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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)
- Loganberries, October 2
  - Prunes, October 9
  - Dairying, October 16
  - Flax, October 23
  - Pilberts, 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, 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  
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, September 10  
Sawmills, Etc., September 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.)

## SPINACH GROWING AND MARKETING AS DIRECTED BY COLLEGE CIRCULAR

This Important Vegetable Will Allow System of Two or Three Crops on Same Land Each Year—Is a Good Dehydration or Canning Crop, and a Good Greenhouse Vegetable to Substitute for Lettuce

(Following are excerpts from Circular 183 of the Oregon Agricultural college on "Spinach Growing and Marketing," the author being Prof. A. G. B. Bouquet, and the date being February, 1923.)

Spinach is one of the most important vegetables grown for "greens," being of particular value during the spring, the fore part of the summer, fall and winter.

There has been a considerable increase in the demand of this vegetable during the past few years. If fresh, large, clean and dark green spinach is offered on the market, there is a tendency to increase the consumption. Dehydrators demand this crop quite largely, as it makes a very fine vegetable for drying.

Spinach is valuable for an intensive farm garden in that it can be used as a first crop, preceding late vegetables, such as celery, late cabbage, cauliflower, late beans, fall lettuce, etc., or it can follow as a fall crop such vegetables as are removed from the ground by August 1 to September 1.

**Climatic conditions.** Spinach is not adapted to hot weather conditions. It has a tendency to run to seed very quickly during warm weather. Climatic conditions in western Oregon are ideal for spinach growing, and wherever cool, moist weather prevails, the best quality of spinach will be produced.

**Soils.** There are a variety of soil which can produce satisfactory crops of spinach. Probably the largest yields are being obtained from soils which have an abundance of humus in them, such as the muck or beaverdam soils. Rich, sandy loams are also valuable in that they can be planted early and make a good soil for an early crop, to be followed by another vegetable later in the season. Any soil which grows spinach must be one that can be pulverized to a fine degree so that proper seeding may be made. The essential characters of any soil for spinach are, abundance of organic matter and freedom from clods, or ability to be finely pulverized. The fall and winter crops must be grown on well drained ground. Land that is not normally well drained cannot be planted until sometime during April, which often times brings the crop into a period of hot weather which is not suitable to it.

**Preparation of the Ground:** Inasmuch as all spinach is grown from seed and sown with a hand drill, it is necessary to have a fine well-pulverized and smooth seed bed. In order to obtain a good even stand of plants, the land must be free from clods and finely worked down.

one that will be in greatest demand for general use next year.

**Best Oats to Plant**  
"Gray oats may be planted up to March 1, after which, if weather conditions prevent earlier sowing. Three Grain or Victory are the two best spring varieties, followed in quality by Shadeland, Climax or Swedish Select."  
"In order to take care of our dairy herds and other stock, it is recommended that there be an extensive planting of common vetch and gray oats or spring oats in February or early March. Weather conditions last summer caused a failure of young clover and greatly weakened the older stands which have been further damaged by the clover root borer. The more tender types of red clover were probably injured by the cold weather. A short planting of vetch, together with some winter killing, leaves us with a small acreage of legumes."  
**Sow Clover in February**  
"The thin stands of the various crops will offer an excellent opportunity for an extensive February sowing of clover, either alsike or red. A light top dressing of nitrate of soda or sulfate of ammonia, 50 to 100 pounds an acre, put on in March, will do much to

## SPINACH HAS MADE A WONDERFUL INCREASE IN POPULARITY LATELY

It is One of the Most Valuable of the Vitamine Foods—Car Load Shipment Increased in Five Years From 2319 to Over 7000—One of the Quickest Growing of All Vegetables—May Grow Two Crops in Season

Editor Statesman:—Spinach has made a wonderful increase in public popularity during the past few years. Both the fresh marketing and also the canning industries have seen a notable advance. Educational work along the lines of showing the public the benefits of consuming valuable vitamine foods have been responsible to a considerable degree for the increasing use of the vegetable. The constant advice of health authorities to eat more spinach and greens seems to be effective in stimulating the commercial production of this bulky crop.

**Immense, Rapid Increase**  
A few years ago the producing section of Virginia was the only important area raising spinach, but the Austin section of Texas and the southern portion of California have recently expanded so that now Texas, at least, is a strong competitor of Virginia. Statistics show that there was an increase each year from 1918-19 onward to such an extent that whereas 2913 cars were shipped in 1918-19, there were over 7000 cars handled in 1922-1923, thus

## DAMAGE TO EXCEED THREE MILLION DOLLARS IN WINTER WHEAT ALONE HERE

That is the Estimate of Prof. Hyslop, of the Oregon Agricultural College—What the Farmers Should Do to Retrieve Their Losses as Largely as Possible—What to Plant

OREGON AGRICULTURAL COLLEGE, Corvallis, Ore., Jan. 27.—"Damage to exceed \$3,000,000, nitrate of soda or sulfate of ammonia in the Willamette valley. There has been a very serious loss in winter wheat. Winter barley has been almost completely wiped out. Vetches were considerably damaged in some sections, purple vetch and Tangier peas being practically eliminated," said G. R. Hyslop, agronomist of the experiment station, at the Oregon Dairymen's conference in a review of crop conditions resulting from the December cold spell.

