

STARR FORCE ACTIVE

Cannery Proves in First Year in Salem That It Is Controlled by Real Business Experts—Made Building Record

No more remarkable construction record is reported from any manufacturing in the Willamette valley than that of the Starr Fruit Products cannery in Salem.

After it was decided that the company should build in Salem last spring the company agents got busy and picked out a site, and engaged contractors to start to building almost before the plans were complete. It was only 35 days from the time the first spadeful of dirt was dug on the factory site until the cannery was running full blast on canning gooseberries, the first fruit of the season. The building itself was built, the machinery assembled, and set up, tested and set to work within five weeks.

People used to stand around and say, "Well, now, wonder what they're going to do this year, so late as they are getting started? Can't get done in time for THIS year's crops!" But they did get through for everything, including gooseberries.

They figured that they ought to put up nearly 90,000 cases of fruit for the whole season, running up almost into the winter. They didn't quite make this record, though they did put out 80,000 cases of all kinds. There is left in the warehouse today only about 40 cases of this total pack, less than one-tenth of one per cent; the rest is marketed all over the world.

The company employed up to 175 people at a time, in the height of the strawberry season, which requires more hand labor than any other fruit except pears. No pears were canned in the Salem plant; all the pears that the company bought to fill out its line of fruits and to keep its canneries busy were handled in the Portland plant. They put up in the Salem plant all fruits grown in Oregon, except pears and raspberries.

The factory, the newest in Salem is especially well ventilated and lighted, and has been a very desirable place to work. The fac-

tory equipment was laid out to save time and labor, and the labor cost is unusually low because of the labor-saving machine arrangements.

One of the specialties was the preparation of cherries for maraschino use. About 700 barrels of this fruit were put up in Salem, in the acid preservative, to be finished at the Starr factory in Portland. There is a great deal of hand work in the final preparation of maraschino cherries, and the finishing means a payroll all the winter long. Up to the present, there has been no one to establish the maraschino finishing work in Salem.

There will be some improvements and extensions in the plant this year; but the greatest gain will be the fact that the machines have been tested, some at least of the help is experienced in handling the work, and the channels for constant delivery are already opened wide. It should be easier to make the full rated capacity of the factory, this year, than to come within 10,000 cases of it last year.

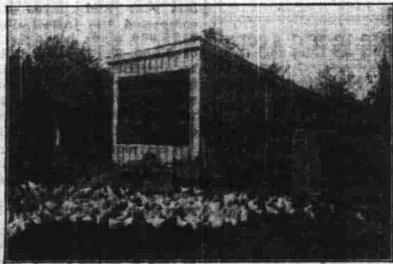
Louis M. Starr is president and H. C. Frost general manager of the company. D. C. Roberts is the local manager, and P. C. Patrick the field man for the handling of the outside business. The company has put out an attractive line of goods, well labeled and canned in the very latest, most approved methods for the safe preservation of its fruits. Some plant improvements are to be made this year, and with the present promise of a bumper fruit crop the factory is expected to run to its full capacity. It ought to put out close to 100,000 cases of canned goods during the season. No vegetables are handled, as is done in some of the other Salem factories; they touch only fruits. In connection with the Portland cannery the company has a complete line of all the fruits of Oregon, so that it can fill every demand.

bition. Already they have several animals to sell, among their offerings being three young bulls, which will make their buyers noteworthy sires. One of these is out of St. Mawes Majesty Bess and is sired by Sophie's Oregon Tormentor.

HENS RETURN LARGE PROFIT

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ten years on an original investment of \$1000. Russell E. Butler, a Portland policeman, with only \$100 available secured a cheap 5-acre logged-off tract of land at Jennings Lodge, near Portland, about five years ago,



A Small Combined Open Front Brooder and Laying House. A Curtain is Dropped Over Open Front on Cool Days.

and today, has increased his acreage to eight acres and has thereon a plant valued at \$25,000 and together with his leased 82nd street plant near Lents, enjoying a large annual income. He might go on at length and relate a similar story regarding the success of Wire & Son, Newberg; C. E. Armstrong, Corvallis; Hand & Son, Cottage Grove; Gribble's Poultry Farm, Canby, and scores of others, but space will not permit.

