THE OREGON STATESMAN, SALEM, OREGON



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

(With a few possible changes)Sugar Beets, Sorghum, Etc.,
May 7Loganberries, October 2
Prunes, October 9
Dairying, October 16
Flax, October 23
Filberts, October 30
Walnuts, November 6
Strawberries, November 13
Apples, November 20
Raspberries, November 27
Mint, December 4
Great Cows, Etc., December 18
Cherries, December 25
Pears, January 1, 1925Sugar Beets, Sorghum, Etc.,
May 7
Water Powers, May 14
Irrigation, May 21
Mintng, May 28
Land, Irrigation, Etc., June 4
Floriculture, June 11
Hops, Cabbage, Etc., June 18
Wholesaling and Jobbing
June 25
Cucumbers, Etc., July 2
Hogs, July 9
Goats, July 16,
Schools, Etc., July 23
Sheep, July 30 Pears, January 1, 1925 Goosebarries, January 8 Corn, January 15 Celery, January 22 Spinach, Etc., January 29. Onlans, Etc., February 5 Potatoes, Etc., February 12 Bees, February 19 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

Floriculture, June 11 Hops, Cabbage, Etc., June 18 Wholesaling and Jobbing, 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 Woodworking, Etc., Sept. 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

The Competition

The head lettuce growers here

Washington 648. The Idaho ship-

mostly in October and November

and the Washington shipments in

long way off yet.

WORLD GHAMPIUM

received a grain ration consisting of the same feeds, with the addi-

tion of flaxmed meal. This ration was supplemented with all the alfalfa hay she would consume

to 30 pounds

THE HEAD LETTUCE INDUSTRY OF THE SALEM DISTRICT PROMISES VERY WELL

copies 5c.)

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, success; just the same as they and the Pierrot of black and white Labish Meadows beaverdam lands have done with their celery, till silk are next cut out, (Fig. 3) north of Salem what will no doubt they have gained nation wide gold binding is attached at the

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.

> 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

STORE OF POTENTIAL RESOURCES

OREGON HAS POWER-PLUS, IN HER

(By EDWARD T. BARBER) | sent, and right here in Oregon. The germs of future towns and Man's mastery of electrical cities are carried in every seething energy, primitive as it more than cataract and waterfall in every stream in the state. likely is at present, among his The white horses in these pomost masterful conquests over the tential power sites are running forces of nature.

wild as any horses ever found on It is marvelous to consider how the Oregon plains, from the icy cold waters of the The deserts of eastern Oregon far-distant cataract we conduct will be made to blossom as the over tiny wires stretching across roses of the Willamette thorugh deserts, mountains and forests. that mysterious "something" the irrigation waters of her which we may convert into heat, streams and the same water will light and power by the simple release millions of horse power turn of a switch. What the future of electrical energy which will holds in the form of electrical reach every line of industry in it development no one dare predict. activities.

Enough has been learned to Electric furnaces will smelt the enable us to take a sort of inven- ores from the mines of Oregon; tory of our potential possibilities will operate the machinery of the measured from our present under- mines and the transportation of standing of the baffling subject. | the metal to the markets of the Doubtless the next generation world.

will be as free to criticise our Already the cheapest power in ignorant wastefulness in our des- the United States is the hydroire to develop this mysterious electric power in Oregon. Its avforce as we are today to criticise erage cost is placed at 1.81 cents our fathers for their great land per kilowatt.

Oregon has no extensive coal grants to the railways of their time to encourage building over fields. So far no oil deposits vast trackless and desert places have been discovered. But supthrough and to what seemed to pose coal were discovered, and oi' them to be valueless sections of in as great quantities as in Calithe country. They faced the fornia, it is but a short span of race for industrial supremacy problem of capitalizing those po- life until these sources of power plunged Germany and the whole tential resources with human in- are, exhausted. When once ex- world into war. The temporay loss hausted they can never be replac dustry of permitting them to lie as useless as they had been ed. Not so with our hydro-elec throughout all the preceding ages, tric power. It goes on forever-Without their vision and courage as long as the rain falls and the altered the German desire to and mill men own their su and assistance the western half of rivers flow. the continent would still be a wil-The population of Oregon is in creasing five times faster than and going strong. derness except a fringe along the that of the rest of the country. Pacific coast. Federal authorities tell us that Manufacturing for the loca'

