

INDUSTRIAL OREGON PRODUCES QUALITY PRODUCTS



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Dates of Slogans in Daily Statesman
(In Twice-a-Week Statesman Following Day)

(With a few possible changes)

Loganberries, October 2	Sugar Beets, Sorghum, Etc., May 7
Prunes, October 9	Water Powers, May 14
Dairying, October 16	Irrigation, May 21
Flax, October 23	Mining, May 28
Filberts, October 30	Land, Irrigation, Etc., June 4
Walnuts, November 6	Floriculture, June 11
Strawberries, November 13	Hops, Cabbage, Etc., June 18
Apples, November 20	Wholesaling and Jobbing, June 25
Raspberries, November 27	Cucumbers, Etc., July 2
Mint, December 4	Hogs, July 9
Great Cows, Etc., December 11	Goats, July 16
Blackberries, December 18	Schools, Etc., July 23
Cherries, December 25	Sheep, July 30
Pears, January 1, 1925	National Advertising, August 6
Gooseberries, January 8	Seeds, Etc., August 13
Corn, January 15	Livestock, August 20
Celery, January 22	Grain and Grain Products, August 27
Spinach, Etc., January 29	Manufacturing, September 3
Ondans, Etc., February 5	Automotive Industries, September 10
Potatoes, Etc., February 12	Woodworking, Etc., Sept. 17
Bees, February 19	Paper Mills, Etc., Sept. 24
Poultry and Pet Stock, Feb. 26	
City Beautiful, etc., 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	

(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.)

THE HEAD LETTUCE INDUSTRY OF THE SALEM DISTRICT PROMISES VERY WELL

It May Be Developed Into a Great Industry, Bringing Cash Returns From Wide Distances—The Pioneering Is Still Going Forward, With Perhaps Thirty Cars to Be Ready for the Markets During the Present Season

There is being developed on the Labish Meadows beaverdam lands north of Salem what will no doubt within a few years become a big head lettuce industry.

The celery growers on those lands, members of the Labish Meadows Celery Growers union, mostly Americanized Japanese farmers, have been experimenting with head lettuce for some years. The outstanding leader among this group is Roy K. Fukuda, the pioneer celery grower, who has been and is constantly carrying on experimental work with prospective crops adapted to that locality.

Fair Start Last Year
They made a fair start in the industry last year, when they shipped six cars of lettuce to outside markets, and sold about ten cars in the markets of Oregon and Washington cities.

They hope to have about twice that many cars for sale this spring if all their plantings make good heads. They are putting about 30 acres in lettuce, and they hope to market about a car to the acre, or better. There are some 25 of the celery growers of that district who are also growing head lettuce and it is likely that they will all produce lettuce as well as celery as the industry develops. There are some 40 of the celery growers now, and the number is increasing.

The Methods Used
The Labish Meadows growers use the New York variety of lettuce. On the market the product is known as the Iceberg.

They plant the seed in green houses about the 10th of January. About the last of January they transplant into cold frame hot beds. About the 10th of March they begin planting on the outside.

About the 10th of May, they hope to have lettuce ready for the market. This gives them the advantage of the early market, and they can sell all they can supply, up to the middle of June. After that they have competition from other districts. So far, our head lettuce industry looks like an early crop proposition. The prices are \$3 to \$4 a crate in Chicago; two to three dozen heads in a crate. Where the heads run large, they go about two dozen to the crate. The Labish lettuce heads do run large.

Fine for Quality
There is no doubt as to the taste of the Labish Meadows lettuce. The flavor is fine. There is no better lettuce. There is some difficulty, so far, in producing uniformly solid heads; or tight heads, according to the trade designation. The trade wants tight heads.

The distant shipments have so far all been of the tight heads. Experimenting will likely bring about conditions that will produce uniformly tight heads. The Labish Meadows growers will get uniformly tight heads, if any one can.

The Labish Meadows growers realize that they must sell on quality, if they are to make a big

success; just the same as they have done with their celery, till they have gained nation wide favor.

