

# SELLING SALEM DISTRICT

**OWPCO**  
Broom handles, mop handles, paper plugs, tent pegs, all kinds of hardwood handles, manufactured by the

**Oregon Wood Products Co.**  
West Salem

**BUY AN OVERLAND AND Realize the Difference**

**VICK BROS. QUALITY CARS HIGH ST. AT TRADE**

## Dates of Slogans in Daily Statesman (In Twice-a-Week Statesman Following Day)

- Loganberries, Oct. 4.
- Prunes, Oct. 11.
- Dairying, Oct. 18.
- Flax, Oct. 25.
- Filberts, Nov. 1.
- Walnuts, Nov. 8.
- Strawberries, Nov. 15.
- Apples, Nov. 22.
- Raspberries, Nov. 29.
- Mint, December 6.
- Great cows, etc., Dec. 13.
- Blackberries, Dec. 20.
- Cherries, Dec. 27.
- Pears, Jan. 3, 1924.
- Gooseberries, Jan. 10.
- Corn, Jan. 17.
- Celery, Jan. 24.
- Spinach, etc., Jan. 31.
- Onions, etc., Feb. 7.
- Potatoes, etc., Feb. 14.
- Bees, Feb. 21.
- Poultry and pet stock, Feb. 28.
- Goats, March 6.
- Beans, etc., March 13.
- Paved highways, March 20.
- Broccoli, etc., March 27.
- Silos, etc., April 3.
- Legumes, April 10.
- Asparagus, etc., April 17.
- Grapes, etc., April 24.
- Drug garden, May 1.
- Sugar beets, sorghum, etc., May 8.
- Water powers, May 15.
- Irrigation, May 22.
- Mining, May 29.
- Land, irrigation, etc., June 5.
- Dehydration, June 12.
- Hops, cabbage, etc., June 19.
- Wholesaling and jobbing, June 26.
- Cucumbers, etc., July 3.
- Hogs, July 10.
- City beautiful, etc., July 17.
- Schools, etc., July 24.
- Sheep, July 31.
- National advertising, Aug. 7.
- Seeds, etc., Aug. 14.
- Livestock, Aug. 21.
- Automotive industry, Aug. 28.
- Grain and grain products, Sept. 4.
- Manufacturing, Sept. 11.
- Woodworking, etc., Sept. 18.
- Paper mills, etc., Sept. 25.

## THE WORLD'S STRAWBERRY CENTER

Marion is the leading strawberry county in Oregon. Polk county is next. The berries of both counties are nearly all marketed in Salem—As are also the berries of parts of Yamhill, Benton, Linn and Clackamas counties. Last year Salem canned 83 per cent of all the canned strawberries packed in the Pacific Northwest. Increasing quantities of strawberries are also barreled here, and shipped to eastern factories. The men engaged in the strawberry industry here are searching for better varieties, or for better development of varieties already discovered. Irrigation will be more largely employed in the future and this will be an aid in making Salem the center of the greatest strawberry industry in the world.

**Valley Motor Co**  
260 North High Street Phone 1995

Boost This Community by Advertising on the Slogan Pages

**DID YOU KNOW** That the strawberry industry of the Salem district has become a great industry; that there have been sales of \$1000 an acre for a single season's crop, making \$600 an acre net; that growers have shown the production of strawberries at the rate of 12 tons to the acre here; that the acreage in this district more than doubled for the year 1921 over the year 1920, and has been growing ever since; that in Salem last year 83 per cent of all the canned strawberries of the northwest were packed; that is standard—that does not have to be introduced—that brings a constant flow of money from long distances; and did you know that the use of irrigation and the employing of head work are going to make this the world center of the strawberry industry?

EAT A PLATE A DAY

**Weatherly Ice Cream**

SOLD EVERYWHERE

**Buttercup Ice Cream Co.**  
P. M. GREGORY, Mgr.  
240 South Commercial St. SALEM

**DODGE BROTHERS SEDAN**

**Bonesteel Motor Co.**  
184 S. Com'l St. Phone 426

## VALLEY PACKING CO. CASCADE BRAND HAMS, BACON AND LARD U. S. Inspected SALEM, OREGON

### GROWING TWO MILLION STRAWBERRY PLANTS, AND WILL INCREASE NUMBER

Starting in a Very Small Way in 1910, Weeks & Pearmine Have Become Large Growers of Plants, and They are Branching Out and Preparing to Materially Extend Their Great Business

Weeks & Pearmine, Salem, Route 8, are growing and will on the first of December begin to ship 2,000,000 strawberry plants, grown on 22 acres of Salem district land. The members of this firm are W. H. Weeks and Lester I. Pearmine. They are Salem boys. They live on the paved River road just at the northern edge of Salem.

