

FIFTY-TWO MOST IMPORTANT INDUSTRIES HERE; MIGHT BE MUCH EXTENDED

Salem Is the Center of a Growing Number of Basic Industries that Attract Universal Attention and Bring Money from the Markets of the World to Be Expended Here—A Campaign Waged for the Production and the Doing of Things in Which Our People Excel or Can Excel, or Can Produce or Perform to Better Advantage or with Greater Profits Than Other Countries or Sections; Raising this District Above the Line of Competition—Ours Is the Country of Diversity and the Land of Opportunity—Marvels of Soil, Sunshine and Showers

On October 9, 1919, the Statesman undertook a Salem Slogan campaign to run on Thursdays in the Daily and on Fridays in the Twice-a-Week Statesman, through a year, to exploit the 52 most important basic industries and interests of Salem and the Salem district.

To inform men of genius, vision, enterprise, capital and industry the wide world over what Salem and the surrounding country have to offer them—

And also to take stock of our own advantages, so that we who live and do business here may better realize how fortunate we are; what a great future we have; what opportunities are at our doors; what "Acres of Diamonds" are in our own land waiting for the digging of our own people—

And it is not too much to say that this campaign has been a revelation to all of us—

For the campaign is now on its fifth year, and great surprises have come to us concerning the possibilities of growth and development, and in most cases the actual growth—and development, of our industries in the months that have gone by.

So the Slogan editor has undertaken to give, for the benefit especially of the prospective newcomer, a summary of the matter in the Salem Slogan issues of the Statesman.

Of course the following review can be only a review—

Can only barely touch the high places; for it would take several hundred pages to print all the matter in regard to the different subjects that have appeared in the Salem Slogan issues.

Following is the summary:

The Loganberry Industry

The story of the loganberry is an epic. It is called the loganberry because it was discovered by Judge J. H. Logan, of Santa Cruz, Cal., in 1881, from seed planted in his garden. He concluded, after investigation that it was a cross between the Auginbaugh blackberry and the red raspberry. Judge Logan is now a resident of Oakland, Cal. There have been attempts to improve the loganberry—and even the great Luther Burbank made an attempt of this kind. But the loganberry remains the great berry of commerce, with an ever widening field of favor.

And Salem is the loganberry center of the world; 50 per cent of the loganberries of the world are raised almost within sight of the Oregon capital dome. Most of the loganberries of the world will always be raised within the lengthening shadows of the dome of the capitol in Salem. This is the loganberry land; the Willamette valley soil and sunshine and showers give this district a virtual franchise on loganberry growing. It is the king berry of all our bush fruits, though others also excel here.

The loganberry industry as we see it now started on one leg. There was only one way to market loganberries abroad—in the

dried state. Then came the juice industry, then canning and jams and jellies, and dehydration and now the cold pack, shipping in barrels, or frozen in large cans, going in that form to the concerns of the east making fruit syrups for the soft drink and ice cream places, and manufacturing jams and jellies and many other food products, including the great ple trade. The market is a wide one, widening. The canneries of Marion county alone packed 126,053 cases of loganberries last year. There is no doubt but the industry will be a permanent one. Whenever the industry is properly organized, the frozen berries alone will be marketed in as large quantities or larger than they are at the present time produced; going largely to the pie bakers of the big cities. The juice business is due for a world wide extension of markets. In that form, there are many uses, in homes and hospitals and in the soft drink places everywhere.

The Prune Industry

Salem is permanently the prune capital of all prunedom; for prunes of quality.

The three counties of Marion, Polk and Yamhill, composing the Salem local market district, have over half the prune acreage in Oregon. The planting in these three counties will very soon be 25,000 acres. County Fruit Inspector S. H. Van Trump, of Marion county, says full grown prune orchards in this district ought to yield five tons of dried fruit to the acre. Multiply 10,000 by 25,000 and you will see that the immediate local Salem district alone is well on the way towards the half million pound mark annually.

