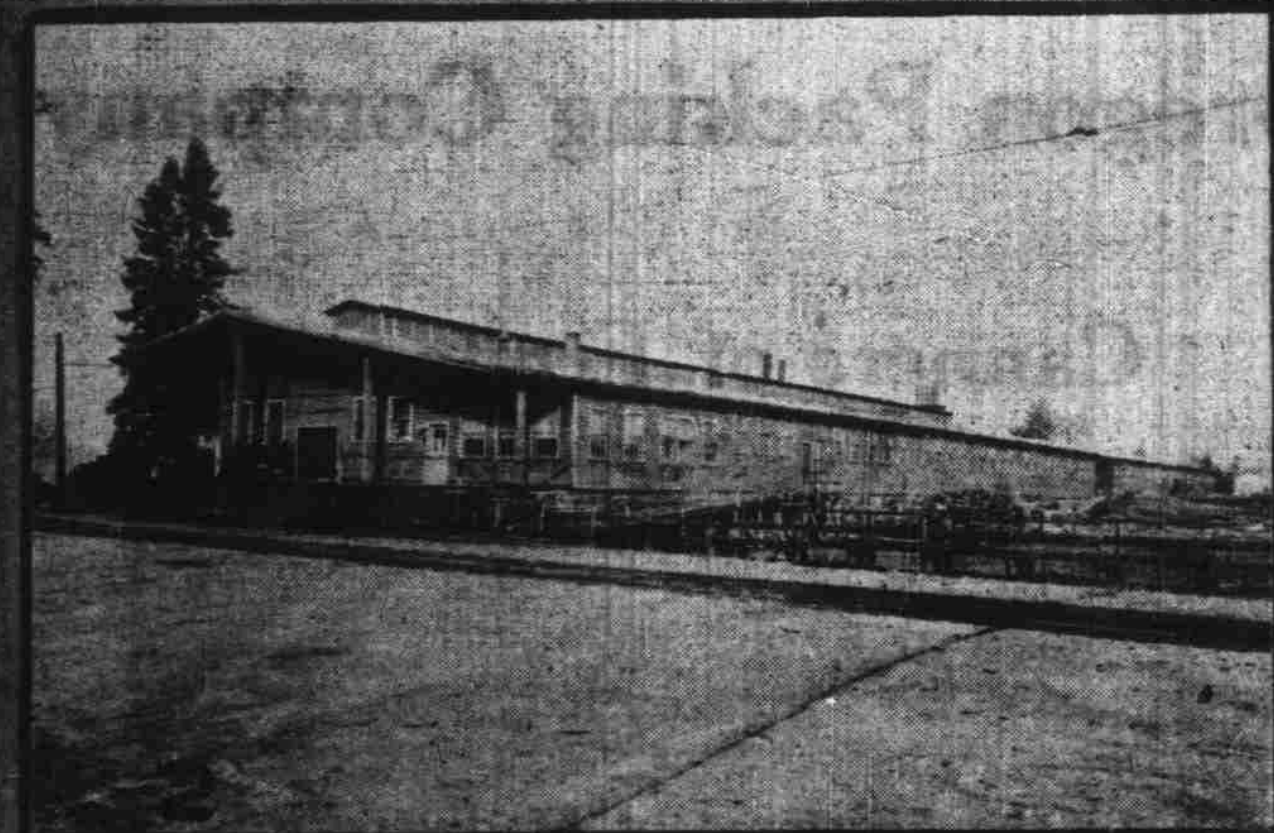


1—Fruit Dehydration plant of King's Food Products Company, the largest of its kind in the world.

