

# 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.

## 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.

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

"Marion Butter"  
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More Cream and Better Cows is the crying need

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**MORE BLACK RASPBERRIES OUGHT TO BE PRODUCED BY OUR FRUIT GROWERS**

They Thrive and Yield Well on Moist, Well Drained Soil—In Some Localities They May Be Depended on With Proper Attention to Give Larger Yields Than Red Raspberries

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**DIXIE BREAD**

Dixie Health Bread  
Ask Your Grocer

The following article was contributed by W. S. Brown, of the Oregon Agricultural college, to an issue of some months back of the Oregon Grower, the magazine of the Oregon Growers Cooperative association. It deserves careful reading; it is worth re-reading by any grower who has seen it before:

At the present time growing of the black raspberry is confined to a comparatively small number of sections in the state. The Springbrook and Newberg districts lead all others by a large margin.

Blackcap Deserves Wider Attention

The blackcap raspberry is undoubtedly worthy of more attention than it has received in the past. It makes a splendid product for the table in any one of several different ways: the fresh berries are fine either for sauce or pies, the black raspberry, when properly canned, is one of the richest and finest flavored sauces that can be obtained from fruits. It lends itself especially to the making of excellent jams, and

dries to the best advantage of any of the small fruits, drying out from 20 to 25 per cent of its fresh weight.

The blackcap is easily cared for and requires less hand labor than many of the other small fruits. On the whole, this industry should be encouraged by being more widely advertised. When the merits of the black raspberry begin to be known to the average housewife in Oregon, the prices of this delicate and delicious fruit will increase. The statement is often seen in literature bearing upon bramble fruits, that the black raspberry does not produce as well on the Pacific coast as does the red raspberry.

This is true as a general rule, but when careful selection is made of soil and slope, coupled with good cultivation, careful pruning and protection against pests and enemies, and when in addition the fertility of the soil is carefully maintained, the blackcap will in fact regularly outyield the red raspberry. In the east the black raspberry is regularly counted upon to outyield the red raspberry.

Varieties Recommended

In a state which has been growing small fruits successfully for so many years we are safe in recommending four or five leading varieties that have proved themselves especially good. From time to time many varieties are brought forward, some of which have considerable merit; others of which will not do well under our conditions. The best thing for the grower to do is to try a few of these many varieties as a sort of a local experiment on his place, and to couple with the information he obtains any further advice he may get from the state experiment station or from other growers who may have grown and tried out the variety in question.

Early to Mid-Season

Plum Farmer—vigorous, healthy and productive.

Munger—moderately vigorous, productive.

Cumberland—strong grower, healthy and productive.

Late Varieties

Gregg—vigorous and productive, but somewhat tender to cold, and somewhat crumbly for a canning variety.

Of the four varieties mentioned above, the Plum Farmer and Mun-

ger are the leaders in some sections of the state, while the older varieties—Gregg and Cumberland, lead in other sections.

Purple Canes are crosses between the red and black raspberry. The best of the purple canes are undoubtedly the Columbia and Schaffer. The growing of purple canes should be encouraged in some sections of the state, especially those near large fresh fruit markets.

Moisture is Needed

The black raspberry requires a deep, rich, cool, moist soil, very well drained. When sufficient water can be added by irrigation, the black raspberry will do its best on sandy loam soils. Under Willamette valley conditions, however, the plant does best on a light friable clay loam that is fairly retentive of moisture. Under no conditions should the black raspberry be planted on poorly drained light clay loams. They will soon die out and will be unprofitable from the start.

The slope should be to the north preferably because the black raspberry should be kept from being shriveled up from the heat of summer and becoming too seedy. The north slope is cooler and can be kept more moist. In some sections north slopes have deeper soils than do south slopes. Good air drainage is necessary also to protect the plants against winter killing, and to avoid damage from late spring frosts.

The more porous the soil contains the greater will be its water-holding capacity. There is nothing that fills the bill better in this respect than stable manure containing more or less straw. The cover crops make a very good substitute for stable manure, especially if a leguminous crop is grown. Oats and vetch sown together in proportions of 30 lbs. of vetch to 20 pounds of oats, and then plowed under as soon as plowing season arrives in the spring makes a very satisfactory covercrop.

In western Oregon careful and frequent cultivation must be resorted to if the moisture content of the soil is to be conserved. This means a frequent shallow cultivation rather than deep cultivation, because the spots of the plants are relatively shallow, and if the cultivating tools are set deeply more harm may result by cutting off roots than good may be accomplished by the cultivation.

Most commercial plantings are set 4x8 feet so as to permit thorough work either with horses or with tractors.

Fertility of Soil

It is coming to be generally understood by the growers of all kinds of small fruits that if the soil is not rich enough for the fruit they must supplement the fertility of the soils in one form or another if they are to get maximum results.