The Competition
The head lettuce growers here in the Salem district have some competition from Troutdale growers, who have river bottom lands and put out a somewhat different product. There are other commercial growers, mostly in late lettuce, in Oregon. The number of cars of lettuce shipped from Oregon last year was 127. Idaho shipped 527 cars last year, and Washington 648. The Idaho shipments of lettuce went forward mostly in October and November, and the Washington shipments in June, July and August. California is an immense head lettuce shipper and Utah produces a great deal. There has been a very great expansion of this industry all over the country in the past few years, and there are indications that it will keep on expanding. Lettuce is used in the dietary of the nation more and more generally, and the saturation point is evidently a long way off yet.

WORLD CHAMPION IS A HOLSTEIN

The world's champion dairy cow among junior three-year-olds for the production of butter in a seven-day official test is now Stella-corn Prilly Ormsby Blossom, a purebred Holstein. In the dairy herd of the Western State Hospital, at Fort Stella-corn, Washington, this cow completed a test recently under the constant supervision of representatives of the Washington and Oregon state Agricultural colleges with a record of 645.7 pounds milk containing 32.705 pounds butterfat, equivalent to 46.88 pounds butter, according to the advanced registry department of the Holstein-Friesian association of America. The former world's champion in this class was the Holstein heifer Louise Alcarra Prilly, owned by the Bridgford Holstein company at Patterson, California.

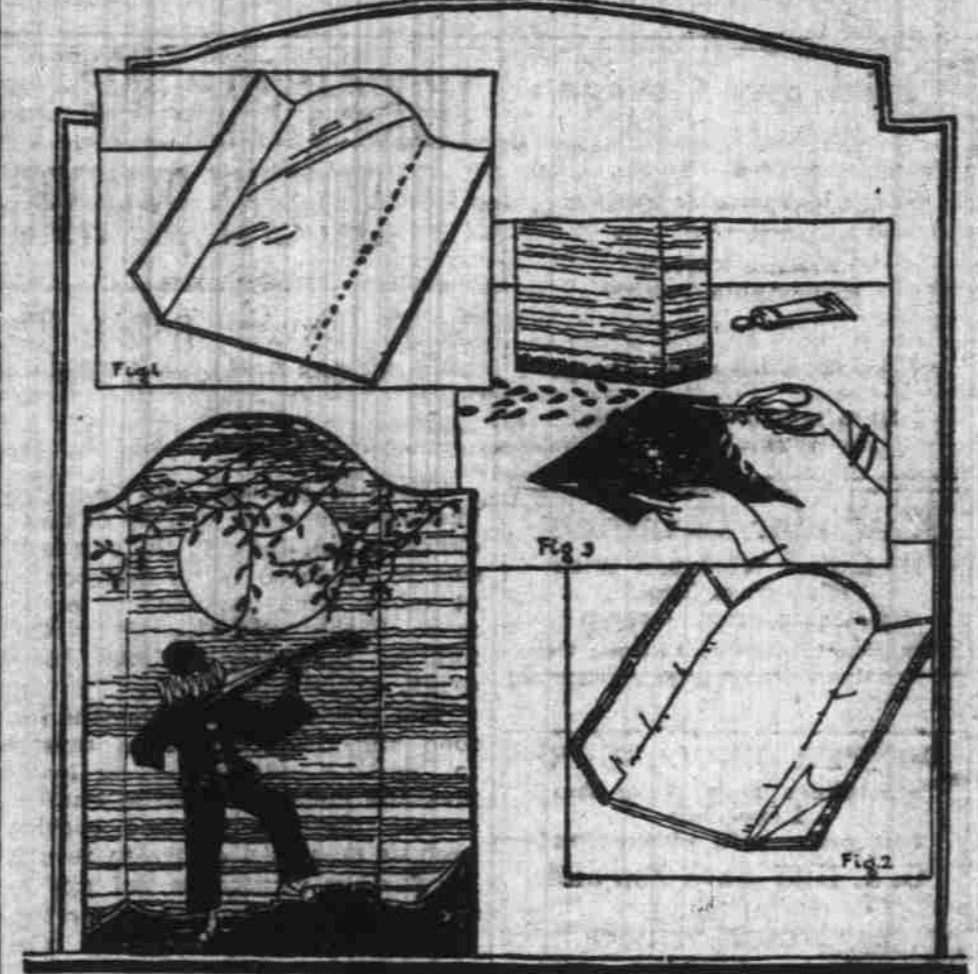
The care and feed given Stella-corn Prilly Ormsby Blossom was similar to that received by her barn-mate, Canary Snowball Gettle, the world's champion junior three-year-old for ten months' production of butter. During her dry period she was placed in a fitting barn where she was fed a grain ration made up of ground coconut meal and cottonseed meal. During the official test she received a grain ration consisting of the same feeds, with the addition of flaxseed meal. This ration was supplemented with all the alfalfa hay she would consume together with liberal amounts of mangel, corn stover and steamed beet pulp. She was fed from 24 to 30 pounds of grain a day and maintained a hearty appetite throughout the test.

