

SELLING SALEM DISTRICT

Devoted to Showing Salem District People the Advantages and Opportunities of Their Own Country and Its Cities and Towns

The Way to Build Up Your Home Town Is to Patronize Your Home People

The Surest Way to Get More and Larger Industries Is to Support Those You Have

Selling Salem District is a Continuation of the Salem Slogan and

Pep and Progress Campaign

This campaign of publicity for community upbuilding has been made possible by the advertisements placed on these pages by our public-spirited business men --- men whose untiring efforts have builded our present recognized prosperity and who are ever striving for greater and yet greater progress as the years go by.

GIDEON STOLZ CO.

Manufacturers of Dependable Brand Lime-Sulphur Solution The brand you can depend on for purity and test. Prices upon application. Factory near corner of Summer and Mill St. Salem, Oregon.

We Are Out After Two Millions We are now paying over three quarters of a million dollars a year to the dairymen of this section for milk.

"Marion Butter" Is the Best Butter More Cows and Better Cows is the crying need

MARION CREAMERY & PRODUCE CO. Salem, Ore. Phone 2488

Next Week's Slogan Subject Is OUR GROWING APPLE INDUSTRY

FOUR MILLION STRAWBERRY PLANTS ORDERED; WILL SEND TWO MILLION

Starting in a Small Way, Working Together Since 1908, Weeks & Pearmine Have Developed a Large Business, and They are Branching Out and Preparing for Much Greater Things—Fine New Building

Weeks & Pearmine, Salem, Route 8, have orders for four million strawberry plants for this season's delivery. They will be able to fill only half their orders. They had expected three million plants from their contracted plantings, but the long dry spell of last spring and summer cut them down. The only thing that saved them from more damage from the

drought was the fact that planting was early.

Two Cars December First They will soon begin shipping. Two cars of strawberry plants will be started to California, Dec. 1. Weeks & Pearmine do not grow any plants themselves now. They have growers all over Marion county who contract to deliver plants to them. This year they had 22 growers under contract, with 40 acres of plants. Most of their growers are in the Silver Falls district.

Fine New Warehouse A new warehouse is being built on the Portland road north of the state fair grounds, for Weeks & Pearmine. It is the property of H. A. Hyde & Co., Watsonville, Cal., and Portland, Oregon. Weeks & Pearmine will be their local managers and supply them with strawberry plants. In addition, need potatoes, growers' supplies and general nursery stock will be carried.

Fifteen to 20 women will be employed in the warehouse in packing.

Who They Are The members of the firm of Weeks & Pearmine are W. H. Weeks and Lester L. Pearmine. They are Salem boys. They live on the paved River road just at the northern edge of Salem.

These young men began their operations in a very small way back in 1908, and they have been increasing their output and adding to their lines ever since.

And they are by no means through making improvements and additions. They will grow more strawberry plants, and other plants; in 1925 than they have produced this year, and they will make improvements of various kinds, and keep on making them and extending their business indefinitely. If they are not now the largest strawberry and bush berry plant growers on this coast, their ambitions are to reach the top, in both volume and service.

The Varieties They Grow They grow principally the Marshall, New Oregon, Magoon and Nick Ohmer strawberry plants; the latter being called the California shipping berry, though the growers of that state use other varieties besides for shipping. The great bulk of the strawberry plants produced by Weeks & Pearmine go to the California growers, though they also supply Ettersburg 121 plants and other varieties to the local trade—to Oregon, Washington and Idaho growers, and they keep a few specialties like everbearers.

These men have also added all the bush berries to their lines. They supply plantings of loganberries, phenomenal berries, blackberries, raspberries, dewberries, gooseberries, currants, etc.—in short, a complete line of bush fruits.

2,000,000 Asparagus Plants Last year they supplied 2,000,000 asparagus plants, grown on 18 acres of land here, to the California trade, on contract. These asparagus plants went to the delta section of the Sacramento valley, where asparagus canning is a great industry.

Right Strawberry for Us In a talk with him last year the Slogan editor asked W. H. Weeks what strawberry varieties he would recommend for the Salem

district. As the reader has no doubt gathered, or already knows that is an important question here in the Salem district; and Mr. Weeks hesitated; naturally. But he said this:

The Marshall and the New Oregon for the barreling trade, which is increasing.

