

# What High-Grade Farmers Can Produce in This County

*Names of the upstanding and stalwart citizenry of the city of Salem whose reliable information, financial assistance and moral support has made this issue of the Capital Journal one of the foremost and important newspaper features ever issued in the Northwest.*

## Alphabetical Arrangement

### BARGAIN WEEK AT MOORE'S

Your opportunity to buy Musical Merchandise from Pianos to Harmonicas

Real Bargain Prices

### MOORE'S MUSIC HOUSE

409-415 Court Street Phone 983

### "Say It With Flowers"

Broadcast It

Flowers For All Occasions

### C. F. BREITHAUP

Salem's Telegraph Florist

123 North Liberty Phone 350

### GEO. E. ALLEN

Hardware and Machinery

236 N. Commercial Street, Salem, Oregon

### ROYAL CAFETERIA

Established 1910

"You Help Yourself"

Choicest Foods—Cleanest Service

We Serve Breakfast

Open 6 a. m. to 8 p. m. 460 State Street

### "IF IT'S ELECTRIC COME TO US"

Fixtures—House Wiring—Radio

### SALEM ELECTRIC COMPANY

Masonic Temple—Phone 1200

### THE SALEM STUDIO

J. O. Brown

Flashlight, Enlargement, Portraits, Copies, Home Portraits, Kodak Finishing, General Views and Panoramas

384 State Street Phone 708

*Worth's*  
Where You Save Every Day  
**DEPARTMENT STORE**  
177 N. LIBERTY ST.—SALEM, OREGON

### JUST HALF TIME—and none of the bother

Compute the time it takes you to make a personal shopping trip into minutes and take just one-half that time and you will have the time it takes to make delivery from this store when you use your telephone. Oftentimes you will find it less than half the time, especially when in very urgent need for emergency goods, for the greater your need the greater our speed. So use your telephone and save miles of footsteps, bother of dressing to go out, time lost.

### CAPITAL DRUG STORE

J. H. WILLETT

405 State St., Cor. Liberty Salem, Oregon  
"The Store on the Corner"

### IT IS COOL

Salem's Coolest and Most Popular Corner—Fountain, Drinks, Lunch, Cardroom and Pocket Billiards—Clean, Reputable—Popular—Meet Here.

### ROUMAINE & LONG

356 State Street

### Do You Know

That J. C. DeHarportt & Co.

19th and Oak Streets

Carry a full line of Staple and Fancy Groceries, Fruits in Season. Fresh and Cured Meats

**Actual Average and High Yields with Prices to Match as They Were Collected From Practical Growers in 1920 for the Capital Journal—The Low Averages Are Grand and the High-Gear Possibilities Have a Golden Ring—or Will Have In Coming Years!**

By RICHARD L. ROWE

During the spring of 1920 the writer made inquiries of "real dirt" farmers of this vicinity about how the lands had been found to yield crops, according to their own experience. Those men were among the progressive growers of this and Polk county. Some of them were regarded as approaching the expert class, and they took pains to get at the correct results we were looking for.

The prices then were at the World War peak, and had been high for several years. But the figures for averages per acre and per unit were what those farmers thought ought to stand as reasonable rates from year to year. Doubtless the deflation values of 1921, 1922 and 1923 were below what they would have expected.

Still, the producing power of the land, in whatever the hands of real farmers, who use their heads as well as their hands, is a fair guide to what thorough cultivation will do in the good soils of these counties. It should be added that those men believed in and practiced adaptation of crops to soils. They ridiculed the ways of slouch farmers who planted any crops of trees on any old soil. Here is Table Seven, that will be something of a guide to growers, and act as information for people who want to know what this Marion county land can do:

	Yield Per Acre		Price to Farmers		Cash Returns Per Acre	
	Average	High	Average	High	Per Acre	On 10 Acres
Gooseberries, tons	4	6	\$200 ton	\$300	\$800	\$8,000
Strawberries, tons	2	4	320 ton	600	640	6,400
Loganberries, tons	3	5	320 ton	480	960	9,600
Cherries, tons	1.5	4.5	320 ton	400	480	4,800
Prunes, tons	3	8	120 ton	240	360	3,600
Apples, boxes	100	300	2 box	3	200	2,000
Grapes, tons	1	3	120 ton	200	120	1,200
Raspberries, tons	2	4	480 ton	720	960	9,600
Peaches, tons	3	10	50 ton	100	150	1,500
Beans (dry), tons	0.25	.5	200 ton	240	50	500
Potatoes, tons	5	7.5	80 ton	200	400	4,000
Onions (dry), sacks	200	300	1 sack	1.50	200	2,000
Cabbage, tons	10	12	50 ton	60	500	5,000

Undoubtedly, beans, potatoes, onions and cabbage now sell for much higher prices than the average quoted in the table. It will be seen that a ten-acre farm at that time would have earned in yearly gross a minimum of \$6,400 in strawberries; \$9,600 in loganberries; \$4,800 in cherries; \$2,000 in apples; \$1,200 in grapes and \$9,600 in raspberries. Potatoes were good for \$4,000 on ten acres, onions for \$2,000 and cabbage for \$5,000.

Undoubtedly, some of those ten-acre totals can be realized now in this county by high-class cultivation. And the quantity yields show that no reasonable claim for the soils of this region would be too high. Grand, big crops are practicable; as the financial conditions brace up gradually, there will be real money in them—for good farmers.

