

LANE OF DIVERSITY, COUNTRY OF OPPORTUNITY, OREGON

Salem is the Centr of a Growing Number of Basic Industries That Challenge Universal Attention and Bring Money from the Markets of the World to be Expended Here—A Campaign Waged for the Poduction and the Doing of Things in Which Our People Excel or Can Excel, or Can Produce or Perform to Better Advantage or with Greater Profits Than Other Countries or Sections; Raising This District Above the Dead Level of the Line of Mere Competition or on an Equal Basis—Marveys of Soil, Sunshine and Showers—Country Beautiful, the City Beautiful

On October 9, 1919, the Statesman undertook a Sem Slogan campaign to run on Thursday in the Daily and on Fridays in the Twice-a-Week Statesman, through a year, to exploit the 52 most important basic industries and interests of Salem and the Salem district.

To inform men of genius, vision, enterprise, capital and industry the wide world over what Salem and the surrounding country have to offer them.

And also to take stiel of our own advantages, so that we who live and do business here may better realize how fortunate we are; what a great future we have; what opportunities are at our doors; what "Acres of Diamonds" are in our own land waiting for the digging of our own people.

And it is not too much to say that this campaign has been a revelation to all of us.

For the campaign is now on its seventh year, and great surprises have come to all of us concerning the possibilities of growth and development, and in most cases the actual growth and development of our industries in the months and years that have gone by.

So the Slogan editor has undertaken to give, for the benefit especially of the prospective newcomer, a summary of the matter in the Salem Slogan issues of The Statesman.

Of course the following review can be only a review.

Can only barely touch the high places; for it would take many hundreds of pages to print all the matter in regard to the different subjects that have appeared in the Salem Slogan issues.

Following is the summary:

The Loganberry Industry

The story of the loganberry is an epic. It is called the loganberry because it was discovered by Judge J. H. Logan, of Santa Cruz, Cal., in 1887, from seed planted in his garden. He concluded, after investigation, that it

was a cross between the Auginbaugh blackberry and the red raspberry. Judge Logan is now a resident of Oakland, Cal. There have been attempts to improve the loganberry—and even the great Luther Burbank made an attempt of this kind. But the loganberry remains one of the great berries of commerce, with an ever widening field of favor.

And Salem is the loganberry center of the world; 50% of the loganberries of the world are raised almost within sight of the Oregon capitol dome. Most of the loganberries of the world will always be raised within the lengthening shadows of the dome of the capitol in Salem. This is the loganberry land; the Willamette valley soil and sunshine and showers give this district a virtual franchise on loganberry growing. It is the king berry of all our bush fruits, though others also excel here.

The loganberry industry as we see it now started on one leg. There was only one way to market loganberries abroad—in the dried state. Then came the juice industry, then canning and jams and jellies, and dehydration and now the cold pack, shipping in barrels, or frozen in large cans, going in that form to the concerns of the east making fruit syrups for the soft drink and ice cream places, and manufacturing jams and jellies and many other food products, including the great pie trade. The market is a wide one; widening. England now takes nearly half of our canned loganberries.

There is no doubt but the industry will be a permanent one. Whenever the industry is properly organized, the frozen berries alone will be marketed in as large quantities or larger than they are at the present time produced; going largely to the pie bakers of the big cities. The juice business is due for a world wide extension of markets. In that form, there are many uses, in homes and hospitals and in the soft drink parlors everywhere—more uses than for any other single fruit grown.

Dates of Slogans in Daily Statesman

(In Twice-a-Week Statesman Following Day)

(With a few possible changes)

- Loganberries, October 1
- Prunes, October 8
- Dairying, October 15
- Flax, October 22
- Filberts, October 29
- Walnuts, November 5
- Strawberries, November 12
- Apples, November 19
- Raspberries, November 26
- Wheat, December 3
- Beans, etc., December 10
- Blackberries, December 17
- Cherries, December 24
- Pears, December 31
- Gooseberries, January 7, 1925
- Corn, January 14
- Celery, January 21
- Spinach, etc., January 28
- Onions, etc., February 4
- Potatoes, etc., February 11
- Bees, February 18
- Poultry and Pet Stock, Feb. 25
- City Beautiful, etc., March 4
- Great Cows, March 11
- Paved Highways, March 18
- Head lettuce, March 25
- Silos, etc., April 1
- Legumes, April 8
- Asparagus, etc., April 15
- Grapes, etc., April 22
- Drug Garden, April 29
- Sugar Beets, Sorghum, etc., May 6

- Water Powers, May 13
- Irrigation, May 20
- Mining, May 27
- Land, Irrigation, etc., June 3
- Floriculture, June 10
- Hops, Cabbage, etc., June 17
- Wholesaling and Jobbing, June 24
- Cucumbers, etc., July 1
- Goats, July 8
- Sheep, July 15
- Schools, etc., July 22
- National Advertising, August 5
- Seeds, etc., August 12
- Livestock, August 19
- Grain and Grain Products, August 26
- Manufacturing, September 2
- Automotive Industries, September 9
- Woodworking, etc., September 16
- Paper Mills, September 23

(Back copies of the Thursday edition of The Daily Oregon Statesman are on hand. They are for sale at 10 cents each, mailed to any address. Current copies 5 cents.)

