

# SELLING SALEM DISTRICT

## Devoted to Showing Salem District People the Advantages and Opportunities of Their Own Country and Its Cities and Towns.

### The Way to Build Up Your Home Town Is to Patronize Your Home People

### The Surest Way to Get More and Larger Industries Is to Support Those You Have

### Selling Salem District is a continuation of the Salem Slogan and Pep and Progress Campaign

This campaign of publicity for community upbuilding has been made possible by the advertisements placed on these pages by our public-spirited business men—men whose untiring efforts have builded our present recognized prosperity and who are ever striving for greater and yet greater progress as the years go by.



**W. W. ROSEBRAUGH CO.**  
Foundry and Machine Shop  
17th & Oak Sts., Salem, Or.  
Phone 586

We Are Out After Two Millions  
We are now paying over three quarters of a million dollars a year to the dairymen of this section for milk.

**"Marion Butter"**  
Is the Best Butter  
More Cows and Better Cows is the crying need  
**MARION CREAMERY & PRODUCE CO.**  
Salem, Ore. Phone 2488

**DEHYDRATED and CANNED FRUITS AND VEGETABLES**

*Oregon Products*

**King's Food Products Company**  
Salem—Portland—The Dalles Oregon

**Gideon Stolz Co.**  
Manufacturers of Dependable Brand Lime-Sulphur Solution  
The brand you can depend on for purity and test  
Prices upon application  
Factory near corner of Summer and Mill St. Salem, Oregon

**Willamette Valley Prune Association**

The oldest Association in the Northwest

**W. T. JENKS**  
Secretary and Manager  
Trade & High Sts. SALEM, OREGON

**NELSON BROS.**

Warm Air Furnaces, plumbing heating and sheet metal work, tin and gravel roofing, general jobbing in tin and galvanized iron work.

355 Commercial St. Phone 1906

**DIXIE BREAD**

Dixie Health Bread  
Ask Your Grocer

**RIDE THE TROLLEY FOR SAFETY COMFORT CONVENIENCE AND ECONOMY**  
Tickets save your time. Buy them in strips of 5 for 30 cents.  
**SOUTHERN PACIFIC LINES**

**FOR YEARS AND YEARS**

The Statesman has been supplying the wants of the critical job printing trade.

Proof positive we are printers of worth and merit.  
Modern equipment and ideas at the ones that get by.

**Statesman Pulishing Company**  
Phone 22 or 583  
215 S. Com'l St.

## EXHIBIT AT ARMORY OF THE FIRE SWEPT DISTRICTS OF THE CITY OF BERKELEY, CAL., TEACHES LESSON

It Is a Damaging Indictment Against Building of Inflammable Materials or of Substitutes for Fire Safe Materials—Description of a Beautiful California Mission Style Bungalow—Salem Brick and Tile Company Would Be Glad to Show Plans

The Salem Brick and Tile company has on display at their exhibit at the armory a group of pictures which show in detail the disastrous sweep of the Berkeley fire. In the whole vast burned area nothing stands today except the brick chimneys. There was not one brick or hollow tile house in the whole area. Many of the houses which were completely destroyed, however, were built of materials that are being advertised in the leading journals of the country as fireproof. Every manner of stucco construction employed in this section of Berkeley was as completely destroyed as though it had been built of cardboard. These pictures constitute the most damaging indictment against building of inflammable materials or of substitutes for fire safe materials that can be offered. There is but a slight difference in the actual costs of constructing a thoroughly fire safe home and one that is not, and this slight

low tile construction. The surface is to be faced with stucco, preferably of a creamy or light buff shade. Stucco bonds more perfectly with burned clay than with any other material. The roof is to be red Hermoso tile. The front doorway is framed with light buff brick, similar to that used on the Salem high school building. The entrance porch is floored with brick and the gateway is of black wrought iron. The excellent arrangement of the interior is shown by the accompanying floor plan. The living room and the dining room are joined by a broad opening that helps to create an appearance of

spaciousness, and there is a short hall that directly communicates with every division, excepting the dining room and the kitchen entry porch. The closets and the built-in features of the plan especially

deserve notice. Each of the bedrooms, for instance, possesses a large wardrobe closet with a window in its outside wall; and the living room, dining room and hall each possess a closet, while on the rear entry porch there is a special closet for brooms. The built-in features include a little storage cabinet to the right of the entrance to the living room, an excellent buffet in the dining room, two shelf and drawer cabinets and a medicine case in the bathroom, and a draught cooler closet, cupboard, etc., in the kitchen. A particularly delightful feature of the plan is the little breakfast nook in one corner of the kitchen,



The California Mission Style Bungalow

equipped with stationary seats and table.

