

# Continuation of the Slogan Page: Subject this Week, the Celery Industry

## THE LABISH DISTRICT SHIPPED AN EVEN 500 CARS OF CELERY LAST YEAR

It Was a Hard Marketing Year, Requiring Large Expenses on Account of Cold Storage and Other Charges, But the Whole Output Was Marketed, and Some New Outlets Were Developed, and Better Methods of Handling Will Likely More Easily Move the Large Number of Cars That Will Be Grown This Year, Mostly by More Intensive Methods of Cultivation

Editor Statesman: Although any one interested in celery will concede that 1927 marked the poorest year in the history of the industry, it will be pleasing to print the facts about Labish Meadows celery and how its fame rode over the jinx, bringing the local growers safely through a rather hard place. In 1923, the first year of any appreciable carload shipments, 96 cars were sent out into a cold and doubling world. In 1924 there were 227 carloads, which showed that somewhere people knew good celery. The year of 1925 did not show quite such an increase, as there was not enough advertising which reverted rather to the growers themselves, as little more acreage was sown and few more men became interested in raising the commodity.

In 1926 the management changed, and an intensive campaign was launched in the sales department, with a result that 364 cars were disposed of.

**500 Cars All Sold**  
The crop planted in 1927 would not have been sufficient to meet the demand had the year been ordinary. As it was, none of the 500 cars sent from the district was lost; and all of that stored both in the east and in our local houses, was disposed of when finally the weather cooled and the demand for celery began. True, the price was often discouraging, but compared with celery elsewhere there could be no dissatisfaction with the management, for during the unusually warm fall and early winter, celery was certainly a drug on the market.

In 1927 no ground gained in former years was lost, while some new markets were established, among which were Louisiana, Arizona and Alberta.

There can be but little doubt that if there is any demand for celery in 1928, there will be a cry for Labish Meadows celery, for the local markets which will have it, but the finest still want this brand.

**Good Advertising**  
Among these, and noteworthy because of its wide field of selection, is the Southern Pacific diner service. Not only did they buy this product, but they gave it wide advertising on the menus all over the system. Such advertising is the privilege of the very few.

The coming season will see some increase in acreage, although this to be cautious and with judgment. New greenhouses are already under construction, which are to take care of the very early plants, for it is from these early ones that the best growers have obtained. No new growers have been added to the Labish Meadows Celery Growers' union, which at present consists of 34 members.

As to the future, to speculate or prophesy as to what prices may be offered or obtained for celery next summer is

beyond the knowledge of any one at this time, but it is safe to say that they will not be lower than the prices of 1927.

Certain market facts were obtained by Manager Ronald Jones while on his trip through the east and south in November of last year which will materially help in the preparation of the product at this end of the journey, and there will no doubt be several improvements made in the manner of loading the crates into the cars and in packing. For to get the celery on the far markets in as near the same condition as it is upon its start will insure a ready sale, for it is conceded that there is none better.

**The Best Markets**  
The best states for marketing celery, or at least celery from Oregon, are Nebraska and California. The Californians know celery and demand a large, prime stalk. The nearest in size to their own grown in southern California is the Labish, and when the southern crop is gone the Oregon product is in strong favor, for the northern California variety is very short and small. Some 60 cars were consumed in San Francisco and Oakland alone, while many others went to different points in the Golden State. This was a very noticeable increase over the preceding year.

Large celery is also wanted in Minneapolis and vicinity, to take care of the chop-suey trade.

**To Get Better Celery**  
Much experimenting is now going on to get a seed that will produce celery that is best for storage. The regular variety is very good, but it is intended to create a kind that will retain its crisp freshness even after many weeks at the low temperatures. If this can be accomplished, there will be no dread of the slack periods that precede the Thanksgiving and holiday demand.

