

# WONDERFUL PROGRESS BEING MADE IN RENDERING SALEM STILL MORE BEAUTIFUL

### "He is Not to Be Counted a Lover of His City Who Will Not Accept a Challenge to Measure Its Beauty," and Mr. Dibble Goes Still Further—Some of the Homes That Are Especially Beautiful—And Very Many Small Ones Belong in This Class

Editor Statesman:

When I was a boy in a distant state, I remember the long lazy spring afternoons when I used to recline in geography. And to the hum of bees outside I used to drone: "The capital of Oregon is Salem, situated on the right bank of the Willamette river." It was the easiest capital to locate—you simply came down hard on the last syllable, the "ette," and you had it. It ran in and out of your head, and Salem, which had then only a fleeting importance, followed at leisure. You could memorize that capital and look out at the grass and the warm sunshine. You could think of swimming, and what you and Sara Miller were going to do, and still memorize it. You could pound it as you swatted a ball towards a home run. And you could spare a thought or two of what a great river that must be. Lucky Salem to be on any bank of it.

But when you came to Salem some years later, you found the original researcher man or some myopic lexicographer had been there before you, and that the river was called Willamette. That was strange, because it was

all you had imagined it; full statured, running strong past the tall fir and outstretching balm, serene because it had the power to be turbulent, now dancing and shifting clear, now giving the piers an angry glare as it shouldered through. No minding gait here, as its syllables denote. No "airy, fairy Lillian" of a river, but one strong as a man is strong, and beautiful as a woman is beautiful. I found Salem the capital of Oregon and still on the right bank of the river—pronounce it as you will. I found it a city, important, potentially strong, the strategic center of a large agricultural area. I found it a city of Peace, but already engaged in the militant process of gathering trade. I found it with wide streets, and a civic center, abundantly planned, headed straight for beauty. Meanwhile more years slipped their banners and passed on.

"He is not to be counted a lover of his city who will not accept a challenge to measure its beauty," I go further and say that he is a small lover of his city, who, seeing her beautiful, will not challenge all others to defend the title of their pretensions. And I say still further: Come, see, let your mind unhorse your prejudice! And I say this, in full realization that Salem's charm of today is but a harbinger of its beauty tomorrow. To enlarge on this, when we came here to live there were many gardens and many people who loved flowers. But design in the garden, the adaption of the yard to the lines and mass of the house, and the resultant urban picture—this was rare. Note now the change: House after house paying the same scrupulous consideration to the garden as the interior. It seems only yesterday that the F. G. Deckerbach place, the Homer Smith place, the William McGilchrist place, the Mrs. W. P. Lord place were pioneers, and now the Curtis Cross place with its unified and picturesque rock work, the T. A. Livesley place with its driveway, paths and long sweep of yard, all carefully planned, the U. G. Shipley place with its intriguing rock garden, and the many intervening places, simply emphasize the widespread and mounting interest in the laws of outdoor beauty. Even what we

call the smaller places, may even the little ones, how handsomely they are adding their quota, are giving their title! Here is a small lot, but there is good base planting and the house is flanked with shrubs; there is a line carefully kept with ferns; and yonder behind that screen of oaks in the smallest area imaginable is a wildwood garden, which needs no single touch. All this for the loveliness of our city streets.

Down town the careful observance of line and form is no less noted. There is the long level line of beauty we call the Parrish Junior High school—where can you surpass it? Again stand on Trade street at dusk, and let the clear blue outline, the very mass of the paper mill become phantom like! Or stop on State street between Church and Winter and watch the graceful Gothic line of the Methodist Episcopal church meet into the horizontal roof line of the new Elks building.

And all this time the river has flowed on. During the day the steam boats go back and forth, but at night the dream ships pass. Up river the wondrous curve of the shore line lures us, calls us. Down stream the offending current passes under the bridges, and emerges mightily into the shadows of the western bank. With such a river at her doors how could Salem escape beauty—how could Salem escape strength? Happily she has done neither, but has embraced them both.

But now and again I wonder: Do the schoolboys east, the drowsy schoolboys east, still hang the "mette" in Willamette?

If they do, out of the mouths of babes and children comes the wisdom of the River God—for he would have it so.