The Prune Industry

Salem is permanently the prune capital of all prunedom; for prunes of quality; for the tart, sweet or French prune is being developed here, of large sizes; graduated from the Petite kind. We are making the big from the small (Petite) variety.

The three counties of Marion, Polk and Yamhill, composing the Salem local market district, have over half the prune acreage in Oregon. The planting in these three counties will before long be 25,000 acres. County Fruit Inspector S. H. Van Trump, of Marion county, says full grown prune orchards in this district ought to yield five tons of dried fruit to the acre. Multiply 10,000 by 25,000 and you will see that the immediate local Salem district alone is well on the way towards the

half million pound mark annually.

Mr. Van Trump says "there is no better prune district on earth, and our marketing conditions are absolutely the best." He says that land that is suitable for prunes may be had here for \$75 to \$300 an acre—owing to the distance from market.

The prune industry here is young yet. There are men yet young and active in the industry who saw and participated in the beginnings of its solid start, who have stood by and aided its growth into greatness, and who are still active in pushing it toward the greater attainments that are promised for the industry in the future. Herbert Hoover, now the world's most widely known and loved citizen, as a boy aided his uncle, Dr. H. J. Minthorn, who, in company with B. S. Cook, of the

old Oregon Land Co., gave the prune industry its first great impetus in the Salem district. H. S. Gile and W. T. Jenks of the Willamette Valley Prune association, who were the pioneers of the wide marketing of the Oregon prune, are still young and very active in the industry, as growers, packers and buyers and sellers.

There is money in prunes in the Salem district—some years it has been and in some years in the future it will be a bonanza crop. But the thing is, that it is a reliable money crop, paying sure profits that will justify values for developed prune orchards of \$500 an acre and over; and finally this is bound to run up to \$1000 to \$2500 an acre. So the man who starts now, and develops even a small prune orchard, will gain independence for himself and his children and his children's children.

The Dairying Industry

"Did you know that, in the matter of dairying, our dairymen are at least 7 cents a pound of butterfat ahead of the dairymen east of the Rocky mountains; that there is at least that much difference in favor of our dairymen, on account of the fact that they are not obliged to combat the effects of the intense summer heat and the winter cold in the keeping of cows; that in addition they have the same advantage of raising their families and in their own comforts; that this one fact, if it could be generally understood, would fill the Willamette valley with a population as dense as that of Belgium?"

The above is part of the language of one of the Slogans.

We have produced nearly all the world record Jersey cows, and the greatest cow of all time, of any breed, any age. We have the best dairy country in the world.

The recent discoveries in dietary science, showing that a virile race that thinks high thoughts and achieves great things cannot be maintained without milk; that children must have milk if they are to grow and develop normally; that there can be no long life without milk, make the dairying

industry a sacred calling; a profession, if the reader will allow that term, that must be respected.

Dairying is profitable here in the Salem district, on its own account, and increasingly so as better and better dairy cows are produced; and the dairy cow is necessary to keep up the fertility of the soil; to increase the productivity of the land, so that it will never wear out, but on the contrary grow better the longer it is used.

Oregon has made more progress in the past ten years than any other dairying state in bringing up the average production per cow. Of all Oregon cows in 1924, 4.6% were purebred. Of all in the United States, 3.2%.

If you are a dairyman anywhere in the world, outside of the Salem district, it will pay you to sell out, even at a loss, and come

and engage in that industry here where your profits will be larger and larger and your comforts greater than in any other country.

The Flax Industry

"Did you know that ours is the best country in the world for the production of flax, for fiber—for the making of yarns, twines, threads and linens; that our water, being 'soft,' is just right for the treatment of the flax straw and taking it through all of the processes of manufacture from the retting to the weaving of the cloth; that when these facts become universally known the flax industry will be fully developed here and that it will bring to our valley a hundred million dollars annually?"

The above are familiar and true

words from various Slogan issues of The Statesman.

The Salem district is the only place in the United States where the flax industry is developed for the production of the finer fiber on a commercial scale, and this branch of the industry will grow very fast from now on.

Flax for the seed was grown here 60, 50 and 40 years ago—and Salem had a successful linseed oil mill, owned by the Gray family; on the site of the present Kay woolen mills.

Away back in 1876, at the Philadelphia Centennial, after flax grown near Salem took the first prize against the flax of all other countries, on ALL THE NINE POINTS considered by the judges; and at that time a great Belfast manufacturer said that he could take two pounds of the Salem flax

(Continued on page 4)

SHIP BY WATER AND SAVE THE DIFFERENCE

SALEM NAVIGATION CO. STEAMER "NORTHWESTERN"

Operating on a regular schedule, handling merchandise and carload shipments between Salem and Portland and way landings.