Summing up the reasons that made of 1927 such a poor year, it must be said that few if any could have been anticipated. Unusual rains, warm weather in the east, heavy crops in the two banner celery states, New York and Michigan, which were of such poor quality that they had to be sold at once at any price, and the peak of western celery yield falling too early, are given as the

chief causes that made selling difficult. Although Oregon celery has been known in the eastern markets for some years, it took Labish lands to make it really famous, for without question no combination of soil and climate could be found better adapted to the industry. There is still much of this fertile ground awaiting the spread of this notoriety, as but 230 acres was used the past year to grow the 500 cars shipped. Possibly 10 acres will be added the coming season, but there will be more intensive culture, which will bring the total crop for cutting much above last year.

CECIL V. ASHBAUGH, Brooks, Or., Jan. 24, 1928.

**Hazel Green Community Club Planning Program**  
HAZEL GREEN, Jan. 25.—(Special)—The community club will give a program Friday evening. Local players will present the play "Mr. Smith Goes on a Diet." Luncheon will be sold, the proceeds to be used for defraying the expense of graveling the school yard.

Rev. W. A. Mershon will preach at 11 o'clock Sunday morning. Mr. and Mrs. Fred Haslebacher spent Sunday at Amity.

The many friends of Mr. and Mrs. F. W. Jones will regret to hear of the death of their infant son, Wade Latham, of pneumonia, last Saturday morning. Rev. W. A. Mershon, Mr. and Mrs. G. G. Looney and Glen Looney attended the funeral for the Jones baby at Mill City Sunday.

**New Telephone Line Will Extend from Labish Center**  
HAZEL GREEN, Jan. 25.—(Special)—A new farmers' telephone line will be extended out from Labish Center. In addition to serving some new patrons, it will take some from the 117 and 44 lines.

Mr. and Mrs. Edward Dunigan, Sr., are visiting their son and daughter-in-law, Mr. and Mrs. George Dunigan and George Jr., at Chinook, Wash. Mr. and Mrs. Weber of Eugene were week-end guests of Mr. and Mrs. Edward Dunigan, Sr. Clifton Clemens and Raymond Westervelt attended a lecture given by Dr. Ira Landrith at the Christian church Tuesday evening.

**Policyholders of Bankers Life Will Make Appearance**  
Dan Kellaher, Portland attorney, and a number of assessment holders in the Bankers Life Insurance company of Des Moines, the resignation of Clare A. Lee, state insurance commissioner. The assessment policy holders contend that because of a change

in the policy of conducting the affairs of the Bankers Life Insurance company, the rates have become excessive. A number of the policyholders were said to have been forced to drop their protection. A resolution demanding Mr. Lee's resignation was adopted at a meeting of the assessment policyholders held in Portland two weeks ago.

**First Semester Closed For Salem High School**  
Class work for the first semester of the Salem high school closed when school was dismissed Wednesday afternoon and pupils will not be required to attend school until 1:00 Friday afternoon, at which time report cards will be given out.

Superintendent Hug and Principal Nelson and the corps of instructors will be working at the school building during the two days and will be ready to lend assistance to new pupils and others who desire to confer with them on school work.

**CELERY GROWING IN STATE FROM AUTHORITY**  
(Continued from Page Eight)  
express is washed and tied and sold in smaller crates carrying from two to four dozen.

Car loading consists in placing crates in the car four wide and three high, with the exception of the first two stacks next to the bunkers, which are four high, making sixteen extra crates. The total load is 160 crates. In order to keep the bottom of the upper crates from injuring the leaves of the lower ones as they stand in the car, two by two inch pieces are used crosswise of the car between the crates instead of regular car stripping. The refrigerator cars have standard icing of two and one-half tons of ice in each bunker.

**Wide Distribution**  
Distribution of Oregon celery in

1926 extended over 20 to 25 different states, among which were the following: Nebraska, Iowa, Minnesota, Illinois, California, Texas, Missouri, Kansas, Montana, Wisconsin, Oklahoma, Florida, North Dakota, Colorado, Michigan, Ohio, Maryland, South Dakota and Canada.

