

# 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

Selling Salem District is a continuation of the Salem Slogan and  
Pep and Progress-Campaign

The Surest Way to Get More and Larger  
Industries Is to Support Those You Have

**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**

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**King's Food Products Company**

Salem—Portland—The Dalles  
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Manufacturers of  
Dependable Brand  
Lime-Sulphur Solution  
The brand you can depend  
on for purity and test  
Prices upon application.  
Factory near corner of  
Summer and Mill St.  
Salem, Oregon

**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 gravel roofing, general job-  
bing in tin and galvanized iron  
work.

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**DIXIE  
BREAD**

**Dixie Health Bread**  
Ask Your Grocer

**Take the Trolley**

for  
**SAFETY**  
**COMFORT**  
and  
**ECONOMY**  
Anywhere—Anytime  
Southern Pacific Lines

**FOR YEARS  
AND YEARS**

The Statesman has been supply-  
ing the wants of the critical job  
printing trade—  
Proof positive we are printers  
of worth and merit.  
Modern equipment and ideas are  
the ones that get by.

**STATESMAN  
PUBLISHING  
COMPANY**

Printed at 12 S. 2nd, 2nd & 3rd Sts.

**C. N. NEEDHAM, THE SALEM DEALER  
IN BABY CHICKS, GIVES GOOD ADVICE**

He Says There Is No Doubt but There Is Big Money in  
Raising Poultry, if the Business Is Managed Properly  
—the Requirements of the Up-to-Date Breeder of  
Baby Chicks; They Are Specific and Rigid.

Editor Statesman:  
There is a splendid opportunity  
for those Willamette valley poultry-  
men who have a well kept  
thoroughbred flock of chickens,  
to enter either into the business  
of hatching day old chicks, or sup-  
plying hatching eggs in incubator  
lots.

This opportunity is not a year  
or so hence, but is here TODAY,  
NOW.

In our own organization we are  
on the constant lookout for desir-  
able stock, and the liberal prices  
we pay fully recompense the poultry-  
man for his extra trouble and  
expense in bringing his flock up  
to the higher standard of perfec-  
tion.

Then of course there is always  
the opportunity of going into the  
business independently, which  
some prefer to do.

More, Better Flocks Needed  
This last fall I advertised in our  
local papers for hatching eggs,  
and received over 60 replies. Out  
of this number, only 20 flocks  
measured up to our requirements,  
showing the necessity of more and  
better flocks of thoroughbred  
chickens in our valley.

Some of those who were not ac-  
cepted not only failed to have  
thoroughbred chickens, but their

**KALSOMINE**  
Spring house cleaning time  
is now here.  
See our line of beautiful  
Sherwin-Williams Tints  
Also complete line of all  
SHERWIN-WILLIAMS  
House Paints  
**Falls City-Salem  
Lumber Co.**  
349 So. 12th St.  
Phone 813  
A. B. Kelsay, Mgr.

**Ed. CHASTAIN  
CLOTHING CO.**  
305 State St.

Men's and Young Men's  
Clothing and Furnishings  
Use my stairs. It pays

**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.  
Makers of Salem Iron Works  
Drum Saws.

**HOTEL  
BLIGH**

100 rooms of Solid Comfort

A Home Away From  
Home

buildings were poor, and their  
flocks showed lack of proper care  
and management.

To produce strong, healthy  
chicks that will meet competition  
successfully, we must have breed-  
ers of the very highest type, and  
it is wonderful how soon you can  
build up a desirable flock, if you  
go at it in an earnest, intelligent  
manner.

Important for Beginners

Now if you will bear with me  
for a moment, I should like to  
give you what is regarded as some  
of the important features to be  
considered by beginners, and also  
my ideas why some of our flocks  
do not prove desirable from the  
standpoint of the hatcheryman,  
and a suggestion or two as to the  
remedy for these faults.

Poultry keeping is a business in  
the true sense of the word, and  
we should apply business prin-  
ciples in running it.