Schedule
Leave Portland 6:00 A. M.—Sundays, Tuesdays and Thursdays
Leave Salem 6:00 A. M.—Mondays, Wednesdays and Fridays

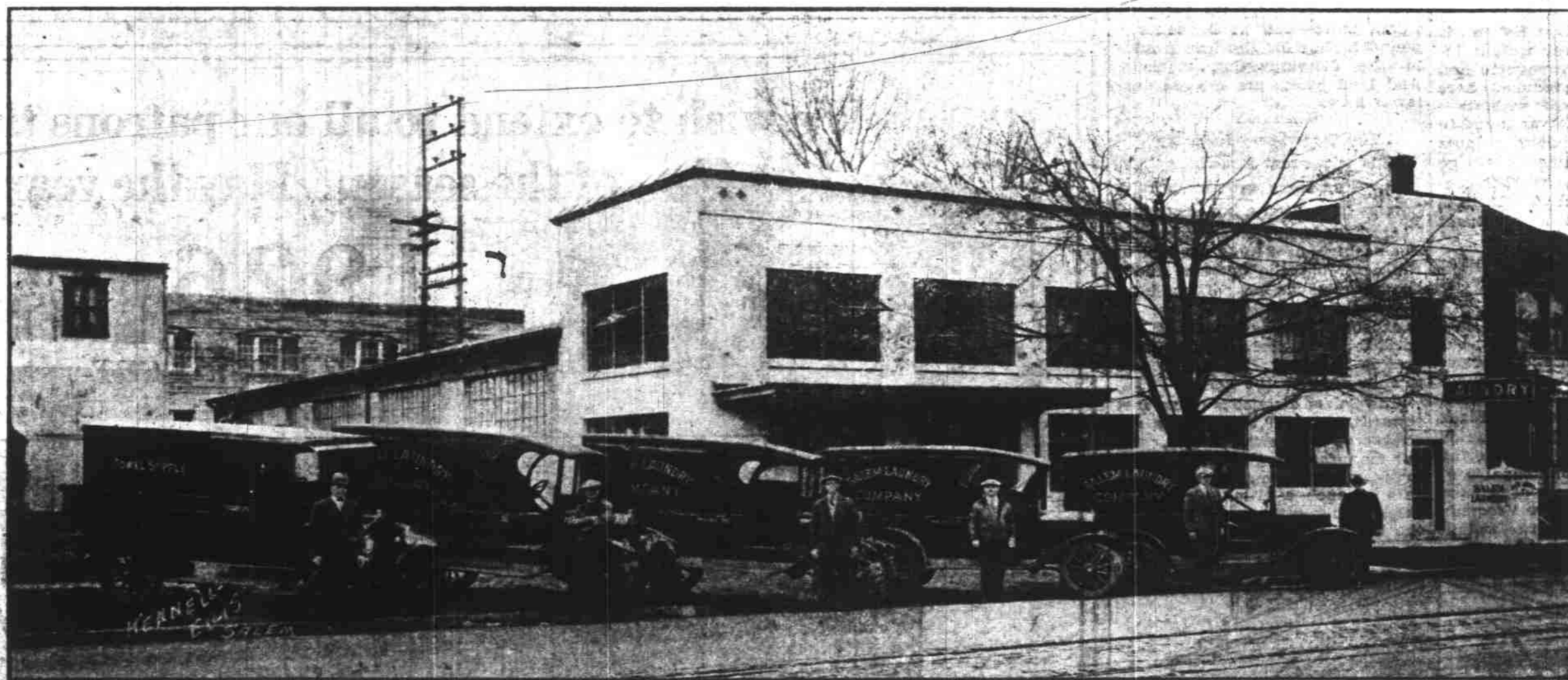
Cut your transportation costs. We handle for less and deliver the freight to your store door. Lower freight rates on all commodities from Seattle, Tacoma, Spokane, Portland, San Francisco, Los Angeles, and other points; also shipments arriving from East Coast by water. If you are interested in saving money on your freight costs, call on us. Let us tell you how!

It is to the interest of Salem to encourage water transportation on the Willamette river. The boat does not wear out the highways, and will give you dependable service.

Route Your Shipments
CARE SUPPLIES DOCK PORTLAND PHONE EAST 3871
SALEM DOCK & WAREHOUSE FOOT OF COLEMAN ST. PHONE 1667

SHIP BY WATER AND SAVE THE DIFFERENCE

Read the article in the fiction section of each Sunday's Statesman on old-time river transportation. It is interesting and will bring back remembrances of old days.



TO THE PEOPLE OF SALEM

We sincerely appreciate your patronage of the past.

We wish everyone Prosperity and Happiness in the days before us.

Telephone 25
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The New Salem Laundry

The Wieder Laundry