

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.

SEVEN SCHOOL CONTESTANTS WRITE ON VALUE AND BEAUTY OF FLOWERS

Twenty 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. The articles are to be in the office (or mailed) by noon of Tuesday of the week of the Slogan subject. All articles submitted to belong to The Statesman. The editor to judge as to the best, in deciding who shall receive the \$5. The idea is to furnish an opportunity to make the rising generation acquainted with the many and great advantages of the district in which they are to take active part in the future. They are to be the leaders as they grow into manhood and womanhood. There have been from one the first week to as many as 11 contestants. There have been no blanks. There are seven this week; very good articles, too. The \$5 goes to Ray H. Lafky, and Dorothy Porter, Gwendolyn Hubbard, Valmer Klampe, Eva Beckley, Ruth Ritchie and Deena Hart are each to have a ticket to a moving picture show—any moving picture show selected, at the Oregon, Capitol or Elsinore. One other thing. The Statesman wants the photograph of the first prize winner each week. If the winner has no photo, please go to the Kennel-Ellis studio, 429 Oregon building, Salem, and have one taken, at the expense of The Statesman. When a few photos are in hand, cuts will be made of the first prize winners, to be printed in The Statesman; and perhaps in other papers. The boys and girls will please write on only one side of the paper. The following are the articles for this week:

SALEM CENTER OF GREAT INDUSTRY

Floriculture is the cultivating of ornamental flowering plants. There are records of a flower garden at Babylon, 2000 B. C., which belonged to Cyrus, a king. In such a way, the development of floriculture long remained in the hands of the few rich who could afford it or who cared for it. There were naturally, flower gardens in this country from the time of the early settlements, but the development of floriculture as an industry in this country did not begin until early in the 19th century. It presumably started in the vicinity of Philadelphia, as that was the center of social life at that time. There are three reasons for this seemingly late development: (1) the country had to place itself on a firm financial status, (2) other work and business had to be done, (3) taste of society had to be developed. The rise of floriculture may well be realized by the following statistics on the comparative values of flowers and plants. In 1899 their value amounted to \$18,758,864. In 1909 the value increased to \$34,872,329. In 1919 the increase in value amounted to 77.5%. With this steady increase in value and taking into consideration the large growth of floriculture, not only locally, but other places as well, which has occurred during the last few years, the present production would far out-reach the value of 1919.

Marion county, along with Clackamas to the north of Marion county, is one of the two most favorable counties where floriculture has taken a firm root and the two counties have a bright prospect for a big industry in the future. Salem, whose home owners have developed a love for flowers, may, in the future, with the continued and increasing enthusiasm of her amateur flower gardeners, attain the goal of having one of the most beautiful residential districts on the coast.

FLOWERS BLOOMING THE YEAR THROUGH

Is there anything more pleasant than that of growing flowers? To feel that your own hands are responsible for the bringing forth of real beauty from barren earth? To work out of doors in the morning and see the plants that have blossomed over night, or the new green shoots just coming through the ground? All of this brings a joy that knows no bounds.

From early little snowdrops and crocus blossoms, pushing through the snow in the spring, until the last hardy chrysanthemums bloom late in November, one can have a succession of flowers in bloom all the time.

Following the little early spring visitors, we have the tulips, jonquils, peonies, narcissus and hyacinths. It is better to plant these bulbs in a sheltered place in the fall, so that they will bloom as early as possible. The jonquils and peonies are lovely massed together in beds or along a border. Tulips are more effective when only two blending colors are used together. White and rose are beautiful in the same bed. White tulips and yellow daffodils are also good together.

In planning for the summer and later flowers, it is well to plant some along the edge of a vegetable garden. They not only make the garden more attractive, but they can be used for the biggest supply of cut flowers so that the ones around the house and lawn can be left for ornament.

For the garden flowers we plant first a long row of sweet peas, close to the fence early in March. Last year we had them as long stemmed and large as the hot house varieties. They were the delicate colors of lavender, pink and pale blue. It kept picked and

Dates of Slogans in Daily Statesman

- (With a few possible changes) Loganberries, October 7, 1928 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 Fears, 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 ought to be the center of a floricultural industry that will make this the real "City Beautiful," attracting attention from the most desirable people all over the country; that we produce tulip bulbs better than Holland can grow and other bulbs and other flowers as fine as can be grown on the round earth; that we have a natural setting and natural conditions of soil and climate that will make it comparatively easy to render this one of the most attractive cities in all the world; that we have some of the most efficient specialists in different types of flower gardening here who live anywhere; that they are making Salem famous in many lines of floriculture; and that this city should have at least 5000 active members of its floral society, as planned by the late Mrs. W. P. Lord and others when the society was first organized?

and just below it is a bed of California poppies. An urn on the lawn near by is full of trailing lantana in colors of lavender and yellow.