-This cut is used by courtesy of the Associated Industries, of Oregon

THURSDAY MORNING, MARCH 26, 1925

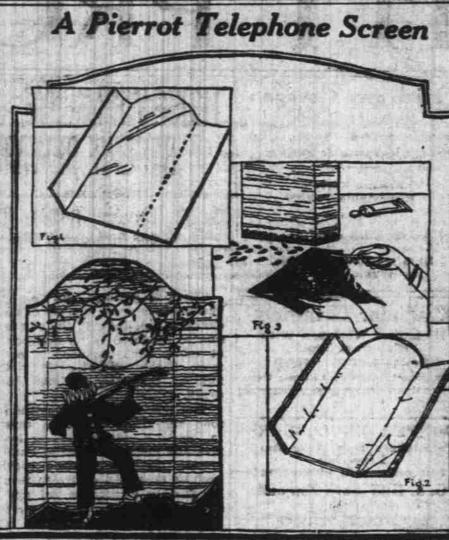
Beginning about January 1, 1925, The Statesman will supple ment its slogan articles on this page with a series of stories of Industrial Oregon from the pen of Mr. Edward T. Barber who is one of the most accomplished writers along these lines in the Pacific Northwest. Mr. Barber is a painstaking and careful 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 Desire to win in the mad world. Scarcely a hamlet of any size is without its power connection So abundant is this magic of the military feature of that mad that hundreds of individual race has in no wise changed or are found where farmers, mine control the industrial activities of plants and harness the tireless Giant to the wheels of industry. the world. The race is still on So cheap is this power that



This unique telephone screen is | should be applied sparingly with nade of cardboard, bits of grey, ellow, white, black and orange the spreader in the top of the tubc. If desired, olicioth may be used on and a strip of gold ribbon edgthe screen in place of silk. It is ing. The cardboard is first out and easier to clean but not quite so 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. colorful as the silk. If difficulty is encountered in cutting out the figure of Pierrot, it is well to remember that Pierrot or some sim-liar little silhouetted figure may be the rocky foreground of black silk purchased in the art department

of any store. An interesting variation of this bottom of the screen. Best quality cretonne or gay flowered chintz to liquid glue should be used and cover the cardboard foundation. laughter of Cascade Blossom, one by the Oregon Agricultural college time holder of the world's highexperiment station. Some orest butter record for ten months' chardists will have to increase their spray outfits due to the production as a full age cow. growth of the orchard to prevent serious trouble. If they cannot get over the orchard in time, the insects may get a start on them.

favor. within a few years become a big head lettuce industry.

The celery growers on those in the Salem district have some lands, members of the Labish competition from Troutdale grow Meadows Celery Growers union, ers, who have river bottom lands mostly Americanized Japanese and put out a somewhat different farmers, have been experimenting product. There are other comwith head lettuce for some years, mercial growers, mostly in late The outstanding leader among this lettuce, in Oregon. The number group is Roy K. Fukuda, the of cars of lettuce shipped from pioneer celery grower, who has Oregon last year was 127. Idaho been and is constantly carrying shipped 537 cars last year, and on experimental work with prospective crops adapted to that loc- ments of lettuce went forward ality.

Fair Start Last Year They made a fair start in the June, July and August. California industry last year, when they ship- is an immense head lettuce shipper ped six cars of lettuce to outside and Utah produces a great deal. markets, and sold about ten cars There has been a very great exin the markets of Oregon and

Washington cities. They hope to have about twice and there are indications that it 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 tuce. On the market the product for the production of butter in a tural college experiment station. is known as the Iceberg.

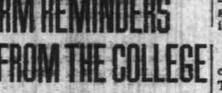
They plant the seed in green houses about the 10th of January, som, a purebred Holstein. In the About the last of January they dary herd of the Western State transplant into cold frame hot Hospital, at Fort Steilacoom, beds. About the 19th of March Washington, this cow completed they begin planting on the out- a test recently under the constant