W. C. DIBBLE  
Salem, March 4, 1925.

(Mr. Dibble, as mentioned in another column, is a pioneer in flower and bulb growing in the Salem district. He was the moving spirit in the organization of the Oregon Bulb company, our largest growers of bulbs—producing annually in one class alone over 2,000,000 tulip bulbs; and this and other flower farms here bringing in blooming time tens of thousands of visitors to Salem. Mr. Dibble received his first training in growing bulbs in Holland.—Ed.)

"Where is the car?" demanded Mrs. Diggs.

"Dear me!" ejaculated Professor Diggs. "Did I take the car out?"

"You certainly did. You drove it to town."

"How odd! I remember now that after I got out I turned around to thank the gentleman who gave me the lift and wondered where he had gone."—National Republican.

# RAISING FLOWERS IS HIS LIFE WORK

### Hector Adams Is Active in the Work of Assisting in Beautifying Salem

Hector Adams, who has been proprietor for three years of the green houses formerly owned by Mr. Graber, at 1195 D street, Salem, has been and is active in the upbuilding of the floral beauties of the city and offers advice to any who may call at his greenhouses about the cultivation of flowers.

Last October Mr. Adams opened what is now known as the Adams Floral Shop, 453 Court street. Here is his sales room for the greenhouses. He specializes in cut flowers, funeral designs, bedding stock and potted plants. Mr. Adams has spent the greater part of his life working with flowers and understands his business thoroughly. He came to Salem three years ago from Albany, where he was ten years in the floral business. Before that he lived in California.

Planted Fair Grounds Mr. Adams planted the state fair grounds last year and will the same this year. Every observing visitor there will agree that the state fair grounds were never before so beautiful.

The retail business of Mr. Adams is growing nicely.

# TREE SURGERY IS ONLY LAST RESORT

### The Correct Practice Is to Keep the Trees in a Healthy Condition

That many of the ornamental trees of the city are not cared for properly is the opinion of W. S. Brown, professor of horticulture of the Oregon Agricultural College.

"It is little short of a crime the way maples, for instance, are cut back heavily year after year," said Professor Brown. "Such successive cuttings without proper care in this moist climate cause heart rot to set in and soon ruin the tree. In general, the soft woods are more susceptible to this disease than are the hard woods. Of course, this disease may often be cured and the tree repaired by modern tree surgery, but the cost is rather high and cannot be afforded except for valuable lawn or park trees. Commercial orchardists hardly ever practice it because they find that prevention is both easier and cheaper. If a tree suffers severely from heart rot, they find it better to grow a new tree than to repair the affected one."


The process followed by the tree surgeon in combating heart rot, explained Professor Brown, is very similar to that followed by the dentist in filling teeth. First, the rotten, decayed portion is dug out with chisels or similar tools until the living wood is reached. The cavity is then sterilized with creosote or a similar disinfectant and lined with paper. The filling is done with cement which is put in a section at a time and allowed to harden. This is done to lessen the danger of cracking the cement by wind. A final dressing composed of two parts of paraffine to six parts of asphaltum is spread over the top where the cement comes in contact with the wood to prevent leaking.

"I recall no examples of this type of tree surgery on the campus," said Professor Brown. "We are careful of our pruning and wound treatments and do not allow the disease a chance to start."

Horrible thought. Spring's coming. Will people with vocabularies increased by crossword puzzles try to write spring poetry?

Plant Beautiful Flowers Perennials of course are always very satisfactory in the garden. Not only are they satisfactory, but they fill a place there as no other plant can. The many varieties make it possible to choose any number of plants for every need. Then there are the annuals which are inexpensive and wonderful. "What is more beautiful to see than a hedge of sweet peas, a planting of asters, zinnias, marigolds, and many others? These are all very easy to get and grow, and add everything to a garden."

Then of course do not fail to consider the bulbous plants, especially the easily the daffodils and tulips. I will admit I am partial to these two flowers, but surely it is very pleasing to go into in the early spring and see the daffodil smiling up in your face and to know you will see that same smile every time you look at it for the next three or four weeks. Then the tulips blooming out in all colors and shades from the glaring reds and bright yellows to the softer pastels and bronze shades. I would like to say, Mr. Editor, if it does not seem too much of advertising, that the people of Salem and their friends are invited to visit my



