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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
- Pilbarta, 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
- City Beautiful, etc., March 5
- Beans, etc., March 12
- Paved Highways, March 19
- Head Lettuce, March 26
- Shoes, 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
- 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
- National Advertising, August 6
- Seeds, etc., August 13
- Livestock, August 20
- Grain and Grain Products, August 27
- Manufacturing, September 3
- Automotive Industries, September 10
- Woodworkers, 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 16 cents each, mailed to any address. Current copies 5c.)

## THE FIRST BEET SUGAR FACTORY FOR OREGON SHOULD BE AT SALEM, SURELY

And There Should Be Sugar Factories in a Number of the Willamette Valley Cities and Towns—It Takes a Large Acreage of Sugar Beets to Supply a Successful Factory

From a statement given out recently by G. R. Hyslop, agronomist at the Oregon Agricultural College, the following excerpts are taken: Prof. Hyslop being perhaps the best Oregon authority in this field:

"Sugar beets were a very important topic in agricultural discussions in the middle 90's in Oregon. The experiment stations at that time conducted a great many trials on the feasibility of sugar beets in different sections of the state. Tests were made principally in the irrigated and the better of the dry land sections of eastern Oregon, in southern Oregon, and in the Willamette valley. A very few tests were made in the lower Columbia and in the coast district.

**Beets Practicable**  
These tests were principally small plantings of the best sugar beet seed available. In some instances yields were secured, but principally beets were gathered and tested as to their sugar content. A great many of these tests showed that the various sections of Oregon were capable of producing beets of a good enough sugar content for successful manufacture. The sugar content was somewhat higher in the eastern Oregon district than in most of the western Oregon district, but in practically every section the sugar content was high enough to make manufacture commercially feasible.

"These trials were carried out through a considerable number of years. After that time a factory was located at La Grande. This factory was situated in the heart of a big farm country, where grain, hay, and livestock were the principal features. Practically no farmers had had experience in intensive crop cultivation. It did not prove to be a satisfactory location because at no time did the factory have sufficient acreage to give it a long sugar making campaign.

**Wrong Locations**  
"Some years after its establishment the factory was moved to an irrigated district in Idaho where intensive farming was carried out. Later on another sugar beet factory was promoted and built in the southwestern Oregon district. Jackson, Josephine and Douglas counties contributed the beets for this factory, but here again, while the sugar content was good there were not enough intensive farmers or total land area sufficient to assure the factory enough beets for profitable production.

**Our District Best**  
"In order to be successful a sugar beet factory must have a rather large acreage of beets. The investment in the factory is a large one and it is in use for a relatively short period of time during the year. Consequently the production of beets is only feasible in sections where there is a large enough body of land and a large enough group of farmers to assure a constant acreage.

For this reason it appears that probably the BEST PLACE IN OREGON FOR THE LOCATION OF A SUGAR FACTORY IS IN THE WESTERN OREGON FARMING DISTRICT where there is a large farm area and large total population of farmers.

**Good Sugar Content**  
"The experiments carried out by the Oregon experiment station many years ago, showed that in the middle 90's the sugar beet produced fairly good yields and a good sugar content, running anywhere over 15 per cent sugar. The sugar content was amply high to justify commercial manufacture. There was some doubt in the minds of some of the people as to whether there would be second growth. Many years of experience with other beets here in the Willamette valley would indicate that there is little danger of second growth, if beets are harvested in anything like reasonable season.

**Plenty of Land**  
"The large area of mallow river bottom land, as well as the large areas that are annually devoted to clover and vetches, should make an ideal place for the production of a large acreage of beets. It is probable that with the improvement of sugar content that has taken place in sugar beets in the last 30 years that we should grow beets still richer in sugar than at the time of those early experiments. There is certainly in the western Oregon district AN ENORMOUS AREA of land that might be used in the production of some beets.

"While a very large number of farmers are not interested in producing a large acreage of this crop certainly enough of them, tributary to some central point.

(Continued on page 11)

### EX-CONGRESSMAN HICKS NAMED ALLEN PROPERTY CUSTODIAN BY COOLIDGE

Frederick C. Hicks, formerly a member of Congress from New York, has been named Allen Property Custodian to succeed Colonel Thomas W. Miller. Hicks was eastern manager for President Coolidge in the last national campaign.

