

hydrated celery there is no limit under the shining sun. The pioneering has been done. The proofs are at hand. Our growers can produce celery and make it a profitable crop on wide areas—and, what is more important, they can produce celery of the best quality grown in the United States; which means the best in the world. They sent three cars of it to California last year, and sold it at a dollar a crate above the price of California's best. They can beat even Kalamazoo on celery. This is another case of taking the line of least resistance; or getting above competition; or producing the things we can produce better than any other district, or at a lower cost, or at a greater profit; or doing the things at which we excel.

**The Spinach Industry**  
One concern is asking for contracts for 500 or more tons of spinach to be supplied by Salem district growers the coming season.

This for dehydration at the Salem plant. And the King's Food Products company managers say they have never had enough spinach; that it has been sold out every year within 60 days after the price was announced.

There is no telling how far this thing may go. It may extend to gigantic proportions. And because better quality of spinach can be produced here than elsewhere, Salem is due to become the world center of a great spinach industry.

For the iron in it, and for the vitamins and other requisites in dietary schemes, spinach is coming into more and more general use not only in the hospitals but also in the homes of this country; of the whole world. Our spinach has 10 times as much iron as carrots.

There should be no question whatever of the supplying here by our growers of all the spinach that the manufacturers and packers will take and pay for. It is one of our best crops, taking into account that it may be followed by another profitable vegetable crop; or even a third, on the same land the same year.

Spinach is nearly as important in the dietary as milk; and every up-to-date man and woman now knows that a virile race cannot be sustained without milk, nor healthy children raised, nor old people kept in proper condition.

One of the greatest arguments in favor of spinach growing commercially in the Salem district is the fact that the spring crop furnishes a cash return early in

the season when money is needed for the cultivation of other crops. And, in the same way, it adds materially to the net returns from any given number of acres of land under cultivation.

**The Onion Industry**  
Salem is the market and manufacturing center of a great onion industry; the world does not grow better onions. On our beaverdam lands, 400 sacks, 100 pounds to the sack, can be raised. The market for ten years has averaged \$1.75 a sack. A net profit of \$100 an acre and upward can be made. Dehydration lends an outlet for any surplus crop. So Salem, with her beaverdam lands and her great dehydration plant, will always be the Oregon onion center.

**The Potato Industry**  
The Salem district leads Oregon in potato growing. Our growers should pay no attention to the thousands of possible new varieties. They should confine their growing to the Burbank, Gold Coin and Peerless for late, and Early Rose and Earliest of All for early varieties. And they should attend to seed certification. Washington, California, and some other nearby states cannot grow their own seed stock. Oregon growers can double their income by growing seed for these states. With good seed, and proper cultivation, grading and packing, our growers can compete with any market in the United States. In fact, we may lead the world in the potato industry.

**Bee Keeping**  
Salem is the center of a potentially great bee keeping industry. Average yields of the Willamette valley will exceed those of any known region excepting southern Oregon. This can be made a veritable bee paradise; by providing bee pasture for the late summer, which can be done, by raising more sweet clover, and scattering Scotch broom everywhere. Every farmer here ought to have bees; every orchardist must have bees, to be sure of proper pollination. And there will be big money in bees, for themselves alone, when plenty of late bee pasture is provided. The early bee pasture is abundant now; no better in the wide world.

**Mining**  
The great undeveloped Santiam mining district is just at the back door of Salem; "the Butte City of Oregon undeveloped," and "one of the best undeveloped silverlead prospects in this or

any other country," say good mining engineers. Great developments are on the tapis in that mining district, where there are veritable mountains of rich copper, gold, silver, lead and other ores.

**Goats**  
Our breeders have developed a higher type of the Angora goat than Asia Minor can produce; larger, longer fleeced; finer tipped mohair. The Angora is the great standby in land clearing; but he is more than worth his board on any of our lands. Practically all the "chaps" of North America are made from Angora goat skins tanned in Salem, Oregon. And then, too, Salem is leading in milk goat breeding, which is an industry that is growing all over the country by leaps and bounds.

**Beans**  
During the picking season, 5000 bushels and more a day of stringless beans come to Salem, to the canneries and dehydration plant. The big thing in the Salem district in the line of beans is going to be salad beans. Salem is bound to be the green bean center of Oregon for all time, and there is and will always be money in growing beans here; and some farmers have made money here in the dry bean industry.