One cannot make a success of  
any venture unless a definite plan  
is very carefully laid out before  
hand, and in preparing for the  
poultry industry one should  
choose the proper location for his  
ranch, he should build proper  
housing facilities, and he should  
have a thorough knowledge of the  
breed he is intending to keep.

**About the Location.**  
In considering "proper loca-  
tion," one should choose land  
adapted to poultry raising. One  
should be able to raise plenty of  
green feed on his or her place, as  
this is very necessary on a success-  
ful poultry ranch. If you have an  
equable climate, and within easy  
access to the big markets, you  
have the essential natural fea-  
tures for an ideal poultryman's  
home.

**The Housing Plans**  
As to buildings, the well built,  
handy poultry house is the one to

buy the  
Oregon  
Made  
Furnaces

**W. W. ROSEBRAUGH  
CO.**

Foundry and Machine Shop  
17th & Oak Sts., Salem, Or.  
Phone 886

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.**  
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Salem Carpet Cleaning and  
**FLUFF RUG  
WORKS**

All sizes of Rag and Fluff  
Rugs Woven  
Old Mattress Steaming and  
Remaking

Otto Zwicker, Prop.  
Phone 1175  
13 1/2 & Wilbur Streets



An ideal pair of Golden Wyandottes, a good general purpose fowl.

build. By visiting a few of the  
large up to date plants, one can  
soon decide on suitable plans for  
his own buildings. Proper con-  
struction is a very important con-  
sideration, for, with a properly ar-  
ranged house, one can care for a  
large flock with very little waste  
effort, and consequently a great  
saving of time. Poor houses are  
expensive in the long run, so  
build good ones. Decide on one  
style of building for your ranch.  
Paint them if possible, as the  
buildings will last longer, and it  
will add to the appearance of your  
place also. Any time saving and  
labor saving conveniences are well  
worth installing. Efficiency should  
be the uppermost thought in your  
mind. If you have two or more  
laying houses, your feed house  
should be as near the center of  
your ranch as possible, as this  
will save you many steps in the  
course of a day.

**About the Breed**  
When it comes to choosing the  
breed to keep, I would suggest  
that you decide on the kind you  
like the best. You are sure to suc-  
ceed better with your favorite  
breed than with some other. No  
matter what kind you keep,  
HAVE ONLY ONE KIND, and  
HAVE THEM THOROUGHLY.

A mixed lot of chickens is un-  
attractive as a mongrel cur.  
You all know what an inspiring  
sight it is to see a flock of fine  
thoroughbred chickens, with a  
back ground of well kept, up to  
date poultry buildings. It costs  
just as much to feed inferior as  
good stock, and the good stock  
pays far larger dividends. If you  
have thoroughbred stock, you can  
always find a market in the spring  
of the year for your hatching eggs  
at a big advance over the market  
price, thus enabling you to realize  
a handsome profit when the mar-  
ket price of eggs is low.

**About the Feeding**  
One must not think that he can  
make money from poultry by just  
"putting in wheat and picking up  
eggs." Feeding is perhaps the  
most important of the subjects to  
be well informed upon, and  
should receive your close applica-  
tion and study.

So many poultrymen are unable  
to tell the layer from the non  
layer, and are therefore feeding a  
great many non producers. You  
are losing money all the time on  
these "boarders," so why not  
learn how to "cull" these out of  
your flock and save yourself this  
expense? In this regard, the Ho-  
gan system will be of great ser-  
vice, although trapping is the  
only sure way to know just what  
your individual birds are doing.

**The Best is Cheapest**  
One of the biggest mistakes one  
can make is to buy certain stock  
because it is cheap. One usually  
gets what he pays for, and if one

is intending to stay in the poultry  
business permanently, he should  
choose his foundation stock very  
carefully, and in fact, buy the  
best he can afford every year he  
is in the business. The best is the  
cheapest in the long run, and is  
far more profitable.

We have a great many poultry  
keepers who go into the business  
with a rush, because they "hear  
there is big money in it." The ma-  
jority of this class go out of the  
business in a year or two, for  
some little discouragement makes  
them quit.