## THE BEST PLACE IN OREGON FOR A BEET SUGAR FACTORY IS SALEM

We Can Grow the Beets and We Can Get the Labor for Thinning and Harvesting—Sugar Comes from the Wind That Bloweth Where It Listeth and the Water That Falls in Rain from Heaven—The Family of the Sugars

There is a prospect of securing a beet sugar factory in Salem. This is the best place in Oregon for one; Eugene is probably the next best point, with Corvallis, Albany, Hillsboro, Oregon City, McMinnville, Silverton, Woodburn, following in about that order. And why? Because of the labor problem. The thinning of sugar beets takes a lot of hard labor; painstaking, back breaking work. The rest, for the most part, is much aided by modern machinery. Salem is used to finding a lot of labor, in the tending and harvesting of our tree and bush fruits and our vegetables and strawberries and hops. The beets can be grown in all the Willamette valley counties, with sufficient sugar content to make their production an economically sound proposition; with above 12 per cent of sugar content. We have grown in several parts of the valley sugar beets with 25 per cent of sugar content.

Is there danger that we may overdo beet sugar production? Hardly. Americans now consume something more than 30 pounds of sugar per capita. And according to experiments of the United States department of agriculture men doing heavy labor may consume 275 pounds of sugar a year without any deleterious effect—that is, our workers may eat about three times their weight in sugar annually; though the experts do not say how much a girl doing nothing ought to eat between meals.

**The Purest Food**  
Pure white sugar is the first and greatest contribution of chemistry to the world's dietary. It is a single definite chemical compound, sucrose, and it is highly nutritious. It is a simple and pure combination of carbon, hydrogen and oxygen. Except the fats, there is no more nutritious food than sugar, pound for pound, for it contains no water and no waste. It is therefore the quickest and usually is and always should be the cheapest means of supplying bodily energy. As a source of the energy needed in our strenuous life sugar has no equal. Common sugar is almost an ideal food. Cheap, clean, white, portable, imperishable, indigestible, pleasant to eat, a sugar free, highly nutritious, completely soluble, altogether digestible, easily assimilable, requires no cooking and leaves no residue. Its only fault is perfection. It is so pure a man cannot live on it. Four square lumps give 100 calories of energy; and only 2500 to 3500 calories are required to keep a man going for a day. To round out the dietary there must be added to the carbon, hydrogen and oxygen contained in sugar nitrogen and other elements, by the use of the grains and milk and fruits and vegetables containing the other ingredients necessary to life.

But we may safely eat more and more sugar; and we are constantly increasing our per capita consumption. The industry is young. The ancient Greeks, being an inquisitive and acquisitive people, were fond of collecting tales of strange lands. They did not care much whether the stories were true or not so long as they were interesting. Among the marvels that the Greeks heard from the Far East two of the strangest were that in India there were plants that bore wool without sheep and reeds that bore honey without bees. These incredible tales turned out to be true and in the course of time Europe began to get a little Calico from Calicut and a kind of edible gravel that the Arabs who brought it called "sukkar." But of course oily kings and queens could afford to dress in calico and have swar prescriber for them when they were sick.

But, fortunately, in the course of time, the Arabs invaded Spain and forced upon the unwashed and unwilling inhabitants of Europe such things of higher civilization as arithmetic and soap and sugar. Came a time when Great Britain controlled the cane sugar industry of the world. Marggraf, a Berlin chemist, had in 1747 discovered that it was possible to extract sugar from beets. But there was only a little sugar in the beet root then, some 5 per cent, and what he got out was dirty and bitter. One of his pupils in 1801 set up a beet sugar factory in Breslau under the patronage of the king of Prussia, but the industry was not a success until Napoleon took it up in 1810 and offered a prize of a million francs for a practical process. France was shut off from the cane sugar supply and wanted sugar.

In a comic paper of that day you will find a cartoon of Napoleon in the nursery beside the cradle of his son and heir. The emperor is squeezing the juice of a beet into his coffee and the nurse has put a beet into the mouth of the infant king of Rome, saying: "Suck, dear, suck. Your father says it's sugar!" In like manner did the wits ridicule Franklin for fooling with electricity, Rumford for trying to improve chimneys, Parmentier for thinking potatoes were fit to eat, and Jefferson for believing something might be made out of our part of the country that lies west of the Mississippi.

In all ages ridicule has been the chief weapon of conversation. If you want to know what line human progress will take in the future, read the funny papers of today and see what they are fighting. The satire of every century, from Aristophanes to the latest vaudeville has been directed against those who are trying to make the world wiser or better, against the teacher and preacher, the scientist and the reformer.