He said the Ettersburg 121 is the ideal berry for canning. But it comes late, at a time when in most years the moisture runs out. Irrigation to help over this period in such years would be the thing.

He said that if growers cannot irrigate, they must fall back on the varieties they can successfully grow.

He said it was his opinion that irrigation will become general here. In their plant growing, Weeks & Pearmine have employed irrigation. They believe this is the only safe system. They hope to get their growers to use it. But as they do not plant two on the same land, thus avoiding plant diseases, this is rather a difficult and slow process.

Matter of Fair Price Mr. Weeks remarked that the matter of the production of a great tonnage of strawberries in the Salem district is one of a fair price to the growers—that the growers will produce the berries, and of the right qualities, if they can be assured of enumerative prices.

He said their shipments of plants this year will be largely in car lots; and they will ship some by steamer. Many small shipments, of course, will have to go by express.

The California strawberry growers are coming more largely to the using of Oregon grown plants. They find that they can plant a year or two longer from the plants they secure from this section, and this is a big item, in the extensive plantations of that state.

The conspicuous success of these two Salem boys with a vision goes to prove, if the fact need further proof, that the big opportunities are not all gone. They are thick. They are especially numerous in this land of diversity, this country of opportunity.

Locally Developed Best When a study is made of the varieties now in use in this section we find that those developed locally are in most cases the best ones. Some introductions are being used, but these are not generally satisfactory. Without question, solution lies in obtaining local seedling of superior merit. For the Willamette valley, it will have to be a variety bearing heavily, of medium size to large berry, and of a superior canning quality.

When this is developed, then we can properly expect the strawberry industry to develop still more rapidly in this country.

With the question of uses or adaptations of a variety to a particular market, comes still more specialization. Some varieties are particularly valuable for one market or use, while another might be entirely unsuited to it, but still valuable for something else.

For instance, the Clark Seedling is the best berry that Hood River valley can grow for the shipping trade. This berry seems particularly well adapted for that business, and as yet no other variety has been found to supplant it. However, under our Willamette valley conditions, where shipping of the berries is a very minor industry, the Clark Seedling has little or no place. The berry itself is very good for canning, but, from the grower's standpoint, the variety is unsuitable, due to its notoriously light bearing. Contrast that, to what we have the Oregon, or New Oregon, which will bear very well, with production of large berries, but a berry too soft for an ideal canning berry, and therefore seldom used except in occasional seasons. The berry is too soft for distance shipping, so that it can be used satisfactorily only in the

Amateur Actors Prepare To Invade Real Theaters LONDON, Oct. 7 (AP)—London's 20,000 amateur actors will try this winter to get into the professional class. The 300 societies to which the amateurs belong have banded together and rented a West End theater where they will stage the best they can produce. They will open the "season" about the first week in November with a gala performance organized by many different societies. Afterwards the societies will each take over the theater for a week and, should any of the productions prove popular, arrangements will be made to produce them at another theater.

It sometimes takes a lot of fiction to explain the truth.

THERE IS RENEWED INTEREST NOW IN THE STRAWBERRY INDUSTRY HERE

Prof. Schuster Says Strawberries as a Steady Crop Year in and Year Out, of a Limited Acreage for Any One Person, Seem to Be a Very Good Crop for This Valley —Some Valuable Pointers From an Expert

Editor Statesman: In strawberries we find specialization or adaptation entering into a very large degree, especially with the strawberry varieties themselves. By this we mean that with no one variety have we yet found that it has been developed as a general purpose variety in all sections, or that it is profitable in all sections.

Strawberry varieties seem to have various local adaptations in that one variety is often of value in a very limited area only. We find that even in the Willamette valley, varieties will vary from profitable returns to entirely unprofitable returns within a short distance. One district may be entirely suited with a certain variety while another district will find it entirely unsuitable. Just because a variety is highly prized in the eastern part of the United States is no indication that it will be successful in western Oregon, or because a variety is successful in western Oregon, that it will be of use in the eastern part of the state. As an illustration of that, we have on the station grounds at the present time, a variety that is very highly prized in the eastern part of the United States by those who have been able to obtain it for its canning qualities. It is reputed by federal and state authorities in the eastern states, to be the most successful canning berry yet developed. However, in our test gardens here with a few fruits that matured last season, we found it to be a light colored berry, with a hollow center, not at all desirable from the canning standpoint.

