#### **OWPCO**

Broom handles, mop handies paper plugs, tent toggles, all kinds of hardwood handles, manufactured by

Oregon Wood Products Co.

BUY AN

Realize the Difference

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

# SELLING SALEM DISTRICT

#### 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. 5. 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

une 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. (Back copies of the Thursday

editions of the Daily Oregon Statesman are on hand. They are for sale at 10 cents each, mailed to any address. Current copies, 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 barrelled 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

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

Weatherly Ice Cream

EAT A PLATE A DAY

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 428

# VALLEY PACKING CO.

the apple and pear men, and the great berry industry is entitled to favorite, and, where it can be CASCADE BRAND HAMS, BACON AND LARD state aid in developing and solving grown medium large in size, is a

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

Route 8, are growing and will on readers of The Statesman that Mr. prices. the first of December begin to Rockhill, the lowa plant wizard. ship 2,000,000 strawberry plants, was last year paid \$50,000 for grown on 22 acres of Salem dis- the rights to his newest everbeartrict land. The members of this ing strawberry, the "Rockhill" by steamer. Many small shipfirm are W. H. Weeks and Lester Everbearing. This sum was paid ments, of course, will have to go I. Pearmine, They are Salem boys. by F. E. Beatty, manager of the by express. They live on the paved River road Kellogg Company, Three Rivers, just at the northern edge of Sa- Mich., the well known nurserymen ers are coming more largely to the

ing to their lines ever since-

produced this year, and they will to resume his patient and life make improvements of various long search for the ultimate best kinds, and keep on making them everbearing strawberry. and extending their business indefinitely. If 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

claities like everbearers. the bush berries to their lines. ally. They supply plantings of loganberries, phenomenal berries, blackberries, raspberries, dewberries, gooseherries, currants, etc.in short, a complete line of bush

growers, and they keep a few spe-

2,000,000 Asparagus Plants 2,000,00 asparagus plants, grown Irrigation to help over this period on 18 acres of land here, to the California trade, on contract. These asparagus plants go to the irrigate, they must fall back on delta section of the Sacramento the varieties they can successvalley, where asparagus canning fully grow. has become a great industry. This part of the business of Weeks & Pearmine may conceivably reach huge proportions. This is their Weeks & Pearmine have employed first year with asparagus plants.

The "\$50,000 Strawberry"

Health and Comfort.

Is the BEST, SAFEST, STRONGEST,

and, in the long run, the CHEAPEST Material out of which to build your

It is BURNED CLAY HOLLOW BUILD-

Ask for Catalog and Booklet of Plans.

Phone 917

Mfrs. of Burned Clay Hollow Building Tile, Brick.

and Drain Tile.

SALEM BRICK & TILE CO.

ING TILE-It insures Fire-Safety -

Weeks & Pearmine, Salem, It will be remembered by some and plant dealers. The news of These young men began their this purchase was widely puboperations in a very small way lished. Weeks & Pearmine seback in 1910, and they have been cured some plants at once, But increasing their output and add- they were recently paid back their money, because this new everbear-And they are by no means ing berry d'd no good here, and through making improvements Mr. Beatty and Mr. Rockhill have and additions. They will grow acknowledged that the plant more strawberry plants, and other does not run true—that it reverts plants, in 1924 than they have to type. So Mr. Rockhill will have

> The Thornless Blackberry Weeks & Pearmine have also experimented with the Cory thornless blackberry. They have se-

cured no satisfactory results here, though some California growers have seemed to find it a success there, with vines loaded with fruit. The two items above are mentioned to show the ceaseless search for improved varieties; and the fact that our growers are up on their toes with the best of

them the wide world over. Right Strawberry for Us In a talk over the phone yester-

day morning, the reporter asked W. H. Weeks what strawberry varieties he would recommend for the Salem district. As the reader has no doubt gathered, or already knows, that is an important question here in the Salem district; These men have also added all and Mr. Weeks hesitated; natur-

But he said this: The Marshall and the New Oregon for the barreling trade, whichis increasing.

He said the Ettersburg 121 is the ideal berry for canning. But it comes late, at a time when in This year they are supplying most years the moisture runs out. in such years would be the thing. He said that if growers cannot

here. In their plant growing,

He said it was his opinion that irrigation will become general irrigation. They should have had more of it this year, but their HERE, MR. HOMEBUILDER-

#### years on the same land. They contract with growers widely separated. They thus avoid plant

Matter of Fair Price Mr. Weeks remarked that the matter of the production of a great tonnage of strawberries in the Salem district is one of a fair price to the growers-that the growers will produce the berries, and of the right qualities, if they can be assured of remunerative

He said their shipments of plants this year will be largely in car lots; and they will ship some The California strawberry grow-

They find that they can pick a year or two years longer from the plants they secure from this secextensive plantations of that state. The conspicuous success of these two Salem boys with a vision

goes to prove, if the fact needed further proof, that the big opportunities are not all gone. They are thick. They are especially numerous in this land of diversity, this country of opportunity.