Mr. Van Trump says "there is no better prune district on earth, and our marketing conditions are absolutely the best." He says that land that is suitable for prunes may be had here for \$75 to \$300 an acre—owing to the distance from market.

The prune industry here is young yet. There are men yet young and active in the industry here who helped in the beginning of its solid start, who have stood by and aided its growth into greatness, and who are still active in pushing it toward the greater attainments that are promised for the industry in the future. Herbert Hoover, as a boy, aided his uncle, Dr. H. J. Minthorn, who, in company with B. S. Cook, of the old Oregon Land Co., gave the prune industry its first great impetus in the Salem district. H. S. Gile and W. T. Jenks of the Willamette Valley Prune association, who were the pioneers of the wide marketing of the Oregon prune, are still young and very active in the industry, as growers, packers and buyers and sellers.

The Oregon Growers Cooperative association has undertaken the most ambitious program ever outlined for putting the merits of Oregon prunes on the map. The "Mistland" name has been adopted for the best brand of Oregon prunes and for other Oregon fruit and nut products, and large sums are now being expended in adver-

tising. This will be continued till "MISTLAND" will stand out like "Sun-kist" for California fruits.

There is money in prunes in the Salem district—some years it has been and in some years in the future it will be a bonanza crop. But the thing is, that it is a reliable money crop, paying sure profits that will justify values for developed prune orchards of \$500 an acre and over; and finally this is bound to run up to \$1000 to \$2500 an acre. So the man who starts now, and develops even a small prune orchard, will gain independence for himself and his children and his children's children. This district produced about 42,000,000 pounds of prunes in 1923.

The Dairying Industry

"Did you know that, in the matter of dairying, our dairy-

of Belgium; and did you know that Salem has doubled in a year as a dairy center?"

The above is the language of one of the Slogans.

We have produced nearly all the world record Jersey cows, and the greatest cow of all time, of any breed, any age. We have the best dairy country in the world.

The recent discoveries in dietary science, showing that a virile race that thinks high thoughts and achieves great things cannot be maintained without milk; that children must have milk if they are to grow and develop normally; that there can be no long life without milk, make the dairying industry a sacred calling; a profession, if the reader will allow that term; that must be respected.

Dairying is profitable here in the Salem district, on its own account, and increasingly so as better and better cows are being produced; and the dairy cow is neces-

sary to the adequate protective tariff, in the Fordney act. Flax for the seed was grown here 60, 50 and 40 years ago—and Salem had a successful linseed oil mill, owned by the Gray family; on the site of the present Kay woolen mills.

Away back in 1876, at the Philadelphia Centennial, fiber flax grown near Salem took the first prize against the flax of all other countries, on ALL THE NINE POINTS considered by the judges; and at that time a great Belfast linen manufacturer said that he could take two pounds of the Salem district flax and SPIN A THREAD THAT WOULD REACH AROUND THE WORLD.

So we are on the eve of a great flax and hemp industry development. This one industry alone most surely will eventually justify a city several times larger than Salem is now; and it will furnish a very profitable use of thousands of acres of our farming land.

THE 52 MOST IMPORTANT BASIC INDUSTRIES AND INTERESTS OF SALEM AND THE SALEM DISTRICT

(Being the Slogan Subjects with Dates)

- Loganberries, October 4
- Prunes, October 11
- Dairying, October 18
- Flax, October 25
- Filberts, November 1
- Walnuts, November 8
- Strawberries, November 15
- Apples, November 22
- Raspberries, November 29
- Mint, December 6
- Great Cows, etc., Dec. 13
- Blackberries, December 20
- Cherries, December 27
- Pears, January 3, 1924
- Gooseberries, January 10
- Corn, January 17
- Celery, January 24
- Spinach, etc., January 31
- Onions, etc., February 7
- Potatoes, etc., February 14
- Bees, February 21
- Poultry and Pet Stock, February 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, August 7
- Seeds, etc., August 14
- Livestock, August 21
- Automotive Industry, August 28
- Grain and Grain Products, September 4
- Manufacturing, September 11
- Woodwork, etc., September 18
- Paper Mills, etc., September 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, 5c.)