The Interior Finishing

pective owner need not resign himself to accept a design of the usual mediocre quality, but may have a

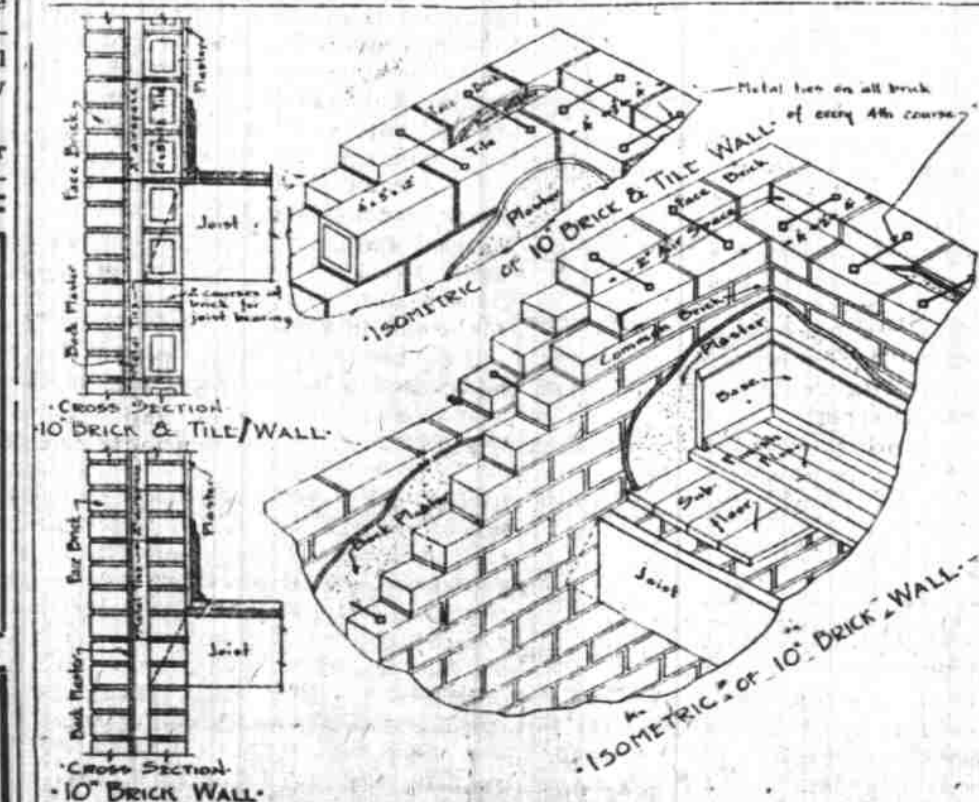


Floor Plans for the California Mission Style Bungalow

The interior woodwork is of pine throughout. In the living room and dining room all trim is

house that is in good taste, no matter how small that house may be. And, looking at the picture and the floor plans of this house, it will not be denied that a good design pays, first in increased pride in ownership, and secondly in hard cash if it should ever become necessary to sell. And the cost of building is not necessarily increased because its parts are properly proportioned.

The Salem Brick and Tile company have many excellent plans which they would be happy to show those interested. They would advise, however, that the prospective builder after deciding on the design he wants should employ a first class architect to prepare these plans fully for him and supervise the construction.



Double Masonry Wall for Residence Construction.

The double wall consists of two, three or four inch walls tied with stiff wire wall ties as illustrated. This construction provides a continuous air space without a frost or moisture conductor of any kind, and of course does away with the need of furring on the inside, otherwise necessary to any solid wall that is exposed. The outer wall may be the brick face, or may be the hollow tile covered with stucco.

Correct this sentence: "If that was my child," stormed the nervous little man, "I'd beat the stubbornness out of it."

## We Will Give Our Best Efforts

At all times to assist in any possible way the development of the fruit and berry industries in this valley.

## Oregon Packing Co.

Why suffer with Stomach Trouble when Chiropractic will Remove the Cause



Your Health Begins When You Phone 87 for an appointment  
**DRS. SCOTT & SCOFIELD**  
F. S. O. Chiropractors  
Ray Laboratory 414 to 419 U. S. Nat'l Bldg.  
Hours 10 to 12 a.m. and 2 to 6 p.m.

## THE GRAVENSTEIN, WINTER BANANA AND GRIMES GOLDEN, SAYS MILLER

These Three Varieties are Recommended By a Man Who Speaks as One Having Authority—He Gives the Reasons Why He Favors These—We Can Beat the World on These, and They Come in Succession, Which Is a Great Advantage

During these times of poor prices for apples, it is well for us to study conditions and to take stock as to varieties, soil conditions, locations, drainage, etc.