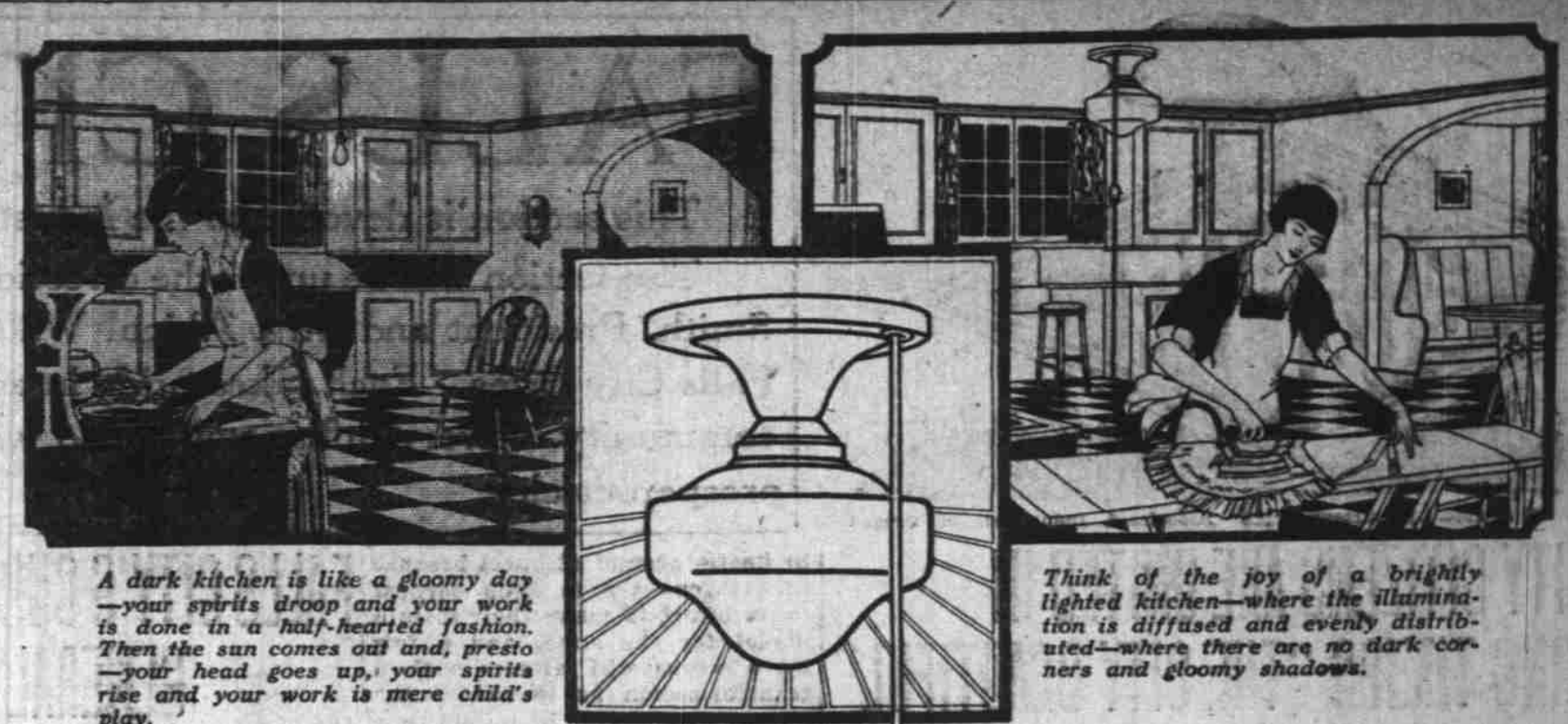
## Hard to Breathe?

Then Clear the Nose

When the head is stuffed it means germs are attacking the membrane. The quick way to relief is local. Attack those germs where they exist.

Apply Ely's Cream Balm to the nostrils and breathe it. Force its anti-septic fumes through the air passages. That will clear the head instantly, subdue the inflammation, check the entire trouble.

It is folly to suffer from head colds or catarrh. Ask your druggist for Ely's Cream Balm. Enjoy its instant relief. Then next time use it so a cold will never get a start.—Adv.



# Daylight your kitchen NOW!

For a limited time, we will install the new Daylight Kitchen Unit for seven days' free trial—at not one penny of cost to you.

You'll know the pleasure of looking into your cupboard or oven and seeing what's inside without eyestrain. Work at your cabinet and find everything within easy vision. No peering into dark corners, wearing out your eyes and your nerves and your patience.

