

SALEM HAS BECOME A WORLD STRAWBERRY INDUSTRY CENTER

FRUIT TREES

We specialize in fruit and nut trees
Cherry City Nursery
 Nursery 275 So. High
 Opposite Vick Bros. Garage.

MAKING PLANS FOR VEGETABLE GARDEN

With the location of the vegetable plot selected, the next task is laying out a plan, the main item in fireside gardening which is the basis of a sound sunshine garden. Owing to the varying conditions in different yards it is difficult to lay down a standard garden plan. Each situation requires individual variations to suit its conditions. It is best to plant in rows rather than in beds for ease of cultivation. As a general rule the rows should run north and south for a more equable distribution of sunlight, but it is more important from the practical standpoint of making hoeing and raking easy to run them the long way of the garden.

The first factor to be considered in planning the crops is to locate them in the garden plot so that the taller growing crops will not shade the lower growers. Locate the directions on the plan with regard to sunlight before planning the rows.

Draw the plot to scale and study the seed catalogues and garden books for proper distances apart for the rows and stick to it. These distances have been proved best by the practical experience of expert gardeners and they are as closely placed as the best development of the plants will permit. Proper spacing means better crops than crowded plants. Crowding minimizes the bearing possibilities.

In city back yard gardens the problem of succession planting is an important one as the soil must be kept in continuous action. Succession crops must be marked into the plan. Peas, for instance, are an early season crop. Late cabbages, beets, turnips, kale or spinach may follow them. The early lettuce, onions, radishes and spinach can be followed by tomatoes, egg plants or peppers. These should be considered in planning the vegetable crop for the season.

The main utility of a garden plan definitely on paper is to speed up the actual work of planting as the average city gardener must count his hours and make the most of them.

THE WAGE EARNER

Everything depends upon your health. If you are a wage earner, your wages depend upon your output and your output depends upon your health.

If your human machine is only seventy-five per cent efficient, how can you expect your employer to pay you for a one hundred per cent output?

See that your spine is normal. See that it is kept normal and you will find that your mental power, your general efficiency and your daily output of work will increase.

Chiropractic will, if given a fair chance, fit you for your daily work and will keep you fit. If you feel your human machine is less than one hundred per cent efficient, see your Chiropractor at once, have him give you a Neurocalometer reading and if necessary Chiropractic Adjustments. Remember the Neurocalometer locates nerve pressure. Chiropractic Adjustments remove nerve pressure. Neurocalometer readings by appointment only.

Dr. O. L. Scott, D. C.

256 North High Street
 Phone 87 or 1471-J

NEW MARKET TO HAVE FARM PRODUCE SECTION THAT WILL PROVE POPULAR

Twenty-four Hundred Square Feet of Floor Space Will Be Devoted To This Department—No Parking Limit There—Will Be Meeting Place for the Men on the Land and the Merchants

Twenty-four hundred feet of space is now available for the marketing and displaying of farm products in the new Market on North Commercial street, according to William Busick, manager. All farmers of the valley are invited to bring in their produce and display it for sale at the market. Stalls will be built for each individual farmer and a very low charge made, according to the space used. As the season for early garden produce will not start for about two or three weeks, farmers are urged to make reservations for their space now.

Will Be Popular

A number of farmers from the Gervais district who have been taking their produce to the Portland public market have signified their intention of making the Salem Market their buying and selling center. The farmer's mar-

ket is something new in Salem, but will no doubt prove quite popular. In other cities on the coast the idea has met with great success. It is a meeting place for farmer and merchant and a place where consumers can buy what they want direct from the farmers.

No Tagging There

Another added feature of the market location is that there are no parking restrictions. A farmer bringing his produce to market can leave his car parked without fear of having it tagged. The wide alley in the rear of the building gives ample room for loading and unloading. Patronage has been good during the first week, according to merchants of the building, and the additional feature of the farmers' exchange the market should prove to be one of the most popular trading centers in Salem.

ICE CREAM OUTPUT LARGE IN NATION

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guarded formula.

Artificial refrigeration, discovered by a German in 1867, is credited directly for the first great commercial opportunity in the wholesale manufacture of ice cream, an industry that consumed four and a half billion pounds of milk in 1926 and poured thousands of dollars into the dairymen's pockets.

Federal figures place the total production of ice cream at 324,665,000 gallons in the same year. Estimates for 1927 have not been compiled, but it is believed they will show an even higher production. There are approximately 5,000 factories in the United States supplying a vast multitude of retailers whose sales, added together and divided by the number of dealers from the roadside vendor to the owner of city "fountains," average 1.8 gallons a day for each merchant.