No matter what marketing conditions may be, we are doomed to economic failure, if the above conditions are wrong.

First of all, I think that we have made many mistakes in the matter of varieties.

**Favors Three Varieties**

Personally, I favor three varieties for the Willamette valley, and they are, Gravenstein, Winter Banana, and Grimes Golden.

We raise a good Gravenstein in the Willamette valley and our only serious competitors are in the Sebastopol and Watsonville districts of California. Their Gravenstein is much earlier than ours, and in ordinary years is out of the market before ours are ready.

We raise a wonderful Winter Banana, which has a fine color and a keeping quality which far exceeds any other Winter Banana that I have seen in the Northwest.

The third variety which I favor is the Grimes Golden. It is not regarded as high class an apple as the other two, but grows to perfection in this valley and bears very heavy crops regularly. Its one fault is that it tends to overbear, and, like the Jonathan, must be heavily thinned. It is wonderfully free from scab, which I consider our biggest problem in apple raising here, as worms are very easily controlled due to the cool nights.

**Must Raise Best Apples**

There are of course other varieties which do very well, but if we stay in the apple business in this valley we must not raise varieties which are only as good as other districts can produce, but we must strive to raise those varieties which we can raise better than any other districts.

For example we can raise a good Jonathan, but practically the whole United States can do the same thing, and Colorado raises perhaps the best Jonathan, which comes about two weeks earlier than ours and, after the skimming off of the cream, invariably floods the market.

In past seasons, it has been nothing to see the Jonathan market drop one dollar a box in ten days after the flood hit the market, and that is just about our shipping time.

We also raise a fine Rome Beauty, but it is rarely ready to pick before Nov. 1, which means wet weather and mud. This adds materially to the harvesting cost.

You will notice that these three varieties, the Gravenstein, Winter Banana and Grimes, do not bloom or ripen at the same time, but follow each other consecutively. This allows you to cover more ground with your spray outfit and spread your harvesting over a longer period.

**An Important Factor**

Another factor which I consider very important is that the latest of these apples is off the trees and gone before our wet weather sets in. It invariably costs more to harvest after the rainy season begins and in times of prices like the last few years, it may seem the difference between profit and loss. Above all, I do not think that we should try to raise Newtowns and Spits, as there are other

districts that raise these varieties to perfection.

If freight rates continue as they are at present our only market will be for Pacific coast consumption and export to foreign countries. Therefore it behooves us to study these markets particularly.

**Depends on Germany**

Unless Germany is put on its feet, I can see no future for our Jonathans. However, if Germany were to come back into the apple market, we would have the advantage over other Jonathan districts in our nearness to port of shipment. In years gone by, Germany was a heavy buyer of Jonathans, as the German people demand a red apple.

On the other hand, the British market wants a yellow apple, and it is customary for the Grimes to top the markets in England until the Yellow Newtown comes on.

**Must Prevent Dumping**

After all questions of varietal soil, weather and so forth have been considered, it seems to be the consensus of opinion, that the apple industry not only of the Willamette valley but of the whole northwest, is doomed to failure, unless the different districts are co-ordinated so that the markets can be controlled and the fruit fed into them in an orderly way without this disastrous glutting and dumping.

The business men and bankers have become aroused, and, realizing that the industry is in the grip of ruin, are making strenuous efforts to bring about the formation of a Northwest exchange and also an export corporation.

In wondering what has become of our apple market of a few years ago, I often ask myself, is it really overproduction, or is it due to the taking away of our export business or to the fact that they raise and pack better apples in the east and south than they used to? Or again, is it due to the fact that the increased cost is growing, harvesting, boxes, paper, nails, packing and lastly freight, have added over 50% more to the cost of landing a box of apples on the eastern markets? And then due to this increased cost are people eating fewer apples and more of something else.

Let's go a little slow, and, before we pull up an orchard, or allow it to go to rack and ruin, let's answer these questions for ourselves as nearly as possible and try to save our investments that have taken 12 to 15 years to bring to a point where they should be paying investment.

—KENNETH MILLER  
Sheridan, Oregon,  
Nov. 21, 1923.

(Mr. Miller, who writes the above, is an outstanding grower of quality apples. He has in the Sheridan district 60 acres of apples and pears; his apples have been principally Gravensteins, Jonathans, Kings and Vandery pools, and his pears the Boss, Clargeau and Anjou varieties. His orchard is one of the finest in the state, and one of the best cultivated, and Mr. Miller is an authority.—Ed.)

Attend the corn show. Help boost the corn industry. It means a great deal to the Salem district.