

## 52 Most Important Industries Here

(Continued from page 3)

There is a good net profit in broccoli growing. Broccoli growing will extend the working season, which is an important matter, in keeping labor on our farms and fruit tracts, and in having money come in all the year through.

### Silo Center

Salem is the silo center of Oregon. Every farm having livestock ought to have a silo; a pasture under cover; an insurance policy against loss. The farmer with livestock pays for a silo every year or two whether he has one or not. There is a campaign on for a silo on every farm, and there are two or three on some of our farms. We will not have enough silos as long as there is a farm with livestock without one.

### Legumes

The legumes do wonderfully well here. No country can grow better red or sweet clover, better vetches or field peas. Alfalfa does well on some soils. The orchardist can grow the finest cover crops in legumes; the dairyman the best legumes for his uses; the apiarist may raise sweet clover for honey; the farmer of this district has the knowledge in his fiddle of the great value of the nodules on the roots of the legumes—and the more legumes the more life and love and light.

### Asparagus

The best asparagus produced in the world has been and can be grown in the Salem district. It can be grown here on almost any kind of land that is rich and well drained. A great commercial industry can be and ought to be built up in asparagus growing, and no doubt will be in time. It is needed in canning and dehydration. White or green, we can beat the world. There is money here in asparagus growing. We need more asparagus growers, and they can get started easily on our low priced lands.

### Grapes

Salem should become the West-end of Oregon, and this district the Chautauqua grape belt of the Pacific coast. The Salem district is a great grape country for the American native varieties; for the kind needed in the making of jellies and jams, and for grape juice. Our people should raise more and more grapes, of the Concord family. There is good money in grape growing here. One of our most successful grape growers says that if he had to give up all fruits but one, he would keep his grapes.

### Crude Drugs

This is a big subject. This district is the native home of cascara sagrada. The world must have it. There is no substitute. So with the Oregon grape. So with mint, treated above under its own heading. We can produce digitals to beat the broken hearts of the world. Prof. A. Zierle, dean of the School of Pharmacy of the Oregon Agricultural college, says, "drugs can be grown here at one-tenth the expense and twice the yield that they can be in Michigan and Minnesota." The great drug gardens of the United States are in those states. The list of drugs we may grow is long, almost all-inclusive. The subject deserves wide attention; there is millions in the industry. Salem has the greatest crude drug buyer in Oregon, Dan J. Fry, the druggist.

### Sugar and Syrup

The Salem district will grow good sugar beets, as high in sugar content as the best districts of Germany. Salem ought to have a beet sugar factory; it will complement our fruit and fruit juice industries. The Utah sugar people, before the war, planned a beet sugar factory in Salem. They had tested the country for sugar beet

growing, and pronounced it highly suitable. Our farmers, with warm, sandy soils, can raise good sorghum here. The industry ought to be developed, in the interest of making us more nearly self-contained; and for the money it will keep at home.

### Cabbage

Every city gardener in Salem knows this is a good cabbage district; for he knows that, in a small plot, he has raised cabbage that would go 18 to 25 tons to an acre. We should raise more cabbage, and re-establish the sauerkraut industry, that was largely discontinued here on account of high wages and high prices incident to war times.

### Poultry

The Salem district is ideal for poultry and pet stock. The 13 greatest hens in the world were produced here, at the farm of the asylum for the insane. The Salem district produced the first 300-egg hen in the world. Also the first 335-egg hen. We have a poultry boom. Many poultry breeders are doing well here. We have some and we should have many more great commercial poultry plants in this district, like they have in the Puget Sound country, which is not as well adapted to poultry raising as the Salem district. Three-story farming means poultry, bush fruits and tree fruits; with bees for the attic, and that is the kind of farming we are coming to. Salem district breeders have repeatedly taken several first prizes in world laying contests.

### Land

Salem is the manufacturing and marketing and shipping center of the richest lands in the world. Her fortunes are tied up with the land—and if she does well her part, the city and the country must grow great and rich together. More acres and more to the acre is the slogan for the country; and better service for the men who produce on the land should be the watchword for the city. This program will make Salem the Fresno and San Jose and Anaheim and Petaluma and Belfast of Oregon—all rolled into one; with a lot of others to carry—for the range of basic industries here is wider than that of any other city in the country. Our soils and our factories and marketing facilities working together are drawing new money every month of the year from the four corners of the world, with an ever widening range—and such team work cannot mean anything but a rising and ever rising prosperity. It is new money all the time, and in a stream that grows all the time and will never dry up or pinch out. The Salem district has the potentially most valuable lands in the world—and at present prices they are the cheapest lands in the world, for a settled district with such possibilities of earning value.