**Paved Roads**  
Oregon is being made over by paved roads. Oregon's paved road building system is the best in the world—it rests upon money received from license taxes paid on vehicles using traction other than horse power, and upon gasoline and distillate taxes. These taxes will retire all the road bonds and finally pay for all of the paved highways and for extending them and keeping them in repair. There will never be a direct tax. The State Highway department repair shops are in Salem, and the surplus equipment, and will always be; to say nothing of the administrative forces of the State Highway department—making a large and increased annual expenditure of money here from that source. And Marion county is building county market paved roads, with the county shops here. There will soon be 150 miles of these county paved roads here. So Marion county is being made over, too, with paved highways—getting out of the mud.

**Asparagus**  
The best asparagus produced in the world has been and can be grown in the Salem district. It can be grown here on almost any kind of land that is rich and well drained. A great commercial industry can be and ought to be built up in asparagus growing, and no doubt will be in time. It is needed in canning and dehydrating. White or green, we can beat the world. There is money here in asparagus growing. We need more asparagus growers, and they can get started easily on our low priced lands.

**Grapes**  
Salem should become the Westfield of Oregon, and this district the Chautauqua grape belt of the Pacific Coast. The Salem district is a great grape country for the American native varieties; for the kind needed in the making of jellies and jams, and for grape juice. Our people should raise more and more

**Broccoli Industry**  
Western Oregon raises the best broccoli in the world. There is an increasing demand for the

product, which can be supplied ONLY FROM OUR SECTION. There is a good net profit in broccoli growing. Broccoli growing will extend the working season, which is an important matter, in keeping labor on our farms and fruit tracts, and in having money come in all the year through.

**Silo Center**  
Salem is the silo center of Oregon. The Chas. K. Spaulding Logging Co. is manufacturing here and shipping silos to all the states of the Pacific coast. Every farm having livestock ought to have a silo; a pasture under cover; an insurance policy against loss. The farmer with livestock pays for a silo every year or two whether he has one or not. There is a campaign on for a silo on every farm, and there are two or three on some of our farms. We will not have enough silos as long as there is a farm with livestock without one.

**Legumes**  
The legumes do wonderfully well here. No country can grow better red or sweet clover, better vetches or field peas. Alfalfa does well on some soils. The orchardist can grow the finest cover crops in legumes; the dairyman the best legumes for his uses; the apiarist may raise sweet clover galore for bee pasture—in short, the farmer of this district now has the knowledge in his noodle of the great value of the nodules on the rootlets of the legumes—and the more legumes the more life and love and light.

**Sorgham**  
Our farmers, with warm, sandy soils, can raise good sorgham here. The industry ought to be developed, in the interest of making us more nearly self-contained; and for the money it will keep at home.

**Cabbage**  
Every city gardener in Salem knows this is a good cabbage district; for he knows that, in a small plot, he has raised cabbage that would go 18 to 25 tons to an acre. We should raise more cabbage, and re-establish the sauer kraut industry, that was largely discontinued here on account of high wages and high prices incident to war times.

**Poultry**  
The Salem district is ideal for poultry and pet stock. The 14 greatest hens in the world are here, at the farm of the asylum for the insane. Many small poultry breeders are doing well here,

and some large plants. We should have great commercial poultry plants in this district, like they have in the Puget Sound country, which is not as well adapted to poultry raising as the Salem district. Three-story farming means poultry, bush fruits and tree fruits; with bees for the attic, and that is the kind of farming we are coming to. Salem district breeders have recently taken several first prizes in world laying contests.

**Crude Drugs**  
This is a big subject. This district is the native home of cascara sagrada. The world must have it. There is no substitute. So with the Oregon grape. So with mint, treated above under its own heading. We can produce digitalis to heal the broken hearts of the world. Prof. A. Zieffe, dean of the School of Pharmacy of the Oregon Agricultural College, says, "drugs can be grown here at one-tenth the expense and twice the yield that they can be in Michigan and Minnesota." The great drug gardens of the United States are in those states. The list of drugs we may grow is long; almost all-inclusive. The subject deserves wide attention; there's millions in the industry. Salem has the greatest crude drug buyer in Oregon, Dan. J. Fry, the druggist.

**Sugar and Syrup**  
The Salem district will grow good sugar beets, as high in sugar content as the best districts of Germany. Salem ought to have a beet sugar factory; it will complement our fruit and fruit juice industries. The Utah sugar people, before the war, planned a beet sugar factory in Salem. They had tested the country for sugar beet growing, and pronounced it highly suitable.

**Dehydration**  
This is the biggest thing in the world in food conservation. The subject is covered in an article in this issue. Salem is fortunate in being the dehydration headquarters. It means millions to this district—millions and increasing millions annually.

**Hops**  
Salem has been for a long time the greatest primary hop market from first hands in the world; is yet. Perhaps will always be. Hops have been during many years a bonanza crop here. The industry will persist as long as the world has a taste for malt drinks; with either a high or low per cent of alcohol.

