

OWPCO

Broom handles, mop handles, paper plugs, tent pegs, all kinds of hardwood handles, manufactured by the

Oregon Wood Products Co.
West Salem

Overland
Willys Knight
Oakland
Sales and Service

Vick Bros.
High Street at Trade

Salem 50,000 by 1930

RICH L. RIEMANN
Real Estate and Insurance
307-308 Oregon Bldg.
Phone 1013

SELLING SALEM DISTRICT

Dates of Slogans in Daily Statesman (In Twice-a-Week Statesman Following Day)

- Loganberries, October 4.
- Prunes, October 11.
- Dairying, October 12.
- Flax, October 25.
- Filberts, November 1.
- Walnuts, November 3.
- Strawberries, November 15.
- Apples, November 22.
- Raspberries, November 29.
- Mint, December 6.
- Great cows, etc., December 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, Feb. 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 2.
- Hogs, July 10.
- City beautiful, etc., July 17.
- Schools, etc., July 24.
- Sheep, July 31.
- National advertising, Aug. 7.
- Seeds, etc., August 14.
- Livestock, August 21.
- Grain and grain products, Aug. 28.
- Manufacturing, September 4.
- Automotive industries, September 11.
- Woodworking, etc., Sept. 18.
- Paper mills, etc., Sept. 25.

A FIFTH OF OUR PEOPLE DEPEND ON THE AUTOMOTIVE INDUSTRY

If the automotive industry were taken away from Salem, this would be a dull town—

For on that industry about a fifth of our 25,000 people in the city and its suburbs depend for their living.

But it will never be taken away— On the contrary, it will grow. It will never stop growing.

In time, the airplane industry will be added; but for a long, long time, if not forever, most people will remain and do business on terra firma—using the ever increasing mileage of paved highways centering in Salem.

You will be surprised at the rapid growth of the automotive industry in and about Salem.

Its cumulative growth will be a continuing marvel. There was steady growth last year.

Valley Motor Co.

260 North High Street.

Phone 1995

Boost This Community by Advertising on the Slogan Pages

DID YOU KNOW That Salem is an important center of the automotive industry; that her central position in the Willamette valley, with a system of paved highways radiating in every direction, brings the trade in every line here, from new and second hand cars and tractors to parts and repairs; that the collection here of the millions of dollars annually in license fees and gasoline taxes, and the state automobile machinery plant, and the county plant, and the State Highway department, and the big oil and gasoline companies operating here, give employment to large forces, which are being constantly increased; that the stage and truck lines are rapidly adding to their forces here, and that the whole automotive industry centered here is expanding rapidly and steadily, giving to this city a constantly greater prestige in this field, and that the future gives great promise in every branch of this great and fast developing industry?

WEATHERLY ICE CREAM

Sold Everywhere

Buttercup Ice Cream Co.

P. M. GREGORY, Mgr.
240 South Commercial St. SALEM

DODGE BROS. 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

with hardware business; 9 employed.

Federal Tire Service, 197 S. Commercial, Day & Zosel, proprietors, vulcanizing and re-treading, oils, tires and accessories; 4 employed.

Foley's Cash Store, 603 N. Winter; service station.

Frohman Bros., S. Commercial; service station; 2 employed.

Gerth, W. B., West Salem; service station; 2 employed.

Gingrich, Oscar B., Motor & Tire Co., South Commercial and Bellevue; Maxwell and Chrysler cars, Maxwell trucks, tires, oils, gasoline and accessories; also service and repairs; 6 employed.

Goodrich Tire Shop, 171 S. High; V. E. Newcomb; Goodrich tires, vulcanizing.

Gorton Brothers, Pacific highway, north, near Fairgrounds; service station; 2 employed.

Great Western Garage, 147 N. High; Coffey & Hayes, managers; general auto repairing and storage; 5 employed.

Grease Spot, 167 S. Liberty; batteries and service, greasing; 3 employed.

A. C. Hagg, 444 Ferry; Rollin cars and Cletrac tractors; 6 employed.

Hamman Stage Lines, Stage Terminal, 185 North High; Joseph Hamman, proprietor; Salem, Mill City, and Stayton; several employed.

