

SALEM DISTRICT INDUSTRIES

SEVENTH CONSECUTIVE YEAR

THE DAILY STATESMAN dedicates two or more pages each week in the interests of one of the fifty-two to a hundred basic industries of the Salem district. Letters and articles from people with vision are solicited. This is your page. Help make Salem grow.

OUR GROWERS WHO SPECIALIZE IN HIGH GRADE APPLES ARE SUCCESSFUL

With Our Canning Industry and at the Rapid Rate Oregon's Population Is Increasing, the Time Is Not Far Distant When the Entire Production of the Willamette Valley Will Be Required to Meet the Local Demand

Editor Statesman: You have asked me, what of our apple industry and what the future is. In the first place, our apple industry is only one of our great diversities of fruits, and we have very few growers in the Willamette valley, comparatively speaking, who specialize in growing apples for high grade commercial purposes. Those who do have been successful and I hope you have some comments from some of these growers. The Oregon Apple Company of Monroe, with over 400 acres under the very capable management of B. W. Johnson, has proved this in every way from production to quality and net returns. Others on a smaller scale show the same results.

Better care of the acreage that we now have will make the industry bigger, and, while market conditions are especially bad this season owing to the tremendous crop all over the continent, there is nothing to discourage the apple grower of the Willamette valley. With the canning industry which we have here and at the rapid rate Oregon's population is increasing, the time is not far distant when the entire production of the Willamette valley will be required to meet the local demand.

—EDW. S. BIEHN, Salem, Oregon, Nov. 18, 1926.

Worth Keeping Mr. Biehn is one of the best judges of apples in the Salem district, and one of the most enthusiastic men in any way engaged in the apple industry here. He has been buying apples, for various concerns, for a long time.

He has frequently told the Slogan editor something like this: "The man with a good apple orchard here was something worth keeping and keeping up." He says the local demand now takes practically all the good apples raised here, and it is growing fast, and if the growers had facilities for keeping their fancy grade apples and feeding them into the market as needed, the local markets could take a great many more of the home grown product.

As to the culls, there are not enough produced here to supply our canneries. All of the concerns putting up apple packs bring in culls from long distances; many car loads coming each year from eastern Washington and from southern Oregon points.

Best Flavored Apples Mr. Biehn declares that the Salem district, the Willamette valley, produces the best flavored apples grown; that the flavor of our best apples is finer than can be produced in apples grown in the irrigated districts; that the irrigated districts get the size and the color; but we get the flavor; that God's showers and sunshine and soil, as combined here, give better shades of flavor than man can put into apples under the conditions of man's making in the dry districts that must have water brought onto the land in ditches instead of "falling on the place beneath" from high heaven. And, in our favorite varieties, we also get the size and the color, where the apples are grown by real apple men—grown as a business and not as an incident; not as a side line.

Make It a Slogan At this point the Slogan editor wants to renew a suggestion. It is this: Our apples ought to have a slogan, to give them distinction; to help in marketing them. It should be a true slogan. This is suggested: "It Is the Flavor." Make it shorter, if you wish; make it "It's the Flavor." Or make it any way you like, only use the word "Flavor" and make that word stand out.

Such a slogan, hammered into the minds of the people of the world persistently, will in time be worth millions of dollars to our Salem district apple growers. And here is no patent on the idea; no copyright; yet, it is free for you to take. Take it and use it. That's that.

Outstanding Orchards Mr. Biehn mentions in his letter the outstanding orchard of the valley, that of the Oregon Apple

company, Monroe, under the management of B. W. Johnson; nearly 400 acres. Markets under the OACO brand. (In a former Slogan issue of The Statesman, Mr. Johnson recommended for the Willamette valley these varieties: Winter Banana, Grimes Golden, Ortleigh and Newtown; and on the heavier and richer soils the King of Tompkins County; for a red variety, the Red Rome. He said that while we can grow the Jonathan and Spitzenberg, the white varieties seem better adapted to our soil and climate and evince a tendency to more consistent annual cropping.)

The stockholders of this company are largely men connected with the Oregon Agricultural college. They are producing great apples.

Mr. Biehn has heretofore mentioned the work of Dr. P. H. Jobs of Wilsonville. In 1923 from 88 trees he picked 1026 boxes (bushels) of Gravensteins, and he netted him at the orchard \$777. They were sold loose in boxes; no packing charges. They went to a Portland jobber, who bought them on the trees, and he declared that it was the finest fruit he had ever seen—bar none. In 1921 Dr. Jobs sold the Winter Bananas from 50 of his trees for \$1052 net profit. They went as high as \$2.90 a box f.o.b. Wilsonville.

