

The Slogan Pages Are Yours; Aid In Making Them Helpful to Your Wonderful City and Section

SALEM DISTRICT INDUSTRIES

EIGHTH 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.

PUBLIC SCHOOL PUPILS WHO KNOW THEIR LETTUCE AND LETTUCE LORE

Nine weeks ago it was announced that The Statesman would pay \$5 a week, till further notice, to the high school or grade school boy or girl in Marion or Polk county who would submit the best article on the current Slogan subject.

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Dates of Slogans in Daily Statesman

- (With a few possible changes) Loganberries, October 7, 1926 Prunes, October 14 Dairying, October 21 Flax, October 28 Filberts, November 4 Walnuts, November 11 Strawberries, November 18 Apples, November 25 Raspberries, December 2 Mint, December 9 Beans, etc., December 16 Blackberries, December 23 Cherries, December 30 Peas, January 6, 1927 Gooseberries, January 13 Corn, January 20 Celery, January 27 Spinach, etc., February 3 Onions, etc., February 10 Potatoes, etc., February 17 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

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 big 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?

LETTUCE IS FIRST RANK SALAD CROP

Editor Statesman: Lettuce is a solid plant of first rank. It is extensively forced in green-houses in winter and hot-beds and cold frames in early spring.

LETTUCE GROWS VIGOROUSLY AT HIGHER TEMPERATURES.

There is plenty of money to be made from early greenhouse crops, but it is not confined to this by any means, but is an excellent acreage crop, and the results in most cases are pleasantly surprising.

NEW INCORPORATIONS

The Clarno Basin Oil company, with headquarters in Portland, has been incorporated by G. G. Kesling, T. B. Kesling and N. H. Cottrell. The capital stock is \$200,000.

40,000 CARS SHIPPED

The following figures will give you an idea of the consumption of lettuce in the United States and how little effect our lettuce crop has on the market.

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Sales and Service VICK BROS. High Street at Trade

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LABISH GROWERS SHIPPED 21 CARS HEAD LETTUCE TO MARKETS LAST YEAR

With the Proper Weather Conditions, the Spring Crop Is Very Profitable, for a Fall Crop of Celery May Be Grown on the Same Land, and in Some Seasons a Fall Crop of Head Lettuce—What We Send to the Markets Is Only a Drop in the Bucket, Though We are the Largest Oregon Shippers

Editor Statesman: In line with your request for lettuce letter for your Slogan page, I will write more particularly about the marketing and distribution than the growing end of the business.

We have only been able to grow lettuce for the May and June markets. In order to ship lettuce we must have good solid heads and during the hot summer it is impossible to get good solid shipping heads from this district.

Some years we can grow very good lettuce for September and October, but this is not always the case. Lettuce seems to depend more than any other crop on weather conditions.

Owing to the fact that it is grown in nearly every section of the country at some time of the year and the fact that it is relatively an inexpensive crop to raise, there is usually an abundance of poor lettuce on the markets. Good solid heads free from slime and decay will practically always bring good market returns, but if your market is any distance from the growing center it is useless to ship poor lettuce, as the freight charges will more than eat up the returns of poor quality lettuce.

We are Largest Shippers Lettuce grown in this district in May and June for the past three years has been of very good quality both in flavor and appearance of good solid heads.

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Lettuce is usually a very easy crop to grow, but is very highly perishable and almost overnight a good field of lettuce can be ruined by slime or other causes, depending on weather conditions.

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M. A. BUTLER, Manager Telephone 1090-W

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These crates are usually sold so as to get the grower between a dollar and a dollar and a half per crate.

These figures are for lettuce grown on beaverdam soil. I have no figures for upland soil, as we have not used any of this type. However, I understand good results can be obtained on the upland where soils are rich and heavily fertilized.

—RONALD E. JONES. Brooks, Oregon, March 28, 1927.

(Mr. Jones is manager for the Labish growers of head lettuce and celery in the shipping and merchandising of these crops. The following are some excerpts from the article he supplied to the Slogan columns last year.)

