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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 Twice-a-Week Statesman Following Day)

(With a few possible changes)	Sugar Beets, Sorghum, Etc., May 7
Loganberries, October 2	Water Powers, May 14
Prairie, October 9	Mining, May 21
Dairying, October 16	Irrigation, May 28
Flax, October 23	Land, Irrigation, Etc., June 4
Filberts, October 30	Dehydration, June 11
Walnuts, November 6	Hops, Cabbage, Etc., June 18
Strawberries, November 13	Wholesaling and Jobbing, June 25
Apples, November 20	Cucumbers, Etc., July 2
Raspberries, November 27	Hogs, July 9
Mint, December 4	City Beautiful, Etc., July 16
Great Cows, Etc., December 11	Schools, Etc., July 23
Blackberries, December 18	Sheep, July 30
Cherries, December 25	National Advertising, August 6
Fears, January 1, 1925	Seeds, Etc., August 13
Gooseberries, January 8	Livestock, August 20
Corn, January 15	Grain and Grain Products, August 27
Celery, January 22	Manufacturing, September 3
Spinach, Etc., January 29	Automotive Industries, September 10
Potatoes, Etc., February 5	Woodworking, Etc., Sept. 17
Bees, February 12	Paper Mills, Etc., Sept. 24
Poultry and Pet Stock, Feb. 26	
Quair, March 5	
Beans, Etc., March 12	
Hayed Highways, March 19	
Head Lettuce, March 26	
Silos, Etc., April 2	
Legumes, April 9	
Asparagus, Etc., April 16	
Grapes, Etc., April 23	
Drug Garden, April 30	

(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.)

CELERY INDUSTRY A CONTEST FOR THE SURVIVAL OF THE FITTEST TO SURVIVE

"As the Trade Knows This (Oregon) Product Better, the Markets Will Come This Way, and Oregon Will Have a Celery Business That May Exceed the Ideas of Even the Most Optimistic," Says Prof. Bouquet, Writing of the Oregon Celery Industry

Editor Statesman: Developments in the growing and marketing of celery in the state of Oregon have been unusual rapid in the past few years. While it has been known for a long time that celery of very excellent market quality could be grown in the state, only recently, during the past five seasons, has the business increased to such an extent that the distribution of many carloads to distant points has taken place. This is the legitimate channel in which Oregon celery should move, that is, in car lots shipped from those sections which are naturally adapted by virtue of climate, soil and transportation facilities to grow sufficient quantities on a community basis to load cars.

The function of the state as a whole should be to produce sufficient celery for our local markets throughout the state as well as to develop the shipping business to such an extent that the outside markets can be supplied with the high class product that Oregon is capable of growing.

First Class Stuff
The increases in the demand for car lots of Oregon celery is sufficient evidence that the buying trade is beginning to recognize that the Oregon celery districts are the ones from which to buy supplies if they are in the market for first class stuff. The Troutdale, Multnomah county, celery district, starting with a few cars, has now built up a business to the extent of 85 cars or so in 1924, based primarily on the superior quality of the product. The greatest recognition from a national standpoint came at the recent National Convention of Vegetable growers assembled at Louisville, Ky., in September last.

A Triumph for Oregon
The writer had the privilege of being the only Oregonian present at this convention. Of all the enjoyments that could be obtained from such a gathering, none gave greater delight than to hear announced during the annual banquet of growers the fact that "first prize in the National Celery King contest was awarded to Oregon—that the second prize honors also was won by an Oregon grower and furthermore, that the third prize went to the same state!" That was indeed a triumph. It was unfortunate that some of the boys who thus brought such renown to the state were not present to have the honors handed on them.

From this more or less unique manner of advertising Oregon celery, much enquiry has come in the way of business, for the fact that the Oregonians captured all three premiums was heralded over a considerably wide area of the country, increased greatly beyond the extent of the Salem producing area has

Editor Statesman: The wealth of the Indies has attracted world commerce from the dawn of history. It has been the great central source from which has radiated the trade routes along which the great cities of history have been strung as pearls and gems on a necklace.

