

suitable for filbert growing, excepting part of western Washington and northern California; and that there is big money in filberts; that this is a crop that has a number of very important advantages and that there is vast room here for more filbert growers, who will take none of the risks of pioneers in the industry?"

So substantially runs the Salem Slogan in the Statesman of four annual editions.

The Salem district is the only section of the United States that has so far developed the filbert industry on a commercial scale. Mr. Reed, of the bureau of nut culture, United States Department of Agriculture, Washington D. C., visited the Salem district recently and he stated that we have here in the Willamette valley the finest filbert soils; also the most promising filbert groves anywhere in the United States.

United States Senator Chas. L. McNary of Oregon, whose home is in Salem, is a pioneer grower of filberts here, and his enthusiasm is undiminished, and he predicts a great future for the industry.

The filbert industry has an outstanding number of advantages in this district, for instance: The filbert is frost proof; the trees mature young; the harvesting is easy—crop falls off and all but harvests itself; is a "lazy man's crop," needing little attention after trees mature.

In years of high prices, it will be a bonanza crop, yielding from 3000 to 5000 pounds to the acre here for mature trees, and sales have in the past few years been as high as 35 cents a pound. Figure it out for yourself.

Filbert trees are being set out here as fast as the proper nursery stock can be had.

The Walnut Industry
"Did you know that Salem is the center of a great walnut industry; that the Franquette and Mayette walnuts produced here are the world's best walnuts—with a nutty flavor found in no other; that carloads and then trainloads of walnuts will go out from Salem, the market center for walnuts; and that there is vast room for more intelligent walnut growers?"

The above words are familiar to readers who follow the Slogan campaign.

The walnut tree comes into bearing early in this district, but it attains great age, and becomes more valuable each year, under the proper conditions found here, and with the right varieties. Black and other walnut trees planted here by our pioneers are towering giants—and every one

capable of earning interest on a large sum, if grafted over to a pure Vrooman Franquette, or Mayette strain. Large walnut trees in California have sold for \$3000.

From the above, the readers may get an idea of the intrinsic value of a large walnut orchard; or even of a few trees, in the coming years. It will commence bearing the sixth year here, and increase rapidly thereafter.

It has been stated that if all the shade trees in Salem were bearing English walnut trees of the right varieties the sale of the nuts would pay all the taxes of the owners of city property.

The reader is referred to a special article in this edition on walnut growing.

The Strawberry Industry
This is a great strawberry district. For some growers, strawberries have been a bonanza crop. There have been yields here reaching as high as 24,000 pounds to the acre, but the average under the old method has perhaps been a ton and a half to the acre. It is expected, with new methods and varieties, to bring this up to two and four tons to the acre.

The Salem canneries packed 60,000 cases of strawberries last year; 83 per cent of the strawberries canned in the Pacific Northwest last year. Besides, great quantities were sold fresh, cold packed, and disposed of in other ways.

The Salem district is going fast towards a 10,000,000 pounds annual crop of strawberries, and our manufacturing and marketing interests must prepare to take care of such a crop. Oregon produced 5 per cent of the strawberries grown in the United States in 1919; Marion county is the leading strawberry county in Oregon, and Polk, adjoining, is a close second. Salem surely has the true strawberry mark; and her pre-eminence as the strawberry center of the world will depend upon the facilities for properly handling them keeping up with the growing of them in this district. The Salem district also produces annually great quantities of strawberry plants for sale at home and for shipment to outside markets.

The Apple Industry
Apple growing has been successfully carried on in the Salem district since the settlement of the country. There have been many apple booms. There is an apple tree on the Egan farm below Salem, of the Delicious variety, that is 74 years old;

center stem 50 feet high; 50 feet limb spread; bears 50 bushels of apples a year. Nearly all varieties of apples do well in family orchards here. But, for commercial purposes, nothing should be grown in which we do not excel. We can excel in the Orley, the Rome Beauty, the Winter Banana, the Grimes, the Delicious and others, and we raise as fine Gravensteins as the world can show.

Speaking from the commercial standpoint, it would be well for the Salem district if nearly every apple tree in all this section were of one of the above varieties. We can top the market with these and that is where the big money is in any industry.

The Raspberry Industry
The Salem district is a good raspberry country. It produces as good red raspberries as any grown. But it has a franchise on the black raspberry; or what amounts to a franchise; for the Munger black raspberry can be successfully and persistently grown here. This is not true of any other district in this part of the world. It is not true of western Washington, the great red raspberry country. The jam and jelly trade demands a lot of black raspberries; and there is no bush fruit line that is more certain of continued success here in the Salem district than is the raising of Munger black raspberries; the blackcaps of commerce.

