

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

SALEM DISTRICT INDUSTRIES

NINTH 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.

LIGHT IS BREAKING FOR THE PRUNE INDUSTRY OF THE SALEM DISTRICT

Out of a Period of Discouragement and Unfavorable Conditions Over Which Growers Had No Control, Comes Much Encouraging News, at One Fell Swoop—Some of the Mistakes, in Her Opinion, Are Given by Miss Ella McMunn.

(By Ella McMunn)
With the largest prune packing plant in the world opening its doors for business last week in Portland, and 500 tons of dried prunes making the bulk of two steamer loads going to the United Kingdom and New York respectively, together with the appointment of Joseph M. Malone as special trade commissioner with headquarters in Rome, Italy, to assist in marketing our annual American \$10,000,000 crop, the outlook of the Willamette valley prune growers was never brighter.

Like the proverbial cloud with a silver lining, and the equally well known saying that it is always darkest before dawn, out of a period of discouragement and unfavorable conditions over which growers had no control, comes all this encouraging news at one full swoop. If there be a fly in the ointment, it is a very small fly of no consequence, and deals with a shortage of the crop this year, but which means that there will be a clean up of all past holdovers, and that in future there will be no holdovers under the new process of caring for the prunes and the marketing system that will be a network as well worked out as Uncle Sam's Rural Free Delivery, says the experts who have looked into the matter.

THE NOBLE FRENCH PRUNE DISCOVERER

Mr. Andrews Believes a Prune Orchard Will Be a Gold Mine Again

Editor Statesman:
As next Thursday, October 13, is the Slogan number date for prunes, when every one who really feels that he has something worth while to offer for the prune grower can do so on this special date



Noble Andrews

Working on Valley Prunes
The Portland plant referred to is working on Willamette valley prunes, and is turning out two and a half carloads daily of the packed and processed (steamed) goods, which in figures we can understand is 150,000 pounds, and that the company (Rosenberg & company) looked to the future may be noted when they selected a site where 53 steamship lines and four transcontinental railroad lines meet, and this season the orders looked are for shipments to go to Vienna, Finland, Italy, Spain, Cuba, Canada, Norway, Sweden, Denmark, Germany, England and the Mediterranean, all of which are going out in Oregon made boxes, of Oregon grown lumber and under Oregon labels, thank the Lord!

Fixed and arranged by the Slogan editor of The Statesman, I would like to say that I am sure that many farmers and fruit growers regard the Slogan campaigns as one of the greatest values which The Statesman or any other newspaper could give them: taking up the diversified fruits, vegetables and grains and handling them one by one, making a specialty of each, getting accurate knowledge from those directly interested.

Now back to the subject, Prunes.
Only a few years ago every prune orchard was called by the other fellow a gold mine, because many of us were making good money. The many thousands of acres of prune trees now growing, and the many large and costly buildings to care for and handle the prunes prove the statement.

Dates of Slogans in Daily Statesman

(Also in Weekly Statesman)

(With a few possible changes)

Loganberries, October 6, 1927	Grapes, Etc., April 26
Prunes, October 13	Drug Garden, May 3
Dairying, October 20	Sugar Industry, May 10
Flax, October 27	Water Powers, May 14
Filberts, November 3	Irrigation, May 24
Walnuts, November 10	Mining, May 31
Strawberries, November 17	Land, Irrigation, Etc., June 7
Apples, Figs, Etc., Nov. 24	Floriculture, June 14
Raspberries, December 1	Hops, Cabbage, Etc., June 21
Mint, December 8	Wholesaling, Jobbing, June 28
Beans, Etc., December 15	Cucumbers, Etc., July 5
Blackberries, December 22	Hogs, July 12
Cherries, December 29	Goats, July 19
Pears, January 5, 1928	Schools, July 26
Gooseberries, January 12	Shoep, August 2
Corn, January 19	Seeds, August 9
Celery, January 26	National Advertising, Aug. 16
Spinach, Etc., February 2	Livestock, August 23
Onions, Etc., February 9	Grain & Grain Products, Aug. 30
Potatoes, Etc., February 16	Manufacturing, Sept. 6
Bees, February 23	Woodworking, Etc., Sept. 13
Poultry and Pet Stock, Mar. 1	Automotive Industries, Sept. 20
City Beautiful, Etc., March 8	Paper Mills, Sept. 27
Great Cows, March 15	
Paved Highways, March 22	
Head Lettuce, March 29	
Silos, Etc., April 5	
Legumes, April 12	
Asparagus, Etc., April 19	

