

# The Oregon Statesman

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**FAITH AND RIGHTEOUSNESS**—And Abram believed in the Lord; and he counted it to him for righteousness. Gen. 15:7.

## SALEM THE PERMANENT GOOSEBERRY CENTER

Salem is the permanent gooseberry center of the United States, because we grow here the best canning berry known, and also a berry that is as fine as any for jellies and jams, and is a superior berry for shipment in its fresh state, holding up unusually well for long periods—

Because our district is unusually free from dangerous gooseberry pests—

And because we can grow more berries to the acre than is possible in other sections, and gooseberry land here is lower in price and the overhead lower.

At the time when the Slogun campaigns started in The Statesman, over seven years ago, gooseberries in the Salem district were neglected. The number of cases canned was negligible, but immediate interest was aroused—

And the Salem canneries had increased their pack in 1922 to 7000 cases. In 1923 the canneries of Marion county packed 25,730 cases; or 618,720 cans, representing well up towards two million pounds of gooseberries. They greatly increased their gooseberry pack in 1924—so much so that they had more than the markets would readily absorb. So not many cases were put up here last year—being confined principally to the mutual canneries and to those having long term contracts with the growers.

Under the most favorable conditions, gooseberries have yielded here at the rate of 25,000 pounds to the acre, and four tons to the acre is not uncommon among those who have the most suitable lands and understand the best conditions of culture.

What we need is organization and exploitation. We need to let the country know about the superior quality of our canned gooseberries—

And a good shipping market for the fresh fruit could be built up in the big eastern cities by advertising and good merchandising.

And jam and jelly plants could be built up here. This could be done cooperatively. England has many such plants, some of them of enormous size, and shipping their products to all parts of the world.

The gooseberry is an ages old berry. It would not be an expensive berry to advertise and exploit. The knowledge of it is already general, and the taste long ago established.

It is too promising an industry to allow even to lag.

## STUDY OF MEATS

How many persons are familiar enough with cuts of meats to call for those portions they desire for a particular purpose? True it is that in many of the domestic science classes of the schools there are given demonstrations of meat cutting and charts of cuts with their uses but there are multitudes of people who engage in the very important occupation of housekeeping who have not learned the art of calling for the cuts of meat they want for definite dishes.

The disappointments in quality of meats and the lack of judgment in selection both discourage the use of meats. The truth-in-meat campaign, supplemented by instruction and study in the quality and uses of the different cuts, would do much to eliminate the "tough" and "dry" meats from the family table. And such training would result in increased use of meats.

## Bits For Breakfast

The gooseberry industry—  
It will persist, because we have what amounts to a franchise—

That is, we can grow a better berry than our competitors for either canning or shipping, and as good a berry for making jams and

Jellies, and we can grow more to the acre, and we are more nearly immune from gooseberry pests, having these advantages, the industry is bound to become great, soon or late.

Given the right outlets, every acre of our best gooseberry lands could be used profitably in growing these berries—and this would mean millions annually.

The idea of a slogan campaign for more filberts in the Salem district is going over—under the direction of George Vick, at the head of the department of agriculture of the Salem Chamber of Commerce. The only fault with the plan as now outlined is that it is not big enough. It should be a campaign for both filberts and walnuts on every farm with suitable soils and locations.

They should be the right kinds of filberts and the correct varieties of walnuts, of course, with the proper pollenizers—and with the attention they deserve in cultivation. Such a campaign, put over to the full extent, would soon mean an added million a year to our annual cash crops; and the beauty of it is that they would go on increasing their cash returns every twelve months as long as any grower lived, and for a thousand years after he had passed

on; and they would still be young filberts and walnuts renew their youth each year. They are for both the present and future generations.

The man who gave the Slogun editor the hunch that something big might be developed out of the gooseberry industry in the Salem district was Jesse Huber, at that time working on The Statesman, writing news and special articles. Mr. Huber had been a grower of gooseberries on his farm north of Salem. The sequel has shown that Jesse Huber knew what he was talking about.

## HAVE FLORIDA BOOMERS THEIR EYES ON OREGON?

(Continued from page 1.)

some months, according to most reliable reports, values of land than could be numbered on one

hand, the northwest has been increasingly eyed as a future field for operation.

Growth here has been steady and secure. Oregon possesses qualities of climate and soil that have been found unequalled in other sections of the country. Development within the next years will show constant expansion in the northwest.

Against high powered promotion, which brings bad times in its wake, the governor's letter strikes a note of warning.

"The greatest menace confronting the real estate business in Oregon, is greed," he writes.

Is the Florida boom breaking? Is Oregon marked as the next field of activity by the circus managers of real estate?

