried Fruit Packers
221 S. High St., Salem, Ore.
Always in the market for
dried fruits of all kinds

OREGON PULP & PAPER CO.

SALEM, OREGON

Manufacturers of
High Grade Wrapping Papers and
Paper Specialties

Next Week's Slogan

SUBJECT IS
"Onion Growing"

A Licensed Lady Embalmer
to care for women and
children is a necessity in
all funeral homes. We are
the only ones furnishing
such service.

**Terwilliger
Funeral Home**
770 Chemeketa St.
Phone 724 Salem, Oregon

Theo. M. Barr
Plumbing, Heating and
Tinning
164 S. Commercial St.
SALEM, Ore.

The Salem district produces the highest quality
of spinach grown in the world.

THE BOY SCOUTS

deserve the support of
everyone who wishes to
inculcate high principles
of manhood into the
youth of our land.
This space paid for by
Thielsen & Rahn

OUR TREES
Carefully Grown
Carefully Selected
Will Give Satisfaction to the
Planter
**SALEM NURSERY
COMPANY**
423 Oregon Building
Phone 1793
Additional Salesmen Wanted



Harlow Rockhill, the originator

known in Oregon, where he was for years a member of the faculty of the Oregon Agricultural college and was afterwards one of the moving spirits in the organization and successful launching of the Oregon Growers Co-operative association.)



Stalk Showing Mature Berries, Half Grown Berries, Green Berries and Blossoms, on Single stalk.

Tested Seeds

Quality the best, Prices
the lowest. Send for
price list

D. A. WHITE & SONS
Salem, Oregon

Insist on Better-Yet Bread

-- IT'S BETTER --

OWPCO

Broom handles, mop handles,
paper plugs, tent toggles,
all kinds of hardwood
handles, manufactured by
the

**Oregon Wood
Products Co.**
West Salem

BUY AN OVERLAND

AND
Realize the
Difference.

VICK BROS.
QUALITY CARS
High St., at Trade

Auto Electric Work
E. D. BARTON
171 S. Commercial St.