These young men began their operations in a very small way back in 1910, and they have been increasing their output and adding to their lines ever since—

And they are by no means through making improvements and additions. They will grow more strawberry plants, and other plants, in 1924 than they have produced this year, and they will make improvements of various kinds, and keep on making them and extending their business indefinitely. It they are not now the largest strawberry and bush berry plant growers on this coast, their ambitions are to reach the top, in both volume and service.

**The Varieties They Grow**  
They grow principally the Marshall, New Oregon, Magoon and Nick Ohmer strawberry plants; the latter being called the California shipping berry, though the growers of that state use other varieties besides for shipping. The great bulk of the strawberry plants produced by Weeks & Pearmine go to the California growers, though they also supply Ettersburg 121 plants and other varieties to the local trade—to Oregon, Washington and Idaho growers, and they keep a few specialties like everbearers.

These men have also added all the bush berries to their lines. They supply plantings of loganberries, raspberries, dewberries, gooseberries, currants, etc.—in short, a complete line of bush fruits.

**2,000,000 Asparagus Plants**  
This year they are supplying 2,000,000 asparagus plants, grown on 18 acres of land here, to the California trade, on contract. These asparagus plants go to the delta section of the Sacramento valley, where asparagus canning has become a great industry. This part of the business of Weeks & Pearmine may conceivably reach huge proportions. This is their first year with asparagus plants. The "\$50,000 Strawberry"

### DEVELOPING A NEW STRAWBERRY IN SALEM SECTION; BEST OF THEM ALL

**E. M. Bailey, Pioneer Ettersburg Grower, Is Trying Out Seventeen Varieties, and He Has Found a New Strawberry Grown Only By Himself and a Neighbor Which He Pronounces the Best Berry of Them All—Has Grown Strawberries Seventeen Years**

Editor Statesman:  
In response to your request, I will give you some of my experiences in the strawberry industry. I have been growing from one to 10 acres of strawberries for the past 17 years, and I do not know all about the business yet; however, I find they pay me the best of any crop that I grow, taking it one year with another. Several years ago I could make good money at five cents per pound, but conditions have changed somewhat, as it costs me a great deal more for labor, planting the crop, cultivating, picking, etc.

**Three Varieties Advice of Grower**  
Mrs. Bernd Had Success With Ettersburgs Under Conditions Unfavorable

Editor Statesman:  
Four years ago we planted two acres of Ettersburg No. 121 among the prunes. The next year they bloomed freely, but a dry spell came and these did not mature. What we had were fine berries, but there was no market. The next year they were not worked, but I sold some, and this year, in spite of a patch of weeds to contend with, I sold a ton and could have done better if I had had enough pickers. I consider the Ettersburg 121 the finest canning berry, and it holds up and sells well, but unless it can be made more dependable and produce heavier is not as profitable to raise as others. It is a late berry and blooms about the time we often have a hot dry spell. Blossoms developing at that time seem to blight, and this cuts down the yield.

**A BRANCH EXPERIMENT STATION IS CALLED FOR IN THE SALEM DISTRICT**  
The Tremendous Investment in the Small Fruit Industry Here Justifies a Demand for This Aid From the Oregon Agricultural College—A Trained Expert Might Do More in a Year Than Twenty Years of Chance Might Bring Forth

(The suggestion in the following article will have the hearty support of all the strawberry growers in this section, as well as of the bush and tree fruit growers, and of the canning and commercial interests generally. Mr. Peary is one of the managers of the Oregon Growers Cooperative association.)  
**Salem a Strawberry Center (EARL PEARY)**  
Marion county is the center of the strawberry industry in the Pacific Northwest. Its numerous canneries early absorb the available tonnage grown. The strawberry pack could be extended considerably, and as the canning industry expands in Salem so must the production increase. The dif-

ference in the past has been that no one variety has been grown which is entirely satisfactory either to the producer or to the canner.  
**For a Branch Station**  
With the tremendous investment in the small fruit industry in this district a branch experiment station should be established for the purpose of solving the pollination and varietal problems. It is time that the local canner interests, Salem Chamber of Commerce and county Granges unite on a drive for such an experimental farm operated by the Oregon Agricultural College as a branch station in this county. Branch experiment stations at Hood River and Medford assist