J. F. Forbis & Son of Forest Grove are successful growers. They produce Jonathan, Spitz and Delicious; good size and quality. A. W. Watkins and C. A. Jacques of Estacada are successful apple growers. They have lived on their orchards; raise Jonathans, Spitz, Newtown, Ortleigh and McIntosh Red varieties.

Billy Sullivan, former-catcher for the White Sox, has at Newberg a 40-acre apple orchard, where he lives. He raises principally the Newtown, Spitz, Jonathan, Delicious, Rome and Staymen varieties. Is a successful grower.

Then there are J. E. Goetz and J. A. Becker of the Dallas district; very successful; largely Newtowns and Spitzenbergs. Governor-Elect Patterson, Too Governor-Elect L. L. Patterson, a few miles out of Salem, in the Eola district in Polk county, raises some wonderful Delicious apples. They have taken prizes in several apple exhibits.

Mrs. Hammel, on the Dallas road from Salem, raises some wonderful apples of the Delicious, Spitz and Newtown varieties. She is successful.

In Alpine District In the Alpine district, six miles west of Monroe, they get a wonderful color on their red apples. A car load of Spitzenbergs going from that district in 1921 showed up the finest color of any received in the New York market that year. If they had been of a larger size they would have received the premium price.

Good Men, Good Apples Mr. Biehn contends that all it takes to produce the best apples in the world in the Salem district is the best apple men in the world—and we have some of them, and they are successful.

It will pay the growers in the Salem district, year after year, to raise good apples of the wanted varieties. It will not pay them, taking one year with another, to grow poor or cull apples.

Further As to Varieties Prof. Hawthorne of the Oregon Agricultural college, recommends for this district these varieties: Yellow Newtown, Ortleigh, Jonathan, Grimes and Red Gravenstein. Another good apple authority says, we have three outstanding varieties: Spitzenbergs, Delicious and Rome Beauties. Miller Favors Three Only Kenneth Miller of Sheridan, one of the outstanding apple growers of this district, and a high authority, said in a letter a couple of years ago: "Personally, I favor three varieties for the Willamette valley, and they are: Gravenstein, Winter Banana and Grimes Golden. We raise a good Gravenstein in the Willamette valley and our only serious competitors are in the Sebastopol and Watsonville districts

Dates of Slogans in Daily Statesman
(In Weekly Statesman)

(With a few possible changes)

Loganberries, October 7, 1926	Drug Garden, May 6
Prunes, October 14	Sugar Beets, Sorghum, Etc., May 13, 1927
Dairying, October 21	Water Powers, May 20
Flax, October 28	Mining, June 3
Filberts, November 4	Land, Irrigation, Etc., June 10
Walnuts, November 11	Floriculture, June 17
Strawberries, November 18	Hops, Cabbage, Etc., June 24
Apples, November 25	Wholesaling and Jobbing, July 1
Raspberries, December 2	Cucumbers, Etc., July 8
Mint, December 9	Goats, July 22
Beans, Etc., December 16	Schools, Etc., July 29
Blackberries, December 23	Sheep, Aug. 5
Cherries, December 30	National Advertising, Aug. 12
Pears, January 6, 1927	Livestock, August 26
Gooseberries, January 13	Grain and Grain Products, Sept. 2
Corn, January 20	Manufacturing, September 9
Celery, January 27	Automotive Industries, Sept. 16
Spinach, Etc., February 3	Woodworking, Etc., Sept. 23
Onions, Etc., February 10	Paper Mills, Sept. 30
Potatoes, Etc., February 17	Summary, Oct. 7
Bees, February 24	
Poultry and Pet Stock, Mar. 3	
City Beautiful, Etc., March 10	
Great Cows, March 17	
Paved Highways, March 24	
Head Lettuce, March 31	
Silos, Etc., April 7	
Legumes, April 14	
Asparagus, Etc., April 21	
Grapes, Etc., April 28	

(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.)

THIS WEEK'S SLOGAN
DID YOU KNOW that Salem is and will always be an apple center; that this is a natural apple country; that it will always be one of the best apple markets in the Pacific Northwest because of the great demand for the small and cheaper grades and the culls and by-products in manufacturing here; that for the fancy varieties and grades it is as good as any, and in a few of the fancy varieties our growers excel those in the best advertised districts; that for these reasons, Salem will maintain her lead, and some of the greatest commercial apple orchards of the future will be located in the Willamette valley, because we produce the best flavored apples in the world; and that there is room for more intelligent and painstaking apple growers here?