About the 10th of May, they the Washington and Oregon state hope to have lettuce ready for Agricultural colleges with a record the market. This gives them the of 645.7 pounds milk containing advantage of the early market, 32.705 pounds butteriat, equivaand they can sell all they can lent to 40.88 pounds butter, acsupply, up to the middle of June., cording to the advanced registry After that they have competition department of the Holstein-Freifrom other districts. So far, our sian association of America. The head lettuce industry looks like former world's champion in this an early crop proposition. The class was the Holstein heifer Louprices are \$3 to \$5 a crate in ise Alcartra Prilly, owned by the Chicago; two to three dozen heads Bridgford Holstein company at in a crate. Where the heads run Patterson, California. large, they go about two dozen to The care and feed given Steilathe crate. The Labish lettuce coom Prilly Ormsby Blossom was heads do run large, similar to that received by her heads do run large, Fine for Quality There is no doubt as to the tie, the world's champion junior

taste of the Labish Meadows let- three-year-old for ten months tuce. The flavor is fine. There production of butter. During her is no better lettuce. There is dry period she was placed in a fitsome difficulty, so far, in produc-ing uniformly solid heads; or grain ration made up of ground tight heads, according to the trade cocoanut meal and cottonseed designation. The trade wants meal. During the official test she

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 La-bish Meadows growers will get mangels, corn slige and seaked the Meadows growers will get mangeh, corn slinge and soaked iformly tight heads, if any one beet pulp. She was fed from 24 to 30 pounds of grain a day and

The Labish Mendows growers



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

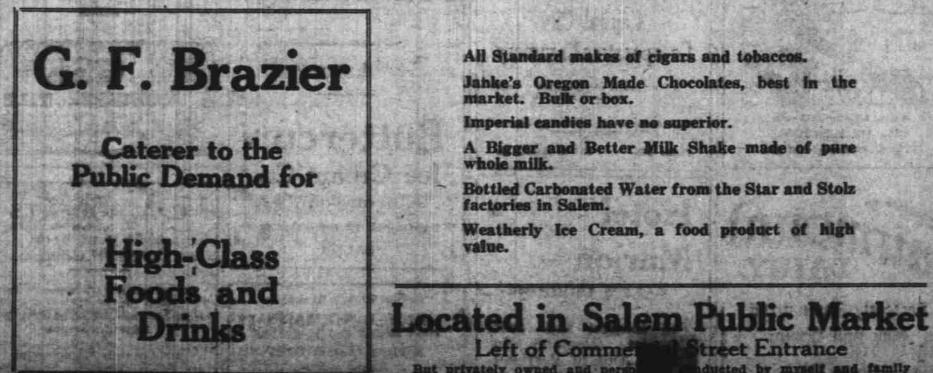
pansion of this industry all over the country in the past few years, A good colony of bees at the beginning of the main honey flow will keep on expanding. Lettuce should consist of one selected is used in the dietary of the nation queen and 75,000 to 100,000 more and more generally, and the workers. Ther eshould be as few a drones as possible, advises the saturation point is evidently periment station.

> Ordinary straw contains as much HOLSTEIN straw contains nearly 10 pounds of nitrogen, 5 pounds of phosphor-

ic acid, and 10 to 12 pounds of The world's champion dairy use the New York variety of let- cow among junior three-year-olds potash, says the Oregon Agricul-

> seven-day official test is now Heavy pruning of winter in-Stellacoom Prilly Ormsby Blosjured 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 supervision of representatives of 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



Wood ashes contain about 5 per cent potash and 30 per cent lime. The potash supplies the plant food element potassium, and the lime can be used to neutralize acidity in our soils. Wood ashes that have been exposed to the rains are leached and are not as valuable as unleached ashes, advises the Oregon Agricultural college experi- alone exceeding it.

ment station.

MANHART HELD GUILTY

SEATTLE, March 24 .- Elmer still open for the future. Manhart was convicted tonight of There is small need for the the raw materials for manufactur- house. Oregon Agricultural college ex- first degree murder for killing young man of the present to sit ed articles is a far larger factor

toria, B. C., in a taxicab here on having been born at a time when of power. Oregon, fortunately, development. Feb. 1. The jury, composed of the great work of the world had plant food material as does barn- four women and eight men, re- already been done. There never yard manure, but this material is commended life imprisonment af- was a time in all history when the not as readily available to the ter deliberating two hours and 20 future held as much possibility for plants as it manure. One ton of minutes. the rising generation as the prethe rising generation as the pre-

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?

population alone would demand, a rial lines. 72 per cent of the potential hydroelectrical energy of the United like rapid increase in our manu-

facturing industries. States lies west of the crest of the The world markets are opening Rocky mountains. Oregon, with a credited quota of 6,613,000 horse power stands third in the will induce still more rapid develist of possession of this mighty force, Washington and California Of this 6, 613,000 potential

of our potential water power. horse power but 200,000 has already been developed. This leaves 33 times its present development

Mrs. Lillian Helen Morley of Vic- down and bewail his fate of in productive industry than that new era in human industrial

has such vast stores of other resources, in mine, farm, forest and to settle its controversies by stream, that she may with confi- physical force and is turning from dence anticipate a development in its warriors to its industrial leadthe near future vastly beyond any- | ers.

history.