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SALEM COULD HAVE STILL MORE BEAUTY

Floriculture is the cultivation of ornamental flowering plants. The ability to grow and multiply is the characteristic of all life. The object of the life of every plant is to perpetuate its kind.

Flowers bloom with color and perfume in order that they may better produce their seeds. Plants spread their stems in the air and their roots in the soil in order to improve their chances in their struggle with the other plants on every hand and dominate the earth as much as possible.

There are two considerations in the propagation of plants: the art and science. The art is the craft or ability to multiply plants; the science tells why each operation is done. One is the practice; the other the theory. Each helps the other.

On June 1, 1919, there went into effect federal plant quarantine No. 37, a ruling which has had a profound effect upon the plant in-

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dustries of our country. America has heretofore depended to a large extent upon the importations from foreign countries of many of its most valued plant materials. The federal horticultural board, believing that foreign pests might be imported to this country, devised and imposed this quarantine.

Growing Our Own Wise or unjust, the law stands. In the short time it has been in force America has risen to the occasion; she has started to produce her own plants, she has substituted plants that will grow for those she cannot grow. The law requires that when any sorts are to be admitted the importer shall first apply for a permit.

Whether a seed sprouts or not depends on four factors: water, air, heat, and visibility, or the ability to live. Each seed has its proper or optimum moisture, atmosphere and temperature requirements. For seed germination, ordinary outdoor flowers require a temperature of from 50 to 70 degrees, conservatory plants from 60 to 80 degrees, and tropical or stove plants from 75 to 95 degrees.

Must Have Good Soil Soil for sowing seed must always be finely pulverized and in the best physical condition. A sandy loam suits most seeds the best. It always pays to use the best soil for starting the seedlings; if this is not available in the case of plants that are to grow permanently, the seed may be sown in a good place and the seedlings transplanted later.

An excellent method of getting the best results from very small seeds is to use a mixture of leaf mold and loam and cover with a thin layer of sifted sphagnum moss.

Great care should be exercised in watering, not only because the seed may be washed out of the drills, but excess water may cause the spread of the damping-off fungus.

Special treatments to hasten germination are (1) covering the seed with burlap, (2) soaking the seeds, (3) filling the seeds, (4) stratifying the seeds, (5) scalding the seeds, (6) treating with acids or alkalis.

While the majority of the Pacific coast flowers have never been able to cross the deserts and climb the mountains which separate them from the Mississippi valley and the Atlantic, most of them have such close affinities with eastern wild flowers that their differences are apparent only to the trained botanist.

Almost Same Here This is true alike among the buttercups, violets; mallows, geraniums, heaths, gentians, phloxes, mints, lilies, and other families represented, and the eastern reader will find many a delightful surprise in comparing these western flowers with those families in his own fields and forests.

To make the home beautiful is the wish of every housewife and mother, therefore she should have flowers and shrubs because they are one of nature's most beautiful gifts to us. By making the home beautiful it makes the city beautiful also. That is why

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Salem is so beautiful. There are very few homes that do not have flowers or shrubs in the yard.

The culture of roses around the grounds of our state buildings has made them noted. By having more parks where flowers, trees, shrubs, and green grass are grown and each person takes more pride in his or her home, Salem could be made more beautiful.

—Gwendolyn Hubbard, 1175 Hood St., Salem, Ore. June 14, 1927.

IDEAL DISTRICT FOR FLOWERS THIS

What would this world be like if there were no flowers? Such a condition would indeed be hard to imagine; but it is certain that it would be a dreary, colorless place; lacking the beauty, fragrance, and natural artfulness which appeal so strongly to the person with even the lowest aesthetic sense. Its inhabitants would not receive the stimulus of the psychological effect which flowers give out.

Strictly speaking, floriculture is the business of producing cut flowers and ornamental plants, but the culture of house plants and home flowers as well deserves a prominent place in the general conception of the industry, which came into prominence about 1825 in the United States. The demand for cut flowers was first established in the vicinity of Philadelphia and Boston; the requirements of New York for many years being behind that of other large cities.

