

SELLING SALEM DISTRICT

Dates of Slogans in Daily Statesman

(In Twice-a-Week Statesman Following Day)

(With a few possible changes.)
 Loganberries, October 2.
 Prunes, October 9.
 Dairying, October 16.
 Flax, October 23.
 Filberts, October 30.
 Walnuts, November 6.
 Strawberries, November 13.
 Apples, November 20.
 Raspberries, November 27.
 Mint, December 4.
 Great cows, etc., December 11.
 Blackberries, December 18.
 Cherries, December 25.
 Pears, January 1, 1925.
 Gooseberries, January 8.
 Corn, January 15.
 Celery, January 22.
 Spinach, etc., January 29.
 Onions, etc., February 5.
 Potatoes, etc., February 12.
 Bees, February 19.
 Poultry and pet stock, Feb. 26.
 Goats, March 5.
 Beans, etc., March 12.
 Paved highways, March 19.
 Broccoli, etc., March 26.
 Silos, etc., April 2.
 Legumes, April 9.
 Asparagus, etc., April 16.
 Grapes, etc., April 23.

Drug garden, April 30.
 Sugar beets, sorghum, etc., May 7.
 Water powers, May 14.
 Irrigation, May 21.
 Mining, May 28.
 Land, irrigation, etc., June 4.
 Dehydration, June 11.
 Hops, cabbage, etc., June 18.
 Wholesale and jobbing, June 25.
 Cucumbers, etc., July 2.
 Hogs, July 9.
 City beautiful, etc., July 16.
 Schools, etc., July 23.
 Sheep, July 30.
 National advertising, Aug. 6.
 Seeds, etc., August 13.
 Livestock, August 20.
 Grain and grain products, August 27.
 Manufacturing, September 3.
 Automotive industries, September 10.
 Woodworking, etc., Sept. 17.
 Paper mills, etc., Sept. 24.
 (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)

WE EXCEL IN THE BEST FLAVORED APPLES

The Salem district raises the best flavored apples in the world—

Better than can be grown in any irrigated district—and this fact alone elects Salem as an apple center.

But there are other things that help in this; for instance Salem takes the culls and the by-products, and Salem is for the central Willamette valley the banking, marketing, shipping and merchandising center of the industry.

IT IS THE FLAVOR is suggested as a slogan. Put that slogan strong enough, and send it forth in a wide enough sweep over the whole world, and it will be worth millions to this valley—

Because it is a true slogan.

It will wear.

It will sell at remunerative prices all the high quality apples we can grow.

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Boost This Community by Advertising on the Slogan Pages

Did you know that Salem is and will be always be apple center; that it is one of the best apple market in the Pacific Northwest because of the great demand for the small and cheaper grades and the culls and by-products in manufacturing here; that for the fancy varieties and grades it is as good as any, and in a few of the fancy varieties our growers excel those in the best advertised districts; that for these reasons, Salem will maintain her lead, and some of the greatest commercial apple orchards of the future will be located in the Willamette valley, because we produce the best flavored apples in the world; and that there is room for more intelligent and painstaking apple growers here?