(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 has been the largest primary prune market in the world for Oregon ("Italian") prunes, the tart-sweet prunes of quality; that her lead as a prune center will be maintained by our packing, canning, and other concerns, and by improvements in the growing of fine, large sizes; that new and more profitable varieties are coming in; that new marketing outlets, among them manufactured products from prunes, are constantly being opened; that prunes for the grower ought to be "as good as wheat," as reliable, and much more profitable; and that there is plenty of cheap land yet to be had in this district for the growing of prunes, and new growers who will produce quality fruit and quality fruit only will be made welcome?

very promising; a large sweet prune, tested at the Oregon Agricultural college at fifteen and two-tenths sugar. It dries extra well, looks fine when dried. It sold last year, also this year, for 25 cents a pound.

I have about 4000 of the Noble French prune trees now for sale. For further information, I refer you to J. O. Holt of Eugene; to Professor Brown, Long and Schuster of the Oregon Agricultural college; also to Max Gehlar, the man who dried my prunes this year.

Things Made From Prunes Popular
There are getting to be a good many things made from prunes. PrunPort, described elsewhere in this paper, is one.

Keep Your Money in Oregon - Buy Manufactured Made at Salem, Oregon.
CAPITAL MONUMENTAL WORKS
J. G. Jones & Co., Proprietors
All Kinds of Monumental Work
Factory and Office:
2210 S. Com'l. Opposite I. O. O. F. Building, Box 21
Phone 655. SALEM, OREGON

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

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, Eureka
Oregon—Salem, McMinnville, Albany
Washington—Puyallup, Sumner

POLK COUNTY AGENT TELLS OF WORK FOR LARGER PRUNES AND MORE TO ACRE

The Matter of Size and Yield Are Important Factors in Stabilizing the Industry—Experiments in Cover Crops and Commercial Fertilizers Are Being Carried on in Polk—Some Definite Results Given.

(J. R. Beck, county agent of Polk county, noting that this is the annual prune Slogan number of The Statesman, was kind enough to forward the following, under date of the 11th:)
On the Wes Elliott orchard near Dallas and on the Fred Ewing orchard at Brush College the second year of fertilizer demonstrations on cover crops is under way, and in addition some new cover crop trials have been started this fall on these and the C. L. Crider orchard mentioned above. The fertilizer on cover crops has been for the purpose of determining what fertilizer was the most effective in securing a rank early growth of the oats and vetch seeded in the fall, so that the largest tonnage possible would be available for turning under in early April. On nearly opposite conditions the results have been nearly opposite. On the Wes Elliott orchard, which is rather low, heavy ground ammonium sulphate applied in February secured the best results, while on the Fred Ewing orchard, which is on red hill ground, phosphates showed the biggest return. These trials will be continued for the season of 1928.

Trying Out Rape
The new cover crop work that was started this fall, has to do with the use of Dwarf Essex Rape seeded in the fall in the three orchards referred to above, as it has been extremely difficult to grow a satisfactory oats and vetch cover crop. Rape offers a possibility of a green tonnage where these other crops have not made the early rapid growth. Rape can be seeded at a seed cost of about 30c to 60c an acre, while oats and vetch will cost from \$2 to \$3 and sometimes more per acre for seed, leaving a decided margin which could be used in the purchase of commercial nitrogen to offset the non-leguminous rape which does not fix nitrogen in the soil.

Another trial that is under way on the C. L. Crider orchard, which is more or less of an experiment, is in a seeding of an annual burr clover that was discovered growing along the Southern Pacific tracks near McCoy where it has made an extraordinary growth in the spring of 1926 and again in 1927. The outcome of this is purely problematical.

Commercial Fertilizer
One of the commercial fertilizer trials in the county that gave outstanding results was started in the spring of 1926 on the Jos Elsie orchard near Buell. Cooperation with the county agent's office Mr. Elsie put on different applications of nitrate of soda on April 6, 1926. Everyone remembers that an extremely dry spring and summer followed that date, and no results were observed in 1926, but they showed up in the crop of 1927. On Thursday, the 22nd of September, the writer shook and picked the entire crop from the fertilized and unfertilized trees that were used as checks with the following results: check trees, average yield, 17 1/2 pounds of green fruit; six pounds of n-trate of soda per tree, average yield, 57 pounds of green fruit. This is a rather extraordinary increase, and prune growers in various sections should not expect that everyone's orchard would respond in the same manner. In fact, it is rather doubtful whether

Reports that are published from time to time this fall are true, the size of the prune is even a greater factor this year than in some years being paid for prunes

BRING IN YOUR NEW WHEAT
And exchange it for hard wheat patent flour, or any of our long list of milling specialties. We do custom grinding. We supply what you need for what you have.

