

well here; and no better else existing in England, Saxony and Syria.

The growing demand for menthol in the candy and gum trades, and in drugs, etc., will push the industry forward. The Salem district is headed towards a million dollar a year peppermint oil crop; and it will not be long in arriving; and it will go just as much farther as there is a demand for the oil at remunerative prices—because we have the peppermint oil soil and climate and know how, and organization. The acreage will be largely increased in this district this year.

The Country of Great Cows
The noses of Dionysus and Bacchus are out of joint; enter the bovine goddess, wet nurse of the human race, and in this new era the Salem district will have the premier place of all the earth.

Near Salem, at Marion, Marion county, Ore., was produced Vive La France, the greatest dairy cow of any age, any breed, living or dead. The Salem district has produced 11 of the 17 world record Jersey cows, and all but one in recent years; and 12 out of the 21 Gold Medal Jersey bulls; half of all the 1000 pound Jersey cows in the world. There have been 21 Gold Medal Jersey bulls in all the world; we have produced 12 of them. There have been 62 Silver Medal Jersey bulls in the world, we have produced 22 of them.

Western Oregon is the best cow country on earth; because we have the feed and the climate and the natural conditions that conserve the highest qualities, and make for the highest production in the domain of dairying—and we have the dairy brains—and the dairy will to excel.

The 1200 (annual butterfat production) Jersey cow is on the way; and she will be produced in the Salem district, and future competition for world's records will be between Salem district Jersey cows. The 150 to 200 pound common brindle cow is going; the 1000 to 1200 pound purebred cow is coming; and the Salem district is leading and will lead the way.

The Evergreen Blackberry Industry

Salem is the center of the great and evergrowing Evergreen blackberry industry. Marion county has over half the acreage of the state, with Polk, Yamhill and Linn, second, third and fourth—and the Salem district has nearly all the Evergreen blackberries in Oregon, and nearly all the market for these great pie berries of commerce.

The importance of the industry is in the great American appetite for pie—and the Evergreen blackberry in the commercial pie berry par excellence; also in the great production to the acre. There have been yields of 22,000 pounds to the acre—and how much greater are the possibilities no one can guess.

The Evergreen blackberry is an important link in our chain of diversified agriculture, and who can say what its future in the Salem district may be? The Salem canneries packed 85,000 cases of Evergreen blackberries in 1922, and the Marion county canneries packed 120,543 cases last year.

The Cherry City of the World

Salem was named "The Cherry City of the World," years ago—the writer believes it was by A. F. Hofer, at that time the secretary of the Salem Commercial club. Anyway, she was entitled to that distinction and has worn well the title and deserved the honor and earned the emoluments. The cherry industry here had early beginnings. County Commissioner J. T. Hunt has, on his Waldo Hills farm a black Tartarian cherry tree that is perhaps 65 years old, and it has never missed a crop since it began to bear.

The three greatest sweet cherries in the world were originated in the Salem district—the Bing and Black Republican and Lambert; and the other great sweet cherry, the Royal Anne, has been

brought to perfection here—and one of the most useful of them all, the Long Stemmed Waterhouse, is of Salem origin; useful because it is the pollinizer of all sweet cherries, while itself, a cherry almost equal in quality to the Royal Anne. (And add the honey bee, for the cherry pollen is not carried on the wings and legs of insects.) Given the proper pollinizer and the honey bee, and the sweet cherry industry is a reliable industry in the Salem district—given also ample manufacturing and shipping and cold storage facilities.

Then there is the sour cherry—the Montmorency cherry which adds to the value of the industry here.

Nature has by election made Salem the "Cherry City of the World;" and man is doing more and more to confirm the title. Maraschino plants are here now, and other manufacturing plants are coming, and the whole wide world will come to acknowledge Salem's pre-eminence in the cherry industry.

The Salem canneries last year packed over 50,000 cases of cherries; and there were shipments of barreled cherries for the maraschino trade making up about the same quantity of the fresh fruit—besides large consumption in other ways.

The Pear Industry

The Salem district is the world's pear paradise.

Bartlett's are partly if not wholly self-fertile here and nowhere else. Pears are free from blight here and nowhere else. We have more pear friends and less pear enemies than any other district in the world. We have the cheapest pear land in the world.

Our Dosc pears topped the New York market in 1919 and 1920; at \$6.85 in 1919 and \$7.28 in 1920. Our Anjou pears topped the Chicago market at \$4.71 a box and \$4.54 in car lots in 1920.

Our Winter Nellis topped the London market at \$7.10 a box in 1920.

There should be 10 times the present acreage of pears, and they should be principally the Bartlett, Bosc and Clairgeau varieties, and all nondescript varieties should be grafted to these.