APPLE WEEK WENT OVER WITH A BANG
Big Cities Throughout Country Gave Fine Support This Year

Apple week, the first week in November, went over fine this year. The big cities gave the movement better support than ever.

Take the case of New York City. The metropolitan newspapers gave a lot of attention to apple week, for two weeks prior to the opening date. And during the week many hundreds of inches of advertising space were carried by various business concerns. This advertising space represented, among others, 10,000 individual chain stores that made a specialty of apple displays and apple selling.

In addition to these advertisements, the Journal of Commerce of New York carried a four-inch square, informing the public that national apple week had arrived. The Keith circuit of theaters, used apple week in their theatres, advertising it through the medium of 28 houses. The Knickerbocker Ice company of that city carried a single column eight-inch advertisement, in every paper in the city of New York for seven days.

In St. Joseph, Mo., apple week went over big and was celebrated and observed more than ever before. A fund was raised for newspaper advertising, automobile banners, buttons and receipt books. Hunt Brothers Fruit company, local dealers and growers, furnished all the domestic science classes with apples for demonstrations throughout the week and furnished apples for the charitable institutions and luncheon clubs.

Plans are already under way at

Oakland Pontiac
Sales and Service
VICK BROS.
High Street at Trade

DIXIE BREAD
DIXIE HEALTH BREAD
Ask Your Grocer

SEND A COPY EAST

JOHNNY APPLESEED IS OF GENTLER SEX

That Is, Salem's Prototype of Historic Character; Strange Career

During National Apple Week in New York, William McCullough, an actor, impersonated the unique character of "Johnny Appleseed," and, dressed in costume, retraced the territory traversed by the original "Johnny," planting apple seeds along the way, just as did the original. In this connection, it may be mentioned that we also have a seed planter in the person of Mrs. Florence Matthes, of Salem, Route Nine, who plants apples, pears, and berry seeds wherever she finds uncultivated dirt, and, from plantings in various woods pastures in the Quinby and Claxter neighborhoods, there are now trees bearing fruit.

The enclosed clipping from the Pacific Coast Packer tells of the work of the original Johnny Appleseed: Washington, D. C., Nov. 11.—The Chamber of Commerce at Ft. Wayne, Ind., has instructed a committee to locate, mark and make accessible to the public the grave of Johnny Appleseed. This action on the part of the business men of Fort Wayne arouses public interest again in a man whom Secretary Sherman once described as "one of the most striking figures this republic has ever produced."

In 1847 a representative from Ohio on the floor of the House of Representatives announced the death of "an old man who has done more for the west than any other man of his era." He alluded to John Chapman, popularly and affectionately known as Johnny Appleseed, who planted orchards and nurseries in the wilderness of Ohio and Indiana in advance of civilization. Meager knowledge of Johnny Appleseed rests chiefly on tradition and legend. He was born in Springfield, Mass., in 1775, the year the embattled farmers stood by the rude bridge and "fired the shot heard around the world."

F. G. LUTZ NURSERY
We propagate and plant (free of charge), for homes, large or small, all kinds of ornamental shrubs, perennials and rockery plants. Landscape work. 1807 Market St. Phone 1608-R

DEMAND "Marion Butter" The Best
More Cows and Better Cows Is the Crying Need
Marion Creamery & Produce Co.
Salem, Oregon
Phone 2422

CAPITAL CITY CO-OPERATIVE CREAMERY
BUTTER-CUP BUTTER
"Known for its QUALITY"
Buyers of Best Grade Cream Our Method: Co-operation Our Ideal: The Best Only 137 South Commercial Street Phone 299

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
ROUTE YOUR SHIPMENTS
Care SUPPLIES DOCK PORTLAND Phone EAST 8871
SALEM DOCK and WAREHOUSE
FOOT OF COURT STREET Phone 907
SHIP BY WATER and SAVE THE DIFFERENCE

MAKE IT BETTER, AND NOT LARGER

The Growers With Good Fruit Are Entitled to Have Protection

Editor Statesman: Replying to your request to give my views on how to make the apple industry bigger and better. Let us not make it bigger, if anything, smaller, as it is much too big now. There is, however, ample cause and reason for making it better. Orchards that are not being taken care of by non-resident owners, let us have these done away with, as they are a menace to orchards that are being cared for. For the resident who likewise does not take care of his orchard and will sell his junk fruit and demoralize the market for the man who tries to raise good fruit, let these orchards likewise be done away with, as the man who spends his money and labor trying to produce quality fruit is entitled to a legitimate profit on the same.