men are at least 7 cents a pound of butterfat ahead of the dairymen east of the Rock mountains; that there is at least that much difference in favor of our dairymen, on account of the fact that they are not obliged to combat the effects of the intense summer heat and the winter cold in the keeping of cows; that in addition they have the same advantage of raising their families and in their own comforts; that this one fact, if it could be generally understood, would fill the Willamette valley with a population as dense as that

sorry to keep up the fertility of the soil; to increase the productivity of the land, so that it will never wear out, but on the contrary grow better the longer it is used.

If you are a dairyman anywhere in the world, outside of the Salem district, it will pay you to sell out, even at a loss, and come and engage in that industry here where your profits will be larger and larger and your comforts greater than in any other country.

The Flax and Hemp Industry

"Did you know that ours is the best country in the world for the production of flax, for fiber—for the making of twines, threads and lins; that our water, being soft, is just right for the treatment of the flax straw and taking it through all of the processes of manufacture from the retting to the weaving of the cloth; that when these facts became universally known, the flax industry will be fully developed here and that it will bring to our valley a hundred million dollars annually?"

The above are familiar and true words from various Slogan issues of The Statesman.

The Salem district is the only place in the United States where the flax industry is developed for the production of the finer fiber on a commercial scale, and there is every promise that it will grow in size from now on.

Now is the opportune time. Russia, the former great flax reservoir, is down and out.

Mrs. W. P. Lord, of Salem, away back in the days when her husband was supreme judge and later governor of Oregon, began work in the interest of the flax industry here and she continues in this noble work to this day; and she is recognized the world over as an authority. She is still very active.

On her farm in the Labish Meadows district in 1920 a plot of ground was devoted to hemp, the seed being furnished by the United States department of agriculture. The experiment proved a great success—hemp has been grown every year since, and now there are prospects that the Salem district will also take the leadership in the hemp industry along with flax. We can raise the hemp here as good as is grown in Italy, the great hemp country.

The rapid development here of both the flax and hemp industries will be aided materially by

There is greater activity in the Oregon penitentiary flax plant, and that plant will no doubt within a few years render the institution self supporting, and a good deal more—including the making of it a model institution of its kind.

The Filbert Industry

"Did you know that Salem is permanently the filbert center of the United States; that this district now grows more filberts and has more prospective filbert growers than any other section of the country; that this is the only district of the United States suitable for filbert growing, excepting part of western Washington and northern California; and that there is big money in filberts; that this is a crop that has a number of very important advantages and that there is vast room here for more filbert growers, who will be none of the risks of pioneers in the industry?"

So substantially runs the Salem Slogan in The Statesman of five annual editions.

The Salem district is the only section of the United States that has so far developed the filbert industry on a commercial scale.

Mr. Reed, of the bureau of nut culture, United States Department of Agriculture, Washington, D. C. visited the Salem district recently and he stated that we have here in the Willamette valley the finest filbert soils; also the most promising filbert groves anywhere in the United States.

United States Senator Chas. L. McNary of Oregon, whose home is in Salem, is a pioneer grower of filberts here, and his enthusiasm is undiminished, and he predicts a great future for the industry.

The filbert industry has an outstanding number of advantages in this district, for instance:

The filbert is frost proof; the trees mature young; the harvesting is easy—crops fall off and all but harvests itself; is a "lazy man's crop," needing little attention after trees mature.

In years of high prices, it will be a bonanza crop, yielding from 3000 to 5000 pounds to the acre here for mature trees, and sales have in the past few years been as high as 35 cents a pound. Figure it out for yourself.

Filbert trees are being set out here as fast as the proper nursery stock can be had.