THE KITCHEN IS THE WORKSHOP OF THE HOME. In it you spend many hours each day. The modern factory or office is better lighted than the average kitchen. Why not properly light your workshop? Our new Daylight Kitchen Unit will do it.

Try it in your home for seven days without cost.



85¢ a month for ten months will make this ideal DAYLIGHT KITCHEN UNIT yours.

THIS OFFER FOR A LIMITED TIME ONLY—See the Daylight Kitchen Unit in our office NOW.

# PORTLAND ELECTRIC POWER COMPANY

237 N. Liberty Street  
Salem, Oregon.

# THE TULIP FARM PROPRIETOR GIVES YOU INVITATION TO VISIT HIS PLACE

### You Should Clean Up, and You Should Do More; You Should Plant Flowers and Shrubs—Some of the Kinds That Are Easily Grown, Inexpensive and Wonderful

Editor Statesman:

When you, asked me to write something for your Salem beautiful edition or your paper, I wondered what I could say. We all know Salem is a beautiful city. However making Salem more beautiful is a big subject and an interesting one. It is something in which every resident can take part. Every member of every home can by his or her actions do something to make Salem more beautiful.

Tulip farm, Wallace road, Polk county, any time for the next two or three months and see how pleasing the daffodils and tulips are to look upon.

Here's to Salem to be the most beautiful city in the U. S. A. Yours very truly,  
—W. C. FRANKLIN.  
Salem, Oregon,  
March 2, 1925.

(Mr. Franklin is one of the pioneers in Salem's tulip industry. He has the same place, on the Wallace road, just outside the suburbs of West Salem, that he and W. C. Dibble had to start with, eight to nine years ago. They were the first to vision the fact that this is the best district on the western hemisphere for the production of bulbs; to find out that we grow as fine tulips and tulip bulbs here as are produced in Holland. Mr. Franklin makes a specialty of Darwin tulips. He is making a decided success of his business, and annually at the height of the tulip blooming time thousands of people visit "The Tulip Farm," under which name Mr. Franklin operates.—Ed.)

# THE MAGIC OF OREGON RESOURCES

(Continued from page 9)

more extensive scale. In order that this effort may bring the largest fruitage it is well to consider the factors which enter into a finished manufactured article and then take an inventory of our resources, to learn which line to emphasize most in making our appeal to those desiring to locate industrial plants.

We are prone to get excited about our vast water power capable of supplying electrical energy in enormous quantities and at a lower rate than is charged in the east.

A recent report of the federal government states that 72 per cent of the undeveloped hydro-electric power of the United States lies west of the Rocky mountains and that 79 per cent of the manufacturing plants of the United States are east of the Mississippi river.

It might seem that our cheap power would make a strong appeal to eastern manufacturers seeking more favorable locations. But from another federal source it is learned that in an analysis of the more than 62 billion dollars worth of finished products turned out in the United States in a year the cost of the raw materials, in-

cluding mill supplies and freight totaled 57.3 per cent. The next largest item was wages and salaries, 21.5 per cent. Overhead, including depreciation, interest, rent, insurance, repairs, advertising and sundry expenses, also including dividends and profits, totaled 15.3 per cent. Taxes form 3.3 per cent of the cost and the factor of power is but 2.6 per cent.

It appears from this table that power is the smallest factor entering into the cost of a manufactured article in the United States and that the cost of raw materials, including transportation, is by far the largest factor, 57.3 per cent. Wages and salary being the second, 21.5 per cent.

Oregon resources are now supplying nearly 46 million dollars worth of raw material for food product manufacturers and nearly 43 million dollars worth of forest products. Our ability to increase these two sources is almost unlimited and should point the way to the most favorable line of argument in our effort to multiply our industrial plants. When we show the prospective factory interests our undoubted ability to supply the raw materials; that we have the transportation facilities reaching the markets of the world; that our ports and the Panama canal make us near neighbors to New York and the New England states; that our climatic conditions are more favorable than elsewhere, industrial Oregon will become as great a magnet as a new found gold field.

Factories are not located or operated on sentiment. They must follow well known laws of economics. They must survive or perish on their own inherent ability to fill a demand for their product, and do it at a profit. A live, active, prosperous factory, either large or small, is an asset to every other business institution in the community and just as truly a struggling half starved institution appealing to the sympathy and pity of the community for its existence is a liability to every other business enterprise in the community.

