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Dates of Slogans in Daily Statesman

(In Twice-a-Week Statesman Following Day)

THE CELERY INDUSTRY IN THE SALEM

DISTRICT HAS BECOME A LARGE ONE AND

IS ON WAY TOWARDS BECOMING GIGAN

for Shipment to Outside Markets the Present Year

the kitchen garden; and they did Mr. Fukuda alone, the pioneer

(With a few possible changes) | Sugar Beets, Sorghum, Etc., Loganberries, October 2 | May 7 | Water Powers, May 14 Dairying, October 16 Flax, October 23 "ilberts, October 30 Walnuts, November 6 Strawberries, November 13 Apples, November 20 Raspberries, November 27 Mint, December 4 Great Cows, Etc., December 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. : Goats, March 5. Beans, Etc., March 12 Puved Highways, March 19 Head Lettuce, March 26 Silos, Etc., April 2

Legumes, April 9 Asparagus, Etc., April 16

and finally a gigantic industry.

Because these people were in

celery than is grown in the Kal- 1923.

growing in terms of a few rows in last year.

the habit of thinking of celery

amazoo district in Michigan, gen-

The Beginnings

dustry on a commercial scale in

Roy K. Fukuda in 1909, when he

bish Meadows district, on the bea-

ver dam land of Hon. M. L. Jones,

some five miles below Salem, be-

tween the Oregon Electric and

The experiment proved a suc-

nine acres. In 1922 the plantings

points outside of Oregon, besides

Big Increase in Year In the mean time the Labish

3500 crates by express.

The beginnings of the celery in-

the Salem district were made by Korean.

best celery in the world.

Grapes, Etc., April 23

Drug Garden, April 30

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, August 6 Seeds, Etc., August 13 Livestock, August 20 Grain and Grain Products, August 27 Manufacturing, September 3. Automotive Industries, Septem-Woodworking, Etc., Sept. 17

(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.)

Paper Mills, Etc., Sept. 24.

cluding express shipments.

Big Growth Last Year

The Slogan editor predicted

Probably 500 Inis Year

INDUSTRIAL OREGON PRODUCES QUALITY PRODUCTS

"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.

WEALTH AND PROSPERITY FOLLOW THE CELERY INDUSTRY A CONTEST FOR THE SURVIVAL OF THE FITTEST TO SURVIVE

long time that celery of very ex- ping season, and with the quality have been strung as pearls and power of the imagination to concellent market quality could be maintained to a high standard the gems on a necklace. grown in the state, only recently, business should continue to show a during the nast five seasons, has healthy increase. the business increased to such ar extent that the distribution of lots shipped from those sections best of growing conditions, coupshores.

which are naturally adapted by led with skill and industry. It is But always carrying the wealth

develop the shipping business to ground and the fertilization of it, mass of virgin wealth far in excess natural harbors on our shores and such an extent that the outside its preparation, the transplanting of that of the Indies, and the At-Started in 1909, in a Commercial Way, With 2000 to markets can be supplied with the of plants, irrigation, disease con-plantic ocean became the great the- and wharves of a size to astonish 3000 Plants, and Has Grown Till There Are Many high class product that Oregon is trol, blanching and all of the var- ater of world commerce activities the rest of the world. Millions of

First Class Stuff

The increases in the demand for not realize that the Salem district in the industry, put out 50 addi-

erally then supposed to produce the year ago that our district would The writer had the privilege of marketing and shipping is the only likely ship at least 250 cars of celery in 1924. The membership of being the only Oregonian present solution for selling problems that ity to take a legitimate toll from to produce more cheaply and betthe Union had increased to 26 or at this convention. Of all the enmore, including some American joyments that could be obtained acreage of a crop is considerably through her gates, we have a regrowers, who are welcome, and one from such a gathering, none gave greater delight than to hear an-The Slogan editor was far with- nounced during the annual banexperimented with some 10 rows, in the mark. Over 300 cars of cel- quet of growers the fact that "first ery were shipped from this district prize in the National Celery King contest was awarded to Oregonthat the second prize honors also was won by an Oregon grower and The number of members of the furthermore that the third prize Southern Pacific railroad lines- Union has increased to about 40 went to the same state!" That between Quinaby and Chemawa. now, with numerous new prospects. was indeed a triumph. It was un-The land in good years will pro- fortunate that some of the boys cess. Mr. Fukuda grew more cel- duce two cars of celery to the who thus brought such renown to ery the following year, and soon acre. There will be 250 acres in the state were not present to have

his neighbors began growing cel-ery. In 1919, Mr. Fukuda had more. So the number of cars may from this more or less unique brought his planting to eight to run as high as 500 this year. (It may be added in passing that ery, much enquiry has come in the in that district had been brought these same people will have this way of business, for the fact that up to about 100 acres, and the year about 50 acres in head lettuce, the Oregonians captured all three growers shipped about 65 cars to yielding about a car to the acre.) Mr. Fukuda told the Slogan ediconsiderably wide area of the countor that he expects to see contin-