The Gooseberry Industry

From the standpoint alike of the profits they may have on these bush berries on their own account, and because they mesh into the scheme of succession which is very important for the Salem fruit district; and because there is no other locality in the world so favorable to the production of the highest quality of gooseberries, with large average yields; the fruit growers in the Salem district ought to raise more gooseberries. Growers here have produced 9000 to 16,000 pounds to the acre; and even at the rate of 25,000 pounds to the acre on small plots of ground; selling as high as 15 cents per pound, or at the rate of \$3750 to the acre. An experienced grower says 8000 pounds to the acre is a reasonable average expectation. The Salem canneries packed 7000 cases of gooseberries in 1922, and the Marion county pack had grown to 25,780 cases last year—and it will be larger this year. This is the leading gooseberry center of the United States; will remain so. The canneries paid 7 cents a pound for gooseberries last year.

Leading Corn District

Our best farmers have concluded that the Salem district, and in fact, the whole Willamette valley, is a very good corn country, that it depends upon the selection and acclimatization of seed, and upon the preparation of the seed bed and cultivation to hold moisture during dry seasons—

And under the leadership of these men, and through other agencies, there has been a wonderful increase in corn growing here in the past few years—

Until Marion has become the first Oregon county in the production of corn, and Polk county is a close second to Marion. The

Salem district is the leading corn section of the Pacific northwest.

There are reports of production as high as 75 and more bushels to the acre, and good farmers say 50 to 60 bushels ought to be common.

Jesse Huber has raised corn in Ohio and Oregon, and he says that, with proper seed selection, a yield as high as the average crop of eastern corn can be matured here. He has raised 80 bushels to the acre near Salem. The average yield for the whole of the United States is 24 bushels to the acre.

There is no agricultural interest in the Salem district that will not benefit from the production of more corn, which will mean more cows, more hogs and more livestock in general, and therefore a better chance to keep up and improve the fertility of the land devoted to tree and bush fruits and all other products of the soil.

World's Best Celery

The Salem district grows the best celery in the world. Eugene celery in 1921 took second prize at the national celery contest; and Prof. Bouquet of the Oregon Agricultural college says the Oregon exhibitors gained a greater victory than the taking of the first prize in 1922 at the national contest at Indianapolis—and it was taken, with celery that was grown by a man who was a celery grower before coming to Oregon in the famous Kalamazoo, Michigan, district.

The Labish Meadows district, just north of Salem, produces as good celery as that grown at Eugene or Troutdale—

Produces the best in the world—

Produced about \$140,000 worth last year on a little over 100 acres of land; or about 200 car loads.

And the Labish Meadows growers are ambitious and expect to become the largest growers of celery—quality celery—in the world.

There are 500 acres of the same kind of land as the 100 acres in celery in the Labish Meadows district; beaverdam land. There are many more beaverdam tracts in the Salem district. There are scores of thousands of other acres of good celery land in this district—

So there is a possibility of a \$5,000,000 annual crop; or a \$10,000,000 or more.

The world is the market; almost it is the market, or will be, for the celery fresh from the fields, with the improvement of shipping facilities. For the dehydrated celery there is no limit under the shining sun.

The pioneering has been done. The profits are at hand. Our growers can produce celery and make it a profitable crop on wide areas—and, what is more important, they can produce celery of the best quality grown in the United States; which means the best in the world.

They sent three cars of it to California last year, and sold it at a dollar a crate above the price of California's best.

They can beat even Kalamazoo on celery.

This is another case of taking the line of least resistance; of getting above competition; of producing the things we can produce better than any other district, or at a lower cost, or at a greater profit; of doing the things at which we excel.

The Spinach Industry

The managers of Salem's dehydration plant say they have never yet had enough spinach; that it has been sold out every year within 60 days after the price was announced.

There is no telling how far this thing may go. It may extend to gigantic proportions. And because better quality of spinach can be produced here than elsewhere, Salem is due to become the world center of a great spinach industry.

For the iron in it, and for the vitamins and other requisites in dietary schemes, spinach is coming into more and more general use not only in the hospitals but also in the homes of this country; of the whole world. Our spinach has 10 times as much iron as carrots.

There should be no question whatever of the supplying here by our growers of all the spinach that the manufacturers and packers will take and pay for. It is one of our best crops, taking into account that it may be followed by another profitable vegetable crop; or even a third, on the same land the same year.

Spinach is nearly as important in the dietary as milk; and every up to date man and woman now knows that a virile race cannot be sustained without milk, nor healthy children raised, nor old people kept in proper condition.

One of the greatest arguments in favor of spinach growing commercially in the Salem district is the fact that the spring crop furnishes a cash return early in the season when money is needed for the cultivation of other crops. And, in the same way, it adds materially to the net returns from any given number of acres of land under cultivation.

The Onion Industry

Salem is the market, and manufacturing center of a great onion industry; the world does not grow better onions. On our beaverdam lands, 400 sacks, 100 pounds to the sack, can be raised. The market for ten years has averaged \$1.75 a sack. A net profit of \$100 an acre and upward can be made. Dehydration lends an outlet for any surplus crop. So Salem, with her beaverdam lands and her great dehydration plant, will always be the Oregon onion center.