GET MORE WOOL

price it is important to get as laboratories and using for amheavy a fleece as possible from the munition the stores of undevelop flock. The buck will be one means ed resources nature has placed at of increasing the fleece weight. In our command. selecting a buck to head the flock. the mutton conformation should be the first consideration. Next comes the wool. A dense fleece position. with a good length of staple covering the entire body evenly weapons of the "big Bertha" type: an awl. should be selected. Care is taken not to get a ram with black fibres in the wool, advises the Oregon Agricultural college experiment station.

But the contest has adjusted itself along commercial and indus-

Chemical Jaboratories and sceintific research worke. , were never so active or so potent as today. before us more rapidly than our Their entire efforts are centered own local market demands. This on trying to discover better and more economical processes for lopment of our manufacturing in- producing the commodities redustries. This, in turn, will de- quired by modern sivilized man-

mand a still greater development kind; to discover new uses for old products or to discover useful In the development of the state, things lying hidden in the waste however, it must be ever carried matter of industry or in the hidin mind that the ability to supply den corners of nature's store-

We are at the dawning of

The world is weary of attempts

thing that has yet occurred in her Industrial leadership replaces the armaments and tools of war with the machinery and tools of productive industry guided by the With Oregon wool at a good power radiating from our research

gon finds herself occupying a Stayton.

Unlimited cheap everlasting nower.

Vast stores of resources from which to draw her raw materials. months. Transportation facilities, by and and sea, which give her ac-

cess to the markets at home and These are the three mightlest factors essential to success, and Oregon possesses them each in the

superlative degree. A hundred Niagaras and Muscle Shoals thunder from her mount-ain streams and challenge the skill of engineers to harness them to the wheels of Oregon progres Already the challenge has been ccepted by numerous organizations, and 200,000 horse power of this challenging Giant have been harnessed. Oregon uses five times the amount of hydro-electric power per capits of the average for the United States. But this development is so-small, such a tiny attempt as compared with the possibilities of the situation, that the Giant smiles in contempt a

most of our larger cities use it in what to the outsider appears 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, separat the cream, hatches the chicke and broods them afterwards, cool the food, warms the bedroom and office, hauls the proket, crushes the ore in our mines and saws the logs in our mills.

Oregon may safely challenge the world to duplicate the condition and factors within her bordon which are essential to an industrial development whose magnit ude will be beyond the concept of the wildest dreamer.

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

MAHAMA NEWS

MEHAMA, Ore., March 35 .-Real farming weather everyb is busy putting in gardens.

A. A. Martin had the miste tune to cut a finger of his ri In this contest the state of Ore- hand Monday. The wound was

most favorable and advantageous The small son of R. Chant cu off the little finger of his 1 She possesses three commercial hand Sunday while playing w

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

The Oakdale school is doin nicely with Miss K. Griffen for teacher and we hope before an-other term of school the building

can be made larger. Mrs. Silva Chasade bought a

Charley Paulson of Mill City was a visitor in town Thursday Mr. and Mrs. McMullin otored to Stayton Se Gauch me

day on b Mr. and Mrs. Ed. Tor and B. Griffen attended the at Gates Satur eported a good th Myers Brothers from Kill

were husiness visitors in tor Bill MeMullin hurt ht ast week but he will the stress again.

Granddad Tayl d on the sick list

our puny efforts. More men and more money, and Weed ant the still more men and more money, depart

All Standard makes of cigars and tobaccos.

Imperial candies have no superior.

market. Bulk or box.

whole milk.

factories in Salem.

Left of Comme

Janke's Oregon Made Chocolates, best in the

A Bigger and Better Milk Shake made of pure

Bottled Carbonated Water from the Star and Stolz

Weatherly Ice Cream, a food product of high

treet Entrance

d by mysalf and family