### Ask the Chamber of Commerce

There will be a lot of detailed information that readers abroad want in order to supplement the expositions presented in this edition of the Capital Journal. For such additional facts write to the Salem Chamber of Commerce, or if in this vicinity, call at the Chamber offices and see Secretary Wilson. Visitors who have their own automobiles can inspect the surrounding country at will, using hotels or auto-camps at pleasure. Automobiles can be hired, and much of the country can be viewed from the numerous auto-buses which connect all principal towns and cities of this valley with frequent trips. Steam and electric trains are also operated to the leading city centers, several times each day. These trips will make up an interesting outing if no other sightseeing is attempted. People can look around with surprising comfort on the way and at every stop.

There is plenty of good land to be had in this county and valley for those who have some capital to take hold of it—the time has passed almost everywhere in America when settlers could start on almost no capital and build up with the country. Those who intend to cultivate land ought to have at least \$2,000, even for small farms, and \$3,000 will be more safe and liable to assure success. They should find the soils adapted to the products they mean to grow, and size up all factors of the undertaking. Farmers of skill and experience will be glad to give newcomers information.

## ADVANCING INDUSTRIAL INTERESTS

The cooperative advertising of Oregon-made goods of all kinds is one of the principal objects of the Associated Industries of Oregon, which represents about half of the diversified manufacturing plants of the state. It is a progressive organization, headed by nine directors who give a lot of their time to the problems of payrolls in this state. The organization ever is striving to advance the interests of industries upon the practical basis that the best way to encourage more industries in the state is to assist those that are now here in making a success.

Eastern manufactured goods for years have practically dominated in the Oregon market. It is high time that public attention be turned to the question of developing more industries that make staple goods of equal or superior quality and at the same price. Coast communities were dependent upon the Middle West and East for many years for so many of the necessities that the habit of buying foreign goods became strongly entrenched.

But this situation has witnessed a great change and other changes are now in progress. Oregon is becoming a producer State and the skill and courage of pioneer manufacturers have demonstrated that many lines can be and are being manufactured here and distributed eastward.

"Why shouldn't we stimulate within ourselves a spirit of patriotism for Oregon industries and products," says Dan C. Freeman, manager of the Associated Industries. "This spirit brought to the fore at all times and places will fill the visitor with enthusiasm for the state and for its products, and this means additional prosperity to every Oregon community. We can tell the world that we excel in the quality of our products and in this repeated telling we can convince the world it is true.

"Every community in the state, particularly orchardists, farmers, dairymen and stock raisers, will be directly benefited by the growth of a larger industrial population. This is an economic fact which cannot be denied. Many of the products from the soil, though they are produced in great abundance, cannot be transported long distances to markets in the great centers of population. Many of these things will have to be consumed nearer the source of supply.

"The more general use of Oregon-made goods is spreading itself over the state. Both consumers and

dealers are coming to realize that one of Oregon's most serious economic problems, that of employment for the workers, can be solved through the encouragement and support for the factories now operating in Oregon, and making numerous things for which \$50,000.00 a day is being sent to the east."

Here are some figures on the representation of different groups of industries in the Associated Industries, all strongly backing the Home Industry movement:

Building Materials.....	38
Wearables and Woolen Products.....	31
Food Products, Beverages.....	74
Cartons, Containers, etc.....	15
Cigars and Tobacco.....	1
Furniture, Fixtures; Household and Office Equipment.....	78
Insurance.....	4
Investments, Loans, Home Financing.....	6
Machinery, Foundries, Metal Products.....	45
Paper and paper products.....	4
Printing, Engraving, Ad Sign.....	29
Sign Advertising Manufacturers.....	2
Auto Equipment.....	19
Other memberships, associate, etc.....	30

### WANTED MORE FACTORIES

Oregon needs more than the revenue that comes from the ground; and tourists viewing scenery.

Factories are needed to create more business opportunities, new taxable wealth, utilize raw materials and furnish employment.

Treat our Oregon factories liberally; they will grow—then others will come.

Ask for Oregon brands.

### Associated Industries of Oregon

608 Oregon Bldg.  
Dan C. Freeman, Manager

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## Alphabetical Arrangement

### CENTRAL PHARMACY

(Wolpert & Quisenberry)

Next Door to Bank of Commerce

### "A City Drug Store"

Phone 276

### DARBY'S DRUG STORE

"Where You and Service Meet"

Everything in Drugs

Court and Liberty Sts. Phone 184

### RED CROSS PHARMACY

"The Santox Store"

Full line Drugs, Stationery, Toilet Articles and Sundries  
Bring Your Films Here for Development.

386 State Street

### J. C. PERRY, DRUGGIST

The Rexall Store

Everything that Druggists usually carry—with exceptional Service. Prescriptions Paramount.

115 S. Commercial Street

### Salem's Only Exclusive Fur Store

*West Fur Company*  
QUALITY FURS

357 State Street Salem, Oregon

### KAFATERIA SHOE STORE

200 Pairs Women's Shoes on racks ..... \$1.88

200 Pairs Women's Shoes on racks ..... \$2.88


These Shoes are values up to \$10.00.

200 Pairs Men's Dress Shoes ..... \$3.88

These consist of black, brown, and tan shoes and Oxfords.

Come in and look them over and you'll be convinced.

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No More "Bottled-Up" Light in Your Headlamps  
A plain window glass lens and a dottle reflector, make a headlamp that is legal in all states. With Natlite, the light rays are controlled and projected by get-it-Bulle and corrugations. The silvered surface controlling as well as reflecting the light.

**Natlite**

Is sold either as a reflector for replacement in your present headlamps or as a complete headlamp.

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