For Cooperative Marketing I believe in cooperative marketing. If a selling organization could be perfected that would have the interest of the grower at heart, this would go a long way towards making the apple industry better, giving the owner or the grower a fair return on his investment, labor and fruit, instead

L. A. Scheeler Auto Wrecking Co., oldest in the Willamette valley. New and used parts and equipment. Low prices and quality service here. 1085 N. Com'l. (*)

Slate surface roofing applied over your old shingles. We have over 200 jobs in Salem. Nelson Bros., plumbers, sheet metal work, 355 Chemeketa. (*)

OIL-O-MATIC
What Is It?
— SEE —
THEO. M. BARR
Phone 192

L. E. DUNSMOOR
Salem Wicker Furniture Manufacturing Co.
— We Sell Direct—
Genuine Eastern Wood Quality Furniture
Repairing, Refinishing, Upholstering
2218 State St., Salem, Oregon

T. A. Livesley & Co.
Largest Growers, Shippers and Exporters of PACIFIC COAST HOPS
Offices: Salem, Oregon and San Francisco, California

Oregon Pulp & Paper Co.
— Manufacturers of —
BOND — LEDGER — GLASSINE
GREASEPROOF — TISSUE
Support Oregon Products
Specify "Salem Made" Paper for Your Office Stationery

Union Roster

HOOD CARRIERS AND BUILDING LABORERS Local No. 441, meets Wed. 8 p. m. Call 179 for men.

CAPTOL TYPOGRAPHICAL UNION No. 210—President, G. F. Evans; secretary, M. J. Wilkinson. Meets second Saturday, 3:00 p. m.

CARPENTERS' UNION No. 1065—Meets Thurs. evening, Arthur Tucker, president; Wm. Faith, secretary. Skilled mechanics furnished. Phone 179.

SALEM UNION LABEL LEAGUE—Meets at Labor Hall, call of president. F. W. Sears, secretary, Box 442, Salem, Ore.

Local Rates For Classified Advertising

One time 2 cents per word
Three times 5 cents per word
Six times 8 cents per word
1 mo. daily and Sun. 30 cents per word
In order to earn the more than one-time rate, advertisement must run in consecutive issues.
No ad taken for less than 25c.
Ads run Sunday ONLY charged at one-time rate.

Advertisements (except Personal and Situations Wanted) will be taken over the telephone if the advertiser is a subscriber to phone.
The Statesman will receive advertisements at any time of the day or night. To insure proper classification ads should be in before 7 p. m.
TELEPHONE 23 OR 583

CHIROPRACTIC FOR DIABETES
Diabetes is an effect. Eliminate the CAUSE and the effect will vanish. Chiropactic is the Science of the Cause. The Chiropactor locates the cause of your trouble with a Neurocalometer and adjusts it by relieving the nerve pressure, which is almost sure to be present, and the effect has disappeared. You can avoid Diabetes if you keep your spine in order. This seems too good to be true, but it is a proven fact. See your Chiropactor and take Adjustments according to a Neurocalometer reading.

Money to Loan
ON REAL ESTATE
T. K. FORD
(Over Ladd & Bank Bank)

AUTO TOPS 5
SEE US FOR TOP AND PAINT WORK.
O. J. Hall Auto Top and Paint Shop, 267 S. Commercial. 54164

HELP WANTED 9
WANTED—HELP DURING SALE, Capitol Exchange, 342 N. Commercial. 9a26

HELP WANTED—Female 13
WANTED—WOMAN FOR GENERAL house work in home under quarantine for scarlet fever. Phone 1959-W. 13a277

of a loss every year as has been the case for a number of years.
—R. F. SULFLOV,
Eugene, Ore.,
Nov. 20, 1926.

WE CAN PRODUCE SUPERIOR APPLES
Hon. L. T. Reynolds Knows; He Has Long Been Producing That Kind

Editor Statesman: Replying to your letter of the 18th inst., requesting a letter on the apple industry, I regret that my time has been so occupied during the past few days that it has been impossible for me to prepare a letter on the apple industry.

We Produce Superior Apples There is no question in regard to the ability to produce superior apples in the Willamette valley, but the market outlook for the past few seasons has not been encouraging. However, fruit growing, just as all other industries, has its dark periods, and we hope there will be a cycle of good years for the apple grower before many seasons have passed.
L. T. REYNOLDS.
Salem, November 24, 1926.
(Hon. L. T. Reynolds, the writer of the above, has for many years been producing superior apples, on his farm on the Pacific highway north of Salem; almost within the city limits now; will be soon. Mr. Reynolds has served in the lower house of the Oregon legislature for several terms. He was elected to the state senate this month. He has held many high positions in this state in fruit growing associations; and, further, he makes good profits in his fruit growing operations.—Ed.)