VALLEY PACKING CO. CASCADE BRAND HAMS, BACON AND LARD

U. S. Inspected SALEM, OREGON

SUCCESS OF BLIND MAN WITH POULTRY

The Story of a California Poultryman Who Has felt His Way To Success

(The following, by Christine Emery, is from the Farm and Orchard section of the Los Angeles Times of last Sunday.)
 You will climb the heights in more ways than one when you visit the Akers poultry farm at Tujuanga, for it is an inspirational journey that lifts the seeker to facts well above the sense of limitation that, all too often, seems to overshadow our every-day existence.
 Vaughn H. Akers, the owner of this highland farm, is a blind man, yet his has been an achievement that puts to shame all half-hearted attempts at winning a way in the world and silences the hard-luck tales of men, who having their sight, are far less capable of seeing life's great opportunities than he.
 Read the story of his effort, rejoice in the courage that, daily put to the test, has triumphed over the greatest of physical handicaps; and let no one declare that "if can't be done," or that making a go with poultry is a visionary and uninteresting theme.
 Since 1918, when in the service of his country in the World War, he lost his sight, life has been for Mr. Akers a long period of readjustment. For him it became only a question of what to do—how was determined to succeed at something. His was not and is not the blindness of inertia.
 In preparation for a life of usefulness soon after his return to this country from France, Mr. Akers entered upon a course in project training at the Veterans' Vocational School at Baltimore, Maryland. Learning to read and write by the Braille system for the blind and to operate the typewriter were merely preliminary preparations for the actual work that he did in his mind, for a little later he, with a group of twenty-nine others, began a course in scientific poultry raising.
 When their mastery of theory was sufficient to warrant the beginning of actual work, the members of that invincible class prepared to make practical application of the principles they had so painstakingly learned.
 Mrs. Akers, an efficient and charming little woman, who had given generously of her time and strength in the war-time medical service, is a native Californian, and she saw the opportunity for physical upbuilding that would come from the out-of-door life in the southwest. Consequently, three years ago the Akers bought a place in Tujuanga, a bit of one-time vineyard land, where, high and dry and well above the fog, they started hopefully upon their great adventure.
 In those early days Mrs. Akers was the "leading member of the firm" for all was new and strange to the tall man who so cautiously felt his way about with the aid of a cane as he slowly memorized the details of his unseen homestead. Gradually, because he willed it to be so, he learned his way about and planned for the fullest utilization of the three small lots (they are 40 by 110 feet each) that were to become the proving ground for his unusual business venture.
 "I wanted Rhode Island Reds and I insisted that I would have none but the best," said Mr. Akers in telling of that first experience, "and right then it seemed that I had struck against an unclimbable wall, for as time passed the strain of birds I sought grew more and more elusive."
 "Mrs. Akers read all of the

poultry journals and we checked off the ads in them and in the Farm and Orchard Magazine of the Times. Then we (that is she) would inspect the birds offered. We were hard to please—I don't mind saying it. I finally bought a few birds that seemed to be the best available and we made a start. But I wanted to do really constructive work, building on a foundation of the best, and we weren't satisfied.
 "Of course, we finally found what we wanted. The best in poultry can be bought right here in Oregon, California if you look for it, and we got just what we'd been after. My wife brought me the good tidings and we launched forth with two settings of eggs that represented our ideal in poultry strains.
 "Since then it has been smooth sailing. For days are filled with interesting activity. I honestly think there is nothing that offers greater possibilities for normal, healthful living than a business and home like mine."

"I wanted to see the 'Reds' this blind man so much admired, and he was more than willing to follow him, marveling at the sureness of his step as he led the way about the yards, where, securely penned and comfortably housed, his birds are given every attention. So accustomed are they to being picked at by the blind man that they crowd about him the moment he enters their enclosure. There is no frantic rushing for cover at the approach of a stranger, for the Akers flock know and expect nothing but kindly treatment. And this tameness was manifested later at the Los Angeles County Fair poultry show at Pomona, where the Akers birds, entered in the pen laying contests, were noticeably calm and contented in their close quarters under the searching eyes of visitors. Incidentally, Mr. Akers had the highly lauded pen of "Reds" in the "endurance handicap" at the fair.
 "Mr. Akers is able to reach out, instinctively it seems, and pick up any bird that he desires. Each fowl has a leg band marked with the raised dots of the Braille system, but he does not need this help apparently to be sure he has the one he wants. All hens on being released from the trap nests that are so essentially a feature of the work at the Akers farm are "read," the score being marked (in Braille) upon the tally sheet besides the pen. The records are then entered in the cleverly kept Braille "production book."
 "I can't realize that your husband is blind," I told Mrs. Akers as we stood and watched him at work.
 "Few people do," she assured me with a smile. "Here, at home, he is sure of his surroundings and he does not even need his cane, but when he is in a strange place it is different. Even though I am a nurse, or perhaps because of it, I think it is truly remarkable what he has been able to accomplish, for he does all of the work and he has, even built the small house and yards."
 "I am using Barred Rocks and Silky's for hatching," Mrs. Akers explained, "and I find that the little white hens are not only good setters, but that they are fine mothers and stay with their flocks until the chickens are as big as they are."
 "My plan is to build up a reliable breeding business and I feel that I can make a good showing, for I have over 200 carefully graded birds. Gradually I want to break into the show room exhibitions, for I think I am going to have something worth showing as the years go by. My birds are going strong on the laying and I have some good records that promise well for future egg-basket production from my flock."
 "It is a waste of time to work with any but the best, I am sure. We were rewarded, after our search, by finding a strain of Reds that have an individuality, a proven egg production, bodily vigor and richness of plumage and these qualities are being perpetuated in my birds. Leading breed-