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local fresh trade. This berry makes an unusually fine berry for this trade and also for the home garden.

The Ettersburg 121 is just about the ideal berry according to the canners for the canning trade. In some cases it has given entire satisfaction to the grower with the heavy yield, and in other cases has been entirely unsatisfactory. This berry was developed in the higher foothills of western Humboldt county of California, within a few miles of the ocean, and in a relatively light soil. Albert S. Etters, who developed this berry, claims this land is not a rich soil, and thus the Ettersburg 121 should not be planted on the richer heavier lands. In many cases, it seems as though the Ettersburg 121 is particularly susceptible to excessive vegetative growth, with light yield of a poor quality berry, where the nitrogen content in the soil is a little above the average.

Another reason has been particularly brought to notice from the experience of some planters and growers of this past season. With a soil that would hold moisture well throughout the summer, the planting was delayed until very late. The plants were procured from an old patch which was heavily infested with the crown borer. Apparently, the adults were not laying eggs before the plants were taken up, with the result that the eggs were laid on a large part of the young plants. The new plants at the time of planting were badly infested, and for the first season, a loss of over 50 per cent was incurred. The plants brought from a field free from infestation, although taken at the same time, showed practically no infestation of the crown borer. This could be taken in two ways; first, as an argument for early planting, and second, as an argument to get the plants from the best fields known where the fewest insects and diseases are present.

Get Them in Early One thing, in establishing a strawberry planting which seemingly cannot be emphasized too much, is the necessity of getting in the plants early in the spring or the late winter. Fall planting is hardly desirable, due to the weed growth that will develop through the winter, necessitating an extra amount of hand work in the spring which is doubtful, due to its cost. However, late winter planting or early spring planting is especially desirable in giving the plants a chance to establish themselves before the dry weather comes on. If we have the roots well developed, the plants will develop thrifflly throughout the summer, giving a large, healthy crop for the first year's full crop.

Thorough Cultivation Pays Thorough cultivation and keeping down the runners will pay well the first season. Any plant growth expended in runners by the young plants, which will later have to be taken off, means that much of a depletion of the plant's food supply in maintaining the large hill. It is reported that the Ettersburg 121 is especially susceptible to the effect of allowing runners to develop throughout the summer. This variety is especially prone to develop runners, and needs an extra amount of work to keep them down, but apparently it pays well in the following crop.

Irrigation Is Needed For the past few years, the strawberry crop has very often been cut short for lack of moisture in the soil during the latter part of the fruiting season. In some cases, it has been a case of lack of careful cultivation. In other cases, it has been entirely due to the inability of the soil to hold moisture enough for the latter part of the season. It would seem possible that where a grower is so situated that irrigation can be put to the strawberries, at a low initial cost, that it would pay handsomely in developing large size berries at the end of the season. The crop in this district is not what it could be if the later berries were developed to the normal size. Without doubt, this valley is going to see MORE AND MORE use made of irrigation, especially with the small fruits, where the response is so rapid and so heavy.

Grows in Many Places In a general way, the strawberry is not so particular as to the exact type of soil on which it is put. Strawberries will live and grow on soils where other fruits will not live. Especially will they live on soil where the water table may be too high for other fruits. With their shallow root systems they are not so easily affected. This allows of a more general use of the strawberry for the home garden than possibly any other fruit.

At the same time, the commercial production in this valley will naturally be limited to those places and those soils where production is the heaviest. This will be on the fertile, deep, well drained soils, usually of a sandy loam type. However, we find that many plantings of strawberries in the foothills are producing very fine strawberries with very good yields. It does not seem to be so much the question of the exact type of soil as it does to the fertility and the ability of the soil to hold moisture throughout the latter part of the fruiting season.

Fertility in the soil should be at a good level before the plants are planted. With the strawberries, there will be little opportunity to increase fertility of the

planting, as it remains in the ground for such a short time. For this reason, the land should be located some time in advance, and a program of cultivation and fertilization inaugurated that will bring the soil to the best fertility possible before planting occurs. For this purpose, it has been found valuable by growers to plow under a heavy green manure crop a year or two before the strawberries are planted. With soil, especially clover sod, it should be in a cultivated crop two years before the strawberries are planted, due to the grubs that are in the soil.