**The Sugar Family**  
There is a big family of sugars. Maple sugar is mostly sucrose. So partly is honey. Nearly every fruit and vegetable has some sugar, including carrots, and even turnips. But there is another sugar, corn sugar, that is not sugar (sucrose) at all, but glucose, and in the United States we work up 50,000,000 bushels of corn a year into 800,000,000 pounds of corn syrup, 600,000,000 pounds of starch, 625,000,000 pounds of glucose feed, 90,000,000 pounds of oil (for "Karo," "Mazola," etc.), 90,000,000 pounds of oil cake, and 230,000,000 pounds of corn sugar, which is not sugar, but glucose, and nearly all candies are made partly from glucose and partly from sucrose—that is, from sugar proper and corn sugar; and they are both food. Nearly all candy is wholesome, as it comes from the hands of the candy maker; though it may gather bad elements in improper handling, from unclean hands, etc.

But cane sugar and beet sugar are when completely purified exactly the same substance, that is, sucrose; chemically C12H22O11, that is, carbon, hydrogen and oxygen, using subscript figures to indicate the number of atoms. One is as good as the other, because they are exactly the same. And there is no advantage economically in cane sugar. The only advantage is the cheap (black) labor employed in growing sugar cane in the country where we get most of our raw sugar for refining, Cuba. An acre of sugar beets in the Salem district will make more refined sugar than an acre of sugar cane in Cuba or any where else. The labor cost here is more, because our laborers will not go barefooted and half naked and live in a state of near starvation.

Hence the necessity for a protective tariff, and it should be higher instead of lower, as the sugar refiners of the Atlantic coast using raw cane sugar from Cuba have been (vainly) fighting for. If we will protect our beet sugar industry, and build it up, we will soon be able to make all our sugar from American soil, even though we may go to the point of three times

as much. If you fall to find such a situation you may figure yourself as a misfit. The Pacific Northwest is a treasure box of undeveloped resources. Opportunities peculiar to each different community are found to abound. But few localities have been as little exploited as Falls City, and this is one of the strong points urged for justifying the present invitation of Falls City to the home seekers and new investment seeker to visit it while these wonderful resources and opportunities are still in a virgin state. Oil and mineral deposits are in time exhausted and communities built upon them perish or fall into decay. But such agricultural opportunities as exist here in Falls City are enduring. A Falls City walnut grove will in a few years produce an income that would excite the envy of a Croesus, but it will be as profitable for the next 200 or 300 years as now. The fruit and berry grower is assured of an income for himself and heirs into the third and fourth generations, and still going on. Within the lifetime of those now living, every acre of land in the 100 square miles of Falls City territory will be worth not less than \$500, and in the mean time it will have built up fortunes for hundreds of thrifty families.

## DIVERSIFIED AGRICULTURE IS THE BASIS OF FALLS CITY PROSPERITY

Conditions of Soil, Surface, Climate and Transportation Contribute to Make Falls City a Natural Center for Fruit, Berry, Nut and Vegetable Growing—Thousands of Slacker Acres Should Be Put to Work

BY EDWARD T. BARBER  
We are back again on the old subject of Falls City fruits and vegetables. Somehow or other this subject appeals to us, as especially worthy of attention because of the exceptionally fine opportunities presented to develop it into a great canning center whose fame will reach from ocean to ocean and even, with Oregon's seaport connections, to the far distant lands.

We have sampled the products of the Falls City cannery and come back for more. We have sampled the vegetables, also the nuts grown here, and know that none finer can be found any place. It is to capitalize this set of conditions that these articles are written and that the Falls City Commercial club is organized and kept alive.

Falls City should cry from her hilltops as with one united voice her faith and belief in her products. It is to the credit of the city that it needs no education along the line of appreciation of its local industries, especially its lumber business, its cannery and its Roquefort cheese factory, but it is inclined to be over modest in telling the world about it. These institutions are recognized by the citizens as of greater value to the community than they are to the stockholders and owners. This is the most favorable factor entering into the present effort to still further develop the industrial possibilities of Falls City. There are too many slacker acres around Falls City, and it is to get them to work that has prompted this campaign of publicity. These acres are potential gold mines to their owners, if the owners will only unlock the door and release the slumbering elements to form themselves into berries, prunes, walnuts, grapes, beans, carrots, and all kinds of food for the human race which may be produced in this vicinity.

The wonderful producing power of the soil, the friendly climate the opportunities for owning homes and farms at low prices, the transportation facilities and all other favorable features are of no avail unless heralded to the world in a convincing manner. By a convincing manner means bringing the new industries and new people to Falls City; building up such a community as the fortunes of nature have endowed the community in a most prodigious manner.

