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Bags, Suits Cases, Puttees

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Capital City Co-operative Creamery

A non-profit organization owned
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Manufacturers of Buttercup Butter
"At your Grocer"

Phone 299 137 S. Com'l St.

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.
- Paved 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.

WHAT OF THE WILLAMETTE VALLEY BROCCOLI INDUSTRY

The above is a serious question—
But the growers of the Salem district are answering it by buying their seed for spring sowing, to raise plants to set out next summer, with the hope of having a good crop to harvest and sell in February and March and early April of 1924.

In the face of two failures or partial failures, owing to freezing and thawing weather in the months of December and January, this marks these growers are good sports.

They are surely not quitters.
Who knows but they are pioneering one of the Willamette valley's greatest early money crops?

There are some things to learn yet, in order to make the broccoli industry successful every year in this district, but our growers are not down hearted.

Valley Motor Co

260 North High Street

Phone 1995

Boost This Community
by Advertising on the Slogan
Pages

DID YOU KNOW That broccoli is a great money crop; that there is a large demand for the product, which can be supplied in its highest perfection only from Southern Oregon, or, in most years, from the Willamette valley—perhaps, when the pioneering is done, in all years from the Willamette valley—that Oregon ought to be sending to market 5000 cars a year; whereas she is sending this year perhaps less than 300; that the leaves of broccoli after the head or blossom is taken out make a good dairy feed, coming at a time when there is little other green feed; that, in the face of two partial failures on account of unusual weather in the months of December and January, the broccoli growers of the Salem district are now buying seed for spring planting, for the crop they hope to harvest in February, March and early April of 1924; and that they may make Salem the world's greatest broccoli center?

Eat a Plate a Day

Weatherly Ice Cream

Sold Everywhere

Buttercup Ice Cream Co.

P. M. Gregory, Mgr.
840 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

R. A. BUSENBARK, PIONEER SUCCESSFUL ROSEBURG DISTRICT GROWER, WRITES

Broccoli Industry is a Great Blessing for the Umpqua Valley District—Prune and Broccoli Men in a Class Apart—Sees no Reason Why Willamette Valley Growers Should not Produce Broccoli Successfully

Editor Statesman:

Your request for an article on broccoli came at a good time, as we are in the midst of the harvest. Douglas county has the biggest and best crop of broccoli we have ever grown. Weather conditions seemingly were ideal for broccoli the past winter.

The California cauliflower is fast cleaning up, and the market is all ready to absorb the broccoli at a fair price. Sales are made for cash when cars are loaded. Broccoli is fast becoming one of the leading crops in Douglas county. The acreage nearly doubled the past year and there will be a big increase again this year. The farmer who has good broccoli land is fortunate. It requires well drained, fertile soil to grow good broccoli, the drainage being the most necessary, as it will not stand with wet feet.

Does Not Deplete Soil

When we first began growing broccoli many growers thought it would soon deplete the fertility of the soil. Such does not seem to be the case, as broccoli has been grown on the same land from eight to ten years consecutively, and crops continue good. There cannot be much fertility removed from the soil provided the leaves and refuse are left in the field, or returned to the field after the broccoli is packed, as the part

that is packed is only a small portion of the original plant.

The Labor Question

The harvest of broccoli requires considerable labor, but coming at a time of year when other work is rather slack, help is usually plentiful. Wages are higher than for the usual farm work, as broccoli has to be gathered when it is ready, regardless of weather conditions.

A Great Blessing

Another blessing that broccoli brings is some cash when no other cash crop is in sight. This helps the family exchequer of the laborer, as well as the grower. One man made the statement that farmers of Douglas county did not have enough to eat unless they grow broccoli or prunes. I cannot vouch for the truth of this statement, but I do know that the farmers who grow neither broccoli nor prunes are having hard sledding.

As to Valley Growers.

For your Willamette valley growers, if they have well drained fertile soil, I see no reason why they should not grow broccoli successfully. Your climate is a little more severe than ours, but broccoli is grown near Portland and at Independence, and I see no reason why it will not grow in the Willamette valley.

—R. A. Busenbark, Roseburg, Or., March 27, 1923.

which all must admit is a good remunerative price for eggs. Mr. Leathers states that eggs from this wonderful hen are running 100 per cent in fertility at present, and her chicks are fine and husky. Every chick raised from this hen and her great male mate are valuable, either cockerel or pullet. This comes near exceeding the record of the proverbial bird that laid the golden eggs.

Not Far From Salem

Woodland, Wash., the home of Lady Jewel, is less than 100 miles



Lady Jewel.

from Salem. It is on the Lewis river in the extreme southeast corner of Cowlitz county, just across that stream from Lewis county—only 28 miles from Portland, and only 80 miles from Salem.

