

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

SALEM DISTRICT INDUSTRIES

:-:- Ninth Consecutive Year :-:-

THE STATESMAN dedicates several pages each week in the interest 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 section. Help make Salem grow.

SALEM IS THE CENTER OF A HOP GROWING DISTRICT WITH MORE THAN HALF THE ACREAGE IN THIS COUNTRY AND THE LARGEST HOP BUYING CITY FROM FIRST HANDS

More Than 50,000 Workers Will Be Needed in the Yards of Oregon, Mostly in Salem's Trade Territory, During Picking Time—This State Has Over 17,000 Acres in Hops, and Will Have 19,000 Acres Next Year—The Total Money for the Crop, Coming Largely From Long Distances, May Run to Five Million Dollars, and It Is Widely Distributed in the Hands of Thousands of People in the Channels of Trade

What is the condition of the Oregon hop industry? What is the outlook for remunerative in ordinary years to for every 15 prices? What about the stability of the industry? The present crop is above 50,000. It takes 40 pickers to pick an acre of hops. The new acreage of "baby" hops? The number of acres held over? These are all pertinent questions in the Salem district, for the great bulk of the industry is in the trading territory of Salem.

One of the best posted hop men in this state is Henry Cornoyer. The Slogan man each year, and throughout the year, is certain of reliable information from Mr. Cornoyer. He works at his trade as a hop merchant and grower all the time.

Durbín & Cornoyer are extensive hop dealers. F. W. Durbín is the other member of the firm. Their offices are in the Durbín building in Salem. They represent some of the leading firms in the foreign and American trade.

They grow them right and turn out quality hops. They have the Curtis ranch with a 30 acre yard at Talbot, the Durbín yard on the Silvertown road, on Howell prairie, former 15 acres, but increased to 30 acres of bearing hop vines this year; and the 120 acre Mitoma ranch five miles north of Independence. They have a model ranch in the Mitoma. They have fine buildings and use thorough methods. They irrigate all their hops excepting those in their Howell prairie yard. They would irrigate that yard if water were available. They find irrigation a great help most seasons. They commenced irrigating this season over two weeks ago. They are at it yet. About the 15th of July, if there shall not come heavy showers in the mean time, they will thoroughly irrigate their yards again.

Their Mitoma ranch was used the past three years as a sort of headquarters for the migrant workers' activities. That is, the organization looking out for the welfare of the families among the pickers in the hop yards of the valley. They have had a great tent on the Mitoma ranch and carried on a model work, especially with the children.

Many Workers Employed There will be need for around 45,000 pickers in the Oregon yards this year, and enough workers in other tasks, including the drying, to bring the number employed at slightly over 17,000 acres in bearing yards.

THIS WEEK'S SLOGAN

DID YOU KNOW That for many years Salem has been the greatest hop buying center from first hands in the world; that Oregon has over half the hop acreage in the United States; that the industry will persist permanently in the Willamette valley, owing to the fact that there is grown here a superior, strong hop, for which there is a demand from foreign as well as domestic buyers; that at the prices that generally prevail few things that can be grown on the land are as profitable, and that the acreage of hops in the Salem district is now increasing and will likely grow slowly from year to year; and that we have the best equipped hop yards in the world?

Dates of Slogans in Oregon Statesman

- (With a few possible changes) Loganberries, October 6, 1927
- Prunes, October 13
- Dairying, October 20
- Flax, October 27
- Filberts, November 3
- Walnuts, November 9
- Strawberries, November 17
- Apples, Pigs, Etc., Nov. 24
- Raspberries, December 1
- Mint, December 8
- Beans, Etc., December 15
- Blackberries, December 22
- Cherries, December 29
- Pears, January 5, 1928
- Gooseberries, January 12
- Corn, January 19
- Celery, January 26
- Spinach, Etc., February 5
- Onions, Etc., February 12
- Potatoes, Etc., February 19
- Bees, February 26
- Poultry and Pet Stock, Mar. 4
- City Beautiful, Etc., March 11
- Great Cows, March 18
- Paved Highways, March 25
- Head Lettuce, April 1
- Silos, Etc., April 8
- Legumes, April 15
- Asparagus, Etc., April 22
- Grapes, Etc., April 29
- Drug Garden, May 6
- Sugar Industry, May 13
- Water Powers, May 20
- Irrigation, May 27
- Mining, June 3
- Land, Irrigation, Etc., June 10
- Floriculture, June 17
- Hops, Cabbage, Etc., June 24
- Wholesaling, Jobbing, July 1
- Cucumbers, Etc., July 8
- Hogs July 15
- Goats, July 22
- Schools, July 29
- Sheep, August 5
- Seeds, August 12
- National Advertising, Aug. 19
- Livestock, August 26
- Grain & Grain Products, Sept. 2
- Manufacturing, Sept. 9
- Woodworking, Etc., Sept. 16
- Automotive Industries, Sept. 23
- Paper Mills, Sept. 30