"Head lettuce has been grown in this vicinity for only two years prior to this year, in any commercial acreage. In 1924 we shipped two carloads out of the state and in 1925 we shipped six carloads, and we hope to have 10 cars this year. (Note that this was exceeded by 11 cars.)"

"The lettuce grown in the Labish district is of a very high quality. The only difficulty that we have experienced is in getting a solid head. Some of the ground seems to be too rich and the lettuce grows too fast, so that the best quality of lettuce is that which is grown on the ground that has clay mixed with the beaverdam. The lettuce that we have shipped out has been graded very carefully in order to build up a very high quality for this district."

"The following is a paragraph taken from a letter dated June 16, 1925, from our Minneapolis broker: 'Referring to the two cars of lettuce that we have handled for you. This was the best lettuce we have seen this spring from anywhere, in fact, I do not believe we have ever handled any of better quality and pack.'"

"The weather has a good deal to do with making a good quality head lettuce, as warm days and cold nights tend to make firm heads, and rainy weather makes a loose head, and sometimes makes the lettuce slime."

"Lettuce is usually a very easy crop to grow, but is very highly perishable and almost overnight a good field of lettuce can be ruined by slime or other causes, depending on weather conditions."

"It has a short growing season, the crop maturing in about 90 days, so that if conditions are favorable and the market is right it is a great money maker."

"Lettuce is the first crop that brings us a monetary return in the spring, it usually coming in ahead of strawberries by about two weeks."

"In order to avail ourselves of the best market conditions it is best to have lettuce here as early as possible, until about the 15th of June or sometimes the first of July, and then to have another crop come on in the fall during September and October. Last year was the first time we have had any fall lettuce, and it sold very well in mixed cars with our celery."

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

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SHIP BY WATER and SAVE THE DIFFERENCE

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GROWERS AS A RULE CONSIDER THE "NEW YORK" VARIETY OF LETTUCE THE BEST.

Fall planting usually takes place about July 25. As soon as planted a thorough watering has proven beneficial, care being taken to keep the soil moist.

IRRIGATION METHODS

Irrigation is usually dependent upon the character of the soil, fall of land, weather and wind.

Growers as a rule aim to maintain a uniformly adequate but not excessive supply of moisture available throughout the growing season, and are governed by the appearance of the plants, the degree of dampness in the soil, and the general knowledge of irrigation in the locality.

It should be recognized that lettuce is composed largely of water, and that an ample supply should always be given to the roots of the plants. As a rule, moderate but frequent irrigations are recommended by growers in preference to excessive and infrequent soakings, the soil being kept damp and mellow throughout the growing season.

Too much water is considered dangerous, as it will have a tendency to sun-scaud the plants.

Just as the plants begin to head, side dress six inches from the plant with one hundred pounds of sulphate of ammonia per acre. This will stimulate new growth in the ribs of the leaves, which are on the under side, causing the leaf to cup upward, thus aiding the plants to head tight and hard.

This will give the plants a fresher and greener color and a firmer texture. Irrigation usually follows immediately after each application of fertilizer.

Geraldine Porter, Salem, Ore., Route 9, Box 123, age 11, 5th grade, Hazel Green School, Lake Labish.

FAMILY KEEPS PASTORATE

STOCKHOLM, Sweden.—The same pastorate has been kept in the same family for 350 years at Kristdala, in northern Smaland. Since 1708 fathers and sons of the Marling family have been elected to the office.

Columbia City—Western Spar company mill may be reopened with large force.

Salem, Ore., 1625 Lee St., Grade 10A, S. H. S. March 28, 1927.

Hunt's Quality Fruits Hunt Brothers Packing Company Canned Fruits and Vegetables Main Office: 2 Pine Street, San Francisco California Canneries: California—Hayward, San Jose, Los Gatos, Ukiah Oregon—Salem, McMinnville, Albany Washington—Puyallup, Sumner

WOODBURN — Ray-Brown company will build cannery this year to employ 800 people.