The Walnut Industry

"Did you know that Salem is the center of a great walnut industry; that the Franquette and Mayette walnuts produced here are the world's best walnuts—with a nutty flavor found in no other; that carloads of walnuts now go out from Salem, the market center for walnuts; and that there is vast room for more intelligent walnut growers?"

The above words are familiar to readers who follow the Slogan campaigns.

The walnut tree comes into bearing early in this district, but it attains great age, and becomes more valuable each year, under the proper conditions found here, and with the right varieties. Black and other walnut trees planted here by our pioneers are towering giants—and every one capable of earning interest on a large sum, if grafted over to a pure Vrooman Franquette strain. Large walnuts trees in California have sold for \$3000.

From the above, the readers may get an idea of the intrinsic value of a large walnut orchard; or even of a few trees, in the coming years. It will commence bearing the sixth year here, and increase rapidly thereafter.

It has been stated that if all the shade trees in Salem were being English walnut trees of the right varieties the sale of the nuts would pay all the taxes of the owners of city property.

The reader is referred to a special article in this edition on walnut growing.

The Strawberry Industry

This is a great strawberry district. For some growers, strawberries have been a bonanza crop. There have been yields here reaching as high as 24,000 pounds to the acre, but the average under the old method has perhaps been a ton and a half to the acre. It is expected, with new methods and varieties, to bring this up to two and four tons to the acre.

The Marion county canneries packed 117,929 cases of strawberries last year; a big increase over 1922, when the Salem canneries packed 60,000 cases. Besides great quantities were sold fresh,

cold packed, and disposed of in other ways.

The Salem district is going fast towards a 10,000,000 pounds annual crop of strawberries, and our manufacturing and marketing interests must prepare to take care of such a crop. Oregon produced 5 per cent of the strawberries grown in the United States in 1919. Marion county is the leading strawberry county in Oregon, and Polk, adjoining, is a close second. Salem surely has the true strawberry mark; and her pre-eminence as the strawberry center of the world will depend only upon the facilities for properly handling them keeping up with the growing of them in this district. The Salem district also produces annually great quantities of strawberry plants for sale at home and for shipment to outside markets. We ship them in carloads.

The Apple Industry

Apple growing has been successfully carried on in the Salem district since the settlement of the country. There have been many apple booms. There is an apple tree on the Egan farm below Salem, of the Delicious variety, that is 75 years old; center stem 50 feet high; 50 feet limb spread; bears 50 bushels of apples a year. Nearly all varieties of apples do well in family orchards here. But, for commercial purposes, nothing should be grown in which we do not excel. We can excel in the Orley, the Rome Beauty, the Winter Banana, the Grimes, the Delicious and others, and we raise as fine Gravensteins as the world can show.

Speaking from the commercial standpoint, it would be well for the Salem district if nearly every apple tree in all this section were of one of the above varieties. We can top the market with these and that is where the big money is in any industry.

The Raspberry Industry

The Salem district is a good raspberry country. It produces as good red raspberries as any grown.

But it has a franchise on the black raspberry; or what amounts to a franchise; for the Munger

black raspberry can be successfully and persistently grown here.

This is not true of any other district in this part of the world. It is not true of western Washington, the great red raspberry country. The jam and jelly trade demands a lot of black raspberries; and there is no bush fruit line that is more certain of continued success here in the Salem district than is the raising of Munger black raspberries; the blackcaps of commerce. Our canneries pack of black raspberries climbed from 1200 cases each of reds and blacks in 1922 to 25,133 cases of reds and 14,431 cases of blacks in 1923.

The Booming Mint Industry

The mint industry is on a boom and Salem is going to be headquarters for growing and marketing the crop of peppermint oil. Dan J. Fry, of the Salem druggist, the largest buyer of crude drugs in the state, says he is in touch with one firm that will want 50,000 pounds annually—and the Salem district, from present indications, will soon be ready to furnish that much; and a great deal more.