Harbison, John, Market and Capitol; service station; 2 employed.

Harris, H. H., 173 South Liberty; state automobile school, general repairs and used cars; 2 employed.

O. J. Hull Auto Top & Painting Co., 217 State; auto tops, painting, steam cleaning; 4 employed.

Jorgenson, Ira, 190 S. High; truck tires, auto and truck springs, repairs; 10 employed.

Kirkwood Motor Co., 246 State; Fred Kirkwood, manager, Essex and Hudson cars; 3 employed.

Kroepin, E., 1610 N. Commercial; Garage; 2 employed.

LaBranch, A. E., penitentiary road; service station; 2 employed.

Larson, P. J. & Sons, 198 S. Liberty; special automobile and stage designs; 3 employed.

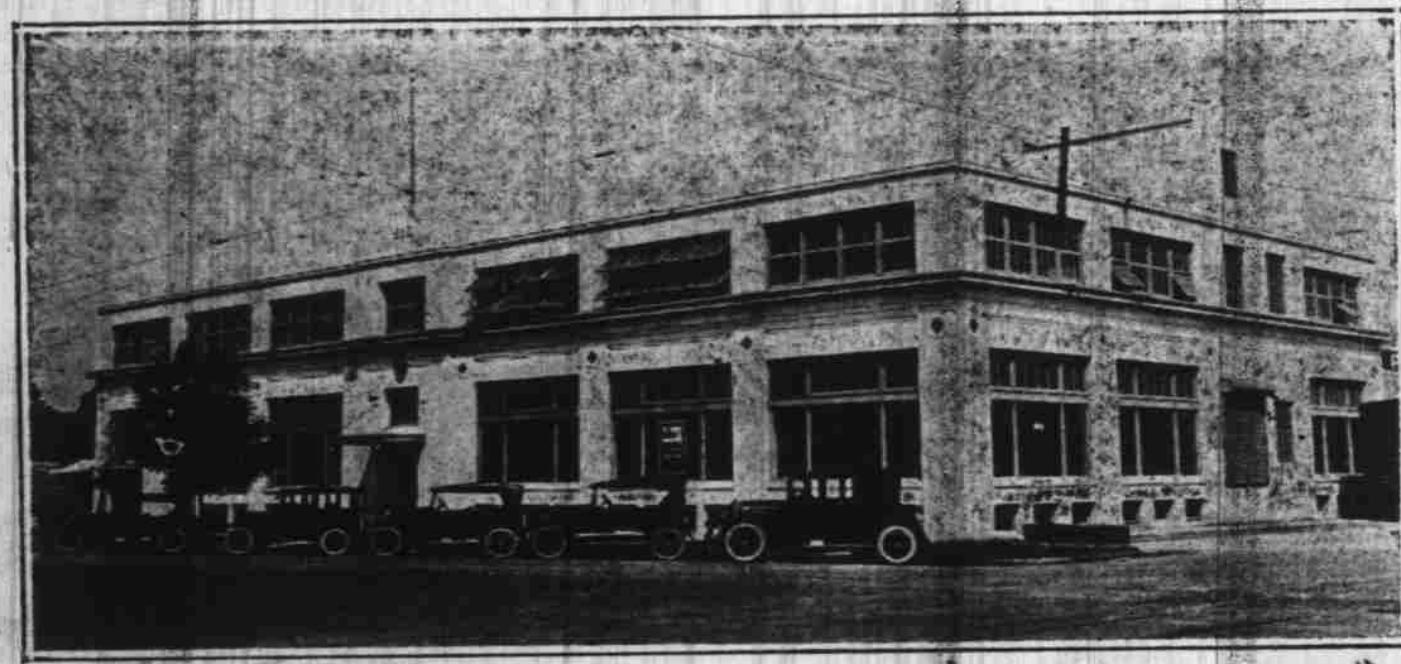
Lanham's Garage, 900 North Commercial street; 3 employed.

Liberty Machine Shop, 444 Liberty; E. M. Kightlinger, manager; machine work for autos, trucks and tractors; 3 employed.

Lone Star service station, 1988 North Capitol, John Williamson, proprietor; 4 employed.