Getting spray outfits in shape before the season starts is advised.

champion is a grand

"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.

A Pierrot Telephone Screen



This unique telephone screen is made of cardboard, bits of grey, yellow, white, black and orange silk and a strip of gold ribbon edging. The cardboard is first cut and folded to the desired shape. (Fig. 1) Then grey silk is glued over it. (Fig. 2) A moon of orange silk, sprays of leaves of black silk, the rocky foreground of black silk and the Pierrot of black and white silk are next cut out. (Fig. 3) When they are glued into place a gold binding is attached at the bottom of the screen. Best quality liquid glue should be used and should be applied sparingly with the spreader in the top of the tube. If desired, oilcloth may be used on the screen in place of silk. It is easier to clean but not quite so colorful as the silk. If difficulty is encountered in cutting out the figure of Pierrot, it is well to remember that Pierrot or some similar little silhouetted figure may be purchased in the art department of any store.

An interesting variation of this idea can be obtained by using crochets or say flowered chints to cover the cardboard foundation.

FARM REMINDERS FROM THE COLLEGE

(Following are excerpts from a current bulletin of the department of industrial journalism of the Oregon Agricultural college):

A good colony of bees at the beginning of the main honey flow should consist of one selected queen and 75,000 to 100,000 workers. They should be as few drones as possible, advises the Oregon Agricultural college experiment station.

Ordinary straw contains as much plant food material as does barnyard manure, but this material is not as readily available to the plants as it manure. One ton of straw contains nearly 10 pounds of nitrogen, 5 pounds of phosphoric acid, and 10 to 12 pounds of potash, says the Oregon Agricultural college experiment station.

Heavy pruning of winter injured fruit trees should be delayed until the extent of the damage has been determined, says the Oregon Agricultural college experiment station. Promiscuous pruning or cutting back now may remove some of the best wood in the tree, which cannot be told from the damaged wood until later in the season.

Getting spray outfits in shape before the season starts is advised.

THIS WEEK'S SLOGAN

DID YOU KNOW That Salem is the center of an increasingly important head lettuce industry; that we produce here a head lettuce of superior quality as to size and flavor, and are able to get it into the market at a time when there is a demand for the product; that experiments are being made constantly with a view to putting out a still higher quality of head lettuce, with more uniformly tight heads, and that with that consummation the industry here will take first place in the whole country and will be due for enormous expansion on lines yielding profits for the growers and bringing annually large sums of money from long distances, adding materially to the prosperity and upbuilding of country and city alike?

G. F. Brazier

Caterer to the Public Demand for

High-Class Foods and Drinks

Located in Salem Public Market
Left of Commercial Street Entrance

But privately owned and personally conducted by myself and family

OREGON HAS POWER-PLUS, IN HER STORE OF POTENTIAL RESOURCES

The Exhaustless Reservoirs of Flameless Fuel and Potential Horsepower of Oregon Streams Lie Waiting to Be Capitalized By Human Industry Into High Voltage Activity—Hitched to Industry THEY WILL Build an Empire

(By EDWARD T. BARBER)
Man's mastery of electrical energy, primitive as it more than likely is at present, among his most masterful conquests over the forces of nature.

It is marvelous to consider how from the icy cold waters of the far-distant cataract we conduct over tiny wires stretching across deserts, mountains and forests, that mysterious "something" which we may convert into heat, light and power by the simple turn of a switch. What the future holds in the form of electrical development no one dare predict.

Enough has been learned to enable us to take a sort of inventory of our potential possibilities measured from our present understanding of the baffling subject.

