

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)

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

SPINACH A SPECIALTY CROP. A good deal of water has run under the bridge in the past few years—

And we must wake up to the fact that spinach growing on a commercial scale in the Salem district is a specialty crop— That, in order to command good prices, we must produce high quality, and in order to make it profitable, we must grow a large tonnage per acre.

And that some lands, such as some of our beaver dam lands, are not as sure in all years of profitable spinach crops as they were supposed to be, a few years ago; last year, in fact.

But our growers will be equal to the occasion; they will study and specialize, and intensify—

And there is a prospect that spinach will be taken up extensively as a greenhouse crop here.

This is too important an industry, in the light of recent discovering of medical science, to think of overlooking its opportunities here.

Valley Motor Co

260 North High Street Phone 1995

Boost This Community by Advertising on the Slogan Pages

DID YOU KNOW that Salem ought to be the center of the largest spinach growing industry in Oregon; that our dehydration plant and canneries could use more spinach of high quality; that the market for the manufactured product is large and bound to grow very fast, owing to the fact that spinach is one of the greatest vegetables in dietary schemes; that there should be money in the growing of spinach; that the powdered dehydrated product may in time take all that this section can produce, and that spinach growing as a greenhouse product should be developed here?

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 428

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

The HOME GARDEN

What is Home without a Garden?

HOW THE HOME GARDEN SAVES

Paying for the family dinner becomes more and more of a problem in this era of high prices. Together with high prices is the constant problem of varying the diet. Thousands of families, particularly in the city and suburban districts, have a ready means of reducing living expenses by utilizing back-yard space. Besides reducing the price of food in dollars and cents the back yard offers a means of providing variety and quality that cannot be secured readily by depending upon the limited stock offered by the stores.

Almost any kind of ground that has sunlight for the greater part of the day will grow vegetables of some kind provided only that it is not permeated with gas or composed of tin cans and ashes. No one who has as much as five feet square of available ground need go without some fresh home-grown vegetables.

The only price that doesn't go up is the price of seeds. They are always the same and from five to ten cents will provide seed for the smallest plot. For those who are more fortunate and have a lot 50 by 150 the problem is easier. They need not be without vegetables for the entire summer of a quality that money cannot buy. By the first of May they may have radishes, young onions and spinach.

And so on throughout the season, following with green peas, sweet as sugar, that cannot be bought, tender and stringless string beans, young carrots, young turnips, tomatoes, Lima beans, al-

BROCCOLI TO GO TO MARKET SOON

Getting Ready to Make Big Shipments Daily From the Roseburg Dist.

Foster Butner, manager of the Umpqua Broccoli Exchange, has the following wording in an advertisement in one of the Roseburg papers, under date of January 18, and addressed to broccoli growers:

"After investigating conditions in a number of eastern markets, in addition to conferring with leading produce men representing practically every important market in the United States and Canada, it gives me pleasure to announce that prospects appear favorable for marketing the coming crop.

"We are glad to inform our members that the Roseburg loading station is under construction, and private railroad track—6 car capacity—has been placed. Offices and loading sheds will be completed in ample time for handling the crop.

"The following is an estimate of our loading capacities for the coming season:

Roseburg, 30 cars per day; Dillard, 4 cars per day; Greens, 4 cars per day; Riddle (3 warehouses) 8 cars per day; Edenbowser (team track) 2 cars per day; Sutherlin, 3 cars per day; Myrtle Creek, 1 car per day. Total capacity, 52 cars per day.

"The Roseburg station is located at the corner of West Douglas and the S. P. railroad tracks.

"Temporarily, our office is in the rear lobby of Umpqua hotel."

OREGON HAS TWICE AS MUCH TO OFFER BUT CALIFORNIA GETS THE BUSINESS

Letter From Mrs. W. P. Lord, Who Is Traveling in California With Her Eyes and Ears Open—No Rain in Southern California Since Last March; Everything Brown and Bare

The Slogan editor has received a letter from Mrs. W. P. Lord of Salem, who, with her daughter, Miss Elizabeth Lord, is traveling in California. The letter is written from Los Angeles, and dated January 26. Following are some excerpts:

"I see by the morning papers that much needed rain has fallen in and around San Francisco, but there is no indication of rain here.

"A real estate man told us that there has not been a drop of rain since last March. Many of the streams we crossed coming south were entirely dry, and others showed a tiny rivulet. The country everywhere is dry and brown and off paved roads smothered in dust.

Los Angeles Crowded

"But Los Angeles is gay and crowded with people, who have the appearance of great prosperity. So much building and excavating is going on that there is no unemployment, and living so far as we can observe, is much cheaper than in San Francisco, both in hotel and restaurant prices.

Lots 30 Miles Out

"We struck the first Los Angeles real estate signs 30 miles out. Coming to the city, the signs of dealers were continuous —'lots for sale' and lots marked 'sold'; men and women inspecting lots.

In the Movie City

"In Hollywood, building is going on every where. Afraid to

better off, they think, to let crops go unsoil.

"But California farm lands are being still offered: 'great profits' etc. We passed on the way what was supposed to be a strawberry farm, with the sign up, 'Strawberry Plants for Sale.' You might have seen plants with a microscope; not otherwise."