Classified Ads Bring Results

## Stop a Cold In a Day

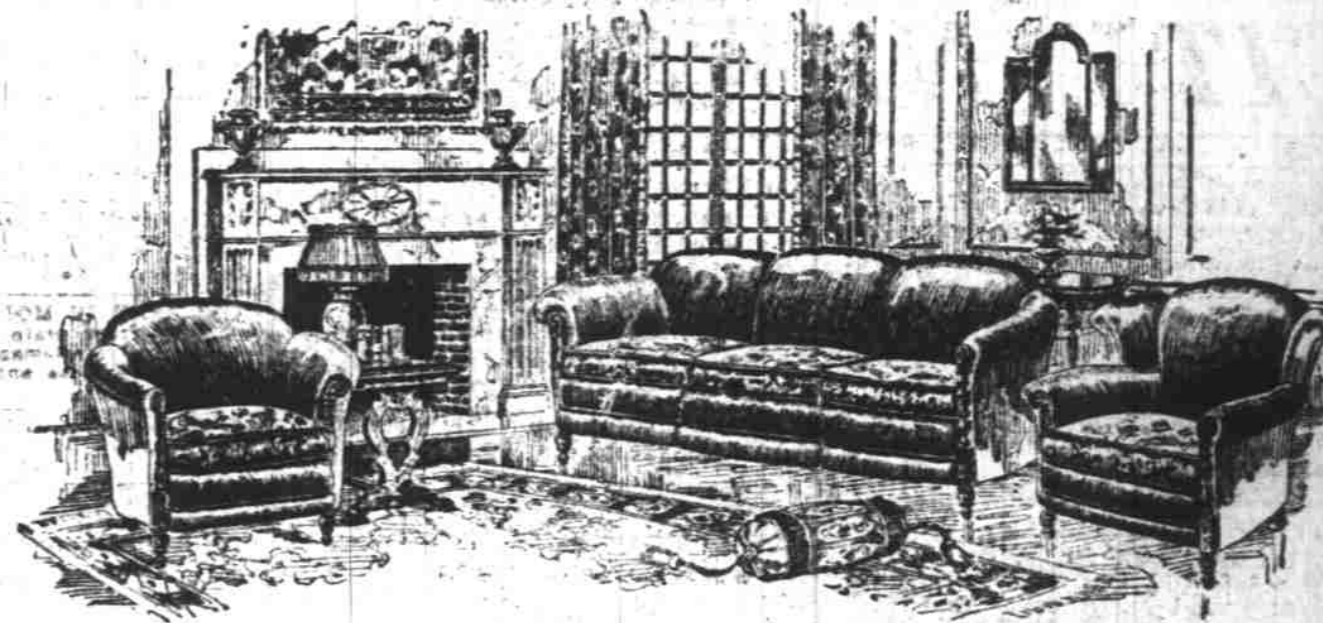
We paid \$1,000,000 for this Method

You can end a cold in 24 hours. But you must use the right way, the complete way. It checks more than end a cold. It checks the fever, stops the headache, opens the bowels, tones the entire system. It leaves one in better condition than when the cold began. That way is HILL'S. It is such a super-help that we paid \$1,000,000 for it. It is so well-proved that millions have come to employ it. Start HILL'S today, and relief comes tomorrow. Use it promptly, and the cold does not get started. Use it a few days, and the damage is ended. One usually feels better than when the cold began. Deal with it in the best way science knows. That way is HILL'S. All druggists.

Be Sure It's HILL'S  
**CASCARA QUININE**  
Get Red Box PROMIDE with Portrait

# January Sale

The year's great money-saving event. Your New Year's budget will be started right if you take advantage of the savings in the great January sale now in progress.



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- Taupe Mohair Overstuffed Davenport **\$139.50**
- Taupe Mohair Overstuffed Chair to match **\$69.50**
- Rose and Taupe Mohair Overstuffed Davenport, reversible cushions, at **\$132.00**
- Jacquard Velour Overstuffed Davenport in four different color combinations, your choice at, each **\$73.50**
- Tapestry Covered Overstuffed Davenport in good pattern at **\$57.50**
- Brown Denim Covered Overstuffed Davenport at **\$59.50**

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Offered Now at January Sale Prices!

- Every rug new. Every rug first quality in color and weave. We carry no imperfect rugs for sale purposes. Every rug right in our regular stock. Choose here your rugs at lowest prices of the year.
- \$135.00 Extra Quality Wilton Rugs, 9x12 feet, woven from worsted yarns; high pile, very handsome **\$98.50**
- \$85.00 and \$90.00 All Wool Wilton Rugs, 9x12 feet, fringed or bound edge at **\$68.50**
- \$47.50 Axminster Rugs, 9x12 feet **\$38.50**
- \$67.50 Seamless Axminster Rugs, 9x12 feet, Oriental and conventional designs **\$59.25**
- \$38.50 Velvet Rugs, 9x12 feet, heavy quality, fringed or bound edges **\$28.95**
- \$4.50 Axminster Rugs, size 27x54 inches **\$3.95**
- All Wool—Fibre and Wool—Tapestry Rugs, 9x12 feet, at **\$21.85**

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MBM Low Chassis 1295

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