**Wholesale and Jobbing**  
Salem has seven or more wholesaling and jobbing concerns. There is room for a number of unoccupied lines. Our paved roads systems are making

Salem more and more of a center for a very large and very rich country. The pioneering has already been done.

**Land**  
Salem is the manufacturing and marketing and shipping center of the richest lands in the world. Her fortunes are tied up with the land—and if she does well her part, the city and the country must grow great and rich together. More acres and more to the acre is the slogan for the country; and better service for the men who produce on the land should be the watchword for the city. This program will make Salem the Fresno and San Jose and Anaheim and Petaluma and Belfast of Oregon—all rolled into one; with a lot of others to carry—for the range of basic industries here is wider than that of any other city in the country. Our soils and our factories and marketing facilities working together are drawing new money every month of the year from the four corners of the world, with an ever widening range—and such team work cannot mean anything but a rising and ever rising prosperity. It is new money all the time, and in a stream that grows all the time and will never dry up or pinch out.

**Salem Beautiful**  
This is a big subject. There are fifty to 100 solid blocks of rose hedges in Salem, and miles and miles more on the way. Gladfolus is the official flower. The iris, the poor man's orchid, does wonderfully well in Salem. The list might be extended, pages long. The creeks running through the city are worth millions, helping to make Salem the most beautiful city in the world, which it will be. We have the largest bulb farm on the coast. The subject is too big for a paragraph. Read other articles in this issue—and come and see. The subject is too big for words, or even pictures.

**Educational**  
Read the educational articles. There is much more to tell, but space is limited.

**Sheep**  
This is a great sheep district; medium woolled sheep are perhaps best for us. But all sheep do well. Every farm in the Salem district ought to have some sheep.

**National Advertising**  
National advertising has done and is doing much for Salem. We have three national advertisers—The Phex Co., loganberry juice and jams and jellies; King's Food Products Co., dehydrated vegetables and fruits; Oregon Growers' Cooperative association. Mistland prunes and other products. Others are coming. The Salem Iron Works makes a drag saw that is nationally advertised and sold.

**Cucumbers**  
There are a number of successful producers of cucumbers under glass in the Salem district. Many are grown in the field and shipped to outside pickle factories. There is money in cucumber growing and we should have pickle factories in Salem.

**Swine Breeding**  
Prices of hogs are higher in Salem on the average than in Chicago. We have an up-to-date packing plant in Salem. Every farm should have some hogs, and of course, every dairy; and that is the usual thing here. There is no better swine country. We have some outstanding breeders of purebred stock, and we are getting more. Two litters of pigs a year are practical here. The up-to-date swine breeder will find the Salem district the best place in the world for him right now.

**Automotive Industry**  
There are nearly 100 concerns engaged in some form of the automotive industry in Salem—exclusive of the four big gasoline and oil companies, represented here. There are nearly 500 people employed in the industry; wages and profits upwards of \$2000 a day, approaching a million dollars a year; not including the county and state paved road plants. The automotive industry is decidedly on the up grade here, and it will move faster with the completion of the state and county paved roads programs.

**Grain Industry**  
Carloads of Willamette valley oats are constantly going to the eastern breakfast food factories, whose managers have found out the great superiority of their product in this section for their purposes. Better methods of selection and cultivation, and grading, and organization of the growers, would get still higher prices. The Willamette valley oats run higher in weight than any other. This is also a good wheat and barley and rye country. Better than 100 bushels of oats to the acre has been raised in the Salem district, and the yields of all other grains.

(Continued on page 6)

L. M. STARR, President  
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C. D. STARR, Secretary-Treasurer

ARMSBY'S CODE 1911  
PHONE:  
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"MARASCA BRAND"  
ROYAL ANNE CHERRIES  
(Maraschino Type)

# Starr Fruit Products Company

Manufacturers of  
**PRESERVES  
JAMS AND  
JELLIES**

Packers of  
**CANNED FRUIT  
VEGETABLES  
BERRIES**

Factories:  
Portland, Oregon  
Salem, Oregon

Main Offices:  
Portland, Oregon

## OREGON GROWERS COOPERATIVE ASSOCIATION

An Organization of 2300 growers, owning or controlling 35,000 acres of fruit dedicated to the following tasks:

- 1—Standardizing Oregon Farm Products
- 2—Adopting a Planting Program to Meet Market Demands
- 3—Secure better and uniform returns for the growers through increased consumption of Oregon grown foods by the following sound merchandising methods:
  - (a) Improve Quality
  - (b) Maintain a fair, but staple price
  - (c) Giving Publicity to Oregon Quality Fruits
  - (d) Increase Marketing Outlets
  - (e) Establish new and more attractive methods of package

General Offices: Salem, Oregon