This is not to be done in a single season or a single campaign of a few months spasmodic effort. It must be a constant effort long continued. If you, as a stranger, come to Falls City, be slow to form an opinion. Climb to the tops of the hills and view the magnificent location; see the farms stuck away in the niches of the forest; visit the farms and see the nature of the soil, the kind of improvements. Visit the lumber mills and if possible the lumber camps in the big woods. Visit the cannery and sample its products. Visit the goat farms and the Roquefort cheese factory. Inspect the berry fields and orchards as well as the nut groves. Notice the deep soil, the rolling, well drained surface and the fine water.

You will finally conclude that here is a gem of a location that has escaped the general attention of the public and still affords an opportunity for one to get in on the ground floor of Oregon progress. You will find opportunities here adapted to almost any line of activity to which you are fit—our weight in sugar consumption annually, which we will naturally do in that case, because home competition will bring and keep down prices to a proper proportion compared with the general scale of prices in this country.

The Slogan man is for three times our weight in sugar consumption annually, with beet sugar factories all over the Willamette valley, and elsewhere in this state where the beets may be grown and the proper labor may be had.

Encouraged by results of irrigation in growing vegetables, and desire to be ready to put on water when it is needed, Fleischman and Monahan are installing a four inch centrifugal pump capable of delivering 400 gallons of water per minute on their Kiger Island, Benton county, truck gardening acreage. This outfit, which will be driven by a three horsepower electric motor, replaces two 2-inch rotary pumps that were used the last two years with resulting increased yields.

Supplemental irrigation is gaining in favor with Willamette valley farmers, says F. E. Price, soils specialist for the O.A.C. extension service. Bigger and better crops and greater profit per acre followed application of water on farms where pumping units have been properly installed, or that could put on water by gravity.

Seven known irrigation systems serving 68 acres are reported in Benton county by C. R. Briggs, county agent. At one time J. R. Williamson was about ready to pull up his Kiger Island peach orchard because his fruit was so small it wouldn't sell. He turned to irrigation. "Due to increased size of the fruit, I figure that the added water doubled my tonnage each year," is his testimony. In a small part of his orchard on which water cannot be put small fruit still prevails.

A fine stand of alfalfa on the Fred Robbins farm near Philomath was started with irrigation last year. By April 15 this spring it was about a foot high and in a thrifty condition. Mr. Robbins has installed a three horsepower motor and three-inch pump and is preparing 10 additional acres for water this year.

Irrigation Willamette valley farms was given a boost when the agricultural conference in Benton, Clackamas and Washington counties gathered data on the subject and recommended the practice. Based on his observation of installation of pumping plant systems, Mr. Price advises that all farmers who intend to irrigate this year for the first time have

Plans for New Projects Ought to Be Clearly in Mind by June

Through the cooperation of F. A. Doerfler, farm advisor of the First National bank of Salem, and through the interest of the Utah-Idaho Sugar company and J. W. Timponson, Washington manager of the company with headquarters at Bellingham, there will be made a more thorough test this year than heretofore as to whether the right kind of sugar beets can be grown in the vicinity of Salem, and with sufficient yields to make sugar beets a paying crop. Sometime ago the Salem chamber of commerce corresponded with Mr. Timponson regarding sugar beet growing in this part of the valley, and he expressed a willingness to send a supply of seed, provided it would be distributed among farmers who had land adapted to sugar beet growing. Mr. Timponson sent a supply of seed which has been taken by the farmers who will from time to time receive special bulletins regarding cultivation and harvesting and later, directions in regard to having the beets tested for sugar content.

The following sixteen farmers are under contract to make the test:

Name and address	Sugar Purity	Pr. Ct.	Pr. Ct.
F. A. Doerfler, Macleay.			
C. W. Jensen, Salem, route 6.			
Simon A. Barnes, Gervais, route 2.			
R. E. Jones, Salem, route 9.			
R. O. Witzel, Turner, route 3.			
Sam Tungen, Jefferson, route 1.			
H. Elfstrom, Salem, route 6.			
R. C. Halberg, Independence, route 1.			
A. W. Powell, Salem, route 6.			
G. A. Russ, Gervais, route 1.			
Royce Allen, Salem, route 9.			
C. J. Stupfel, Salem, route 9.			
Aug. Spermaker, Salem, route 6.			
M. F. Bliven, Salem, route 8.			
A. R. Southwick, Salem, route 1.			
G. E. Bohnsen, Turner.			