The 5,997 factories now in Oregon are mostly small plants operated by the owner and a few employees, often by the owner and his family. They are found nestled among the hills and along the streams in the smaller towns and villages. They are representatives of the industrial life of the state in that they have pioneered the way to the point now where their combined output totals a sum sufficient to place Oregon manufacturing institutions in the front rank of the states' assets and where more than 30,000 people are employed at wages totaling more than \$44,556,345.

In response to the demands of this army of wage earners Oregon has a code of labor laws, headed by a department of labor, which are a model for many other states. The workman is simply pro-

TECTED in his rights and privileges. In case of any infringement on his rights he has the state department to see that justice is done him.

# ROSEDALE

Many people of this community have been ill the past week. Golda Sims underwent an operation for appendicitis last Sunday.

Ira Techy, during his recovery from a recent appendicitis operation, is staying at the home of Mr. and Mrs. D. C. Bloom.

Mr. and Mrs. Davis, former Rosedale people, moved to their farm in this district.

Misses Helen and Laura Cammack attended the Student Volunteer convention at Willamette university last week-end. Miss Laura Cammack, who is now a student at Portland, visited her parents, Mr. and Mrs. R. M. Cammack.

Miss Berchen Cole and Kenneth Cole went to Portland last Sunday.

Mr. and Mrs. C. A. Cole returned home from Portland where they have spent the last two weeks.

Several from here attended the pie social which was given at Sunnyside last Friday evening.

Then, there is poetic license. Some poets consider it a permit to murder the English language.

# Heat

### For pain - soreness

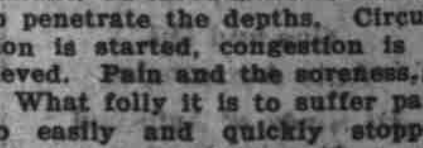
Rheumatic pains, soreness, aches, etc., call for heat. The best way to apply it is Red Pepper Rub. This is the modern way. It so excels the old ways that there is no comparison.

Nothing else creates such concentrated, such penetrating heat as red pepper. And heat that doesn't hurt you.

You feel that stinging heat in an instant. In three minutes it seems to penetrate the depths. Circulation is started, congestion is relieved. Pain and the soreness, go.

What folly it is to suffer pains so easily and quickly stopped. What folly to let a cold in the chest go neglected. When trouble starts at night, what folly to wait until morning.

Keep Red Pepper Rub on hand. Homes which do that save a great deal of pain. Get it now—the very utmost in help of this kind.—Adv.



## RED PEPPER RUB

for pains of Rheumatism, Backaches, Lumbago, Sprains, Soreness, Neuritis, Congestion, Chills, Colds.

At all Druggists. Never genuine without the name Rowles.

# Skin

### With rash or eczema

Unsightly, skin, red, rough or pimply, or fiery with eczema. Modern science has for decades studied how to end such troubles. Get the best it has developed. Sulphur is one factor—germ destroying sulphur. All the ages have discovered nothing better for afflicted skins.

But a new combination called Mentho-Sulphur gives it multiplied effects. Now the relief is instant, the healing begins at once. Complete results come so quickly that they often seem like magic.

Countless people know this method keep their skins smooth, white and clear. They fear no eruptions, nor attack. Do what they do, in justice to yourself.

Ask your druggist for a jar of Rowles' Mentho-Sulphur, then watch how quickly all such troubles disappear.

For Free Sample Address: WHITEHALL PHARMACEUTICAL CO., INC., 298 Madison Ave., New York, N. Y.

# "Let's go to California"

EVERY day some tired, prosperous or otherwise travel-inclined man says to his wife, "Let's go to California!" And such is the power of advertising that, although neither of them may ever have been there before, they know just how to go, approximately what it will cost, and where they will want to stay.

The same with anything you may need or want. You already know all about it, by whom it is made, what it costs, and where it is for sale. Advertising is the modern intelligencer. It keeps you informed, advises you of new things, suggests new uses for articles you already own, and prepares you today for wise and useful purchases tomorrow.

It does all this for you, almost unconsciously, during the half-hour or so you spend each day with your newspaper. Little by little—the best and surest way to learn—advertising makes you informed of what is going on in the world that is useful to you.

Read the advertisements. Get ready for tomorrow