It is not common for poultrymen to secure a net income of \$2 men to \$4 per hen when dealing with 500 hens and upwards. With small flocks, where meat and bone feeds can be secured from waste materials such as table scraps, or where a wide range is available during the summer months, a larger income per bird may be obtained. A flock of 1,000 hens will easily bring a net annual income, after paying for feed, care and housing, of \$2,000 to \$4,000. In fact, we know of a number of poultrymen who have netted the larger figure after paying for all labor in addition to the other expenses men-

tioned. This looks inviting to many, considering the relatively small investment required for a business of that size.

NEW JERSEY BREEDERS

Parker Bros., Monmouth, Are Determined to Win

Three years ago next fall, two brothers, H. H. and S. S. Parker, started breeding pure-bred Jersey cattle at Monmouth. They had recently emerged from the shipyards at Portland, where they had been helping the government turn out ships during the war.

and resumed farming near Falls City, when they caught the prospect of the tremendous possibilities in raising purebred cattle in this part of Oregon. Accordingly they disposed of their holdings, moved to Monmouth, where they bought a farm on the outskirts of the city and where they have been since the fall of 1920.

The brothers were not new to the farming game, although they had helped build ships during the war. They knew the ins and outs of farming from long experience. They appreciated the importance of obtaining, as a requisite for success in breeding, popular and proven blood lines. Deciding on the Jersey breed, they chose for one of their dams a worthy daughter of the St. Mawes strain and for their herd sire a descendant of the famous Hood River line. Starting with a comparatively few head and studying all sides of their business carefully, they have been meeting with wonderful success and have had the satisfaction of producing some extraordinary young animals.

Both men are thoroughly in love with their work and are giving their cattle devoted attention. They are in the game to make a big success of it and they are going to achieve their am-

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MARION COUNTY ROADS LEAD

(Continued from page 1)

Four Plants Used.

The county has about \$75,000 invested in its four paving plants, about \$100,000 in trucks and fully \$75,000 in other road machinery—two huge "caterpillars" and giant graders and levels and other road machinery. All the market roads are built directly by the county, from county funds, and this machinery is used with no charge. But there are many of the districts and incorporated cities and towns that have their

own special road taxes and road building programs. The county leases its outfits to these for a fair rental, so that a proper balance is maintained on the county funds. The county operated, on a rental basis of 15 cents a square yard for the paving laid, some of its paving plants for such special road construction, such as the paving here in Salem, and the strip on the Pacific highway just north of Salem. This rental fund amounts to several thousand dollars a year, paid by the local districts that use the county outfits for local needs.

Special Taxes Voted. Last year special taxes were voted in individual road districts amounting to about \$75,000. These taxes are submitted to the electors for vote at special elections held in the fall. If they approve, the election result is certified to the county clerk, who adds the special tax assessment pro rata to all the property in the district, and this goes to the assessor and tax collector for collection. This fall only \$48,671 was voted in special taxes. They will not build as much community road mileage next year as they did this.

Record of Year Shown. During the past year the following market roads have been set for a new mileage of 9.30 miles, from the Salem plant: The road to the feeble minded institute, the Hall's Ferry road, the Rosedale road, Macleay road, the Geer road, the Pratum road, the Wheatland road and the Turner road. The Salem plant is managed from the court house office with Hadda Swart as deputy roadmaster.

The Mt. Angel plant laid 5.85 miles of paving on the roads to Woodburn, to Scotts Mills, to Marquam, to Willard, and between Salem and Silverton. The plant is not as large as the one in Salem. F. A. Johnson, deputy roadmaster, is in charge of this plant.

From the Scollard plant, which is in charge of L. A. Van Cleave, deputy roadmaster, 5.20 miles of paving was laid during 1922, on the roads to St. Paul, to Mt. Angel, between Hubbard and Needy, between Aurora and Donald, and at Gervais, to connect with the Pacific highway.