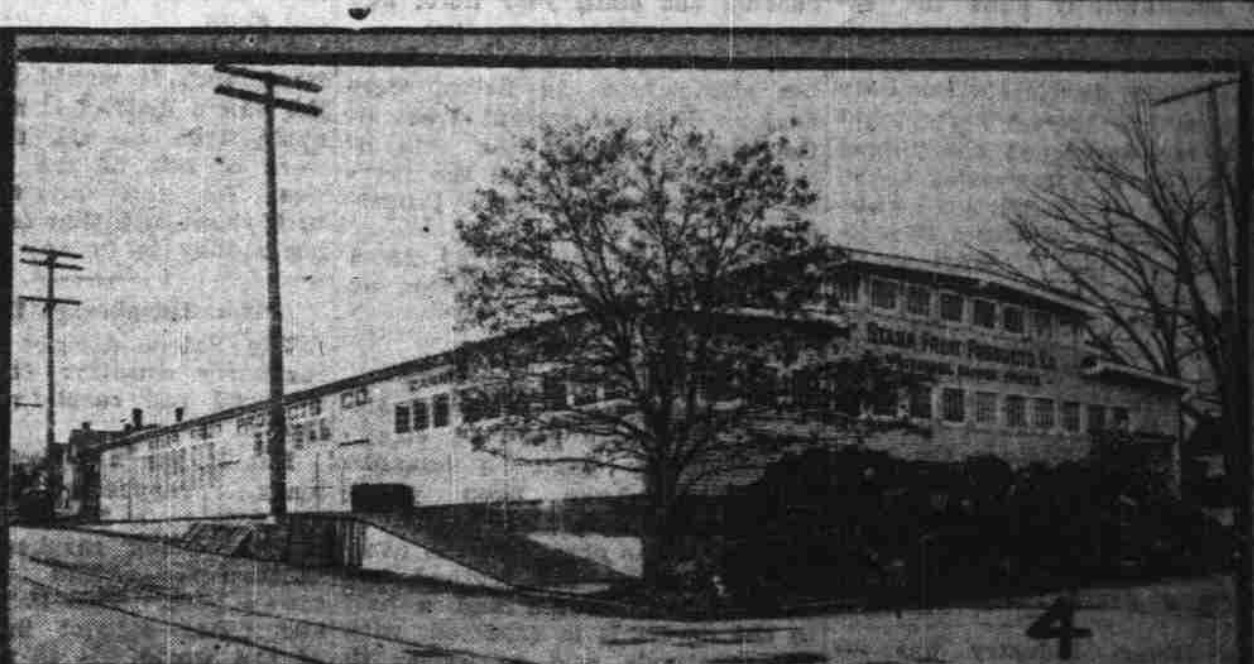
2—Hunt Bros. Salem cannery, the largest unit of a canning organization that operates in the three Pacific coast states.



FIVE Representative Canneries of the Greater Salem District, where fruit and vegetable canning has become an enormous industry.