> increased greatly beyond the ex-The Salem producing area has

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) The wealth of the Indies has

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

the commerce of the world will be Let no one be deceived concern- World commerce was always many carloads to distant points has ing this industry, however. Cel- pushing westward, ever westward. taken place. This is the legiti- ery growing is one of the most in- It mastered the Mediterranean sea Alaska will be its shipyard." That mate channel in which Oregon cel-ery should move, that is, in car ery should move, that is, in car ing in the state. It requires the great commercial cities along these ed to be a prophesy and have become a concrete reality.

quantities on a community basis growing of the crop to a proper the Indies that led Columbus to it. Our railroads were built across state of maturity—ready for mar- cross the uncharted Atlantic when hundreds of miles of trackless des-The function of the state as a keting—is a continuous succession he accidentally discovered Amerimen who saw the coming tide and

not been exhausted. In fact it of this commercial tide approach-

is again centering its energies on which astonishes the most optimisgreatest trade route ever known can produce more cheaply than we, ing ability Oregon would present the growth of the co-operative which gives Oregon the opportun- for the things which we are able the most prosperous condition of principle but has not disproved its

dollars have been expended in pre-But the wealth of the Indies had paring our waters for the reception

resources than any other known

Furthermore, this world com-

merce now passing through our

fancy. Its possibilities for growth

and development are beyond the

Seward sensed the situation

Other men of vision have sensed

Wise men perceived the great

when he uttered the prophetic

words "The time is coming when

spot of equal area.

Every year sees our foreign

The orient is awakening to the

Two thirds the population of the gion filled with greater natural earth faces our Pacific shores and re-act in a most depressing man- the supreme test is to be tried. The we are in a position to serve them per upon the producers. 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

000 ton English steamer loading gold into his milk pail, for large cow carrots and table carrots. at the Portland docks. It had on numbers of dairymen are content. Many growers fail to distinguish

(Continued on page 8)



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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.

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.

Commercial Nut Growing.

Hydro-Electric Development and Possibilities.

TRADE ROUTES OF WORLD COMMERCE "As the Trade Knows This (Oregon) Product Better, the Oregon Holds a Strategetic Position of Great Power in 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

capable of growing. Millions of Plants, and Will Be Perhaps 500 Car Loads

manner of advertising Oregon celpremiums was heralded over a

ual growth of the celery industry, (Continued on page 7)

pectations of those who have been Developments in the growing instrumental in developing it. The attracted world commerce from the and marketing of celery in the markets of the south and middle dawn of history. It has been the state of Oregon have been unusual- west are looking to this section great central source from which gates is but in its first smiling inly rapid in the past few years. now for a considerable share of has radiated the trade routes along While it has been known for a their supplies during the fall ship- which the great cities of history

It Is Not Easy

virtue of climate, soil and transpor- not an easily grown vegetable, as of the Indies. tation facilities to grow sufficient many of the other crops are. The It was to find a shorter route to the situation and prepared to meet whole should be to produce suffi- of detailed operations requiring ca. cient celery for our local markets the most careful attention of the This discovery halted the world prepared to meet it. throughout the state as well as to grower, seed sowing, choice of commerce while it revelled in a ious important steps in digging, for three hundred years. trimming and packing.