W. W. ROSEBRAUGH COMPANY
Manufacturers of Warm Air Furnaces, Fruit Drying Stoves, Snake Stacks, Tanks, Steel and Foundry Work, Welding a Specialty.
17th and Oak Sts., Salem, Ore.

DIXIE BREAD
DIXIE HEALTH BREAD
Ask Your Grocer

SEND A COPY EAST

PRUNPORT SHOULD GIVE BIG OUTLET

The Plan Is to Locate the Plant at Salem, Near Source of Supply
The Major Fruit Products company, makers of PrunPort, PrunAle, PrunO'Marmalade, PrunKrest, PrunPulp, PrunJu and other prune products, with the plant located 2408 East 43d street, Portland, has a number of stockholders in Salem, and it is expected that the plant and headquarters will be moved to Salem in due course of time, in order to be near the raw materials supply.

They Make It Clean
"The bottles before being filled with delicious PrunPort are first washed thoroughly in a vat of hot caustic lye solution. This removes all the impurities and germs and destroys all substances that may be detrimental to the drink or the consumer. Then the bottle goes into a vat of Fresh Bull Run water, where they are soaked until the caustic is completely removed. After this the bottles are thoroughly rinsed upside down in good old Bull Run under force. The clean bottle passes from here to the filler and crowing machine where PrunPort is run into the container without being touched by hands. Another precaution, which the company is taking to give the consumer a more perfect beverage is that of pasteurization, which PrunPort undergoes after bottling. Pasteurization of PrunPort, which is exposed to 175 degrees for 15 minutes, assures the public of a fruit drink which is utterly clean and entirely free of bacterial or germ contamination. It seemed to me that this is a mighty fine example of cleanliness, and I was told that the great consumption of PrunPort indicates the appreciation of consumers for a genuinely clean beverage. I was impressed that the manufacturers are making a very sincere effort to produce for the thirsty public a good, wholesome,

A Tour of the Plant
"I want to tell you of my visit to the plant of the Major Fruit Products company, manufacturers of that wonderful prune beverage, PrunPort, which you are hearing so much about. In fact I only wish that it were possible for me to tell the whole world of just what I found out there.

"I was afforded the opportunity to look into some of the intricate working of PrunPort making through the courtesy of Mr. Mullineaux (Mull-in-o), the plant superintendent, who very kindly avoided technical references when describing the different processes. The company is buying prunes

Whe-Ta-Lon
A Superior Breakfast Food
A trial Will Convince You
Whe-Ta-Lon Cereal Co.
M. A. BUTLER, Manager
Telephone 1090-W

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

F. C. LUTZ NURSERY
We plan and plant (free of charge) for homes, large or small, all kinds of ornamental shrubs, perennials and crockery plants. Landscaping work.
1800 Market St. Phone 1608-R

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

Whe-Ta-Lon
A Superior Breakfast Food
A trial Will Convince You
Whe-Ta-Lon Cereal Co.
M. A. BUTLER, Manager
Telephone 1090-W

Whe-Ta-Lon
A Superior Breakfast Food
A trial Will Convince You
Whe-Ta-Lon Cereal Co.
M. A. BUTLER, Manager
Telephone 1090-W

C. J. PUGH & CO.
Manufacturers of
Canning Machinery;
Graders, Trucks, Etc.
550 S. 21st St., Salem, Oregon

Air Painting
DONE WITH A GUN
M. B. Sanderson
1144 North Cottage

Prepare For the Winter
Make up your mind that during the coming winter you will keep yourself free from colds. To do this you must be free from nerve pressure which Chiropactic adjustments will remove. Remember that the Neurocalometer accurately locates the nerve pressure while Chiropactic Adjustments remove it. Neurocalometer readings by appointments only.

Dr. O. L. Scott, D. C.
256 North High Street
Phone 87 or 1471-R