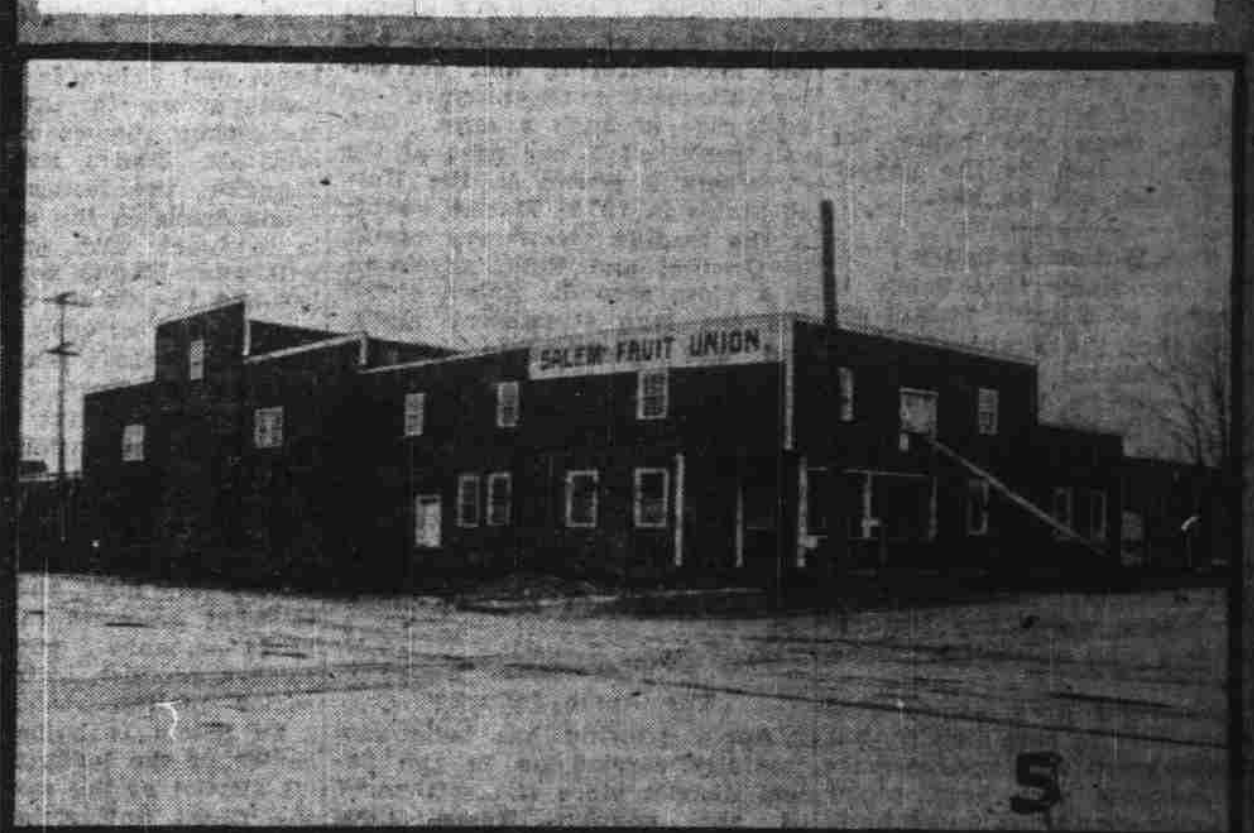


3—Present plant of Oregon Packing company, one of the pioneer cannery plants of the Greater Salem district. Next season this company will extend its operations in the large building at time owned and occupied by the Phoebe company. Besides devoting these buildings to the canning of fruits, it operates pickling and vegetable canning plants in and near Portland. It contracts yearly with farmers of the Gervais district, 13 miles north of Salem, for such vegetables as cucumbers, squashes, cabbage, etc.



4—Salem plant of the Starr Fruit Products Co., which packs fruits of all kinds for world wide distribution. It is one of the latest cannery acquisitions of Salem, but it has already proved an important factor in the marketing of the fruits of the Greater Salem District.

5—Salem Fruit Union, one of the many plants of the Oregon Growers Cooperative Association, which markets every year the products of 35,000 acres of Oregon fruit.



THE FIFTY-TWO MOST IMPORTANT BASIC INDUSTRIES OF SALEM

Salem is the Center of a Growing Number of Industries That Attract Universal Attention and Bring Money from the Markets of the Entire World to be Expended Here—A Campaign Waged for the Production and the Doing of Things in Which Our People Excel or Can Excel, or Can produce with Greater Profits Than Other Countries or Sections, Raising this District above the Line of Competition—Ours is the Country of Diversity and the Land of Opportunity

On October 9, 1919, The Statesman undertook a Salem Slogan campaign to run on Thursdays in the daily, and on Fridays in the Twice-a-Week Statesman, through a year, to exploit the fifty-two most important basic industries and interests of Salem and the Salem district.

To inform men of genius, vision, enterprise, capital and industry the wide world over what Salem and the surrounding country have to offer them.

And also to take stock of our own advantages, so that we who live and do business here may better realize how fortunate we are; what a great future we have; what opportunities are at our doors; what "Acres of Diamonds" are in our own land waiting for the digging of our own people.

And it is not much to say that this campaign has been a revelation to all of us, or at least most of us.

For the campaign is now on its fourth year, and great surprises have come to us concerning the growth and development of some of the industries in the months that elapsed between the 1919 and 1920, and now the 1922 and the 1923 dates of the Salem Slogan issues of The Statesman.

So the writer has undertaken to give, for the benefit especially of the prospective newcomer, a summary of the matter in the Salem Slogan issues for the three full years and now nearly a half of the fourth year.

Of course the following review can only be a review—
Can only touch the high places; for it would take several hundred pages to print all the matter in regard to the different subjects that appeared in the Salem Slogan issues.

prove the loganberry—and even the great Luther Burbank made an attempt of this kind. But the loganberry remains the great berry of commerce, with an ever widening field of favor.

And Salem is the loganberry center of the world; fifty per cent of the loganberries of the world are raised almost within sight of the Oregon capital dome. Most of the loganberries of the world will always be raised within the lengthening shadows of the dome of the capitol in Salem.