Marion Automobile Co., 233-239 S. Commercial; Studebaker and Franklin touring cars; storage, repairs, labor, gas, oils, accessories and tires, service calls, used cars, washing; 25 employed.

Malcolm Tire Co., 205 N. Commercial; 2 employed.



From a Recent Photo of the Salem Building of Vick Bros.

Mattocks, J., Fairgrounds road; service station; 2 employed.

Maurer, John, 346 Center; machine shop, welding, parts made.

McAlvin, W. R. and J. H., 545 North Church; auto tops; 3 employed.

MacDonald Auto Co., Cottage and Ferry; Packard cars; 5 employed.

Moore, A. H., 241 North High; bicycles, etc.; 4 employed.

Motor Inn Service Co., 420 S. Commercial; batteries and service; 2 employed.

Nelson Bros., 355 Chemeketa; radiator repairing; 16 to 18 employed.

Newton Chevrolet Co., Chemeketa and High; dealers; 9 employed.

E. Nordensen, 186 S. High; Gardner cars; 3 employed.

C. D. Oppen, 355 Ferry; electric and acetylene welding; 2 employed.

Oregon Transfer Co., Ferry and S. Liberty Sts.; J. A. Kappahn, manager; general trucking and hauling; 10 employed.

Paige and Jewett Agency, 349 N. Commercial; Wm. H. Tramm; 3 employed.

Panek, Mike, 275 S. Commercial; Raybestos brake service and lubrication specialist; 3 employed.

Parker, J. W., Stage Lines, Stage Terminal 185 N. High; Salem, Silverton, Independence, Monmouth and Albany; several employed.

Parker & Co., 444 S. Commercial; authorized Ford service; 12 to 15 employed.

Pearce & Son, Lot L., 236 N. Commercial; Case kerosene tractors in connection with farm implements; 3 employed.

Pettyjohn, F. W. & Co., 219 N. Commercial; J. H. Madden, manager; Oldsmobile and Rickenbacker cars and service; 7 employed.

Also Chevrolet at Silverton.

Ramsden, Lloyd E., 387 Court; bicycles, accessories and repairs; 2 employed.

Ramseyer Brothers, 544 Ferry; washing, greasing and storage; 2 employed.

Rasmussen, Armprist & Pratt, 454 Ferry; radiators repaired; auto bodies and sheet metal; 6 employed.

Red Arrow Battery Co., 540 Chemeketa; 3 employed.

Reliance Auto Painting Co., E. R. Dery; auto painting; 3 employed.

Riverside Service Station, West Salem; batteries; 3 men for 2 stations.

Robinson & Son, Jefferson highway and Liberty road; service station; 2 employed.

Salem Automobile Co., 151 N. High; F. G. Delano, manager; distributors for Star, Durant and Flint cars, also service and auto supplies; 12 employed.

Salem Automotive Service, 291 Chemeketa; Arthur H. Sandberg, H. J. Oalind; general repairing, Armstrong tires; 2 employed.

Salem Carmelizing Station, O. J. Hull, proprietor, 221 State; battery service station; one employed.

Salem Vulcanizing Works, 474 Ferry; W. M. Hughes, proprietor; repairs; 2 employed.

Skipper & Vincent, 590 Ferry; general auto repairing; 2 employed.

Scheelar Wrecking House, 1085 North Commercial; automobile wrecking; 4 employed.

Scott, Harry W., 147 S. Commercial; Harley-Davidson motorcycles, repairs and parts, also bicycles; 6 employed.

Shamrock Garage, 333 Miller; Mr. Stapleton; general repairing, Smith & Watkins, Court and High; auto accessories, tires, parts, vulcanizing; 10 employed.

Shrode, D. L., 12th street; service station.

Starr & Whitmore, Commercial and Ferry; general auto mechanics; 2 employed.

Teed Top Shop, with Certified Used Car Market; top and upholstery work; one employed.

Thompson, E. A., N. Capital and Fairgrounds road; service station.

Valley Motor Co., 264 N. High; Ford sales and service, Ford autos, trucks and tractors and Lincoln autos; 45 men and women employed.

Vick Brothers, 280 S. High, New Vick Building; Oakland & Willys-Knight, Overland cars, tires, painting, tractors, farm machinery; 35 employed.