### Dehydration

This is the biggest thing in the world in food conservation. The subject is covered in a article in this issue. Salem is fortunate in being the dehydration headquarters. It means millions to this district—millions and increasing millions annually.

### Hops

Salem has been for a long time the greatest primary hop market from first hands in the world; is yet. Perhaps will always be. Hops have been during many years a bonanza crop here. The industry will persist as long as the world has a taste for malt drinks; with either a high or low per cent of alcohol.

### Wholesale and Jobbing

Salem has a number of wholesaling and jobbing concerns. There is room for a number of unoccupied lines. Our paved roads systems are making Salem more and more of a center for a very large and very rich country. The pioneering has already been done.

### Cucumbers

There are a number of successful producers of cucumbers under glass in the Salem district. Many are grown in the field and shipped to outside pickle factories. There is money in cucumber growing and we should have pickle factories in Salem.

### Swine Breeding

Salem is the best hog market in the world. Prices of hogs are higher in Salem on the average than in Chicago. We have an up to date packing plant in Salem. Every farm should have some hogs, and of course, every dairy, and that is the usual thing here. There is no better swine country. We have some outstanding breeders of purebred stock, and we are getting more. Two litters of pigs a year are practical here. The up to date swine breeder will find the Salem district the best place in the world for him right now.

### Salem Beautiful

This is a big subject. There are 50 to 100 solid blocks of rose hedges in Salem, and miles and miles more on the way. Gladiolus is the official flower. The iris, the poor man's orchid, does wonderfully well in Salem. The list might be extended pages long. The creeks running through the city are worth millions, helping to make Salem the most beautiful city in the world, which it will be. We have the largest bulb farm on the coast. The subject is too big for a paragraph. Read other articles in this issue—and come and see. The subject is too big for words, or even pictures.

### Educational

Read the educational articles. There is much more to tell, but space is limited.

### Sheep

This is a great sheep district; medium woolled sheep are perhaps best for us. But all sheep do well. Every farm in the Salem district ought to have some sheep.

### National Advertising

National advertising has done and is doing much for Salem. We have several national advertisers and will have more—such as the Oregon Growers' Cooperative Association with its MISTLAND and other brands of fruits and nuts. Others are coming. National advertising is a great stabilizer. It builds up distant markets and brings money from far places to be expended here.

### Seed Growing

We produce the best clover seed in the world. Ours is the only district that can grow vetches seed. This is the best place in the world to grow cabbage and cauliflower seed; in fact, this stands for all of the brassica family. In nearly all the known garden and flower seeds, this section excels. There should be organization and cooperation here in this line. It can be made to bring millions to the Salem district. It brings large sums now. The Hubbard district produces 1,000,000 pounds of onion sets a year, and the Labish district 1,500,000 pounds. Several districts are raising poppy seed for the general market.

### Livestock

The Salem district should grow more horses and cattle and hogs and sheep and goats and poultry. We should raise "baby" beef. The Valley Packing company has one of the most complete and up-to-date meat handling plants in the entire country, located at the northern edge of Salem; employs about 75 men and women, and is doubling its capacity. Stabilizes our markets and insures high prices for livestock.

### Automotive Industry

There are about 1000 people employed in the industry. The automotive industry is decidedly on the up grade here, and it will move faster with the completion of the state and county paved roads program. Salem is a great motor and motor stage center; growing as such very fast.

### Grain Industry

Carloads of Willamette valley oats are constantly going to the eastern breakfast food factories, whose managers have found out the great superiority of the product in this section for their purposes. Better methods of selection and cultivation, and grading, and organization of the growers, would get still higher prices. The Willamette valley oats run higher in weight than any other. This is also a good wheat and barley and rye country. Better than 100 bushels of oats to the acre has been raised in the Salem district, and the yields of all other grains will compare favorably with the best districts in the world.

