

Our Valley

... By CHARLES IRELAND



Imagine a farm so big that it has its own service station, its own cafe and its own meat market... Picture a farm so big that it grew one of every 100 pounds of green beans processed in the U. S. last year... Add a million-dollar annual payroll and an owner with an all-consuming zest for farming... Toss those ingredients around and you'll come up with U. S. Alderman Farms.

Little could be written about Alderman Farms that would surprise longtime residents of the Willamette Valley... Most of them have read many stories detailing the output of this fabulous farm... But there may be newcomers to the valley who are unaware that this giant sits on their doorstep... Alderman Farms, headquartered 16 miles north of Salem near Dayton, is unique because most of its crops are ready for the grocery store when they leave the farm in frozen-food cartons... In farming circles it's considered the greatest one-owner show of its kind on earth, for U. S. Alderman, a 54-year-old bachelor, rules it all.

The Alderman operation is so big that few know exactly how many acres are involved from year to year... Suffice to say that about 1,700 acres of Alderman-owned land surround the main cluster of farm buildings... Involved also this year were 160 acres of strawberries near Keizer and another 180 near Dundee... This year's major crops are the berries, beans (325 acres), potatoes (500 acres) and corn (800 acres)... Currently, Alderman is devoting much time to a new 400-acre potato field he leased near Independence... He has driven from his home farm to Independence as many as four times in a single day to pamper those new potatoes.

Bulk of the Alderman spuds go to the potato chip industry as they have for years. Alderman's success stems from storing them at the right temperature... Result: his potatoes produce 35 lbs. of chips per 100-lb. sack; ordinary potatoes produce 25 lbs... Most of the berries, corn and beans are processed at the food-freezing plant, built at the farm in 1945-46.

The Alderman roots go deep in Yamhill County... U (for Urie) S. Alderman is a grandson of pioneers who held a donation land claim. When Urie's father, E. M. Alderman, married he received the first 40 acres of the present headquarters farm as a gift... That was in 1893... Oldtimers recall that the farm didn't sprout much until Urie started growing up and pestering his dad to buy more land... They will tell you that Urie was a fireball with big ideas right from the start... Much of the new land was covered with brush. Urie spent many a season bulldozing it clear, then planting potatoes... As recently as the 30's, he peddled these potatoes door-to-door in valley towns.

By the time Urie's father died in 1939 the operation had grown pretty big, although Urie and his mother still wrote the checks for the bean pickers... But things happened pretty fast after that... In 1940, he hired Neva Crabtree to help with office work. Now his secretary, she is one of four office-workers among 150 year-round workers at Alderman Farms... In 1942, Alderman began holding harvest barbecues toward the end of picking season... A thousand or more friends and dignitaries came to break bread with as many pickers... Reporters (notoriously fond of a free lunch) covered these extravaganzas regularly, and Alderman Farms fairly wallowed in publicity until the big picnics were terminated in the late 40's.

Alderman built his freezer plant to insure a market for his produce... He had been growing corn for the fresh market in California and found there were times when it could not absorb his entire output, or when the price offered no profit... So he built a freezer plant and froze it... The next year, 1947, he froze berries and vegetables, too... At its peak, the freezing plant employs 400 persons.

In the fields, Alderman has different methods than most growers... He welcomes but does not ordinarily solicit the family that drives out from town. Instead, he runs rented school buses from all over Yamhill County, the North Lincoln beach towns and especially from Portland... Postcards are sent annually to previous workers. They are encouraged to return and bring others... Nominally, Alderman Farms does not cater much to pickers in Marion County where the demand from other growers often exceeds the supply... Picking starts about 6 a.m. in the Alderman fields and usually halts at 2 p.m... Then the buses shuttle the pickers back to their home towns... His platoon leaders, many of them women, earn \$800 to \$1,000 in a season.

In many respects, U. S. Alderman has pioneered in farming methods... His irrigating system has shown what irrigation can do to increase production in the valley. His pole beans have yielded more than 14 tons per acre compared to the Oregon average of eight tons and the national average of two... He was among the first to use airplanes for spraying and is in the front rank of the more recent switch to helicopters.

Little rumors are apt to crop up at times when a business gets as big as Alderman Farms... Because the Alderman initials—U.S.A.—are sometimes seen on equipment at the farms, people who jump to conclusions have sometimes speculated that the vast place really belongs to the government... Now, U. S. Alderman is not short on patriotism... He was born on the Fourth of July and named in part for a Spanish American War general... But it's doubtful that the whole U. S. Army could induce him to part with his U. S. Alderman Farms.