There are some that jump from  
one crop to another because the  
previous year the prices were  
high. We have this class to con-  
tend with in the poultry industry.  
(I might add that this class of  
people usually pick the "off  
year.")

**Big Money for Right Men**  
There is no doubt but there is  
big money in raising poultry, if  
the business is managed properly.  
We have instances of this on every  
hand. SOME of the principles of  
successful poultry raising have  
been mentioned in a very brief  
way in this article, and there are  
scores of other suggestions that  
could be made right along this  
line.

Our baby chick trade de-  
mands certain requirements in  
the different varieties we handle,  
so I will try to give you briefly on  
what basis our breeders are se-  
lected.

**How Breeders Are Chosen**  
In the White Leghorns, our  
trade demands a combination of  
the exceptional layer and the good  
sized bird. They must be pure  
white birds, of the true Leghorn  
type, and lay "snow white" eggs.

We have more difficulty with  
R. I. Reds than any other of our  
varieties, because the chicks do  
not come out a uniform color. The  
principal reason for this is due to  
poor undercolor in the breeders. A  
great many Reds have either light  
color, or they have "smut" in the  
underfeathers, and this is the  
cause of most of our "off color-  
ed" Red chicks. A first class  
lot of Reds should have the  
deep red color running from the  
outer feathers and right through  
to the skin.

The Barred Plymouth Rocks  
should be good sized, evenly bar-  
red, and of a good laying type.

In the Anconas, the trade de-  
mands the dark colored bird, and  
the heavy layer, consequently the  
birds with too many white feath-  
ers, and the nonlaying type should  
be culled out of the flock.

The Standard of Perfection  
gives the weight of the Black Mil-  
lors hen at six and a half  
pounds, and the cock bird at nine  
pounds. We have found very few  
of our valley flocks that come up  
to the required weight, so we cer-  
tainly need some special breeding  
for size in this variety.

We have been able to find a  
number of very fine white Ply-  
mouth Rock flocks, so we have  
very little to worry us when it  
comes to this variety.

Some one has aptly said, "To  
succeed you must excel," and this  
is just as true of the poultry in-  
dustry as it is of any other line of  
endeavor. You are secure against  
failure if you build up your  
flock on a "quality" basis.

Yours for more and better poultry.  
—C. N. NEEDHAM,  
Salem, Ore., Feb. 23, 1923, 558  
State St., Phone 400.

**BROCCOLI CROP  
NOW COMING ON**

Should Have Been 100 Cars  
in Salem District; May  
Be Around 25 Cars.

Broccoli harvest is now begin-  
ning. Already some shipments of  
this autocrat of the vegetable  
world have been made from the  
Roseburg district, and the first  
samples have brought very high  
prices in the big city markets.

The Umpqua valley will harvest  
about 250 cars of broccoli this  
year; a normal crop, for the acre-  
age in that district.

The Willamette valley will har-  
vest perhaps 25 cars in all for  
shipment, besides some broccoli  
that will be used for canning.  
This is away below normal, for  
the acreage that was planted.  
Enough seed was furnished last  
spring for producing 100 cars in  
the Willamette valley. But several  
things happened. The high water  
of the first part of January wash-  
ed out a lot of the broccoli plant-  
ed in the low places. But the  
freezing weather of February did  
the most damage.

Most of the broccoli acreage in  
the Willamette valley district is in  
the Oregon Growers Cooperative  
association. They expect to have  
15 to 20 cars to ship, besides  
some for canning. The balance of  
the Willamette valley crop is  
mostly in the hands of the local  
Salem broccoli association. The  
Oregon Growers Cooperative asso-  
ciation also controls a consider-  
able portion of the Umpqua valley  
broccoli. The prices for the main  
crop have not been announced.  
They will likely run around \$1.50  
to \$2 a crate; perhaps the aver-  
age will not be much above \$1.50.  
The standard car of broccoli con-  
tains about 485 crates.