### An Industrial Center

Salem has industrial dinner bucket brigades drawing about \$3,000,000 a year; and her total payrolls, including trade and state and government and educational payrolls, are perhaps above \$8,000,000; perhaps exceeding any city in the country in her per capita wage earnings; her population being somewhat above 22,000, and perhaps 25,000 in what the census people would call the metropolitan district, including the suburbs. The capital investment of Salem's industries is between \$9,000,000 and \$10,000,000, and annual output above \$20,000,000.

White coal is the biggest thing for any city; and this is being accentuated more every day. Edison says electricity is the only thing in the world that is growing cheaper. Our houses will soon be heated by electricity; and they will be cooled by it, and lighted, and everything that can be done mechanically will be performed by the currents that come over the wires. There are already mapped out available undeveloped water powers in streams near to Salem amounting to 130, 218 horse power. Some of these powers will cost comparatively little to develop. This will mean cheap power for Salem. The biggest thing that can happen to Salem is the harnessing of these powers; and the time is not far distant. Salem is bound to become a great manufacturing city. There are many other reasons, but cheap hydro-electric power is one of the biggest of them all.

### Wood Working

One-third of all the undeveloped water power in the United States is located in the Columbia River basin. Half the water power of this country is in the three Pacific coast states. One-fifth of the standing timber in the United States is in Oregon. Manufacturing plants will have to come where the timber is; and they are bound to come where the water power is. No factory can run without wood; even steel mills have to have boxes and crates. Salem has a number of flourishing wood working plants, and she is bound to get many more; including furniture factories.

### Our Paper Mill

Salem has one of the most up-to-date paper mills in the world. The first car of paper was shipped September 30, 1920; and the mill was in full operation after 15 months of building. However, more and more machinery is being added, to make the finest grades of fancy papers; sulphite process only for the present—but wood pulp process probably to be added before long. The Oregon Pulp and Paper company is the corporate name, and a great deal of the capital, for both common and preferred stock, is local capital. One of the builders of the Salem paper mill says Salem is in the center of the greatest wood pulp supply in the world. So we may confidently look forward to constant expansion of this great mill; and to the construction of more paper mills.

### Irrigation

In some seasons little or no irrigation is needed in the Salem district; but there are few seasons when it cannot be profitably employed in the raising of some crops; especially the late strawberries and late bush fruits. So irrigation is being employed more and more here, and the time is coming when it will be quite generally used over a large portion of the Salem district; to the insuring of larger total yields and the adding of greater certainty and stability.

### In Conclusion

In conclusion: This is the country of diversity, the land of opportunity, and Salem is the city of welcome—and the newcomer will also find the glad hand in all the surrounding cities and towns. We have the potentially highest valued and the present lowest priced lands on earth, in a settled community, with all the advantages of a progressive American civilization. If the above array of facts could be impressed upon those who would find their fortunes here, in the various lines, if they came, Salem would be very soon a city of 100,000 people, and only then started in her great growth that is bound to come; and the central Willamette valley would soon contain several million people—the most prosperous, contented and progressive in all the wide world.

Salem is the gooseberry center of the United States, for gooseberries of quality.

Salem is loganberry headquarters for all the world, and will always be.

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## REGISTERED HERDS SHOW UP BEST

A Review of Dairying in the Willamette Valley, by W. O. Morrow, All of Which He Saw and Part of Which He Was

Editor Statesman:

An industry rises or falls on its real merits. It stands the test of long use only when it rests on the real foundation of real efficiency. That many industries succeed as long as we are prosperous, and fail in times of depression, does not stand true with dairying, as has been proven by our late readjustment. While dairymen have, along with other industries, been financially embarrassed, they have been able to weather the storm better than the fruit, berry or straight grain grower.

### The Beginnings

Back to and before the year of 1900 very little commercial dairying was done in the valley. There were but few pure bred dairy cattle, and grades of any particular breed were few and low in price; also the dairy product was low in price. Butter fat in the winter would range around 28 cents per pound. In the flush season of production, April to July, 19 to 15 cents per pound. It was rather discouraging to dairy with the class of cows the average dairyman possessed, and the knowledge the most of us possessed of dairying for a profit was certainly very limited; for one was fortunate to own a herd that produced \$50 per head per year. That was considered a large income. The man who was fortunate enough to get such returns was heralded as being a great leader in the dairy industry. He was joyously sought out by others striving for an existence, for knowledge as to how he had achieved such wonderful results. The average butter fat production for the better herds was close to 150 pounds per head.

