



INDUSTRIAL OREGON PRODUCES QUALITY PRODUCTS



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"OREGON QUALITY" products are establishing themselves in world markets; they make our pay rolls they build our cities; they attract new capital and new people; they provide a market for the products of our farms. Oregon farms produce a wider variety of profitable crops of "Oregon Quality" food than any other spot on earth.

Dates of Slogans in Daily Statesman

(In Three-Week Statesman Following Day)

(With a few possible changes)

Loganberries, October 2	Sugar Beets, Sorghum, Etc., May 7
Peanut, October 3	Water Powers, May 14
Dairying, October 14	Irrigation, May 21
Flax, October 20	Wooling, May 28
Pilberis, October 26	Lead, Tin, Zinc, Etc., June 4
Walnuts, November 5	Dehydration, June 11
Strawberries, November 12	Hops, Cabbage, Etc., June 18
Apples, November 19	Wholesaling and Jobbing, June 25
Raspberries, November 27	Cucumbers, Etc., July 2
Mint, December 4	Hops, July 9
Great Cows, Etc., December 11	City Beautiful, Etc., July 16
Blackberries, December 18	Shoes, Etc., July 23
Cherries, December 25	Shoes, July 30
Pears, January 1, 1925	National Advertising, August 6
Gooseberries, January 8	Seeds, Etc., August 13
Corn, January 15	Livestock, August 20
Calery, January 22	Grain and Grain Products, August 27
Splanch, Etc., January 29	Automotive Industries, September 3
Calumet, February 5	Woolworking, Etc., Sept. 10
Potatoes, Etc., February 12	Paper Mills, Etc., Sept. 17
Bees, February 19	Paper Mills, Etc., Sept. 24
Poultry and Pet Stock, Feb. 26	
Goats, March 5	
Beans, Etc., March 12	
Forest Industries, March 19	
Head Lathes, March 26	
Silos, Etc., April 2	
Legumes, April 9	
Asparagus, Etc., April 16	
Grapes, Etc., April 23	
Drug Garden, April 30	

MARION COUNTY FRUIT INSPECTOR THINKS PEARS ONE OF OUR BEST CROPS

He Does Not Think Our Growers Are Likely to Set Out Too Many Pear Trees, Especially Bartletts, Because Other Districts Are Affected by Fatal Pear Diseases, and Our District is All but Immune

S. H. Van Trump, fruit inspector of Marion county, has not changed his view, at past years concerning the pear industry in the Salem district. He thinks this is one of our very best lines—he said yesterday that he would rather put out pears right now than cherries or prunes; saying nothing against cherries or prunes, either; and Mr. Van Trump, as is well known here, is a thousand miles from being a boomer of any description.

Going In, Going Out

He has heard of a boom in pear growing in California, the greatest pear growing state, especially in Bartlett. But he declared to the Slogan editor yesterday that they are going out about as fast as they are going in, in that state—being killed off by fatal pear diseases, from which we are immune here in the Salem district; or all but immune.

Also, he has heard of the putting out of a good many pear trees in the Hood River district; but he thinks, from the reports of nurserymen, that this movement is not as large as has been reported—and the trees being set out there are mostly of the winter varieties, anyway—and Mr. Van Trump is especially partial to Bartletts for the Salem section.

Greater Industry Justified

Mr. Van Trump thinks this section of the Willamette valley has never developed the pear industry to anything like the commercial proportions that the natural resources of climate and soil would amply justify.

He says Marion county at no time has had much above 500 acres in commercial bearing pear orchards, and that this is certainly a remarkable and anomalous fact, when in truth our climate and soil will produce all the finest varieties of pears that can be grown anywhere in the world.

He says that six years ago, before the severe freeze of 1919, Marion county had about 850 acres in pear orchards. After that unusual winter several young orchards that were severely injured were removed, and there has been only limited planting since, so it is very doubtful if this county has today a greatly increased pear acreage over six years ago.

He feels that the opportunities for profitable pear growing in this section have never been fully appreciated by our orchard planters. This condition is largely due to the fact that markets in the past were somewhat uncertain, being limited and often unsatisfactory; but this situation has been entirely changed during the past five years by the development of numerous local canning plants to handle the crop and the development of markets in the east that call for all the canned pears that we will be

THE WILLAMETTE VALLEY RICHER THAN THE VALLEY OF THE NILE

Its Potential Resources Are Greater and of Greater Diversity Than Those of the Ruhr Valley, Over Which All Europe Has Warred for Fourteen Centuries—The Heart of the "Oregon Country" of "The Covered Wagon" and of the Years That Have Intervened

(By EDWARD T. BARBER)

"OREGON!" The magic word that has thrilled the world for the past century. Who has not been fascinated by its history and association with the development of the richest and most desirable section of a continent?