The best treatment for the berry patch is to give it a liberal dressing of stable manure the year before planting. If 10 to 12 tons of manure to the acre can be worked into the soil throughout the fall preceding planting in the spring, the growth of the vines is usually such that by the second year there is quite a crop upon them, whereas, if the vines are not fertilized, it is usually the third season before they produce sufficient to pay for harvest.

In case stable manure is not obtainable, commercial fertilizers combined with green manures is often profitable. It is a fact that nitrogen content wears out faster in the soil. Hence the job of the fruit grower is to build up the nitrogen content so that he will get a well balanced ratio of nitrogen, potash and phosphoric acid. He will know when this is accomplished by the vigorous appearance of the leaves and shoots. As a rule in this valley, we have enough phosphoric acid and potash to provide for ordinary yields, but if maximum yields are produced, they can only be brought



Red Raspberry Plantation in Salem District.

about by increasing the nitrogen, phosphoric acid and potash in a sort of a balanced ration in the soil.

In other words, it will do you little good to increase the nitrogen application beyond a certain point, unless the plant also has enough phosphoric acid and potash to build into its tissues, to balance the nitrogen. The berry fertilizers put out by Swift and other companies are usually good when maximum production is wanted. If one chooses to make up fertilizer, he can do so by using a formula of 4 per cent nitrogen, 8 per cent phosphoric acid and 2 per cent potash.

## BEST BERRIES IN THE WHOLE WORLD

We Can Grow That Kind, and That Is the Kind We Should Grow

Editor Statesman:

In response to your request, I am giving some observations of the red raspberry industry, taken from my experience as a grower.

Because of its delicious flavor the raspberry is justly popular from coast to coast and also beyond the seas. Some berries are too tart and some are too flat, but the red raspberry is just right and the seeds are scarcely noticeable.

Fresh or canned, summer or winter, nothing is better! In addition to its delicacy, the fact that it is so nearly thornless adds to the pleasure of its culture.

Prolific fields scattered here and there throughout the Willamette valley prove that our climate and some of our soils are suitable for the raspberry. Care should be used, however, in the selection of the location, as there have been many failures due to planting promiscuously.

Increase Would Help All

Reports from the east indicate that in many sections the raising of this fruit is almost a thing of the past, owing to the prevalence of disease. This should give us a greater outlet for OUR fruit and justify an enlargement of our present acreage. Cannery men have told me that more red raspberries would help the sale of other berries and therefore be a benefit to all berry men and the community at large. Let us plant more, but cautiously, lest we force production beyond the demand and find ourselves unable to sell for even the cost-prices, as in the case of loganberries this year.

Cost of Production

My cost of production may be of interest to prospective raspberry men and the public. My investment per acre in land, posts and wire, planting berries, and their care to time of full production is

Investment	\$352.
Interest at 6 per cent on investment	\$21.12
Plowing and cultivation	10.00
Hoeing	16.00
Removing old wood, topping, etc.	40.00
Fertilizing	32.00
Spraying	10.00
Total	\$129.12

Since my average yield is two tons per acre, the pre-harvest cost is approximately \$65 per ton, or 3 1/4 c per pound. Picking price .4c per pound. Field management and delivery .1c per pound.

Total .8 1/4 c per pound

Thus if I had sold for last year's price of eight cents I would have lost one-quarter cent, but on this year's market I received nine and a half cents, or one and one-quarter cents per pound net.

Production prices naturally varies with the season, amount of crop, size of field and proximity to a plentiful labor supply. I think my figures are a fair average for small fields in this section this year.

Danger of Labor Shortage

I doubt whether it will be possible to harvest many new large acreages of any kind of berries during the rush season of the last of June and the month of July, owing to present labor shortage. Probably one, two and three acre tracts that can be handled by a family with only a little outside help are best for the Salem section. Four good pickers, or about eight of the average kind, are required per acre during two weeks of heaviest fruit. My crop lasts four weeks. Each locality must be studied by itself.

No Profit in Poor Fields.

For the good of the grower and also the community, raspberries should not be planted everywhere. Poor fields yield no profits, but they do give a wrong impression of our good state. We have plenty of soil that is suitable. Rows should not be planted closer than eight feet as roots often run 12 feet from the plant.

To get paying crops and to keep our state free from disease, we must cultivate thoroughly, spray often and fertilize plentifully and wisely. The healthy, vigorous plant PRODUCES and RESISTS DISEASE. We can and should raise the BEST BERRIES in the WORLD at a FAIR PROFIT to the GROWER.

"Let's go." Yours for better berries.

—H. M. MEAD.  
Salem, Ore., Rt. 2, Nov. 27, 1923.

Thank goodness, the cement trust has been busted. It will be so much nicer to be frisked by independent concerns.