The Salem district, running as far south as Corvallis, has already produced a number of world record pens of hens. The state hospital (asylum for the insane), out at the end of Center street, Salem, produced the world's 14 greatest laying hens.

The Salem district is as good a poultry country as the district around Woodland, Wash. Some of our best poultry fanciers here will tell you our section has advantages over any part of western Washington for the successful breeding of poultry.

So the bird that lays the golden eggs may in due course of time have her home here. Watch the smoke of the Auburn poultry breeders; the bunch of high class men who are making that district famous as a budding Pasadena. The Auburn district commences just where the eastern suburbs of Salem leave off.

NATIONAL GARDEN WEEK IS NEXT WEEK

That is, in Oregon, Two Weeks Earlier Than Time Endorsed by Harding

(Following is a bulletin of the department of industrial journalism, Oregon Agricultural college:)
National garden week will be April 2-7 in Oregon this year. It will be held under the auspices of the State Federation of Women's clubs, Mrs. Ida B. Callahan, president.

The date and activities were arranged with Paul Y. Maris, director of college extension, who with his staff of specialists, the county and home demonstration agents and the young people's garden clubs, will help carry out the work.
A release of the farm garden vegetable bulletin by A. B. Bonquet, head of vegetable gardening at the college, will be one feature of the week, the first issue being exhausted.
To help the home gardeners se-

WILL IT PAY FOR THE WILLAMETTE GROWERS TO STAY WITH IT? LISTEN!

This Question Was Put to Foster Butner, Manager of the Umpqua Broccoli Exchange, by the Editor of The Statesman, and His Reply Is Printed Below

Editor Statesman:

The editor of The Statesman has asked me a difficult question. It is my opinion that the growers of the Willamette valley are far better prepared to answer this question than I. However, based upon the results of the past few seasons, it appears to me that the production of the crop in this region is attended with more hazard than in the Umpqua valley—and even here there is seldom a season without more or less frost damage.

Upland for Willamette Crop

In the Umpqua valley the crop is grown almost exclusively on river bottom soil; the very best garden soil in the district. While I am not familiar with all the broccoli districts of the Willamette, it seems to me that only fertile upland should be used for this crop. The first requisite is good drainage.

Develop Late Strain

The harvest period of the Willamette is later than the Umpqua, and since this late stuff usually sells at a premium it seems to me that the logical thing to do is develop a late strain and grow it upon the best upland available. Oregon broccoli is so superior to the California cauliflower that the eastern buyers are ready customers at good prices.

However, it is well for the Oregon grower to realize that California cauliflower and other vegetable crops are grown largely by Japanese.

Produce Superior Quality

The American farmer is unable to compete in the matter of price with these Orientals. The only way Oregon can win the fight is to produce superior quality and educate the consumer to support all produce grown by Americans in preference to that grown by aliens.

As I said in the beginning, it is a hard question to answer. But if I were a farmer of the Willamette it would require more than two failures to make me give up. I would proceed with caution until the question was fairly decided.

—Foster Butner, Roseburg, Ore., March 23, '23.

(Mr. Butner is one of the leading growers of broccoli in the Roseburg district, and he was one of the pioneers of the Oregon lect helpful books on care and use of the garden, Lucy M. Lewis, college librarian, has prepared a list to be mailed out to the rural newspapers who are willing to cooperate in spreading the gospel of good gardens and plenty of them.

Special items on the relation of the home garden to the family diet will be prepared by Margery Smith, college nutrition specialist, and distributed by specialists, county agents and farm and city press.

A good garden is regarded as an addition to the health, wealth and pleasure of both rural and town homes.

National garden week as endorsed by President Harding is April 16-21, but the coast region is two weeks ahead of the rest of the country and calls for earlier observance.

Governor Walter M. Pierce has been asked to aid in the movement by proclamation or otherwise as he sees fit.

broccoli industry, which was started in the Roseburg district in 1914. Mr. Butner is the manager of the Umpqua Broccoli Exchange, "growers and shippers of broccoli or winter cauliflower," as the printed matter of this organization proclaims. It seems to the Statesman editor that the advice of Mr. Butner is worth following. Where would you go to get better advice?—Ed.)

FARM REMINDERS FROM THE O. A. C.

Pointers on Head Lettuce, Spraying, Preserving Seed Potatoes, Health, Etc.

(Following paragraphs are from a current bulletin of the department of industrial journalism of the Oregon Agricultural college:)

The earliest head lettuce is that grown to a state of solid heading, in a cold frame. This crop, usually called frame lettuce, is much in demand in the spring and late fall. The plants invariably make fine solid heads. The time for setting the young plants in the field is usually in late February. The crop will begin to mature on about April 15.