The camel trains of the ancient world built the great cities of those times.

World commerce was always pushing westward, ever westward. It mastered the Mediterranean sea in those early days and built the great commercial cities along these shores.

But always carrying the wealth of the Indies.

It was to find a shorter route to the Indies that led Columbus to cross the uncharted Atlantic when he accidentally discovered America.

This discovery halted the world commerce while it revelled in a mass of virgin wealth far in excess of that of the Indies, and the Atlantic ocean became the great theater of world commerce activities for three hundred years.

But the wealth of the Indies had not been exhausted. In fact it grew amazingly during this period of rest.

The trail of the shorter route to the Indies which Columbus lost at San Salvador has been picked up in Oregon and world commerce is again centering its energies on the wealth of the Indies by the shortest route which starts from our Oregon sea ports and reaches the orient by three to five days sailing less than any other route. Furthermore, the ocean end of this trail is connected with the Atlantic by lines of trans-continental railways which measure the shortest distance across the continent.

In addition to this strategic position occupied by Oregon on the greatest trade route ever known which gives Oregon the opportunity to take a legitimate toll from the vast world commerce passing through her gates, we have a region filled with greater natural

resources than any other known spot of equal area.

Furthermore, this world commerce now passing through our gates is but in its first smiling infancy. Its possibilities for growth and development are beyond the power of the imagination to conceive.

Seward sensed the situation when he uttered the prophetic words "The time is coming when the commerce of the world will be carried on the Pacific ocean, and Alaska will be its shipyard." That was but two short generations ago. Behold how these words have ceased to be a prophecy and have become a concrete reality.

Other men of vision have sensed the situation and prepared to meet it. Our railroads were built across hundreds of miles of trackless deserts and uninhabited forests by men who saw the coming tide and prepared to meet it.

Wise men perceived the great natural harbors on our shores and in our rivers have built docks and wharves of a size to astonish the rest of the world. Millions of dollars have been expended in preparing our waters for the reception of this commercial tide approaching, yet the tide has so nearly kept pace with the building that the cry is for more room for world shipping.

Every year sees our foreign commerce increase with a ratio which astonishes the most optimistic enthusiasts.

The orient is awakening to the influence of western civilization and is eager to exchange its products for our finished materials, our wheat and flour, the products of our mills and mines and factories, as well as our farms and orchards, our milk products and poultry. For this they wish to exchange their silk and rubber and vegetable oils, their many products which they can produce more cheaply than we, for the things which we are able to produce more cheaply and better than they.

Two thirds the population of the earth faces our Pacific shores and we are in a position to serve them by the "shorter route to the Indies" with the food, clothing, building materials, machinery, tools and the products of our factories, farms and furnaces demanded by 12,000 million people who are just beginning to desire our western world products.

European Trade
Nor is the new short route to the Indies the only source of world commerce at our command. The Panama canal puts us in direct water communication with European markets which are eager for our products.

The writer recently visited a 15,000 ton English steamer loading at the Portland docks. It had on board four thousand tons of apples from the orchards of Oregon,

WEALTH AND PROSPERITY FOLLOW THE TRADE ROUTES OF WORLD COMMERCE

Oregon Holds a Strategic Position of Great Power in the New Alignment of World Commerce Activities—The Short Route to the Indies, Lost at San Salvador By Columbus, Has Been Picked Up Again at Portland

(By EDWARD T. BARBER)

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THE CELERY INDUSTRY IN THE SALEM DISTRICT HAS BECOME A LARGE ONE AND IS ON WAY TOWARDS BECOMING GIANTIC

Started in 1909, in a Commercial Way, With 2000 to 3000 Plants, and Has Grown Till There Are Many Millions of Plants, and Will Be Perhaps 500 Car Loads for Shipment to Outside Markets the Present Year

There were many people here in the doubting Thomas class when, some years ago, the Slogan editor of The Statesman began saying this was the best celery country in the world, and that the celery industry might be made, and was bound to become, a big industry, and finally a gigantic industry.