Seven Girls Seek Santiam Bean Crown

Statesman News Service
STAYTON — At least seven North Santiam area girls will compete for the title of queen of the Santiam Bean Festival which opens here Tuesday.
Selection of the queen will be the opening feature of the outdoor stage at the Civic Building Tuesday at 8 p.m. Each girl will speak on the topic "beans" and the winner will be selected partly on speaking ability.
Entered are Karen Thomas, sponsored by Stayton Lions Club; Carol Rice, candidate of the Me-hama Womens Club; Maralee Frost, Catholic Daughters of America; Sandra Dawson, Jefferson, Acacia Assembly of Rainbow Girls; Claudia Johnson, Lyons, Faith Rebekah Lodge; Norma Johnson, Stayton, North Santiam Junior Chamber of Commerce; and Jane Cox, Stayton Chamber of Commerce.
Other features of the festival will include a Wednesday night talent show, Thursday night pet parade, Friday night grand parade and, on Saturday, a free afternoon horse show, followed by the traditional "bean hole bean feed."

200-House Fircone Tract Due at Keizer

Statesman News Service
KEIZER — The name Fircone again sounds through Keizer news that construction will be started soon in with Fircone Terrace subdivision on a series of better-than-middle-class homes by Don Largent, Keizer contractor.
The tract is directly across the road from what once was planned to be the Fircone Country Club, and which still is referred to as the Senator McNary Fircone farm. It is planned that the acreage will be terraced to allow a good view from each home. Purchase price of each will include an allotment for trees.
About 200 homes with two-car garage will be built on the 27 acre tract held by Largent, and he has option on the remainder of the 60 acres. Lots will be of various shape. Most of the homes will be built in the modern-rustic, and many will have daylight basements.
Former owners, Mr. and Mrs. Peter Taranoff, have retained one lot, and already have occupancy in their new home North River Road.

In 318 relief programs last year, the American Red Cross gave emergency help to 62,000 families and long-term aid to 7,100 families.

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Dallas Pet Parade Winners



DALLAS — Placing first in the pet parade at Dallas were Richie, Christy and Gwenie Godsey and their puppy, Spot. They are children of Mr. and Mrs. Floyd Godsey. The Friday night event was a prelude to the Smileroo celebration here Aug. 3-6.

Dedication Of Sublimity Home Near

Statesman News Service
SUBLIMITY — The new Marian Home in Sublimity is now receiving finishing touches for the dedication and blessing on Sunday, Aug. 7.
Curbings and sidewalks have been completed and the grounds shaped up.
During the past week, the sisters in charge of the home attended a spiritual retreat conducted by the Rev. G. Scheffold. While they were in retreat, a group of parish women assisted them with their work and care of the sick, also processing 310 quarts of Royal Anne cherries, besides gallons of juice, in one day.

Births At Valley Hospitals

Statesman News Service
SHERIDAN — To Mr. and Mrs. Winer Melonuk, Sheridan, a daughter, July 14 at McMinnville Hospital.
To Mr. and Mrs. James L. Oldham, Sheridan, a son, Larry, July 17 at McMinnville Hospital.
To Mr. and Mrs. Norman C. Johnson, Sheridan, a daughter, Robin, July 17 at McMinnville Hospital.
SUBLIMITY — To Mr. and Mrs. Marvin Harsken, former Sublimity residents, a daughter, July 15 at Corvallis Hospital. Grandparents are Mr. and Mrs. Fred Hartmann, Sublimity.
There usually are two total eclipses of the sun every three years, visible someplace on earth.

Mt. Angel KC's Seat Officers

Statesman News Service
MT. ANGEL — New officers of the Mt. Angel Council of the Knights of Columbus were installed Tuesday night. District Deputy Robert Volz of Salem was installing officer.
New officers are Grand Knight Alfred Berni, Chancellor Maurice Hammer, Financial Secretary W. D. Harris, Recording Secretary Clem Hauth, Warden Alphonse Schaefer, Treasurer Joseph C. Schmidt, Lecturer Emedio De-Santis, Trustee Leonard Fisher; Advocate Robert Frank; Inside Guard Jack Schurr; and Outside Guard Leonard Dieter.
A special election will be held at the August meeting to add ten cents to each member's dues to meet the Council's assessment for the Seminary Bursar fund. Father Cyril spoke briefly on the planned addition to St. Mary's School.