Must Uphold Quality some years ago, the Slogan editor members had grown to 20 growers that the Oregon celery districts are the crop had caused a general in at San Salvador has been picked to be taken by farmers in up in Oregon and world commerce. this was the best celery country and the acreage had grown plies if they are in the market for different parts of the state. If in again containing the acreage on which actorishes the most entire in the market for different parts of the state. this was the best celery country and the acreage had grown in the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and that the celery to about 150, and the total shipin the world, and the celery to about 150, and the total shipin the world, and the celery to about 150, and the total shipin the world, and the celery to about 150, and the total shipin the world, and the celery to about 150, and the total shipin the world, and the celery to about 150, and the total shipin the world. in the world, and that the celery to about 150, and the total said in the world, and that the celery to about 150, and the total said in the world, and that the celery to about 150, and the total said in the world, and that the celery to about 150, and the total said in the world, and that the celery to about 150, and the total said in the world, and the wealth of the Indies by the industry might be made, and was ments from this district that year Multnomah county, celery district, a word of caution along this line shortest route which starts from bound to become, a big industry, (1923) were about 200 acres, in- starting with a few cars, has now it might be somewhat as follows: built up a business to the extent First, the quality of the state's the orient by three to five days and is eager to exchange its producers, bee keepers, flax producers or so in 1924, based priof 85 cars or so in 1924, based pri- celery must be maintained. The There was a still larger growth the product. The greatest recogast year.

The was a still larger growth the product. The greatest recogof the growth the product. The greatest recogof the growth the product of the growth th the product. The greatest recognition from a national standpoint of the crop thus far produced must this trail is connected with the Atour mills and mines and factories, both quality and quantity output tom and grow upwards, not at the nition from a national standpoint and will be kept to its present lev- lantic by lines of trans-continental as well as our farms and orchards, until they stand in the lime light top and grow downwards. not realize that the Salem district in the industry, put out 50 addicould produce a better quality of tional acres. He had 40 acres in Vegetable growers assembled at Vegetable growers assembled at on Oregon's celery being clean, est distance across the continent. this they wish to exchange their eminent in their class. If the marals have had some unfortunate and to their business were also have had some unfortunate and their class. Louisville, Ky., in September last. to market requirements for size sition occupied by Oregon on the their many products which they as well developed as their production of the co-operative in a phility Oregon would present the growth of the co-operative

> (Continued on page 7) THIS WEEK'S SLOGAN

DOMESTIC MARKETS ARE STRENGTHENED IF GROWERS STUDY MARKET DEMANDS

Co-Operation of Growers With Strict Rules Governed By Market Demands for Variety, Quality and Quantity Would Revolutionize Domestic Market—Consumer Is Judge and Jury

The quality of the products of ing brands from San Francisco, for Oregon farms, orchards, flocks beet pulp; alfalfa meal from Ida-There were many people here in Meadows Celery Union was organe doubting Thomas class when, ized, with a few members. The car lots of Oregon celery is sufficient tide approaching, yet the tide has so nearly kept and herds, dairies and creameries, ho; corn from Nebraska. That in the publicity pace with the building that the building that the highest order. Oregon fruits Idaho and Nebraska, but of doubtords. Oregon poultry products A well developed domestic marwith Oregon dairy cows and prod- ducer, market man and consumer,

> ucts, hogs, beef, mutton, wool, influence of western civilization chardists, dairymen, poultrymen, the line.

> > But mrketing conditions are de-

man has a herd of 15 pure-bred create the demand, they merely the average price of butter fat this would bring an income of near dise demanded. Nor is the new short route to \$300 per cow, aside from the value . This faces the producer with the the Indies the only source of world of the calf and milk. This man problem of studying the market commerce at our command. The claims to have barely broke even demands and striving to produce on his herd. In sections of the kind and quality of product ter communication with European country where marketing has demarkets which are eager for our veloped along with production, a Three factors enter into this The writer recently visited a 15,-00 ton English steamer loading considered he was milking pure tity of the product. There are board four thousand tons of apples from the orchards of Oregon, the average of this herd. In this kind on the market. A strict sysman's barn were feed sacks bear-

But to develop such requires an Oregon farmers, gardeners, or- education in co-operation all along In a recent address President

Oregon producers and industri-

As stated before, the consumer is moralized to such an extent as to the judge and jury before whom A recent interview with a dairy- mands of the consumer. The marman illustrates the point. This ket man and grocery man do not cows, some of them having high- strive to discover what is wanted est records in their class. Their and then supply it. This throws average production was above 700 the problem back on the producer pounds of butter fat per year. At who must supply the dealer with

(Continued on page 5)





CHIROPRACTIC SPINAL ADJUSTMENTS

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?

Have brought health and happiness to thousands of people after they had been pronounced by other practitioners as hopelessly ill. Chiropractic 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.

> r. O. L. SCOTT Chiropractor, U. S. National Bank Building, Salem, Oregon, Office Phone 87, Residence Phone 828-R.