The Booming Mint Industry
The mint industry is on a boom and Salem is going to be headquarters for growing and marketing the crop of peppermint oil. Dan J. Fry, the Salem druggist, the largest buyer of crude drugs in the state, says he is in touch with one firm that will want 50,000 pounds annually—and the Salem district, from present indications, will soon be ready to furnish that much; and a great deal more.

The Oregon Mint Growers Cooperative association is active, and it proposes to build a refinery, to secure a larger benefit and a better standardization of the Oregon product, which now stands very high, and which sells to what amounts to a premium of \$1 or more a pound over the eastern product, owing to its superior quality.

So Salem is bound to be the center of the leading peppermint oil district of the world—because the finest and richest mint oil in the world is produced here: an oil with 51 per cent of menthol content, against the 36 per cent oil produced in Michigan;

Indiana, and New York; and an oil that ranks at the top in flavor. Besides, our growers get more pounds of oil to the acre. It has gone to 70 pounds to the acre, and 50 pounds to the acre is common.

Mint is as good as clover for the soil—some say better; and the mint hay makes good feed, and it is a safe crop.

The White Michem variety does well here; and no where else excepting in England, Saxony and Syria.

Only one thing is needed, and that is to protect the Oregon standard; to see that no inferior product is raised here, from the wild varieties, or full of weeds. But the association is calculated to see to this, and the growing demand for menthol in the candy and gum trades, and in drugs, etc., will do the rest. The Salem district is headed towards a million dollar a year peppermint oil crop; and it will not be long in arriving; and it will go just as much farther as there is a demand for the oil at remunerative prices—because we have the peppermint oil soil and climate and know how, and organization. The acreage will be largely increased in this district this year.

The Country of Great Cows
The noses of Dionysus and Bacchus are out of joint; enter the bovine goddess, wet nurse of the human race, and in this new era the Salem district will have the premier place of all the earth.

Near Salem, at Marion, Marion county, Oregon, is Vive La France, the greatest dairy cow of any age, any breed, living or dead. The Salem district has all the world record Jersey cows in the world except one; and is going to have all of them. There are 21 Gold Medal Jersey bulls in all the world; we have nine of them. There are 29 Silver Medal Jersey bulls in the world, we have 11 of them. We have half of all the 1000-pound butterfat Jersey cows in the world.

Western Oregon is the best cow country on earth; because we have the feed and the climate and the natural conditions that conserve the highest qualities and make for the highest production in the domain of dairying—and we have the dairy brains—and the dairy will excel.

The 1200 (annual butterfat production) Jersey cow is on the way; and she will be produced in the Salem district, and future competition for world's records will be between Salem district Jersey cows. The 150 to 200 pound common brindle cow

is going; the 1000 to 1200 pound purbered cow is coming; and the Salem district is leading and will lead the way.

The Evergreen Blackberry Industry

Salem is the center of the great and evergrowing Evergreen blackberry industry. Marion county has over half the acreage of the state, with Polk, Yamhill and Linn, second, third and fourth—so the Salem district has nearly all the Evergreen blackberries in Oregon, and nearly all the market for these great pie berries of commerce.

The importance of the industry lies in the great American appetite for pie—and the Evergreen blackberry is the commercial pie berry par excellence; also in the great production to the acre. There have been yields of 22,000 pounds to the acre—and how much greater are the possibilities no one can guess.

The Evergreen blackberry is an important link in our chain of diversified agriculture, and who can say what its future in the Salem district may be? The Salem canneries packed 85,000 cases of Evergreen blackberries last year.

The Cherry City of the World

Salem was named "The Cherry City of the World" years ago—the writer believes it was by A. F. Ho'er, at that time the secretary of the Salem Commercial club. Anyway she was entitled to that distinction and has won well the title and deserved the honor and earned the emoluments. The cherry industry here had early beginnings. County Commissioner J. T. Hunt has on his Waldo Hills farm a black Tartarian cherry tree that is perhaps 65 years old, and it has never missed a crop since it began to bear.

The three greatest sweet cherries in the world were originated in the Salem district—the Bings and Black Republicans and Lamberts; and the other great sweet cherry, the Royal Anne, has been brought to perfection here—and the most useful of them all, the Long Stemmed Waterhouse, is of Salem origin; most useful because it is the pollinizer of all sweet cherries, while itself, a cherry about equal in quality to the Royal Anne. (And add the honey bee, for the cherry pollen is not carried by winds; it must be carried on the wings and legs of insects.) Given the Long Stemmed Waterhouse and the honey bee, and the sweet cherry industry in the Salem district—given also ample manufacturing and shipping and cold storage facilities.