Lyons Youth Group Prays For Peace

Statesman News Service
LYONS — The Methodist Youth Fellowship of Lyons Methodist Church is carrying on a "Week of Prayer for Peace" in response to President Eisenhower's call for prayers for the Geneva Conference.
The group, under the leadership of Janet Bellin, has assigned certain days to each of its members during which they will make concerted prayers for world peace.
This action was begun with worship service centering on peace at their regular MYF meeting Sunday night. Miss Bellin gave a dramatic reading, "The Bomb That Fell on America."
Guests at the meeting were three members of the MYF of First Methodist Church, Salem. They were Marcia Humphrey, Beverly Fulton and Dennis Fatch. They talked about summer camp and the Methodist Youth Fund.

People Do Read SPOT ADS You Are!

STAR GAZER

By CLAY R. POLLAN
Your Daily Activity Guide According to the Stars.
To develop message for Sunday, read words corresponding to numbers of your Zodiac birth sign.

ARIES	11-13-25-37	46-58-69
Taurus	1-16-29-40	50-62-76
GEMINI	3-8-9-35	54-55-66
LEO	20-21-31-43	51-61-79-84
VIRGO	5-15-23-25	47-56-67

1 Give	31 You	61 On
2 Your	32 Star	62 Bloom
3 Keep	33 Church	63 Act
4 New	34 Seem	64 Little
5 Deception	35 From	65 Favorable
6 Inspiration	36 You	66 Morning
7 A	37 That	67 Source
8 Clear	38 Conditions	68 Make
9 Of	39 Get	69 Fire
10 Go	40 Chance	70 Today
11 Settle	41 Out	71 If
12 New	42 Awhile	72 To
13 A	43 Con't	73 Off
14 Tides	44 Tides	74 You
15 Is	45 To	75 Prayer
16 Romance	46 Beem	76 Again
17 Take	47 A	77 Feet
18 A	48 To	78 Budding
19 Enables	49 General	79 Others
20 Be	50 To	80 Good
21 Self-reliance	51 Depend	81 Money
22 To	52 A	82 Year
23 Likely	53 Emotion	83 Nervous
24 Romance	54 Conditions	84 Much
25 Propositi	55 This	85 Might
26 Friendly	56 Strange	86 Interest
27 Little	57 Be	87 Perch
28 Flyer	58 Hanging	88 Help
29 C	59 Cooperation	89 Today
30 Go	60 Prevails	90 Hoopday

Good Adverse Neutral

Rev. Orrie Arnold Visits at Pedee

Statesman News Service
PEDEE — The Rev. Orrie Arnold, Dayton, Ohio, head of publications for the Evangelical United Brethren church, visited in this community Wednesday. His father was pastor of the EUB Church here in the early 1900's and the Rev. Mr. Arnold graduated from the former Dallas College with the class of 1907.
He is in Oregon to attend the

Valley Obituaries

Statesman News Service
Mrs. Marjorie Letson
LYONS — Final rites for Mrs. Marjorie Letson, a resident of this community, were held Thursday at Redmond where she died on Tuesday. Surviving are her husband, Lester Letson, and two daughters, all of Lyons.
annual EUB Conference at Jennings Lodge.

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Newest thing in Room with a View

It's the 4-Door Riviera—the stunning new hit of America's Hardtops

WHEN Buick introduced this nation's first hardtop—the Riviera—folks went for it, and fast. They liked the Convertible look of this 2-door beauty—long, low and rakish. They liked the added security of the steel roof overhead. And they certainly liked the absence of center posts in the side window areas — which gave a completely unbroken view left and right. People liked it all so well that, over the past six years, they made the Riviera the biggest-selling hardtop in the world, bar none. And it still is. Now Buick has come up with another great advance in hardtops — the 4-Door Riviera—and it's a sensational hit. It has everything the original 2-Door

Riviera has—plus separate doors for rear-seat passengers, and a whale of a lot more room for them. Rock-solid half-pillars on either side are what latch the front doors and hinge the rear ones. So there's no center post above the door line—and a completely open sweep of view to both sides. And the roominess provided by this gorgeous new hardtop is really something—over 9 inches more hiproom and 5 inches more legroom in the rear. Why don't you come see this brand-new kind of automobile that's heading up the parade of the hottest-selling line of Buicks in history?

That way you can also try Buick comfort, Buick power, Buick ride and handling and roadability — plus the electrifying action of Buick's Variable Pitch Dynaflo.* Do it this week—tomorrow would be fine—and you'll see what record volume really means in the way of record-high trade-in deals. *Variable Pitch Dynaflo is the only Dynaflo Buick builds today. It is standard on ROADMASTER, optional at modest extra cost on other Series.

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