ing yards. There has been heavy planting again, and we have at least 2000 acres in "baby" hops this year. We will have 19,000 acres in bearing hops next year. California had less than 13,000 acres last year, and probably has increased the acreage much if any. Washington had last year 3000 to 4000 acres, and has somewhat more this year. In Washington and California, they do not keep an accurate record of their hop acreage, like there is kept by dealers in Salem of the Oregon yards.

Any way, Oregon will after this year have considerably more than half of all the hop acreage in the United States. No other states now grow hops commercially to any appreciable extent. New York, once one of the ebullient states, now grows practically none. Oregon yards so far this year have no red spider, and few lice. The outlook for a good sized crop would be good, with very favorable weather conditions from now on—heavy rains, with bright sunshine between the rains.

Our normal crop of the fuggles variety is about 8000 bales. In Growers' Hands There are about 3200 bales of the 1927 crop of Oregon hops still in the hands of growers. They are in the hands of 45 different growers. These hops, or those of good quality, are worth now about 21 cents a pound. That is the "spot" price for good hops now. There are 1000 bales of the 1926 crop in the hands of growers. Four growers own them. There is no quoted market price for these.

The makers of malt extracts that go into "home brew," in this country, cannot use them. But druggists and others who sell hops to "home brew" customers may use them.

As to the Future New to the future of our hop industry. What about that? Mr. Cornoyer says contracts can be made for the coming crop, now at 17 to 20 cents a pound; depending on quality—partly on the reputation of the different growers for furnishing a poor quality of dirty or badly picked hops or a good quality and clean picked and properly cured and packed hops. Last year at this time, the contracts being offered ran from 18 to 19 cents a pound. Some Oregon growers have old contracts. Some of them run up to 1921 or longer.

The American demand for hops has been increasing during the past six or seven years, and is still increasing. Part of this increase is due to a larger consumption of the brew with less than half of one per cent of alcohol. Likely there is a good deal of the old fashioned beer being made; and the "malt extract" business, to supply "home brew" consumers is large. There has also been a steady increase of the Canadian demand, for real beer manufacturing. But the new yards of British Columbia, part of them owned by Americans and some of these Salem men, may make a difference in the Canadian demand for hops grown on this side of the international line.

As to the foreign demand? England has always taken a lot of Oregon hops. They have been needed in that country for high class bottled beverages. The English brewers have found them better for this purpose than California hops, or their own, or any other.

But there is a crisis in the English hop situation. The hop control that lasted for five years in that country expired August 15, 1928. During the time of the control American hops were admitted only as needed by the brewing industry. The thing to take the place of the control was a tariff, and that amounts to about 18 cents a pound in American money. At first it cost about 6 cents a pound for freight, commission and marine insurance to get hops from Oregon to England. Add 15 cents, the cost of growing to the tariff and shipping costs, and you have 39 cents. (The 6 cents was reduced to about 5 cents, so the cost figure is now about 35 cents a pound for our hops laid down in England.)

Right now, London dealers are sending back American hops, de- livering them in New York at 23 cents a pound. They are of course taking a big loss. Mr. Cornoyer's explanation is that the English dealers sending back American (Continued on page 17.)

NEEDHAM BROWN'S ISLAND HOP YARDS AMONG BEST EQUIPPED IN THIS SECTION

Irrigation From the Willamette River With a Pumping System That is Automatic, the Water Being Carried in Permanent Concrete Pipes and Applied Through Canvas Hose The Permanent Pipes, Costing \$60 an Acre, Will Pay for Themselves Each Dry Season in Increased Tonnage of Hops The Market Price of Hops for This Year Not Definite

When the Slogan man of The Statesman started out to find Frank E. Needham, for a good part of a generation cashier of T. A. Livesley & Co., hop growers and merchants and representatives of big London firms, he was told that Mr. Needham was on his vacation; that he could be found on his own Brown's Island hop farm. The Slogan man went there to get information concerning the operations of T. A. Livesley & Co., and about the hop industry of the state generally.

Got Other Items The reporter got the information he went after, and more. He found Mr. Needham in the thick of cultivating and irrigating his own hop yards. He was driving a tractor on Wednesday afternoon, the regular man for that job being sick. Mr. Needham had taken a week off for his vacation, and he will return to the Livesley office on the top floor of the First National bank building tomorrow after about as hard a week's work as one can imagine. A profitable way to spend a vacation. And no doubt as beneficial to the health as most any other way.