**CORN ABOUT THE  
BEST CROP HERE**

(The following letter to the  
Pacific Homestead, the farm  
paper published from the States-  
man building, will interest many  
readers; and it will no doubt  
be of help in stimulating the  
corn boom which is under way  
in Marion and Polk counties, and  
the other Willamette valley  
counties—a development that is  
bound to increase immensely the  
earning power of the land here  
and the total wealth of all this  
part of the state.)

"The Pacific Homestead, Sa-  
lem, Oregon—Dear Sirs: This  
season we have about 200 bush-  
els of mighty fine Golden Glow  
seed corn, and we are again  
sending you our ad which you  
will please run in the Home-  
stead until we give you further  
notice.

"We have been advertising  
our seed corn in the Homestead  
now for 10 years and we have  
always found it the best adver-  
tising medium of any agricul-  
tural paper on the coast. In  
fact, we now use the Homestead  
exclusively, for we find all that  
is necessary to dispose of our  
seed is to let the farmers know  
of it through the Homestead.

"We came from the corn belt  
to Oregon twelve years ago, not  
planning on growing much corn  
out here, but we have found even  
here corn about the most profit-  
able crop. Every year our three  
silo are filled, and silage is in-  
deed a wonderful feed. We also  
harvest a good bit of corn for  
hog feed, and supplemented with  
skim milk from the dairy, it cer-  
tainly is a great hog producer.  
Altogether our experience with

Why suffer with Stomach Trouble when Chiropractic will Remove the Cause



Your Health Begins When You  
Phone 87  
for an appointment

**Drs. SCOTT & SCOFIELD**  
P. S. O. Chiropractors

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



A medium priced poultry house and a promising flock of White Leghorn pullets. A typical valley poultry plant.

**SALEM DISTRICT POULTRY BREEDERS  
SETTING THE PACE FOR THE WORLD**

They Are Winning in World Laying Contests, and They  
Will Set High Marks for the Big Men in the Industry  
in All Parts of the Earth to Shoot at.

Many poultrymen in the Salem  
district have made both national  
and international reputations for  
the high class and heavy produc-  
ing qualities of their fowls.

For instance, only last Novem-  
ber J. A. Hanson of Corvallis was  
awarded a \$100 silver cup and an  
embossed certificate in the En-  
glish international egg-laying com-  
petition near London, England, in  
which his eight fine White Leg-  
horn hens laid more eggs during  
the past year than any other for-  
eign pen in the contest. The year  
before Mr. Hanson's entry was the  
winning pen in the Santa Cruz,  
California, egg-laying contest. His  
fowls have also made a wonder-  
ful record in the Michigan and  
many other national egg-laying  
contests.

C. E. Armstrong of Corvallis is  
another poultryman whose White  
Leghorns are making a great re-  
cord in the big western egg-lay-  
ing contests.

The same is true of the entries  
of L. E. Arnold, a White Leghorn  
specialist of Lebanon.

Walter Downing of Salem has  
in a brief space of a couple of  
years made a state and Pacific  
northwest record for the excel-  
lence of his White Plymouth  
Rocks, he having individual birds  
valued at more than \$100; in  
fact some of his foundation stock  
cost him that price or more per  
bird. He wins blue ribbons in  
the state fair and all of the big  
northwest poultry shows on his  
fine fowls.

Another Salem breeder, Eugene  
T. Prescott, has received national  
recognition among the poultry-  
men, and has been made an of-  
ficial of the National Salmon Fa-  
vorite club, through the excel-  
lence of his poultry stock bred  
here.

There are many others who  
have been accorded nearly as



A stately pair of White Lang-  
shans, a fine back yard or farm  
fowl.

**HOLLOW TILE**  
A PROTECTION AGAINST HAZARDS



**Salem Brick  
and Tile Co.**  
Salem, Oregon

(Continued on page 2)

**BABY CHICKS**

All Local Hatched  
Support Home Industry

**C. N. NEEDHAM**

558 State St.  
SALEM, OREGON