**What Farmers Should Do**  
"Where 60% of the stand is left, do not replant," advised Hyslop. "Seed of good quality will be hard to obtain and the price may be expected to be 'sky-rocketed.' Where possible good spring varieties of wheat, barley and oats should be planted to replace crops that were frozen out."  
"Where there is difficulty in securing seed of the genuinely good spring varieties, Rink, Foisy, and some of the other semi-winter varieties of wheat will give fairly good results if planted in February or early March."

**The Best Barley**  
Hannchen is the best barley to plant. It is probably the best yielder of the spring grains, and

## FRUITS OF OREGON FORM BASIS OF LARGE AND EXPANDING INDUSTRY

Favorable Conditions of Soil, Climate and Transportation Have Established Fruit Growing as a Leading Industry of Oregon—Increased Acreage Needed to Supply Growing Demand

(By EDWARD T. BARBER)

The adaptability of Oregon to a wide range of fruit and berry production is rapidly developing that line of agriculture into one of the leading commercial factors of the state.

The "Oregon Quality" brand of fruits and berries is no myth. It is a fact which is being so generally recognized as to give them a commanding position in the markets of the nation and of the world.

While fruits of high quality are produced generally over the state, the section west of the Cascades has developed the industry on the largest commercial scale.

In this section of the state there have developed five fruit producing centers each characterized by its major production.

Hood River, in the northern part of the state on the Columbia river is noted for its apples and berries.

Medford, in the extreme southern part specializes on pears and apples.

Roseburg, to the north of Medford, is a center for apples and pears.

Eugene, near the upper end of the Willamette valley, is a prune and berry center.

Salem, the state capital and the chief city in the Willamette valley, is the center of a great territory in which prunes, cherries and berries are each very important products.

These centers of production and distribution are determined by several factors. Adaptability of soil and climate are the prime factors, but the advantages to be derived from being able to meet the market with quantity production of any given kind of fruit or berry has had a great tendency to encourage fruit and berry growers to devote certain sections to the varieties best adapted to that section and to produce that particular fruit or berry in quantity.

Salem is the center of the largest fruit growing and shipping industry in the state, or on the Northwest coast.

This is due to the physical and climatic conditions of the Willamette valley. It is the largest tract

Variety	Acres
Prunes	16,800
Loganberries	4,550
Apples	3,225
Strawberries	1,900
Cherries	1,440
Peaches	1,425
Blackberries, Raspberries	850
Pears	700

The big end of the fruit industry in Oregon is in the Willamette valley and the center of the greatest activity is in and around Salem.

The chaotic conditions resulting from the World War disorganized the fruit industry in Oregon; both the growing and the marketing ends of the business were seriously affected, as were all other lines of industry. Markets seemed to soar out of sight long enough to stimulate production to an excessive point and then suddenly drop out of sight, leaving the growers and shippers overloaded.

It was during these trying times that several plans for cooperative marketing were launched. Unfavorable conditions over which they had no control brought disastrous results which had a tendency to discredit the cooperative idea. But with peace-time conditions now prevailing cooperative marketing organizations are coming into being and are meeting with great success in many lines of industry.

The prune growers have an organization limited to their own line of products. Berry growers, apple growers, cherry growers and others are successfully organizing along the same line as the prune growers.

It is not to be inferred that conditions in Oregon insure a bumper crop every season. The average is high, but there are occasional off seasons in one or more lines.

The successful fruit grower is the man who is naturally adapted to it and who applies a large amount of intelligently directed effort to his orchard or berry

(Continued on page 9)

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.

## MARKETING FRUITS STIMULATED BY IMPROVED TRANSPORTATION METHODS

Oregon Fruit Industry Has Recovered From War Conditions and Is on the Eve of Market Demands Which Will Require New Acreage—Oregon Prunes Have no Competition in World Markets

(By EDWARD T. BARBER)

The production of Oregon fruits of superior quality has been demonstrated to the satisfaction of the National and World wide markets.

The ability to produce any Oregon fruit in sufficient quantity to meet market demands is also demonstrated.

The unstable and wildly fluctuating conditions produced by the world war on the Oregon fruit market has practically disappeared and the market is approaching the stable conditions which guarantee its future as successful.

Prior to the war Oregon exported 100 million pounds of dried prunes to European markets. The war cut that off just at the time that growers had been stimulated to unusual production. The European market has been gradually coming back. The year 1924 witnessed a large increase in the European demand and the future has great promise of a steady increase of a stabilized market.