The Oregon Mint Growers Cooperative association is active, and it proposes to build a refinery, to secure a larger benefit and a better standardization of the Oregon product, which now stands very high, and which sells to what amounts to a premium of \$1 or more a pound over the eastern product, owing to its superior quality.

So Salem is bound to be the center of the leading peppermint oil district of the world—because the finest and richest mint oil in the world is produced here; an oil with 51 per cent of menthol content, against the 36 per cent oil produced in Michigan, Indiana, and New York; and an oil that ranks at the top in flavor. Besides, our growers get more pounds of oil to the acre. It has gone to 70 pounds to the acre, and 50 pounds to the acre is common.

Mint is as good as clover for the soil—some say better; and the mint may make good feed, and it is a safe crop.

The White Michen variety does

CREAMERY GROWING INSTITUTION

Capital City Cooperative Makes Good with Patrons Through Fair Dealing Policy—Controlled Entirely by Dairymen; Bates Manager

The Capital City Cooperative Creamery is one of Salem's most rapidly growing institutions. It has made good with customers and patrons alike because it has dealt fairly with the producer and has given the consuming public a quality of butter that has met their approval.

This institution has been operating as a cooperative creamery for eight years. It is a non-profit organization, controlled entirely by the dairymen. C. F. Bates is its manager and last summer Mr. Bates decided to meet the need of the times with the new innovation of grading all cream. The highest price was paid for first grade cream and a lower price for inferior cream. This policy has been accepted by many of the creameries over the state as the salvation of the dairy industry. The people are demanding and are entitled to the highest grade butter. Such butter can be only manufactured with the best cream. Mr. Bates reports

that by this policy he lost a few patrons who did not desire to deliver first quality cream but gained others to take their places. In fact, during the past year the growth of the creamery has been enormous. Their output of butter was 289,041 pounds. During the preceding year it was 187,556 pounds, showing an increase of 101,385 pounds, or almost 50 per cent over the preceding year.

This is the best evidence of the fact that the farmers appreciate a cooperative creamery and are willing to do their part of the cooperating by producing first quality cream and also that the creamery has been able to please the public with its butter and therefore find a market for this enormous increase. The product has been raised from medium to the highest grade by this method of cream grading and now sells on the Portland market in the new butter exchange for the highest price paid in that market.

During the past year it paid back to its patrons in dividends \$2,029.66 besides paying them the

highest market price for their cream.

Many of the most substantial dairymen in the Salem district are members of the organization, and its officers are leading dairymen who exercise active management in the concern. They are: R. N. Magnus, president; J. H. Whiteman, vice president; Warren Gray, secretary; R. W. Hogg and T. J. Shippler, directors; with C. F. Bates as manager.

The officers of the association believe that cooperation in the dairy business is the key-note to success and that by this method the highest prices may be secured for the product because of the cooperation the dairymen will give in producing a better quality of cream for their own association. It is by this cooperation they are able to pay not only the highest market price for cream, but also to vote back to their patrons a handsome bonus in the shape of the dividend paid them annually pro rata according to the amount of cream that is shipped.

Oregon's Highest Grade Butter
IS MADE IN SALEM FOR SALEM PEOPLE

Manufactured under the most sanitary and modern conditions, from
GRADED CREAM

Only first grade cream goes into our first-grade butter, from famous Salem district world-famous cows.

BUTTERCUP and FOUR C

brands of butter will please your taste. Ask your grocer for our brands

CAPITAL CITY COOPERATIVE CREAMERY
137 S. Commercial St. Phone 229 Salem, Oregon

A non-profit organization, controlled entirely by the dairymen

GRAVES CANNING CO., INC.

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Woodburn, Sherwood and Sheridan, Oregon

Packers of the famous "GRAVES" brand fancy fruits

Our Motto: "QUALITY FIRST"

WE ARE IN THE MARKET AT ALL TIMES FOR FRESH FRUIT FOR CANNING PURPOSES

"It Will Mean Money Saved to See Us First"