### 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 Etterburg 121 the finest canning berry and it holds up and sells well, but unless it can be made more de pendable 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. It seems to me that irrigation

might overcome that fault. If so we could not have a better berry for the canneries. My idea would be to have an earlier berry, such as Wilson, if for the cannery, or Oregon, if for the market, followed by Ettersburgs so as to have pickers all through the season. To be profitable, one should raise two ons to the acre and such a crop is far better than any other crop a farmer could raise, and it is harvested before the busy season with logans and pranes. Don't depend all upon one crop. Raise straw. berries as a side line to logans and prunes and in that way we will have some produce that the public will buy.

-MRS. SARAH BERND, Turner, Ore., Route 2. Nov. 12, 1923.

Laziness is that quality that

## plantings as their business has grown have been necessarily scattered. They do not plant two SALEM SECTION; BEST OF THEM ALL

E. M. Bailey, Pioneer Ettersburg Grower, Is Trying Out' Seventeen Varieties, and He Has Found a New Straw- mate has not been perfected. Waitberry Grown Only By Himself and a Neighbor Which He Pronounces the Best Berry of Them All-Has **Grown Strawberries Seventeen Years** 

Editor Statesman:

to 10 acres of strawberries for splendid table berries. the past 17 years, and I do not Developing Promising Berry know all about the business yet;

money invested. Pioneer Etterburg Grower

berries are small. Trying 17 Varieties I am constantly trying out new all.

Might Bring Forth

of the bush and tree fruit grow- ner.

ers, and of the canning and com-

mercial interests generally. Mr.

earcy is one of the managers of

the Oregon Growers Cooperative

Salem a Strawberry Center

(EARL PEARCY)

Marion county is the center of

the strawberry industry in the

Pacific northwest. Its numerous

canneries early absorb the avail-

association:)

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 Ore-

gon Agricultural College-A Trained Expert Might

Do More in a Year Than Twenty Years of Chance

(The suggestion in the follow- ficulty in the past has been that

ng article will have the hearty no one variety has been grown

support of all the strawberry which is entirely satisfactory eith-

growers in this section, as well as cr to the producer or to the can-

are very promising, while others In response to your request, I are not at all promising, especialwill give you some of my experi- ly for canning purposes. I grow ences in the strawberry industry strawberries almost entirely for I have been growing from one canning; however, I have some

ing it one year with another. Sev- They have been thoroungly tried likewise withstands the tempera- this district very well, and what era! years ago I could make good out as a canner. They are a very mental weather conditions of this money at five cents per pound, dark red in color and remain so vicinity. tion, and this is a big item, in the but conditions have changed when canned. I have one acre of The Statesman can do the Sc somewhat, as it costs me a great them that I planted last year, and lem district inestimable value by deal more for labor, planting the next spring I expect to plant five sponsoring a branch experiment crop, cultivating, picking, etc. | more acres of them. They ripen station in time to bring it before We growers should at present a week earlier than the Ettersburg the next legislature. There are get seven or eight cents per pound Number 121. I picked my small hundreds of acres adaptable to so as to bring us anything like patch of this new variety four strawberry culture, awaiting the good returns for our labor and times this year, and when the ber- right berry. ries were picked for the last time they were practically as large as When growing strawberries it they were when they were picked trict. The Oregon and Marshall is always rather a puzzle to know the first time. They run very bear well, of a large sized berry. the best varieties to plant. I have uniform in size and are very easi- These varieties are soft and do berry industry into larger producperhaps been growing the Etter- ly picked, fully one-third of them burg No. 121 longer than any one leaving their husk on the vine. stock. Some waterpacked goods come to be employed to a larger else in Oregon, and have advised Being free from husks and so uni- are put up from these two vari- extent, There are places, howplanting them for canning pur- form in size makes them a very eties, but generally speaking the ever, in his opinion, where this poses for several years past; how- desirable berry for the canners. ever, they are not suited to all as they can handle so many more great quantity. kinds of soils. I would not ad- berries with less help. The plant vise planting them in the red is a dark green and remains so soil. I have had very good suc- all winter, making it easy to culcess with them where I live, north tivate them in the spring. They of Salem. Some years the yield do not die down in the winter like cannery, as the ideal variety. It cases much more than justify the has been immense, having had an many other varieties. They are average of two pounds per plant. perfect flowering and self pollen-This yield has been when we have izing. We have never given them before it can be handled in the had rains and the weather was a name. A neighbor of ours tells cannery. This is a seasonable favorable. I think if we could me he found the first plant eight characteristic and does not inirrigate them they would be an years ago. He says that he had variably occur. The variety mainideal variety to plant, especially a very good crop this year. He tains a satisfactory color in the for canning. One fault of the also states that from this plant can if it can be handled in time. Number 121 is that they ripen he has saved the runners until he Probably 50 per cent of the strawabout 10 days too late, this mak- has now four acres of them. He berry pack in Salem is of this vaing the last picking ripen when it and I are the only ones who have riety. However, it is no longer is very warm, consequently the a very large amount of them, and being planted as the growers have