Mr. Needham has 210 acres of land of his own on Brown's Island, in the summer time, but which is very much of an island in the rainy season, and most of which is no island at all in flood seasons of the Willamette river, but is under water. Some of it under many feet of water. Every foot of the Needham land is under water at some period of nearly each winter. But preparations and arrangements are made accordingly. And a lot of benefit comes from the new soil that is washed down from above onto the land.

Wonderful Drop Land The Needham land makes up what was formerly two farms; the Bowen farm and that which belonged to Mark Savage. Of the 310 acres, Mr. Needham has in hops 134 acres. He has in one field 52 acres of the fuggles variety; the early hops. In another yard he has 28 acres of the clusters variety, and in a third yard 28 acres.

He expects to have this year 400 bales of fuggles hops, and 200 bales in the smaller yard of clusters and 500 bales from the other yard; or 1100 in all. If he has exceptionally good luck, he will be able to market from his yards 1200 bales; 200 pounds to a bale. If he gets 25 cents a pound, or even 20 cents, that will be some money.

Permanent Irrigation System Mr. Needham irrigates his hops. He has the whole Willamette river for his supply. He has an automatic pumping plant that runs itself. Uses a standpipe to get the water high enough for any part

THE SALEM DISTRICT HAS THE BEST EQUIPPED HOP YARD IN THE WORLD

The Oregon Hop Acreage Is Now About 17,000—Hop Growing in This section is on a Permanent Basis, Conducted in a Reliable Business Manner, and Employing the Best Cultural and Other Methods, as a General Rule—In Picking Time, Lake Brook Hop Ranch Is a Busy City in the Country

World leadership is being taken in Salem and the Salem district in several of the industries on the land, hooked up with packing and shipping methods in the city. This is true of the flax industry. Of the mint industry. Of the strawberry and bush fruit industries. Others are coming or will come into the lime light in this respect. It is true of the hop industry now.

As has been said and repeated often in these columns, there are many very well equipped hop yards in the Salem district. The industry here, as represented by the leading growers, is on a more permanent basis than elsewhere in the entire world. The yards are laid out and equipped with an idea of supplying a needed staple for all time.

yard, 100 acres in hops, in the Independence district. Part of these were "baby" hops last year. They are all full bearing vines this year.

The Livesley people have been growing in their own yards about a million pounds of hops a year. They employ irrigation where available and needed. They have a thorough irrigation system for their Lake Brook ranch, and they installed in 1926 an irrigation system for their Corvallis yard. The Lake Brook ranch irrigation system has been provided with permanent concrete underground pipes, in use for the first time this year. This improvement has cost about \$60 an acre, but it will last for all time, and there is a saving justifying the additional cost, under the expense of using movable metal pipes in getting the water at the points needed. Only a canvas hose is required now in applying the water. This permanent concrete piping was made in Salem, by the Oregon Gravel company. This concern has made all of this kind of pipe that has gone into the big hop yards of this section.

Large Payrolls In picking time, the Livesley people have had on their payrolls 2500 people at one time. They have a good sized payroll the year through.

They are also general dealers in hops, representing some of the greatest and oldest concerns in the world. Frank E. Needham, their cashier, who has been with the Livesley people for many years, has been very helpful to the Slogan editor always in getting information for publication concerning the industry.

There is usually irrigation throughout June, July and August, if and when need. This makes in some seasons a difference of at least 25 per cent in the yield; though the land on the Lake Brook yard is very rich; river bottom land.

City and Farm At the Lake Brook yard, the Salem Y. M. C. A. each year conducts headquarters, with reading matter, radio, and entertainments of many kinds—developing talent or finding it among the pickers, and helping in entertainment features in other yards.

This tends to good order and a satisfied body of pickers. The expense is paid by Mr. Livesley, who was the largest contributor towards the new Y. M. C. A. building in Salem. Mr. Livesley is the present mayor of Salem.

He is also the moving spirit in the organization of the Canadian Hop Growers, Ltd., with a 600 acre hop ranch near Chilliwack, B. C. This is the largest hop yard in the world. H. W. Ord, formerly with the Horst yard near Independence, in the Salem district, has charge of the British Columbia operations. The Horst yard, with 550 acres, is next to the largest hop yard in the world.