Wake & Lucas, service station; 2 employed.

Walgamott & Ostrander, 219 State; auto repairing; authorized Ford service; authorized Stromberg carburetor station; 3 employed.

Walling, J. D., on Lincoln road; service station.

Walsh & Brodhagen, 186 South High; auto repairing, cylinder re-boring, Radiolite and Lectrolite service.

Wechter & Smith, 345 Ferry; mechanics; 3 employed.

Western Auto Co., Derby Bldg., supplies; 4 employed.

West Side Service Station, West Salem.

A. V. White, 136 S. High; auto painting; 2 employed.

Wilcox, S. S., 18th and Center; service station.

Joe Williams, 531 Court; Willard storage battery service and auto electric work; 2 employed.

Wilson, Otto J., Center and Commercial streets; Buick cars, garage and repair department; 10 employed.

Wilcox, W. A., 17th and Chemeketa; service station; 2 employed.

Wood, T. C., 279 N. Commercial; auto tops, enclosures, upholstery and accessories; 4 employed regularly, sometimes 5.

LIME FOR OREGON SOIL DISCUSSED

Commenting on a New Pamphlet Issued by Southern Pacific Company

The Southern Pacific company has issued an interesting little pamphlet on the subject of lime rock for use on western Oregon soils. It is all the more interesting because it deals sparingly in theory and bears down hard on experience. It quotes soil experts to the effect that crop production can be increased from 25 to 50 per cent by application of pulverized lime rock and asserts that from 40,000 to 50,000 tons of lime should be used annually on the soils of western Oregon, whereas the present annual average is only about 2,000 tons; but the remainder of the pamphlet is devoted to extracts from letters from users of lime.

One of these letters is from the E. Clemens Horst company, of Independence, whose hop yard near Eola is one of the largest in America. H. N. Ord, the manager says: "The cars of lime that we bought were for our own use as fertilizer and we applied them all on our own ground. We paid \$4 a ton f. o. b. cars Gold Hill. Our production was increased 25 per cent by the use of this lime and we consider it a most profitable investment because lime is the best fertilizer for our soil. The rock was of the proper quality, clean and sufficiently pulverized

to be applied directly to the soil, and we received our benefit this year. We would have used several hundred tons more lime this year if we had been able to apply it to the land at the proper time."

Another well known grower who contributes an opinion is Gideon Stolz, of Salem, who tells of the results obtained from lime applied to orchard land. He says:

"I purchased a thirty-ton car of ground lime rock from the state lime board, Gold Hill. The board makes a charge of \$4 a ton, loose in the car, minimum car thirty tons.

"I base my experience of the use of lime on prune and cherry trees on tests made for a period of five years, applying a mixture of ground lime rock and hydrated lime. I consider lime a good investment for trees, especially cherry trees. The thirty-ton car referred to I had spread over twenty acres of my forty acres of ninety-year-old prune orchard with a land plaster spreader. I expect to use another car next year."

Here is an extract from a letter from George E. Dix, of Marshfield, whose experience with lime has had to do with grain crops and pasture. He says:

"From one year's observation, I consider it was a profitable investment to use lime on my land. Last October, I applied two tons to the acre on sandy loam soil before seeding with oats, clover was knee high at time of cutting. I estimate the lime increased these crops twenty-five per cent and it has left me with a wonderful green pasture for this fall's grazing."

Lime is needed on western Oregon soils because of their acid condition. This is not a limestone country, and the water is wholly "soft." Those who have come here from the middle west, where the water is heavily impregnated with lime, will understand the difference. Because of our heavy winter rainfall there is much leaching out of the lime content as cultivation proceeds.

The subject of lime application to Oregon soils has been considered so important that the state has established a lime plant at Gold Hill, which provides pulverized lime rock at a rate of \$4 per ton in bulk at the plant. The freight rate per ton from Gold Hill to Salem in carload lots is \$1.90, making the cost \$5.90 per ton here. Average practice so far has been to apply about two tons per acre.

Application of lime to the soil ought to receive more attention than it has had in the past. It is not to be advised that land owners should lime their entire holdings, but they should, at least experiment with it on small plots. Increased production from the soil means lower cost of production, and lower cost of production is one of the great agricultural needs.