BANK WOULD HELP CELERY INDUSTRY

President Rodgers Appreciates the Possibilities of Celery Growing Here

Jan. 26, 1924.

First National Bank, Salem, Oregon. Editor Statesman:—

I was glad to read your article of January 24th on celery production in this neighborhood. For some time past I have been keeping in touch with the development of this product, and appreciate with you its possibilities.

This bank is ready to cooperate with any responsible parties interested in the development of celery production in our neighborhood.

Yours very truly,
—GEO. F. RODGERS, President.

There Are Inquiries

There have been inquiries at the office of the Statesman concerning the celery industry, since the articles in the annual slogan number on that industry, mentioned by Mr. Rodgers.

The Slogan editor would like to say to the people who may be interested in celery growing that, while celery of fair to good quality may be produced on almost any good land in the Salem district, it would be well, at least for the present, to confine its growth in commercial quantities, for shipping long distances, in competition with the best celery of other states to our very best and richest soils; like the beaver dam lands.

In order to be sure of a profitable crop, that will sell at \$1 a crate above the California celery, we must send only the best we can produce, on our very best celery lands, and grown and packed in such ways as have been practiced by the Labish Meadows celery growers. They have learned by experience. There is no secret about their methods. They are growing more and more, year after year, and will continue.

There is no doubt concerning the great future of the celery industry here, carried on as they have and will carry it on. It takes a lot of money, and a lot of work, to plant and tend and harvest even a small acreage of celery according to their methods. But those methods are the only ones that will bring sure success. They are the only methods that ought to be encouraged in further developing the industry here, on a commercial scale.

FRUITLAND

Prayer meeting hour has been changed to 7:30 Wednesday evening. Choir practice following. Sunday school will be held at 11 a. m. instead of 10. League and church services held each Sunday evening as usual 6:45 and 7:30 o'clock.

Half Cade spent Tuesday evening at the home of Frank Girod. Mrs. Roger Lambert is ill.

Mr. and Mrs. Hammer returned home from Newport last Sunday. Miss Oma Fagg is still visiting in Portland.

The farmers around Fruitland have started their spring grubbing and plowing.

No man need be a failure. Success is just a matter of picking out a job your size.

Where brown rot is a serious problem growers should plow their orchards before the winter buds open. This may be done in winter or early spring and should be followed by repeated harrowings throughout the blossoming period to destroy the spore producing mummies which are responsible for starting the disease in the spring.

All investments that sound good are not sound investments.



Auto Electric Work R. D. BARTON 171 S. Commercial St.

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.

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

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

Next Week's Slogan
SUBJECT IS
ONION GROWING AND OTHER THINGS

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
770 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.

The Salem district ought to be the leading spinach growing section of Oregon, for both spring and winter crops.

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

GARDEN-TOOL GOSSIP

The hoe is the traditional home garden tool but the rake with cultivator teeth has become a close second, if not even a more useful tool under modern methods of keeping the soil constantly stirred. Use the hoe to cut off weeds at the start and then keep the soil stirred with a rake so they can't get a fresh start.

Now is an excellent time to take stock of garden tools and to see that there is a supply ready to hand as soon as garden work can start. They will be ready to use when needed, which very often they are not. Hoes come in all row blade with a notched end, from hoes armed with cultivator teeth to the handiest of all garden tools, the double-bladed hoe,

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.

THE INVESTMENT VALUE OF GARDENS

Two suburban dwellers a few years ago, before property prices began soaring, bought modest homes on adjoining 50-foot lots. There was little to choose between the two houses, they being very similar in style and quality with the same number of rooms. One owner expended a few hundred dollars on trees, shrubs, vines, bulbs and plants for the decoration of his home, converting the back yard into a very attractive and artistic flower garden.

Last year each had an offer to sell. One was offered \$6,000 and the other \$8,500. The larger offer was made the man who had provided decorative planting. Both houses had been kept in excellent repair. Here was a concrete example of the value in cash of decorative planting. In the \$8,500 garden, the main dependence had been placed on annuals after the early bulbs and shrubs and the June perennials had bloomed. Marigolds, both French and African, were used in bold groups. Scarlet zinnias gave the needed color emphasis. Blue annual larkspurs and white flowering tobacco relieved the brilliancy of the yellow and scarlet of the marigolds and zinnias.

Why Los Angeles Grows

"It is easy to see why Los Angeles is growing so fast—cooperation—live and let live—plenty of work, and exhaustive advertising. We, in Oregon, have to learn how to do it. The driver of the bus, a wide awake youth from Spokane, well acquainted with Washington and Oregon country, said to us (one of our party is from Walla Walla): 'You have twice as much to offer in the northwest as these people here, and yet they are getting the business, simply because they have found out how to offer what they have. WHICH IS NOT TO BE COMPARED WITH WHAT YOU HAVE.'

A Sample Comparison

"Do you suppose for a moment, if these people could produce the best flax fiber in the world, that it would not be known in every city and hamlet in the United States? And money would be at once furnished to install the necessary scutching plants.

"Farmers in California have no such outlook. The 1922 prune crop is not yet all sold. They do not regret the loss of Jap labor;