In 1926 more than 88 percent of the ice cream manufactured was sold in bulk and the remainder in brick and similar forms. Confectioners sold 30.25 percent of all the ice cream retailed; grocers, 18.95; drug stores, 16.3; roadside stands, 10.16; hotels and restaurants, 7.99; cigar stores 3.5 and unclassified sources, 13.3 percent.

Vanilla was the predominating flavor, constituting 55.48 percent of all sales. Chocolate was second at 10.06 percent; strawberry comprised 7.82 per cent, and all other flavors 26.64 percent.

The rapid rise of the ice cream industry is credited in part to the complete change of attitude toward the "delicacy eaten in fun" 77 years ago. Ice cream by constant study and experiment, has become a valuable food of which

total solids, including fats and other nutriment, amount to 36 percent of any given quantity sold by the average manufacturer.

Although investigations and research continues, both in private and governmental laboratories, to create a constantly improving product, specialists declare the big problem facing the ice cream industry is the marketing question. To solve some of their difficulties numerous manufacturers are consolidating. In the last year a merger was completed involving plants in New York, Rochester, Chicago, Kansas City and Philadelphia.

"CATERPILLAR" PRICES REDUCED

(Continued from page 1.)

maintaining of roads, moving earth, transporting logs, doing farm work, clearing snow, serving industrial plants. Lower prices invite new users in new fields and old to cut the costs of "Caterpillar" performance.

The Caterpillar Tractor Co., which is the exclusive manufacturer of the "Caterpillar" Tractor, is the successor to the Holt and Best companies, the two pioneers in the manufacture of track-type tractors.



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FLAKE'S PETLAND BOOSTS POULTRY

One of the most interesting places in Salem is Flake's Petland at 273 State street. This establishment, under the direction of E. B. Flake, is a miniature zoo, as he handles all kinds of animals from bull pups to love birds. Mr. Flake's main line of business, however, is baby chicks.

Mr. Flake handles Black Minorcas, White Leghorns, Plymouth Rocks, Rhode Island Reds, Mottled Anconas, and Buff Orpingtons. The Flake baby chicks are noted for their early and fast growth and the mortality after hatching is very low. Mr. Flake guarantees 100 per cent live delivery on all shipments of chicks.

"I want every one of my farm friends to own a flock of at least 1000 pure bred profit-making hens," says Mr. Flake. "I have been interested in poultry for a good many years but I do not believe I have ever seen such opportunity for poultry profits as exist today."

Mr. Flake also handles a full line of song birds direct from St. Andreasburg, Germany, where the world famous singers are raised and trained. Parrots, love birds and other species are always on display at the Petland in addition to the canaries, Fox terriers, Scotch coolies, English bulls, and Boston terrier pups are also available here.

An additional feature of the

Petland is the board service for dogs under the personal supervision of Mr. Flake. Anyone going away and not wanting to take his dog can leave it with Mr. Flake who will care for it.

INVESTMENT NOT EXPENSE, DRAINAGE

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the tile. This leaves the rich top soil in place and tends to enrich the soil below. Tile and drainage also prevents the soil from becoming sour, and in drawing off the stagnant water gives the plant a chance to get the fresh air so necessary to good growth.

A good example of drainage and the benefits derived from it is found in the case of the Labish district. This whole valley was once a swamp which, through the use of drainage, has been converted into a veritable Garden of Eden and contains some of the richest land in the Willamette valley. The tile used in the drainage system of this district was furnished by the Salem Brick and Tile company, a local concern.

The drainage of land is one of the best investments a farmer can make if his farm needs drainage, according to authorities on the subject. A good drainage system when properly installed is an investment rather than an expense.

Send in early orders for new gladiolus bulbs. They are exhausted early with the vogue of this popular plant.

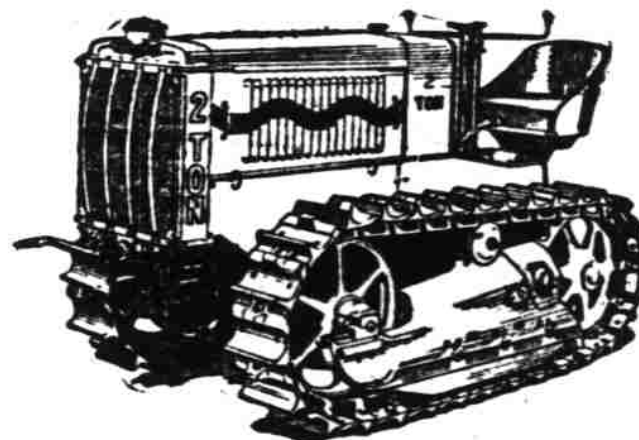
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