At the close of the Civil war florists found their business profitable all over the country, and at the present time it is a small town indeed that is without its florists and greenhouses. The annual sales of the approximate 12,000 florist establishments in the United States is about \$25,000,000, three-fifths of this amount being spent for cut flowers for weddings, funerals, parties, and parlor and church decorations. "Say It With Flowers" is a popular and appropriate slogan of many florists. Why should it not be? The sweetest, purest, and most beautiful of plant life is eminently qualified to carry the messages of joy, sorrow, friendship, or love. The leading cut flowers in their order of importance are roses, carnations, violets, chrysanthemums, lilies, hyacinths, tulips and orchids.

The business is divided into two groups, namely: production in the home, and production for commercial sale, which may be subdivided into greenhouse, and out-door culture. These divisions will be discussed in the order named.

The beauty of any home is greatly enhanced by the addition of flowers, such as a row of roses, zinnias, larkspur or marigolds, or a bed of asters, poppies, petunias.

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verbenas, wallflowers, or pinks, or porch boxes filled with such flowers as geraniums, lobelias, petunias, or fuchsias. If there is anything important in flower culture, it is the thorough preparation of the soil, which should not be wet or soggy. Never attempt to save time by beginning work too early. Spare no labor in preparing the soil and you will have a fine seed bed, for it is useless to expect fine seeds to come up if buried under clods of dirt. The seeds of such small flowers as lobelias, poppies, alyssum, and nigonette should be sowed evenly and thinly in rows or beds, pressing them into the soil with a piece of board or palm of the hand. The plants should be thinned, so they will stand from three to four inches apart.

The culture of flowers indoors and in the greenhouse is approximately the same. A good soil is needed, and the only way to get it is by mixing. A composition of one third each of sand, garden loam, and leaf mould finely sifted is a good one. The conditions necessary for proper growth indoors after the plants are up is practically the same as that for human beings. The temperature during the daytime should be from 65 to 70 degrees, and at night from 50 to 55 degrees. While no hard and fast rule for watering can be made, a good rule to follow is to water when the leaves look dry and powdery, never less than once in two days. The plants should be frequently bathed to remove any dust on the leaves, for you must remember that plants must breathe, too. At all times the plants should have an abundance of air and plenty of sunshine.

Among the summer flowering bulbs are some of the most showy of all summer and autumn flowers, amaryllis, begonia, calla, cyclamen, dahlias, gladioli and peonies. These are all quite hardy except the calla and cyclamen, and are planted in the spring in good rich soil. The bulbs planted in the fall need good rich soil, a sunny situation, and a cover of straw in the winter time, which should be removed gradually as the weather becomes warm. Among these bulbs we find anemone, crocus, daffodils, jonquils, lilies, and narcissus, and tulips. A planting table for these is as follows:

Table with 3 columns: Name, Depth, Spacing. Includes Amemones, Crocus, Daffodils, Jonquils, Lilies, Narcissus, Tulips.

The florist business is undoubtedly a profitable occupation. We have ideal weather and soil conditions, as well as markets. Some of the best seeds and bulbs grown are grown in the Willamette valley. Therefore, if any one has ambition, and is willing to follow a few instructions which may be

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found in florist's or greenhouse guides, he is bound to be successful, for this business is indispensable. —Valmer Klampe, Salem, Ore., R. 9, Box 79, June 13, 1927. Age 14 years.

MAKE UGLY PLACES BEAUTIFUL PLACES

Editor Statesman: Why not beautify your homes and farms? What with? You probably will ask "Our home is old and unpainted, or, we are planning to sell the farm." Why not make your garden and lawn look so beautiful that people will not notice the old shabby house? If you are planning and hoping to sell your farm you can make people much more interested and they will be more apt to purchase your place.

A small rock garden with pansies, ferns, dusty-miller or other such plants, planted in it is very pretty and attractive when built around trees or on high banks. Perhaps you have an ugly bare place in your yard. This may be covered up or hidden—at the same time making your place beautiful—by the use of a few stones or bricks, a little rich dirt and a few flower plants.

Simply purchase a few packages of fine flower seeds. Plant these in a can, kettle, box or any other thing filled with very rich dirt. If these seeds are kept warm in a very short time your yard will have plants ready for your flower beds. These flower beds should be well filled with rich dirt and in a very short time your yard will look like fairyland.

Dahlias and gladioli make very pretty flower beds. These after one season's growth make many new tubers. After the frost has killed the tops dig the tubers and pack them away in sand for the

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