Oregon fruits are marketed in three forms, each requiring a distinct and different process of handling and reaches a different market. Dried, canned and fresh are the three forms.

Western Oregon prunes are mostly dried for market. The prevailing type is the big blue Italian prune, and the Willamette valley produces it in such abundance and of such a quality that it practically has no rival in the market. It is recognized as the best prune in the world.

A drying house is part of the regular equipment of every orchard. The prunes are partially graded at the orchard and are dried there. The dried fruit is taken to the packers where it is sorted, graded and packed after being thoroughly sterilized. It is handled entirely by machinery and is put up in sanitary packages so that there is no cleaner or more sanitary food placed on the market.

A large number of local cooperative packing houses are distributed throughout the prune district. These have their own cooperative selling association with headquarters at Portland. Many independent packers are engaged in the business; some of them operate very extensively.

In the Salem district alone are located seven of these institutions. Competition among these buyers and the cooperative associations tend to keep prices firm for the growers. Some of these firms also handle considerable quantities of dried berries, especially loganberries.

Within a radius of 25 miles of Salem are located 14 or 15 large canneries handling fruits and vegetables. They furnish a local market for berry crops especially. Blackberries are especially prolific and of fine quality. The native Evergreen is a great favorite. A crop will yield from \$300 to \$500 per acre and always a ready market at the canneries. There are five canneries in Salem. Each is planning to enlarge its capacity for the season of 1925. This indicates the prosperous condition of the industry. Practically every town in the valley has its cannery. A cannery is able to handle economically the fruit grown within a radius of 10 to 15 miles. Blackberries, raspberries, gooseberries and strawberries are all prolific bearers in this territory and bring satisfactory returns to the growers. Three to six tons of strawberries selling at around 60 per pound, or \$120 per ton is an average yield. The Willamette valley is pre-eminently the location for thousands of small farmers engaged in the berry and fruit growing business. Fresh fruit marketing depends upon transportation and refrigeration. Until recently these factors have not been satisfactory, but these obstacles have now been overcome to a large extent and the fresh fruit business is rapidly assuming large proportions. Practically all of the Hood River fruit is sold in this form. Prunes grown in eastern Oregon are sold as fresh fruit, but most of the western Oregon prunes are dried for market. The sugar content of the western Oregon prune is slightly higher and the moist atmosphere in which it is grown combine to reduce its fresh fruit shipping qualities, at the same time, the higher sugar content adapts it better to the drying process. Numerous cold storage plants have been erected in the past few years to take care of the fruit in the Salem district, truck and motor transportation have combined to reduce charges and increase the service of fresh fruits. Refrigerated ships in the Portland harbor take such fruits to the markets of the world at a low charge so that Oregon fresh fruits are to be found on the London and Paris markets.

### LAND OF WONDERS

If Alaska would take on a heavier population Uncle Sam would be glad to confer statehood. The Seward purchase is one of the richest lands on earth in the matter of natural resources, but is slow in filling up with humans. The population is still less than 60,000, although it is being disclosed that some sections have a healthful and desirable climate. The area of Alaska is nearly 600,000 square miles, so it may be seen that it is one of the remote sections of the earth, with fewer people to the square mile than any other country in the world. Yet since it became the property of Uncle Sam nearly \$1,000,000,000 of its products have been shipped out and the resources have been tapped. It is a wonderland whose riches will long endure. Despite its narrow population, the territory cannot long be refused full admission to the sisterhood of states.

### THIS WEEK'S SLOGAN

DID YOU KNOW that Salem ought to be the center of the largest spinach growing industry in Oregon; that a car load shipping supply may be developed here, of a very high quality, going to the very best markets—that the demand is already large and bound to grow very fast, owing to the fact that spinach is one of the greatest vegetables in dietary schemes; that there should be money in the growing of spinach; that the powdered dehydrated product may in time take all that this section can produce, and that spinach growing as a greenhouse product should be developed here?

## PROSTATE and BLADDER TROUBLES

Yield Only to  
Naturopathic  
Treatment

Temporizing with drugs and medicines leads inevitably to surgical operation which in many cases brings results worse than the disease itself.

## The Electro-Thermophore

applies health-inspiring electric treatment to the seat of the trouble and stimulates Nature to produce a cure.

If you are suffering from Prostate or Bladder trouble don't despair. They are annoying, painful, persistent and dangerous diseases which baffle the skill of medicine and surgeon but yield readily to mild but powerful influences of the Electro-Thermophore.

My DeLux Deep Therapy Lamp is the hand-maid of my electronic diseases. It is the best known system for cancer and tuberculosis.

My DeLux Deep Therapy Lamp is the hand-maid of my electronic machine in treating chronic and deep seated disease. Consultation Free.  
**Dr. F. S. Schutz, Naturopath**  
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