Many successful fruit growers are constructing spray towers on their spray rigs in order to insure better protection from pests in the upper third of trees over 12 years of age. Most of the damage done by scab and worms has been on these unprotected parts in the past.

At this season potatoes in storage should be kept well ventilated to prevent sprouting, which the warmer weather is beginning to cause in the Willamette valley. If the potato piles are opened and the storage places are opened on cold nights and kept closed during the warmer period, the potatoes can be held in good seed condition for a longer period.

Home Pointers (By home demonstration de-

BUY AN OVERLAND

AND Realize the Difference

VICK BROS. QUALITY CARS High St., at Trade

BABY CHICKS

All Local Hatched Support Home Industry

C. N. NEEDHAM

558 State St. SALEM, OREGON



partment, OAC Extension Service.)
Long nights of sleep mean long years of health.

No matter how much work you have, rest a little while every day. Sleep with your windows open and your mouth shut.

Let your favorite cake be a cake of soap.
Brushing the teeth twice a day does not wear them out.

High Yields are Best for Gardens

Growers of vegetables who plant an acreage for a cannery or dehydrator carefully consider all of the important factors that go to make a high yield of the vegetable they are growing.

High grade seed, a soil naturally fertile and in some cases additionally fertilized with manure and commercial fertilizers, as well as irrigation possibilities directly determine high yields.

Low yields make the overhead costs too high for much if any profit. High yields correspondingly reduce the overhead cost per ton. Cabbage is a good example of the comparative value of low

and high yields when it is being grown on a contract basis at so much per ton.—OAC Experiment Station.

Rooster Will Not Eat Feed of Mate

Watch the male bird during the breeding season. It is not uncommon to find a male bird losing flesh and remaining in poor condition because of his anxiety to see that his flock has plenty to eat before he himself will eat. Either give him an extra feed at night or nail a can on the side of the wall out of reach of the hens but from which the male bird will feed.—OAC Extension Service.

The woman whose husband thinks most of her is the one who laughs where other women would cry. What has been your observation on that line?

OREGON PULP & PAPER CO.

SALEM, OREGON

Manufacturers of High Grade Wrapping Papers and Paper Specialties

Next Week's Slogan

SUBJECT IS Silos and Other Things

BROCCOLI SEED

A Specialty

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



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

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The Largest and Most Complete Hostelry in Oregon Out of Portland

DRAGER FRUIT COMPANY

Dried Fruit Packers

221 S. High St., Salem, Or. Always in the market for dried fruits of all kinds

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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

776 Chemeketa St. Phone 724. Salem, Oregon

The growers of the Salem district are good sports—they will stay with the broccoli industry.

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 — Thielen & Kahn

OUR TREES

Carefully Grown Carefully Packed Will Give Satisfaction to the Planter

SALEM NURSERY COMPANY

428 Oregon Building Phone 1763 Additional Salesmen Wanted

POINTERS FROM THE OAC COLLEGE

Insect Control, Care of Bees, and Suggestions to Breeders of Poultry

(Following is a current bulletin from the department of industrial journalism of the Oregon Agricultural college:)

Tent caterpillars were seriously abundant in many orchard sections last year. The insect occurs at this time as eggs deposited in compact masses in the form of waxy rings about the terminal twigs. These egg masses should be watched for and where observed should be cut out of the trees and removed from the orchard.

The peach and prune twig miner is controlled by the standard application of winter strength lime-sulfur solution. This worm has been seriously abundant as a fruit pest particularly in peaches and apricots. Summer sprays are of little value in their control. It is the exceptional orchardist who can afford to neglect spraying his peaches, apricots or plums for the control of this serious insect pest.

European foulbrood and cross bees may be eliminated by replacing all inferior queens with good Italian queens. It is the highest step toward success. The names of southern queen breeders ap-

pear in any bee journal.

The man who keeps his bees in any old box is in the same class as the one who lets his chickens find their own feed in the grass and looks for eggs in the brush pile.

It has been said that one of the main reasons for failure in the poultry business lies in not getting eggs hatched in time for the fall season of high production and high market prices.

Since heavy breeds of chickens are slower maturing than the light breeds, they should be hatched earlier in order to arrive at production at the same time.

\$50 EACH FOR EGGS LAID BY LADY JEWEL

Western Washington Hen Like the Ancient Bird That Laid the Golden Eggs

Not only does H. M. Leathers of Woodland, Wash., hold the world's record for high hen in any official egg-laying contest, since his White Leghorn pullet, "Lady Jewel," last fall completed her year at the western Washington egg-laying contest at Puyallup, with 335 eggs to her credit, but Mr. Leathers also holds the world's record for sale price of eggs.

He recently filled an order from a middle western poultryman for a few eggs from this wonderful producing hen, at \$50 each,