Correct this sentence: "If I am elected" he declared, "you will find me just as easy to approach as I am now."

## SOME POINTERS ON BLACK AND RED RASPBERRIES FROM A NEW BULLETIN

The Oregon Agricultural College Has Recently Printed a Station Circular on the Cane Fruit Industry in Oregon—The Black Raspberries Persist in the Salem District—They Run Out in Every Other Section of the Country, Even in the Washington Berry District

The Oregon Agricultural college has a new bulletin on "The Cane Fruit Industry in Oregon." It is Station Circular 48, published in July of this year, the author being Henry Hartman, assistant horticulturist.

Following are some brief excerpts from this new bulletin:

"The recent plantings of cane fruits in this state have been more or less disproportionate, with the result that at the close of 1921 plantings of the loganberry totaled 6259.27 acres, while the acreage of all other canned fruits combined was only 2451.40 acres. Had these fruits been planted in more equal proportion there is little doubt that the industry would now be on a more secure foundation. Greater diversity in planting would enable the selling agencies better to meet the demands of the trade, would result in a better distribution of the grower's labor, and would insure a better balanced seasonal run for the various processing concerns.

"Figures on the cost of production indicate quite clearly that financial returns from cane fruits are directly associated with yields. Recent statistics on red raspberry production in the Puyallup valley of Washington show that in cases wherein yields are 3000 pounds per acre the cost of production per pound is slightly more than twice as high as in cases where a yield of 8000 pounds is obtained. The lesson of these figures is clear.

Site of the Plantation

"Cane fruits are naturally sensitive to the dry, warm heat of summer, and in some seasons damage results from this source. Cool situations, therefore, should be selected whenever possible. River bottoms and north slopes are naturally cooler and can be kept more moist during the growing season.

"It is best wherever possible to select land that drains of its own accord.

"These fruits, in general, do well in soil that is deep, cool, rich, friable, well drained, and at the same time retentive of moisture. The slightly rolling river bottom soils seem to be ideal for them.

"Cuthbert seems to be the only variety of red raspberry that has stood the test of time in Oregon.

The Black Raspberries

"Plum Farmer and Munger black raspberries are most in demand at this time.

"Most cane fruits are self-fertile under Oregon conditions, and the matter of cross-pollination is therefore of little importance.

"New plants of the black raspberry start readily from the tips of the new shoots. For this purpose, the growing tips of the shoots should be imbedded in soil from two and a half to three inches, just before the fall rains begin.

"Red and black raspberries commence fruiting the second year but require three to four years to reach full maturity.

Duration of Plantation

"The factors that determine the number of years a cane fruit plantation will last, are not entirely understood, but when given proper attention and kept free from insect pests and diseases the cane fruits in this state seem to be UNUSUALLY LONG LIVED. Black and red raspberry plantings known to be fifteen and twenty years old are still thrifty and productive.

Evergreen and Himalaya blackberries seem to last indefinitely. Loganberry plants twenty years old are still producing commercial crops.

(The above is not true as to black raspberries anywhere else. It is not true as to even the Puyallup and Sumner districts in Washington; supposed to be the greatest red raspberry section of the country, or of the world. Black raspberry plantings persist in the Salem district. They keep right on living and bearing. They do not persist elsewhere. They run out and die out.—Ed.)

Set Blacks Well Apart

"Black raspberries tend to spread out a little more and should be set somewhat farther apart than the reds. The lineal system with the rows 7 to 9 feet apart and the plants about 4 feet in the rows is proving satisfactory with the common varieties.

The Tillage Practices

"Tillage in the cane fruit plantation should be done with the aim (1) of conserving the moisture and (2) of making the soil foods available. Frequent cultivation during the growing season is necessary in order that a loose earth may be maintained at all times.

Pruning, Etc.

"As compared to those of other cane fruits pruning and training of black raspberries are comparatively simple operations. Trellises are not necessary and pruning need not be complicated or excessive.

"A very practical method of training black raspberries consists in tying the laterals up in a rather loose bundle. By this method the fruiting area is placed conveniently for picking and is out of the way of tillage implements. The old canes should be taken out as soon as the crop has been removed."

Literal Translation Often Is Ridiculous

WASHINGTON, Nov. 23.—"Harness full of bugs, for a bachelor horse," was the true literal translation for a single-buggy harness which a Spanish translator used in an American exporter's advertisement, according to the department of commerce. The department used that as an illustration of how faulty and incorrect translations of circulars and advertisements not only fail to convey the meaning intended, but frequently make a company ridiculous in the eyes of prospective purchasers.

Other translations have been as ridiculous, the department says. Vacuum cleaners have been made "cleaners of emptiness"; monkey-wrenches, "wrenches for monkeys," and iron washers, "machines to clean iron."

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