In the days of the "Covered Wagon;" in the historic days of the "Forties;" in the days when patriotism of the nation was stirred into intense activity in its effort to hold the "Oregon Country" as free territory for the United States; when Marcus Whitman and Jason Lee were putting forth their heroic efforts to arouse the nation to an appreciation of the wonders and wealth of the "Oregon Country," that term, in its geographical limitations, was confined largely to the valley of the Willamette river. Settlements were made along the lower Columbia, the Lewis, the Cowlitz and Chehalis rivers and a few other localities, but by far the great majority of the "Covered Wagon" people located in the Willamette valley, where their descendants still live and form a majority of the population.

The "Covered Wagon" people were a serious minded people. They acted from a fixed purpose. They crossed the prairies, as of old, their fathers crossed the sea. To make the West, as they called it, the homestead of the free.

There were numerous reasons for their centering their efforts on the Willamette valley. It is the largest tributary of the Columbia, west of the Cascades. It is navigable for sea-going vessels to Portland and for smaller craft for many miles above that point.

Its drainage basin is about 50 to 75 miles wide and 150 miles long. Its surface is nearly all available for cultivation.

It is the largest compact area of tillable land west of the Cascades and north of the Sacramento valley in California.

The "Covered Wagon" folks found this vast empire sustaining a growth of vegetation and forests of such gigantic size and luxuriance as to excite the wonder of all

Beginning about January 1, 1925, The Statesman will supplement its slogan articles on this page with a series of stories of industrial Oregon from the pen of Mr. Edward T. Barber who is one of the most accomplished writers along these lines in the Pacific Northwest. Mr. Barber is a painstaking and careful investigator. His articles will be based upon the most reliable information obtainable and written from a constructive optimistic viewpoint. The following subjects will be included in these articles:

- The Willamette Valley—Its Physical, Historical, Geographical and General Features.
- Lumbering and Forest Products.
- Manufacturing Industries and Opportunities.
- Market at Home and Abroad.
- Fruit Growing—Conditions and Opportunities.
- Commercial Nut Growing.
- Poultry and Its Opportunities.
- General Agricultural Conditions and Opportunities.
- Labor Conditions.
- Irrigation.
- Educational and Religious Resources.
- Tourist Trails and Scenic Attractions.
- Taxation and Financial Conditions.
- General Living Conditions.
- Dairying, Milk, and Milk Products.
- Mineral Resources.
- Commerce.
- Hydro-Electric Development and Possibilities.

THE RAVAGES OF THE PEAR BLIGHT IN THE EASTERN STATES IS FAST TRANSFERRING THE COMMERCIAL GROWING OF THIS MOST DELICIOUS FRUIT TO THE STATES WEST OF THE ROCKY MOUNTAINS—STUDY OF NEEDS OF INDUSTRY ADVANCED

The ravages of the pear blight in the Eastern States is fast transferring the commercial growing of this most delicious fruit to the States west of the Rocky Mountains—Study of Needs of Industry Advanced

Editor Statesman:

The pear industry like most any other line of endeavor faces some rather definite needs. A few of these needs will be brought to attention in this paper, but before considering these a few pertinent facts concerning the pear should be brought to attention.

The Future Outlook

Certain sections of Oregon are especially adapted to the culture of the pear, and the pear industry seems destined to continue as one of the important enterprises of the state. It must be borne in mind, however, that the production of quality pears is largely a business for the specialist. Probably no other fruit is more sensitive to soil, climate and cultural practices than the pear. In all probability the commercial culture of the pear will continue to be centered in certain rather definite localities, that enjoy special advantages and that make pear growing more or less of a business. General pear planting throughout the state, therefore, does not seem advisable, but a moderate increase in plantings appears expedient for the districts that have established their fitness for pear production.

The General Status

Figures show that during the past few years the pear has been extensively planted in the Pacific coast states and that commercial production is on the increase. While there has been a decrease of 23 per cent in the total number of bearing trees in the United States since 1909, there has been an increase in the commercial crop of nearly 50 per cent. Owing to the ravages of fireblight in the eastern districts, pear production

able to produce for years to come.

Said Mr. Van Trump:

"I have often remarked that the growers in this valley have never half appreciated the many advantages we have here as a pear growing section. I will again take the liberty to enumerate a few of those advantages:

The Advantages

"First, we have good pear soil here at less than one-half the price that equally good soil can be had for in Washington or California.

"Second, we are practically immune from the dread pear blight that takes such a heavy toll in most of the leading pear sections of America.