Because these people were in the habit of thinking of celery growing in terms of a few rows in the kitchen garden; and they did not realize that the Salem district could produce a better quality of celery than is grown in the Kalamazoo district in Michigan, generally then supposed to produce the best celery in the world.

The Beginnings
The beginnings of the celery industry on a commercial scale in the Salem district were made by Roy K. Fukuda in 1909, when he experimented with some 10 rows, or 2,000 to 3,000 plants, in the Labish Meadows district, on the beaver dam land of Hon. M. L. Jones, some five miles below Salem, between the Oregon Electric and Southern Pacific railroad lines—between Quinaby and Chemawa.

The experiment proved a success. Mr. Fukuda grew more celery the following year, and soon his neighbors began growing celery. In 1919, Mr. Fukuda had brought his planting to eight to nine acres. In 1922 the plantings in that district had been brought up to about 100 acres, and the growers shipped about 65 cars to points outside of Oregon, besides 3500 crates by express.

Big Increase in Year
In the mean time the Labish Meadows Celery Union was organized, with a few members. The members had grown to 20 growers for the shipping season of 1923, and the acreage had grown to about 150, and the total shipments from this district that year (1923) were about 200 acres, including express shipments.

Big Growth Last Year
There was a still larger growth last year. Mr. Fukuda alone, the pioneer in the industry, put out 50 additional acres. He had 40 acres in 1923. The Slogan editor predicted a year ago that our district would likely ship at least 250 cars of celery in 1924. The membership of the Union had increased to 26 or more, including some American growers, who are welcome, and one Korean.

The Slogan editor was far within the mark. Over 300 cars of celery were shipped from this district last year.

Probably 500 Cars Year
The number of members of the Union has increased to about 40 now, with numerous new prospects. The land in good years will produce two cars of celery to the acre. There will be 250 acres in celery this year; likely somewhat more. So the number of cars may run as high as 500 this year.

(It may be added in passing that these same people will have this year about 50 acres in head lettuce, yielding about a car to the acre.)

Mr. Fukuda told the Slogan editor that he expects to see continued growth of the celery industry.

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(Continued on page 7)

(Continued on page 8)

THIS WEEK'S SLOGAN

DID YOU KNOW that Salem is the market center of the coming greatest celery growing district in the United States; that we are already far ahead of any other section of Oregon or the Pacific Northwest in the industry; that our growers produce and pack here the finest quality of celery grown in the world; that they get \$1 a crate above the price paid the California growers for their best celery; that this difference alone means a handsome profit to our growers, and must of necessity result in the steady growth of the industry here; that, for the man with the right kind of land, some capital, and a great deal of industry, there is room and certain fortune here in celery growing; that there is a welcome here for more and more celery growers, and that celery growers in other sections can afford to abandon their places and come here, where they can grow quality celery commanding \$1 a crate premium?

CHIROPRACTIC SPINAL ADJUSTMENTS

Have brought health and happiness to thousands of people after they had been pronounced by other practitioners as hopelessly ill. Chiropactic is the science of health. It reaches the cause of disease and eliminates it.

CHROPRACTIC SPINAL ADJUSTMENTS

Thousands of people are kept well because they have periodic examinations made by Chiropractors who detect, and eliminate the trouble before it becomes serious. By this practice many business men add many productive hours and days to their business activities. Why wait until warned by physical distress or pain when a few minutes' time four or five times a year may save you days or weeks of suffering and loss of time from your business?

THE NEUROCALOMETER

I have installed a Neurocalometer in my office for your benefit. This is a small instrument used to detect the location of pinched nerves emerging from the spinal column. It is a thousand times more delicate than the human hand in locating the seat of the disturbance. It eliminates the possibility of human error in detecting the seat of trouble.

Dr. O. L. SCOTT

Chiropractor, U. S. National Bank Building, Salem, Oregon, Office Phone 87, Residence Phone 828-R.



THE BUSINESS MAN KNOWS THE VALUE OF HIS HEALTH



We help the BODY help itself



HAVE YOUR SPINE EXAMINED