Doubtless the next generation will be as free to criticize our ignorant wastefulness in our desire to develop this mysterious force as we are today to criticize our fathers for their great land grants to the railways of their time to encourage building over vast trackless and desert places through and to what seemed to them to be valueless sections of the country. They faced the problem of capitalizing these potential resources with human industry of permitting them to lie as useless as they had been throughout all the preceding ages. Without their vision and courage and assistance the western half of the continent would still be a wilderness except a fringe along the Pacific coast.

Federal authorities tell us that 72 per cent of the potential hydro-electrical energy of the United States lies west of the crest of the Rocky mountains. Oregon, with a credited quota of 6,613,000 horse power stands third in the list of possession of this mighty force, Washington and California alone exceeding it.

Of this 6,613,000 potential horse power but 200,000 has already been developed. This leaves 33 times its present development still open for the future.

There is small need for the young man of the present to sit down and bewail his fate of having been born at a time when the great work of the world had already been done. There never was a time in all history when the future held as much possibility for the rising generation as the present.

GET MORE WOOL

With Oregon wool at a good price it is important to get as heavy a fleece as possible from the flock. The buck will be one means of increasing the fleece weight. In selecting a buck to head the flock, the mutton conformation should be the first consideration. Next comes the wool. A dense fleece with a good length of staple covering the entire body evenly should be selected. Care is taken not to get a ram with black fibres in the wool, advises the Oregon Agricultural college experiment station.

All Standard makes of cigars and tobaccos.

Jahke's Oregon Made Chocolates, best in the market. Bulk or box.

Imperial candies have no superior.

A Bigger and Better Milk Shake made of pure whole milk.

Bottled Carbonated Water from the Star and Stolz factories in Salem.

Weatherly Ice Cream, a food product of high value.

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.

POWER, THE KEY DESTINED TO OPEN OREGON TO INDUSTRIAL SUPREMACY

Oregon May Safely Challenge the World to Duplicate Her Potential Factors of Power, Raw Material and Transportation—Essential to Commercial and Industrial Supremacy—Safe, Sound and Profitable Field for More Men and Money

(By EDWARD T. BARBER)
Oregon towns and cities are among the best lighted in the world.

Scarcely a hamlet of any size is without its power connections. So abundant is this magic "juice" that hundreds of individual plants are found where farmers, miners and mill men own their small plants and harness the tireless Giant to the wheels of industry.

So cheap is this power that most of our larger cities use it in what to the outsider appears a most extravagant manner in street lighting.

It is made the chore boy of every industry and perhaps of more families in Oregon than any other place.

It churns the butter, separates the cream, hatches the chicken and broods them afterwards, cooks the food, warms the bedroom and office, hauls the produce to market, crushes the ore in our mines and saws the logs in our mills.

Oregon may safely challenge the world to duplicate the conditions and factors within her borders which are essential to an industrial development whose magnitude will be beyond the conception of the wildest dreamer.

And the key to this great era of development is POWER.

MAHAMA NEWS

MEHAMA, Ore., March 25.—Real farming weather—everybody is busy putting in gardens.

A. A. Martin had the misfortune to cut a finger of his right hand Monday. The wound was dressed by Dr. Beauchamp of Stayton.

The small son of R. Chant cut off the little finger of his left hand Sunday while playing with an awl.

Elmer Taylor killed a large wild cat last week. That makes a total of eight cats in the last two months.

The Oakdale school is doing nicely with Miss K. Griffin for teacher and we hope before another term of school the building can be made larger.

Mr. Silve Chasead bought a new sewing machine. Charley Paulson of Mill City was a visitor in town Thursday.

Mr. and Mrs. McMullin of Gauch motored to Stayton Saturday on business.

Mr. and Mrs. Ed Taylor and wife and R. Griffin attended the dance at Gates Saturday night. They reported a good time.

Myers Brothers from Elk Horn were business visitors in town last week.

Bill McMullin hurt his leg badly last week but he will soon be on the streets again.

Granddad Taylor is also reported on the sick list.

Woodcut the article in every department. In nearly all cases scrubs are a loss, and in all cases they are a loss compared with real class trees or plants or shrubs.