"More than 25 years ago the writer planted a large pear orchard in the middle west near Kansas City. In planting that orchard we wisely confined our selection of varieties almost entirely to the inferior but hardy Chinese hybrids such as Keifer and Garber. Only a few of the better varieties as Bartlett and d'Angouanna (Duchess) were planted. These better varieties all blighted and died before coming into bearing, but the inferior Chinese hybrids still flourish and bear prolific crops. Today growers of pears in Washington and California are having almost as serious effort to control the blight as in the eastern states, and the Willamette valley offers the best class pears at low cost of production."

The Proper Soil

Said Mr. Van Trump further:

"Pears will succeed fairly well on a great variety of soils, but to get best results and make real profits in the business only the ideal pear soils and locations should be selected in planting an orchard. Good, fertile, deep, well drained light soil is best. Such soil as will grow good crops of corn or potatoes will usually be found satisfactory for growing a pear orchard. It is not safe to

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THIS WEEK'S SLOGAN

DID YOU KNOW that Salem is the center of the best pear growing country in the world; that the Bartlett is partly if not wholly self fertile here and no where else; that pears here and no where else are practically free from blight; that our pears have topped the New York, Chicago and London markets; that there is at conservative estimates room for ten times the present pear acreage here—needed badly for canning, shipping, dehydrating and making pear butter; that one of the best informed men in the United States has said that now is the time to jump into pear growing; that there is good money in it and it will not likely be overdone; at least that it will not likely be overdone in this pear paradise by the right growers with the right lands and the right varieties?

The Future of the Valley

There is an irresistible movement toward this valley today, just as there was in the days of the "Covered Wagon."

The law of supply and demand has decreed it. The rest of the country needs raw material and we need capital and people to develop our vast stores of such material.

The lure of "Oregon" is more powerful today than in the halcyon days of the "forties."

People of the east no longer doubt the fabulous resources of this section.

Wise men of the east have for more than a generation foreseen the inevitable development of this section into the greatest live of human industry to be found on the earth—another world-beater.

Harriman and Hill understood it and designed their great railway systems on a scale equal to meet the demands of the future. They double-tracked their systems and built them along the most enduring lines known to modern engineering skill. The Milwaukee followed and went them one better. It harnessed the "white horses" of the mountain streams to its trains.

Managers of industrial plants all over the eastern section of this country are eagerly studying the conditions in the Willamette valley and planning to transfer their activities here as soon as possible.

They are getting short of raw material supplies.

Their congested population is seething with discontent at the strenuous conditions of life in those centers.

These great industrial institutions are acting upon the instinct of the bee. When the hive gets too full; when too many bees sip honey from the same flower, they swarm and seek newer fields.

Look over a list of the manufacturing industries now operating in the Willamette valley. Seventy-five per cent of them are "branches" of eastern institutions. This is not so much in response to the appeals of Chambers of Commerce and booster organizations as it is to the stern demands of the factory balance sheet.

The workers in the eastern factories are learning that in the Willamette valley their energies are not taxed to defend their bodies against extremes of temperature and that the energy thus conserv-

ed may be used in productive industry.

They are learning that here they may enjoy all the advantages of a country home, have their own garden patch and fruit acre, a cow and a pig and a flock of hens, and at the same time not detract the least from their job in the factory. In fact that their increased health and contentment of mind adds largely to their productive capacity—a fact recognized as beneficial to both employee and employer.

These are not the only opportunities inviting population and industries to the Willamette valley.

The growth of various agricultural industries along the lines of diversified farming, as berry growing, tree fruit growing, nut growing, flax growing, dairying, poultrying, far farming, and many other lines has created wonderful impulse to land prices. Many a tract of land which could have been bought a few years ago at \$50 or \$60 per acre, is today, set in berries, fruits or nuts, worth all the way from \$600 to \$1,000 per acre. There are millions of acres of lands as good as these which may still be purchased with the wages of a clerk, school teacher or laboring man, or factory worker, that will within the near future increase as much in value.

The days of experimentation along these lines of diversified industry have passed.

The pioneers paid the price of the experiments. Today the people of the new "Covered Wagon" rolling along on rubber tires over paved highways which a Roman emperor might have envied; or traveling in cars of a palatial build which even King "Tut" in all his glory could not command, rolling over rails of steel, drawn by the "white horses" harnessed from the mountain streams, may receive as a free gift the results of the experiments of the pioneers and are assured of entering directly into the profitable production stage, if guided by the advice and experience of the pioneers of the "forties."

A Word About the Climate

People who have never come in contact with Oregon climate almost universally have a misconception of it. Their misconception mostly

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Renner's

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