sider this berry the best of them and selling the Thebla. -E. M. BAILEY. varieties. I have at present 17 Salem, Or, Route 9, Box 53. different varieties. Some of these Nov. 12, 1923.

For a Branch Station

With the tremendous invest-

nent in the small fruit industry in

this district a branch experiment

station should be established for

the purpose of solving the pollin-

attion and varietal problems. It

it time that the local cannery in-

terests, Salem Chamber of Com-

merce and county Granges unite

on a drive for such an experi-

## its that problems To Wealth If an all around variety of

instance, which produced heavily every year as the Trebla does, of as excellent quality for canning as the Ettersburg or Wilson, and of the size of the Marshall or Oregon, the wealth of the Willamette valley would be increased tremendously. The trouble in the past has been that a perfect variety for our peculiar soil nad cliing for a chance find is a losing

A trained expert with a few acres of ground could do more to locate the perfect canning variety in two or three seasons, than 20 years of chance might bring

What Canneries Require

The canheries require a deep red berry of medium size which is easily hulled and firm during a however, I find they pay me the which I have had for two years, to the can. The growers want a using of Oregon grown plants. Lest of any crop that I grow, tak- and I think it will be the winner. regular bearer of fair size, which county. He knows the soils of

There are only five varieties grown commercially in this dis- which is desirable. well only as table or barreling tion, and that it will no doubt canneries do not care to can any

Experience with Treba introduced four or five years ago be, and that their increased crops by W. G. Allen of the Hunt Bros. from the use of water will in most has proven a semi-failure since, extra expense. due to its tendency to turn black from my past experience I con- had too much grief in harvesting

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

size. New soil is better adapted strawberry were discovered, for for this variety than old land. Summing it up, the Wilson and Ettersburg are the two best canning varieties, although the need is very apparent for a still better variety combining the characteristics of these two varieties. A big work lies ahead of the community interests in bringing

very profitable variety. It bears

heavily and is a good canning va-

riety. Its great weakness is in

about a local experiment station. Financed by the local canneries and the county, it would still repay the investment.

Luther J. Chapin was formerly county agriculturalist for Marion 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,

Mr. Chapin thinks irrigation will help in bringing the strawwill not pay; the cost will be too high. Mr. Chapin believes. though, that all the loganberries The Trebla is a prolific variety, ought to be irrigated; all that can

Auto Electric Work B. D. BARTON

Willamette Grocery Co.

171 S. Commercial St.

WHOLESALE Groceries, Fruits, Candies, Cigars and Tobaccos

Phone 424, P. O. Box 879 Cor. Trade and High SALEM, OREGON

#### HOTEL MARION

SALEM, OREGON The Largest and Most

Complete Hostelry in Oregon Out of Portland

# DRAGER FRUIT

**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

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.

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

Manuals, School Helps and

Your order will be given PROMPT attention

Carefully Grown — Carefully Selected — Carefully Pucked

Will Give Satisfaction to the

Planter

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

Our diplomatic, po-lite services meet

with public approval.

The beautiful dignity

that characterizes the

regard.

accomplishment of this organization is a symbol of respectful Supplies

> The J. J. Kraps Company

Kent S. Kraps, Mgr. Box 96

OUR TREES

SALEM NURSERY COMPANY

428 Oregon Building PHONE 1763 Additional Salesmen Wanted

mental farm operated by the Oreable tonnage grown. The strawberry pack could be extended con- gon, Agricultural college as a makes a husband think the drying siderably, and as the canning in- branch station in this county. of dishes an undignified task for dustry expands in Salem so must Branch experiment stations at the production increase. The dif- Hood River and Medford assist