APPLES OF HIGH QUALITY GROWN IN A FAMOUS DOUGLAS COUNTY DISTRICT

A Man With a Twenty Acre Orchard Can Afford to go Sojourning on a Pleasure Trip With His Wife After Putting His Apples in Cold Storage Waiting for the Higher Fancy Market Demands.

R. W. Hinkley was down in Salem from his Douglas county stamping grounds last week, exchanging experiences with some of the dealers and growers of this neck of the woods.
 One address of Mr. Hinkley is Roseburg, and another is Wilbur, R. F. D. The latter gets him at his ranch in Garden valley, one of the richest sections of Douglas county, or of Oregon, or any other old country.
 High Quality Apples, Pears
 Mr. Hinkley has a 20 acre orchard in Garden valley, mostly that Spitzbergers and Newtowns, with some Winter Nellis and Anjou pears, and he grows fruit fit to set before a king, crowned or uncrowned. He has also some Bosc pears. The kind of Anjou pears he grows have been netting \$2.50 to the growers out there, and their Bosc has been bringing them as high as \$4 a bushel.
 Over 5000 Boxes in Storage
 Their Spitzbergers and Newtowns have been netting the Douglas county apple growers \$1.80 to \$1.85 a box; but Mr. Hinkley has over 5000 boxes of his apples, grown on his tract, each individual apple wrapped in cold storage in a New Jersey warehouse near New

York City, waiting for the fancy and higher market prices—
 And in the mean time he is going to take his wife in a flivver and enjoy a vacation in California. Some luxury, though well earned, for a man with a 20 acre orchard.
 Mr. Hinkley had only 150 boxes of cull apples out of his more than 5000 boxes. He is not interested much in culls, but he says a Sacramento firm has been buying a lot of cull apples in the Douglas county apple districts, and paying 60 cents a bushel for them; have taken a number of car loads.
 Mr. Hinkley says raising good apples is not all play. The past season has been an unusually hard one, on account of the dry weather. It has been one continuous war with worms, for one thing. He pioneered in fruit growing in his district, and there was a long wait and there was plenty of hard work in bringing the trees up to their present efficiency in bearing good fruit.
 The land on which Mr. Hinkley has his orchard is just across the North Umpqua river from the Bosc place; the birthplace and boyhood home of Associate Justice George M. Brown of the Oregon supreme court.

SECOND ARTICLE ON PRUNE PRODUCTION

Continued Discussion on the Cost of Growing the Fruit and Drying It

Information on the cost of prune production is also needed to reduce costs on the individual farm through the use of the most efficient production practices. Also to determine the value of the prune enterprise on any farm and its economic relation to the other enterprises there.
 The future of the enterprise will require more exact knowledge of costs than the past. While the number of bearing trees increased 30 per cent from 1910 to 1920, the number of non bearing trees increased 200 per cent. With a present production of 250,000,000 pounds of dried prunes in the United States, the outlook is for double that production within a few years.
 If production were controlled or restricted by limiting the planting of new acreage or by reducing the old acreage now planted on marginal or doubtful lands, the prune enterprise would be saved much hardship. Public sentiment has already developed against further increase in acreage at this time. Specific control of acreage, however, does not seem possible except as the natural law of supply and demand operates to eliminate the high cost producer.