This is the loganberry land; the Willamette valley soil and climate give this district a virtual franchise on loganberry growing. It is the king berry of all our bush fruits, though others also excel here.

The loganberry industry as we see it now started on one leg. There was only one way to market loganberries abroad—in the dried state. Then came the juice industry, then canning and jams and jellies, and dehydration and now the cold pack, shipping in barrels, going in that form to the concerns of the east making fruit syrups for the soft drink and ice cream places, and manufacturing jams and jellies and many other food products. The market is a wide one; widening. The canneries of Salem alone packed 150,000 cases of loganberries last year; 60 per cent of all the loganberries sent to the world's markets in that form from the Pacific Northwest in 1922.

And still wider advertising and distribution in the markets of the world—for the loganberry has the true taste that lingers and it has qualities that make it stand out in many ways as the greatest berry the earth has yet produced. And Salem is chosen by nature, and so confirmed by the enterprise of our men of vision.

The Prune Industry
"Did you know that Salem is the largest primary prune market in the world for Oregon (Italian) prunes, which are the prunes of quality; that this long lead is being increased constantly by our packing, dehydrating and other concerns, and by additional setting out of prune orchards; that prunes for the grower are as good as wheat; as reliable, and much more profitable; and that there is plenty of cheap land yet to be had in this district for the growing of prunes, and new growers will be made welcome?"

The above was the wording of the first Salem Slogan issue of The Statesman, devoted to the prune, on October 14, 1919. There will be 100,000,000 pounds in the Salem district this year; and there will be a half billion pounds annually soon.

So Salem is permanently the prune capital of all prunedom; for prunes of quality. The three counties of Marion, Polk and Yamhill, composing the Salem local market district, have over half the prune acreage in Oregon. The planting in these three counties will very soon be 25,000 acres; perhaps this year—for prunes are going out as fast as the nurseries can furnish the stock. County Fruit Inspector S. H. Van Trump, of Marion county, says full grown prune orchards in this district ought to yield five tons of dried fruit to the acre. Multiply 10,000 by 25,000 and you will see that the immediate local Salem district alone is well on the way towards the half billion pound mark annually.

tions are absolutely the best." He says that land that is suitable for prunes may be had here for \$75 to \$300 an acre—owing to the distance from market.

The prune industry here is young yet. There are men yet young and active in the industry here who helped in the beginning of its solid start, who have stood by and aided its growth into greatness, and who are still active in pushing it toward the greater attainments that are promised for the industry in the future. Herbert Hoover, as a boy, aided his uncle, Dr. H. J. Minthorn, who, in company with B. S. Cook, of the old Oregon Land Co., gave the

prune industry its first great impetus in the Salem district. H. S. Gile and W. T. Jenks of the Willamette Valley Prune association, who were the pioneers of the wide marketing of the Oregon prune, are still young and very active in the industry, as growers, packers and buyers and sellers.

The Oregon Growers Cooperative association has undertaken the most ambitious program ever outlined for putting the merits of Oregon prunes on the map. The "Mistland" name has been adopted for the best brand of Oregon prunes and for other Oregon fruit and nut products, and large sums are now being

expended in advertising. This will be continued till "MISTLAND" will stand out like "Sun-land" for California fruits.

There is money in prunes in the Salem district—some years it has been and in some years in the future it will be a bonanza crop. But the thing is, that it is a reliable money crop, paying sure profits that will justify values for developed prune orchards of \$500 an acre and over; and finally this is bound to run up to \$1000 to \$2500 an acre. So the man who starts now, and develops even a small prune orchard, will gain independence for himself and his children and his children's children.

ed and aided and encouraged in every possible way.

And in this respect it is good to know that the Salem district is decidedly on the up grade, headed to the highest place in this field in the whole wide world.

One creamery in Salem, the Marion Creamery and Produce company, is doing a business of about a round million dollars a year—and growing fast.

Dairying is profitable here in the Salem district, on its own account, and increasingly so as better and better cows are being produced; and the dairy cow is necessary to keep up the fertility of the soil; to increase the productivity of the land, so that it will never wear out, but on the contrary grow better the longer it is used.