BUILDINGS; SITE OF POULTRY PLANT

Some Advice in this Field Offered for the Beginners in the Industry

There is a discussion of sites and buildings for poultry plants, especially for beginners, in last Sunday's issue of the Los Angeles Times. Following are substantially the conclusions, and they are applicable here in the Salem district:

In the selection of a site and the laying out of a poultry plant there are a great many factors which must be duly considered if the poultryman expects to attain any great degree of success. Chief of these, perhaps, is the consideration of the health of the flock, and the efficiency with which the plant can be handled to show economy of production. Needless to say, the site selected should have excellent drainage as a guarantee against damp quarters. While a hilly or rolling piece of land offers good drainage conditions, fairly level land can be drained equally as well. Plenty of good soil for the growing of greens is necessary in the well-regulated plant, as it does not generally pay to buy this part of the ration.

In selecting the type of poultry house to build, the poultryman has almost as wide a variety of plans to choose from as the home-builder who is looking for the last word in modern bungalows. Therefore, to set up one style of house as the most ideal, would be like advocating one breed or perhaps one variety of poultry for everyone engaged in the industry. The builder of a poultry house, like the builder of the bungalow, almost invariably discovers after the building is completed that some improvement might be added. In other words, the construction of a poultry house, like the selection of a breed, is a matter of taste which must be decided by each individual poultryman. To be sure, the beginner should be guided to a large extent by the experience of others who have made success in a practical way. To be practical, the house should not be too expensive if a good profit

is expected. On the other hand, it is not advisable to build too cheaply, especially so if permanence is considered an asset. Many poultrymen have made a good profit in the business of building cheap and unattractive houses, centering their attention more on the selection of good stock. From a cold-blooded business standpoint, the poultryman who houses his flock at a cost of, say 50 cents per bird, is in a better position to cash in on his investment than the poultryman who pays \$4 per bird for their quarters, provided the cheaper house properly shelters the birds and is kept free from vermin. The overhead, which in each instance should be charged to the flock, would quite naturally leave more net profit to the one who has less capital invested in construction of poultry houses.

There is another angle to the situation, however, that should be considered. Almost every poultryman has his home located near his poultry plant, and in the majority of cases, the owner builds his plant so that it will be in keeping with instead of casting reflections on his own dwelling.

After all is said and written on the subject of poultry-house construction, the poultryman is the one who must decide on the cost of the plant. The main point he should consider is to see that the houses are made comfortable for the birds, and easily accessible for the attendant, which convenience will be an economy of time consumed in keeping it clean. In the ordinary commercial flock, the style of poultry house most used is the long stationary house, or the intensive system adapted to large flocks. While this centralized system offers a saving of steps, there is greater danger from fire or disease than where the poultry house is used. By the colony

system, where houses holding 100 hens each, and placed some distance apart, an outbreak of fire or disease in one colony can be more easily checked. In spite of these hazards, however, the average poultryman favors the long house because of its convenience.

The rank and file of Pacific coast poultrymen, are quite unanimous in selecting the open front or semi-open front type of house as more nearly meeting the requirements of the flock.

Whether the poultry house be of the shed type, the combination, the gable, the monitor, the semi-monitor, or "A" shaped type, it makes little difference if the type chosen brings results, for in the

(Continued on page 10)



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

Hotel Marion

SALEM, OREGON

The Largest and Most Complete Hostelry in Oregon Out of Portland



BLAESING GRANITE CO.
ROY BOHANNON MGR.
VIEW CEMETERY
SALEM, OREGON

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104 South Commercial Street
THEO. M. BARR
Plumbing
HEATING AND TINNING
Salem, Oregon

PIPE

Road, well, sewer, and drain pipe in stock at all times. Get your pipe where you can see how good it is made.

MILESTONE
Concrete Products

Oregon Gravel Company
An Independent Organization
1405 North Front, Salem

DRAGER FRUIT COMPANY

Dried Fruit Packers
221 South High St.
Salem, Oregon
Always in the market for dried fruits of all kinds

Salem is growing steadily and will grow constantly as an automotive center.

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 1703
Additional Salesmen Wanted

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