

Land of Diversity, Country of Opportunity; 52 Basic Industries

Salem is the Center of a Growing Number of Basic Industries That Challenge Universal Attention and Bring Money from the Markets of the World to be Expended Here—A Campaign Waged for the Production and the Doing of Things in Which Our People Excel or Can Excel, or Can Produce or Perform to Better Advantage or With Greater Profits Than Other Countries or Sections; Raising This District Above the Dead Level of the Line of Mere Competition on an Equal Basis—Marvels of Soil, Sunshine and Showers—Country Beautiful, the City Beautiful

On October 9, 1919, the Statesman undertook a Salem slogan campaign to run on Thursdays in the Daily and on Fridays in the Tri-Week Statesman, through a year, to exploit the 52 most important basic industries and interests of Salem and the Salem district.

To inform men of genius, vision, enterprise, capital and industry the wide world over what Salem and the surrounding country have to offer.

And also to take stock of our own advantages, so that we who live and do business here may better realize how fortunate we are; what a great future we have; what opportunities are at our doors; what "Acres of Diamonds" are in our own land waiting for the digging of our own people.

And it is not too much to say that this campaign has been a revelation to all of us.

For the campaign is now on its sixth year, and great surprises have come to all of us concerning the possibilities of growth and development, and in most cases the actual growth and development, of our industries in the months and years that have gone by.

So this slogan editor has undertaken to give for the benefit especially of the prospective newcomer, a summary of the matter in the Salem slogan issues of The Statesman.

Of course the following review can be only a review.

Can only barely touch the high places, for it would take several hundred pages to bring all the matter in regard to the different subjects that have appeared in the Salem slogan issues.

Following is the summary:

The Loganberry Industry
The story of the loganberry is an epic. It is called the loganberry because it was discovered by Judge J. H. Logan, of Santa Cruz, Cal., in 1881, from seed planted in his garden. He concluded, after investigation that it was a cross between the Augsbaugh blackberry and the red raspberry. Judge Logan is now a resident of Oakland, Cal. There have been attempts to improve the loganberry—and even the great Luther Burbank made an attempt of this kind. But the loganberry remains one of the great berries of commerce, with an ever widening field of favor.

And Salem is the loganberry center of the world; 50 per cent of the loganberries of the world are raised almost within sight of the Oregon capitol dome. Most of the loganberries of the world will always be raised within the lengthening shadows of the dome of the capitol in Salem. This is the loganberry land; the Willamette valley soil and sunshine and showers give this district a virtual franchise on loganberry growing. It is the king berry of all our berry fruits, though others also excel here.

The loganberry industry as we know it now started on one leg. There was only one way to market loganberries abroad—in the dried state. Then came the juice industry, then canning and jams and jellies, and dehydration and now the cold pack, shipping in barrels, or frozen in large cans, going in that form to the consumer of the east making fruit syrups for the soft drink and ice cream placers, and manufacturing jams and jellies and many other food products, including the great pie trade. The market is a wide one; widening. The canneries of Marion county alone packed 150,000 cases of loganberries in 1923, and 126,053 cases in 1924. The record of the pack of our canneries for last year has not yet been made up.

There is no doubt but the industry will be a permanent one. Whenever the industry is properly organized, the frozen berries alone will be marketed in as large quantities or larger than they are at the present time produced, going largely to the ice bakers of the big cities. The juice business is due for a world wide extension of markets, in that form, there are



many uses, in homes and hospitals and in the soft-drink parlors everywhere—more uses than for any other single fruit grown.

The Prune Industry
Salem is permanently the prune capital of all prunedom; for prunes of quality; for the tart-sweet prune—and of late the sweet or French prune is being developed here, of large size; graduated from the Petite kind. We are making the big from the small (Petite) variety.

The three counties of Marion, Polk and Yamhill, composing the Salem local market district, have over half the prune acreage in Oregon. The planting in these three counties will before long be 25,000 acres. County Fruit Inspector S. H. Van Trump, of Marion county, says full grown prune orchards in this district ought to yield five tons of dried fruit to the acre. Multiply 10,000 by 25,000 and you will see that the immediate local Salem district alone is well on the way towards the half million pound mark annually.

Mr. Van Trump says "there is no better prune district on earth, and our marketing conditions are absolutely the best." He says that land that is suitable for prunes may be had here for \$75 to \$100 an acre—owing to the distance from market.

The prune industry here is young yet. There are men yet young and active in the industry, and active in the beginning of its solid state, who have stood by and aided its growth into greatness, and who are still active in pushing it toward the greater attainments that are promised for the industry in the future. Herbert Hoover, now the world's most widely known and loved citizen, as a boy, aided his uncle, Dr. H. J. Minthorn, who, in company with B. S. Cook, of the old Oregon Land Co., gave the prune industry its first great impetus in the Salem

district. H. S. Gile and W. T. Jenks of the Willamette Valley Prune association, who were the pioneers of the wide marketing of the Oregon prune, are still young and very active in the industry, as growers, packers and buyers and sellers.

"MISTLAND" is one of the outstanding brands under which our prunes go to the world's markets.

There is money in prunes in the Salem district—some years it has been and in some years it has not. But the thing is, that it is a reliable money crop, paying sure profits that will justify values for developed prune orchards of \$500 an acre and over; and finally this is bound to run up to \$1000 to \$2500 an acre. So the man who starts now, and develops even a small prune orchard, will gain in

dependence for himself and his children and his children's children.