### Improved Methods

With the advent of more dairying, the call was naturally for better methods of dairying, also more economical methods. However, the writer doubts whether the more economical method is practiced yet. As time has passed by increased cost of land, buildings, feeds, help, machinery, taxes and living appears to about offset the increased production per cow. There is but little difference in the net receipts.

### Now for Pure Breds

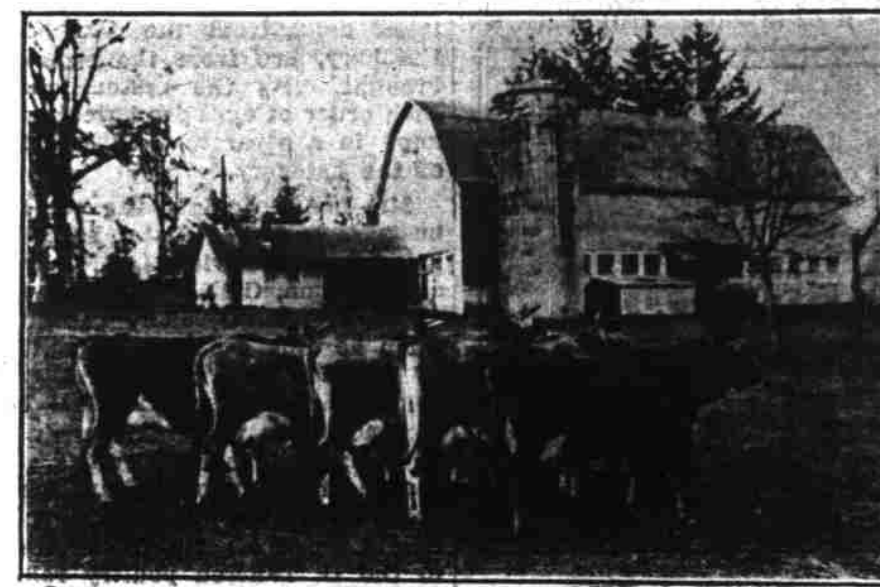
With the advent of the pure bred dairy cattle increasing wonderfully in the past 15 years, there has been a steady increase in average production per head. Taking the large output of one creamery as a basis to figure from, the average has gradually risen from about 150 pounds of fat per cow in 1900, to 225 pounds per cow in 1923. Figuring on a 300-day lactation period, this shows a very substantial gain. Yet the gain is not enough to admit of a fair profit.

Take, on the other hand, the man with the registered herd, he shows almost three times the gain over the average run of cattle. Taking one Jersey herd of 15 cows, which were mostly three years old, for the year 1923, it shows an average of 446 pounds of butter fat per head.

### Bringing up Fertility

In 1900 the soils of the farms were very much depleted in fertility. In other words, the soil was poverty stricken. There had only been the one crop system; practically no clover or other legume crops or diversified farming being handled on a farm, poverty of the soil naturally caused the

clean and wholesome, but it is the method in which it is handled; the meat is separated from the shell proper in its native land. It is then handled about the same as coal; piled in great heaps and is shoveled into ships and from ships to wharf. The result is it gets very rancid in its long transit, and dirty. But few if any



Typical String of Five Salem District Jersey Buttermakers

farmer to seek some other method of handling the farm. With the advent of the creamery the dairy cow seemed to offer the most feasible method of rebuilding the poverty stricken soil, and often the farmer's cash account was very much depleted. With such a turn in farm management, there has been a marked increase in crop yields; smaller and better tilled farms; more modern homes; in many places electricity has replaced the modern gas engine; good roads and telephones have brought the rural districts and the cities in closer touch of each other.

### Words of Caution

Yet the inexperienced should use care and discretion in embarking into the dairy business, for the dairyman's path is not strewn with roses, but rather long days and considerable grief. Many of the dairymen do not understand the necessity of producing a better, higher and cleaner grade of milk. It works against their own interest to be careless, neglectful or uncleanly in producing and handling milk. It is also regrettable that many city people do not understand the value of milk and other pure dairy products as a food in their homes. It is a well known and undisputed fact that milk is the most valuable and nourishing food the human race has access to; yet by far too many children are denied the use of plenty of milk and butter, that nature provided for them.