The Stayton plant is under the command of L. S. Lambert, county roadmaster. It laid 3.7 miles of road between Aumsville and Sublimity, between Aumsville and Stayton, on the Mehama-Stayton road, and at West Stayton.

Bonds are Matched. In paying for these roads the bond issue of \$850,000 was to be

matched by an equal sum to be raised by direct taxation. The two market roads are so spread out over the county that every community gets some direct, daily good from the system. There has been nothing but approval of the plan since it has been put into operation.

There are many localities that want more paved roads. With more than 1200 miles of roads in the county and only 64 miles paved besides the Pacific highway, they would be inhuman if they didn't want more mile-a-minute thoroughfares past their doors.

But to get the mileage above that authorized by the original bond issue, the county will have to vote more bonds or the local districts will have to vote their own special taxes to cover the cost, or they will have to wait until the rest of the scheduled bond plan is completed with the end of the five-year program.

Marion Has Record. Roads cost money—lots of money. Marion county has made its road money go further than any other county in the west, but there's an awful distance yet to pave out of that 1200 miles of roads in the county. At an average cost of \$15,000 a mile for grading, drainage and paving, that would make a total cost of \$18,000,000 if it were all paved. Jimmy Culver and Judge Bushey and Chairman Hunt and Commissioner Smith would doubtless undertake to do it, if the people wanted it, at the same world-battering rate; but still it's a big job and figures are figures.

AUTO PARK POPULAR

Hosts of Tourists Enjoy Salem's Beauties During Year

More than 2900 cars with an average of five persons in each car visited the Salem auto park during the season of 1922, according to figures kept by the superintendent of the park.

The tourists represented more than 40 states and remained from one night to two weeks at the camp. Shower baths with hot and cold water, laundry facilities, sheet iron camp stoves, plenty of dry firewood, police protection and lighted grounds are among the attractive features of the Salem park, which brought many tourists back to Salem again and again during the season.

Those stopping at the park for only a few hours are guests of the park and no charge is made. Staying over night are charged

25 cents for the first night and 15 cents for each night thereafter. The small charge with the unusually good camp facilities afforded, keeps out the undesirable classes and makes everything more pleasant for travelers who desire to journey through the beautiful Willamette valley in the spring and summer. The park is open from April 1 until November 1 and all facilities are provided. Before and after these dates many camp within the park but no conveniences are provided.

A free phone in the superintendent's office is another of the features provided by the city for tourists. With this many are able to locate work in the berry fields, or other places where extra help is taken on at rush times during the fruit season.

A small stream flows through the grounds and the distance to the main part of town is only a few blocks while a small store near the grounds is more easily accessible.

The grounds are kept up by the city of Salem and the direct supervision of the park is under John J. Roberts member of the park board and T. G. Albert has been for many years superintendent of the park.

The Salem Cherrian band plays twice a week in Willson park which adjoins the state house grounds. Notices of the concerts are posted each time at the auto camp grounds and many times, during the last season, tourists came back on regular band concert nights that they might hear the band and see the

water play in the great fountain in the park.

The Greater Salem District abounds with cultural influences, and Salem is the center.

If your capital is small and you wish to get into a real enjoyable, healthful money-making business, then enter the poultry-breeding game in the Greater Salem District.

ORCHARD FARM

Breeders of PURE BRED JERSEY CATTLE

St. Mawes-Rosalie Olga Lad Bloodlines Herd headed by Gwendola's Poppy's St. Mawes, sired by Gerlie's Poppy's St. Mawes and out of Gwendola Rosalie, 915 pounds of butterfat, the highest record daughter of Rosalie Olga Lad

Cows in herd include the Gold Medal Cow, Poppy's Olga, 794 pounds butterfat, and other high record cows

Every cow in herd is a Register of Merit cow or is on test. Breeding Stock from these bloodlines for sale

P. O. POWELL & SON

MONMOUTH, OREGON

FAMOUS JERSEYS HERE

Meadow View Farm Boasts Best of Purebred Animals

Meadow View Jersey Farm, at Turner, Marion county, is the home of the famous Tiddleywink's Noble family. Like other students of genealogy, it is proud of its "family tree." Tiddleywink's Noble's sire was the illustrious Noble of Oakland, whose sons and daughters are writing present day history in the Jersey world. Very, very few of his daughters ever had a chance, because their owners were not ambitious for register of merit records, not because they could not have qualified, if they had been put on test. His son, Golden Fern's Noble, is a recent gold medal sire, so now Noble of Oakland boasts of being the only imported Jersey sire with two gold medal sons.