Everbearing strawberries are being used, irrigation is almost essential, except in a very few favored soils. These berries must be kept growing vigorously throughout the summer, and unless moisture is available, the growth is not satisfactory. These berries will fruit very well until frost comes in the fall. Apparently, though, there is but a limited market for this type of fruit as the prices being received by those growers handling them are not such that would induce a large number of growers to plant them. If the relatively small acreage at the present time does not make greater returns than is evident from the way the berries sell on the market, it will hardly be an industry for a large number of people.

Renewed Interest Now The strawberry industry is one in which the people can set up or can establish plantings in a relatively short time. This was evident by the heavy rush to plant at the time of high prices immediately after the war. Following that came a depression, in which large

numbers of plantings were destroyed. Since then the prices have not been any too favorable until the past season. Apparently, from the inquiries being made, there will be a renewed interest in strawberry growing. With the canning pack cleaned up as it was, there will probably be fair prices another season, with renewed interest by many people in strawberries, and with an increased planting. Those people who have maintained their patches through the periods of years, holding strawberries as a regular crop, will undoubtedly have good returns. But the people rushing in for a short time, then out again, are usually the ones losing the money. Strawberries are a steady crop year in and year out, of a limited acreage for any one person, seem to be a very good crop for this valley.

Will Have 100,000 Plants I will have perhaps 100,000 plants for sale this year. Have a good many thousand spoken for at present. If the canners will buy them I think they are the best berry to grow that I know of. The Ettersburg No. 121 is the best so far, and the Johnson is a close second. Conditions have to be just right to get a crop of Ettersburg No. 121, while with the Johnson I think we will get a good crop any year under normal conditions. Prof. Wiegand of Oregon Agricultural college came to my place last June and got a crate of these Johnson berries and preserved them. I also sent him some sample cans. He pronounced them good for canning and preserving and said they ranked very close to the Ettersburg No. 121.

Growing Johnson Berries I am still growing a few acres of them. I am growing more acres of a new variety we call the Johnson. I believe this to be the best berry to grow. I have been growing them for two years. They produced big crops both years. Last year they out yielded any kind I had, after growing a big crop of plants from them. They will go several days without picking. Last year I let them go one week between pickings and they were in good shape. The plants grow very vigorous and will live a long time. Mr. Johnson tells me he has the first plant he set eight years ago, and last year it produced a big crop. The vitality of a plant, is to be considered.

Husks Stay on Vines Another good point about them is that fully a third of the husk stays on the vine, making it very easy for the canners to take care of a large amount of them when delivered to their plants. I ship

We Will Give Our Best Efforts

At all times to assist in any possible way the development of the fruit and berry industries in this valley.

Oregon Packing Co.

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Editor Statesman: I will try to give you some of my ideas of the strawberry growing industry. In the first place, when one is thinking of planting strawberries he ought to try to find out the best varieties for canning and preserving, as it will not pay to grow a very large acreage for shipping to be used fresh at present. There are only two varieties grown to any great extent that are suitable for canning. These are the Trebia and Ettersburg, No. 121.

At It 18 Years I have been growing from one to 10 or 12 acres for the last 18 years. I am continually trying out new varieties that look at all promising for a canning or preserving berry. I have discarded the Trebia because they have to be picked too often, and won't stand up long after being picked. However, they are a wonderfully heavy producer, but I think I am safe in saying that inside of four years the canners will not take them. I don't think they would buy them now if they could get berries with the quality of the Ettersburg No. 121. This is supposed to be the best canning strawberry on the market today.

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Prof. Wiegand's Letter "Oregon Agricultural college, School of Agriculture and Experiment Station, Corvallis, Nov. 9, 1924: "Mr. E. M. Bailey, Salem, Oregon—My dear Mr. Bailey:—We have examined samples of the Johnson strawberry you sent us for examination. This berry as a canning berry ranks very close to the Ettersburg 121. Its firmness, uniformity, flavor and size are the outstanding features. The color characteristic is similar to the Ettersburg and is not quite as pronounced after canning as some other berries. The solid center is characteristic of the Ettersburg and a feature which strawberry growers should strive for. "From the preserving standpoint they have exceptional value. They

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(Continued on page 12)

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