The Dairying Industry

"Did you know that, in the matter of dairying, our dairymen are at least 7 cents a pound of butterfat ahead of the dairymen east of the Rocky mountains; that there is at least that much difference in favor of our dairymen, on account of the fact that they are not obliged to combat the effects of the malarial summer heat and the winter cold in the keeping of cows; that in addition they have the same advantage of raising their families and in their own comforts; that this one fact, if it could be generally understood, would fill the Willamette valley

with a population as dense as that of Belgium; and did you know that Salem has doubled in a year as a dairy center?"

The above is the language of one of the Slogans.

We have produced nearly all the world record Jersey cows, and the greatest cow of all time, of any breed, any age. We have the best dairy country in the world.

The recent discoveries in dietary science, showing that a virgin race that thinks high thoughts and achieves great things cannot be maintained without milk; that children must have milk if they are to grow and develop normally; that there can be no long life without milk, make the dairying industry a sacred calling; a profession, if the reader will allow that term, that must be respected.

Dairying is profitable here in the Salem district, on its own account, and increasingly so as better and better dairy cows are produced; and the dairy cow is necessary to keep up the fertility of the soil; to increase the productivity of the land, so that it will never wear out, but on the contrary grow better the longer it is used.

Oregon has made more progress in the past ten years than any other dairying state in bringing up the average production per cow. Of all Oregon cows, 4.6 per cent are purebred. Of all in the United States, 3.2 per cent.

If you are a dairyman anywhere in the world, outside of the Salem district, it will pay you to sell out, even at a loss, and come and engage in that industry here where your profits will be larger

and larger and your comforts greater than in any other country.

The Flax Industry

"Did you know that ours is the best country in the world for the production of flax, for fiber—for the making of yarns, twines, threads and linens; that our water, being 'soft,' is just right for the treatment of the flax straw and taking it through all of the processes of manufacture from the retting to the weaving of the cloth; that when these facts become universally known the flax industry will be fully developed here and that it will bring to our valley a hundred million dollars annually?"

The above are familiar and true words from various Slogan issues of The Statesman. The Salem district is the only place in the United States where the flax industry is developed for the production of the finer fiber on a commercial scale, and this branch of the industry will grow very fast from now on.

Flax for the seed was grown here 60, 50 and 40 years ago—and Salem had a successful flaxseed oil mill, owned by the Gray family; on the site of the present Kay woolen mills.

Away back in 1876, at the Philadelphia Centennial, fiber flax grown near Salem took the first prize against the flax of all other countries, on ALL THE NINE FOLDS considered by the judges; and at that time a great British manufacturer said that he could take two pounds of the Salem district flax and SPIN A THREAD THAT WOULD REACH AROUND THE WORLD.

One finer mill is to be built in Salem, to be ready to operate by July 1st next; another is in immediate prospect, and at least two more are in sight. There will be more retting and scutching plants built—perhaps a number of them will be ready for the next harvest.

So it may be definitely stated now that we are well on the way towards the development of the flax industry, that will finally bring in \$100,000,000 new money annually, and employ directly and indirectly a million people. Perhaps a great many more, in time. The first successful machine for pulling in the world on a considerable scale was done last season and the season before in the Salem district. There are 13 such machines owned here now, capable of taking the place of 20 men each in hand pulling.

We also grow here a superior quality of hemp, and this industry will soon be developed here—meshing in with the flax industry.

The Oregon section has a state flax plant, with the largest and finest scutching mill in the world.

The Filbert Industry

"Did you know that Salem is permanently the filbert center of the United States; that this district now grows more filberts and has more young trees and has more prospective filbert growers than any other section of the country; that this is the only district of the United States suitable for filbert growing, excepting part of western Washington and northern California; and that there is big money in filberts; that this is a crop that has a number of very important advantages and that there is vast room here for more filbert growers, who will take none of the risks of pioneers in the industry?"

So, substantially, runs a Slogan in The Statesman of its annual editions.

The Salem district is the only section of the United States that has so far developed the filbert industry on a commercial scale.

Mr. Reed, of the Bureau of nut culture, United States Department of Agriculture, Washington, D. C., visited the Salem district recently and he stated that we have here in the Willamette valley the finest filbert soil; also the most promising filbert groves anywhere in the United States.

The filbert industry has an outstanding number of advantages in this district, for instance:

The filbert is frost proof; the trees mature young; the harvesting is easy—crop falls off and all but harvest itself, is a "lazy man's crop," needing little attention after trees mature.

In years of high prices, it will be a bonanza crop, yielding from 3000 to 5000 pounds to the acre here for mature trees, and as high as 35 cents a pound. Figure it out for yourself.

Filbert trees are being set out here as fast as the proper nursery stock can be had.

The Walnut Industry

"Did you know that Salem is the center of a great walnut industry; that the Franquette and Mayette walnuts produced here are the world's best walnuts—with a quality and flavor found in no other; that carloads of walnuts now go out and trainloads will go out from Salem, the market center for walnuts; and that there is vast room for more intelligent walnut growers?"

The above words are familiar to readers who follow the Salem campaign.

The walnut tree comes into bearing early in this district, but it attains great age, and becomes more valuable each year, under the proper conditions found here, and with the right varieties. Black and other walnut trees planted here by our pioneers are towering giants—and every one capable of earning interest on a large sum, if grafted over to a pure Franquette strain. Large walnut

The 52 Most Important Basic Industries and Interests of Salem and the Salem District

(Being the Slogan Subjects with Dates)

- (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.
- Head lettuce industry, March 26.
- Sites, 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.
- Wholesaling 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.)