If you are a dairymen anywhere in the world, outside of the Salem district, it will pay you to sell out, even at a loss, and come and engage in that industry here where your profits will be larger and larger and your comforts greater than in any other country.

The Flax and Hemp Industry

"Did you know that ours is the best country in the world for the production of flax, for fiber—the making of twines, threads and linens; that our water, being 'soft' is just right for the treatment of the flax straw and taking it through all of the processes of manufacture from the retting to the weaving of the cloth; that when these facts became universally known, the flax industry will be fully developed here and that it will bring to our valley millions of dollars annually?"

The above are familiar and true words from various Slogan issues of The Statesman.

The Salem district is the only place in the United States where the flax industry is much developed for fiber; and there is every promise that it will grow in size from now on.

Now is the opportune time. Russia, the former great flax reservoir, is down and out. Mrs. W. P. Lord, of Salem, away back in the days when her husband was supreme judge and later governor of Oregon, began

work in the interest of the flax industry here and she continues in this noble work to this day and she is recognized the world over as an authority. She is still very active.

On her farm in the Labian Meadows district in 1920 a plot of ground was devoted to hemp, the seed being furnished by the United States department of agriculture. The experiment proved a great success and now there are prospects that the Salem district will also take the leadership in the hemp industry along with flax. We can raise the hemp here as good as is grown in Italy, the great hemp country.

The rapid development here of both the flax and hemp industries will be aided materially by an adequate protective tariff, which has been provided by congress. Flax for the seed was grown here 60, 50 and 40 years ago—and Salem had a successful flaxseed oil mill, owned by the Gray family; on the site of the present Kay woolen mills.

Away back in 1876, at the Philadelphia Centennial, fiber flax grown near Salem took the first prize against the flax of all other countries, on ALL THE NINE POINTS considered by the judges; and at that time a great Belfast linen manufacturer said that he could take two pounds of the Salem district flax and SPIN A THREAD THAT WOULD REACH AROUND THE WORLD.

So we are on the eve of a great flax and hemp industry development. This one industry alone most surely will eventually justify a larger city than Salem is now; and it will furnish a very profitable use of thousands of acres of our farming land. There will be greater activity in the Oregon penitentiary flax plant, and that plant will no doubt soon render the institution self supporting.

The Filbert Industry
"Did you know that Salem is permanently the filbert center of the United States; that this district now grows more filberts and has more young trees and more prospective filbert growers than any other section of the country; that this is the only district of the United States

THE CHERRIANS' FAITH IN SALEM

King Bing Hamilton

It is almost a waste of breath to ask a Cherrian as to his views about the future growth and prosperity of Salem. It is believed by the Cherrians that Come got his inspiration from the expression of their belief in Salem. For the last ten years they have been contending and preaching in various ways and by means of various expressions the thought that "Every day in every way Salem is growing better and better."

Although Salem has had a remarkable growth in the last few years both industrially as well as from the standpoint of population, the Cherrians believe that Salem can safely look forward to substantial growth and prosperity during the coming years, provided the citizens of Salem will individually and collectively "put their shoulders to the wheel," and keep it moving.

Too frequently the citizens of a city will grow complacent as a result of an unusual spurt of prosperity and without thinking, assume that the prosperity will continue indefinitely without any effort being put forth by them.

This is a mistaken idea, of course, and the Cherrians hope that Salem's citizens will not "lie down on the job" of working for the upbuilding of Salem at any time.

The natural advantages of Salem are multifarious and by judicious effort and intelligent work on the part of those who wish to see Salem grow, there is no reason why Salem should not "hold its own" with any other city in the state, Portland not excepted. If all of Salem's citizens had the same confidence and belief in her that have the Cherrians, there could be no doubt but that the future of Salem is assured.

One of the most substantial expressions of faith in Salem and one that will be productive of the greatest results, is the investment of Salem citizens in Salem industries and enterprises instead of investing their money in securities and enterprises foreign to Salem. If Salem people will show their confidence in their home city by investing their money in it, other money from the outside will follow, and once that is done, labor will automatically come to Salem and vicinity to perform the work that will be paid for by such capital.

The Cherrians invite the citizenship of Salem at large to join them in their slogan—

"All together, all the time, for everything for Salem."