One of Tiddleywink's Noble's Fine Daughters at Meadow View Farm

Tiddleywink's Noble's dam is the greatest daughter of Gamboze Knight, who, T. S. Cooper says, is one of the best sires ever imported. One of his sons is the great Oxford You'll Do, a gold medal sire. Knight had a very short career at White Horse Farms, Pa., but the daughters he left were of excellent Jersey type and rich testers. The only one, there was little testing done at White Horse Farm. This great cow was grand champion at the national dairy show in 1912 and made a register of merit test of 655 pounds of butterfat although she spent two months on the show circuit. She is still breeding at the ripe age of 13 years. She has the distinction of being the only imported cow having two silver medal sons.

Tiddleywink's Noble's daughters have been champions on both counts and as a dairy herd (five daughters) have never been defeated in the show ring. Besides they are able to qualify for gold and silver medals. These medal daughters have had a unique career, having been born and raised in the beautiful Connecticut River valley in Connecticut and later shipped to the Willamette valley in Oregon. These cows were all heavy in calf when shipped but,

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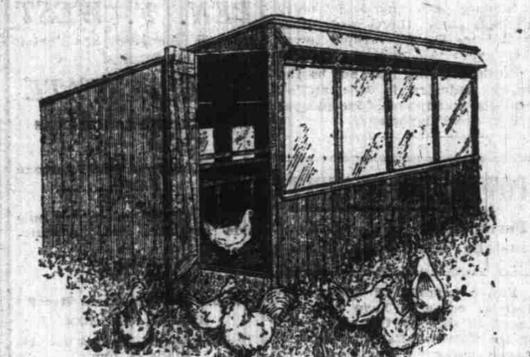
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There's always a market for dairy products. This is particularly true of the Salem country. Salem's consumption of milk and butter is growing day by day; the big city of Portland is only 50 miles distant; and if there be need of farther extension of markets, there's Seattle and Tacoma to the north.



A Cheap and Practical Poultry House for City Lot or Small Farm.

Advantages Over East. Last summer, during the tour of the west by a company of prominent eastern poultrymen, they admitted that the eastern and middle western poultrymen would never be able to produce as heavy laying strains of poultry, nor could they compete with us in production owing to the extreme weather conditions of that section of the United States and more even climatic conditions of the Pacific Northwest. Cheaper housing and an abundance of green feed the year round in Oregon and Washington were also two big factors in favor of the northwest poultry producers. Our own Marion county with only a beginning in the poultry business has already demonstrated that the conditions here are ideal and that no investment offers quicker and surer returns to the industrious man or woman and of limited means, than the poultry industry and there is room for many large, profitable poultry plants to be established and maintained in this favored section of the Willamette valley.

The total value of poultry and eggs in the United States in 1920 was \$959,562,900. Thus, the annual income from poultry and their products is greater than that from the entire crops of wheat and tobacco and nearly equal to the annual income from beef cattle.

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Normal City Poultry Yard and Hatchery

BABY CHICKS FOR SALE

OUR SPECIAL—

Hollywood White Leghorns from 282 to 309 egg females mated with male of 307 egg strain.

Also

Tancred Strain White Leghorns, 200 to 250 egg females, mated with male of 304 egg strain. Our General Flocks are White O. A. C.'s, mated with Hollywood or Tancred cockerels. Also O. A. C. Barred Rocks.

HATCHING CAPACITY 18,374 EGGS

Baby chicks for delivery every week during season

J. M. M'CALEB, Prop.

Monmouth, Oregon