## THIS WEEK'S SLOGAN

DID YOU KNOW that the lands in the Salem district are as well adapted to the growing of sugar beets with a high sugar content as the best beet sugar lands of Germany that the great Salem fruit district, using and due to use vast quantities of sugar annually, can raise its own sugar beets and establish and maintain its own sugar beet factories, and can do it at a profit; that, in the service of a self-contained prosperity and growth, this ought by all means to be done, and done as soon as possible; that there is ample capital here now, if assembled cooperatively under the right sort of auspices and leadership, to accomplish this very desirable end, and that it would not be a difficult matter to secure sufficient sugar beet acreage in the Salem district to supply a sugar beet factory, properly financed and managed?

## SUGAR BEET TESTS LAST YEAR AND THIS YEAR IN THE SALEM DISTRICT

The Results Last Year, in an Unfavorable Season, Showed a Commercial Quantity of Sucrose in Samples From Nine Points Scattered Over the Willamette Valley, and Also a Satisfactory Purity—Sixteen Plats for Experiment This Year

Mr. Doerfler will keep close track of these experiments, measuring the ground and giving full instructions as to cultivation, thinning, harvesting, etc. Most of the tracts are a third of an acre each. All types of soil have been selected this year, including beaverdam, sandy river bottom, Walde Hill, Salem prairie and Howell prairie, Turner irrigated district, etc.

According to Mr. Timponson, in order for the sugar beet industry to be successful both to the grower and manufacturer, the average sugar contents should be about 15.5 per cent and the purity not less than 86 per cent. The following is a tabulation of the results of the experiments in sugar beet growing in the Willamette valley in 1924, according to a report of Mr. Timponson:

Name and address	Sugar Purity	Pr. Ct.	Pr. Ct.
L. O. Herold, Salem	13.5	87.1	
Bird Richard, Junction City	15.3	87.4	
H. L. Beck, Springfield	14.7	87.2	
Paul Myers, Springfield	15.6	89.7	
DeLang & Sons, Broadmead	14.2	85.7	
G. G. Hirschberger, Hubbard	14.5	85.8	
W. A. Bear, Turner	12.5	88.8	
S. H. Brown, Gervais	12.3	88.8	
G. P. Hyslop, Gervais	16.6	90.9	

## FARM REMINDERS FROM THE COLLEGE

Shell Seed Corn by Hand; Consider Varieties in Making Cannery Plantings

(Following are excerpts from a current bulletin of the department of industrial journalism of the Oregon Agricultural college.) Seed corn is best shelled by hand, the tip and butt kernels being discarded. Each ear is shelled into a pan by itself before being dumped into the sack with the rest of the seed. In shelling, the following defects in kernel type are noted: kernels which show decided starchiness and dull color; kernels that are blistered around the germ or show other signs of immaturity; and shoepeggy or moldy kernels. Ears that are any of these defects are discarded. Hand shelling gives the grower an opportunity to study the kernel-type and prevents broken kernels. The seed is run over a grader or fanning mill to remove small and over-sized kernels. The small kernels are likely to be poor yielders, and the large misshapen kernels sometimes clog the planter. Uniformity of kernel is a real help in getting uniform plantings with the corn planter.

their plans clearly in mind by June, so the water will be available when needed. He estimates the cost of a pumping plant at about \$20 per acre.

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No better crop than corn has ever been found for silage in Oregon, says E. R. Jackman, crops specialist for the extension service, Minnesota No. 13 is the leading variety in western Oregon, closely followed by Oregon Golden Glow. Spring planted peas and barley are an excellent combination for silage in coast counties and have outyielded oats and vetch a ton on acre at the branch experiment station at Astoria.

Farmers are urged not to use lime sulfur spray or dust sulfur for mildew or gooseberries after the fruit has set if it is to be marketed through the cannery. The sulfur injures the canned product. Spray information can be had of the Oregon Agricultural college experiment station.

Use of the pressure cooker for canning all vegetables in glass except rhubarb and tomatoes is inadvisable, says E. H. Wiegand, professor of horticultural products at O.A.C. When boiling water bath or open kettle methods are used, there is often danger from bacillus botulinus. Only sound, fresh, vegetables properly washed before canning are selected. Overfilling of jars often causes under-sterilization.

Oregon farmers find it to their advantage to interview canners or consult the experiment station before making plantings of various berries or vegetables for cannery use. Large areas are often planted which are not the type nor variety desired by canners. The morning newspaper is the market place of the entire world. An advertisement in it will bring you larger returns.