FLAX INDUSTRIES LOOM FOR OREGON

Our Valley Adapted to Both Growing and Manufacture of Staple Product

(Following is the bulletin for November 18th of the Oregon state market agent department. It makes a very good summary of the flax industry and its prospects.)
 Farmers in the Salem district who have been growing flax for the state penitentiary say that it is the most profitable crop they have raised in years; that the state pays from \$20 to \$25 per ton; that they can raise two ton per acre, and more on irrigated lands, and they are most enthusiastic over the prospects for outside manufacturers locating here which will make a greater demand for the product.
 The United States imports \$100,000,000 worth of manufactured articles and by-products of flax. This is a wonderful market for growing and home manufacture. Experts state that western Oregon has the climate that is indispensable for spinning and manufacturing the year around and it is now practically demonstrated, beyond all doubt, that flax can be grown here as successfully as anywhere.
 The "Reds" have taken a friendly interest in my efforts and have given me no end of good advice that has helped me a lot. This willingness to help the other fellow is one of the finest qualities a man can have and I can probably realize it better than most persons."

Flax cannot be cut like grain crops as the cut leaves a blunt end. It has to be pulled from the root. Flax pulling machines are now in use in the Salem district, which greatly reduces the cost.
 The prison flax department has on hand at the present time 2500 tons of flax straw in various stages; 3000 bushels of flax seed and twenty tons of tow, the aggregate value of which is over \$107,000. It has \$184,000 invested in the flax factory, flax machinery, flax sheds, flax pullers, power plant, flax and hemp seed and straw.
 The boll weevil and the negro exodus from the south are steadily raising the price of all cotton goods and making a greater demand for linen products. With reduction in the costs of growing and manufacturing flax, there is a world market and keen demand for this line.

CELERY BLIGHT IS EASY OF CONTROL

Many celery growers in Oregon lost heavily in 1924 from the celery fungus. Some plantings, however, remained entirely free from this disease, due to the use of copper-lime dust or Bordeaux spray applied at proper intervals. Advice on this disease may be obtained from the bacteriology department of the experiment station.
 With much improved machinery and short cuts in growing and handling flax, prospects are that this will become a profitable industry for western Oregon. A state or locality that is adapted to both growing and manufacture has a distinct advantage. Mild climate the year around is necessary, as well as soft water, absence of electricity and other features, which the state has.
 One of the drawbacks to profitable flax growing in Oregon has been the cost of pulling. Until recently it has had to be done by hand and it has been expensive.

FOR HOME MARKET ADVISES MR. PLANK

And He Thinks a Wide Variety of Maturity Ought To Be Provided for

Editor Statesman:
 The apple growers' industry is one of fat and lean years, with the latter predominating. However, the possible margin or profit or loss is so wide, it has a certain appeal to many growers.
 There is no question of the possibility of producing fruit of the very finest quality and flavor in the Willamette valley, although it is doubtful if we will ever become a great producing center. There are several reasons for this point of view. Perhaps the principal one is, there is such a great diversity of crops available, there is consequently a strong disinclination to center heavily on any particular product.
 For the prospective grower my recommendation would be to try for the home market, which would mean to have a wide variety of maturity as possible. The very earliest ripening, and then have other varieties coming on continuously for as long a period as possible. Any reliable nursery manager can name a suitable selection.
 The writer would regard the owner of such an orchard, of suitable size for his means, or ability to properly care for, located well, with the right soil conditions, as extremely fortunate.
 —JOHN U. PLANK.
 Waldo Hills Orchards, Salem, Or., Nov. 18, 1924.

APPLES ACCORDING TO SALEM BOOKLET

Marion and Polk Counties Have 3200 Acres Planted In Apples at Present
 The Salem Chamber of Commerce has a new booklet, entitled, "Come to Oregon," which is receiving high compliments as one

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State Drainage Association Meets in Eugene Dec. 11

The Oregon State Drainage Association will hold its regular meeting at the Eugene chamber of commerce, Thursday, December 11.
 An increased interest is being shown in drainage due to improved agricultural conditions. At this meeting a report on the drainage of Willamette valley, made by L. T. Jessup, drainage engineer of the United States department of agriculture, in cooperation with the soils department of the experiment station will be an important feature. Representatives of the railroads, state chamber of commerce, and lending drainage authorities of the northwest will discuss the pending reclamation projects.
 One third of the Willamette valley needs drainage, according to the soil survey lately compiled. The average cost of this drainage will not exceed \$10 per acre.
 The leading wet types of soil in the valley are the white land and the half white land. Typical white land at the college experiment station where grain and winter barley failed before drainage, improved with drainage in 1923, last season 65 bushels of winter barley were harvested from it.

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