The Potato Industry

The Salem district leads Oregon in potato growing. Our growers should pay more attention to the thousands of possible new varieties. They should confine their growing to Burbank, Gold Coin and Peerless for late, and Early Rose and Earliest of All for early varieties. And they should attend to seed certification. Washington, California and some other nearby states cannot grow their own seed stock. Oregon growers can double their income by growing seed for these states. With good seed, and proper cultivation, grading and packing our growers can compete with any market in the United States. In fact, we may lead the world in the potato industry.

Bee Keeping

Salem is the center of a potentially great bee keeping industry. Average yields of the Willamette valley will exceed those of any known region excepting southern Oregon. This can be made a veritable bee paradise; by providing bee pasture for the late summer, which can be done, by raising more sweet clover, and scattering more Scotch broom everywhere. Every farmer here ought to have bees; every orchardist must have bees; to be sure of proper pollination. And there will be big money in bees, for themselves alone, when plenty of late bee pasture is provided. The early bee pasture is abundant now; no better in the wide world.

Mining

The great undeveloped Santiam mining district is just at the back door of Salem; the Butte City of Oregon undeveloped; and "one of the best undeveloped silverlead prospects in this or any other country," say good mining engineers.

The first producing mine—the Lotz-Larsen mine—has just started its concentration plant, and another producing mine, the Silver King, say its managers, will be in operation this fall. We will ere long have here a great and rich mining camp.

Goats

Our breeders have developed a higher type of the Angora goat than Asia Minor can produce; larger, longer fleeced; finer fibered mohair. The Angora is the great standby in land clearing; but he is more than worth his board on any of our lands. Practically all the "chaps" of North America are made from Angora goat skins tanned in Salem, Oregon. And then, too, Salem is leading in milk goat breeding, which is an industry that is growing by leaps and bounds.

Beans

During the picking season, 5000 bushels and more a day of stringless beans come to Salem, to the canneries and dehydration plant. The big thing in the Salem district in the line of beans is going to be salad beans. Salem is bound to be the green bean center of Oregon for all time, and there is and will always be money in growing beans here; and some farmers have made money here in the dry bean industry.

Paved Roads

Oregon is being made over by paved roads. Oregon's paved road system is the best in the world—it rests upon money received from license taxes paid on vehicles using traction other than horse power, and upon gasoline and distillate taxes. These taxes will result all the road bonds and finally pay for all of the paved highways and for extending them and keeping them in repair. There will never be a direct tax. The State Highway department repair shops are in Salem, and the surplus equipment, and will always be; to say nothing of the administrative forces of the State Highway department—making a large and increased annual expenditure of money here from that source. And Marion county is building county market paved roads, with the county shops here. There will soon be 150 miles of these county paved roads here. So Marion county is being made over, too, with paved highways—getting out of the mud. Marion county has more miles of paved roads than any other county in the Pacific northwest. Over 200 miles of paved roads are in the Salem marketing district.

Broccoli Industry

Western Oregon raises the best broccoli in the world. There is an increasing demand for the product, which can be supplied ONLY FROM OUR SECTION. (Continued on page 6)

MORELAND MOTOR TRUCKS

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Full line of trucks and busses, perfected products of 12 years' experience in building transportation units on the Coast for Coast use.

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Tallman Piano Store Increases Business

There are probably more pianos owned in Salem than any other town of its size in the west. This fact induced the Tallman Piano store to select Salem as a location for its activities.

Among the high grade pianos which they have selected as giving the public the best in quality



High Grade Pianos

Direct from factory to user

BALDWIN ELLINGTON HAMILTON HOWARD MONARCH AND THE NEW MANUOLA PLAYER PIANO

We Rebuild, Repair, Refinish and Tune Pianos

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Out of the High Rent district. No high-priced salesmen for us

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240 So. Com'l St. Phones 1101 and 1102

and service for the price are the Baldwin, Ellington, Hamilton, Howard, Monarch and the wonderful new Manuola player-piano, "the player with the human touch."

The Tallman Piano store is located at 395 South Twelfth street, out of the high rent district.

The business was established three years ago and has doubled in volume each year. They hire no salesmen, saving the customer the commissions and salaries of salesmen.

The senior member of the firm, J. J. Tallman, has been actively identified with the piano business for 36 years, holding positions with some of the largest piano houses in the United States. For several years he held the responsible position of buyer for the largest piano house west of Chicago.

Dealers in All Kinds of Fresh, Cured and Smoked Meats, Pure Lard, Poultry, Etc. Sausages of All Kinds a Specialty

Eat U.S. Government Inspected Meats
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Salem, Oregon

company, builders of player pianos. Thomas F. Fay, in charge of the tuning and repair department of the Tallman Piano store, has had a piano building experience of more than 30 years.

Of course Salem is the Cherry City of the World. The four greatest sweet cherries of the world were born here: Bing, Lambert, Black Republican and Long Stemmed Waterhouse. And the Royal Anne and other great cherries attain greatest perfection here.

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COMMERCIAL AND SAVINGS

Salem, Oregon