### No Substitutes

On the other hand too many mature people have the false idea that there are substitutes for milk and butter. However, up to this day, there is no known substitute, but there are made and sold in this state some 1,500,000 pounds of oleomargarine, which has no real food value, as is well known and has been proven in practical tests. Oleomargarine is a product of the cocoonut. The nut itself is

people would eat oleomargarine if they could see the conditions that the copra is in when it reaches the factory for the extraction of the oil for the manufacturing of the various so-called butter substitutes. The handling and making of such oil requires the services of a very few of our citizens, whereas the dairy industry gives employment to thousands of our citizens.

### Dairymen Are Builders

Our dairymen are builders and supporters of our great cities; therefore in return we appeal to the people of the cities to study their own conditions, better as consumers, and learn the true value of food products, thereby assisting the dairy industry, by using more dairy products in return for what dairying is doing for the city.

There should be 2,000,000 more pounds of butter and many thousands of gallons of milk used in this great state for the betterment of the health of the people.

W. O. MORROW.

Salem's street railway system serves the needs of the community admirably. Its lines extend to all the residential sections, both within and outside the city limits, affording a cheap method of transportation for the city workers. It is the best system in the world in a city of Salem's size.

Because of its horticultural development, Salem is the home of an ample number of nurseries.

## LA CREOLE REGISTER OF MERIT JERSEYS

Established 1903—Farm 9 miles west of Salem on Dallas Paved Highway

We took a little recess in 1920 to catch our breath and recuperate but are now operating full swing under lease, with a full herd of 35 head of the choicest cattle. Our quality is the same as that of our former herd which received praise for its excellence of type and high production. We were breeders, rather than developers of high production and usually sold young. Some of our herd have made world's records and besides all having a high average production, have been persistent show ring winners. The La Creole farm bred Jerseys were awarded first prize three-year-old as well as age cow, Grand Champion prizes at the 1923 Oregon State Fair. At the 1923 Pacific International show first prize aged cow, three-year-old, cow with official record begun at five years or over, first cow with official record under five years captured first and second prizes. Register of Merit cow with progeny first and fourth prizes. We are now developing a splendid individual in the way of imported in dam, bull to head our herd. We anticipate some wonderful results with this mating. He is royally bred along a long list of Island record and prize-winning ancestors. We hope through our almost quarter century of raising Jersey cattle that we have been of some service to the Jersey fraternity and to the young breeders in particular, yet we believe that we are in a position to render excellent service to the older breeders by infusing some of this blood into their herds. We aim to be abreast of the times in keeping an up-to-date herd. We advise the prospective buyer to inspect our herd for a new sire, as the success of a herd depends almost wholly upon the proper sire.

We extend a cordial invitation to you and to all new acquaintances to visit our Jersey farm.

W. O. - MABEL A. MORROW  
ROUTE 1, BOX 71 INDEPENDENCE, OREGON

## WORLD'S RECORD JERSEYS

JUNE, 1924

(The exact date to be announced later)  
Thirty-five head, World's Record Medal of Merit cow, several Gold Medal cows, a Gold Medal bull, and young stock, both sexes, from these parents.  
The offering includes:  
Lad's Iota, 1048 pounds fat (Medal of Merit record) ex-world's record.  
Lad's Little Pauline, 941.59 pounds fat, class AA (Medal of Merit record).  
Betty's Lady Fern, 860.56 pounds fat (Medal of Merit record).  
La Belle Girl, 901 pounds fat (Medal of Merit record).  
St. Mawes Lad, a Gold Medal bull, and others of world's fame.  
There are but few Jerseys in the world with records as high as these and never before has there been a Jersey cow offered at auction whose record was in excess of 1000 pounds. This is a complete dispersal of the herd. Watch for later announcements. Send name to either sale manager or owner and catalog will be mailed when published.

S. J. McKEE, Owner  
INDEPENDENCE, OREGON

E. A. RHOTEN, Sale Manager  
SALEM, OREGON.

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Among our heavy producing cows is St. Mawes Majesty Bess, ex-world's champion producer in class AAA. Record 834 pounds fat in 305 days, and other records including the world's class record.

Herd sire: Sophie Oregon Torono, he out of Helma of Ashwood, 903.56 pounds fat, class AA (Medal of Merit record).

### Special for Sale

Young bull, dropped October 30, 1921. Sire: Sophie's Oregon Torono. Dam: St. Mawes Majesty Bess. This bull is guaranteed pure and active and is priced for less than his value. Write today.

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