Celery has been stored perfectly for 60 days under refrigerator air storage, which in some seasons has been quite profitable.

The yields of celery as grown in the state usually run from 1800 to 2000 dozen bunches per acre, or from one and one-half to two carloads per acre.

**The Costs**  
Approximate production and harvesting cost items are as follows:  
Seed ..... \$12.00  
Plant ..... 40.00 to \$60.00  
Manure ..... 70.00  
Manure application ..... 17.50  
Commercial fertilizer ..... 25.00 to 30.00  
Fitting ground ..... 20.00  
Planting ..... 25.00  
Cultivation ..... 8.50  
Weeding ..... 8.00  
Hoeling ..... 9.00  
Salt ..... 5.00  
Spray materials and labor ..... 10.00  
Irrigation ..... 25.00  
Blanching ..... 10.00 to 12.00  
Preparation for market ..... 30.00 to 45.00  
Crates ..... 70.00

Total ..... \$396.00 to \$432.00  
Receipts: 1800 dozen at 65c to 70c, \$1300.20, the average f. o. b. shipping price being \$3 a crate for the entire season.

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He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidney, bladder, bed wetting, catarrh, weak lungs, rheumatism, sciatica, leg ulcers and renal ailments.

Below are the names of a few of his many satisfied patients in Oregon who have been treated for one of the above named causes:

Emer Booker, Condon, Chas. Desch, Portland, D. G. Horn, Bonanza, Fred Shields, Klamath Falls, Daniel Steinton, Central Point, Joe. Sheehy, Gibbon.  
Remember above date, that consultation on this trip will be free and that his treatment is different.  
Married women must be accompanied by their husbands.  
Address: 211 Bradbury Bldg., Los Angeles, California.

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In addition to the Speed Trucks, the International line includes the Special Delivery for loads up to 1/2-ton; Heavy Duty Trucks ranging from 2 1/2 to 5-ton sizes; Motor Coaches; and McCormick-Deering Industrial Tractors.

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## INTERNATIONAL HARVESTER TRUCKS COMPANY

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Is still going strong. Last week we told you we had many bargains. We cleaned up a lot of short lines and overstocks. But we have more bargains and we must move them. Look for the Red Tags and note the savings. We name just a few

- One Lot of About 8 Dozen Good Reed Milk Pails Both 10 and 12 qt. sizes. Regular \$1.00 values. Special only **45c**
  - One Lot of Assorted White Granite Ware Values to \$1.50. Take your choice for **45c**
  - One Lot of Pint Thermos Bottles Metal jackets, well finished, only **65c each**
  - Several Dozen Oil Floor Mops With a 50 cent can of Liquid Veneer Floor Polish—take both mop and polish for **65c**
- Our Tire Special is still good for another week. When you can buy Pennsylvania Tires at such a price it is time to get busy.
- Come in and shop around. Look for the Red Tags. The regular selling prices are on the goods also and you can easily see your savings.

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## ARE YOU a "TOXIC"?



### Sick Headaches

Those miserable sick headaches, those mysterious dizzy and fainting spells are a grave symptom. Usually they indicate a poisoned condition of the stomach that may end in high blood pressure, hardening of the arteries and heart failure. This toxic condition is the result of our modern habits of life which put too great a burden upon the vital organs, especially the liver, which then becomes sluggish and fails to cleanse the blood of the poisons formed in food waste. It is generally recognized that the liver occasionally needs a little help. There is nothing better for this, as medical men know, than a little ox gall. Ox gall has been found to be a great natural stimulant for the liver, restoring it to full activity. The genuine, pure ox gall is to be had, dainty and tasteless, in the form of Dioxol tablets. Each tablet represents 10 drops of pure ox gall and costs less than 2c at good druggists. To be sure of getting the genuine, look for the name Dioxol and picture of ox's head on the package.

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