are very promising, while others are not at all promising, especially for canning purposes. I grow strawberries almost entirely for canning; however, I have some splendid table berries.  
**Developing Promising Berry**  
I have a new canning berry which I have had for two years, and I think it will be the winner. They have been thoroughly tried out as a canner. They are a very dark red in color and remain so when canned. I have one acre of them that I planted last year, and next spring I expect to plant five more acres of them. They ripen a week earlier than the Ettersburg Number 121. I picked my small patch of this new variety four times this year, and when the berries were picked for the last time they were practically as large as they were when they were picked the first time. They run very uniform in size and are very easily picked, fully one-third of them leaving their husk on the vine. Being free from husks and so uniform in size makes them a very desirable berry for the canner, as they can handle so many more berries with less help. The plant is a dark green and remains so all winter, making it easy to cultivate them in the spring. They do not die down in the winter like many other varieties. They are perfect flowering and self pollinating. We have never given them a name. A neighbor of ours tells me he found the first plant eight years ago. He says that he had a very good crop this year. He also states that from this plant he has saved the runners until he has now four acres of them. He and I are the only ones who have a very large amount of them, and from my past experience I consider this berry the best of them all.  
—E. M. BAILEY,  
Salem, Or., Route 5, Box 53, Nov. 12, 1923.

**What Canners Require**  
The canneries require a deep red berry of medium size which is easily hulled and firm during a reasonable period until it gets into the can. The growers want a regular bearer of fair size, which likewise withstands the temperamental weather conditions of this vicinity.  
The Statesman can do the Salem district inestimable value by sponsoring a branch experiment station in time to bring it before the next legislature. There are hundreds of acres adaptable to strawberry culture, awaiting the right berry.  
There are only five varieties grown commercially in this district. The Oregon and Marshall bear well of a large sized berry. These varieties are soft and do well only as table or barreling stock. Some waterpacked goods are put up from these two varieties, but generally speaking the canneries do not care to can any great quantity.  
**Experience with Treba**  
The Treba is a prolific variety, introduced four or five years ago by W. G. Allen of the Hunt Bros. cannery, as the ideal variety. It has proven, a semi-failure since, due to its tendency to turn black before it can be handled in the cannery. This is a seasonable characteristic and does not invariably occur. The variety maintains a satisfactory color in the can if it can be handled in time. Probably 50 per cent of the strawberry pack in Salem is of this variety. However, it is no longer being planted as the growers have had too much grief in harvesting and selling the Treba.  
**Ettersburg Good Berry**  
The Ettersburg 121 is an excellent variety. It has one vital defect in that it does not bear heavily, and some seasons is a very shy producer. It is firm and is well liked by the canneries. In fact, a premium of one to one cent and a half a pound is paid for it.

**SYMBOL**

OUR diplomatic, polite services meet with public approval. The beautiful dignity that characterizes the accomplishment of this organization is a symbol of respectful regard.

**Webb & Clough Co. FUNERAL DIRECTORS**  
499 Court St., Salem, Phone 120

**Terwilliger Funeral Home**  
779 Chemeketa St. Phone 724 Salem, Oregon

**Salem will continue to be the strawberry center and the industry will grow.**

Manuals, School Helps and Supplies  
Your order will be given PROMPT attention

**The J. J. Kraps Company**  
Kent S. Kraps, Mgr. Box 96 Salem, Oregon

**OUR TREES**  
Carefully Grown—Carefully Selected—Carefully Packed  
Will Give Satisfaction to the Planter

**SALEM NURSERY COMPANY**  
428 Oregon Building PHONE 1763 Additional Salesmen Wanted

**SAYS RED HILLS GOOD FOR BERRIES**

Luther J. Chapin was formerly county agriculturalist for Marion county. He knows the soils of this district very well, and what they are good for. He said yesterday that many types of soils hereabouts are good for strawberries, and that they are a good crop to grow. And he spoke especially of the excellent strawberry land in the red hills. He says that land is a little warmer than the average, and therefore brings on the berries early, which is desirable.  
Mr. Chapin thinks irrigation will help in bringing the strawberry industry into larger production, and that it will no doubt come to be employed to a larger extent. There are places, however, in his opinion, where this will not pay; the cost will be too high. Mr. Chapin believes, though, that all the loganberries ought to be irrigated; all that can be, and that their increased crops from the use of water will in most cases much more than justify the extra expense.

**HOTEL MARION SALEM, OREGON**

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

**Next Week's Slogan SUBJECT IS THE APPLE INDUSTRY**

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**  
779 Chemeketa St. Phone 724 Salem, Oregon

**NOW IS THE TIME!!**

To look after your heating plants and see that it is in good order, or if you are going to need a new one. This is the appropriate time to buy it!

**THEO M. BARR**  
164 S. Com'l St.

**HERE, MR. HOMEBUILDER—**

Is the BEST, SAFEST, STRONGEST, and, in the long run, the CHEAPEST Material out of which to build your home.

It is BURNED CLAY HOLLOW BUILDING TILE—It Insures Fire-Safety—Health and Comfort.

Ask for Catalog and Booklet of Plans.

**SALEM BRICK & TILE CO.**  
Salem, Oregon. Phone 917

Mrs. of Burned Clay Hollow Building Tile, Brick, and Drain Tile.