Then there is the sour cherry—the Montmorency cherry which adds to the value of the industry here. Nature has by election made Salem the "Cherry City of the World;" and man is doing more and more to confirm the title. Maraschino plants are here now, and other manufacturing plants are coming, and the whole wide world will come to acknowledge Salem's pre-eminence in the cherry industry.

The Salem canneries last year packed 80,000 cases of Royal Anne cherries; and there were immense shipments of barreled cherries and of the fruit shipped fresh to distant markets—as far away as and farther than New York.

The Pear Industry

The Salem district is the world's pear paradise. Bartlets are self-fertile here and nowhere else. Pears are free from blight here and nowhere else. We have more pear friends and less pear enemies than any other district in the world. We have the cheapest pear land in the world.

Our Bosc pears topped the New York market in 1919 and 1920; at \$6.85 in 1919 and \$7.38 in 1920. Our Anjou pears topped the Chicago market at \$4.71 a box and \$4.54 in car lots in 1920.

Our Winter Nells topped the London market at \$7.10 a box in 1920.

There should be ten times the present acreage of pears, and they should be principally the Bartlett, Bosc and Clairgeau varieties, and all nondescript varieties should be grafted to these.

The Gooseberry Industry

From the standpoint alike of the profits they may have on these bush berries on their own account, and because they mesh into the scheme of succession which is very important for the Salem fruit district; and because there is no other locality in the world so favorable to the production of the highest quality of gooseberries, with large average yields, the fruit growers in the Salem district ought to raise more gooseberries. Growers here have produced 9000 to 16,000 pounds to the acre; and even at the rate of 25,000 pounds to the acre on small plots of ground; selling as high as 15 cents per pound, or at the rate of \$3750 to the acre. An experienced grower says 8000 pounds to the acre is a reasonable average expectation. The Salem canneries packed 7000 cases of gooseberries last year.

A Good Corn Country

Our best farmers have concluded that the Salem district, and

in fact, the whole Willamette valley, is a very good corn country, that it depends upon the selection and acclimatization of seed, and upon the preparation to hold moisture during dry seasons—

And under the leadership of these men, and through other agencies, there has been a wonderful increase in corn growing here in the past few years—

Until Marion has become the second Oregon county in the production of shelled corn—and perhaps the first corn county when her 1000 acres of silage corn of last year is taken into account; and Polk county is a close second to Marion. Also, Marion has become the fifth corn county in shelled corn in the Pacific Northwest.

Under the same kind of leadership, Marion will in a few years exceed all Pacific Northwest counties in corn production, to the vast benefit of this section in very many ways.

There are reports of production as high as 75 and more bushels to the acre, and good farmers say 50 to 60 bushels ought to be common.

Jesse Huber has raised corn in Ohio and Oregon, and he says that, with proper seed selection, a yield as high as the average crop of eastern corn can be made here. He has raised 80

bushels to the acre near Salem. The average yield for the whole of the United States is 24 bushels to the acre.

Perhaps of still more importance to the Salem district is the production of more corn for silage, for in this respect corn is the great stand-by; nor is there likely to detract from the importance of silos in preventing loss of various forage crops in cases of unseasonable rain; or, indeed, from the importance of any other crop that is commonly used or may be used for filling the silo, in whole or in part.

There is no agricultural interest in the Salem district that will not benefit from the production of more corn, which will mean more cows, more hogs and more livestock in general, and therefore a better chance to keep up and improve the fertility of the land devoted to tree and bush fruits and all other products of the soil.

World's Best Celery

The Salem district grows the best celery in the world. Eugene celery in 1921 took second prize at the national celery contest; and Prof. Bouquet of the Oregon Agricultural College says the Oregon exhibitors gained a greater victory than the taking of the first prize in that contest. Troutdale celery took the first prize last year at the national con-

test at Indianapolis—and it was taken with celery that was grown by a man who was a celery grower before coming to Oregon in the famous Kalamazoo, Michigan, district.

The Labish Meadows district, just north of Salem, produces as good celery as that grown at Eugene or Troutdale—

Produces the best in the world—

Produces \$100,000 worth a year on 100 acres of land—

And the Labish Meadows growers are ambitious and expect to become the largest growers of celery—quality celery—in the world.

Do you realize what this will mean—the what the full development of the celery industry here will mean?

There are 5000 acres of the same kind of land as the 100 acres in celery in the Labish Meadows district; beaverdam land. There are many more beaverdam tracts in the Salem district. There are scores of thousands of other acres of good celery land in this district—

So there is a possibility of a \$5,000,000 annual crop; or a \$10,000,000 or more.

The world is the market; almost it is the market, or will be, for the celery fresh from the fields, with the improvement of shipping facilities. For the de-

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Growers, Please Note!

We are now contracting for Spinach and Stringless Bean Crops. Growers who are interested should call, write or telephone our Salem office. Seed furnished at cost.

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