Oregon's Hop Acreage Oregon now has about 17,000 acres in hops. The Livesley people have a list of 520 growers, who have in hops 16,987 acres. This is supposed to be a complete list; the full acreage. This acreage is capable of producing 100,000 bales of 200 pounds each. The yield for this year will likely be somewhat short of this, in the opinion of Mr. Needham. It would be much larger than this, if all the yards were irrigated, like those of the Livesley people and a number of the other large, forward looking and long headed growers. The Oregon hop acreage is nearly all in the Willamette valley, and the great bulk of it in the Salem trading district. At a price of 20 cents a pound, it is around a \$4,000,000 annual crop, and it may run up a million dollars higher or more, in high price years. In picking time, it takes about 50,000 pickers and other laborers in the fields and drying plants.

The Livesley people, as hop merchants, sell hops direct to many countries, besides acting as agents for the big English firms, and others.

Federal standards for comb and extracted honey are giving a great impetus to the beekeeping industry, with prospects that they will be adopted internationally. Already United States standard grades and graders are used in New Zealand, Hamburg and London. Numerous importers and exporters of other nationality, also are using them.

In the past two years Ohio has expended \$767,900 to remunerate the owners of sheep killed by dogs.

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EDITORIAL

MORE THAN HALF THE HOP ACREAGE

Oregon has over 17,000 acres of hops and will have over 19,000 acres next year—

Over half the acreage in the United States; California and Washington together having perhaps less than 17,000 acres—

And the bulk of the Oregon crop is produced in the Salem district; in the Salem trading territory, the central Willamette valley.

Salem is the world's hop center; growing more so each year; the largest primary hop market in the world; that is, the largest buying market from first hands—

And we have tributary to this city the largest single hop growing section of the whole earth; capable of indefinite expansion.

There will always be hops grown in the Salem district, for there are many uses for hops, including the drug trade, the trade of the bakers for yeast, and the trade of the makers of mild malt drinks—

And there is no doubt concerning the rapid and steady growth of the latter trade, and some of the leaders in it are predicting that it will bring back the hop industry to its pristine vigor, and then some, and keep it there. The makers of such malt drinks as "Columbia Brew," "Tacoma Brew," "Rainier Brew," and a long list of similar malt drinks, or some of the men connected with these people, are saying that these drinks, at the present increase in their sales will soon be using more hops than the brewers of the old school were using in the days when the country was "wet."

In some cases, the same plants are being used as before and the same processes employed, excepting the taking out of a part of the alcohol; getting it below the half of one per cent allowed under the law. So it is exactly the product of old days minus the kick; minus the liability to make a drinker drunk. Whatever qualities conducive to health were possessed by the old fashioned beer, with 4.4 per cent alcohol or more, are possessed by these brews, or most of them—

And the makers of one of them say they have spent \$100,000 in perfecting machinery for taking out the right amount of alcohol.

They are saying that all that is needed now, to put hops back on the map in even bigger letters, and to stay, is ADVERTISING; a campaign big enough to show the people the health giving qualities of good malt drinks, with less than half of one per cent of alcohol in them. Any way, there is the idea, and of a surety something is happening to make an increasing demand for hops in this country.

Oregon holds first place in the United States, or in the world, in quality hops produced—and Oregon means practically only the Salem district—

And the importance of this is well illustrated by the fact that the share of the workers in producing the Salem district hop crop is around four million dollars annually; based on the 17,000 acres now in hops here.

We have here some of the best equipped yards in the world; we have many strong men among our growers, and it is to be taken as a matter of course that every legitimate effort is to be made, and ought to be made, to retain our primacy in the hop world, and to increase it, by proper methods.

This is not to be taken as advice to any farmer to put out more hops; every one must take his own chances in this respect. The strong growers will always have the advantage, because they are the best able to contract ahead and to take advantage of the best markets; and they are the best able to stand losses in lean years due to poor markets or other causes.

TRAINED TEACHERS FOR HIGH SCHOOLS

The only way in which properly trained teachers for the small high schools can be equipped, decided specialists at the recent western educational conference at Los Angeles, is to take teachers having broad training in the necessary vocational subjects and give them at the same time some breadth of information rather than depth in the usual academic subjects. Dean James R. Jewell, head of the school of vocational education at Oregon Agricultural college, was one of the principal speakers. The conference was called by John T. Tigart, United States commissioner of education, and included all states west of the Missouri river.

or 117 cities, according to a special survey being made by theureau of agricultural economics, United States department of agriculture.

These officials declared that cartons lessen the likelihood of contamination both in the home and in the retail store, and are a means of checking the absorption of undesirable odors.

The department's inquiry is part of a general survey dealing with the merchandising of farm products by cooperative marketing organizations. Various merchandising methods are being studied with a view to emphasizing practices in the interests of both producers and consumers.

Health is wealth; but, nevertheless, it isn't what makes the doctors rich.—Grand Rapids Press.

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